

## RESEARCH ARTICLE

# Marketing pattern for providing health tourism services in Iran

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**Abstract:** Health tourism provides significant economic, political and social benefits to the active countries, which should be considered in a competitive market. Today, the medical tourism market is considered as one of the most lucrative and competitive industries in the world and is one of the new advanced fields of tourism. This is a descriptive study based on the method of research, and considered as a practical and cross-sectional point of view. This study demonstrates the importance of the mentioned factors in the proposed pattern of health tourism marketing, which should be emphasized by managers in the field of health tourism for short-term and long-term planning to develop it. In the stage of exploratory factor analysis, the “promotion” components with 8 variables, “procedures” with 13 variables, “partnership” with 6 variables, “evidence and symptoms” with 4 variables, “medical package” with 5 variables, “product” with 8 variables, “attention to cultural and medical sensitivities” With 6 variables, “cost” with 5 variables, “People” with 5 variables, and a proposed pattern including 9 factors with 60 items after confirmatory factor analysis Confirmed.

**Keywords:** health tourism, marketing pattern, health tourism services

## 1 Introduction

The tourism industry is one of the largest and most diverse industries in the world. Many countries consider this dynamic industry to be the main source of revenue, profitability, job creation, growth for the private sector, and whether the revenues generated by this sector have contributed to economic growth and other parts of the country. Tourism is one of the few areas that have developed the right context for profit for all the countries of the world, and has therefore been interpreted from tourism to industry Medical tourism is a relatively new concept where patients travel to a foreign destination to obtain quality medical treatments which much better or comparable and also available at a significantly lower cost<sup>[1]</sup>. The relationship between health and tourism can be checked in many ways, maintaining the health of the tourist is the most important relationship between the two concepts. For the first time Bushel presented a conceptual

framework in which the interaction of health and tourism from the viewpoint of health tourism, by examining health and disease, Promotion of health and prevention of disease. According to Alain, health and tourism are linked to three species: the health of tourists, the health of the host and guest communities, travel with health goals<sup>[2]</sup>. Health tourism includes medical tourism, and preventive tourism<sup>[3]</sup>. Health tourism is an opportunity to exploit the combination of tourism with medical services, which has now become an important industry<sup>[4]</sup>. Of course, this type of tourism is due to the sensitivity of the health of individuals to the required standards, including the availability of technical and scientific knowledge, as well as medical and therapeutic infrastructure. The goals that seek this type of travel should be to meet these standards as a prerequisite for their success in attracting tourists from their perspective<sup>[3]</sup>.

Health tourism (medical tourism and Preventive tourism), as one of the world’s most revenue-generating industries, has already attracted many countries, and this industry is considered to be rapidly growing worldwide as a tourism product and market<sup>[5]</sup>. Different industries use different marketing strategies to attract customers and make more profit. Although the nature of the marketing of tourism services is different from the marketing of other services, such as banking or transportation, all of the P10 items of the McCarthy (1975) include: product, price, location/distribution and promotion, individuals, physical evidence and processes, participation, personalization, can be extended to the health tourism industry<sup>[6]</sup>. Patient

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education, privacy, and medical sensitivities and patient culture, have also been added to the above-mentioned cases due to the nature of medical tourism<sup>[7]</sup>. In total, the above P14 can be considered as a mix of marketing for medical tourism<sup>[8]</sup>. In Iran, to solve the problems caused by dependence on oil exports, it is necessary to invest in the production and export of those products and services that can generate foreign exchange earnings. In some cases, the country has a set of defined products and services that can be converted into the capital by investment and can be used as a source of currency income<sup>[9]</sup>. According to the 2017 tourism report, Iran ranked 93 as a tourist destination<sup>[10]</sup>, and ranked 41th among 41 countries according to the evaluation of medical tourism<sup>[11]</sup>. According to the 2017 World Economic Forum (WEF), with 5.2 million international tourists entering Iran, about \$ 3.5 million has been paid by them<sup>[10]</sup>. There are many advantages in health tourism in Iran, among which the most important ones are providing low-cost health care, short waiting times and the highest quality of services and care, as well as the most experienced specialists and the most up-to-date technologies, access to biotechnology, biological drugs, stem cells, and restoration, spinal cord injury<sup>[5]</sup>, but the lack of coverage of health insurance, the lack of transparency of costs, and the lack of medical packages that are barriers to medical travel have been weak in providing facilities such as hoteling facilities, interpreter, transportation, tourist tours, and defects of the hospitals surveyed<sup>[12]</sup> and poor marketing efforts to attract foreign patients in Iran, Inappropriate coordination between the organizations responsible for medical tourism, the lack of a comprehensive system for collecting information on the arrival of medical tourists to Iran, the inadequacy of information systems about the tourism capabilities of Iran and the lack of infrastructure necessary for the development of this industry is one of the most important reasons that have led the Iranian tourism health industry does not have a desirable position. By recognizing the ability of hospitals their deficiencies, their potential for gaining access to foreign patients has been studied, taking into account the opportunities for improving it, and has succeeded in achieving global tourism therapies<sup>[13]</sup>. Also, according to some studies, the development of this industry can improve the quality of hospital services and treatment, as well as create employment in the country's health, and ultimately lead to income and currency and economic, social, cultural progress<sup>[12]</sup>. Considering the importance of this subject and the limitations of studies related to health tourism in Iran, the present study, while examining the factors affecting health tourism marketing in related studies worldwide, evaluates these factors in Iran and use to design a marketing pattern appropriate to

the structure of existing rules and resources.

## 2 Materials and methods

The present study was applied in a descriptive-correlational and cross-sectional study. The statistical population consisted of all the people working in the medical universities of the country in the field of health tourism, 630 active people in the field of health tourism were selected by simple random sampling. A researcher-made questionnaire was used to collect the research data. The questionnaire was developed based on an interview with experts and tourism activists in the field of marketing and tourism with the Likert scale in completely opposite = 1, opposite = 2, neither agree nor disagree = 3, agree = 4, totally agree = 5. To assess the validity of the content of the questionnaire, from the viewpoint of professors, experts, and for determining the content validity, quantitatively, two content validity coefficients (CVR) were higher than 0.62 and Content Validity Index (CVI) was higher than 0.79. Cronbach's alpha coefficient (0.82) and test re-test and correlation (0.92) were used to assess the reliability of the questionnaire (N=40). After confirmation of validity and reliability, 630 questionnaires were completed. To verify the validity of the proposed conceptual pattern, factor analysis was used which was conducted in two exploratory factor analysis and confirmatory factor analysis (second-order). After performing the exploratory factor analysis, 9 components and 60 items whose factor load was above 0.3 were extracted. After the corrections were made in the original conceptual pattern, the validated factors were extracted from the confirmatory factor analysis of LISREL 8.8. Goodness-fit indicators for all components the calculation of the suggested pattern for health tourism marketing were confirmed. This study was performed with observing the ethical standards and obtaining ethics code in the Islamic Azad University South Tehran, Branch Faculty of Management, and obtaining necessary licenses from the Department of Health Services Management. The aim of the study was explained to all participants and they were assured that all their information will remain confidential.

## 3 Results

The results of the sample sufficiency test (Bartlett):

In this research, to examine the existence of the conditions for factor analysis, assuming the society is normal, the sampling accuracy index (KMO) and Bartlett's test have been used. The results of this test showed that due to the lower level of the significance level of the Bartlett test (0.001), the correlation between the terms is appropriate

for 0.05, and with KMO index (0.712) larger than 0.6, the number of samples is sufficient for factor analysis (df: 1953,  $\chi^2$ : 30457.296).

(1) The results of exploratory factor analysis

At this stage, the responses of the samples were entered into SPSS version 22. Items with factor load above 0.3 were selected for the continuation of the analysis and the factor loads below 0.3 were not considered. According to these results, 3 items of the analysis process were eliminated. The results are presented in (Table 1).

As shown in (Table 2), the share of the first factor with a special value of 15.76 and a 25.02% variance is very significant, and the share of the other factors is quite distinct. All of the indicators of the questionnaire consisted of 9 main factors and explained 57.22% of the total variance.

Finally, 60 items and 9 factors were extracted. Using the theoretical foundations and views of the professors and experts on each factor, the extracted factors were named. The criteria for naming the extracted factors were the nature and size of the variables whose extraction factors had the greatest contribution and the study of the vocabulary and terminology to look at the nature of the name, the perspective, and implications of the variables, as well as the existing theories and the results of previous studies. According to the above criteria, the nine factors are described in (Table 3).

(2) The results of confirmatory factor analysis

To confirm the results of exploratory factor analysis, confirmatory factor analysis has been used, which is referred to as bellow. The results of (Table 4) show that all items in the questionnaire are greater than 2, so all items are verified. Examining each of the following factors is showed in Table 1.

(3) Promotion factor: the item “active centres for health tourism uses a special logo, slogan and brochure to advertise” with a factor of 0.80 which was more important than the other items, for measuring the promotion factor.

(4) Procedures factor: the item “patient’s documents and a summary of the patient’s file were provided in English to the patient after discharge” had a factor of 0.80, which was more important than the other items for evaluating the procedures factor.

(5) Partnership factor: the item “there are specific rules exercised as the incentive and motivational mechanisms and tax deductions for centres active in health tourism” had a factor of 0.82, which was a more important indicator of the factor of the partnership than the other items.

(6) Evidence factor: The item “hospitals in Iran have up-to-date facilities and equipment” had a factor of 0.72, which was more important for assessing the cause of symptoms and evidence than other items.

(7) Medical Package factor: the item “if there are alter-

Table 1 The matrix of rotating agents after turning in the varimax

	Factor1	loading	Factor2	loading	Factor3	loading	Factor4	loading	Factor5	loading	Factor6	loading	Factor7	loading	Factor8	loading	Factor9	loading
Q42		0.719	Q38	0.785	Q47	0.806	Q28	0.373	Q54	0.854	Q22	0.686	Q62	0.811	Q2	0.736	Q20	0.728
Q27		0.706	Q37	0.733	Q49	0.795	Q29	0.419	Q55	0.687	Q21	0.646	Q63	0.797	Q4	0.735	Q23	0.487
Q41		0.686	Q39	0.686	Q48	0.608	Q16	0.749	Q56	0.677	Q18	0.530	Q60	0.491	Q1	0.718	Q24	0.440
Q43		0.525	Q36	0.603	Q46	0.576	Q19	0.674	Q52	0.680	Q57	0.529	Q58	0.542	Q5	0.424	Q17	0.495
Q44		0.498	Q34	0.504	Q50	0.538			Q53	0.420	Q14	0.517	Q61	0.410	Q6	0.678	Q25	0.602
Q45		0.449	Q40	0.473	Q51	0.484					Q11	0.405	Q59	0.508				
Q30		0.733	Q10	0.625							Q15	0.428						
Q26		0.463	Q12	0.724							Q8	0.493						
			Q35	0.737														
			Q31	0.541														
			Q32	0.651														
			Q33	0.700														
			Q13	0.423														

**Table 2** Specific Values and Explained Variances by the factors extracted from the exploratory factor analysis

factor	special amount	%Variance explained	%Cumulative of variance explained	special amount	%Variance explained	%Cumulative of variance explained
1	15.76	25.02	25.02	6.26	9.94	9.94
2	4.11	6.52	31.54	6.13	9.73	19.67
3	3.31	5.25	36.79	4.47	7.09	26.76
4	2.72	4.31	41.10	3.91	6.20	32.96
5	2.46	3.91	44.99	3.56	5.61	38.57
6	2.15	3.41	48.41	3.42	5.43	44.01
7	2.10	3.17	51.58	3.08	4.88	48.89
8	1.79	2.84	54.42	2.75	4.36	53.24
9	1.77	2.81	57.22	2.51	3.98	57.22

**Table 3** Extracted factors and naming of extracted factors

factor	Items in each factor	Title of extracted factors
Factor1	Q42 Q27 Q41 Q43 Q44 Q45 Q30 Q26	Promotion
Factor2	Q38 Q37 Q39 Q36 Q34 Q40 Q10 Q12 Q35 Q31 Q32 Q33 Q13	Process
Factor3	Q47 Q49 Q48 Q46 Q50 Q51	Partnership
Factor4	Q28 Q29 Q16 Q19	Evidence
Factor5	Q54 Q55 Q56 Q52 Q53	Medical Package
Factor6	Q22 Q21 Q18 Q57 Q14 Q11 Q15 Q8	Product
Factor7	Q62 Q63 Q60 Q58 Q61 Q59	Medical Cultural Sensitivity
Factor8	Q2 Q4 Q1 Q5 Q6	Cost
Factor9	Q20 Q23 Q24 Q17 Q25	People

**Table 4.1** Standardized coefficients and significant number of health tourism services marketing pattern

Factor	Variable	Standard coefficient	t-value	Confirmation or Disapproval
Promotion	Virtual marketing is carried out online	0.75	-	Confirmed
	There is a possibility to hold virtual tours to public awareness via the Internet	0.68	17.07	Confirmed
	Adequate advertising is taken about medical centres through communication and media channels (TV, radio, CDs, magazines, newspapers) related to Health tourism.	0.68	0.88	Confirmed
	Conducting Seminars and Conferences Topics Related to Health Tourism	0.74	8.67	Confirmed
	Using slogans, logos, and special signs by active centres in the field of medical tourism	0.8	20.26	Confirmed
	The existence of a specific site for the introduction of health promotion facilitators, active centres in the field of medical tourism	0.69	17.2	Confirmed
	Creation of Informational sites, for the introduction of facilities and treatment methods and equipment for up-to-date active centres in the field of medical tourism	0.63	15.52	Confirmed
Procedures	The arrangement of Providing touristic and pilgrimage tours for post-treatment recovery and rehab	0.77	19.56	Confirmed
	There are specific processes for solving international patients' complaints.	0.69	-	Confirmed
	There are processes and facilities in the centres for transferring dead patients.	0.77	17.95	Confirmed
	There is a contract with the patient or facilitator (bilateral or trilateral) regarding the cost and method of work.	0.66	15.57	Confirmed
	Patient's documents are in English and a summary of the patient's file is provided also in English to the patient after discharge.	0.8	18.79	Confirmed
	There are certain processes parallel to post-dismissal follow-up at home or country of origin.	0.76	17.67	Confirmed
	There are processes and facilities for exchanging currency in medical centres.	0.71	16.57	Confirmed
	There are places in hospitals for companions to stay.	0.71	16.74	Confirmed
	It is possible to communicate with the doctor (in person, by telephone, email, etc.) before, during and after treatment.	0.69	16.17	Confirmed
	There are certain processes and procedures for conducting high-risk surgeries.	0.76	17.7	Confirmed
	There are certain rules regarding the admission process, patient's document delivery method, inquiring the corresponding physician's ideas in the destination country.	0.76	17.86	Confirmed
	There are certain processes for providing healthcare and treatment services (diagnostic, therapeutic and surgical, supplies of medicines and medical equipment), counselling, special out-of-hospital services.	0.76	17.86	Confirmed
there is a clear financial billing process for discharge	0.7	16.41	Confirmed	
There is a possibility of transferring a patient to another facility by ambulance, or another vehicle, to receive the required treatment services.	0.75	17.5	Confirmed	

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**Table 4.2** Standardized coefficients and significant number of health tourism services marketing pattern

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Factor	Variable	Standard coefficient	t-value	Confirmation or Disapproval
Partnership	In Iran, there are proper and practical rules for eliminating the intermediaries.	0.59	-	Confirmed
	There are specific rules codified to determine the tariffs of the diagnostic services receivable from foreign nationals.	0.68	14.17	Confirmed
	There is inter-sector cooperation between various organs (Cultural Heritage Organization, Ministry of Health, Ministry of the Interior, medical sciences universities and treatment centres)	0.78	15.92	Confirmed
	In Iran, there is a proper supportive legal framework for the activities of tourism companies and treatment centres in the area of Health tourism.	0.73	15.17	Confirmed
	There are specific rules exercised as an incentive and motivational mechanisms and tax deductions for centres active in Health tourism.	0.82	16.55	Confirmed
Evidence	there is a specific system with appropriate efficiency for registering the characteristics of the referrers with non-Iranian citizenships.	0.81	16.46	Confirmed
	Hospitals in Iran have up-to-date facilities and equipment.	0.72	-	Confirmed
	Medical centres accepting international patients at least have an accreditation degree.	0.71	33.24	Confirmed
	Iranian hospitals have international certificates.	0.58	12.72	Confirmed
Medical Package	Hospitals admitting international patients have advanced equipment and new treatment methods.	0.69	15.8	Confirmed
	In service-providing centres, the healthcare, diagnostic and therapeutic packages (surgery, treatment, medicine) are available for a specified price and inserted on the centre's website.	0.76	-	Confirmed
	The cost of treatment and healthcare Services is informed to the patient within the format of a specified contract (in the language of the patient) before admission.	0.74	18.14	Confirmed
	If there are alternative therapies, the costs are displayed on the site or in a contract form with the patient or facilitator.	0.85	21.21	Confirmed
	Treatment centres provide general healthcare and treatment information on their sites.	0.79	19.46	Confirmed
Product	Educational materials are provided in the form of pamphlets, leaflets to patients on post-surgical care, medical treatment, and so on.	0.49	11.73	Confirmed
	The treatment success rate in Iran is acceptable.	0.7	-	Confirmed
	The treatment quality is reliable in Iran.	0.65	15.24	Confirmed
	Iranian doctors have a lot of reputation and skill.	0.86	19.72	Confirmed
	Healthcare and treatment services are provided according to the patient's customs and beliefs.	0.76	17.6	Confirmed
	The quality of medical and therapeutic services is appropriate in Iran.	0.84	19.41	Confirmed
	In Iran, it is easy to access the needed medical, pharmaceutical and therapeutic equipment.	0.73	17	Confirmed
	There are various services and therapies in Iran.	0.74	17.26	Confirmed
Medical and Cultural Sensitivity	There is no waiting time for medical services in Iran	0.85	19.46	Confirmed
	In the provision of health, there is pay attention in offering treatment and healthcare services to international patients to their clinical histories (medicinal allergies, the record of special diseases and so forth) and the documents are kept in this regard.	0.5	-	Confirmed
	healthcare and treatment services are offered to international patients based on necessity and minimum side effects.	0.63	11.06	Confirmed
	In Iran, it is easy to prepare Halal food.	0.93	13.18	Confirmed
	Disclosing the patient's secrets and providing information about the treatment to others (without the consent of the patient or his guardian) is prohibited.	0.82	12.61	Confirmed
	Cultural differences are considered in verbal communication (using a translator or assigning a fluent English speaking staff) as well as non-verbal communication.	0.77	12.27	Confirmed
	There are enough facilities for performing religious practices for followers of all divine religions in Iran.	0.62	11.03	Confirmed
Cost	The costs of trips (by air and terraqueous) and travel tours' expenses to Iran are relatively reasonable.	0.67	-	Confirmed
	Accommodation and transportation are cost-effective in Iran.	0.74	16.29	Confirmed
	The cost of treatment in Iran is lower than in other countries active in health tourism.	0.9	19.15	Confirmed
	Specific service includes the cost of treatment, surgery, accommodation, international flight costs, and transportation is seen.	0.83	18	Confirmed
	Cost of treatment is expressed transparently.	0.8	17.44	Confirmed
People	Medical staff members (physicians and nurses) have a high level of skill in Iran.	0.86	-	Confirmed
	Physicians can communicate appropriately with English speaking patients or in the language of the majority of referred patients.	0.77	22.17	Confirmed
	Nurses can communicate appropriately with English speaking patients or in the language of the majority of referred patients.	0.6	15.88	Confirmed
	The study of several doctors in foreign countries is of interest to international patients.	0.74	12.12	Confirmed
	The staff treats the patients and their companions in a friendly manner and respectfully.	0.67	18.38	Confirmed

native therapies, the costs are displayed on the site or in a contract form with the patient or facilitator” had a factor of 0.85, which was the most important factor for medical package factor, which was related to other items.

(8) Product factor: the item “Iranian doctors have a lot of reputation and skill” had a factor of 0/86, which was more important than the other items.

(9) Attention to cultural and medical sensitivities factor: the item “in Iran, it is easy to prepare Halal food” had a factor of 0. 93 which was more important than other items to measure the factor of attention to cultural and medical sensitivities.

(10) Cost factor: the item “lower cost of treatment in Iran compared to other active countries in the health tourism” had a factor of 0.9, which was a more important indicator of a cost factor than other items.

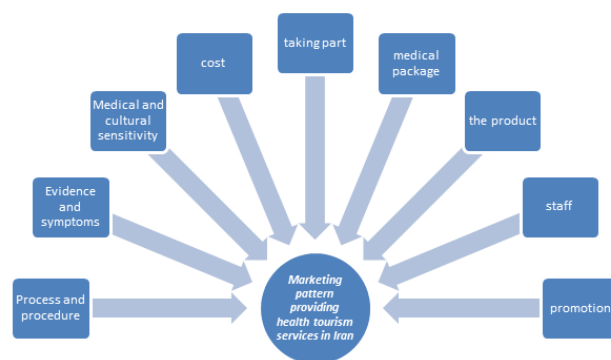
(11) People factor: the “high skill level of medical staff (doctors and nurses) in Iran” had a factor of 0.86, which was more important than the other items.the results of the confirmatory factor analysis of the pattern(promotion: 0.98, procedures:0.88, partnership: 0.48, evidence: 0.83, medical package: 0.77, product: 0.91, medical and cultural sensitivity: 0.55, cost: 0.75, people: 0.91)

Promotion (0.98), product (0.91) and people (0.91) factors have the greatest impact on the provision of health tourism services according to the standard estimates of path coefficients.

According to indicators of fitting the factors of health tourism services pattern in Iran( $\chi^2$ : basic model: 5.568; modified model: 2.758; allowed range: > 3), (GFI: basic model: 0.78; modified model: 0.85; allowed range: >= 0.8), (AGFI: basic model :0.73; modified model: 0.81; allowed range: >= 0.8), (RMSEA: basic model:0.165; modified model: 0.068; allowed range: <= 0.9), (CFI: basic model: 0.85; modified model:0.96; allowed range: >= 0.9),(NFI: basic model: 0.84; modified model:0/90; allowed model: >= 0.9), (NNFI: basic model:0.84; modified model:0.92; allowed range: >= 0.9), (IFI: basic model: 0.85; modified model: 0.96; allowed range: >= 0.9) estimated values for model fitting indices shows that research data with factor structure and theoretical basis of research is an appropriate to fit, which indicates that the questions are consistent with the theoretical constructs; therefore, the proposed pattern can be confirmed. (see Figure 1)

#### 4 Discussion and Conclusion

According to the results of the study, 9 factors (promotion, procedures, partnership, evidence, medical package, product, attention to cultural and medical sensitivities, cost and people) have been confirmed, which indicates



**Figure 1** The final pattern of providing health tourism services

the importance of the factors mentioned in marketing Providing health tourism services. The results of this research are somewhat consistent with the research on the use of medical equipment with high technology, global standards, cheaper (competitive) medical services costs compared to other countries, and clarification of the cost of external patients from the most important factors in increasing patient’s absorption, It is that promotes the development of health tourism in Tehran’s hospitals<sup>[12]</sup>. Also, with the United Nations study on the development of advanced facilities, the low quality of treatment is considered to be the most important factor in attracting patients to the medical tourism industry<sup>[14]</sup> marketing strategies in different countries in the field of medical tourism, PS7 (price, product, location, promotion, individuals, process and physical evidence) has been considered. For example, in Thailand, a high standard of medical services and medical treatment, which is a competitive advantage, is also priced at a low price. As Singapore has a higher price for its services and India has a lower price. The Milesian price is lower than India, but more focused on Islamic countries<sup>[15]</sup>. Which is in line with the present study in 7 factors. Also with Delgoshae and Ravaghi research about the effective factors in health promotion, such as the time of service, the establishment of stay for companions, the appropriate information for the hospital, the cost, quality, the diversity of hospital services, the transparency of pricing schemes, the prudential regulatory provisions, the availability of patient accommodations, the acceptance of external health insurance, Advice from the clinician through the website, international accreditation of the hospital, medical equipment, the possibility of follow-up after returning to the country, the treatment error is consistent<sup>[16]</sup>. And with Erfania’s review of the specific information system for the whole process of health tourism and all aspects of the services that can be managed, and some of the systems can be market providers, the capacity of Iranian doctors who are internationally reputable,

they can attract tourists. Medicine in the country<sup>[17]</sup>. According to Momeni et al, Iran to obtain rivalry abilities with countries of the region in attracting medical tourists, need to perform long-term plans to strengthen infrastructures and cultural reforms. Further participation of the private sector is needed in strengthening the infrastructures and planning for more efficient use of mass media and local and province press to enhance awareness and cultural reform. Finally, systematic plans with broker phenomenon and enforcing hospitals from the perspective of international accreditation should be included in the policy agenda of the province's medical tourism<sup>[18]</sup>.

The present study explains that, given the efforts made in this area, there are still challenges to improve the status of Iran as a provider of poles health tourism services. Although there are tourist attractions, potential resources such as efficient manpower, advanced medical equipment, *etc.* in Iran, but there should still be serious attention in this area. Its necessary marketing with private sector participation and the possibility of holding training sessions with legal issues and marketing skills with the support of the sovereignty and emphasizing the target community. to share the experiences of activists and improve the present situation submitting a report on the activities carried out in the form of a quarterly magazine or tourism monthly is useful. On the other hand, while identifying the opportunities and defects, the country's capabilities in the field of specialized human resources and equipment, medical methods in the field of health tourism have been studied, incentive mechanisms such as tax breaks, provision of infrastructure development facilities at the national level for active units In this area, with the participation of the government and the private sector are very important.

## Ethical considerations

In all stages of interviews with experts and people related to the subject of research, the following ethical standards have been observed.

- (1) Maintaining the confidentiality and confidentiality of respondents' information
- (2) Collecting information in the form of a questionnaire with the consent of the relevant authorities
- (3) The names of the respondents were not included and the numbering was numerical
- (4) The researcher has tried to observe ethical standards in all stages

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