The Role of Service in the Tourism & Hospitality Industry

Chapter 20. Establishing Islamic medical tourism in Malaysia: Understanding the motivations and challenges

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Establishing Islamic medical tourism in Malaysia: Understanding the motivations and challenges

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ABSTRACT: Greater purchasing power of Islamic followers across the globe demands a greater understanding of Muslims' needs when embarking on medical tourism activity and development. Despite the potential of this emerging market, efforts to explain Islamic medical tourism are lacking. This paper examines the concept of Islamic medical practice as a medical tourism product by identifying the features and characteristics of such healthcare service. We also explore the motivations and challenges faced by...