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The Principles of Designing Hospital Hotel with the Approach of Health Tourism in Kish Island

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Abstract

Medical tourism is known as one of the fastest growing sectors of the world tourism industry. Today, medical tourism has been highly considered by tourists to take advantage of the health benefits and physical and psychological effects of specific areas. Medical tourism as one of the tourism dimensions helps the economy of the country. Given the lucrative nature of the industry, many developing and even developed countries, focus their attention on the industry sector and plan for it. Hospital hotel is a combination of a hotel as a resort and a hospital as a place of healing and rejuvenation that in addition to the course of treatment provides accommodations after treatment as well. Hence, the present study examined the background of this type of application and its advantages and disadvantages and its feasibility in Kish Island to investigate the growth factors and potential of health tourism and ways to overcome obstacles to attract medical tourism. The findings show that the Island faces challenges in basic and health infrastructure, government's efficient support, having a program for the development of medical tourism, having centers providing the health service with the international credit and promotion and integrated marketing. Proper planning, cheap prices of tourism services, medical education, creating websites of medical tourism and health tourism policy council are also the strategies mentioned in this study.

Keywords: Hospital hotel, Medical tourism, Wellness tourism, Health tourism, Kish Island.

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Introduction

Hospital hotels as a relatively new service in the market of tourism products nowadays have been considered by many countries. In the meantime, developing countries due to lower cost compared to developed countries, have become important destinations to receive medical services. Of course, this type of application because of its high sensitivity and importance of health needs some standards which include scientific and technical knowledge as well as medical and health infrastructure. Places that are looking for this type of application should have these standards as a necessary condition, so that they can successfully attract tourists and patients. Different motivations of providing hospital hotel indicate that the users of such a service are usually the patients looking for high quality and medical technology or reducing health care costs. Developed countries mainly give top priority to technology and knowledge and then to cost while in developing countries the priority is the exact opposite (Hassanpour, 2014).

Having experienced medical teams, especially in some medical specialties, Iran is among the potentials of creation the hospital hotel; but due to the weakness of the perfect location for the application compared to competitors, still cannot enter the markets with higher income levels. Today, the spread of the application around the world is known as medical tourism industry which is considered a source of income for developed and developing countries with suitable infrastructure for this industry every year; because in this type of specific application due to low cost of treatment and post-treatment care facilities and low waiting time for patients as well as tourist attractions area as a place of recreation alongside treatment, the application is preferred more than common hospitals. So that countries like India gains 3% of its tourism budget through it. Therefore, in countries with suitable infrastructure for this application, it is assumed that investments in this sector lead to more economic prosperity. However, the fundamental question arises is that if Iran especially Kish Island having regional potential facilities to attract tourism and the medical staff's ability in this particular area of tourism can provide such a service to develop the area in terms of economy; because studies in this area were conducted in countries such as India, the Philippines, Turkey and Dubai but not in Iran yet. Therefore what this article is examined by analytic descriptive study is to recognize the application in Iran in order to know its advantages and disadvantages and to suggest such application in Kish Island as a tourism destination with the suitable facilities for patients to accommodate and treatment. Therefore medical tourism was first defined as the goal of constructing the hospital hotel and then the importance of such application was studied.

Theoretical Foundations of medical tourism

The term “medical tourism”

Medical tourism is referred to tourism associated with treatment (Whittake, 2008), which is a part of policies in countries like Greece, South Africa, Jordan, India, Malaysia, Philippines, Singapore to attract tourism and today due to lack of expertise in all areas of health around the world, cost effectiveness, availability and long waiting time to respond to treatment, care and support for patients' families the industry is expanding in countries around the world. In the meantime, developing countries have changed their health policies into an industry to attract tourism by constructing hospitals hotel. So that Indian medical staff who are usually a group of young English trained staff not only provides people all activities, such as the treatment of similar cases in developed countries with lower costs but also auxiliary therapies such as physical therapy and yoga therapy are also rooted in the culture of India are also used (Trivedi, 2013).

The definition of medical tourism

Medical tourism is a field of tourism that provides medical services to foreigners as well as tourist services. Tourism or medical travel and health tourism, is a travel to other countries to the therapy to surgery, a variety of medical and dental care, cosmetic surgery, enjoying of healthy natural mineral water such as spa and etc. The term was first used and got popular by travel agencies and media communities to see rapid growth in attracting tourists and travelers, especially as the applicants requested treatment like countries such as India, Singapore, Thailand and the Philippines. This type of treatment is not only medical services but it is based on the logic that medical treatment with rest and leisure and tourism caused by a foreign travel can assist the healing and human health (Trade Promotion Organization of Iran, 2007). Today, the main destination of this type of tourism is developing countries which in terms of affordable cost and in terms of the development of knowledge and medical technology have also necessary standards. This particular type of tourism is the world's fourth-largest revenue industry and has been attracted the attention of many countries and it was estimated the income from health tourism in the global market reached to 100 billion dollars by the end of 2012. According to the estimates, each medical tourist creates income approximately three times more than usual tourists (Nourian, 2011).

The history of medical tourism

The concept of medical tourism is not a new term but its history goes back thousands of years when Greek pilgrims went to the holy place known as Epidaurus on the Saronic Gulf to ask Asclepius, the god of health, the healing and health. In this place there were capable people to treat patients. People in the UK, during the rule of the Roman Empire for two thousand years, referred to shrines where they washed themselves in holy water. In the 18th century, wealthy Europeans and especially Germans tended to peace and to travel along the Nile (Trade Promotion Organization of Iran, 2007). After the 19th century, this type of tourism has been considered by many developing countries for the treatment of patients with lower cost compared to developed countries. Recently, this particular type of tourism in addition to the hospital hotel in the hospital hotel complexes of health, slimming and weight reduction and to recover physical capability for those interested in fitness and recovery has gained significant place (Hassanpour, 2013).

An explanation of the medical tourism

Health tourism is divided into two types of wellness tourism and medical tourism that wellness tourism includes mental and health activities and wellness and the patient tries to improve his/her health and is not intended to treat specific organ of the body; but in medical tourism, the tourist/patient due to a specific disease or cosmetic is under treatments such as surgery (Ghalami, 2009). It can be said that medical tourism is a travel for treatment to abroad or out of the place the tourist live. Today, most people in developed countries tend to travel for treatment to developing countries. A combination of several factors caused the tendency of people to travel fast rising of medical and therapeutic tourism in the developing countries that among them are high cost of living in the industrialized countries, facilitating international travel and improving the level of medical technology and standards in many countries in the developing world, and low cost.

Medical care is the search for a qualified and experienced doctor, good quality of health services, safety and shorter waiting times for treatment; therefore, the tourists seeking health services from anywhere in the world can enter a developing country and receive medical care services in the areas such as cancer diseases, neurology, surgery, and organ transplants, cosmetic surgery, etc. (Bapiri, 2012).

Among the countries that mostly receive medical tourists are the countries such as Brunei, Cuba, Hong Kong, Hungary, India, Israel, Jordan, Lithuania, Malaysia, the Philippines,

Singapore, Thailand and recently the United Arab Emirates (Dubai). Also, the countries considered in the field of cosmetic surgery are mainly: Argentina, Bolivia, Brazil, Costa Rica, Mexico and Turkey, In the Europe, countries such as Belgium and Poland are engaged in medical tourism businesses. Interestingly, South Africa with the slogan "cosmetic surgery together with the wildlife" tries to attract medical tourists (Trade Promotion Organization of Iran, 2007). The motivation of medical tourists in the world shows that this group of tourists are mainly looking for quality and superior medical technology or reducing health care costs. Developed countries mainly give top priority to technology and knowledge and then to cost while in developing countries the priority is the exact opposite. In 2013, according to the latest statistics provided by the World Tourism Organization, 27% of tourism trips in the developing countries are related to the world of tourism, health tourism (Research Markets, 2012).

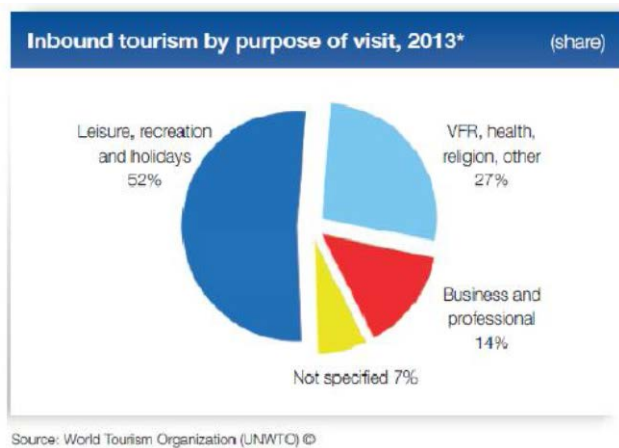


Figure 1: The proportion of tourism in the international travel (Source: Research Markets, 2012).

Objectives of medical tourism

In the concept of medical tourism two concepts are generally put together: the concept of quality and the concept of service that in the first concept the quality of a place like a hotel is considered by the patient mind that choose it for treatment and in the second concept, services mean the quality of medical services with the highest standards which are considered (Christian in Nailon, 1982). Nowadays, health tourists are not necessarily patients. In fact, most of these people are looking to strengthen the body and mind and use their facilities for this purpose. In the meantime, service providers in this sector also encourage their customers

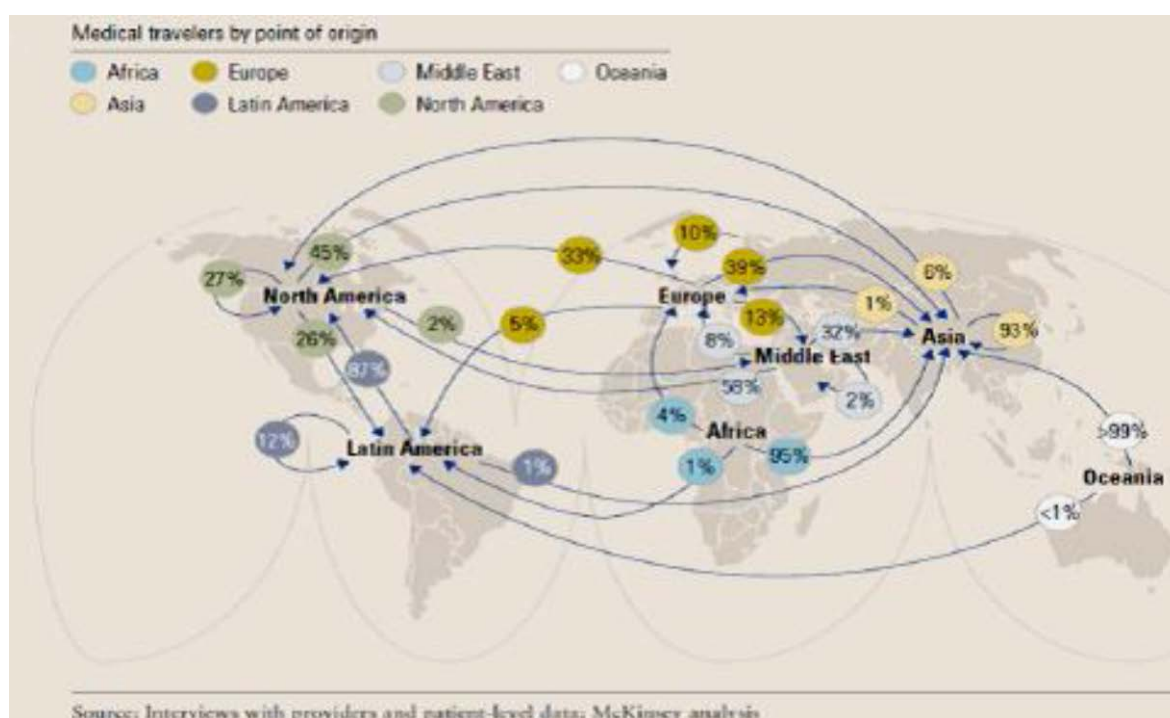
to take preventive measures. Medical tourists from different countries travel to other countries for the treatment of a variety of reasons that can be grouped into the following reasons.

Table 1: Reasons for travel and medical tourism for different countries (Delgoshei, Ravaghi and Abolhassani, 2012)

Countries	Reasons for travel
Underdeveloped countries (Sudan, Somalia, Afghanistan, Libya,)	Lack of appropriate health care services and medical personnel
Asian countries	Lack of appropriate health care services and medical personnel
America and Europe	Expensive health care and long waiting lines for patients
Countries with aging population	The high number of older people, lack of medical personnel and the cost of medical care
The main motivation of medical tourism	
1	Improving the body, mind and health (weight loss programs, physical health and stress management)
2	Rest and relaxation
3	The use of facilities and medical services (such as surgical specialty)
4	The use of natural climatic features and an area for relaxation of body and soul
Branches of health tourism	
Medical nature	Medical nature emphasizes the characteristics of the climate and the natural area and its potential is highly also seen in Iran. Using the healing effects of hot springs to treat diseases had a special place in modern medicine and is recommended. That's why around the world in areas with hot springs that contain useful minerals are among tourist attractions. More hot springs of Iran are located in Alborz slopes; however, the number of hot springs in

	other parts of the country is also interesting.
Medical spa	It should be noted that the existence of hot springs alone cannot boost health tourism in a region and the area of tourism with special interests needs specific facilities and dedicated service with more quality. Hot water bath that usually with using hot springs offer services to tourists are among special targeted ways to attract tourists.

Figure 2: The route of medical trips in the world (McKinsey, 2008)



Hospital hotel in Iran

The total value of medical tourism market in 2006 is estimated at more than \$ 56 billion. (Connell, 2006). This factor, along with a wide variety of tourist attractions in Iran caused the situation in the Fourth Development Plan, Iran's government is obliged to allocate a hundred billion facility to the private sector and cooperatives to develop the profitable industry (Zargham, 2000). Despite the fact that Iran has not been successful in attracting health tourists yet, but Cultural Heritage and Tourism Organization of Iran with the help of hospitals, the Ministry of Health and private sector organizations such as the Chamber of Commerce of Iran in 2009 looked for health tourism boom and proposed the creation of hospital hotel as an

accommodating place such as the massive project “Health City” in Shiraz that with the area of 100 hectares and provided 50% tax credit discount for those who are attempting to get medical visa. The project is located 21 kilometers from the city of Shiraz in the region known as Shiraz Special Economic Zone that involves 2500-bed hospital with a space at the international level, hotel to accommodate, alternative medicine center, heart clinics, polyclinics and research centers of research and teaching, staff residential units, villas for single-family managers, and commercial, entertainment, recreation and sports centers which has not been operational yet; but it is anticipated by exploiting this place as a tourist attractive place, Shiraz changes into one of the main poles to attract health tourism in the world. In order to become a pole for medical tourism, with skilled medical staff and appropriate space tourism attractions, Iran needs to examine the strengths and weaknesses to create the application (Hassanpour, 2014).

Hospital hotel

This application is a combination of a resort and a hospital as a place for treatment and rejuvenation that in addition to the treatment period also provides places of residence after treatment in which patients easily stay until complete recovery and enjoy leisure facilities alongside hotel facilities after treatment. In addition to patients, the application covers medical personnel from other countries or the patient's family as supportive users and provides specific facilities for this class so that it provides beautiful and memorable experience for the patient, the patient's family and medical personnel. Today, the spread of the application around the world as an industry known medical tourism that every year for developed countries and developing with suitable infrastructure for this industry funds from the tourism industry are allocated to build such applications as medical application and attract tourists so that making such application with accommodation in places with tourist attraction attracts tourists and they get familiar to tourist attractions in addition to the treatment and with memories of a pleasant visit, recommend this place for the next travel and others (Kumar, 2015). On the other hand there is the therapeutic use of hospital hotel with medical facilities along with the usual facilities attract groups of patients with high support needs, even the patient's family and trained medical personnel and people with high income prefer the application even in the short-term treatment rather than a typical hospital.

Feasibility study of medical tourism in Kish

Today tourism thought has found a special place among the people and authorities and almost the vast majority of patients prefer to pay a small part of the high cost in a cheaper country on treatment instead of paying a high cost in a Western country and at the same time they can spend the rest of the money to benefit natural resources and tourism area. Given that, today, medical tourism activity is growing in the tourism sector and given the proper infrastructure created in Kish Island for medical tourism and the announcement by the agencies responsible it is necessary to provide premises for the construction of the first clinics hotel and health city to develop health tourism in Kish. Kish Island with approximately one million and 300 thousands domestic and foreign tourists and 48 hotels with 11 thousand beds is certainly one of the areas of investment in this field (Rokni et al., 2010). According to global statistics among international patients, Arab market is the most attractive. The population of 245 million people in 17 Arab countries due to lack of adequate specialized services has caused thousands of Arab patients move to other countries. The statistics of average cost of specialized treatment of foreign patients in developed countries is between 20 to 30 thousand dollars while only six thousands patients from the United Arabic Emirates, refer to international hospitals annually. Iran despite the obstacles and weaknesses such as the competitors in the region, having specialists and skilled doctors, low-cost, natural resources and suitable climate, proximity to Arabic countries and the similarity of culture and dialect with some neighboring countries have an advantage in attracting tourist-patient from these countries.

Kish opportunity and facilities to attract health tourists

Kish Free Zone laws and relatively high levels of service and life on the island and using them to attract practitioners and medical tourists from neighboring countries, special climatic conditions in the 9 months of the year, the investors with solid management and program, valid medical universities in Iran and their willingness to work in the island, other tourist attractions such as beaches and water sports tourism and the Olympic Sports Complex, educational tourism, commercial tourism, ecotourism, etc. provide the fields of tourism for the patient family (Rokni et al., 2010).

Table 2: Recommendations on health tourism in Kish Island (sources: Tourism service quality standards, 2007)

Advertisements	
1	Using computerized advertisements about the hospital hotel facilities and introducing this place as a tourist spot with specialized treatment facilities to domestic and foreign tourism
2	Collaboration with the Tourism Free Zone to inform this place as an outstanding place for health tourism
3	Covering national and international media campaign to introduce the medical tourist center in Kish Free Zone
Providing the facilities for travel and accommodation	
1	Creating sites for online admission and doing services such as tourist visas, insurance and exchanging money and advice to do any of these steps to accelerate the admission and treatment of patients
2	Providing travel facilities from all over the world, for example, booking plane tickets or advice regarding the timing of obtaining a passport or visa
3	Providing telephone counseling to get familiar to medical treatment activities in the hospital hotel
4	Collaboration with International Insurance agencies in order to use International Insurance Facility for patients who entered the hospital hotel of the district from all over the world
5	Providing accommodation for patients and their families during treatment and subsequent recovery and restoring patients' physical power
6	Providing accommodation for foreign doctors and foreign employees
7	Providing cultural gifts to patients and their families after discharge to get familiar with Iranian culture and promote this culture to other parts of the world
8	Providing advertising catalog to patients and their relatives to use tours and medical aids facilities of hospital hotel
9	Providing residential services for patients and their relatives, as well as a luxury hotel and creating an international media campaign about Kish hospital hotel and its facilities
10	Creating advertisements to attract experienced doctors in this hospital hotel, and use their

	knowledge to take advantage of their experience in particular treatment process
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Table 3: Recommendations on tourism development in Kish Island (sources: Tourism service quality standards, 2007)

Providing professional staff	
1	Providing multi-lingual staff and familiar with foreign languages including nurses and hospital attendants
2	Holding internal medicine conferences annually to use the abilities of internal practitioners
3	Holding foreign medical conferences annually in the hospital hotel for practitioners to get familiar with new medical methods and approaches
4	Providing a medical research to identify the cause of the disease as an effective factor in improving patient health tourism
5	Attracting skilled practitioners from across the world by providing them accommodation at the hospital hotel to train the internal practitioners
6	Training hotel staff in how to deal with hospital patients and their families in the delivery of services
Long-term and short-term planning	
1	Studying the place of the project in the best location in terms of attracting tourism to free zone so that the patient and his family can use all the facilities Tourism Hospital Hotels as well as all getting close to modern amenities such as parking, traditional restaurants and free from any problems in terms of access and environmental pollution and traffic problems
2	Creating infrastructure to provide better services to patients such as cooperation with airlines and airport and ground terminals, national and international insurance companies and the Central Bank of the Islamic Republic of Iran to provide swift services to passengers
3	Predicting economic costs of such a project and income from the tourist area by comparing the statistics for the annual and monthly to more ads in the months with less tourists
4	Predicting maintenance costs and a series of unusual events such as an outbreak of a contagious

	disease, unusual or even quarantine of the complex
5	Providing preparation for the unforeseen events to do quick and timely activities
6	Planning for Insurance Services including the cost of insurance and insurance-related administrative tasks
7	Travel services including round-trip tickets and passports and foreign exchange and doing administrative affairs
8	Entertainment services, including a variety of tour tourism
9	Cultural services including identifying cultural affairs and the cultural attractions of the region and providing cultural manual for patients and their families and to provide cultural workshops such as crafts or cooking workshop
Medical facilities	
1	To provide JCI certificate or other valid certificates of the quality of hospital hotel and the introduction of the certificate nationally and internationally
2	Providing basic medical facilities in line with modern medicine and western medicine
3	Dental and vision services as dental and eye problems can have a direct impact on the recovery or healing process
4	Specialized services to treat skin including higher levels of initial treatment such as cancer epithelial cells, dry skin, malignant melanoma, shingles, eczema, cell cancer, bruising and actinic keratosis
5	Providing surgical care for all problems require surgery such as heart disease and stroke and malignant tumors
6	Mental health and motivational services about helping initial treatment and counseling services
7	Services diseases such as cancer, cardiovascular disease and treatment of gastrointestinal diseases and diseases of the brain and nerves
8	Maternity Services Children's Services hospitalization and intensive care
9	Consulting services to patients in the treatment process and then to re-create the physical and

	mental ability as well as counseling services to patients' family to reduce anxiety and patients' constant care
10	Complementary medicine includes acupuncture, traditional medicine, herbal medicine, the same treatment, physical medicine and rehabilitation, massage therapy, stone therapy, hydrotherapy, occupational therapy, physiotherapy, solar, therapeutic exercises include aerobic exercise and yoga, aroma therapy, physical therapy, speech therapy

Table 4: Recommendations on the architecture of service spaces in Kish Island (sources: Tourism service quality standards, 2007)

Recommendations on the hospital hotel's architecture	
1	Creating a site complex as an application of medical tourism for example, providing vegetation as a health factor or sports facilities on complex site for physical rehabilitation activities
2	Creating special regional features such as the sites of native and medicinal plants to help treatment and familiarity with native plants
3	Creating places on the site to provide facilities such as an outdoor or open amphitheater or small bazars or open public libraries
4	Creating tours to the region and familiarity with the site and other tourist resorts of Free Zone
5	Choosing the site in low-noise and low-traffic site to comfort patients and their families
6	Convenient access to transport facilities and airport site or considering the facilities of this kind for patients and their families
7	Choosing the site in a healthy place away from any environmental noise and visual pollution, the use of vegetation as a factor in providing mental health and balance the temperature
8	The use of water in order to create a sense of calm and balance temperature of the complex and cultivating fruit trees and Natural vegetables and Medicinal Plants on the sites to nurture and utilize organic fruit and use it
Hospitals	
1	The use of interior decoration and furniture in line with the hotel instead of a hospital in order to

	create a sense of identity to those of patients and decrease anxiety
2	Separating all sections including brain-heart surgery and the need for surgery, hospitalization, gynecology, dermatology, cancer treatment or mental health of children and surface treatments and bed from each other in order to separate functional even with separate entrances and waiting areas
3	Providing clear direction and convenient access to all services in a hospital environment
4	Separating parts of the health section from the residential sections in order to isolate and minimize pollution of the sections, providing cleaning services permanently and preventing the spread of communicable diseases to other sections and outside the complex
5	The use of natural light in the hospital as an effective factor in reducing patient anxiety and physical illness and mental help
6	Providing service locations in the waiting rooms for the patient's family, regarding waiting space for an environment free from any anxiety
7	Considering all the cases and procedures related to privacy and space and standards as a well-equipped hospital in the hospital complex
8	Easy access and close to hospitals, residential area and hotel complex and rehabilitation and medical assistance in hospital hotel complex
Hotel	
1	Considering the hotel complex as a distinct section from the hospital but with convenient access to the hotel complex in order to isolate the two environments of using the care facilities in the hospital
2	Providing rooms like suites like home with all equipment or equipped hotel
3	Providing all service facilities such as restaurant and banquet on each floor of the hotel complex, hospital hotel, use of natural light to all rooms and apartments of the residential complex
4	Using the region's cultural elements in interior decoration and even the volume and facade coating to learn about art and cultural attractions of the Hospital hotel
Medical aid Spaces	

1	Convenient and quick access of medical aid spaces to the entire collection, the hospital and hotel to stay
2	The use of spaces like solarium space for massage therapy, traditional medicine, acupuncture and physiotherapy and occupational therapy and sports clubs as medical aid spaces for patients and to restore the ability of individuals
3	Providing separate sections for these spaces and facilities to reserve these spaces in order to avoid disruption of entry and exit to these places
4	The use of separate entrance to the space than the residential and medical sections
Accommodation Facilities	
1	Including patient's and family's accommodation services, restaurants, cafes and auditorium and all the convenient facilities Along with medical facilities and even Hall of ceremonies and family and special celebrations such as a banquet hall for the birth of newborns in this place or banquet in order to improve the illness.
2	Entertainment services for patients and their families and even children as distinct generation from adults

Conclusion

Growth and development are of the goals and aspirations of each country and society. One of the areas that in recent decades are concerned to invest in development of different communities is tourism area. The importance of the role of tourism in the development of the communities is high so that it is named as tourism industry. In fact, tourism as an industry has potential areas for investment. Health tourism is one of the sub-field of tourism and one of the areas having the potential for investment and income growth and development. It is worth noting that the health tourism has the following subsets including: preventive tourism, health tourism and medical tourism. Medical tourism involves a variety of natural medical tourism, non-conventional therapies, medical treatment, surgery, clinical, diagnostic, surgical, hospital, traditional medicine, acupuncture, energy healing, yoga, meditation and so on. Medical tourism and health tourism are the effective areas in developing tourism. Many of the countries have paid special attention in this area and have made a significant investment. This is while Iran's proportion of health tourism is minimal. Tourism development and promotion

is a factor for economic growth and development to the increase national income and should be followed and implemented in different ways and methods. Health tourism and medical tourism in Iran is one of the most important opportunities and potential for tourism development. Medical tourism provides opportunities for hospitals to use their potential in providing services to patients from other countries. Countries considering the human needs of the 21st century attempt to benefit from the opportunities available in the country about "medical tourism". In this study by reviewing the capacity and capabilities of Iran in health tourism and medical tourism, especially in Kish Island and the need to recognize more attention to this area were regarded. In order to have efficient proportion in health tourism and medical tourism, Iran should pay more attention to this tourism industry and requires the work of expert and scientific research, comprehensive and long-term planning and strictness in implementation. The use of medical equipment with high technology and global standards, as well as being cheaper, competitive cost of medical services than other countries, and making the application fee from foreign patients clear are of the main factors to attract foreign patients and causes the development of medical tourism in Kish Island.

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