

BÖLÜM 3

Küresel Sağlık Turizminin Ekonomik Deęeri

Haşim ÇAPAR¹

GİRİŞ

Saęlık turizminin, bugünkü modern anlamıyla olmasa da daha ilkel şekillerde ilkçaęlardan bu yana yapıldığı bilinmektedir (Lunt vd., 2011). Günümüz modern ve çağdaş yaklaşımlarında ise saęlık turizminin yapılmasını ve hızlandırmasını etkileyen birtakım faktörler vardır. Bu faktörler; ülkelerdeki popülasyonun yaşlanması ile ortaya çıkan ve saęlık sistemlerine çok ciddi bir finansal yük getiren bulaşıcı olmayan hastalıkların varlığı, bireylerin zevk ve tercihlerine baęlı olarak deęişen saęlık hizmeti algısıdır (Aydın ve Karamehmet, 2017; Ullah vd., 2021). Her ne sebeple olursa olsun saęlık turizminin küresel anlamda gelişmesi ve yeni bir mali alan yaratma olarak görülmesi çok daha yeni bir süreçtir. Ancak yeni bir süreç olması ekonomik deęerinin düşük olduğunu göstermez. Zira saęlık turizmi, dięer turizm kolları arasında hızla gelişen bir endüstri kolu olmayı başarmıştır.

Saęlık turizminin gelişimine ve hızlanmasına etki eden faktörler, bireysel veya kurumsal olarak sürdürülemeyen saęlık sistemlerinin olumsuz çıktılarıdır. Saęlık turizminde itici güç olarak bilinen bu olumsuz faktörler, bireylerin kendi ülkelerinin dışında saęlık hizmeti almasına sebebiyet vermektedir. Bu olumsuz faktörlerin başında saęlık sistemine erişimdeki güçlükler, saęlık sisteminin alt yapısının yeterli seviyede olmaması, saęlık sistemi alt yapısı olan yerlerde ise yeterli kalite ve donanımlı hastane veya saęlık profesyonellerinin olmaması ile çok uzun bekleme süreleri gelmektedir. Bu olumsuz durumlardan dolayı

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potansiyellerini tanıtmak ve kullanırmak için büyük bir rekabet halindedir. Bu rekabet, gerek sektörün daha kaliteli bir şekilde yürütülmesine gerek ise de sektör ekonomisinin büyümesine katkı sağlamaktadır. Ekonomi için itici bir güç haline gelen sağlık turizmi, yüz milyarlarca dolar ile büyük bir işlem hacmine ulaşmış ve bu işlem hacminin büyümesi için sürekli yeni pazarlar ortaya çıkmaktadır.

Sağlık turizminin gelecekte farklı bir konsept ile yapılması kuvvetle muhtemeldir. Zira özellikle COVID-19 sonrası sağlık turistlerinin beklentileri ve satın alma davranışları değişmiş durumdadır. Dolayısı ile yakın gelecekte sağlık turizminin online hizmetler yönünün daha çok işlem hacmini arttıracığı ön görülmektedir. Bu online hizmetlere ek olarak kozmetik cerrahisi ve estetik sağlık hizmetlerinin, onkolojik işlemlerinin ve sağlığın geliştirilmesi için verilen her türlü geleneksel ve tamamlayıcı tıp uygulamalarının yaygın bir şekilde talep edileceği ön görülmektedir.

Sonuç olarak küresel sağlık turizmi ekonomisinin çok büyük bir işlem hacmi ile son yılların en büyük pazarlarından biri haline geldiği görülmektedir. Bu büyük pazarın pek çok paydaşı olduğu ve yıllık büyüme oranının değeri dikkate alındığında, sağlık turizminin gelecekte daha çok büyük bir ekonomik değere ulaşacağı düşünülmektedir.

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