

BÖLÜM 8

Sağlık Turizminde Teknoloji Uygulamaları

M. Fevzi ESEN¹

Tutku TUNCALI YAMAN²

GİRİŞ

Ekonomik ve sosyal kalkınmada önemli bir itici güç olan seyahat ve turizm endüstrileri, son yıllarda sürekli genişleme ve ürün/hizmet çeşitlenmesi yaşamış ve küresel olarak en büyük paya sahip ve en hızlı büyüyen ekonomik sektörlerden biri haline gelmiştir. Sadece 2019 yılında toplam küresel Gayri Safi Yurtiçi Hasıla'nın (GSYİH) yaklaşık %10,4'ünü oluşturmuş olup, önümüzdeki on yıl içerisinde bu oranın neredeyse %50 oranında artış göstermesi beklenmektedir (WTTC, 2023). Yaratılan toplam küresel yeni istihdamın 4'te 1'ini de oluşturan seyahat ve turizm endüstrileri, doğrudan etkilerinin ötesine geçerek kendi ekosisteminin yanı sıra tedarik zinciri yoluyla diğer sektörlerle etkisi yoluyla da dolaylı faydalar sağlamaktadır.

Yaşanan teknolojik gelişimle birlikte, turizm faaliyetlerinin planlanmasında ihtiyaç duyulan zaman başta olmak üzere kaynaklara ilişkin kısıtlar büyük ölçüde yönetilebilir hale gelmiş olup, turistik deneyimin yaratılması, korunması ve geliştirilmesine önemli katkılar sağlanmıştır. İnsanların hızlı ve güvenilir hizmet talebi ve turizm işletmelerinde verimliliği artırıcı çözümlerin aranışı, yeni bilgi teknolojilerinin turizm ve ilişkili endüstrilerde kullanımını önemli hale getirmiştir. İkamet ettiği yerden uzakta tedavi olmak amacıyla seyahat eden bir kişinin, çevrimiçi

¹ Doç. Dr., Sağlık Bilimleri Üniversitesi, Hamidiye Sağlık Bilimleri Enstitüsü, Sağlık Bilişim Sistemleri, fevzi.esen@sbu.edu.tr ORCID iD: 0000-0001-7823-0883

² Doç. Dr., Marmara Üniversitesi, İşletme Fakültesi, Yönetim Bilişim Sistemleri, tutku.tuncali@marmara.edu.tr ORCID iD: 0000-0001-8742-2625

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