Islamic medical tourism providers in Malaysia: Challenges and opportunities

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ABSTRACT: This study explores the challenges and opportunities that Islamic medical service providers faced in Malaysia. We conducted a total of ten in-depth interviews and analyzed the data using NVivo qualitative software. The findings suggested that despite many efforts from Ministry of Health to encourage the hospital to provide Islamic medical practices, only 9 (26.7%) hospitals out of 35 main private medical tourism providers employed the Islamic practices in hospital. They provide a variety of Islamic service for hospital staffs and Islamic medical tourists. However, they face some challenges,