STRATEGIES FOR THE DEVELOPMENT OF MEDICAL TOURISM IN ROMANIA

PhD Thesis Summary

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SYNTHESYS

This doctoral research has the main purpose of identifying a sum of elements that can be translated into strategic guidelines for the development of medical tourism in Romania. Starting from objectives related to the theoretical aspects of the concept of medical tourism and passing through the design of the evolution of this form of tourism on a global and national level, the thesis aims at identifying Romania's medical tourism product, by constructing a binomial ordinal logistic regression model, demonstrating as well as the influence of different socio-demographic factors on the values, perceptions and attitudes of potential domestic medical tourists regarding Romania's medical tourism offer.

This thesis brings new contributions to the medical tourism theory by: introducing a definition of the medical tourism product, updating the definition of health tourism, identifying the components of the medical tourism product distribution system, classification of Romanian medical tourism typology, improvement the concept of a medical hotel, or the new "cluster galaxy" concept. The thesis brings proposals anchored in reality for the development of medical tourism under 5 strategic components of significance for Romania: governmental, medical, tourism, promotion and national medical tourism product, but also the recommendation and construction of a computer application model for accessing medical tourism services and its development at national level.