The main City Branding Dimensions in Health Tourism Development:A scoping review

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Abstract: Health tourism industry is rapidly growing across different countries and make a lot of financial economic benefits.A deep understanding of a destination for health tourism can provide strong perspectives to promote competitive advantage with low cost. The present study aimed to determine city branding dimensions for health tourism development. This study was performed in four databases search: PubMed, Embase, Scopus, and WOSwithout any time limitations to identify relevant literature about city branding and healthtourism. In total, 15595 records were identified from all databases. Finally, a total of 24 publications were included in the qualitative analysis. The finding indicated infrastructure, landscape, and structure as three main city branding dimensions in health tourism development.The results also showed that there is a consensus thatif proper marketing and brand planning will be done for a city based on these three dimensions, it can make a positive image for health tourism destinations.
Keywords: Health tourism, City branding, Destination image, Health services, Scoping review

INTRODUCTION

Tourism is one of the essential factors in countries' development and economic dynamism. Over time, people traveled with different motivations like trading, learning, praying, adventure, and political purposes(1). Medical sciences growth and knowledge transfering around the world lead to introduce a branch of the tourism industry called health tourism(2). Health (wellness and medical) tourism has grown increasingly in recent years and become an essential plan in many established and emerging destinations in the world. The World Tourism Organization defines health tourism as a kind of tourism that contributes to physical, mental, and spiritual health through medical and wellness-based activities in primary motivation(3). It can also increases the capacity of individuals to meet their own needs and work better in society(4).

As mentioned, health tourism is the umbrella for its subtypes including wellness tourism and medical tourism. Wellness tourism is a type of tourism that aims to improve and balance all of the main aspects of human life, including: physical, mental, emotional, occupational, intellectual, and spiritual(5). The primary motivation for a wellness tourist is to engage in preventive, proactive, and lifestyle-enhancing activities such as fitness, healthy nutrition, relaxation, pampering, healing, and treatments. On the other hand, medical tourism is a type of tourism which involves the use of evidence-based medical resources and services (both invasive and non-invasive)(6).It may include diagnosis, treatment, cure, prevention, and rehabilitation activities(4).Due to high revenue generation, health tourism market has recently become more and more competitive, particularly among countries with medical capabilities(7) and recognized as one of the most profitable and competitive industries in the world(8).This make increases competition among different countries and destination to attract health tourists(9). Since the health tourism industry affects the flow of capital, income, payments, and investment we see it has caused not only the movement and transfer of money, but also the growth and development of countries(10).In this regard, marketing techniques like branding can be helpful in promotionof thisindustry for destinations(11).In general, branding causes emotional stimulation concerning a product or service, thereby increases its value to customers and other stakeholders(12). It is an activity that we want to convince people how to think about us and what they actually think about us or vice versa(13).City branding is the most appropriate type and a subset of place and city marketings that focuses on uniqueness, authenticity, and the promotion of a city(14).The image of a destination city asits brand is one of the main components that tourists decide to travel there for treatment(15). So, the benefits of city branding in the development of health tourism and income growth is clear(16) and we can say, a favorable image of the destination creates value for individuals, a competitive advantage for the city or country among others, attract money, and also providesnew policies for economic development(17).Numerous researchers introduced different dimensions of city branding(18). Ashworth(2009) implied three dimensions includingfirst personality association as named individual from history, literature, the arts, politics, entertainment, sportor even mythology;second visual qualities of buildings and urban design like flagship building, signature urban design and even signature districts;third event hallmarking like organized events, usually cultural or sporting(1). Anholt(2010) also pointed out that city location, capacity, pulse and bustle, people and prerequisites are the main variables affecting the city branding(19). In another study, Merrilees et al. (2013) offered some factors affecting the city's brand as a clean, safe, and natural environment, business opportunities, shopping malls, transportation, cultural activities, government services, plus social connections(20).The results of a study by Sanchez et al.(2018) Showed that hospitality management in a destination can create an advantagefor it to better understanding of a tourism destination(21). Acording to sattari et al.(2020) the city's choice factor includes easy accessibility categories, tourist attractions in the city and familiarity with the brand's brand of health center including promotions, the quality of the health center and the quality of human resources(22).Some studies also investigated the development of health tourism through citydestination branding and in this regard, the present study tried to show which dimensions of city branding can affect the health tourism development by scoping review.

METHOD

In this studyresearchers folowedthe Preferred Reporting Items for Systematic reviews and Meta-Analysesextension for Scoping Reviews (PRISMA-ScR) guidelines (Tricco et al. 2018)(23).A comprehensive search was performed for the literature on PubMed, Embase, Scopus, and WOS[1] without any time limitation. A search strategydeveloped using a Population/Problem–Intervention–Comparison–Outcomes (PICO) framework. Medical Subject Heading (Mesh) terms and keywords for "city branding" and "medical tourism" was used. Search strategy for all databases is presented in Appendix.reaerchers also searched reference lists of included studies to identify relevant articles. First, the search strategy was developed for PubMed and afterward translated to other databases. The included studies specifically focused on city/destination brandings/imaging dimensions in health(medical and wellness)tourism in the English language. The detailed exclusion and inclusion criteria are presented in Table 1.

Table 1. Inclusion and exclusion criteria

Inclusion criteria	Exclusion criteria
English language	Any language except english
Just article	Books/papers/thises/abstracts
Point city/destination branding/imaging in title/abstract/conclusion/discusion	Withaout city/destination branding/imaging in title/abstract/conclusion/discusion

Initially was the title and abstract of retrieved studies screened based on inclusion/exclusion criteria. Then, two researchers independently evaluated the full-text of the eligible articles. In cases that the disagreement could not be resolved, the viewpoints of the third researcher used. Data extraction form was included: title, journal, publication date, country, and city branding dimensions. The quality assessment of studies wasn't performed due to the type of review that was scoping review. Then, the quality synthesis of the results was done.

RESULTS
Overview
The PRISMA flow diagram of this study is given in Figure 1. In total, 15595 records were identified from all databases.After the removal of all duplicate records, 8659 studies were eligible based on screening the titles and abstracts. Afterward, according to the inclusion criteria, 48 articles were selected for full-text evaluation. Finally, a total of 24 publications were included in the qualitative analysis, whose characteristics presented in Appendix.
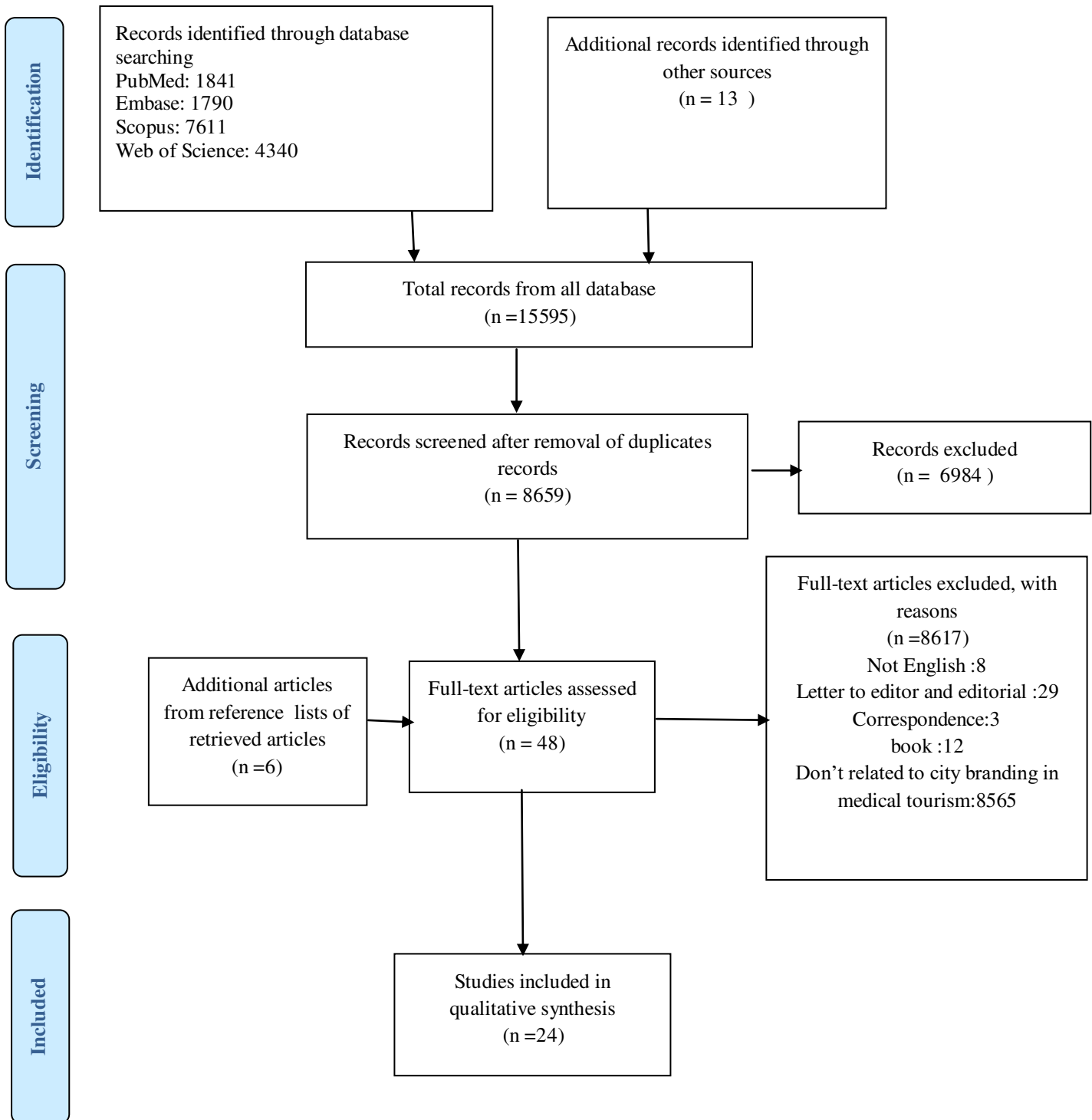
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[1] Web Of Science

Identification

Records identified through database searching
PubMed: 1841
Embase: 1790
Scopus: 7611
Web of Science: 4340

Additional records identified through other sources
(n = 13)

Total records from all database
(n =15595)

Screening

Records screened after removal of duplicates records
(n = 8659)

Records excluded
(n = 6984)

Eligibility

Additional articles from reference lists of retrieved articles
(n =6)

Full-text articles assessed for eligibility
(n = 48)

Full-text articles excluded, with reasons
(n =8617)
Not English :8
Letter to editor and editorial :29
Correspondence:3
book :12
Don't related to city branding in medical tourism:8565

Included

Studies included in qualitative synthesis
(n =24)

Figure 1. PRISMA flow chart for study selection

City branding dimensions for health tourism development

Identifieddimensions categorized in in three ones: infrastructure, landscape, and structure based on Perilenska(2012) model for city branding(24). Table 2 shows these dimensions:

Table 2: dimensions and component of city branding for health tourism development

Dimension	Component/s
Infrastructure	Costs and economic resources
	Availability of facilities
	Supportive services
	Industrialization
	Development level
	Leisure and recreation
landscape	Natural environment
	Hospitality and emotional behavior of destination people
	Geographical and cultural proximity
	Social compatibility
	Language familiarityand easy to understand
	Tourist attractions
structure	Policy and regulations
	Security and safety
	Trustworthy and perceived risk
	Democratize

Infrastructure
The results showed that 13 studies identified infrastructures of city/destination as a dimension that can make image of city/destination for health tourism. Development of infrastructures of a city like transportation and easier traveling (16),(25),(26),availability of support services(27) , and economic resources(28),(25),(27),(29),(26)provide high quality and cost-effective health services for tourists. Based on place marketing models, tourism destination infrastructures introduced as essential factors to tourists' tendencies in choosing a destination and forming a positive image from it(30). Factors like economic infrastructure of a destination including the income and walfare status of the people affect their norms and hospitality behaviors, social security of tourists, and make it attractive for them(30),(31),(32),(33).
Also, the availability of restaurants(27), roads(34), hygiene(16) goods, urban services(35), health care delivery(30), security services like local police(36)can build a good image of the city as the best destination for health tourism when tourists are searching for medical destination(33). Feeling the comfort and convenience of health tourist in the travel is more considerable than a normal tourist who has prepared for the thrills of the journey. The importance of a city's access for a health tourist and his companions may not be as important as to a normal tourist. Because the health tourist has some limitations and seeks to make sure that he or she doesn't have any problems except her/him illness during the trip(27). These items are important for health tourist's companions and it is clear that the decision to choose a health tourism destination is not made alone(30). Appearance factors of a city like cleanliness and related city services(16), prices(37),

urban signs, traffic volume, and streets(36) are factors that can affect tourists' attraction toward a city. The image of the destination in a consumer's mind is an aggregate of attributes and beliefs. If a tourists have adequate positive attitudes about the destination characterizations, it is expected that they will receive a favorable attitude towards that destination(35). So, providing information about destination infrastructures can make tourists traveling there and improve the level of destination image for health tourism(38).

landscape
A total of 19 studies have argued that the landscape of a city affects attracting health tourists. Environmental factors of a city influence the quality of healthcare services, cost or technology, and attracting health tourists(38).The image of destination is taken from historical characteristics and its pristine nature that it causes to make a good vision in tourists' mind(3).The main issue is that the only existence of such natural resources isn't the only effective factor in creating a brand for a city/destination, but the efforts of officials and politicians in the field of health tourism in introducing these resources as a competitive advantage of that city or country can lead to making the city/destination as brand(39).A city may have many tourist attractions such as a pleasant environment and beautiful nature, but no one knows anything about these resources. It causes to don't select there as a health destination. So, it needs to do marketing in health tourism(16).Also, geographical and cultural proximity plays a significant role in selecting a destination, which leads to satisfying patients and taking advantage of the regional integration that facilitates the movement of people from one country to another(27).On the other hand, the culture of a region, as an environmental factor including its history or accepted norms like language in that region, affects human interactionscan form the positive or negative brand/image of a health tourism destination(40).In the same situation, people prefer to travel to areas that have a rich culture and history also good human interactions. It is especially important for wellness tourists who are looking to relax(31),(29).

structure

A total of 13 studies have pointed out that the structure of a destination can affect an image in tourists' minds. The stability of policies and regulation, safety, and social laws that support or neutralize tourism and influence tourists' attraction to the destination(41). Equal distribution of resources in a region reduces poverty and improves the image of that region, as well as the education and health policies of a country can raise living standards and decrease the risk of disease for medical tourists and their companions(33),(41),(28).Researches found that the image of a destination and perceived risks play important roles in the traveling decision-making and behavior of the tourists(11),(42).We can say that the adopted government policies in support of health tourism in the public sector affect the decision of health tourists to choose a destination or not(32),(43),(27).These policies can also affect indirectly on the previous two dimensions and their components like accessibility of facilities, incomes, economic resources and like this(42). On the other hand, the policies of providingthe high quality services,preventing violations of medical ethics, low treatment costs, and precieved risk can directly affect the destination image in health tourists' mind(28),(3),(28),(44).Although the rules and regulations of a city are subject to the laws of the central government, the local laws in each city and the law of public acceptance can be a factor of the superiority of a city over similar cities in providing health care services for tourists(39).

DISCUSSION

The present study investigated the dimensions of city branding for health tourism development based on a scoping review. three main dimensions of city branding for health tourism development founded and classified based on Perilenska's (2012) model including: infrastructure, landscape, and structure. Each dimension also involve some components.

In most of the studies, the infrastructure of a city was the main factor that can improve the image of a city as a destination for health tourism. Since patients looking for a health tourism destination suffer from physical or mental problems, it is important for them that their journey would be convenient. It is also vital for their companions in terms of the time and cost they should spend(28).A city with access to facilities like restaurant, transfer network, and supportive services can attract tourists with a similar situation or financial level to choose there than other destinations(26).The financial level and industrialization of cities can also affect tourists' opinions about a city that they want to travel(45).The development level of destination can make a positive or negative image of therefor tourists(34). The main issue that policymakers should pay attention to it, is that only having these competitive advantages not enough for health tourism development. It needs to consider marketing as a part of health tourism development that introduces these advantages, make a positive image of a city, and form the brand of there for health tourism in the world(3).

Some environmental and social features of a city also make it different from other destinations for health tourists. Natural attractions especially for wellness tourists are important and encourage them to choose the destination at the same level of healthcare services(46).Hospitality and kindness of people alongside cultural proximity in a destination can also convince health tourists to choose there as a health destination(47).The culture of attracting health tourists is an important factor in the development of this industry that should be institutionalized in each destination(36). Havinga culture of proper interaction with the health tourist is crucial and don't have less important than infrastructure in development of health tourism(48).So, supporting policies and rulesplay essential in development of health tourism.

Introducing laws to support health tourism, social marketing, public notifying regarding the importance of health tourism, and funds allocation for market analysis and marketing long-term planning to make a city as a brand and an ideal health tourism destination are some examples of the role of policies and regulations in the development of this industry(39). All of last activities around city branding and image forming for a destination need to be supported by policies and government rules(43).Laws that protect the tourist's safety and facilitate traveling can be other factors in the positive branding of a health tourism destination and decrease the perceived risk of health tourists(28).

This study has some limitations that should be considered. First, some unpublished studies were inevitably removed due to a lack of access to their full-texts. Second, only English papers were included. Papers in other languages may have presented other indicators in city branding for health tourism. Therefore, it is suggested that further studies also examine non-English papers.

COCLUSION

The findings of the present study indicated that there are three main dimensions discussed in literatures about a city in health tourism development.For better understanding Perilenska(2012) model for city branding used to classified this dimensions(24).Due to the competition of different tourism destinations in attracting health tourists and providing similar medical and welfare

services, creating non-medical competitive advantages in a health tourism destination can increase the value of services for patients. Factors related to a city as a health tourism destination classified in three dimensions: infrastructure, landscape, and structure. Each dimension has its components. Paying attention to these dimensions and planning for their promotion can creates a positive image of a tourist destination among health tourists and makes it a brand as a top destination for health tourism. The results also showed that if proper marketing and brand planning will be done for a city as a health tourism destination based on these three dimensions, it can make a positive image of a city as a health tourism destination.

Abbreviations
USA: United States of America
UK: United Kingdom
IUMS:Iran University of Medical Sciences
WHO: World Health Organization.

Conflict of Interests: The authors declared that they don't have anyconflict of interests.
Appendix:
The search strategies used as follow:

Pubmed
((Tourism[tiab] AND Medical[tiab]) OR "Health Tourism"[tiab] OR (Tourism[tiab] AND Health[tiab]) OR "Surgical Tourism"[tiab] OR (Tourism[tiab] AND Surgical[tiab]) OR "Medical Tourists"[tiab] OR "Medical Tourist"[tiab] OR (Tourist[tiab] AND Medical[tiab]) OR (Tourists[tiab] AND Medical[tiab]))

Embase
((Tourism:ti,ab AND Medical:ti,ab) OR "Health Tourism":ti,ab OR (Tourism:ti,ab AND Health:ti,ab) OR "Surgical Tourism":ti,ab OR (Tourism:ti,ab AND Surgical:ti,ab) OR "Medical Tourists":ti,ab OR "Medical Tourist":ti,ab OR (Tourist:ti,ab AND Medical:ti,ab) OR (Tourists:ti,ab AND Medical:ti,ab))

Scopus
((TITLE-ABS-Key(Tourism) AND TITLE-ABS-Key(Medical)) OR TITLE-ABS-Key("Health Tourism") OR (TITLE-ABS-Key(Tourism) AND TITLE-ABS-Key(Health)) OR TITLE-ABS-Key("Surgical Tourism") OR (TITLE-ABS-Key(Tourism) AND TITLE-ABS-Key(Surgical)) OR TITLE-ABS-Key("Medical Tourists") OR TITLE-ABS-Key("Medical Tourist") OR

(TITLE-ABS-Key(Tourist) AND TITLE-ABS-Key(Medical)) OR (TITLE-ABS-Key(Tourists) AND TITLE-ABS-Key(Medical)))

Web of science

(TS=(Tourism) AND TS=(Medical)) OR TS=("Health Tourism") OR (TS=(Tourism) AND TS=(Health)) OR TS=("Surgical Tourism") OR (TS=(Tourism) AND TS=(Surgical)) OR TS=("Medical Tourists") OR TS=("Medical Tourist") OR (TS=(Tourist) AND TS=(Medical)) OR (TS=(Tourists) AND TS=(Medical)))

Table 3: Content characteristics of the studies

title	Author/s	year	country	Methods	The dimensions of city branding for medical tourism development
Medical tourism destination image formation process: A conceptual model	Jamal Khan et al.(28)	2016	Malaysia	Qualitative	Perceived risks about destination, costs
The role of wellness spa tourism performance in building destination loyalty: the case of Thailand	Han et al.(47)	2017	Thailand	Qualitative	Hospitality and emotional states of people of destination
Hope across the seas: the role of emotions and risk propensity in medical tourism advertising	Kemp et al.(44)	2016	USA	Quantitative	emotional perceived risk by consumers about health destination
Determinants of Revisit Intention to a Hot Springs Destination: Evidence from Taiwan	lin(49)	2013	Taiwan	Quantitative	Destination personality
South Korea's Medical Tourism Destination Brand Personality and the Influence of Personal Values	Guiry et al.(50)	2014	USA	Quantitative	Destination personality

The Invention of a Danish Well-being Tourism Region: Strategy, Substance, Structure, and Symbolic Action	Hjalager(43)	2011	Denmark	Qualitative	Politicize, Democratize, Involve, Create communities, Socialize,
Predictors of satisfaction for American aesthetic tourism at the Mexican border.	Ramos and Cuamea(27)	2019	Mexico	Qualitative	low cost, Availability of restaurants, Destination internal travel services, Support services,Geographical and cultural proximity.
Competitiveness attributes of a medical tourism destination: The case of South Korea with importance-performance analysis	Junio et al.(16)	2016	South Korea	Qualitative and Quantitative	Natural sceneries, Convenient shopping, Culture and history, Availability of quality food and meal, Transportation system, Hygiene, Cleanliness, Safety, Access to information.
Empirical research on CBBE scale for medical tourism	Roy et al.(40)	2018	India	Qualitative and Quantitative	Culture, infrastructure/superstructure.
Medical tourism: Sea, sun, sand and y surgery	Connell(45)	2006	Australia	Qualitative	Economic situation of people of a city, Health care delivery for people of a city
The medical tourism index: Scale development and validation	Fetscherin and Stephano(46)	2015	USA	Qualitative and Quantitative	Overall environment, Tourism industry, Popular tourist destination, Economic conditions of destinations people, Availability of goods and services, Culture, Religion, Costs, Weather conditions ,Attractiveness of the country as a tourist destination, Natural attractions, Safe to travel to country ,Stable economy.
Contemporary	Connell(48)	201	Australia	Qualitative	Culture, Religion, Peoples

medical tourism: Conceptualisation , culture and commodification		3			income, Language, Costs, Tourism standards and rights in destinations.
Identifying factors affecting destination choice of medical tourists: a systematic review of literature	Najafi et al.(37)	2017	Iran	Qualitative	Natural and medical advantages, Tourism attractions, Low price, Social background of country, Economic situation of country, Security.
Factors Driving the American Aesthetic Tourism to South of the Border	Cuamea and Ramos(36)	2019	Mexico	Quantitative	Reputation of the local police, Urban signs, traffic volume and street conditions, Destination environment
The role of information sources and image on theintention to visit a medical tourism destination: across-cultural analysis	de la Hoz-Correa and Munoz-Leiva(51)	2018	Spain	Quantitative	Culture
Medical Tourism— Attracting Japanese Tourists For Medical Tourism Experience	Lee et al.(52)	2012	Japan	Quantitative	Economic condition, Political climate, and regulatory policies, Infrastructure, Superstructure.
The Process of Constructing a Health Tourism Destination Index	Lee and Li(32)	2019	china	Qualitative and Quantitative	Health promotion, Tourism and leisure activities, Natural environment and climate, Interactions with animals and plants.
Assessment of Medical Tourism Development in Korea for the Achievement of Competitive	Kim et al.(34)	2019	Korea	Qualitative	Industrialization, Development level, Social compatibility, Cultural compatibility.

Advantages					
Bangalore As A Medical Tourist Destination Challenges and Prospects	Beena and Raju(25)	2019	India	Qualitative	Infrastructure, Transportation, Safety and trustworthy.
Medical Tourism: Ethics, Risks and Benefits	Abd Mutalib et al.(29)	2016	Malaysia	Qualitative	Language familiarity, Culture, Tourist attractions, Costs.
International Patients' Travel Decision Making Process- A Conceptual Framework	Khan et al.(33)	2016	Malaysia	Qualitative	Security and safety
Role of Travel Motivations, Perceived Risks and Travel Constraints on Destination Image and Visit Intention in Medical Tourism: Theoretical model	Khan et al.(41)	2017	Singapore	Qualitative	Perceived risks, Travel constraints, Environment, personal safety and security.
The Role Of Destination Image In Malaysia's Medical Tourism Industry	Vashu et al.(39)	2017	Malaysia	Qualitative	Leisure and recreation, culture, Political factors, Economic factors, Tourists attractions.
Medical tourism market trends - an exploratory research	Ile and Tigu(26)	2017	Romania	Qualitative and Quantitative	Transportation, Entertainment, infrastructure, attractions and facilities

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