

# Evaluation of Health Tourism as a Strategic Sector in Hungary

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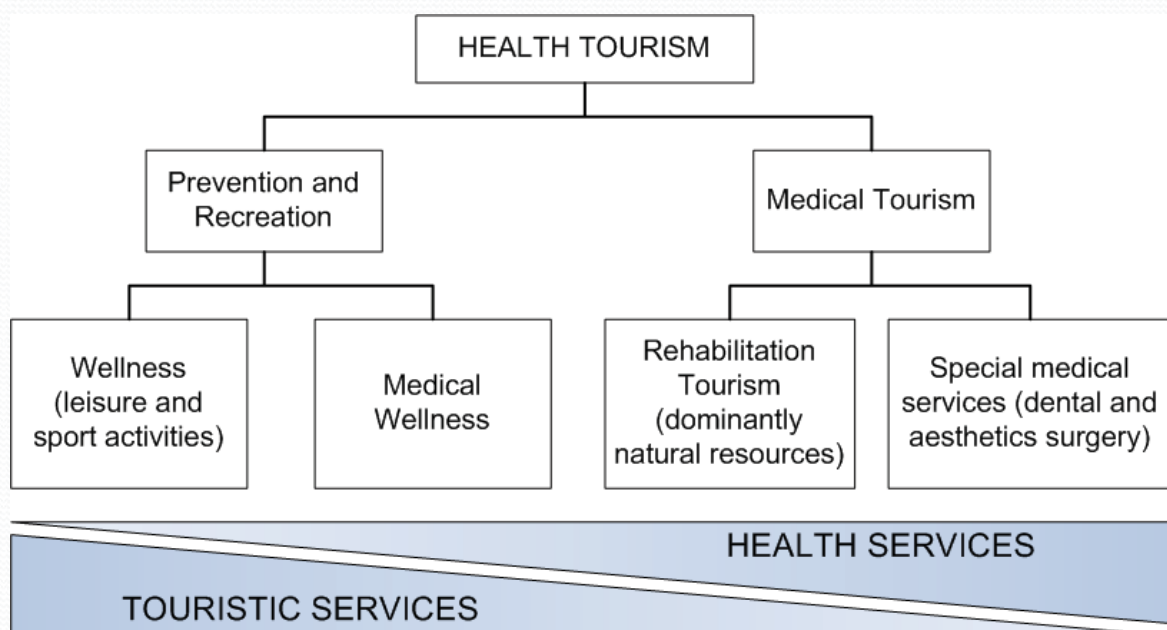
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2011 is the year of  
Health Tourism in Hungary  
*(Hungarian Tourism Corporation)*

# AGENDA

- About health tourism
- Actualities of the sector
- The practice of quality assurance
- A questionnaire survey
- Results and conclusions

## About health tourism



Source: Vision and development directions of health tourism, ESKI, Budapest, 2010

# Actualities of the sector

- In the European countries population is rapidly aging, thus the domestic health care systems have to renew.
- Increased liberalization of health-related labor markets in Central and Eastern Europe.
- The competition is truly growing in this industry on the European continent.
- Quality expectations are growing rapidly also in this field.

# Quality of the health services



Building of Trust – **Quality Certification** – State Control

# Practice of quality assurance

- There is no unique world wide accepted quality certification system.
- The known accreditation systems are generally quality assessment systems based on process control and not on comparison of outcome indicators.
- Health Care
  - Quality Certification of a certification body
- Touristic Services
  - Inquiry from registered customer's satisfaction

# Certification Trade Mark

- Development of the domestic partner oriented quality certification system, which integrates the properties of healthcare and tourism.
- Contains widespread, comparable and independently controlled information.
- Take into account the opinion of partners.

# Qualifications

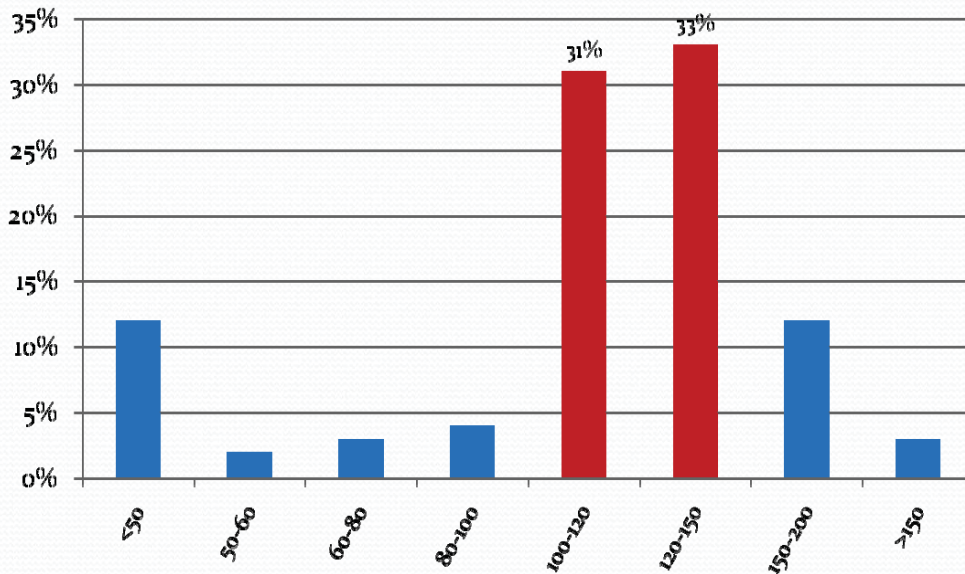
- Hungarian Tourism Quality Award
  - HOTREC accreditation, European 2Q sign
- TÜV Certifications
  - Medical Wellness Hotel (8 in Hungary)
  - ...



# A questionnaire statistics

- Questionnaires were sent electronically to 115 randomly selected 3- to 5\* hotels, which had wellness services. (95 were received for evaluation → 100%)
- 92% are operated as Ltd., 5% as joint stock companies while the share of limited partnership and foundations are negligible.

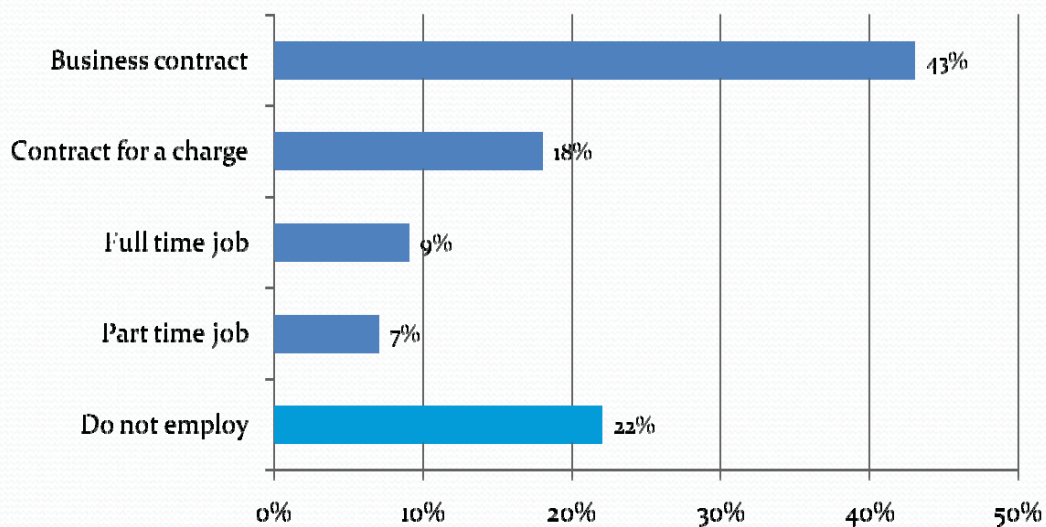
# The number of employees



- In 64% between 100-150 employees

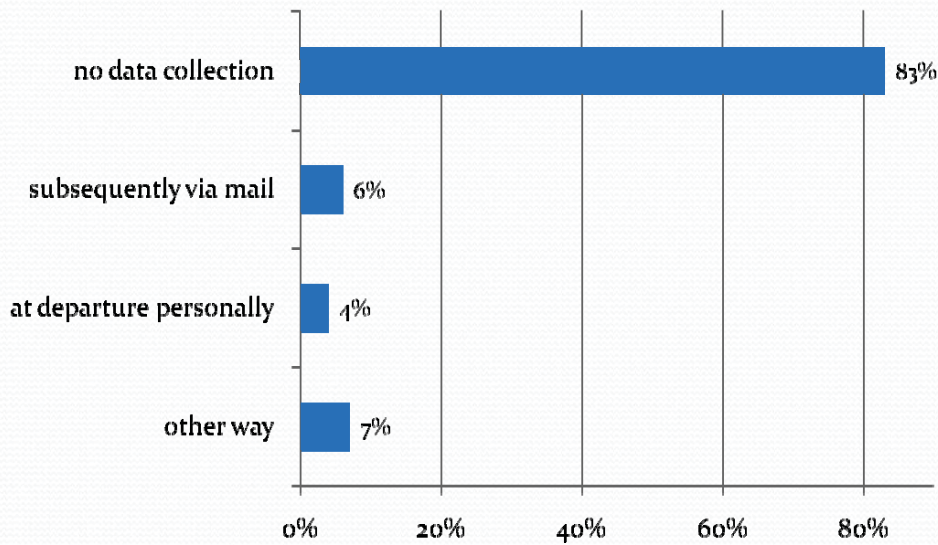
# RESULTS

78 Hotels had QMS according to the standard ISO 9001



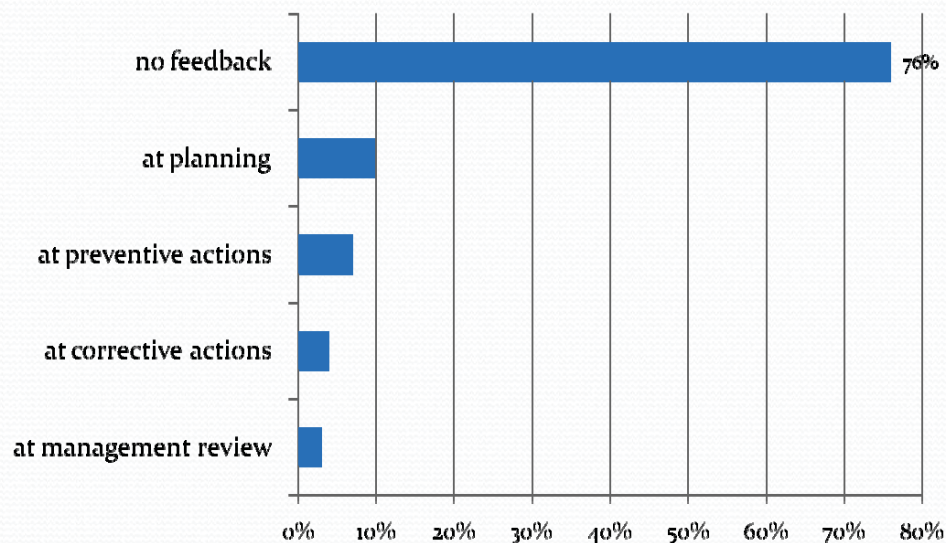
How do you employ quality responsible or expert?

# Measurement of guest satisfaction



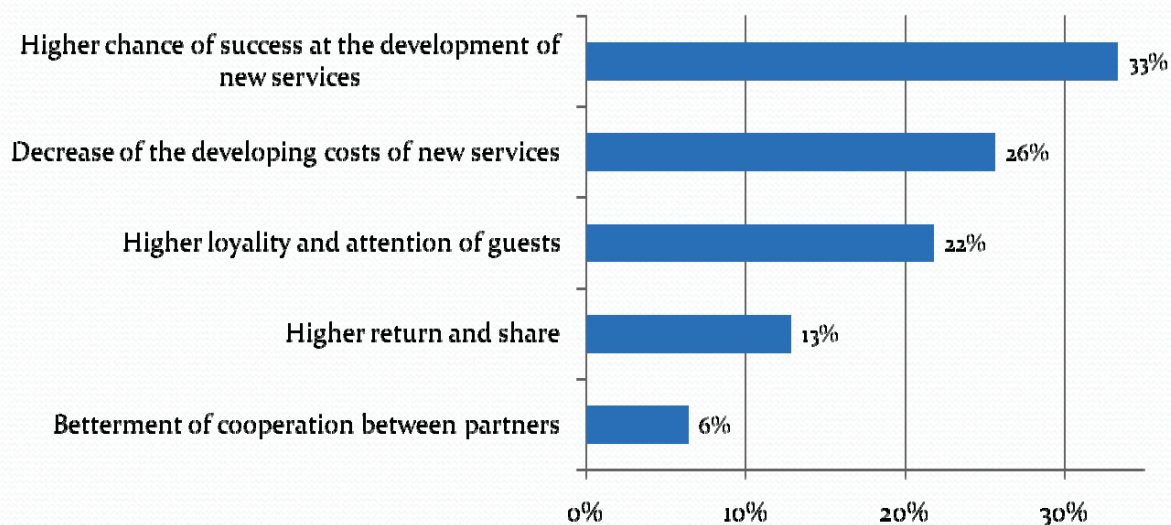
- Only 17% collect data about satisfaction!

# Guests' feedback



- 76% do not utilize these information at all

## Experienced advantages of QMS



## CONCLUSIONS

- Contrast between the condition of qualification of hotel institution and classifications as well as the provided services.
- ISO 9001 has already appeared and diffused also in this field, adaptation of special requirements would be needed just to this market segment.
- Special evaluation system for the qualification of organizational units of Hungarian Health Tourism.





Thank you for your attention!

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