

QUALITATIVE RESEARCH TO DETERMINE THE HEALTH TOURISM POTENTIAL OF KAYSERİ PROVINCE

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Abstract

The aim of this research is to reveal the health tourism potential of Kayseri, to conduct studies on what are the factors that prevent this potential and to create suggestions for transforming the existing potential into working capacity. Since there has not been enough work on the determination of the health tourism potential of Kayseri, it has been seen as necessary to investigate this issue. Semi-structured interview technique was used in the study. The participants were directed questions related to the research topic and as a result of the answers received, the research was interpreted with the concepts, categories and themes explaining the data with the content analysis method. As a result, the health tourism potential of Kayseri province has been identified, the factors preventing this potential have been identified and solutions have been presented.

Keywords: Health Tourism, Health Tourism Potential, Kayseri

Kayseri İlinin Sağlık Turizmi Potansiyelinin Tespitine Yönelik Nitel Araştırma

Öz

Bu araştırmanın amacı Kayseri ilinin sağlık turizmi potansiyelini ortaya koymak, bu potansiyeli engelleyen unsurların neler olduğuna dair çalışmalar yapmak ve mevcut potansiyeli işler kapasiteye dönüştürme noktasında öneriler oluşturmak amacıyla hazırlanmıştır. Kayseri ilinin sağlık turizmi potansiyelinin tespitine dair yeterli çalışma yapılmadığından bu konunun araştırılması gerekli olarak görülmüştür. Araştırmada yarı yapılandırılmış mülakat tekniği kullanılmıştır. Katılımcılara araştırma konusu ile alakalı sorular yönlendirilmiş ve alınan cevaplar neticesinde araştırma içerik analizi yöntemi ile verileri açıklayan kavram, kategori ve temalar ile yorumlanmıştır. Sonuç olarak Kayseri ilinin sağlık turizmi potansiyeli tespit edilmiş, bu potansiyeli engelleyen unsurlar belirlenmiş ve çözüm yolları sunulmuştur.

Anahtar Kelimeler: Sağlık Turizmi, Sağlık Turizmi Potansiyeli, Kayseri

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1. Introduction

Health tourism, one of the oldest tourism movements, has become the focal point of countries in the globalizing world and constitutes an important place.

According to the statements of the World Health Tourism Council, our country is among the top 5 countries in health tourism in the world. In the field of thermal tourism, it is ranked 7th in the world. In Europe, it ranks 1st. Fully equipped public and private hospitals equipped with high technologies, climate richness, cultural and natural attraction elements are among the countries that deserve to take the biggest share in the field of health tourism.

Kayseri, one of the developed cities of Turkey, has an important potential in terms of health tourism. Especially with the public hospitals in Kayseri, A class private clinics, private hospitals, thermal centers and rapidly growing accommodation facilities, it is at a level that can take a significant share and contribute to health tourism revenues.

The aim of this research is to reveal the health tourism potential of Kayseri province and to determine the problems that health tourism has encountered or may encounter in the development of health tourism in the regions, and to produce solutions by making evaluations about the deficiencies, if any. If the findings obtained from the research are examined and taken into consideration by the provincial administrations and the managers of the health institutions interested in the field of health tourism, an important resource is obtained to direct the health tourism studies carried out on behalf of the province of Kayseri.

Kayseri province, which has many different types of tourism, has not reached its target position in the field of health tourism. In order to find a solution to the main problem in this research; What is the position of Kayseri in the field of health tourism? Is its current potential enough to become a health tourism center? Does it have the necessary infrastructure in the field of health tourism?

2. Conceptual Framework

2.1. The Concept and Importance of Health Tourism

Conceptual Framework The Concept and Importance of Health Tourism Due to the increasing population and technology with the industrial revolution, negative factors such as the increase in environmental problems, the stress of business life, fatigue in the minds have adversely affected people's health and they have sought to protect or improve their health both mentally and physically (Aydm & Eren, 2019).

At this point, where the effects of adverse conditions and environmental factors are found, 'Health Tourism' comes into play. As a result of the diversification of services in the field of health tourism, the desire of individuals to purchase less costly services, the high cost of health services in their own countries or the increase in the problems experienced in the health system, they demand health services from other countries (Kostak, 2007).

2.1.Health Tourism

According to the definition made by the World Health Tourism Organization (1986), health; "It is the state of complete mental and physical well-being of the individual, except for the state of being sick." (Aydın & Aydın, 2015).

According to the International Official Travel Association, health tourism; "It is the activity of going to a touristic facility based on natural resources to meet the needs of individuals such as accommodation, food and beverage, rest and cure care practices within a certain period of time in order to protect or improve their existing health." (Dalan, 2019)

Health tourism can be broadly defined as the travel of people from their place of residence to another destination in order to protect or improve their health.

2.1.Health Tourism in the World

Health tourism, which is one of the alternative types of tourism, is one of the leading types of tourism in the world. The most important reason for the increase in travel for health tourism is the increase and development of the service standards provided and the search for lower cost, quality health services (Tengilimoğlu, 2017, s. 51-52) .

The increasing aging of the world population, especially in Europe, the rapid change in information technology and the negative situations it brings with it have increased the interest in health tourism (Korkmaz Özcan & Aydın, 2015, s. 71-72).

With low-cost health services, the formation of solid infrastructures in the health sector and the possession of high-level technologies, the health tourism sector, which is one of the alternative types of tourism, is growing and developing rapidly.

When the distribution of foreigners who apply to health institutions for treatment purposes is examined according to countries, USA, India and Thailand are the leading countries that receive the largest share from world health tourism. In terms of health tourism in the world, important health services practices are seen in some countries. Some of these practices are described below in general terms (Tengilimoğlu, 2017, s. 2).

Table 1.Reasons for preference of countries in health tourism

Since the main income of the country is tourism income	Such as Singapore, Thailand, Cyprus, Costa Rica
Due to the advantages of the geographical and political location of the country	Such as Jordan, Iran, Malaysia, Brazi
Because the quality of the country's health services and technological equipment are good	Such as Germany, USA, South Korea

Due to the policies of giving importance to health tourism in the country	Hungary Thermal Tourism, Spain Elderly Tourism, India Medical Tourism
Due to the inflow of foreign capital and the use of the advantages of doctors trained abroad	Jordan, India, Malaysia, Brazil, Malta
Countries that have the advantage in many respects; geographical location, being a country of tourism, advanced technology in health, provision of quality health care, economic price, etc.	Turkey, Malaysia and Israel

Source: (Bayram & Uzunlu Akkühah, 2020)

2.1. Health Tourism in Turkey

When Table 1 is examined, our country is among the advantageous countries in terms of health tourism. The climate, geographical location, historical and cultural heritage of our country and the fact that it is an advantageous and preferred country in terms of tourism are among the important factors. Factors such as the application of diagnosis and treatments with the latest technology devices in the field of health, providing quality and affordable health services, the quality of health workers, the increase in the number of medical faculties, city hospitals and private hospitals make our country advantageous.

Although our country receives high income by hosting millions of tourists with different types of tourism, it has a developed infrastructure and important advantages in terms of health tourism (Yaylı & Sürücü, 2016, s. 176). In recent years, both public hospitals and private hospitals and health institutions in our country are equipped with modern technologies, quality of health services, qualified doctors and health personnel are provided at a level that can compete with health services in developed countries. Especially at the end of 1990, it was seen that private hospitals and health institutions made serious investments in the health sector. As a result of these developments, especially in large provinces, it has started to provide health services at a level that will compete with the most successful countries in the field of health tourism (Yılmaz, 2010).

Country; It has many advantages in terms of climate, price, safety and transportation; It is in a very advantageous position in terms of health tourism, thermal tourism, spa & wellness and advanced age tourism (Yardan Dikmetaş, Dikmetaş, Us Çoşkun, & Yabana, 2014).

Due to the high health costs in developed countries, there is an increasing tendency to meet health services from other countries at a more affordable price in order to reduce treatment costs. After Sweden, Norway and Denmark, some private health insurance companies in the Netherlands and Germany have decided to make their health policies

more comprehensive and to cover the health costs of their customers who want to benefit from thermal spas in Turkey (Taş, 2014).

According to the data of the Ministry of Health of the Republic of Turkey, there are 51 hospitals accredited by the International Joint Commission (JCI-Joint Commission International) in medical health tourism in our country. In addition to developing the infrastructure of existing hospitals for health tourism, the construction of new city hospitals has also been started in this direction (T.C. Sağlık Bakanlığı, 2019). With 51 accredited health institutions, Turkey has 10% of all accredited hospitals in the world and ranks 2nd in the world with this feature. Compared to Turkey, there are 16 hospitals in India, 11 in Thailand, 16 in Singapore, 23 in Brazil and 33 in Saudi Arabia with JCI (Joint Commission International) accreditation (TC. Sağlık Bakanlığı, 2019).

Our country exhibits an ideal country image in terms of health tourism. In terms of the number of hospitals and the number of doctors, it has the capacity to serve both its own citizens and foreign citizens. Considering that Turkey has also provided medical support to other countries during the epidemic process, it can be said that Turkey can turn crises into opportunities and has the capacity to provide all kinds of health services and treatments.

Our country, which is in a good position in the health sector, will combine this power with tourism and will give more importance to health tourism. Considering the importance of foreign exchange input for developing countries, it has a very important input in our country, and it can be said that this rate can rise to higher levels when combined with health tourism (Bağcı, Uzun, & Bostan, 2020).

3. Qualitative Research to Determine the Health Tourism Potential of Kayseri Province

Kayseri is one of our metropolitan cities that attracts attention with its historical and cultural heritage, touristic facilities, is economically developed and is developing in the field of health and making investments in this area. There are a total of 37 institutions in Kayseri, including 3 state and public hospitals, 13 private hospitals, 17 dental polyclinics and 4 aesthetic and beauty polyclinics. It serves health tourists with the health tourism authorization certificate of 15 health institutions and 2 intermediary institutions throughout the province. It has a strong infrastructure and potential that can make a serious breakthrough in terms of health tourism.

Apart from the institutions serving in the field of health tourism, Kayseri has an important potential with its drinks and spas in the field of thermal tourism. As a result of the fact that many of the healing waters and thermal resources they have are at a level that can be treated, it allows domestic and foreign tourists to make tourism for thermal purposes.

3.1. Aim of the Research

The aim of this research is to explain and determine the health tourism potential of Kayseri as of today, to determine the obstructive factors that will activate the health tourism potential and to convert the necessary things into written sources by presenting suggestions on the solutions of these obstructive factors.

3.2. Method of Research

In the investigation of the health tourism potential of Kayseri, the interview technique, which is one of the qualitative data collection techniques, was preferred. The reason for this is that health tourism is an interdisciplinary field. For this reason, each participant has his own interpretations and suggestions related to health tourism. Another reason is that health tourism studies have gained momentum in the last 10 years and it can be said that the literature on health tourism in Kayseri is insufficient.

In the study, primarily literature review was performed. During the literature search, institutions related to health tourism were visited and preparations were made for interview questions. Semi-structured interviews were conducted as primary data.

In the second stage of the research, face-to-face and e-mail interviews were conducted with the managers of hospitals and thermal hotel managers who have a health tourism authorization certificate operating in the health tourism sector in the form of question and answer in the form of questions and answers in the form of questions and interviews and the ethics committee approval permission was obtained before the interviews. In face-to-face interviews, an average of 30-45 minutes of interviews were provided. It is assumed that the questions asked by the participants are answered in a relaxed and sincere manner. During the interviews, the interviews were recorded with the permission of the participants.

3.3. Limitations of Research

Although health tourism has been a field of study in which many countries have invested for many years, it has been observed that there is a contradiction in the data on the subject. Another problem encountered in resource screening is that some of the foreign resources are referred to as health tourism, thermal tourism or medical tourism. The lack of up-to-date data is another problem.

Another limitation is that since the research was conducted during the pandemic period we are in, a few of the face-to-face interviews could not be held face-to-face. The questions to be asked to the participants were sent as e-mail and the answers were received as e-mail.

3.4. Data Collection

The data collection technique used in the research is a semi-structured interview technique. Face-to-face interviews conducted in Kayseri province were carried out with a total of 8 people among 37 health institutions, because of the pandemic conditions we are in, face-to-face interviews could not be held and 3 people were made in the form of questions and answers by e-mail.

Face-to-face interviews were conducted with 1 chief physician, 1 deputy chief physician, 3 private hospital administrators, 2 academicians, 1 vice chairman of the board of directors of the association. Participants who were sent e-mails were made 3 specials. The participants to whom the e-mail is sent are the managers of 3 private hospitals.

The interviews started by asking questions about the participants' self-introduction. Then, questions were asked to identify and measure the health tourism potential of Kayseri province, and then the questions related to the strengths and weaknesses of the provinces and what can be done to improve health tourism activities were continued. In the following questions, questions were continued with questions about which countries health tourists came from or from which countries health tourists could be attracted and finally questions were asked about the factors preventing health tourism and the steps to be taken to solve these factors.

3.5. Review of Research Findings

As a result of face-to-face interviews with the participants within the scope of the research, detailed up-to-date information about Kayseri province was reached. Face-to-face interviews were held with people including public hospitals and private hospital managers to determine the point of health tourism and thermal tourism in Kayseri, the potential of health tourism on a provincial basis, the strengths and weaknesses of the province, the promotion of health tourism and the marketing activities that can be developed for the region, the mission and vision to be determined on the basis of provinces, the regulations to be followed in health tourism, the support and accreditation studies of local governments, the status of the organizations and accommodation facilities serving within the scope of health tourism and the steps to be taken for the development of the regions in order to increase the potential of health tourism and to become a brand destination by gaining the value they deserve and the situations to be avoided, the issues to be regulated were discussed in the light of the questions posed.

The issue that the participants especially emphasized was that Kayseri, which has the necessary health tourism infrastructure in terms of image and branding, was not introduced in terms of health tourism. They stated that the reason for this was a lack of coordination and no synergy. For this reason, they have met on the common ground that the problems arising between the public and private sectors should be eliminated by legislative regulation. At the point of health tourism promotion, they stated that it would be an effective advertisement to broadcast the success stories of health institutions on national and international channels by shooting short films or videos, and that it would be positive for the image of the city by using the Gevher Nesibe Hatun figure owned by Kayseri in the form of a logo in health tourism and by participating in national and international fairs. In addition to all these, they emphasized that the promotion of touristic regions will contribute to health tourism, especially the opportunities of Mount Erciyes, rafting, canoeing, nature trip and mountain tourism in Aladaglar and Kapuzbaşı regions.

They stated that the advertisements and websites of health institutions serving in health tourism were inadequate and that their websites and doctors' resumes should be in at least two languages.

They stated that the Cappadocia region should be integrated with the health tourism in Kayseri and the necessary advertisements should be made and that it should not be forgotten that Cappadocia is a common wealth.

In terms of the development of health tourism, the participants met at a common point. First of all, they stated that the contribution of health tourism in Kayseri would be high and then they stated that domestic and international activities should be emphasized in

terms of development, joint academic studies should be carried out with universities on this subject, congresses, workshops, symposiums, fairs and meetings should be held more frequently. They stated that the contribution of the local administration should not be forgotten and that the local administrations and health tourism stakeholders should work together and be a team in this regard.

Another participant suggested that information units related to health tourism should be established at airports, that the target countries could be determined and billboard work could be carried out at the airport that makes direct flights from those countries to Kayseri, and that hospital offices should be opened in the target countries and handouts should be distributed.

Another common point that needs to be considered and regulated is that they emphasized that the price difference should be reduced in terms of private and public hospitals in terms of price policy, that the ceiling prices should be equal and thus unfair competition would be prevented.

In increasing the potential of health tourism, a participant stated that Sivas province should be added to the concept of Kayseri and its province. He stated that the world-famous Kangal Balıklı Hot Spring in Sivas is the only natural treatment center in the world and that it is necessary to include Sivas province in the concept while promoting health tourism and thus to have a greater potential and to provide an advantage for Kayseri.

Another issue that the participants meet at the common point is to offer the health service to the health tourist in the name of the development of health tourism in a package understanding. At this point, agreements should be made with tour companies and hotels, and packages should be prepared by adding accommodation opportunities and sightseeing tours, ski tourism, cultural tourism, highland tourism. In other words, it is stated that the health tourist who comes to be treated should be treated and offered the opportunity to holiday.

Participants who said that social media marketing tools could also be used effectively at the point of marketing offered suggestions that a marketing promotion campaign could be made using platforms such as Google Adwords, social media (facebook, instagram), LinkedIn and Youtube.

When they evaluated the health tourism potential of Kayseri province, they stated that they had the necessary health infrastructure related to health tourism. They also stated that there are both public and state hospitals and private hospitals and aesthetic centers throughout Kayseri and that these centers serve with fully equipped and qualified doctors, but they cannot get enough share from the health tourism sector.

When the strengths and weaknesses of Kayseri are evaluated, the answers given by the participants meet at a common point.

Looking at its strengths;

- Erciyes University Hospitals is one of the 10 research hospitals in Turkey

- The fact that there is a Genome and Stem Cell Unit at Erciyes University, the success rate in pediatric cases is high and the transplantation center has a JCI accreditation certificate.
- One of the 10 city hospitals in Turkey is located in Kayseri.
- Private hospitals throughout the province have a Quality Management Certificate and most of them have received the health tourism authorization certificate.
- The bed capacity in hospitals is quite high.
- The technological infrastructure of the hospitals operating throughout the province is high and closely follows the new developments in the scientific sense.
- It is the fact that hospitals throughout the province receive more affordable service fees compared to hospitals both in big cities and abroad.
- Hospitals have a sufficient number of staff.
- The airport is located very close to the city center and can be easily reached by road quickly.
- Priority is given to health tourism patients throughout the province.
- Transportation is easily provided because there is no traffic problem in the city.
- To provide transfer services by health institutions to patients who come for health tourism.
- It has a rich geography in terms of tourism.
- In terms of accommodation, there are 5-star chain hotels

The weaknesses are;

- It is an important problem that the personnel working in health service institutions do not know foreign languages well.
- One of the important problems is that there are deficiencies in communication and coordinated work between institutions operating in the field of health tourism.
- There is a lack of food and beverage and entertainment areas throughout the province and insufficient to provide services to people from different cultures.
- To give more weight to overseas promotions.
- At the point of transportation, the high-speed train unfortunately does not pass through the city.
- The number of scheduled flights from abroad is not sufficient and direct flights are still few and the airport needs to be arranged around.

- The number of brokerage firms operating in the sector is insufficient.
- The number of direct flights from abroad to Kayseri is small.
- Due to the poor holiday situation of the city and the fact that the public is not accustomed to foreign tourists, the city is not seen as a health tourism destination.
- It is a disadvantage that health workshops, congresses and symposiums are not held in sufficient numbers.
- The fact that the target patient group abroad is not determined and that it is difficult to reach this patient group again makes us in a disadvantage position.
- It can be said that the signs in the city are not in English and that most of the public transportation vehicles do not have the capacity to serve tourists.
- Unfortunately, the website of the institutions has not been prepared in sufficient detail.
- The lack of development of health tourism locally is also one of the important problems.
- Health tourism stakeholders are not yet sufficiently developed.
- Social media opportunities are underutilized.
- The frequent job change of the expert staff working in the sector also adversely affects it.

While evaluating their strengths and weaknesses, the participants emphasized that if they highlight their strengths and develop and improve their weaknesses, they will gain a serious potential in the field of health tourism.

Answering the question of which countries can attract health tourists to Kayseri, the participants stated that the first priority countries should be selected as a priority in the selection of the target country, that is, the countries that have a direct flight to Kayseri and the flight time is short, which should not be too long for the health of the patient.

Other participants stated that they were primarily countries where expats live intensively and Middle Eastern countries. In addition, they also stated that health tourists from different cultures and geography could be brought

They also stated that they have the necessary infrastructure in the field of health tourism, that there are qualified doctors, that the technological infrastructure is sufficient, but that it is insufficient to introduce this field to other countries.

When asked about the services provided to health tourists, hospital managers said that they have done many studies in the field of health services and that the departments provided within their hospitals have been served. These sections are;

- Plastic surgery
- Oral and Dental Diseases
- Surgical operations(brain, heart, general surgery, orthopedic branches)

- IVF treatment
- Physical therapy
- Dermatology
- Eye diseases
- Bariatric surgery
- Hair transplantation
- Oncology
- Elderly care
- Urology

They listed them as departments and stated that the field of health tourism is also in the branches that need to be developed. When asked what are the touristic activities for health tourists coming to Kayseri, especially as a result of the interviews with the public relations department of the hospitals, 2-day guided sightseeing tours other than the treatment of health tourists, on the first day of these tours in Kayseri, on the second day outside Kayseri, historical and historical sites, Cappadocia region, where balloon and horse riding experience can be organized, They stated that there are important historical places and historical monuments in Kayseri.

They also stated that the excursions can be made according to the season and weather conditions, especially in winter, tours can be organized to Mount Erciyes in Kayseri and health tourists can get skiing experience here.

When asked about the status of the organizations and accommodation facilities serving in Kayseri, they stated that the organizations were able to provide services despite their deficiencies and that more efficient results would be obtained if coordination was provided between the organizations. In addition, they stated that as a result of the non-cooperation of the institutions, the power unity that the cooperation would create would be prevented and it would cause them not to benefit from the state supports they could benefit from

In addition, they stated that as a result of the non-cooperation of the institutions, the power unity that the cooperation would create would be prevented and it would cause them not to benefit from the state supports they could benefit from. In addition, it was said that health institutions and hotels in Kayseri should cooperate in health tourism and that it is necessary to distribute brochures about health tourism to visitors staying in hotels. It is emphasized that the cost of accommodation is high, especially when accommodation is provided for health tourists, prices should be reduced and at this point, incentives should be provided to hotels, and the personnel working in hotels should be trained in communication and foreign languages.

Regarding the service standards of Kayseri province, thermal facility managers stated that Kozaklı Hot Springs connected to Nevşehir ranked first, but there were too many facilities in the old ways, more modern and luxurious facilities were built in recent years, but unfortunately the works were insufficient. In addition, they stated that studies should

be carried out to carry out thermal facilities beyond bathing, facilities should be opened to serve as SPA centers and social activities should be done more in these facilities.

When the collected data are examined, it is concluded that the stakeholders who have not been adequately introduced in terms of health tourism in Kayseri province despite having a solid infrastructure should be under a common roof and should cooperate, and different ideas should be presented in terms of transportation and accommodation.

4. Conclusion and Recommendations

In this study, solutions were also proposed in terms of revealing the existing health tourism potentials of Kayseri, the obstacles in front of the increase of existing potentials and what can be done to increase the health tourism potential,

First, health tourism was defined and information was given about health tourism in the world and in Turkey.

In the last part of the research, interviews were conducted with hospital managers, chief physicians, assistant chief physicians and thermal hotel managers serving in the health tourism sector and the questions prepared for the research were directed. As a result of the answers received, information was reached about the current health tourism potential of Kayseri, what are the factors that prevent the increase of this potential and what needs to be done.

When a general evaluation is made in the light of the information obtained in the research; According to the number of hospitals in Kayseri, it is observed that it has sufficient infrastructure to make health tourism. However, while promoting in the field of health tourism, it can be said that the historical and touristic towns are not brought to the forefront in the promotions and the lack of adequate promotions adversely affects health tourism.

When the health tourists coming to the provinces are examined, it is determined that they come from Germany, the Netherlands and Iraq according to the order of density. Hospital managers and thermal hotel managers involved in the research see the countries where our expats live intensively and the countries with short flight times as the target countries in this regard. However, it can be said that health tourists are not among the provinces they prefer as a result of inadequate promotions, international agreements and agreements with insurance companies.

Since the field of health tourism is an interdisciplinary field, the coordination of the institutions in the field of health tourism and their joint work with stakeholders (hospital managers, intermediary institutions, tour companies, local administrations, hotel managers, taxi drivers) can carry Kayseri to the next point in terms of health tourism. Especially the volcanic hot spring in Kayseri can be brought to the forefront in this sense. It can be stated that the temperature of the spring water of the volcanic hot spring, which is the only one in Turkey, is the closest temperature to the human body, and that it contains rich minerals because the heating and cooling process is not done. In addition, as a result of the construction of extremely modern facilities around the spa and the promotion of the spa in the best way, health tourists can be attracted to this region.

The number of direct flights to Kayseri with international connections is very low, Istanbul flight flights are sufficient and flight prices are unfortunately high as a result of

competition between companies. At this point, it may be recommended to increase the number of direct flights with international connections, to increase the flights to Istanbul and to determine more reasonable prices in terms of price. The small size of the airport is another factor. At this point, through local governments;

- Work can be done on airport expansion
- In particular, work should be done on the point of landscaping, and the farms around the airport can be removed to prevent the bad smell and ensure that the arriving passengers are not affected by them
- It is easy to reach by road outside the air, but the high-speed train unfortunately does not pass through the cities. A rail tram can be built between Cappadocia and Kayseri highway, so that tourists coming to Cappadocia can easily receive health services in Kayseri.

As a result, Kayseri has the potential to get a share from health tourism with its health services infrastructure. If it works in cooperation with the stakeholders in the sector, fulfills the duties and responsibilities of each sector, and carries out the necessary studies on promotion and advertising, Kayseri and Nevşehir provinces will be one of the important destinations in health tourism.

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