

ENTREPRENEURIAL BEHAVIOR IN THE HEALTH TOURISM MARKET

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Abstract: *The health tourism market includes economic sectors with different objects of activity that aim to obtain profit by increasing the number of visitors, turning them into customers, using modern marketing tools, and being one step ahead of the competition. Thus, we encounter sedentary, adaptable, or in-trend behaviors of entrepreneurs who contribute directly or indirectly through their actions to the development of medical, wellness, and SPA tourism. This study is a descriptive analysis of entrepreneurial behaviors, to present the bond between digitalization, researcher activity, sustainability, and the future of the health tourism market. The health tourism market divides players into several segments: those who provide medical services, wellness services, and SPA services, who organize the connection between the customer and the consumption of the tourist product, those who provide related services (accommodation, transport, tourist assistance, health insurance, leisure services). Their presence must be constant, interested in their power and positioning in the chain of producer and consumer. Tourism is one of the markets with fabulous growth in the last decade, with an impact on modern civilization after the pandemic. The post-pandemic period has generated a new entrepreneurial vision of the tourism product, on the presentation, promotion strategy, and sales policy to the customer, as well as the possibility of transforming the customer into a consumer. The use of modern marketing tools such as artificial intelligence, and virtual reality have created opportunities to bring to the market new tourist destinations, new medical services, and new distribution channels of tourist product, all as a result of marketing research that provides results on the needs and expectations of the final consumer, as well as how important it is to adapt organizations to these needs. The company's answer to consumer demand depends on external factors: war, pandemics, natural disasters, and legislative changes. These uncontrollable factors determine a new adaptation of companies to the needs that arise among the consumers, which will cost them positioning on the market. Human resources, as an internal factor, are the key to the relationship between the consumer and the producer of the tourist service. The market trends push companies to use digital marketing strategy, direct marketing, and state-of-the-art technologies, hoping to reduce the waiting time for the customer and create the tourist product at an optimal price. New trends determine a blend of creation and imagination with technological and economical possibilities, for new tourist services and products. Such is how new market niches have developed new market niches, such as elderly tourism, thermal tourism, water tourism or wave tourism, tourism for people with disabilities, and nutritional tourism. Unlike leisure tourists, they want to meet their*

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specific needs during the holiday. Also, entrepreneurs, depending on their quality in the tourist process, customize their tourist products or services according to customer behaviour. Adapting entrepreneurial behaviour to new trends is necessary to cope with the environment. The reported problems, as well as global warming, water pollution, melting glaciers, increasing the immunity of the human body to antibiotics, and decreasing international safety, determine the adaptation of organizational behaviour towards sustainability, digitization, and empathy, as well as the personalization of the tourism product or service.

Keywords: *health tourism, wellness, welfare, hotel, artificial intelligence*

JEL: I11, I12, I18, L83

1. Introduction

Entrepreneurial behaviour is a form of company presentation for customers. As consumer behaviour, every company decides and actions to identify and exploit business opportunities. It is a way for companies to present themselves to customers. Like consumer behaviour, every company understands to show certain qualities and characteristics to attract and retain customers. The origin of entrepreneurial behaviour discusses risks, innovations, and characteristics to gain market. The researcher's work has found a great diversity of values between entrepreneurs. To describe the entrepreneur profile, researchers explain how it develops over time.

The behavior is determined by internal and external factors, the personal skills of the leader, and by position of the entrepreneur in the industry. Entrepreneurs create management forms and transform cities, regions, or countries in tourism destinations as tourism products in the health field: Turkey, India, Mexico, Thailand, Costa Rica, Singapore, Brazil, Malaysia, Israel, UAE.



Figure 1. Top 10 countries for medical tourism in the world.
 Source: irandecordesign.blogspot.com, 2021

Wellness Economy by Region, 2017, 2019, 2020

| | Wellness Economy | | | | Average Annual Growth Rate | |
|--------------------------|------------------|------------------|------------------|-----------------|----------------------------|---------------|
| | US\$ billions | | | Per Capita 2020 | 2017-2019 | 2019-2020 |
| | 2017* | 2019 | 2020 | | | |
| Asia-Pacific | \$1,370.5 | \$1,602.8 | \$1,500.2 | \$360 | 8.1% | -6.4% |
| North America | \$1,288.1 | \$1,514.0 | \$1,310.8 | \$3,567 | 8.4% | -13.4% |
| Europe | \$1,168.3 | \$1,288.6 | \$1,141.5 | \$1,236 | 5.0% | -11.4% |
| Latin America-Caribbean | \$311.7 | \$302.1 | \$235.4 | \$360 | -1.5% | -22.1% |
| Middle East-North Africa | \$104.7 | \$120.9 | \$107.7 | \$215 | 7.4% | -10.9% |
| Sub-Saharan Africa | \$74.0 | \$81.7 | \$73.7 | \$65 | 5.1% | -9.8% |
| WORLD | \$4,317.3 | \$4,909.9 | \$4,369.3 | \$563 | 6.6% | -11.0% |

*2017 figures have been revised since GWI released the previous version of the Wellness Economy Monitor. Note: Figures may not sum to total due to rounding. Source: Global Wellness Institute, based on extensive primary research and secondary data sources for 218 countries.



Figure 2. Wellness Economy by Region 2017, 2019, 2020
 Source: Global Wellness Institute

In Figure 2. We see again how entrepreneurs transform natural factors of the region with highly specialized education, and fully equipped technology, with national support by the government, in health tourism products represented by

regions and destinations, and this economy is growing year by year (leader for wellness services in Asia Pacific region, and at the end Sub-Sahara Africa).

2. Entrepreneurial behaviour. Characteristics and types

The way the entrepreneur behaves or evaluates to seize opportunities, innovate, add value, and address issues is known as entrepreneurial behaviour. According to the entrepreneur's resources, goals, and situation, there are several types of entrepreneurial behavior, such as entrepreneurial strategy and efficient entrepreneurship. Listed below are some elements of entrepreneurial behaviour that are typical:

- * The capacity to come up with original and practical ideas or solutions for current or upcoming issues or needs.

- * Innovation: The capacity to put into practice or carry out original suggestions or solutions realistically and efficiently.

- * Recognition of opportunities: The capacity to spot and assess market gaps or demands that can be filled by a new or improved good or service.

- * Risk-taking: The readiness to accept doubt as well as potential failure in the pursuit of an objective.

- * The capacity for innovation and anticipating change is opposed to reacting to it.

- * The ability to overcome limitations and shortcomings and push on with the task at hand in the face despite hardships or setbacks.

- * Vision: a capacity to imagine and present an attractive prospective state for oneself or one's endeavor.

- * Leadership is the capacity to influence and motivate individuals to succeed in a common objective or vision.

Entrepreneurial behaviour serves as essential for owners of enterprises because it provides them an opportunity to create assets, add value, and encourage the growth of society and the economy. Because it encourages creativity, inclusion, competition, and growth, entrepreneurship is also key to society. It's also critical to remember that not all entrepreneurship is effective. Though it may be simple to assume that an industry by design encourages economic growth, there are many instances to the contrary.

An entrepreneur who succeeds will use his concept to expand the market, yet there are lots of merchants who just move wealth that already exists. That kind of entrepreneurship is also referred to as pointless entrepreneurship and is often seen in the financial and legal sectors.

2.1. Behaviour of medical entrepreneurs for tourists

Some behaviors of entrepreneurs in the health tourism market are:

* they offer medical services for tourists who are interested in dental treatments, surgery procedures, cosmetic surgeries, fertility treatments, cancer therapies, rehabilitation after surgeries, rehabilitation after Covid, well-being procedures, neurological surgeries;

* they are interested in creating partnerships with local and international providers to provide qualified services for tourists from different countries according to their cultures, attendings, and behaviours. They are interested in creating partnerships with research departments to be approached by customers and transform them into their consumer's tourism products.

* they use digital marketing strategies to inform potential customers about their existence and send them the correct and actual information by e-mail, phone, website, and video presentations. Direct marketing is the usual strategy to approach the patient and to gain another one in the future by a "month to month" model. The testimonials on the website and available information in a national tourist language are an opportunity for a provider.

* they arrange some travel packages to offer accommodation possibilities, and flight schedules according to gain time for patients, local transfers from and to the airport, insurance and obtain visas for them.

* they offer true and all-needed information about the diagnosis and possibilities of treatments via online meetings with patients before meeting them physically. Sometimes, they ask for additional analyses or investigations to send them CDs or imagistic digital information.

* they offer tourism products and services for patients and their families to show or present the tourist attractions of the destination, cultural programs, and ethical rules of the destination country.

* they seriously are interested in client feedback and ask for reviews about customer experience. The results are used for statistical analyses to improve the activity and get a high score of reputation in online and social media channels.

* some providers are focused on patient's prior current and post-consumer medical travel experience. International Hospitals offer legal and true information to customers in the promised time by specifically tourism departments who are interested in transforming the visitors of the website into real consumers, not just customers.

* medical tourism entrepreneurs create unique tourism products helped by travel agencies, image providers, and governments as a national strategy sustainable by national programs.

2.2 Behaviour of wellness and SPA entrepreneurs for Tourists

* they offer a global tourism product with a complete program for customers: accommodation, food, local transportation, flight schedule, and touristic assistance.

* they offer safety and legal information about visas, to inform tourists about their rights and requirements before traveling.

* they inform tourists about all services including tourism package offers and what are extra services and payment agreements, information available earlier than tourists are interested in on the website, online travel platform, and travel brochures; information that is analyzed by influencers in social media.

* they are interested in gaining the customer for the second and third time, and every time respond to their needs quickly and before the tourist asks for something.

* This type of entrepreneur is thinking today for one year ahead, and the company's goals are most important based on travel market needs for today and for the future. Travel experience is a strategic priority for entrepreneurs. Customers come to evaluate the travel experience by traveling, accommodation, wellness services, food services, the culture of the destination, human capital, and price paid for all tourism products.

* some entrepreneurs gain the health market by the newest promoting strategies such as virtual reality, artificial intelligence, and metaverse technology.

3. Entrepreneurship and innovation

In current conditions of digitalization, sustainability of the environment, entrepreneurship, and innovation are trends in the health tourism market. The activity of one entrepreneur does not exist individually. The profit of the company is encouraged by entrepreneurship and leadership in innovation and quality of health services. An important trait of an entrepreneur is the ability to obtain new sustainable tourism products available for interested customers who are ready to pay for them. Innovation is a driver of the company's activity. Entrepreneurs are looking to develop an idea in reality and in a real business to gain profit and success in the trade market. Enterprises are working together to provide a tourism package offer, and this type of collaboration is supervised by researchers' reports or analyses, transforming interdependent market actors. The creation of entrepreneurship supplied by innovation is the best way to be in trend with tourists' needs, a phenomenon named entrepreneurial ecosystem interested by academics, policymakers, and business participants.⁵⁵

The entrepreneurial ecosystem created resources for developing a tourism destination as a tourism product, generating factors for innovating new services or products and being competitive with others. The ecological branch of the entrepreneurial ecosystem offers entrepreneurship to approach on local economic strategy of the environment.

⁵⁵IANIOGLO, A. (2022). Innovation and Entrepreneurial Ecosystems, In book: Research and Development Enterprise.

The actors of the entrepreneurial ecosystem are entrepreneurs, service providers, marketing agencies, local authorities, social and governmental organizations, investors, and media agencies. Every contribution starts with goals to respond to consumers' needs, and each ecosystem has its individual structure. Each ecosystem is growing individually and has some steps of maturity. Technology is the main resource of innovation and products of innovation become profit and success on the market.

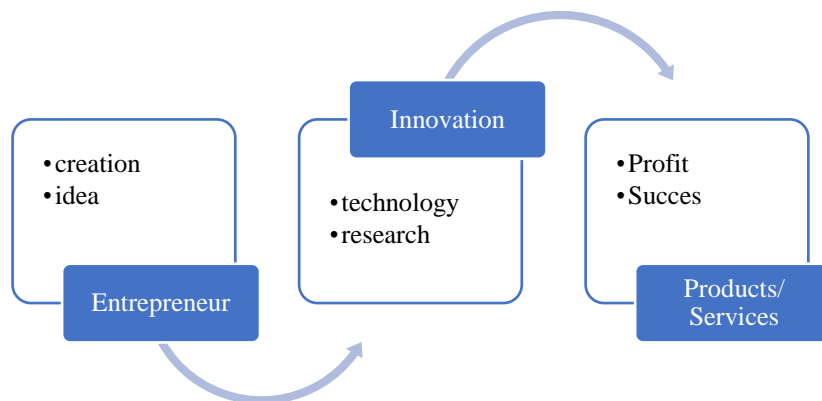


Figure 3. Steps of the innovation ecosystem to market products
Source: own elaboration.

4. Elements of Entrepreneurial Behaviour

Entrepreneurial behaviour has four elements:

* self-evaluation of activity: every entrepreneur analyses his activity to understand and know how competitive he is and what is his position in the market

* principles and values of entrepreneurial culture: each activity starts with a goal established by principles and local values. Sometimes, tourism products and services should respond to principles and international values according to the international tourists, and customers for their activity.

* risk in daily activity: the idea is implemented with innovative technology taking risks of success and gaining the market size.

* technology backup: health tourism products or services are presented in the market for consumers according to trends and innovative technology. Today's tourism destination is the same by name, but its presentation is in the newest form to attract customers and wake up interest for new guests.

Health tourism is a risk-plenty market. Each part of the ecosystem has its own contribution to implementing ideas according to cultural values locally and internationally. The behaviour of an entrepreneur is people's behaviour and human resources, and the manifestation depends on internal and external factors:

social and economic environment, local budget accorded by authorities for the sustainability of investments, buying power of the population, types of products selling on the different international market, using methods for promoting health tourism products, how actual and interest manifestation of the population about the one of newest health tourism product, service, technology appears.

Sometimes a health tourism product or a health tourism destination becomes an international product if it is certified by International Organisations with certificates and graduated specialized human resources. This is an important task for those who are choosing to travel to obtain a better health experience in another country than their home country. This certificate accords guarantees to customers and presents safety and completely open-minded behavior from the entrepreneur.



Figure 4. Why become QSF certified?
Source: <https://www.tecquality.org.uk/case-studies>

Health tourism entrepreneurs create opportunities for innovation and the creation of tourism products. The personalization of products by individuals is expected after pushing on the market a qualified, effective, and strongly verified

product by the business community. Post-consumer performance and management are parts of the success of tourism products in the present and in the future.

5. Gender of health tourism entrepreneurship

Making decisions about what type of products can become leaders in the market, what kind of marketing strategies should be applied in business, and when a problem becomes an opportunity are the same questions for women and men but not with the same answer. In Figure 3. *The countries with the most female inventors*, we can mention that Togo is the leader for female inventors at 57.14%, and the last one is the United Kingdom at 9.44%.

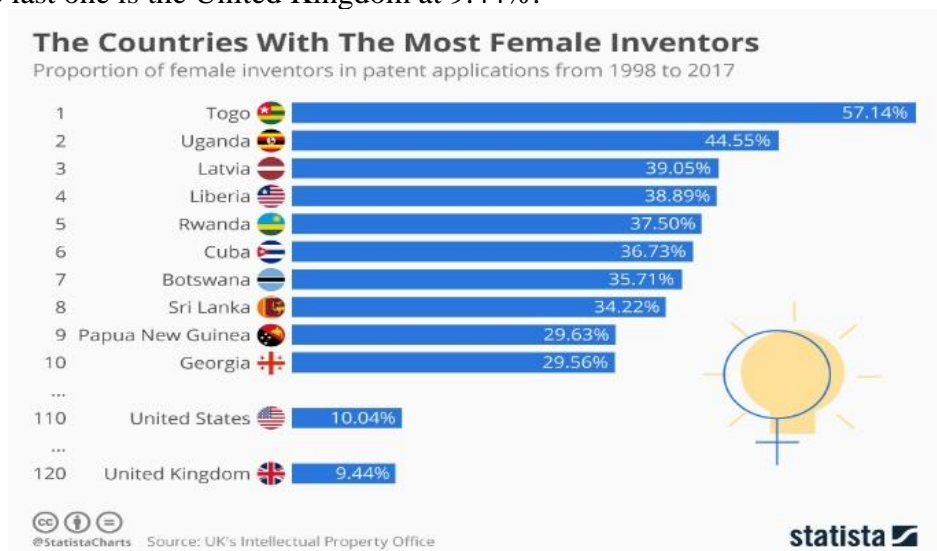


Figure 5. *The countries with the most female Inventors.*

Source: Statista

In the health tourism market, the entrepreneur has a different vision of the tourism product as a generic entrepreneur: providing mostly intangible offers, having a fully specialized service offer, generating a correct price of the product according to seasonality, generating the correct attitude to human resources with a high score of challenging job occupancy, get legal requirements for implementing new tourism products on the international market. The tourism field is a very complex economic field, with women and men entrepreneurs who can make reasonable decisions.

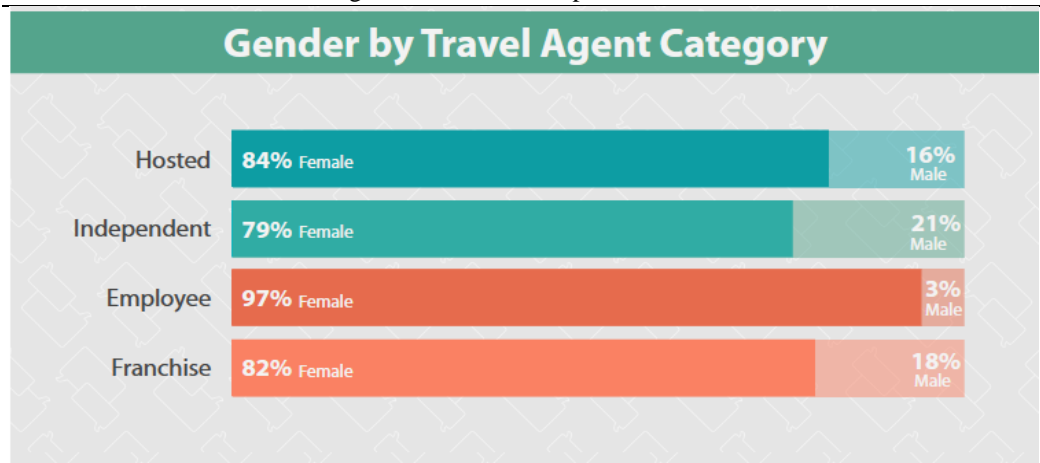


Figure 6. Gender by travel agent category
 Source: 2020 Travel Agent Income Report, Part 3

Figure 6. shows that the high percentage for anyone travel agent category is for women, and hosted travel agents are the highest at 84%.



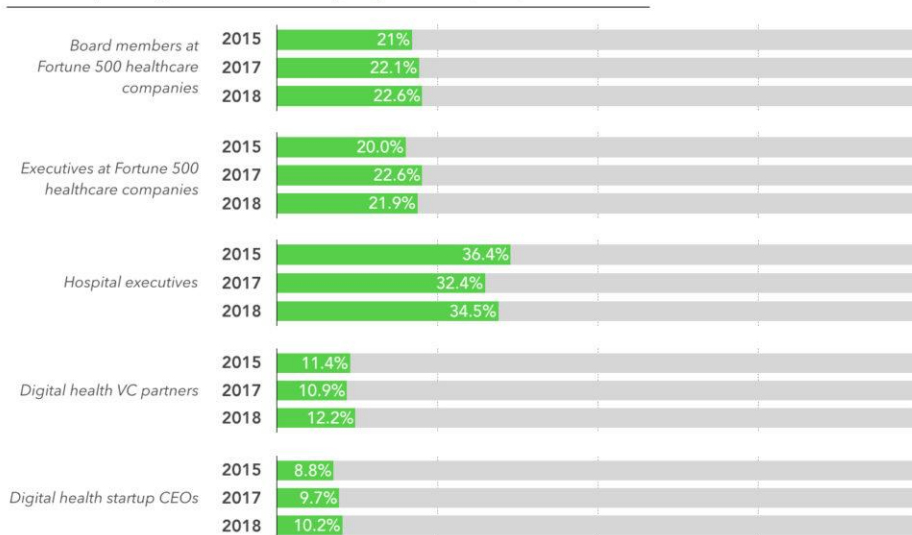
Figure 6. Gender equality in the 2030 agenda for sustainable development

Source: World Economic Forum

Gender equality become an SDG goal for the World Economic Forum by 2030. This is a way to show that women and men have the same potential

resources and skills to become entrepreneurs in the tourism ecosystem. Health tourism is disturbed by this inequality where patients are waiting for empathy, customers for individual or personalized services, and consumers for friendly products with the environment.

THE PERCENT OF WOMEN IN HEALTHCARE LEADERSHIP IS GROWING, ALBEIT SLOWLY
 Women as a percentage of each of the following categories in 2015, 2017, and 2018



Source: Fortune 500 List, Rock Health Funding Database, company websites

Figure 7. The percent of women in healthcare leadership, 2015, 2017, 2018

Source: statnews.com

More women have executive functions, 34.5% in 2018 and less percentage is according to CEOs Digital health startup, about 10.2%. Healthcare leadership announces slowly growing women percentage, year by year.

6. Conclusions

Entrepreneurial behavior is showing the face of a leader influenced by internal and external factors creating tourism products in an innovation ecosystem according to consumer needs. Organizational behavior can be individual or developed in bond with other key players on the market. Tourism products are a complex process developed in the innovation ecosystem. Success and profitability in the health tourism market depend on marketing strategies, marketing instruments, goals intended by entrepreneurs, and the interested market for a new type of product or service.

International Trade asks globally for equality of gender as a sustainable way for a better tomorrow's life. New trends and technology serve as instruments

to approach on needs of consumers and gain new customers, develop new products, and discover new tourism destinations in a short time.

Leadership, open innovation, and open-minded positions can increase entrepreneurial possibilities to educate human resources in organizations and transform visitors into consumers quickly.

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