



The Development of Medical Tourism with Preventive Technology: Medical Wellness

Pengembangan Medical Tourism dengan Teknologi preventif: Medical Wellness

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Abstract

Objective: This study aims to examine the Development of Medical Tourism with Preventive Technology: Medical Wellness.

Methods: This research was studied using the literature study method, sourced from national and international journals. Journal sources used include Pubmed, Google Scholar, Elsevier, and ResearchGate.

Results: The study results show that telemedicine and telehealth (or e-health systems) covering all health service providers that use information and communication technology for diagnosis, treatment and prevention of health services can become a preventive technology in the practice of medical tourism and medical wellness in Indonesia. This is because information and communication technology development can be an essential factor in realizing the successful development of medical tourism in Indonesia.

Conclusion: The reputation of Bali's tourism infrastructure in Indonesia and the ASEAN region is relatively well established. Growth in health and wellness travel due to improved infrastructure, tourist demand, the hospitality sector and a well-regulated business environment. However, such a comparative advantage does not guarantee that Bali will be able to compete in a world where tourist preferences are the driving force of competition.

Keywords: medical tourism, medical wellness, telehealth, telemedicine

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Introduction

Tourism is synonymous with holidays, travel, or having fun in new places to experience new things. This opinion can be supported by the definition of tourism put forward by Mathieson and Wall, which states that tourism is the temporary movement of a group of people to a location other than their usual place of work and residence, as well as their activities. They are involved while there, and the facilities offered to meet their needs.¹

The scope of tourism often consists of various exciting activities and facilities provided by tourist destinations to spend holidays for tourists, as can be concluded from this definition. The expansion of tourism development, which is now affecting the health sector, also creates opportunities for new tourism-related goods, including medical tourism. To combine, manage and sell the entire experience to potential travellers, this tourism includes travel packages, hotel services, medical care and shrewdness of business people.²

Cost, time, regulation, medical choice and availability, quality, enjoyment, and accessibility of information are the main factors influencing why tourists choose this kind of vacation. Push and pull forces form at least two key elements that influence tourists' decisions to engage in medical tourism. Bye offers many explanations that could be categorized as motivating factors, such as the Lack of medical therapy in the country; The fact that his state health insurance does not cover the desired medical treatment. Meanwhile, there are attractive elements such as medical tourism destinations that offer quick surgeries and other medical treatments; lower price offers, including drugs and exams; and certain medical operations are only carried out by these medical tourism destinations.³ Thus, this study aims to examine the Development of Medical Tourism with Preventive Technology: Medical Wellness.

Methods

This research was studied using the literature study method, sourced from national and international journals from various parts of the world, including Asia, Europe, and America. The literature uses the keywords Medical Tourism, Hospital, Medical Tourist, and Healthcare Tourism. A study and analysis of several literatures were conducted to conclude the development of medical tourism in Indonesia and the use of

preventive technology to create medical wellness. Journal sources used include Pubmed, Google Scholar, Elsevier, and ResearchGate.

Results

Table 1. The Results of Literature Studies

No	Authors	Title	Method	Findings
1	Dongxiao Gu, Gunay Humbatova, Yi Xie, Xuejie Yang, Oleg Zolotarev, and Gongrang Zhang ⁴	Different roles of telehealth and telemedicine on medical tourism: An empirical study from Azerbaijan	Literature Study	The results showed that (1) the quality of communication and the quality of telehealth and telemedicine information and their effect on satisfaction had a significant positive effect on the willingness to take medical trips; (2) psychological expectations of value and perceived cost (perceived value and perceived cost) have a positive effect on medical travel; and (3) willingness to participate in medical trips has a positive effect on medical travel behaviour.
2	Deepak CHHABRA ⁵	Transformational Wellness Tourism System Model In The Pandemic Era	Conceptual Models	Wellness Tourism is assessed as having potential based on community (host) acceptance when they plan to receive tourists and transition to the TLC development

- 3 Chiranuch Sopha, Chompunuch Jittithavorn & Timothy J. Lee ⁶ *Cooperation in health and wellness tourism connectivity between Thailand and Malaysia* Literature Study

stage. Social exchange theory, social disruption theory, and/or social representation theory offer a window for contextualizing their response to and support for health tourism specifically.

Thailand and Malaysia are in the Southeast Asia Region, which is building tourism promotion cooperation under the framework of ASEAN Tourism Connectivity. While Thailand pays attention to Thai herbs for physical and mind therapy, Malaysia places more emphasis on the spa industry. Additionally, the two have introduced integration between Phuket and Langkawi to provide destinations for effective health and wellness connectivity. This cooperation will help improve tourism connectivity in Southeast Asian countries.

- 4 Putu Devi Rosalina, I Wayan Suteja, Gde Bagus Brahma Putra, Putu Diah Sastri Pitnatri ⁷ *Membuka Pintu Medical Tourism di Bali* Literature Study
 Asia is a promising tourist destination when considering the current medical tourism development market trends. The total number of international patients travelling to Asia is increasing by almost 20% yearly, with an estimated market value of USD 4 billion. Bali should take advantage of this excellent opportunity to capitalize on its renowned international fame. In addition, the Joint Commission International's recognition of Sanglah General Hospital as one of its global official hospitals is a first and pilot step for the calibre of medical facilities in Bali.
- 5 Ika Suryono Djunaid & Mikhael Mikhael ⁸ *Pengembangan Potensi Traditional Medical Tourism Di Desa Cimande Kabupaten Bogor* Qualitative descriptive
 Treatment of Cimande fractures in Bogor Regency has the potential to be used as medical tourism because 15 of the 21 existing elements have been fulfilled as health tourism. Judging from the reasons tourists

				come to Cimande village, Bogor district, it is indeed for the needs of fracture treatment, but things that have not been fulfilled based on the results of interviews with informants regarding facilities and government support.
6	I Gusti Bagus Rai Utama ⁹	Health and Wellness Tourism: Jenis dan Potensi Pengembangannya di Bali	Qualitative descriptive	The role of health and wellness tourism management needs to be re-evaluated, especially how to implement the most appropriate plan for the development of health and wellness tourism in Bali, which involves the government and Bali tourism stakeholders. It is hoped that this evaluation will provide answers to the following questions: the position of Bali's health and wellness tourism in the world market.
7	Hansruedi Mueller & Eveline Lanz Kaufmann ¹⁰	Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry	Survey	Tourism service providers and health policy actors have a common interest in implementing

these recommendations. Positioning the professional health services market can only be successful if a clear distinction is made between them and healing and if health promotion goals are pursued. This approach increases credibility as well as makes cooperation more attractive to partners.

Discussion

Medical Tourism Development in Indonesia

Medical tourism is travel to get medical treatment or to improve one's health. This is supported by Gill and Singh's definition of medical tourism as "travel from one's place of residence to another destination to carry out activities that maintain, improve, and care for one's health."⁸ Reflecting on the prospects and development of medical tourism in surrounding countries, Indonesia, especially Bali, has an exceptional opportunity to develop a comparable type of tourism. Bali itself has a lot of potential for the development of medical tourism. Local knowledge of traditional medicine can be a solid foundation for introducing it as a tourist attraction. In fact, Bali is a famous destination for Health and Wellness Tourism.⁷

The concept of wellness was developed by the American physician Halbert Dunn in 1959 when he wrote for the first time about a special state of health consisting of a feeling of overall well-being that sees human beings as body, soul, and mind as dependent on their environment. Dunn calls this state of extraordinary personal satisfaction high-level wellness.¹⁰

Given Indonesia's great desire to promote medical tourism, the potential for Indonesian medical travel is very promising. Currently, medical tourism is seen as a solid

strategy to revive Indonesia's tourism industry and creative sector. The initiation of innovation and synergy that will elevate the Sanur Bali area to become Asia's new benchmark for medical tourism and medical wellness is one of the steps taken to ensure Indonesia's readiness to support medical tourism. In fact, the country's first health special economic zone is expected to be established in the region. As well as having a wide range of health services that no other country can offer, Indonesia has the strength and capacity to establish itself as a new hub for health and wellness tourism in Asia and perhaps even worldwide. The Bali International Hospital is expected to increase the number of tourists coming to Indonesia and reduce the number of Indonesians traveling abroad for high-quality medical care.¹¹

The Minister of Health and the Minister of Tourism and Creative Economy signed a Memorandum of Understanding (MoU) on Health Tourism as one of the regulations governing medical tourism in Indonesia. The success of tourism and health development, especially medical tourism, is expected to increase due to this agreement. In addition, as part of the commitment to medical tourism, the Ministry of Health, Tourism and Creative Economy and representatives from hospitals and health groups formed a working group called Indonesia Wellness and Healthcare Tourism (IWHT).

The Use of Preventive Technology in Medical Tourism

In the era of new and rapidly changing technology, technology services have become common, even for health services. People use telehealth and telemedicine with information and communication technologies in all areas of healthcare.¹² According to the World Health Organization, telemedicine and telehealth (or e-health systems) include all healthcare providers who use information and communication technologies for the diagnosis, treatment, and prevention of health care, disease, and injury; and information and communication technologies for ongoing training are essential factors for improving the health of individuals and communities. Communication has significant theoretical and managerial effects in the service industry. The current healthcare literature supports the critical role it plays. To achieve good communication, shared will and rationality must be present in successful verbal and non-verbal communication exchanges.⁴

However, it cannot be denied that there are significant disparities in the availability of health technology tools and applications between urban and rural areas in terms of technology application. To improve the overall quality of health services in

Indonesia, which will enhance the country's position globally, a balance or even distribution of health technology throughout the country is urgently needed. It is also seen that one of the challenges to the successful implementation of medical tourism in Indonesia is the language barrier.¹³

Conclusion

It can be concluded that the reputation of Bali's tourism infrastructure in Indonesia and the ASEAN region is relatively well established. Growth in health and wellness travel due to improved infrastructure, tourist demand, the hospitality sector and a well-regulated business environment. However, such a comparative advantage does not guarantee that Bali will be able to compete in a world where tourist preferences are the driving force of competition. In addition, the existence of telemedicine and telehealth (or e-health systems) covering all health service providers that use information and communication technology for diagnosis, treatment and prevention of health services can become preventive technologies in the practice of medical tourism and medical wellness in Indonesia. This is because information and communication technology development can be essential in realizing the successful development of medical tourism in Indonesia.

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