

عنوان مقاله:

Explaining the experiences of tourism managers of entrepreneurship challenges in the health tourism in Sistan and Baluchestan province

محل انتشار:

اولین همایش ملی کارآفرینی در حوزه سلامت (سال: 1401)

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خلاصه مقاله:

Health Tourism and entrepreneurship are among the new topics in the world. Certainly, the appropriate and accurate combination of tourism and entrepreneurship can meet the needs of the people, while ensuring a safe and desirable tourism for tourists. Due to the important position of medical tourism industry in entrepreneurship and economy as well as the capabilities of Sistan and Baluchestan(SB) province in this field, the present study was conducted. This qualitative study was performed on ۱۷ experts familiar with the entrepreneurship and health tourism industry (entrepreneurship managers and tourism managers) in SB province in ۱۳۹۸. Data collection tool was a semi-structured questionnaire that was confirmed through literature review, similar research and consultation with experts in the field of health tourism. After the approval of the plan in the ethics committee of the university, the researchers went to the managers' work place and gave interviews while making an appointment. All interviews were recorded and recorded daily. Finally, coding was done by content analysis method. After analyzing the data, the findings of the study were categorized into ۴ main themes (manpower, specialized services and facilities, infrastructure services and facilities, and political and security conditions) and ۱۳ sub-themes. Due to the high capacity of SB province in entrepreneurship in the field of health tourism, it is possible to attract more tourists by gaining the trust of tourists in the field of health. For this, in the field of infrastructure, medical equipment, marketing and advertising, attention to transportation infrastructure for easy access to these centers, as well as training capable and specialized medical staff in various medical centers, in proper planning and policy This will be possible with the cooperation of the relevant officials and the government.

کلمات کلیدی:

Health tourism, Explaining experiences, Managers, Entrepreneurship

