ELECTRONIC MEDICAL TOURISM: AN APPLIED ELECTRONIC TOURISM

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ABSTRACT

Electronic tourism is a new application of interesting technology for tourism. The management of tourism by e-approach is an interesting and used approach. In the present short article, the author specifically summarizes and discusses on an application, electronic medical tourism. Similar to any other tourism business, the e-medical tourism is a useful application of internet in medical field.

KEYWORDS: Electronic, Tourism, Medical.

INTRODUCTION

Electronic tourism is a new application of interesting technology for tourism. The management of tourism by e-approach is an interesting and used approach. In the present short article, the author specifically summarizes and discusses on an application, electronic medical tourism. Indeed, medical tourism is a specific kind of tourism dealing with health of the tourist. Similar to any other tourism business, the e-medical tourism is a useful application of internet in medical field.

SOME IMPORTANT REPORTS ON ELECTRONIC MEDICAL TOURISM

The application of electronic internet technology for medical tourism is possible and already exists in the present day. There are some important reports on electronic medical tourism. The reports are usually on the promotion process for medical tourism. Hong discussed on medical tourism and telemedicine and noted that “Such telemedicine platform for medical tourism not only saves the patients from the hassles of identifying and connecting with an appropriate health service provider but also minimizes the language and cultural barriers[1].” The important reports on this issue is hereby summarized in Table 1.

CONCLUSION

There are many interesting reports on electronic medical tourism. It can show that the e-approach can be applied for promotion of medical tourism activities.

CONFLICT OF INTEREST: None

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Table 1. Some important reports on electronic medical tourism

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<th>Authors</th>
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| Jun [2]               | Jun studied on "how the Korean medical tourism industry frames its service, benefit, and credibility issues through texts and images of online brochures" and found that "the use of cost-saving appeals was limited, which can be seen as a strategy to avoid consumers' association of lower cost with lower quality services, and to stress safety and credibility [2]."
| Psiha and Vlamos [3]  | Psiha and Vlamos discussed on IoT applications with 5G connectivity in medical tourism sector management and concluded that "5G can be considered as a door opener for new possibilities and use cases, many of which are as yet unknown [3]."
| Makinde et al. [4]    | Makinde et al. noted that "the code of medical ethics which bars physician and health practices from advertising the kind of services they render deters these practices. This is worsened by the incursion of medical tourism facilitators (MTF) who continue to market healthcare services across countries over the internet and social media thereby raising ethical questions [4]."
| Wagle [5]             | Wagle noted that "The emergence of web-based MTFs has added a new dimension to the phenomenon of cross-border travel [5]."
| Lee et al. [6]        | Lee et al. studied on the benefits and risks featured in medical tourism broker websites concluded that "the websites relied on heavy use of new media features to enhance the appeal of the medical services that were offered [6]."
| Mason and Wright [7]  | Mason and Wright "analyzed the content of medical tourism Web sites in an attempt to examine how they convey information about benefits and risks of medical procedures, how they frame credibility, and the degree to which these Web sites include interactive features for consumers [7]."
| Lunt et al. [8]       | Lunt et al. noted that "A key driver is the platform provided by the internet for gaining access to healthcare information and advertising. There has been relatively little attention given to the role and impact of web-based information to inform Medical Tourism decisions [8]."
| Nassab et al. [9]     | Nassab et al. noted that "The Internet sites that appear most prominently in an online search contained a distinct lack of information for potential patients, particularly with regard to complications and aftercare. There is, therefore, a need for improved public awareness and education about the considerations inherent in medical tourism [9]."

REFERENCES

[5]. Wagle S. Web-based medical facilitators in medical tourism: the third party in


