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ENTREPRENEURS' PERSPECTIVES ON THE HEALTH TOURISM MARKET

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Abstract

Tourism is a growing market with an impact on modern civilization after the pandemic. The new entrepreneurial vision is about transforming the customer into a consumer using modern marketing tools such as artificial intelligence, and virtual reality. These are opportunities to identify new tourist destinations, new medical services, and new distribution channels of tourist products, all as a result of marketing research that provides results on the needs and expectations of the final consumer. Entrepreneurs divide their activity between medical services, wellness services, and SPA services, organizing the connection between the customer and the consumption of the tourist product, and providing related services (accommodation, transport, tourist assistance, health insurance, leisure services) using digital marketing strategies, and direct marketing opportunities. Health Tourism is an umbrella of medical tourism, wellness tourism, and SPA tourism. Human resources is an important value of entrepreneurship that generates global migration phenomenon, and brain-drain phenomenon. The market trends push companies in the future of the present, hoping to reduce the waiting time for consumers of health care services and create tourist products at an optimal price.

Keywords: health tourism, wellness, welfare, hotel, artificial intelligence, health care trends

INTRODUCTION

The perspective of individuals, equipe, or groups of business is encouraged by hard work in a team managed by innovation and quality of offered services (Dye, 2017). An important trait of an entrepreneur is the ability to obtain new sustainable tourism products available for interested customers who are ready to pay for them. Innovation is a driver of the company's activity. Entrepreneurs want to develop an idea in reality and in a real business to gain profit and success in the trade market. Enterprises are working together to provide a tourism package offer, and this type of collaboration is supervised by researchers' reports or analyses, transforming interdependent market actors. Creating entrepreneurship supplied by innovation is the best way to be in trend with tourists' needs, a phenomenon named entrepreneurial ecosystem interested by academics, policymakers, and business participants.

The actors of the entrepreneurial ecosystem are entrepreneurs, service providers, marketing agencies, local authorities, social and governmental organizations, investors, and media agencies (Forman, D., Jones, M., Thistlethwaite, J., 2020). Every contribution starts with goals to respond to consumers' needs, and each ecosystem has its structure. Each ecosystem is growing individually and has some steps of maturity.

Technology is the main resource of innovation and products of innovation become profit and success on the market. Tourism entrepreneurship is about people's behavior and human resources, and the manifestation depends on internal and external factors: social and economic environment, local budget accorded by authorities for the sustainability of investments, buying power of the population, types of products selling on the different international market, using methods for promoting health tourism products, how actual and interest manifestation of the population about the one of newest health tourism product, service, technology appears.

Health tourism market. Entrepreneurs perspectives

It is a phenomenon driven by the increasing demand from customers interested in high-quality treatment, staying on interminable waiting lists for medical procedures, with limited access to new therapies in some countries (Zhong L, Deng B, Morrison AM, Coca-Stefaniak JA, Yang L., 2021). Entrepreneurs are invited to develop leadership (Gil-Cordero, E., Ledesma-Chaves, P., Ortega-Gutierrez, J. et al, 2023) in new technological applications (Miralles-Pechuan, L., Ponce, H., Martinez-Villasenor, L., 2020), telemedicine, online treatment prospects, and digital and smart products for monitoring health constantly.



Tourism is an economic sector influenced by internal authorities to develop health infrastructure on patients' requirements. The created paradox is about tourists from developed countries who are traveling to low-developed countries for medical treatments. In general, tourists are attracted by low-cost, high-quality available services, highly educated medical teams in developed countries, complementary other factors such as favorable exchange rates, international air travel schedules, destination for care, accommodation and local transport cost, etc. There are some psychological factors as important key decisions of customers to choose travel for care, such as motivation and satisfaction, transformed into values by entrepreneurs to analyze customer behavior through digital instruments quickly (Lee, J., Kim, JJ., 2023).

Tourists are customers interested in being informed more easily and making correct decisions before traveling, using information displayed by entrepreneurs online on their websites, following reviews from online social media platforms, and following online content of paid influencers by entrepreneurs. The perspective, in this case, is about a nearby entrepreneur as a customer requires at the moment to use all strategies used by competitors. Customers are interested in paying for the all-in-one product, in this case, entrepreneurs' perspectives are about tourism all-inclusive packages, available to buy online, payable online, with online 24-hour assistance, with testimonial experience, and are attracted to new experiences by discounts, or more services.

Some entrepreneurs sustained by local authorities are invited to invest in tourist places and participate in transforming them into tourist destinations with local culture, and local authentic tourism services, such as Thailand Wellness and SPA, or Indian Ayurveda, to develop sustainable tourism for people and environment (Akhalaia, 2023). Literature shows the growth of customers' interest in legal tourism services such as Naturopathy, Homeopathy, Acupuncture, Traditional Chinese Medicine, Chiropractic Medicine, Osteopathy, and Western Natural Medicine (Trebilcock, M.J., Mahadevia Ghimire, K., 2019) and respects the health protocols by Hotels, Restaurants, Accommodation and Wellness Complexes as an instrument on sustainable tourism market (Baltescu, 2020). Sustainability is an important aim of entrepreneurs with future perspectives to improve a better quality of life for customers focused on well-being programs and to co-create (Laurisz, N., Ćwiklicki, M., Żabiński, M., Canestrino, R., Magliocca, P., 2023) a branding marketing position for tourist destinations (Da Costa Guerra, 2022). Global Protocols are required for all tourism services to promote safe tourism products for customers who are interested in traveling abroad for surgeries, second medical opinion, rehabilitation, Yoga, walking in nature, post-COVID treatment, etc. These standards ensure tourists about safe online information, safe online payments for tourism packages, security of person during staying, etc (The World Travel & Tourism Council (WTTC), 2020).

Entrepreneurs are invited by researchers to work together to develop strategies according to the global aims of the World

Health Organisation, to prevent humanitarian disasters and encourage people to take care of their health after the long COVID period, invite them to physical communication to prevent mental disorders, create a walking tour in nature to adapt to climate change and respect nutrition programs to prevent cardiovascular and diabetes disease (Chan, 2022).

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