

Malaysia Future Tourism: Awareness towards Aesthetic Medicine Tourism

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Abstract

This paper introduced the concept of aesthetic tourism that could be potential in in generating future revenue to Malaysia. The awareness survey consists of online questionnaire responded by 133 public with 67% response rate in Selangor. Descriptive data were analyzed using SPSS 20. 0. The survey finding contributed in terms of allowing this study in understanding the public about their awreness towards aesthehtic tourism. Besides, this study have seen to be extent in future in identifying the future pattern of tourism industry which is not limited to medical tourism.

Keywords: Aesthetic Medicine Tourism; Future Tourism; Selangor; Tourism Awareness

1. Introduction

Travelling for work or leisure has been the usual trend. With the growing expenses of the healthcare industry, people seem to not be able to afford even the most basic healthcare services. This has happened due to heavy privatization of the healthcare system in countries. But these days, people are travelling overseas for reasons unexplored before. Each year, an estimated 20 million medical tourists seek treatment around the world, according to Patients Beyond Borders (2019).

The factors associated with the growth of the market include higher treatment cost in developed countries, availability of the latest medical technologies, growing compliance on international quality standards, high quality of service, health insurance portability, and advertising and marketing of the medical tourism. Countries in Asia, the Middle East, and South America provide high-quality medical services at a much lower rate, as compared to the developed economies. Thailand has a good performance and stands in the top ranking, followed by Malaysia, India, Singapore, South Korea and Taiwan, respectively (Dang et al., 2020). Besides, this industry has been rising in the last two decades in the world based on the development of the international commercial activities and special treatment demands abroad.

Besides the rising trend of aesthetic medicine tourism, fertility treatment is also one of the most common treatments for which medical tourists elect to travel across international borders. Fertility tourism or reproductive tourism is one of the fastest-growing areas. About 20,000 to 25,000 couples annually seek assisted reproductive technology services abroad (Andreou et al., 2019).

2. Literature Review

Travel for medical treatment is an aspect of globalization and health that is comparatively less understood. Little is known about volume, characteristic and motivation of medical tourists, limiting understanding of effects on health systems and patients. Medical tourism is not a new concept, even though there is still no international consensus on the name of this phenomenon that is manifesting itself for thousands of years. It is defined by moving patients in various countries to obtain medical care and combined with certain tourist facilities. Increased flow of patients seeking treatment abroad is a global phenomenon linked to economic growth which generates income revenue and a high level of education. The development of the tourism market is highly dependent on new trends and consumer needs associated with the desire to increase the quality of life understood broadly, not only to improve the material existence, but also striving to improve health, including mental health associated with a feeling of satisfaction with own appearance. New trends and needs become the main motive for the decision to travel (Panfiluk, 2016).



3. Research Methodology

For this study, online awareness questionnaire being developed as the research instrument. There were 200 questionnaires distributed with the response rate of 67%. The questionnaire was designed in order to receive input on Malaysian awareness of aesthetic medicine tourism. This study has adopted convenience sampling since it involved open public and proposed to understand the public responses and awareness towards aesthetic medicine tourism.

4. Findings

Based on data collection and analysis the respondents consist of the students with different ranges of age, education level, status and monthly income. The table below describes the participation in term of gender. Based on the table 4.1, it shows that female participants contributed 78.2 of overall responses while 21.8% contributed by male respondents.

Table 1: Demographic Profile

		Frequency	Percent
Gender	Male	29	21.8
	Female	104	78.2
Age	Below 20 yrs old	2	1.5
	22- 40 yrs old	96	72.2
	41- 60 yrs old	35	26.3
Education Background	Up to high School	1	0.8
	Up to college	6	4.5
	Up to University and above	126	94.7



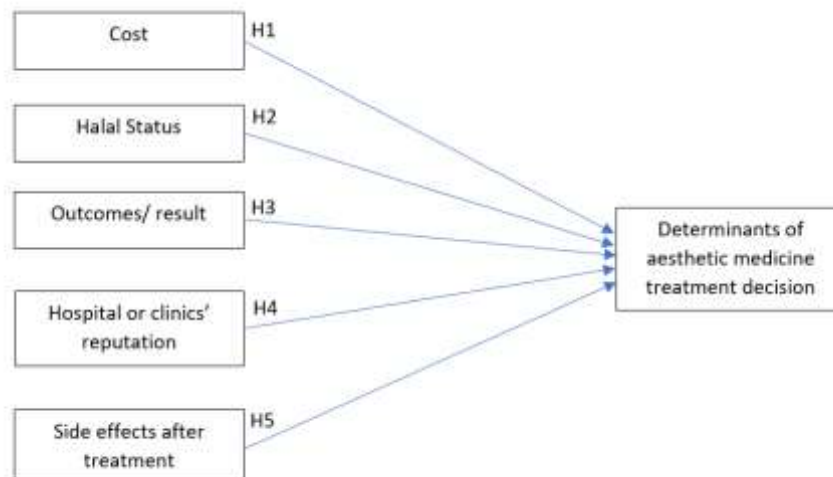
Table 2: Aesthetic Medicine Awareness

		Frequency	Percent
Awareness on Aesthetic or Cosmetic Surgery Treatment	Yes	124	93.2
	No	9	6.8
Types of aesthetic medicine that familiar (More than ONE response)	Double eyelid surgery	65	48.9
	Nose Jobs	95	71.4
	Breast implants and fat transfer	99	74.4
	Eye bag removal	41	30.8
	liposuctions	82	61.7
	Dental treatment/ implant	92	69.2
	Skin treatment and construction	95	71.4
Factors that need to be considered when choosing Aesthetic Medical Treatment (More than ONE response)	Cost	109	82
	Halal Status	108	92
	Outcomes	78	56.8
	Hospital or clinic reputation	88	66.2
	Side effects	122	91.7
Opinion: Purpose of choosing Aesthetic medical Treatment (More than ONE response)	Health purpose	110	82.7
	Self confidence	81	61.7
	Following trends	32	24.1
	Exploring new technology	12	9
Awareness on Malaysia as one of Medical Tourism Industry Players besides Singapore and Thailand	Yes	48	36.1
	No	85	63.9

5. Discussion

Based on the analysis from this study unit, aesthetic medicine tourism still have far potential in reaching more clients or markets since it is a part of medical tourism that could have been future tourism trend while evaluating the limited restriction on travelling since Pandemic. This study also has derived the considered determinants that could influence patients' decision making when choosing aesthetic medicine treatment.





6. Conclusion

The aim of this study has been to explore

There are few limitations outlined from this research. Firstly, the setting of this research contributes to the less -dynamic sample of the population. As it focuses on the students' level, which has less purchasing power compared to those populations with higher purchasing power. This might improvise in future to determine the actual or relevant factors applied to those specific respondents with purchasing power. Secondly, the respondent sample which as being produced in this research, the majority of the respondent is female compared to male respondents. This might affect the findings as it is commonly known that males more expose in term of technology advancement. It is recommended in future study, researcher finds the balance sample of respondents in order to determine non- bias result on gender aspect and to gain findings on different view based on gender.

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