

Chapter 4

A Comprehensive Bibliometric Evaluation of Medical Tourism Using Biblioshiny and VOSviewer

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ABSTRACT

Medical-tourism aids as a catalyst for the transformation of the “health and medical system.” This investigation primarily studies the evolving facets of “medical tourism applications via bibliometric investigation.” This research is thorough and consolidative, utilising the “Scopus database” to analyse 942 publications relating to “medical tourism study.” Facts specify that “the USA, Malaysia, and India are

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the leading countries in the medical tourism sector” based on published research. Since 2009, there has been a significant upsurge in the number of papers that look at how “medical tourism works in the factual world.” “Lee, Kim, and Snyder” are the leading scholars in this field. The key affiliations include “Simon Fraser University, Universiti Malaya, and Universiti Kebangsaan Malaysia.” Key aspects in this area encompass “sustainable development, wellness tourism, tourism economics, economic growth, sustainable tourism, protection motivation theory, sustainability, and bibliometric analysis. Future investigations can provide further guidance for policymakers and for scholars

1. INTRODUCTION

Medical tourism is a progressively projecting subject in the literature, garnering heightened attention from scholars and experts universally. The term 'medical tourism' typically refers to the intersection of surgical procedures with travel for leisure purposes. The literature on medical tourism examines various aspects associated with wellness. Medical tourism is frequently associated with the pursuit of superior treatment outcomes compared to those available in one's home country. It often involves transitions from more affluent contexts to less developed nations in exchange for higher-quality medical services. Medical tourism has experienced significant growth due to various factors. Various authors attribute the rise of medical tourism to several factors, including increased waiting lists in developed countries, international exchange rates, affordable services in developing countries, advancements in technology, and modern equipment aligned with contemporary health services. Systematic studies of the works exist that aim to describe the phenomenon of medical tourism. The study by Ghosh and Mandal (2018) specifically examine the factors influencing perceptions of medical tourism quality and loyalty to medical destinations. It identifies treatment, medical service, medical tourism infrastructure, destination appeal, destination culture, and communication convenience as critical factors related to these two variables. The examination is restricted to the sample of Indian medical tourism. Although the comprehensive analysis supported by questionnaires is established, it fails to offer a generalisable overview of the phenomenon, prompting researchers to explore all factors and specificities of Medical Tourism (Campra et al., 2021). Additionally, the literature contains a limited number of bibliometric analyses on the topic. Meta-analysts occasionally incorporate grey literature into their suggestive base, encompassing un-published studies and those printed external mainstream periodicals. However, the examination in question eliminates grey literature, focusing solely on peer-reviewed scientific articles as the appropriate methodological approach to ensure results are substantiated

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