

# Specialty Tourism: Market Research Report

<https://marketpublishers.com/r/SA849985B02EN.html>

Date: October 2009

Pages: 177

Price: US\$ 1,450.00 (Single User License)

ID: SA849985B02EN

## Abstracts

The global outlook series on Specialty Tourism provides a collection of statistical anecdotes, market briefs, and concise summaries of research findings.

The report offers an aerial view of Specialty Tourism industry, highlights latest market trends, key growth drivers, and major challenges.

Market discussions in the report are amply illustrated with 68 fact-rich market data tables, charts, and graphs.

Regional markets briefly abstracted include the United States, Japan, Bulgaria, Finland, France, Germany, Malta, Poland, Portugal, Russia, Spain, Turkey, Ukraine, the United Kingdom, Armenia, Australia, China, Hong Kong, India, Indonesia, Laos, Malaysia, New Zealand, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand, Argentina, Brazil, Colombia, Costa Rica, Cuba, Mexico, Panama, Uruguay, Iran, Israel, Jordan, United Arab Emirates, Algeria, Egypt, Kenya, Rwanda, South Africa, Tanzania, and Uganda.

The report also offers a recapitulation of recent mergers, acquisitions, service launches, and corporate developments.

Also included is an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of 399 companies worldwide.

## Contents

### 1. INDUSTRY OVERVIEW

Specialty Tourism - A Prelude

Growth and Development of Tourism Market

**Table 1.** Global Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

**Table 2.** Global Tourism Market (2006): Percentage Breakdown of International Tourism Expenditure by Geographic Region - Europe, North America, Commonwealth, Eastern Europe, China, Japan, and Rest of World

Adventure Tourism - The Fastest Growing Segment of Leisure Travel

Adventure Tourism is No More the Young Men's Pie

Expedition Travel – A Growing Market

The Bucket List Adventure Travel

Declining Brand Loyalty Among Leisure Travelers

Medical Tourism – An Overview

**Table 3.** Global Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

Cosmetic Procedures – The Leading Medical Tourism Segment

Evolution Timeline of Medical Tourism

Growth Factors

Low Medical Costs

**Table 4.** Cost of Various Medical Procedures by Country and Cost of Procedure as a Percentage to the US

Factors Favoring Low Cost Treatments in Developing Countries

Less Waiting Time

High Success Rates

Advanced Medical and Infrastructure Facilities

High-Level Room Care  
The Role of Accreditation Bodies

**Table 5.** JCI Accredited Facilities by Select Country - Saudi Arabia, Singapore, Brazil, India, Thailand, Mexico, Malaysia, and Costa Rica

The Influence of Affiliations  
Global Medical Tourism to Witness Growth Despite Recession  
Effects of Global Economic Slowdown on Medical Tourism Industry  
Decline in Patient Flow in Clinics and Hospitals  
Growth Prospects  
Top Priorities of Medical Tourists  
Constraints in Medical Tourism Market  
Successful Strategies  
Medical Tourism Boosts Hospitality Industry  
Medical Tourism Promotes Hotel Industry  
Dental Tourism: A Burgeoning Market  
Comparison between Asian and Latin American Medical Tourism Industry  
World Tourism – Key Statistics

**Table 6.** Global Tourism Market (2006): Number of International Visitors (In Million) by Most Visited Tourist Locations - Times Square, National Mall and Memorial Parks, Walt Disney World Resort's Magic Kingdom, Trafalgar Square, Disneyland, Niagara Falls, and Fisherman's Wharf & Golden Gate

**Table 7.** Global Tourism Market (2006): Number of International Visitors (In Million) by Most Visited Cities – London, Bangkok, Paris, Singapore, Hong Kong, New York City, and Dubai

**Table 8.** Global Tourism Market (2006 & 2007): International Tourist Arrivals (In Million) by Most Visited Countries – France, Spain, United States, China, Italy, and United Kingdom

**Table 9.** Global Tourism Market (2006 & 2007): International Tourism Receipts (In US\$ Billion) by Leading Countries – United States, Spain, France, Italy, China, United Kingdom, and Germany

**Table 10.** Global Tourism Market (2006 & 2007): International Tourism Expenditure (In US\$ Billion) by Top Spending Countries – Germany, United States, United Kingdom, France, China, Italy, and Japan

## **2. TRENDS & ISSUES**

Increased Medical Awareness Drives Growth  
Culinary Travel Gains Momentum  
Adventure Travel Gaining Popularity Among Women  
Economic Downturn Creates a Buyers Market  
Western Health Experts Not in Favor of Medical Tourism  
Private Sector Dominates the Healthcare Services Market  
Role of Government in Medical Tourism Industry  
Spas and Hospitals Overlap  
Major Drivers of Medical Tourism  
Exorbitant Treatment Cost  
Demographics  
Long Waiting Periods  
Complementary Services  
Minimal Insurance Cover  
Information Sharing  
Inadequate Facilities at Home Country  
Issues Facing the Medical Tourism Industry  
Quality of Surgical Procedures  
Insurance Coverage  
Follow-Up Care  
Vague Malpractice Laws  
Strategies to Address Key Issues  
Accreditation  
Joint Ventures

## **3. PRODUCT OVERVIEW**

Tourism - Introduction  
Background  
Classification of Tourism Industry  
Specialty Tourism  
Adjectival Tourism  
A Peek into Select Tourism Types

Adventure Tourism  
Overseas Adventure Tourism  
Leading Players in the Adventure Travel Sector  
Adventure Travel for the Physically Challenged  
Battlefield Tourism  
Creative Tourism  
Dark Tourism  
Eco-Tourism  
Background to Eco-tourism  
Criteria of Eco-tourism  
Eco-Tour Organizing Companies  
Natural Resource Management  
Guidelines & Education for Eco-tourism Sustainability  
Sustainability Enhancement Methods  
Mismanagement in Eco-tourism  
Environmental Impacts  
Environmental Hazards  
Local Communities  
Threat to Indigenous Cultures  
Educational Tourism  
Geo-Tourism  
Green Tourism  
Leisure Tourism  
Mass Tourism  
Coastal Resort Tourism (Coastal Tourism)  
Residential Tourism  
Cruise Tourism  
Marine and Coastal Tourism: Historical Review  
Impact of Mass Tourism  
Environmental Concerns  
Social Concerns  
Medical Tourism  
Historical Background of Medical Tourism  
Segments of Medical Tourism  
Dental Tourism  
Fertility Tourism  
Who Seeks Out and Where?  
Hospital Supply Chain and Logistics  
The Supply Chain Network for an International Patient

Logistics Management  
Procedure of Medical Tourism  
International Healthcare Accreditation  
Issues Facing Medical Tourism  
Care Quality  
Legal Issues  
Ethical Concerns  
Popular Destinations for Medical Travel  
Space Tourism  
Historic Review  
Space Tourists  
Prospective Space Tourists  
Sub-Orbital Flights  
Virgin Galactic  
Space Laws in the United States  
Players in Space Tourism  
Spiritual Tourism  
Sport Tourism  
Winter Tourism

#### **4. MERGERS & ACQUISITIONS**

#### **5. STRATEGIC CORPORATE DEVELOPMENTS**

#### **6. SERVICE LAUNCHES**

### **A REGIONAL MARKET PERSPECTIVE**

#### **1. THE UNITED STATES**

Tourism Industry - Overview  
Tourism Industry in Colorado Eyes Heritage  
Key Demographic Facts

**Table 11.** US Current & Future Analysis for Leisure Travel Market - Annual Expenditures in US\$ Billion for Years 2008 through 2012

Trends & Issues

Time Poverty Strikes Tourism Industry  
Consumer Confidence and Customer Satisfaction Indexes Plunge  
Internet Emerges as the Leading Tool for Travel Planning  
Demand for Online Concierges Grows  
Local Healthcare Providers Attempt to Promote Domestic Medical Tourism  
Employers and Insurers Favor Medical Tourism  
Family Reunion Travel Spurts  
Travelers Search for Trusted Travel Information  
A Peek into Medical Tourism Market of the US  
US: Losing Out on Price

**Table 12.** Cost of Various Medical Procedures – A Glance

Adopting Real Cost Control  
Inbound Medical Tourism: A Minor Market

**Table 13.** US Inbound Medical Tourism Market: Inbound Patient Flow (in Thousands) and Inbound Medical Tourists Expenditure (in US\$ Billion) for the Years 2008 through 2012

Outbound Medical Tourism: Inevitable Growth

**Table 14.** US Outbound Medical Tourism Market: Flow of Outbound Patients (in Thousands) and Spending by Outbound Medical Tourists (in US\$ Billion) for the Years 2008 through 2012

Patients Travel in Search of Alternative Treatments  
Preferred Destinations  
Growth Factors  
Domestic Medical Tourism  
Healthcare Outsourcing - An Overview  
US Hospitals - Overseas  
Setting Global Standards  
Medical Facilitators are in Demand  
Requirement of Unbiased and Informed Advocacy  
Assessing Standards of Medical Care at Facility Level

Eco-Tourism on the Rise

**Table 15.** US Current & Future Analysis for Adventure Travel Market - Annual Expenditures in US\$ Billion for Years 2008 through 2012

## **2. JAPAN**

Underdeveloped Tourism – The Major Bottleneck

## **3. EUROPE**

Tourism in Europe -Overview

Tourism in Pre-Twentieth Century

**Table 16.** European Current & Future Analysis for Travel & Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

**Table 17.** European Tourism Market (2007): Number of Outbound Trips by Leading Country - Germany, UK, France, Italy, Netherlands, Russia, Spain, and Switzerland (In Million)

**Table 18.** Online Travel & Tourism Market in Europe (2006): Percentage Breakdown by Type of Service – Air Travels, Hotels and other Accommodations, Package Tours, Rail, and Car Rentals

European Medical Tourism Market Faces Many Challenges

Private Medical Care Tourism Destinations for Westerners

Fertility Tourism Soars

## **3A.BULGARIA**

Tourism Industry - Overview

**Table 19.** Bulgarian Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012



**Table 20.** Foreign Tourist Arrivals by Select Country for the year 2008**3B.FINLAND**

Nature Tourism in Finland – An Overview

**3C.FRANCE**

Overview

**Table 21.** French Tourism Market: Number of Outbound Trips (In Million) for Years 2004 through 2008

Spiritual Tourism: Healing Waters of Lourdes  
Historical Background

**3D.GERMANY**

German Medical Tourism – An Insight

**Table 22.** German Tourism Market: Number of Outbound Trips (In Million) for Years 2004 through 2008**3E.MALTA**

Healthcare System in Malta – An Overview

**3F.POLAND**

Poland – A Growing Medical Tourism Destination

**3G.PORTUGAL**

Healthcare Tourism – A Brief

**3H.RUSSIA**

Tourism Industry – Overview

**Table 23.** Russian Current & Future Analysis for Travel & Tourism by Category - Personal Travel & Tourism, and Business Travel & Tourism Markets Independently Analyzed with Annual Revenues in US\$ Billion for Years 2008 through 2012

### **3I.SPAIN**

Hospitality & Leisure Industry - Overview

### **3J.TURKEY**

Medical Tourism Industry in Turkey

**Table 24.** Turkish Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Growth in Investments

Turkey Eyeing Larger Share in European Medical Tourism Sector

### **3K.UKRAINE**

Overview

### **3L.UNITED KINGDOM**

Leisure Tourism Industry in the UK – A Brief

UK Hospitality Sector

Outbound Medical Tourists – An Overview

**Table 25.** UK Current & Future Analysis for Medical Tourism Market - Annual Expenditure in US\$ Million for Years 2008 through 2012

**Table 26.** UK Medical Tourism Market: UK Citizens (In '000) Traveling Overseas for Medical Treatments

**Table 27.** UK Medical Tourism Market (2007): Percentage Breakdown of Tourists Traveling Overseas for Medical Treatment by Type - Dental, Cosmetic Surgery, and Other Surgery, Scans and Treatments

**Table 28.** UK Medical Tourism Market (2007): Percentage Breakdown of Tourists Traveling Overseas for Medical Treatment by Country - India, Hungary, Turkey, Germany, Malaysia, Poland, Spain, Belgium, and Others

Grappling With Poor Medical Facilities

**Table 29.** Waiting Time for Select Medical Procedures in the UK

Stay Hotels - Overview  
The Extended Stay Hotels Concept  
Key Statistics

**Table 30.** UK Travel & Tourism Market: Overseas Visits by UK Citizens for Years 2004 through 2008

**Table 31.** UK Travel & Tourism Market (2006 & 2007): Percentage Breakdown of Overseas Visits by UK Citizens by Length of Stay - 1 to 3 Nights, 4 to 13 Nights, 14 to 27 Nights, 28 Nights, and Nil Stay

## **4. ASIA-PACIFIC**

Asia-Pacific Outshines Other Regions in Tourism Growth  
Travel Restrictions Divert Middle East Patients to Asia  
Asia: Largest Market for Medical Tourism

### **4A.ARMENIA**

Cultural and Historical Tourism in Armenia

### **4B.AUSTRALIA**

Inbound and Outbound Tourism to Grow  
Ideal Market for Medical Tourism

**Table 32.** Australian Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

#### **4C.CHINA**

Tourism Industry - Overview

**Table 33.** Chinese Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

Olympics Offsets Waves of Turbulences  
Medical Tourism in China – A Brief  
Chinese Domestic Tourism

**Table 34.** Chinese Tourism Market: Domestic Travelers (In Million) for the Years 2006 through 2010

Growth of Disposable Income  
Change in Public Holiday Schedule  
Infrastructure Improvements  
Outbound Tourism Industry  
Key Statistics

**Table 35.** Chinese Tourism Market (2007): Percentage Breakdown of Star-Rated Hotels by Category - 5-Star, 4-Star, 3-Star, 2-Star, and 1-Star

**Table 36.** Chinese Tourism Market (2007): Percentage Breakdown of Income for Star-Rated Hotels by Category - 5-Star, 4-Star, 3-Star, 2-Star, and 1-Star

#### **4D.HONG KONG**

Hong Kong Emerging as a Dominant Force in Medical Tourism

#### **4E.INDIA**

Tourism in India – An Overview

**Table 37.** Indian Current & Future Analysis for Travel & Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

Tourism Sector in India to Witness Growth Despite Adverse Situations  
Challenges and Opportunities for Indian Tourism  
Indian Hotel Industry – A Brief  
Future Perspective  
Indian Medical Tourism Market – An Overview

**Table 38.** Estimated Cost of Select Medical Procedures in India

Medical Tourism Industry in India on a Growth Path  
Medical Tourism Business Registers Growth Despite Economic Slowdown  
Indian Medical Tourism Industry - Attracting Foreign Patients  
Indian Health Tourism Industry: A New Destination for Gulf Patients  
Chennai Develops into Foremost Destination for Medical Tourism  
Wellness Tourism on an Upward Trend  
Ayurveda and Yoga: New Features of Tourism  
High Success Rates Attract Medical Tourists  
Government to Boost Future Health Tourism Market  
Rental Wombs Attract Medical Tourists  
Hubs of 'Medical Excellence'  
Kerala  
Punjab  
Maharashtra  
Karnataka  
The Indian Advantage  
Future Prospects

**Table 39.** Indian Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Dental Tourism Expands in India

**Table 40.** Indian Current & Future Analysis for Dental Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Adventure Tourism: New Community Conscious Tool  
India Emerges as Destination of Golf Tourism

#### **4F.INDONESIA**

Indonesian Medical Sector – A Brief

**Table 41.** Indonesian Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

#### **4G.LAOS**

Government Initiatives to Improve Tourism

#### **4H.MALAYSIA**

Tourism Industry to Flourish in Northern Corridor Economic Region

**Table 42.** Malaysian Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

Malaysian Medical Tourism Stands Out in Economic Recession

**Table 43.** Malaysian Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

**Table 44.** Malaysian Medical Tourism Market (2008): Percentage Breakdown of International Medical Tourists by Country - Indonesia, Singapore, Japan, India, and Others

Robust Growth Forecast for Medical Tourism

Prospective of Medical Tourism Industry  
Medical Tourism in the Past  
Initiatives by Malaysian Government

#### **4I.NEW ZEALAND**

Medical Tourism  
Adventure Tourism Injuries – A Brief

**Table 45.** New Zealand Tourism Market: Tourist Arrivals (In Thousand) to New Zealand by Country - Australia, United Kingdom, United States, China, Pacific Islands, Japan, South Korea, Germany, Canada, Northern Europe, and Others for Years 2008, 2009 (E) & 2010 (E)

#### **4J.PAKISTAN**

Pakistan – A Destination for Desperate Customers

#### **4K.PHILIPPINES**

Overview  
Medical Tourism – A High Growth Market

**Table 46.** Estimated Cost of Select Medical Procedures in the Philippines

**Table 47.** Philippines Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Promising Filipino Medical Tourism Market

#### **4L.SINGAPORE**

Tourism Industry - Overview  
Medical Tourism in Singapore – A Brief

**Table 48.** Singapore Current & Future Analysis for Medical Tourism Market - Annual

Revenues in US\$ Million for Years 2008 through 2012

Strengths of Singapore's Medical Tourism Market

**Table 49.** Singapore Medical Tourism Market: Medical Tourist Arrivals (in Thousands) for Years 2004 through 2010

Medical Tourism: Economy Booster – A Recent Past Perspective  
Government Initiatives

#### **4M.SOUTH KOREA**

Outbound Tourism in South Korea  
Government Revives Tourism Tempo  
South Korea: An Emerging Market for Medical Tourism

**Table 50.** South Korean Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

**Table 51.** South Korean Medical Tourism Market: Breakdown of Foreign Medical Tourists for Years 2008 through 2012 (In '000)

#### **4N.TAIWAN**

Medical Tourism - Overview  
Chinese Travelers: Untapped Potential  
Key Statistics

**Table 52.** Taiwanese Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

**Table 53.** Taiwanese Tourism Market (2008 & 2009): Breakdown of Per Capita Spending by Category - Hotel Bills, Shopping, Meals Outside Hotel, Transportation, Entertainment, and Others

**Table 54.** Taiwanese Tourism Market: Breakdown of Tourist Arrivals (In '000) by Region



- Japan, China, and Others for Years 2008, 2009 & 2010

## **40.THAILAND**

Tourism Industry - Overview  
Political Instability Curtails Growth

**Table 55.** Thailand Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

Thailand – The Largest Market for Medical Tourism

**Table 56.** Estimated Cost of Select Medical Procedures in Thailand

**Table 57.** Thailand Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Preferred Medical Tourism Destination for Iranians  
Superior Services at Low Price Make Thai an Attractive Market

## **5. LATIN AMERICA**

### **5A.ARGENTINA**

Medical Tourism Industry in Argentina: A Snapshot

### **5B.BRAZIL**

High Registering and Accreditation Activities in Brazilian Healthcare  
Medical Tourism Market in Brazil Challenged by Many Factors

### **5C.COLOMBIA**

Overview

### **5D.COSTA RICA**

Costa Rican Medical Tourism – A Brief

## **5E.CUBA**

An Overview of Medical Tourism in Cuba

## **5F.MEXICO**

Medical Tourism in Mexico – An Overview

## **5G.PANAMA**

Medical Tourism - Overview

## **5H.URUGUAY**

Medical Tourism in Uruguay – An Insight

## **6. MIDDLE EAST**

### **6A.IRAN**

Tourism Industry of Iran

### **6B.ISRAEL**

Medical Tourism Market

### **6C.JORDAN**

Medical Tourism - Overview

**Table 58.** Jordan Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Government Boosts Therapeutic Tourism

### **6D.UNITED ARAB EMIRATES**

United Arab Emirates Aims to Increase Tourist Inflow  
Growing Market of Medical Tourism in UAE

**Table 59.** UAE Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Medical Tourism in Dubai – An Overview

**Table 60.** Dubai Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Medical Tourism in Dubai Induces Growth of Spa Resorts

## **7.AFRICA**

Health Tourism Market  
Eco-tourism Market

**Table 61.** African Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Billion for Years 2008 through 2012

**Table 62.** African Tourism Market (2005- 2007): Breakdown of International Annual Tourist Arrivals by Country - South Africa, Morocco, Tunisia, Algeria, and Others

**Table 63.** African Tourism Market (2005-2007): Percentage Breakdown of International Annual Tourist Receipts by Country - South Africa, Morocco, Tunisia, Algeria, and Others

## **7A.ALGERIA**

Tourism – An Emerging Industry  
Government Initiatives

## **7B.EGYPT**

Tourism in Egypt to Undergo a Boom

## **7C.KENYA**

Tourism Industry -Overview

Important Destinations

Government Efforts to Encourage Family Tourism

**Table 64.** Kenyan Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

## **7D.RWANDA**

Government Promotes Cultural Tourism

**Table 65.** Rwanda Current & Future Analysis for Cultural Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

## **7E.SOUTH AFRICA**

FIFA World Cup 2010 to Boost Tourism Growth in South Africa

Medical Tourism in South Africa – An Overview

**Table 66.** South African Current & Future Analysis for Medical Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Major Adventure Tourism Destination

## **7F.TANZANIA**

Tourism Industry - Overview

**Table 67.** Tanzanian Current & Future Analysis for Tourism Market - Annual Revenues in US\$ Million for Years 2008 through 2012

Wildlife Tourism

**Table 68.** Tanzanian Administration of Wildlife – Total Land Area (in %), Number of Parks/Reserves, and Permissible Categories for Game Reserves, Game Controlled Areas, National Parks, and Ngorongoro Conservation Area

## **7G.UGANDA**

Ugandan Spiritual Tourism Market

Ugandan Health Tourism Market

## **GLOBAL DIRECTORY**

## I would like to order

Product name: Specialty Tourism: Market Research Report

Product link: <https://marketpublishers.com/r/SA849985B02EN.html>

Price: US\$ 1,450.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SA849985B02EN.html>