A Multi-Stage Operational Framework to Develop SustainableHealth Tourism Industry in Saudi Arabia

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Abstract :

Tourism has been one of the hugest industries worldwide. Currently, sustainable health tourism is rapidly growing as a fold of the tourism industry for providing sustainable health services and wellness care. The common concepts in the research scheme for the research society tied to sustainable health tourism entail the destinations' analyses approaches [1], threats, obstacles, changes in a particular region [2-4] or many regions [5]; the influence of medical tourism, provided therapy quality, continuous intention [6], tourists actions, prior experiences, and general motives of tourists [7-9]; and the decision-making pattern of tourists [10, 11]. Additionally, there is a continuing argument among researchers about the outcomes of regulations related to sustainable medical tourism on health industry in general [5]. This research aims to fundamentally investigate the advancement of sustainable medical tourism based on several critical stages: readiness, intention to use, and marketing. Accordingly, a multi-stage operational framework is developed through the important enablers for each stage of development. We indicate the main factors of Organizational, Human, Technological and Environmental factors in the readiness stage, Push and Pull factors in the intention to use stage, and Social factors in the marketing stage to develop a multi-stage decision-making model. We also investigate the role of marketing factors on two main outcomes of sustainable medical tourism in Saudi Arabia, economic and non-economic aspects of organizational achievement. The data collection will be performed by incorporating decision-makers' perspectives and using quantitative approaches in each stage. The resulting factors assessment will allow decision-makers in the medical tourism business to possibly allocate financial funds for sustainable medical tourism in KSA.

Biography:

RABAB ALI ABUMALLOH currently works as an instructor at Imam Abdulrahman Bin Faisal University, Faculty of Computing. She has a Ph.D. in Computer science. Her research interests include recommender systems, tourism management, Electronic vehicles, e-learning, green IT/IS, and machine learning.