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Analysis of The Influence of Facilities Availability, Human Resources and Promotion on The Improvement of Medical Tourism in Indonesia

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui potensi pengembangan wisata yang dapat dimanfaatkan khususnya untuk wisata medis atau wisata kesehatan. Penelitian ini menggunakan metode wawancara semi terstruktur sebagai pendekatan. Peneliti memperoleh informasi sekunder melalui analisis data bibliografi. Hasil analisis menunjukkan bahwa terdapat potensi untuk mengembangkan pariwisata kesehatan atau kesehatan sebagai alternatif yang menarik untuk mengakses pasar internasional. Wisata kesehatan berpotensi memberikan manfaat yang signifikan bagi perekonomian suatu negara serta meningkatkan akses terhadap perawatan medis berkualitas bagi pasien di seluruh dunia. Dengan menerapkan strategi yang tepat, wisata kesehatan dapat menjadi sektor yang menguntungkan dan berkelanjutan bagi industri pariwisata.

Kata Kunci: *Wisata Kesehatan, Pariwisata, Internasional, Pengembangan*

Abstract

The aim of this research is to determine the potential for tourism development that can be utilized, especially for medical tourism or health tourism. This research uses a semi-structured interview method as an approach. Researchers obtain secondary information through bibliographic data analysis. The results of the analysis show that there is potential to develop health or wellness tourism as an attractive alternative for accessing international markets. Health tourism has the potential to provide significant benefits to a country's economy as well as increasing access to quality medical care for patients around the world. By implementing the right strategies, health tourism can become a profitable and sustainable sector for the tourism industry.

Keyword: *Health Tourism, Tourism, International, Development*

INTRODUCTION

Awareness of the importance of a healthy lifestyle and disease prevention through a balanced diet and adequate physical activity is becoming more prominent (Sudirjo et al., 2024). People are increasingly realizing that maintaining health through prevention is more effective and profitable than treating diseases after they appear (Kusnadi, 2021). Greater attention to physical appearance and aesthetics is also a significant trend. Modern lifestyles with high levels of stress and great social demands have an impact on the physical and mental well-being of individuals (Sadikin et al., 2023). Therefore, treatments that focus on aesthetics, such as skin care, cosmetic surgery, and beauty therapy, are becoming increasingly popular. People are looking for ways to improve their appearance as part of efforts to improve their overall well-being (Ibrahim et al., 2024). In the stressful world of work and society, maintaining a healthy body and mind becomes very important (Que et al., 2022). The combination of conventional and alternative medical treatments, a healthy lifestyle, and attention to physical appearance creates a more holistic approach to health. These trends not only reflect changes in individual preferences but also indicate broad business opportunities in the health and fitness industry (Rambe et al., 2022; Suharyat et al., 2022). Healthcare providers must now integrate multiple methods and approaches to meet increasingly diverse and complex patient needs (Purwanti et al., 2023).

Aesthetic tourism has great potential for attracting international tourists seeking aesthetic procedures, such as plastic surgery, skin care, and other beauty therapies (Hendriyanto et al., 2023). These tourists are often ready to spend large amounts of money to get high-quality services (Tahir et al., 2024). By adding aesthetic tourism as one of their offerings, tourist destinations can expand their product portfolio, attract new market segments, and increase their competitiveness in the global market (Mayasari et al., 2023). One of the great advantages of aesthetic tourism is its low seasonality (Sari et al., 2024).

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Tourist destinations can generate stable income from aesthetic procedures year-round, independent of specific seasons (Badrianto et al., 2022). Good medical and non-medical infrastructure, including clinics, hospitals, hotels, and other facilities, is necessary to support aesthetic tourism (Nurdiani et al., 2024). This can encourage better infrastructure development in tourist destinations (Fauzan et al., 2023). Aesthetic tourism can also encourage the improvement of the skills of local medical personnel through training and collaboration with international medical experts, improving the overall quality of healthcare services in the country (Irnawati et al., 2022).

In the first decade of the 21st century, aesthetic tourism gained global relevance, but developing countries only started to notice it in the second decade (Kusnadi, 2023). This is the result of greater economic openness, technology transfer, and comparable benefits at different price levels. Today, we can verify the contributions this sector makes in both the financial and technological fields (Andriani et al., 2022). In order to achieve a better understanding of this phenomenon in general and its benefits in particular, this research seeks to provide as clear a vision as possible from a point of view that allows us to understand the great development potential of our country as well as the changes taking place in it despite its relatively recent emergence (Aulia et al., 2021). This is mainly related to the rapid changes that mobilize its demand. Furthermore, efforts will be made to show that these changes are not necessarily detrimental but can instead be beneficial for alternative destinations that have not yet been developed.

RESEARCH METHOD

A semi-structured interview method serves as the primary approach, targeting individuals who have experienced aesthetic tourism interventions. These semi-structured interviews allow researchers to gain more in-depth and flexible insights, as they provide space for respondents to provide more detailed and exploratory answers. Bibliographic data analysis provides secondary information. This analysis involves collecting and examining a variety of documentary sources to gain a comprehensive understanding of the topic under study. We use primary documentary sources in this process, which are original works directly from the first author or researcher, and secondary documentary sources to reference specific works by other authors. These documentary sources include print types, such as books, scientific journals, and research reports; audiovisual types, such as documentaries and interviews; as well as electronic types, such as online articles, academic databases, and other digital publications. In this data collection process, various tools and techniques are used to ensure the validity and reliability of the information obtained.

RESULT AND DISCUSSION

Medical tourism provides a major development opportunity for the country as well as being an attractive alternative for thousands of international patients. These patients find solutions to their health problems or beauty needs in varied, personalized, and relatively more accessible ways. However, the growth of the medical tourism business still has several limitations. One is the need to create better administrative, promotional, and operational control systems that can exceed the capabilities of medical professionals. Other influencing factors are access to financing and special investment programs, as well as the lack of insurance policies and laws that guarantee fair treatment of doctors and patients. Despite this, the potential for medical tourism remains large. By improving infrastructure and supporting policies, this sector can continue to develop and provide significant benefits to the country's economy, as well as increase access to quality medical care for patients around the world.

Small medical groups face a challenge when hospitals generally lack clear policies regarding the penetration of new medical tourism modalities. Often, these groups strive to establish their own marketing and development infrastructure and systems, but their capabilities and budgets impose limitations. As a result, they may not be able to compete in international markets. On the other hand, many groups that have successfully established themselves in this modality are reluctant to develop it further. This is generally due to their skeptical view of aesthetic tourism and its promises of success. To overcome these challenges, it is important for hospitals and medical groups to develop supportive policies and provide the financial support and infrastructure necessary to attract medical tourists. Additionally, a collaborative approach between small and established medical groups can help overcome the limitations they face. In this way, the development of medical and aesthetic tourism can become more sustainable and provide greater benefits to the health and tourism industries as a whole.

Lack of knowledge about the modalities and possibilities of medical and aesthetic tourism, fear of risks in an unknown market, and a lack of public attention to this matter can be factors influencing the development of this industry. Today's tourism customers are more knowledgeable and exhibit distinct behaviors compared to traditional tourists who favor beach holidays or sunbathing. These new characteristics of tourist demand encourage the development of innovative products that can meet their needs. To access these different markets, there needs to be increased awareness and understanding of the potential of medical and aesthetic tourism among medical professionals and the general public. Thus,

the development of this industry can produce products that better suit the needs of modern tourists and make a greater contribution to the country's economy and health services.

We need a mature and comprehensive strategy to develop our country's medical and aesthetic tourism potential. First, there needs to be investment in adequate health and beauty infrastructure to attract medical tourists. This includes the construction of modern, quality medical and aesthetic facilities as well as training reliable medical and aesthetic personnel. Apart from that, intensive and effective promotion is also very important. Targeted marketing campaigns, both online and offline, as well as collaboration with travel agents and health and beauty institutions abroad, can accomplish this. Apart from that, the development of attractive medical and aesthetic tourism packages also needs to be considered. These packages may include medical or aesthetic services, accommodation, transportation, and other tourist activities. By providing complete and attractive packages, we can increase tourists' interest in visiting and spending time in our country. Finally, it is important to continuously evaluate and update the medical and aesthetic tourism products and services offered. By continuing to improve quality and expand choices, we can maintain the attractiveness and competitiveness of our country's medical and aesthetic tourism destinations in the global market.

To achieve high competitiveness, it is important to demonstrate quality and diversity in the tourism offer. Aesthetic tourism can be a strong driving force in achieving this goal. Strict standards and regulations govern aesthetic tourism, closely linked to medical aesthetic services, under the supervision of various regulatory agencies. However, it is important to improve the quality of tourism services as a whole, not just medical aesthetic services. Tourism quality systems can be an effective tool to achieve this. Aesthetic tourism is also an example of innovation in processes, services, and new technologies in the tourism sector, involving various parties such as the public, private, academic, and secondary sectors. This is in line with the international tourism marketing strategic plan, as this new activity shows professional management and advanced technology.

Information plays a key role in the development of aesthetic tourism. This applies at all levels, especially in the public and business sectors, because the effective development of aesthetic tourism activities and achieving public recognition depend on appropriate information. Lack of knowledge about the scope and potential of aesthetic tourism can cause uncertainty for new businesses looking to enter this sector. However, it is important to remember that economic markets always involve a degree of risk and speculation, and from my perspective, the relative risk of aesthetic tourism is much lower compared to other types of tourism. This is due to the presence of the infrastructure, professionals, and other

resources required for aesthetic tourism, which other sectors, particularly the health sector, can also leverage. This makes aesthetic tourism a necessary and less wasteful option with greater resources. Overall, aesthetic tourism has the potential to overcome one of the main characteristics that make tourism businesses complex, namely high initial investment and inflexibility.

The tourism market is constantly changing, and it is important for the tourism sector to recognize these changes early in order to successfully adapt, increase effectiveness, and gain loyalty from tourists. These changes, together with the strong tendency towards seasonal changes, are the two main risk factors in tourism activities. In this context, the advantage of aesthetic tourism lies in its resistance to seasonal factors. This is primarily due to the fact that the primary travel destinations and the resources utilized in aesthetic tourism remain unaffected by seasonal fluctuations. On the other hand, adaptation to changes in demand in aesthetic tourism may be relatively simpler compared to other types of tourism experiences. This is due to the direct and interdependent relationship between aesthetic tourism and aesthetic medicine, which facilitates early access to information about market trends, new technological advances, and new consumer tastes and preferences.

We must appreciate the importance of human resources in the development of aesthetic tourism, not only as an integral part of the community's service offer and experience, but also because they involve customer management that considers the physical well-being of customers. Therefore, it is important for potential consumers to trust the service provider company so that the company can adapt to their changing tastes and preferences, as well as respond to their needs for confidentiality, professionalism, and security in services. Although there are already several companies offering aesthetic tourism, it is important to build a strong foundation so that this activity can develop effectively and sustainably. This involves increasing skilled and trained human resources as well as focusing on service quality and customer experience. By building a strong foundation, it can become an attractive destination for aesthetic tourism and gain a competitive advantage in the tourism industry.

A study of the marketing strategies employed by companies offering aesthetic tourism suggests that these strategies require updating and improvement. Even though they rely on marketing via the internet, the platforms used are less attractive compared to other platforms that offer services from different branches. Therefore, companies need to update and improve their marketing strategies to be more effective in attracting potential consumers. It is important to remember that the aesthetic tourism market is constantly changing, and as a company operating in this field, it is necessary to continually update

marketing strategies to remain relevant and attractive to potential consumers. Creating a clear and reliable image that can adapt to market changes is an important step in achieving long-term success in the aesthetic tourism business.

Our country has not yet fully exploited the potential it has to access different markets. This is due, first, to the continued focus on exploiting traditional markets and, second, to insufficient investment in developing market intelligence. We propose several steps to address this challenge. First, we need to strive for a wider spread of aesthetic tourism from our country to the international market. We can achieve this by enhancing our promotion and communication systems and arranging conferences and presentations that involve academic institutions, women entrepreneurs, and prominent figures from the public sector and tourism industry. Second, we need to promote cooperation to achieve effective promotion, development, and consolidation of aesthetic tourism in our city. This will also help strengthen the sector in the second phase. Third, we need to improve training in all sectors involved in aesthetic tourism. This includes small sectors such as social work, health agencies, and travel agencies, as well as other sectors with a larger scope such as public and government organizations, wholesalers, and international companies. Currently, efforts to promote alternative markets are still relatively few. Therefore, consider focusing on the aesthetic tourism market as a promising option in the hope of optimizing the market potential that has not yet been fully exploited.

CONCLUSION

The analysis above concludes that developing aesthetic tourism as an attractive alternative for countries accessing international markets holds great potential. However, the development of aesthetic tourism still faces several challenges, such as the need for better administrative, promotional, and operational control systems, as well as access to financing and supportive insurance policies. A mature and comprehensive strategy is required to overcome this challenge, which includes infrastructure investment, intensive promotion, the creation of attractive tour packages, and continuous evaluation of the offered products and services. The importance of understanding and highlighting the distinctive characteristics and comparative advantages of each aesthetic tourism destination is also important in developing an effective market strategy. Apart from that, environmental and cultural sustainability, as well as local participation, also need to be considered to support sustainable aesthetic tourism development. Despite the ongoing challenges, aesthetic tourism holds the potential to significantly boost the nation's economy and expand global access to high-quality medical care. With the implementation of the right strategy, aesthetic tourism can

become a profitable and sustainable sector for the tourism industry.

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