

# Global Niche Tourism and Opportunities for the Medical Tourism Industry

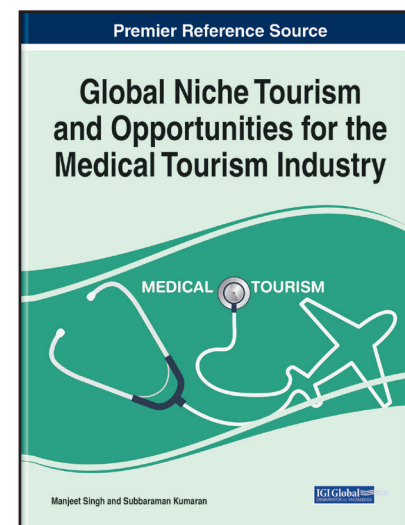
Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

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## Description:

Healthcare and medical services have seen rapid development in various areas of the world, including Asia and Eastern Europe. These territories are now becoming a medical hub for many surrounding countries. Medical tourism is the practice of traveling to international regions for treatment that isn't available locally. This subject has gained significant attention throughout the tourism industry, as researchers and professionals are searching for specific advancements of medical care and hospital development in numerous countries.

**Global Niche Tourism and Opportunities for the Medical Tourism Industry** is a collection of innovative research on the methods and advancement of medical travel for treatment in various global regions and provides insights for the growth prospects of the medical tourism business. While highlighting topics including destination branding, community impact, and hospital management, this book is ideally designed for medical executives, hospital directors, researchers, policymakers, academicians, practitioners, scholars, and students seeking current research on tourism practices within the medical field.



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## Topics Covered:

Business Growth  
Community Impact  
Destination Branding  
Global Travel  
Hospital Management

Information Systems  
Niche Resources  
Promotion  
Service Providers  
Tourism Development

**Subject:** Business and Management

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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