



Mechanisms for Promoting Health Tourism Sites in Egypt: Towards the Development of Sustainable Specialized Urban Cities with a Competitive Brand

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Abstract: The research seeks in the context of modern global trends in the health tourism industry, and to achieve the goals of "Vision Egypt 2030" for sustainable development, and to enhance the position of Egypt on the global health tourism map, the research addresses the future of the health tourism industry in Egypt, with a focus on identifying opportunities and risks to activate this sector effectively and sustainably, and benefit from the experiences of successful countries such as the UAE, Thailand and Singapore, especially India with the slogan (quality, transparency and service) and the promotional slogan for it is to address the first world at third world prices, The research proposes the establishment of cities with an urban environment specialized in health tourism that provide comprehensive medical and health services to patients and those looking for comprehensive distinctive health experiences in one place, by combining the medical and scientific aspect and the comprehensive preventive approach to reach the appropriate strategy and action plan, to promote health tourism and increase its revenues in a short time, which contributes to the establishment of a sustainable built environment with a brand and global competitiveness that benefits the national economy. The research focuses on places with the elements of health tourism in Egypt to be exploited by developing a new image of the built environment and the optimal exploitation and ideal employment of the city's unique values and characteristics to enhance the competitive advantage and achieve long-term sustainability of the place in the field of health tourism, which may create a more attractive place internationally, and enhances the image of the city financially, physically and economically and understand the importance of integration between the medical, tourism and urban aspects in building sustainable specialized cities that have the ability to compete in the global arena. The research is an inductive and analytical approach, in order to reach a sound analysis of the health tourism market globally and locally, and the research is expected to provide specific recommendations to support this promising and growing sector in Egypt.

1- Introduction

Health tourism and wellness are witnessing a remarkable increase globally, and it is considered the Egypt exciting destination for medical tourism due to its rich medical history

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and ancient therapeutic traditions, and Egypt offers a range of medical and natural treatments, in addition to spas and health hotels that provide unique experiences for tourists. Cities specialized in Egypt for medical and health tourism can be established to increase their attractiveness as a prestigious destination in this field.

1.1. Research Objectives:

The research aims to place Egypt among the advanced positions in the global indicators of global health tourism, in implementation of the goals of the "Vision Egypt 2030" for sustainable development, by proposing a strategy to establish an integrated healthy cities program in Egypt to keep pace with global trends for development in this field, by integrating medical and health services in sites characterized by environmental and hospital components. The goals include improving the Egypt's position in the field of health tourism, increasing the number of tourists and tourism spending, reviving natural resources and environmental sustainability, in addition to building an attractive identity for the region to attract tourists and investors. The research aims to establish integrated healthy cities that provide comprehensive medical and health services in one place, achieve sustainability and enhance the competitive advantage in the field of medical health tourism in Egypt. The study also aims to improve the image of the built environment in Egypt and increase its international attractiveness, by adopting the slogan "Quality, Transparency and Service" and promoting the name "Health First."

1.2. The importance of research:

Egypt is considered one of the main destinations for health tourism in the Middle East, and health tourism is one of the vital sectors in the Egypt and constitutes an essential part of the national economy, so this research is of great importance in understanding how mechanisms to promote health tourism sites through the development of sustainable specialized urban cities with a competitive brand in this field and the positive impact it can have on regional and urban development, and these cities will contribute to improving infrastructure and developing services. Health in Egypt, this is also an opportunity to attract more tourists and patients to Egypt, to benefit from high-level treatment and healthcare, reinforcing Egypt's position as a major destination for health and medical tourism in the region.

1.3. Research Structure:

Competing research consists of five main sequential points: the first is the theoretical framework of the general and basic concepts of specialized cities and their comparative advantages, the second is the analytical framework and is used in analyzing the methodology of mechanisms and strategies used for global experiences in many countries of the world in developing the built environment to establish cities specialized in the field of integrated health tourism, and the third provides quadruple analysis (Swot Analysis) resulting from global experiences, and the fourth includes a study of the position and performance of Egypt of promoting health tourism to stand to the most important mechanisms and procedures Executive support to promote the development of sites for the establishment of cities specialized in health tourism works on the integration of medical, tourism and urban aspects in building sustainable specialized cities that enjoy the ability to

compete in the global arena, and the fifth and last the most important results and recommendations drawn from the research.

1.4. Search limits:

The spatial boundaries of the research are represented in the study of distinctive sites in the field of health tourism in Egypt, while the objective limits are represented in the presentation of global experiences in the field of promoting the establishment of cities specialized in the field of integrated health tourism similar to successful, while the temporal limits of the research are represented in the current historical period .

1.5. Search problem:

Egypt has advanced medical capabilities and rich tourism resources, although Egypt has not emerged among the developed countries in the field, as it needs support and development to be at the forefront of countries specialized in health tourism. This research aims to study the challenges facing specialized cities in Egypt in this field, and to identify the necessary mechanisms to enhance their competitive position.

1.6. Research Methods:

The research deals with the inductive approach in the first theoretical part, then the analytical approach through the analysis of various global experiences in the field, in order to reach a sound analysis of the health tourism market, and identify opportunities and risks that can be exploited to activate it and exploit its components effectively and sustainably, and thus reach proposed mechanisms to be used in the appropriate action plan.

1.7. Research Questions

What mechanisms are used to enhance the competitive advantage of cities specialized in medical health tourism in Egypt?

What is the impact of enhancing the competitive advantage of cities specialized in medical health tourism on regional development in Egypt?

How does enhancing the competitive advantage of cities specialized in medical health tourism affect the urban development of Egypt?

What are the factors that contribute to the success of health tourism in Egypt and enhance its competitive position at the international level?

Does the promotion of health tourism in Egypt play a role in the sustainable development of the tourism sector?

2- Theoretical Framework:

The theoretical framework discusses health tourism of all kinds and its importance in the elements and requirements of health tourism, then global trends and global development of medical health tourism, followed by a focus on specialized cities and their competitive advantages:

2-1 Health Tourism Concepts

2-1-1 Types of health tourism

Types of health tourism include preventive tourism that aims to raise the efficiency of the body and mind, hospital tourism that is based on alternative treatment and dependence on nature, and medical tourism that aims to treat diseases or perform surgeries. Health tourism includes different classifications such as international, local, religious and alternative therapy, where people travel for treatment for different purposes from one country to another or within the same country, in addition to searching for spiritual or alternative therapeutic experiences.

2-1-2 The importance of health tourism:

The tourism industry has become one of the largest and growing industries in the world, as developed and developing countries are racing to increase their market share in this vital sector, which represents a basic source of income and a major source of obtaining hard currency in many countries, and there are several types of tourism, including food, adventure, sports and therapeutic tourism, which are the most popular in recent times, as the number of individuals looking for the best treatment services provided by medical tourism places at the best prices has increased. (Herget et al., 2015)[1]. Medical and medical tourism is an attractive field for foreign direct investment flows due to the long period of stay and travel in this type of tourism compared to regular tourism. The size of the global healthcare market is very large and exceeds the GDP of some countries such as Japan, Germany and India, according to the Journal of Medical Tourism. (Khaled, 2013)[2].

2-1-3 Health tourism and specialized urban cities:

Health tourism is a tourist attraction that focuses on taking advantage of health and treatment services in tourist destinations. Specialized urban cities are special places designed to receive tourists wishing to obtain integrated health and treatment services. [3].(Pessot et al., 2021), in addition, the importance of integrating medical, tourism and urban aspects in building sustainable specialized cities that are competitive in the global arena must be understood. (Letunovska et al., 2020)[4].

2-1-4 Elements and requirements of health tourism:

It includes natural, human and archaeological factors, in addition to the infrastructure and facilities provided to tourists. These factors include the right climate, good medical personnel, attractions, and essential services. Countries must be prepared to receive healthy tourists and provide them with a safe and comfortable healthy environment.

2-2 Global Trends

Global trends are shaping the trajectory of medical health tourism, as this is represented by the growing demand for treatment and hospitalization services in beautiful coastal or natural environments, along with healing away from the noise of cities. Studies also show a growing interest in natural and alternative therapies, and the impact of well-being and relaxation on overall health. Egypt should build on these trends and direct its investments towards meeting the needs of global medical and health tourism. (Perricone et al.2023)[5]

2-2-1 Global development of medical health tourism:

Medical health tourism is witnessing a remarkable global development, as the demand for treatment and hospitalization services in a tourist environment is increasing. Global trends and recent developments in this sector are based on the provision of high-quality medical services and advanced technology, in addition to the concept of travel for the purpose of treatment and hospitalization. Recent trends also include the orientation of tourists towards health destinations that offer integrated programs that combine treatment and tourism in a harmonious manner. (Contreras & Hernández2022)[6]

2-2-2 Global trends and recent developments:

Global trends and recent developments in medical health tourism include a growing interest in complementary and alternative medicine, and the use of modern technologies such as aesthetic medicine and organ transplantation. New trends are also emerging, including mental and spiritual tourism, medical rehabilitation and care for the elderly. These trends come in response to the demand of travelers who are looking for unique health experiences that contribute to improving their overall quality of life and wellbeing. (Olya & Nia, 2021)[7]

2-2-3 Development of cities specialized in the field of health and medical tourism:

Cities specialized in the field of health and medical tourism are witnessing a remarkable development in recent years, as areas within cities have been allocated to provide treatment and hospitalization services in a specialized manner. These cities rely on providing an integrated environment that meets the needs of patients and those seeking comfort and wellness. We have witnessed a development in the specialized infrastructure supporting these cities, such as specialized hospitals and advanced hospitalization centers, in addition to the availability of integrated medical and rehabilitation services. These cities are also characterized by providing a healthy and environmentally healthy environment, which attracts visitors looking for natural healing experiences in a calm and comfortable environment.

2-2-4 The global market size of medical tourism worldwide:

During the last ten years, medical tourism has gained great popularity all over the world and has become an attractive option for many people looking for high-quality and affordable healthcare services, due to the high healthcare costs in the countries of origin, pushing individuals to seek treatment abroad as a more cost-effective solution

2-3 Functional classification of cities:

Cities are classified based on their main functions, such as mining, quarrying, industrial, transport centers, commercial, ports, administrative, strategic, cultural, hospitalization, recreation and residential.

2-3-1 Specialized City:

The city specializes in the field of medical health tourism, as it provides the necessary infrastructure to provide high-quality and specialized health and medical services. This city includes specialized hospitals and advanced medical centers, as well as hotels and tourist facilities associated with healthcare. The specialized city can play a vital role in attracting tourists wishing to receive treatment and beauty with high-quality tourism privileges. (Le et al., 2022) [8]

2-3-2 City specialized in medical health tourism:

The city, which specializes in medical health tourism, is the main destination for tourists seeking treatment and recreation. This city is characterized by providing an advanced medical environment and facilities for treatment and care of international standards. It ensures the availability of specialized medical and health services throughout the year, in addition to the presence of hotels and tourist facilities that provide comfort and recreation for patients and companions. This city works to attract tourists wishing to receive treatment and care from different countries of the world, which contributes to enhancing its competitive advantage and achieving a positive impact on regional and urban development in Egypt. (Health Organization & Union, 2022)[9]

Specialized cities are a key focus in the context of promoting medical health tourism and the research examines how these cities are established and developed, and the characteristics that make them attractive to travelers seeking specialized treatment and high-quality and high-tech healthcare. In addition, we must also focus on providing a comfortable and pleasant environment for patients and their families, including luxury hotel services and comfortable facilities, and these cities are considered integrated places where multiple medical services are provided in different fields, so quality, safety and patient care must be one of the top priorities. (K. Halvorsen et al., 2022) [10]

2-3-3 Benefits of establishing specialized cities for health and medical tourism:

Contribute to improving the local economy by increasing job opportunities and attracting investments. It also works to improve the quality of health services and provide new opportunities for treatment and hospitalization for citizens and tourists. In addition to increasing the country's tourism imports and improving Egypt's international position as a distinguished health tourism destination. Thanks to these significant benefits, we must continue to support and encourage the creation of integrated cities for health tourism in Egypt and overcome potential challenges with wisdom and creativity. (Riad.2024) [11]

2-3-4 Distinctive identity or brand of the specialized city:

The city's brand represents its unique identity and relies on its geographical, cultural and urban characteristics. The brand aims to change external perceptions about the city and increase its tourist appeal. The success of the brand industry depends on investing in the past to build the future and achieve distinction from other cities. Kavaratzes poses six key questions to define the distinctive identity of a city: what the city is without a doubt, what the city feels, what the city says, what the city looks like, who the city seeks to serve, what is promised and expected? It proposes understanding the brand on three levels: physical

advertising tools to market itself, communicating with people around the city through their voices and the voices of the media. (Kavaratzis, 2004) [12]

2-3-5 Historical reference Distinctive identity or brand for specialized cities:

Studies indicated that the beginnings of the distinctive identity of the city were associated with the appearance of city icons in tourist photos and postcards, as they carried pictures of distinctive sites that distinguish each city. Things have evolved into the commercial identity of cities that signals the desire of city officials to make them different and distinctive. The economic competition of cities from the point of view of tourism, trade and investments has become very intense as the global economy has gone global. Some cities attract all the origins and attention, while others become somewhat invisible. One of the prerequisites for the success of cities is their public image, or the so-called "distinctive identity of the city", which derives its strength from the distinctive elements of location (Herget et al., 2015).[13]

2-4 Competitive Advantage :

The competitive advantage of cities specialized in the field of health, medical and wellness tourism is achieved by providing distinguished services, high quality and competitive prices, in addition to innovation and smart marketing.

2-4-1 Factors affecting the enhancement of the competitive advantage of specialized cities:

Factors that contribute to enhancing the competitive advantage of cities specialized in the field of health, medical and environmental hospitalization Tourism Advanced infrastructure includes the presence of high-quality and diverse medical services, in addition to supportive regulatory policies, positive tourism legislation and the adoption of modern technology in this sector.

2-4-2 Competitiveness of specialized health cities:

The research analyzes the competitiveness of cities specializing in medical health tourism, focusing on factors such as the quality of health services, public relations, infrastructure provision, effective marketing and the provision of outstanding medical expertise. It also stresses the importance of cooperating with international research centers and hospitals and developing joint policies to enhance the city's reputation. Therefore, the state should adopt integrated policies aimed at enhancing the city's competitiveness in this growing field, providing a favorable environment for the development of the sector, attracting human capital and foreign investments, increasing the volume of revenues, generating employment opportunities and promoting sustainable economic and social development in the city. (L. Zeng et al., 2021) [14]

2-4-3 Competitive advantage and its importance in promoting health and medical tourism and environmental hospitalization:

Competitive advantage contributes to attracting tourists and patients from different parts of the world. This feature includes multiple factors such as modern technology in the field of health care and treatment, as well as the surrounding environment and the appropriate

climate for psychological and physical recovery. Providing high-quality, affordable health services is an essential part of competitive advantage. In addition, innovation in distinct and diverse health treatments and programs can be used as a means to build a strong competitive advantage to attract more tourists and patients seeking treatment and hospitalization. (Singh et al.2020)[15]

2-4-4 Research, development and innovation in the field of health and medical tourism and environmental hospitalization:

Research, development and innovation are one of the key aspects in the development of health, medical and eco-hospitalization tourism, as it contributes to improving the quality of services provided and developing medical technologies and rehabilitation programs. Scientific research and innovative development can contribute to providing new and effective solutions to the health and environmental problems surrounding health tourism. In addition, innovation can attract more tourists and patients from around the world, contributing to the increased uptake and economic benefits of cities specialized in this field.

3- Global Experiences:

3-1 The most famous countries in integrated health tourism:

Some countries offer inspiring expertise in developing specialized urban cities for health tourism, such as Singapore and Bangkok. Singapore is a modern city specializing in health and wellness tourism and featuring high-quality health facilities and luxury hotels, in addition to effective promotional programs and innovative technology to improve the tourist experience. While the city of Bangkok in Thailand has succeeded in attracting tourists interested in natural and traditional treatments, by providing specialized facilities, innovative promotional programs and promoting a healthy local culture. (Lwin et al.2021)[16]. The world's health tourism destinations are suitable and diverse, where patients from different countries of the world can benefit from medical services available in Asia, the Middle East, Europe, Latin America, and Africa. Each destination has its own unique offers and opportunities, making it attractive to patients seeking the right medical care.



Figure (1) shows the location and types of integrated health tourism in Lithuania [23]

3-2 Germany

Germany excels in health tourism, attracting over 250,000 visitors annually with its top-tier medical care, especially in cardiac surgery and cancer treatment, and is actively developing its health tourism sector.

3-3 Lithuania

Lithuania is a growing destination for medical tourism, ranking 41st globally in competitiveness. It offers significantly lower medical costs (40-60% less than Western Europe) for procedures like knee replacement. Combining historical traditions with natural treatments, Lithuania attracts visitors for services like LASIK and bath therapy. With international clients exceeding 10% and growing, Lithuania is praised for its hospitality, natural beauty, and high-quality medical services. ("Why Lithuania — Health Tourism Guide," n.d).[17]. Lithuania offers a comprehensive wellness experience, leveraging natural remedies like mineral water and local herbs, alongside rejuvenating spa experiences in scenic locations. This is further enhanced by high-quality, competitively priced medical tourism options, including dental and eye surgery, with luxurious recovery stays in spa settings near beautiful natural reservoirs. (no date).[18]

3-4 Switzerland

Switzerland attracts approximately 370,000 annual health tourists to cities like Davos and Lausanne, drawn by its renowned medical care and scenic beauty, with a development strategy focused on high-quality services and visitor comfort. Swisscare (no date).[19]

3-5 India

Although India faces competition from countries such as Thailand, Singapore and other Asian countries in the field of health and medical tourism, and all these countries enjoy good hospitals, attractive climates and well-established tourist destinations, India is characterized in this area at an increasing rate of 30% annually, and visitors from the United States and European countries receive treatment in addition to combining it with short holidays. . (Todd, 2005). [20] India It is considered an important destination for medical health tourism, as there are a lot of specialized hospitals characterized by low cost and high quality. One of those integrated medical cities is the city of Cochin in Kerala, which offers advanced medical services at low cost. The Kerala government is promoting medical tourism in a new five-year plan, and the state has tremendous potential to be a leading destination for medical tourism in India. (Kerala Tourism, n.d).[21]. There are several cities in India that are considered major centers of health tourism. These cities and many other health tourism destinations in India are popular destinations for those looking for distinctive health and treatment experiences. According to a report issued by the Indian Ministry of Tourism in 2016, the number of visitors to medical tourism in India reached about 2,21,000 visitors, (Logo – Quality, Transparency and Service) English (no date).[22] . One of the competitive advantages of health tourism in India is the availability of health treatments at a low cost compared to many other countries. The India also enjoys providing advanced medical services with high quality and using modern technology, in addition to the presence

of a large number of experienced and qualified doctors and nurses. In addition, India provides a calm and comfortable environment for patients, attracting tourists who want to get health treatments and surgeries in a comfortable and tranquil environment.

3-5-1 Development strategy for the health tourism sector in India:

The development strategy for the health tourism sector in India is based on the slogan (logo - quality, transparency and service) and uses India some distinctive slogans such as (Treating the First World at Third World Prices), in addition to the "Made in India" initiative, launched by the Indian government to develop hospitality and wellness centers in various tourist destinations in the country. This includes promoting medical and preventive treatment methods such as Ayurveda, yoga, onani, sidha, and homosexuality therapy, and launching publicity campaigns focused on medical tourism, such as "amazing India".

3-5-2 Implementation mechanisms supporting the achievement of the strategy in India:

The health and medical sector in India are one of the fastest growing, offering high-quality and affordable treatment services, as well as improved travel and transportation infrastructure. India offers medical and electronic visas for tourists looking for various medical treatments in the country, providing a medical tourist visa of up to 60 days with the ability to bring a companion and provide a detailed explanation of the hospitals and resorts in the country so that the visitor chooses the place and area that he likes and corresponds to his health condition, in addition to launching advertising campaigns focused on medical tourism. The India is unique in providing comprehensive medical services including yoga, meditation, Ayurveda and alternative medicine. The medical tourism industry in India is estimated to be worth \$333 million, and India is witnessing significant growth in the private and voluntary healthcare sector, along with its own production of medicines and exports to more than 180 countries.

Promotional products under the slogan of medical tourism in India include spa health, healthy lifestyle, natural and environmental tourism, therapeutic resorts, herbal remedies, complementary therapy, elective and cosmetic surgery, cardiothoracic services, eye surgery, diagnostic services, cancer treatment, rehabilitation, dialysis, addiction programs, elderly care, and counseling services. (George and Swamy, 2005) [24]. Since the competitive advantages of the different components of the medical tourism system lie in different players, forming joint networks between organizations with a common marketing front can be a great idea. This coordinated step will standardize processes and reduce the scope of service failures. For example, with the aim of promoting and establishing Kerala as a destination for health medical tourism.

It relies on e-marketing for medical tourism services, which helps companies to reach customers directly, and helps them to provide services at competitive prices and high quality, building long-term relationships with customers is key to business sustainability in this field. Medical tourism in India is characterized by the availability of health resorts and accredited treatment centers and is characterized by low treatment costs and speed of operations. The India is home to a large selection of specialized doctors and visitors can

enjoy rest and recreation in its picturesque nature. India is one of the best destinations for medical tourism in terms of quality and economic impact.

3-5-3 Reasons for the success of the State of India in health and medical tourism:

India is considered a major destination for medical tourism, as many advanced and internationally accredited medical and treatment facilities have about 275 facilities, and 23 hospitals accredited by the Joint Commission International, and the India is characterized by the presence of a healthy capital and the city of Chennai, which attracts many tourists, more than 45% of foreigners and about 40% of the local population for medical tourism. In addition to the latest medical technology in the world, and the largest number of skilled and skilled doctors, as the number of cardiologists is only one and a half million and about two million nurses, and India also offers in addition to medical treatment physiotherapy, which is called in "India" (Ayurveda), which is an alternative medicine that depends on the harmony of body, soul and mind with the world. The Indian government encourages medical tourism by providing facilities, granting visas, and improving the infrastructure and services provided.

3-6 Jordan:

Jordan, a leading medical tourism destination in the Middle East and North Africa, offers renowned therapeutic sites like the Dead Sea, Afra, Ma'in, and Jordanian Hamma, known for their mineral-rich waters and health benefits, alongside excellent medical facilities including numerous hospitals and resorts.

3-7 Turkey:

It is one of the top ten destinations for medical tourism in the world, as it offers three benefits to the medical tourist: low cost, high quality, and quick access to medical care.

According to a report issued by the Turkish Ministry of Tourism and Culture, the number of visitors who visited Turkey to obtain integrated medical health tourism services reached about 729,242 visitors in 2020. It should be noted that this figure may have been significantly affected by the COVID-19 pandemic and the resulting restrictions. Medical tourism competition (no date) [25]

Turkey achieved a remarkable recovery in the number of tourists for the purpose of medical tourism in 2022, as it exceeded the pre-Corona pandemic rates in 2019, achieving 880 thousand medical tourists compared to 660 medical tourists in 2019, and the most important measures taken by the Turkey to activate this sector are as follows: (Güneren, 2024) [26]

- The Turkish Ministry of Health has established a higher organization for medical tourism.
- The Turkish government offers a range of support measures to companies involved in medical tourism, including partial payment for diagnostic centers abroad, salaries for interpreters and costs for bringing patients from abroad.
- The most important source countries for medical tourism in Turkey are: Central Asia, the Middle East, African countries, many European countries, and the United States of America.

- In 2022, Turkey witnessed a significant boom in inbound medical tourism, according to the Turkish Statistical Institute. The number of visitors reached 642,444, indicating a significant increase of 66% compared to the previous year.
- In 2022, Turkey visited a total of 1,258,382 people and received healthcare services, with revenue resulting in USD 2,119,059. ("Sağlık Turizmi Verileri - USHAŞ", 2024) [27]
- In the first quarter of 2023, 411,490 people visited to receive healthcare services, with revenues of US\$453,714 ("Sağlık Turizmi Verileri - USHAŞ," 2024) [27]
- In 2021, 642,444 people received healthcare services through medical tourism, and the country generated revenues of US\$1,048,549,000. (Global Medical Tourism Statistics for 2023) [27]
- It is very famous for eye surgery and hair transplantation about 32% of patients in Turkey are tourists who came for treatment.
- 40% of the total current trading volume in medical tourism in Turkey is in dental services, 42% in orthopedics, cardiology, cardiac surgery and neurosurgery, and 15% in plastic surgery, according to Yeditepe Health Care. (Global Medical Tourism Statistics for 2023) [28]

3-8 Singapore case study:

Singapore is considered one of the ideal models in attracting international patients, as it is characterized by advanced health infrastructure and high efficiency in providing medical services. Singapore has been able to attract medical tourists thanks to the availability of a specialized and multidisciplinary medical team and modern medical equipment that contributes to providing health care at the best level. (Al-Diasti et al.2024). [29]

3-9 Case Study Thailand:

Significant investment in health infrastructure and modern technology is a major reason for the success of Thailand in the field of health tourism. Providing modern, cost-effective and efficient treatments, Thailand has attracted millions of medical tourists annually, making it one of Southeast Asia's premier medical destinations. (Sharma et al.2021). [30]

3-10 Successful applied studies in the development of urban cities specialized for health tourism in the world:

There are many global examples of cities specializing in medical health tourism such as Bangkok in Thailand and Dubai Healthcare in the UAE. These cities have been able to attract patients from all over the world thanks to providing high-quality services at low cost and providing a safe and comfortable environment. Singapore also one of the successful examples in the field of health tourism. Egypt could study ways to promote and improve infrastructure to attract more medical tourists.

3-10-1 UAE Case Study:

The UAE is a leading global destination for health and medical tourism and emerging as a vital area within the tourism sector, and the UAE has undergone a remarkable transformation to become a leading regional hub in this field. Thanks to high-quality

healthcare, through several advantages of short waiting times, and competitive prices, the UAE is an ideal destination for international patients seeking treatment abroad. (Alshehi, 2024) [31]



Figure (2) shows the locations of specialized medical cities in the UAE [31].

3-10-2 Specialized medical cities in the State of U.A.E.:

The concept of integrated medical cities in the UAE: It includes the establishment of integrated complexes (specialized medical cities) that include advanced medical facilities and high-quality tourism services, with the aim of attracting medical medical tourism and providing distinguished health care related to the quality of life of the community.

Several medical complexes such as Dubai Healthcare City, Sharjah Healthcare City, Sheikh Khalifa Medical City (Abu Dhabi) and Sheikh Shakhbout Medical City (SSMC) have been built, with the UAE increasingly recognized as a leading destination in medical tourism, and innovation and investment in this sector continues through partnerships such as those between Ras Al Khaimah Hospital and Ethiopian Airlines, which aim to attract Medical tourists from African countries, which show innovative strategies to expand the range of services and reach a wider audience (. ("UAE Union Atlas", 2022) [32]

Dubai Medical City and Abu Dhabi Medical Cities: Dubai is a leading hub for medical tourism in the Middle East, with a thriving healthcare and wellness tourism market. According to the Medical Tourism Index 2020 issued by the International Center for Healthcare Research (IHRC), Dubai is the first destination for medical tourism in the Arab world and ranks sixth among destinations globally, and Abu Dhabi, the capital of the State of U.A.E., ranks ninth globally. (Dubai surpasses global, 2019) [33]. On average, more than 15,000 medical tourists travel to Abu Dhabi to benefit from its medical institutions every year, and Dubai welcomed 630,000 international medical tourists in 2022, according to a report by the Dubai Health Authority. ("UAE Union Atlas", 2022) .[32]

3-10-3 Dubai Healthcare City:

Dubai Healthcare City is a source of pride for U.A.E., as there are many unique projects, including Dubai Sports City or Dubai Science Park, and many other cutting-edge areas. ("Gulf News: Latest UAE News, n.d) .[34].

Established in 2002, Dubai Healthcare City aims to solidify Dubai's position as a global hub for healthcare, medical education, research, and medical tourism, supporting its transition to a knowledge-based economy. . (Mohamed bin Rashid, Al Bayan, 2016) [35]. The Dubai Healthcare City project, to establish a university medical complex, hospitals, specialized laboratories and research centers, was launched and implemented by the Dubai Investment and Development Authority at a total cost of US\$ 1.8 billion (Al Gergawi, Al Bayan, 2016). [36]



Figure (3) shows Dubai Healthcare City in Dubai. [34]



Figure (4) shows the urban design map of Dubai Healthcare City in Dubai [37]

Developed in U.A.E. as a successful example of a city specializing in health tourism, Dubai Healthcare City was opened in 2016 and includes advanced medical facilities, luxury health

hotels and diverse health entertainment. The city attracts many tourists to seek quality healthcare and health entertainment [38](Breslow, 2021). The city is characterized by sustainable design, job creation and local economic development. Many valuable lessons and guidance can be drawn from the experience of developing Dubai Healthcare City and applying them in developing specialized urban cities for health tourism in Egypt.. (Gugler et al.) [39]. Established in 2002, Dubai Healthcare City is a 4.1 million square meter free zone in Dubai offering comprehensive healthcare, including hospitals, clinics, and educational centers, with 1717 beds. (Who we are, nodate, n.d) [40]

3-10-3-1 Dubai Healthcare City. Between health care and education:

Dubai Healthcare City, a healthcare free zone under the authority of Dubai Healthcare City, attracts leading global and regional healthcare providers and is a premier health tourism destination in the UAE, offering high-quality medical care and experiencing a rise in medical tourism, as evidenced by the increasing number of patients seeking treatment. the number of tourists coming for medical treatment in the UAE increased by 5.5% in 2019, reaching around 337,011 tourists ("Patients Beyond Borders", 2020). [41]



Figure (5) shows maps of the components of Dubai Healthcare City. [42]

Established in 2002, Dubai Healthcare City is a sprawling medical hub in Dubai offering high-quality healthcare through various facilities, educational institutions, and integrated services, continuously expanding to attract top expertise and enhance patient care. (My Bayut, 2022) [43]

3-10-3-2 Medical facilities in dubai healthcare city:

Dubai, with its comprehensive medical facilities and focus on healthcare excellence, including welcoming 630,000 international medical tourists in 2022, aims to be a global leader in medical services, education, and research.



Figure (6) shows the medical facilities at Dubai Healthcare City. [43]

3-10-3-3 Educational institutions in dubai healthcare city:

Dubai Healthcare City (DHCC) fosters medical excellence by housing leading educational institutions, including the Mohamed Bin Rashid Academic Medical Complex with its library, simulation center, and conference facilities, along with the Mohamed Bin Rashid University of Medicine and Health Sciences and the Hamdan Bin Mohamed College of Dental Medicine, all aimed at training high-level healthcare professionals.

3-10-3-4 Restaurants in dubai healthcare city

Dubai Healthcare City is an integrated city, so there are several restaurants in the medical city that benefit employees and visitors alike.

3-10-3-5 Dubai healthcare city residence

Dubai Healthcare City is divided into two parts, the first spanning an area of 4.1 million square feet and the second covering an area of approximately 18 million square feet. The city is a prime location with spas and residences overlooking the sea and contain local attractions. There is a growing demand for rent in it from all segments of society, and the properties vary and vary in prices and rents. Properties in the city are suitable for small and medium-sized families.

3-10-3-6 The impact of Dubai Health City on the built environment:

- **Investments and infrastructure:** Health City has attracted huge investments from the private and government sectors, and the medical and tourism infrastructure has been developed with world-class specifications.
- **Impact on Medical Tourism:** Health City has contributed to strengthening Dubai's position as a global destination for medical medical tourism. It has attracted thousands of medical tourists from around the world.
- **Impact on local development:** It has provided significant employment opportunities for the local population in the medical and tourism sectors, and contributed to improving the infrastructure and health services of local communities.

3-10-4 Sharjah Healthcare City, Sharjah (2012)

It was established in March 2012 with the vision and objective of improving healthcare services in the region, transforming Sharjah into an attractive destination for the healthcare sector at the regional level.

3-10-5 Sheikh Khalifa Medical City, Abu Dhabi (2000)

Established in 2000, SKMC is the first healthcare facility in the Middle East to receive the prestigious 'Road to Excellence' accreditation.

3-10-6 UAE Medical Tourism Strategy:

The strategy for the development of medical tourism in Dubai and the U.A.E. is based on providing advanced medical facilities and a distinctive tourism experience for visitors. This strategy includes a network of world-class hospitals, as well as customized and integrated tourism packages. [40] ("Patients Beyond Borders", 2020.) The UAE is a preferred destination for medical tourism globally, thanks to the availability of specialized medical staff, advanced technologies and huge investments. The UAE government has also launched medical tourism portals to facilitate access to health and tourism services, and the UAE has recently been ranked among the top 10 destinations for medical tourism ranked globally. [32] ("UAE Union Atlas", 2022).

3-10-7 The most prominent results of the U.A.E.'s experience in developing integrated medical and health cities:

UAE medical cities, boasting world-class infrastructure and facilities, have attracted substantial investments, solidified the UAE's medical tourism standing, fueled economic growth through job creation and increased tourism, and improved local infrastructure and healthcare services.

3-10-8 Lessons learned and experience result:

The UAE's experience embodies success in developing integrated medical cities, attracting huge investments and reinforcing its position as a global medical tourism destination. Economic and social benefits have been achieved for local communities, and this experience is considered a pioneering model in exploiting medical tourism to promote urban, economic and social development. The UAE seeks to strengthen its position as a global hub for health tourism through innovation and investment in this sector, and its goal is to build a sustainable and prosperous future in the field of medical tourism.

3-11 Case study Malaysia (Kl Wellness City, Kuala Lumpur, Capital of Malaysia) :

Kl Wellness City Kuala Lumpur is a specialist city for both healthcare and wellness. Boasting a comprehensive ecosystem that embodies healthcare, medical and hospitalization, KL Wellness City is the first in Southeast Asia to adopt a lifestyle that is fully integrated with healthcare., these pivotal elements combined make KL Wellness City a one-stop oasis for body and mind. ("Master Plan | KL Wellness City", 2024) . [44]

The city is a pioneer in an inclusive ecosystem that embodies healthy living and medical care, the concept of KL Wellness City is uniquely designed by its declaration to redefine, enhance and expand its experience in health and quality of life, by participating in this vision of building a comprehensive health center, the community of Kuala Lumpur Health City features international hospitals, specialist medical suites, innovation laboratories,

clinical research and development facilities, healthcare company office towers, retirement resort, healthcare center, wellness center, Serviced apartments, Central Park-based fitness, and more. ("Patients Beyond Borders", 2020). [41]

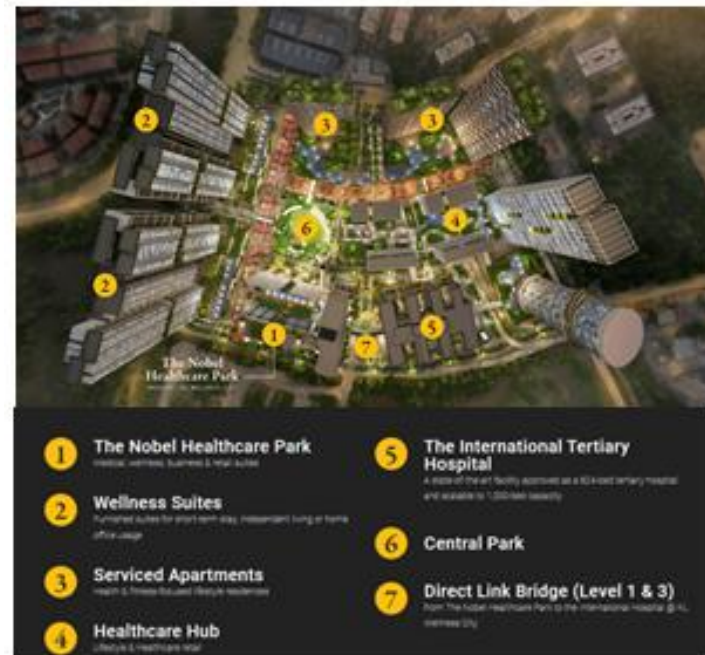


Figure (9) shows the components of the Health and Wellness Center KL WellnessCity – Malaysia. Source:[44]

3-11-1 The concept and definition of health and wellness in the city:

Each component of KL Wellness City is carefully designed to stand out independently and collectively as part of the integrated healthcare lifestyle in the community.

3-11-2 HEALTHCARE

The international hospitals at KL Wellness City provide centers of excellence in various medical fields such as cardiology, spine health, neurohealth, sports medicine, plastic surgery and fertility, as well as a traditional Chinese medicine center and hundreds of specialty wards. KL Wellness City is designed to meet the needs and facilitate the work of healthcare professionals, with R&D laboratories and clinical study facilities to foster medical innovation. ("Master Plan | KL Wellness City", 2024.) [44]

3-11-3 WELLNESS LIVING:

Healthcare Mall and Central Park to health-focused serviced wellness-centric serviced apartments, KL Wellness City is committed to elevating quality of life beyond the boundaries of healthcare. In line with this, the city's retirement resort homes will integrate independent living units (ILU) while expanding the concept into multi-generation homes where the lifestyle is designed to balance privacy and community.

Through Kuala Lumpur City's comprehensive ecosystem, the Integrated Wellness Hub is positioned to serve as the country's core platform for integrated healthcare, as well as the final destination in Southeast Asia for health and medical tourism. ("Master Plan | KL Wellness City", 2024.) [44]

In 2021, Malaysia visited about 300,000 travelers for treatment, and in 2022 this number increased to more than 350,000 international patients. [40] ("Patients Beyond Borders", 2020) . [41]

3-12 Case Study of Thailand:

Thailand's success in health tourism stems from significant investment in modern infrastructure and technology, offering affordable, effective treatments, including traditional medicine, which attracts millions annually and sees 16% yearly growth, making it a leading Southeast Asian medical destination. (Sharma et al.2021) [30]. "Thailand" is located in the Indo-Chinese peninsula and its capital is "Bangkok", Thailand is one of the best and most widespread places of medical tourism in the world, with more than a thousand hospitals and health centers, more than 470 treatment centers and 1200 health resorts, as "Thailand" annually visits more than one million tourists for the purpose of medical tourism, one of the most famous hospitals in "Thailand" is the Royal Hospital, which is one of the finest and largest hospitals in Asia, and was established in 1972, and provides its services using 26 different languages, it is a multidisciplinary center, focusing on service quality and patient satisfaction. Thailand promotes medical tourism, particularly wellness, with government resources and initiatives, including a website and the "Thailand 4.0" policy that targets medical services, wellness, academics, and related products as key growth areas, exemplified by resorts like Amatara and Kamalaya.) (Medical Device Industry in Thailand, 2020a.) [45]

3-12-1 Thailand: Asia Medical Center within the country's strategic plan :

Thailand is strategically positioned to become Asia's leading medical center, leveraging its excellent medical services, qualified professionals, and internationally accredited facilities, with a government plan (2016-2025) focused on establishing Thailand as a medical hub across wellness, medical services, academics, and products. ("BOI: The Board of Investment of Thailand," 2024). [46]

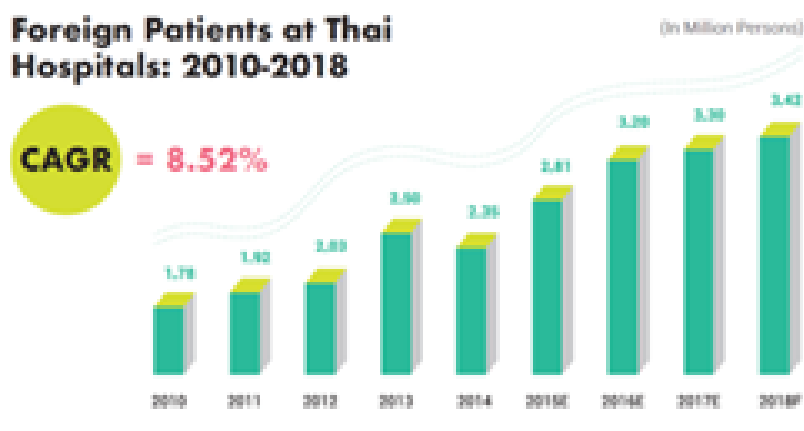


Figure (10) shows the evolution of the number of foreign patients in Thai hospitals: 2010-2018. [46]

3-12-2 Leading Medical Tourism Center

Thai hospitals attract millions of foreign patients annually due to high-quality medical services and healthcare professionals. This demand fuels technological advancements, innovations, clinical research, and opportunities for new medical companies in Thailand. ("BOI: The Board of Investment of Thailand," 2024) . [46]

Thailand is a leading and rapidly growing medical tourism destination, attracting over 2.4 million visitors annually with its high-quality, affordable treatments and Western-trained, English-speaking medical professionals.

3-12-3 Medical and wellness hub:

Definition of the project and strategic plan:

In 2004, the Thai government began to develop the country as an international medical center and continued to take the necessary measures and policies to achieve this goal. The measures included incentives for investment and the issuance of special visas to encourage medical tourism. The 10-year medical center strategic plan (2016-2025) was a guideline for agencies to promote advanced areas in the medical industry, focusing on the medical service center, wellness center, academic center, and product center.

3-12-4 Medical Center Policies in Thailand: EECmd for the manufacture of medical devices:

The production, importation and marketing of medical devices and equipment are carried out under the supervision of the Food and Drug Administration (FDA), an organization of the Ministry of Public Health.

3-12-5 Key elements of Thailand Medical and Wellness Center Policy

Government policies supporting the industry are aligned with the Thailand 4.0 initiative and SCurve Development Strategy, which aims to become a regional hub for health and medical services.



Figure (12) shows the locations of EECmd Medical and Wellness Center. [47]

3-12-6 Government Policies:

The government has put in place several policies and measures to support the healthcare sector under the strategy and brand slogan "Thailand as a world-class healthcare provider" as follows:

The Thai government has strengthened the medical centre policy since 2004, with the aim of making Thailand a medical service center in the region. The Medical Center's strategy was implemented in 2004-2008 and was designed to develop the ecosystem of the medical industry. This strategy succeeded in attracting medical tourists to Thailand, where their number doubled during 2002-2006 to 1,373,000 in 2008. The government continued to strengthen the medical center policy and, for the time being, the 10-year strategic plan of the medical center (2016-2025) has been implemented (Marohabutr, 2020).[48]

Thailand's affordable, high-quality medical and wellness services, supported by strong infrastructure and attentive professionals, attract millions of tourists annually, making it a leading medical tourism destination. The country welcomed 3.3 million tourists in 2017 to benefit from health and wellness services.

3-12-7 International Medical Center for Healthcare Research:

Thailand is considered an attractive and prestigious tourist destination in the field of medical tourism, ranking sixth in the world. This leadership comes because of the quality of medical services in the country and its efforts to achieve international accreditation for its hospitals and develop the quality of its medical staff. The Thailand also focuses on technological advances and innovations in medicine, making it an ideal destination for seeking treatment. (B Thailand Medical Destination, 2020) [49]

Hospitals and medical institutions in Thailand provide healthcare with the help of digital technology and artificial intelligence. The government is taking measures to make it easier for tourists to travel for medical services and offers incentives to factory builders and assemblers in the healthcare sector. Promoting investment in the health sector is part of the Thai government's policies to make the country a hub for health and medical services. (Biopharmaceutical industry, 2023).[50]

There are several types of support provided by other government agencies and organizations, and the Board of Investment offers incentives for the Eastern Economic Corridor project, which aims to develop the Thailand as a hub for emerging industries. The goal is to make Thailand a hub for medical tourism in Southeast Asia and the world. The pharmaceutical and medical device manufacturing sectors are two of the industries targeted for additional government support in the form of financial aid and tax breaks. [51]EHealth strategy, 2017) **E-Health Strategy**

The Ministry of Public Health is preparing an e-health strategy to serve as a framework for driving digital technology. It is a mechanism for the development of the national health system, including the paradigm shift and reform of digital technology processes and health innovation in all sectors, i.e. public and private manufacturing sectors as well as health services. [51] (EHealth strategy, 2017)

3-12-8 Health Technology

The health technology market in Thailand was valued at US\$700 million (24 billion baht) in 2022. It was expected to grow further to US\$1.6 billion (55 billion baht) in 2026 at a compound annual growth rate of 14.7% per annum (Thailand Convention and Exhibition Bureau.). (Business events Thailand. 2022.) [53]

3-12-9 Conclusion E-Health Strategy:

The healthcare industry in Thailand has seen rapid integration of digital health technologies, with active government support for the digital health ecosystem. The adoption of digital progress among stakeholders, the promotion of digital investments and skills, and infrastructure development have been encouraged through strategies such as the 20-year National Strategy. Consumers and healthcare professionals are becoming more dependent on digital health solutions, with many digital solutions being developed to address challenges in the healthcare sector.

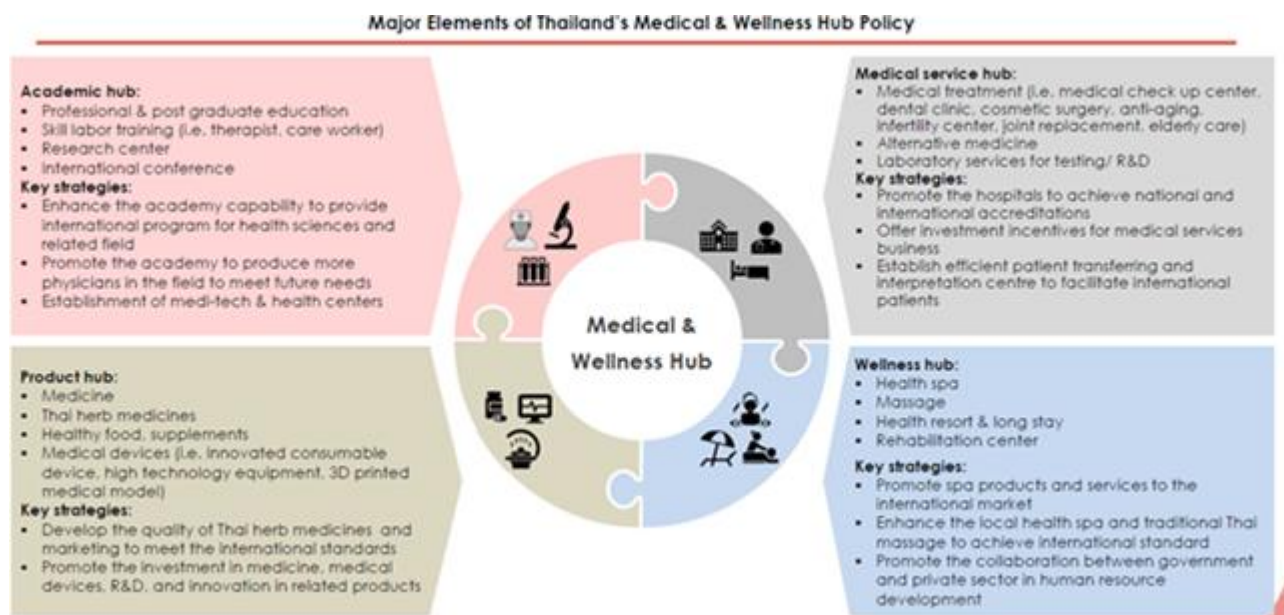


Figure (11) shows the facilities and components of the Thailand Medical and Wellness Center.[52]

3-12-10 Success factors of the health tourism experience in Thailand:

Despite recent declines, Thailand's medical tourism sector, particularly in Phuket, is rebounding with a new medical visa and a focus on integrated experiences, boasting a 10% increase in tourists and 90% satisfaction due to high-quality, affordable care(no date) [54].

- Low costs of treatment: Treatment costs in Thailand amount to a fraction of their costs in most Western countries. Costs are usually 20-50% lower than in the West. These costs leave part of the tourist's budget for the period of convalescence and even to enjoy.
- High quality of healthcare services: Over recent years, the private sector in Thailand has established an increasing number of medical facilities that are comparable to those of leading international hospitals.
- Advanced tourist infrastructure: Thailand is one of the most important tourist destinations in the world, has been integrated between the wonderful tourist features

and the medical services sector, as it has charming beaches and the most beautiful landscapes. In addition to a rich culture and great restaurants, the citizens are friendly and welcoming to foreigners.

The medical tourism sector in Thailand would not have reached such a development. The services coupled with the fact that the country is one of the most important tourist destinations in the world have contributed to the success of this sector, as the Thai people strive to do their best to provide services to the country's visitors. Foreigners are also happy to receive the same quality of service as they can receive in any global destination, whether in hotels or in hospitals.

3-12-11 Indicators of success of the Medical and Wellness Center:

- 2.5 million medical tourists were registered in 2018.
- Medical expenses grew by 31% during 2016-2018.
- Plastic surgery, dental treatment, health examination and hip/knee replacement are the most popular medical services among medical tourists.
- There is strong growth in supporting industries such as rubber, plastics, electricity, textiles and fibers.
- ASEAN imports of medical devices rose to one trillion baht in 2019.
- Medical tourism rates in Thailand have increased significantly in recent years and statistics indicate that 20% of this total is medical tourists.

3-12-12 Industry and exports of medical devices in Thailand:

Thailand exports of medical devices have exceeded 100 billion baht since 2017, and the main export destinations for Thai medical devices are the United States, the European Union and Japan, accounting for more than 70% of total exports in 2019. Foreign companies from these destinations use as their OEM production base in Thailand, to export manufactured products back to their countries. ("Medical device industry in Thailand | Statista", n.d) .[55]

Table No. (2) shows Medical Tourism Statistics in Thailand

Sunnah	Number of foreign patients	Number of medical tourists (approximate number)
2008	1,500,000	300,000
2007	1,400,000	280,000
2006	1,000,000	200,000
Source : [55]Medical Tourism to Thailand: Access to Medical Care at Thailand, n.d)		

3-12-13 Importing Thailand for medical devices

The increasing number of hospitals, clinics and medical tourists in Thailand has led to an increase in demand for medical devices in the country. Thailand is the main importer of medical devices in the ASEAN region with imports of 70 billion baht in 2019, with the United States, China, Germany and Japan as the country's top exporters. According to FDA

data, there are about 2,500 importers of medical devices in Thailand currently. ("Medical device industry in Thailand | Statista", n.d) . [55]

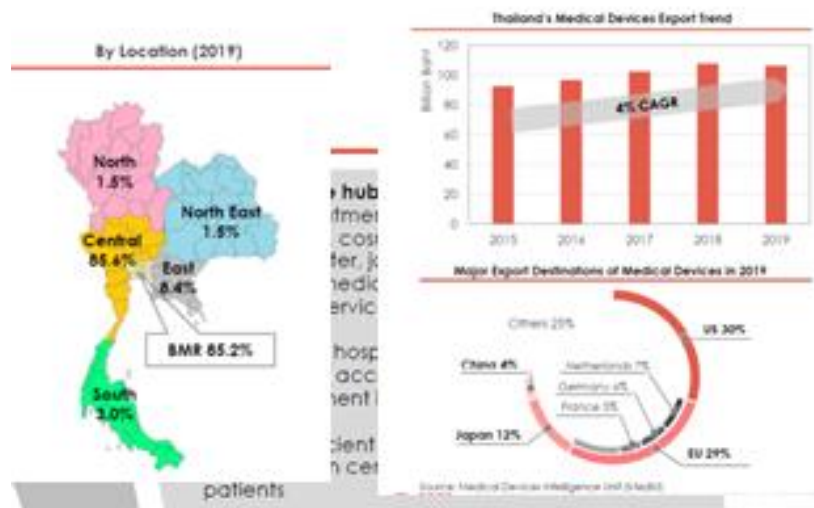


Figure (14) shows the manufacture and exports of medical devices at the Medical and Wellness Center in Thailand. [55]

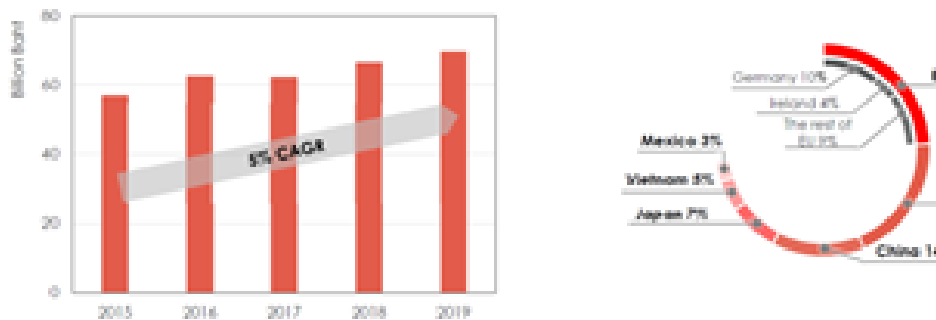


Figure No. (15) shows the import of Thailand for medical devices at the Medical and Wellness Center in Thailand. [55]

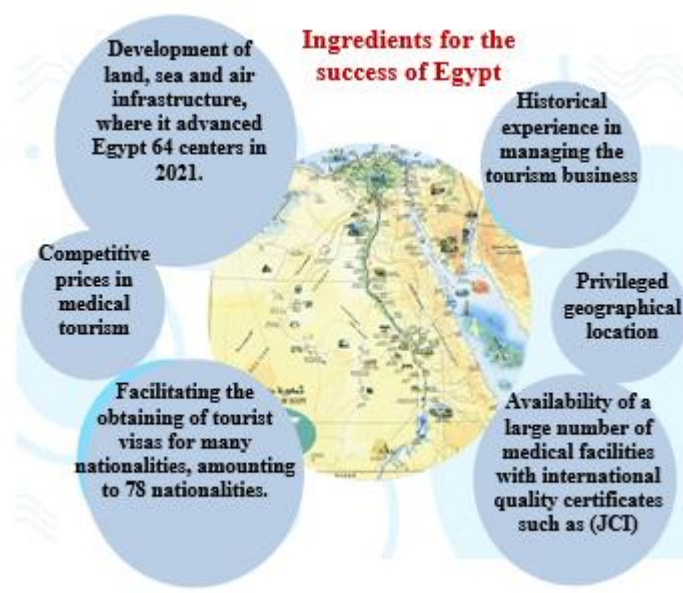


Figure (16) illustrates the elements of success of the Egypt for health and medical tourism. [55]

3-12-14 Medical tourism statistics in Thailand:

Medical tourism rates in Thailand have clearly increased in recent years. Official figures only show the number of foreign patients, but our calculations indicate that 20% of this total is medical tourists (Medical Tourism to Thailand: Access to Medical Care in Thailand, n.d) . [56]

3-13 Lessons learned from successful global models:

Egypt can have a lot to benefit from successful global models in health and medical tourism, where they can benefit from the expertise and technologies used in cities such as Dubai Healthcare and Health Bank, where these models can provide lessons about global marketing and providing high-quality services to international patients. Egypt can also learn how to develop medical and tourism infrastructure through successful global models. (Ahlam & M'Hamed, 2031) [57]

4- Egypt as an ideal and global interface for specialized health tourism:

Health tourism is an important economic pillar for countries due to its positive impact on the health sector and economic and social development and is an important source of increasing foreign exchange revenues. Medical tourism occupies an advanced position among the types of tourism, as it came in third place after recreational tourism and business tourism, recording 10% of the total global tourism traffic, and therefore countries must pay attention to developing it to take advantage of its economic benefits.

4-1 Elements of the success of Egypt as an ideal and global interface for health and medical tourism:

Egypt is a distinctive destination for health and medical tourism, as it is characterized by a developed infrastructure of hospitals and specialized medical centers and provides a low treatment cost, medical tourists enjoy a rich cultural experience and can visit monuments and enjoy recreational activities, Egypt has historical experience in managing tourism work and is characterized by huge natural and human potential, distinctive such as eyes, natural wells and wild plants that can be used in treatment. The Egypt is also characterized by the availability of a range of medical facilities of high quality and medical competence with the presence of many international hotels, government facilities and accredited medical centers, making it an ideal and global destination in the field of health tourism.

4-2 Institutional measures in Egypt to strengthen the medical and hospital health tourism system:

The government has taken steps to strengthen the health, medical and hospital tourism system at the level of the Republic, to transform the Egypt into a global destination for this type of tourism, to promote growth paths and comprehensive economic development to achieve the vision of Egypt 2030, including:

Tourist visa has been facilitated for many nationalities and the process of obtaining it online for many nationalities has been facilitated as of July 2022. In 2021, Egypt in providing health services at competitive prices and possessing good infrastructure in the land, sea and air sectors rose Egypt 64 places in the land and maritime infrastructure development index and 31 places in the airport infrastructure index to rank 39 and 32 respectively, and Egypt has occupied a strong position in the tourism and travel sector in Africa and the Arab world, and was ranked in the top 10 tourist destinations for 2022. It rose in the index of the safest countries in 2021, and the demand for health services and alternative treatments increased due to the modern lifestyle and the expectations of increasing diseases globally.

Egypt started marketing a new type of tourism related to post-operative recovery, and this type is witnessing a great demand, especially from German tourists. The Egypt aims to receive 30 million tourists annually and increase its share of global tourism to between 1.6 percent and 1.7 percent in 2028, compared to 1.2 percent last year. The recent period has witnessed an influx of arrivals for medical tourism, in several areas, especially Bahariya Oasis (southwest of Cairo) and Siwa Oasis (West Egypt," n.d.) Presidency of the Council of Ministers - cabinet.gov.eg) [58]

4-3 Special components in the field of medical health tourism and environmental healing in Egypt:

The Egyptian environment in the field of medical tourism and environmental healing was characterized by the presence of many areas such as Siwa Oasis, Safaga, Bahariya Oasis, Aswan, New Valley, Sinai, and Helwan. It has a dry climate and natural water that contains the mineral elements necessary for healing, and these areas include mineral and sulfur springs used in the treatment of diseases such as rheumatism and skin diseases. Treatment is done by swimming in hot or sulfur water or burying in hot sand. These areas attract many tourists and celebrities who want to use therapeutic benefits to get rid of health problems.

The number of mineral and sulfur springs in Egypt reached 1356 eyes, of which five in the eyes of Helwan, 3 in Ain Al-Sira, 36 in Fayoum, 4 in Wadi El-Rayan, 33 in the Sinai Peninsula, 315 in the Bahariya Oasis, 106 in Siwa, in addition to a huge number estimated at 564 in the Dakhla Oasis, 188 in Kharga, 75 in Farafra, and the rest spread in the Gulf of Suez, Qattara, Wadi Al-Natroun and Al-Jara. The availability of sand dunes in the Egyptian desert and containing safe and highly useful ratios of radioactive elements, and treatment by burying the body or the painful situation of it with sand for studied and specific periods has led to unprecedented results in the treatment of several rheumatic diseases such as rheumatoid disease, pain caused by spinal diseases and other causes of acute and chronic pain .

4-4 Special components in the field of medical medical tourism in Egypt:

The availability of advanced and advanced scientific capabilities, hospitals and medical centers with international standards and international accreditations such as the accreditation of the Joint Commission International for Quality of Health Service (JCI). The Egypt has modern services and technologies for treatment, including robotic surgery, high-precision radiotherapy, stem cell therapy, laser cosmetology and other qualified medical staff and

expertise, and competitive prices for treatment, as Egypt is considered one of the cheapest countries in the cost of treatment.

4-5 Analysis of Egypt performance in the sustainable development of health tourism urbanization (quadruple analysis):

It is worth noting that Egypt ranks fourth in the Arab world and 26th globally in the tourism industry: ("Top medical tourism countries by total index rating worldwide 2020", 2023) [59] , but by comparing the status of Egypt with the most important countries in medical tourism in the Arab world, we find it as follows:("Top medical tourism countries by total index rating worldwide 2020", 2023) [59]

- Egypt and Tunisia: Tunisia made progress over Egypt in 2022, as the volume of arrivals for medical tourism reached about 550,000 tourists for the purpose of medical tourism, and the spending per tourist reached \$ 3,000 per night, despite the fact that the Egypt exceeds Tunisia in the elements of medical tourism in terms of medical efficiency and natural components. Tunisia has 95 groundwater springs and 7 mineral water springs, compared to 1,356 in Egypt other than seas and sand.
- Egypt and Jordan: Despite the fact that Egypt surpasses Jordan in the natural ingredients of health tourism, Jordan was able to achieve \$ 3 billion in 2022 from the Dead Sea in the treatment of psoriasis, although the treatment is not suitable for many cases, unlike Egypt.
- The number of tourists coming to Egypt for medical tourism reached about 3,800 tourists in 2022, which is a very small number compared to the number of tourists arriving in the Egypt during the same year, which amounted to 11.7 million tourists.



Figure (17) shows the destinations of medical health tourism and hospitalization in Egypt. [58]

4-6 SWOT analysis of the health tourism market in Egypt:

In order to identify effective and applicable policies for the development of the integrated health tourism sector in Egypt, a SWOT analysis of the sector must first be conducted to identify the most important strengths and opportunities that can be exploited and to identify weaknesses and challenges to address them.

Table No. (3) shows SWOT analysis of the health tourism market in Egypt

Vulnerabilities	Strengths	
Lack of a medical tourism regulatory authority.	The availability of all the elements to stimulate medical tourism, as the Egypt has the natural ingredients of springs, wells, seas and sand, and the availability of several centers dedicated to medical tourism.	Natural and environmental components
Lack of good organization and coordination between providers of medical and hospital services, tourism and travel services such as airlines, hospitals and hotels.	Medical cadres with a global reputation: where Egypt have international medical cadres in the field of medical medical tourism.	Medical staff components
The lack of a clear, announced and under implementation strategy for tourism in general and for medical tourism in particular, despite the ministry's announcement of a strategy aimed at attracting 30 million tourists or 30 billion dollars by 2028.	Hospital Accreditation: Egypt owns several hospitals equipped with the latest equipment and have international accreditations in the field of health care, such as Joint Commission International (JCI) and GAHAR-TEMOS accreditation, as well as activating universal health insurance, and launching the electronic platform to provide medical tourism services.	Components of medical facilities
The absence of advertising campaigns that focus on the elements of Egypt in providing medical tourism.	Diversity of tourism products and experiences: Egypt has the ingredients to make it a destination for all tourist purposes and therefore can be integrated with the treatment program.	Elements of tourism products
The absence of legislation and laws governing medical tourism.	Visa Facilitation Egypt: The Egyptian government has facilitated obtaining tourist visas for many nationalities, as well as facilitating obtaining visas online for 78 nationalities as of July 1, 2022.	Facilities & Visas
Failure to exploit the elements of medical tourism optimally, as there are many sources of natural treatment that are unexploited and have been deteriorating and neglected, such as the eyes of Helwan and Ain Al-Sira.	Competitive Egypt prices in medical tourism services are Egypt one of the cheapest countries to provide these services.	Prices of tourist services
Egypt lagged behind in the medical tourism index, ranking 26th out of 40 countries.	Owning and developing land, sea and air infrastructure, where Egypt advanced in 2021, 64 places in the land and maritime infrastructure development index and 31 places in the airport infrastructure index to rank 39th and 32nd respectively, which is a key attraction for the increase in tourist numbers (WEF, 2022)	Infrastructure

The number of hotel rooms is not enough for the number of tourists targeted, as Egypt has about 230,000 rooms and needs about 500,000 rooms to accommodate the target numbers.	Egypt occupied a strong competitive position in Africa and the Arab world in the Travel and Tourism Competitiveness Index, and was ranked among the top 10 tourist destinations in 2022 according to CNN TRAVEL 2022, (SIS), and Siwa Oasis, Hurghada, Luxor and Aswan came at the top of the top 10 places to visit in Egypt according to the Italian website ALMA TV TRAVEL (INFORMATION AND DECISION SUPPORT CENTER, 2022(Elements of competitiveness
	Egypt rise in the index of the safest countries in 2021 (Information and Decision Support Center, 2022.(Security
	The geographical location of Egypt that qualifies it to attract medical tourism seekers from all countries.	Geographical location
Opportunities Threats	Opportunities	
Regional and international competition with Jordan, Tunisia, Lebanon, Germany, Thailand, Malaysia and others.	High demand for health services and alternative treatments with the fast-paced modern lifestyle, especially considering the expectations of an increase in the global burden of diseases.	Supply and demand for health services
Lack of international accreditation compared to other countries such as Tunisia which have 22 hospitals accredited by). JCI	Increasing the number of tourists visiting, where the purpose of the visit can be combined with treatment, and medical tourism activates support services and other tourist patterns.	Visit purpose and appropriations
Poor handling of natural resources for medical tourism and low awareness of the population to conserve these resources.	The increasing demand for hospitalization travel provides a great opportunity for Egypt because of its assets. The number of psoriasis patients and people with rheumatic diseases. The Arab world alone spends \$27 billion on medical tourism.	Demand for medical tourism
Exploitation of intermediaries: Lack of coordination and supervision of intermediaries in the field of tourism and travel, which provides the opportunity to exploit the tourist.	Medical tourism can contribute to the national income four times as much as other tourism patterns, as the tourist coming for the purpose of medical tourism for treatment of diseases such as psoriasis or rheumatoid is estimated to stay on average by a month, unlike the tourist coming for entertainment or any other type of tourism, where his stay does not exceed 7 to 9 days.	Income, return, coordination and supervision

The pound depreciates against the dollar, leading to an increase in prices.	Large market of people with psoriasis and rheumatoid arthritis: more than 8 million people in the United States and 125 million people worldwide with psoriasis, including about 50 million psoriasis patients in India, China and Canada, and between 25 and 27 million patients in Europe, of which 4.5 million in Germany, in Egypt 1.2 to 1.5 million psoriasis patients, Saudi Arabia about 58,000, Kuwait 18,000 and the UAE 12,000 patients (Ministry of Health) Saudi Arabia). The number of people with rheumatoid arthritis reached 18 million worldwide in 2019 (WHO, 2023).(Market size and demand
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5- Mechanisms and executive procedures to promote and establish cities specialized in the field of health tourism:

5-1 Proposed policies for the development of health tourism:

After analyzing the weaknesses and strengths of health tourism (medical, hospital and preventive) in the Republic of Egypt Arabic; as well as recognizing the opportunities and threats to this sector; In addition to studying a number of successful experiences of countries in the field of medical tourism, the research will present a number of proposed policies to promote this sector as it is a vital sector that has the ability to attract foreign exchange, which is reflected positively on macroeconomic indicators; These policies aim to provide an institutional framework and strengthen the tourism ecosystem. Health, medical and hospitalization, developing the mental image of Egypt and quality assurance; as follows: Proposed policies for implementation/recommendations for decision maker:

Table No. (4) shows Mechanisms and executive procedures to promote and establish cities specialized in the field of health tourism in Egypt

Implementation mechanisms	Stakeholders	Performance Indicators	Alternatives and proposed policies	
A strategy for the revitalization of medical tourism is clearly declared. The strategy is divided into two parts: the first focuses on medical tourism and its components. The second is concerned with medical tourism and highlighting its components and benefits.	Ministry of Health Ministry of Tourism Chamber of Tourism	Increasing the number of medical tourists	Develop a clear and stated strategy	1
Focusing on attracting Arab tourists, as Arab spending on medical tourism amounted to \$ 27 million in 2022, and Chinese tourists, as it is the highest average spending. Develop a plan to increase hotel rooms to reach 500,000 rooms by 2028.		Increasing hotel investment	Focusing on mechanisms to increase the capacity of hotel rooms	2

To regulate the affairs of medical tourism. Training, qualifying and accrediting workers in the field of medical tourism The Authority is responsible for coordinating between providers of medical and hospital services and tourism and travel services such as airlines, hospitals and hotels and between intermediaries in the field of tourism and travel.	Ministry of Health Ministry of Tourism	Increase the number of qualified and trained personnel. Increase programs that combine medical and hospital treatment. Increase the number of companies operating in the field. Increasing the number of medical tourism trips.	Establishment of the Medical Tourism Authority	3
Providing facilities and incentives to encourage investment in the field of medical tourism and hotel investment, especially in areas for medical tourism. Training the workforce on the mechanisms of hospitalization.	Ministry of Health Ministry of Tourism Chamber of Tourism Chamber of Hotel Establishments Saudi Arabian General Investment Authority	Increasing the value of tourism investments, increasing the capacity of hospitals and hotels and thus receiving larger numbers, increasing job opportunities	Investment Promotion	4
Issuing a law regulating medical tourism that includes the conditions for the use of natural resources such as springs, sands and seas to ensure their sustainability. Imposing penalties for disrupting the preservation of natural resources for medical tourism.	Ministry of Health Ministry of Tourism Chamber of Tourism Chamber of Establishments Ministry of the Environment	Sustainability of natural resources for medical tourism. Increasing the turnout of tourists because they feel safe.	Enacting legislation and laws	5
Do not exaggerate prices. Making special offers at special prices for those coming for the purpose of medical tourism.	0. Ministry of Tourism Tourism Companies Owners	Increase in tourist numbers	Follow a low-cost strategy	6
A range of initiatives are being launched to stimulate medical tourism and healthy tourism. Highlighting the elements of Egypt in this field and drawing the mental image of it as a distinguished destination for medical and medical tourism.	Ministry of Health Ministry of Tourism	Increasing the number of tourists for treatment	Launching a range of initiatives	7
Concluding agreements with the embassies of the countries exporting medical tourism and agreements with insurance companies and tourism companies in those countries.	Ministry of Health Ministry of Tourism	Increasing the number of tourists for treatment.	Cooperation and agreements	8

Follow-up, monitoring and control of the health visitor journey (from beginning - booking, to end - follow-up, when medical tourists arrive in their country of origin(Medical, health and preventive facilities, hotels, tourism organizations, travel agencies, travel companies, transport companies and medical insurance companies	Increasing the number of tourists for health tourism	Close collaboration to standardize the client (patient) journey process	9
Designing customized medical tourism packages and presenting them to medical tourists after proceeding to return again.				
Launching campaigns to educate residents and tourism workers about the importance of sustaining the natural resources of medical tourism and preserving these resources and specialized hospital centers. These campaigns are launched through social media sites and TV shows.	Ministry of Health Ministry of Tourism	Increasing the number of tourists for health tourism	Launching awareness campaigns:	10
In multiple languages, it includes all information about medical tourism in Egypt and for medical and hospital service providers and how to communicate with them. It provides all information, statistics, trends and databases, as reports on medical tourism are few and difficult to access, and there is a great variation in the statistics figures.	Ministry of Health Ministry of Tourism Chamber of Tourism Chamber of Hotel Establishments Private Sector	Increasing the number of tourists for health tourism	Creating a website for "Medical Tourism in Egypt"	11

5-2 Analysis of the proposed mechanisms to promote and establish cities specialized in the field of health tourism in Egypt:

SWOT analysis in the field of establishing specialized cities for health tourism in Egypt:

SWOT is an important analytical tool that helps to understand the status of the project to establish cities specialized in the field of health and medical tourism and ecological hospitalization. Through this analysis, it is possible to identify forces and weaknesses as well as explore opportunities and identify threats that may affect these cities. The analysis helps in developing effective strategies to enhance competitive advantage and successfully achieve project objectives. (Puyt et al., 2023) [60]

5-2-1 Strengths

The cities of health, medical and environmental hospitalization tourism contain many forces, such as the presence of high-quality medical services, advanced infrastructure, diversity of treatment programs, in addition to a distinct geographical location and attractive local culture. These cities have qualified medical staff and a well-developed infrastructure that provides required care efficiently and accurately. (Bulatovic & Iankova2021) [61] It also plays a key role in driving scientific research and innovation in the fields of medicine, and provides opportunities for cooperation and knowledge exchange between researchers and specialized doctors. In addition, it provides authentic tourism and cultural experiences

that nourish the body and soul, making it an ideal destination for high-quality healthcare and holistic ecological healing (Jiang et al., 2022) [62]

5-2-2 Weaknesses

Studies indicate that there are several common vulnerabilities that health, medical and ecological hospitalization cities may face, such as lack of international marketing, lack of awareness of health and environmental benefits among the public, in addition to high costs. Proposed solutions to overcome these challenges include promoting international marketing, disseminating information about available medical treatments and facilities, promoting the natural environment, offering promotional packages and special discounts, and promoting health and environmental awareness. Implementing these measures effectively can help increase the attractiveness of these cities to travelers and enhance their global reputation in this field. (Rabbi & Nekomahmud2021) [63]

5-2-3 Opportunities

Opportunities to improve the advantages of niche cities include the growing demand for health and luxury tourism, the expansion of international marketing, and the channelling of investment towards modern technology and improved healthcare and the environment.(Zeng et al., 2021) [64]By exploiting these opportunities, the economy and meeting of specialized cities can be strengthened, sustainability and sustainable development can be promoted, new jobs can be created, tax revenues increased, and the quality of life for citizens and visitors can be improved.(Andreu et al., 2021) [65]

5-2-4 Threat points

Cities that rely on health, medical and ecological tourism face challenges such as health and environmental legislation, intense competitiveness, and changes in weather and environmental conditions. But they are considered challenges that are part of the reality of work in this era. These cities are characterized by high medical and health standards and a rich medical and cultural history. Therefore, it is important to improve the health and environmental aspects and enhance the attractiveness of tourism to ensure its continued growth and development.

5-3 Ideal locations for the establishment of specialized cities for health tourism:

Among the ideal locations for creating integrated cities for health and medical tourism in Egypt are coastal areas such as Hurghada and Sharm El Sheikh, which are characterized by a mild climate throughout the year and stunning beaches. It is also necessary to look at the desert areas near the oases of Siwa and Fayoum, where calm nature and fresh air can be used for healing purposes, and the analysis of geographical and environmental factors in these areas indicates the availability of natural resources and suitable spaces for building health and tourism infrastructure . (Mohamed& Farghali, 2023). [66]

5-4 Practical steps to implement a specialized city for health tourism

The implementation of a medical and health tourist city in Egypt requires many important practical steps, starting with conducting economic and strategic feasibility studies to determine the appropriate location and market needs. It is necessary to cooperate with the competent government agencies to obtain the necessary approvals and ensure legal

legislation. A sustainable and appropriate financing plan for the project must be developed, in addition to defining time stages and implementing modern technology systems. An environmental analysis and projected social impacts should also be provided, as well as clarifying the potential economic and legal impacts of the project.

5-5 Recommendations and practical applications to promote health tourism sites in Egypt:

Consideration should be given to expanding the marketing of health tourism sites in Egypt by promoting various health offers and tourism packages dedicated to recreation and renewal. Social media and digital marketing can be used to spread awareness of healthy tourism sites in Egypt. Health tourism infrastructure can also be improved through the development and improvement of health and tourism infrastructure and the provision of health facilities and medical services of high quality and international standards. Cooperation between government agencies, the private sector and the local community must be strengthened to ensure sustainable development in the field of health tourism in Egypt. (Gholami et al.2020) [67]

5-6 Integration of healthy tourism with sustainability:

The integration of health tourism with sustainability includes ensuring the sustainable use of natural and financial resources, while providing medical and tourism services in a way that promotes sustainability and environmental preservation. Promotional strategies for tourist attractions should be developed, focusing on eco-tourism and sustainable tourism and encouraging travellers to adopt environmentally friendly tourism methods. In doing so, health and medical tourism in Egypt can be promoted in a way that preserves the environment and provides sustainable economic opportunities for the local community(Santos-Roldán et al.2020)[68]

5-7 Financing and investment (proposed financing patterns):

Projects to create compact cities for health and medical tourism in Egypt are a huge investment that requires solid funding. Financing can be obtained from multiple sources, including loans from banks and financial institutions, as well as local and international investments (Eladway et al. 2020), [69], and financial planning must be done carefully and the best possible financing patterns should be selected that correspond to the economic and financial needs and objectives of the project. With the aim of choosing the most appropriate and appropriate style to ensure the success and continuity of the project.(Riad.2024) [11]

5-8 Basic principles for designing sustainable specialized urban cities:

The design of sustainable specialized urban cities requires a set of basic principles, including taking into account the social and cultural diversity of the target population, as well as providing a vibrant and healthy environment for the population. Basic sanitation facilities must also be provided, a sustainable society based on renewable energy and effective resource management must be formed. The city must be designed to provide employment and education opportunities, as well as public transport and large green spaces. Transparency in urban management and planning is also one of the basic principles that

must be considered in the design of sustainable specialized urban cities (Botchwey et al., 2022). [70]

5-9 Building a competitive brand for health tourism cities in Egypt:

Building the competitive brand of health tourism cities in Egypt is vital to attract more tourists and investors. This requires developing marketing strategies and plans that reflect the unique identity of each healthy city in a competitive manner. Marketing and promotion should be centered around an attractive and unique representation of the Health Tourism City and providing a distinctive experience for tourists. In addition, efforts must be combined to build unique visual identification that distinguishes each city from the other and reflects its cultural and health identity (Hosseini & Mirzaei, 2021). [71]

Table No. (5) TOWS Matrix for Health, Medical, and Ecological Tourism Cities

	Opportunities (O)	Threats (T)
Strengths (S)	SO, Strategies (Using Strengths to Maximize Opportunities):	ST Strategies (Using Strengths to Minimize Threats):
	- Utilize high-quality medical services and advanced infrastructure to attract health and wellness tourists seeking premium experiences.	- Leverage high medical standards and cultural uniqueness to stand out amidst growing global competition.
	- Promote scientific research and knowledge exchange to position the city as a hub for medical innovation and cooperation.	- Use geographical advantages and cultural richness to mitigate the impact of environmental and climate changes on tourism flows.
	- Market the holistic experience (medical + cultural + environmental healing) to tap into rising demand for eco-luxury health tourism.	- Reinforce compliance with health and environmental legislation to maintain credibility and ensure long-term development.
Weaknesses (W)	WO Strategies (Overcoming Weaknesses by Exploiting Opportunities):	WT Strategies (Minimizing Weaknesses to Avoid Threats):
	- Invest in global marketing campaigns to increase international visibility and awareness.	- Create public health and environmental awareness campaigns to improve engagement and resilience against legal/environmental shifts.
	- Partner with travel platforms to promote natural and healthcare attractions, offering bundled packages with discounts.	- Reduce cost barriers by offering incentive-based packages and subsidies to stay competitive.
	- Strengthen digital presence and promote available services to enhance perception and attract tech-savvy medical travelers.	- Adopt quality certifications and standards to enhance reputation and ensure alignment with global expectations in competitive markets.

6- Results and recommendations:

6-1 Search Results:

- **Promoting tourism in Egypt :** By attracting new tourists through a combination of ecotourism and health tourism, and diversifying Egyptian tourism products, thereby reducing dependence on a single sector, increasing tourism revenues, and creating new job opportunities.
- **Developing targeted areas :** by transforming Siwa and Fayoum into global tourist attractions, improving infrastructure and services in these areas, and creating an environment conducive to investment and sustainable development.
- **Achieving the Sustainable Development Goals (Egypt Vision 2030) :** By contributing to achieving the sustainable development goals related to health, education, the economy, and the environment, supporting balanced and regional development in Egypt, and promoting environmental, social, and economic sustainability.
- **Improving the health sector :** by providing high-quality health services to citizens and tourists, developing scientific research and education in the health field, and improving public health in Egypt.
- Implementing this project will create urban clusters that balance ecotourism and health tourism, benefiting the Egyptian economy, society, and environment. Through scientific research, planning, facility design, service provision, and marketing can be improved, ensuring the success of this initiative and achieving sustainable development goals.

6-2 Important recommendations for future research:

- The research recommends developing a comprehensive strategy for the development of medical tourism in Egypt, taking into account its application in various locations (urban and environmental) in Egypt. This requires multidisciplinary efforts encompassing urban planning, economic development, marketing, public health, and tourism management.
- The research recommends facilitating the acceptance of international health insurance in Egypt, with a focus on cooperation between the public and private sectors. This recommendation requires legal and regulatory efforts to facilitate the acceptance of international health insurance policies, in addition to building trust between medical service providers and international insurance companies.
- The research recommends developing quality standards for medical tourism services. This recommendation requires establishing comprehensive quality standards for evaluating medical tourism services, taking into account all stakeholders. These standards cover multiple aspects such as the quality of medical care, customer service, infrastructure, safety, and accreditation.
- The research recommends designing and offering customized medical tourism packages to tourists, specifying products and pricing. This recommendation requires a detailed study of market needs, the development of competitive products, and effective marketing strategies.

- The study recommends that the government propose guidelines for designing medical tourism products, including proposals for different types of packages (basic, silver, gold). This recommendation requires collaboration between the government and the private sector to develop practical and effective guidelines.

6-3 Recommendations for future scientific research

- Healthy Cities Design: Developing design models for integrated health cities, taking into account the special needs of medical and environmental tourism.
- Study and evaluate the proposed sites (Siwa and Fayoum) for their suitability for developing health centers, taking into account environmental, social, and economic factors.
- Study the sustainable building materials and techniques that can be used in these projects, with a focus on energy efficiency, water management, and reducing environmental impact. Conduct an in-depth study to develop a comprehensive strategy for developing medical tourism in Egypt.
- Study the application of the proposed strategy in different locations (urban and environmental) in Egypt

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