

**Role Of The Image And Marketing  
Matrix In Medical Services And Their  
Impact On The Growth Of Medical  
Tourism In Saudi Arabia**

**“Applied To The City Of Riyadh”**

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**Summary:**

With an emphasis on the pattern of curative tourism knew and practiced in the days of the Romans, where the therapeutic resorts and curative springs, baths and widespread, in addition to the Pharaonic history that mention to the knowledge of the ancient Egyptians to this pattern, Nowadays with the increasing of the progress of civilization and technology in recent years and doubled pressure of life and different aspects of pollution and congestion have emerged many of the diseases of modern psychotherapy, anxiety and nervous tension, heart disease, etc., thereby increasing the need for tourism activity in general and especially for curative tourism, whether medical or therapeutic or preventive. Therefore, countries of the world are racing to attract tourism and therapeutics tourists from all over the world, relying on what it characterized at both the medical possibilities and natural resources with therapeutic properties. **The aim of this study** is to analyze the current state of curative tourism in general in Saudi Arabia, and study the effect of the quality of medical services provided on marketing and growth of curative tourism coming to the Kingdom of the application on the city of Riyadh. **The study relied on** a set of scientific references and studies, research and official reports and opinions tourist competent and medically related to the field of curative tourism, in addition to a field study based on the descriptive method was based on a questionnaire a simple random sample of patients who received medical treatment institutions in the city of Riyadh. **Came out research with a number of results** was the most important possession of the Kingdom of Saudi Arabia to the elements of curative tourism in all its forms and a private hospital, medical, however, that despite the efforts at the official level of the General Authority for Tourism and Antiquities, there is still a lack of marketing of this type needs to review in the coming years. **The research recommended** that the adoption of medical institutions in the Kingdom of the policy of development and marketing of curative tourism, and increasing forms of cooperation and coordination between the government and private agencies involved in curative tourism.

**Keywords:** medical tourism, medical institutions, the quality of medical services, hospitalization, the General Authority for Tourism and Archaeology.

**Research problem.** Saudi Arabia has a lot of elements of the pattern of medical tourism three types (medical - hospital - therapeutic ) , but the yield of Touristic demand for medical tourism in the Kingdom is still without efforts , especially with the recognition of the many experts in the field of quality medical services and the availability of ingredients therapeutic and hospital at the same time does not suit the marketing efforts made, and research focuses on the study of the current situation of medical tourism in the Kingdom and follow the views of specialists in the field of tourism and Medical Center on this matter , and study the effect of the quality of medical services on the market and the growth of medical tourism application on the city of Riyadh .

**First: what is medical tourism?****A. Presentation**

Revealed a lot of psychological studies that most of the people traveling to more than one target or driven by many motives , has been classified Macintosh motivated to travel to the four groups the most important motives therapeutic , no doubt in that there is a close relationship between health and tourism , People traveling either for treatment of certain diseases or for the prevention of diseases , and through residence in the areas of clean environment of pollutants , and their constituents what helps them to rejuvenate, tourism is an activity recreational and -recreational her payoff healthy on the existing by making tourism as an activity in containing within it the substance of medical tourism

( Solomon , 2009) . The colorful names that have emerged to express travel for therapeutic purposes between medical tourism and health tourism and medical tourism , all names invented and travel and tourism agencies and the media to describe the rapid growth in the activities of international travel across the country for the purposes of medical and therapeutic , namely the activities of travel therapeutic or medical accompanied by recreational activities and sports Within the framework of the average stay larger and the rate of spending greater . (Chatak, 2010) have begun to medical tourism in the era of the Romans as cared to travel for health reasons and remedial and construction of swimming hospitalization, and dependent medical tourism on the availability of properties and elements of natural existing environment such as the eyes of mineral water, sulfur, or water with a distinct chemical composition or the presence of radioactive materials

Natural sand or warm climate or pure good or moderate air dry to the other, which helps in the healing of many chronic skin diseases and diseases of the musculoskeletal system and the respiratory system. Add to the medical side depends on the availability of talent and human medical specialist to stimulate the growth of medical tourism (Shimy 0.2006).

**B. Types of medical tourism (baher, 2002)****1. Medical Tourism**

Aimed that the tourist to travel to the treatment of organic disease specific or surgery given in one of the clinics or medical centers, which rely mainly on medical skills and advanced devices in specialized hospitals, which are divided into grades or sectors by the service and facilities provided to patients provided by each hospital.

**2. Preventive Tourism**

Divided (Tourism preventive free) and includes all activities and patterns of tourism, which can get its human causes that support the level of performance for natural functions of the physical, psychological, mental, intellectual, and restore activity and get rid of the pressure neurological and psychological, through the transfer of human selective to the places that have the resources without being subject to the supervision of the Medical specialist on the exercise of activities in places of tourist destination. The second type is (preventive Tourism Organization), which exercised

Inside the clinics under the supervision of medical specialist regulator, which activities are often complementary exercised by patients of the pioneers during

convalescence after healing, practicing the sport and recreation in addition to sightseeing in the host country, and therefore exercised within the clinics hospitalization and under close medical supervision and specialized programs include specialized feeding.

### **3. Therapeutic Tourism**

Numerous definitions, but that most of the definitions have focused on the idea of hiring and utilization of natural resources created by God Almighty in the field of treatment and hospitalization resources such as climate, location, and the eyes of mud and mineral water, sulfur and sand.

Thus it can be divided into tourist traveler purpose of medical tourism into three segments (Jafar, 2003):

- Tourists traveling for medical treatment or surgical procedure.
- Travel for the utilization of natural resources in periods of hospitalization and convalescence.
- Travel to relax and revitalize under or without medical supervision.

Based on the above, the medical tourism of all kinds requires:

- Natural resources with therapeutic properties and hospital.
- Medical equipment and health, which depends on the activity (Hospitals - clinics - equipment and medical equipment - accommodation - the potential for recreational and sports activities ... and others).
- Specialized human resources

### **C. Types of health Resorts**

Include health resorts more than eight types of world (Shimy 0.2006)

- Resorts medical treatment and rely on superior medical care and hospitals.
- Resorts around the eyes and therapeutic mineral water or hot sand with radioactive and therapeutic properties. resorts with Natural
- Resorts beauty, sports, yoga and massage. Beauty & Holistic Spa
- Resorts sports. Fitness Spa
- Resorts recalibration of conduct for treatment of diseases of obesity and thinness, addiction and smoking. Behavior Modification Spa
- Resorts recreational activities and entertainment on the beaches. Resort Spa

### **D. Medical tourism market in the world**

Represent the movement of medical tourism in the world ratio ranging from 5 to 10% of the total international tourism, has proceeded the World Tourism Organization to send a form for data tourists entrants to the world of tourism explaining the purpose of the visit, and divided by the World Tourism Organization (recreation and vacation - Business tourism - visiting relatives and friends - medical tourism - religious tourism - for other purposes), and the ratio of 10% for medical tourism is the predominant during the last ten years (Suleiman, 2009).

**Second, the relationship between the quality of medical services and marketing**

Marketing literature abounds clarify a lot about the benefits and advantages of providing high-quality services, and is parallel to the concept of quality of service to a large extent for a number of other quality concepts such as total quality management and customer satisfaction.

Although eating quality of service from a number of angles, such as kidney excellence and superiority, which is provided by way of service, as well as the mental image of the facility, but there is no specific definition and agreed to the quality of public services (Berry and Parasurman, 1993). And quality of medical services in particular, and which varies between an identifier is, identification of patients for the quality of services provided varies The definition of workers in hospitals and medical centers and resorts therapeutic, is also affected by the definition of the quality of medical services expectations of patients and the severity of cases. The U.S. Institute of Medicine defined quality of medical services, the extent of the expected increase of the results

Envisaged health of health services provided to individuals and groups. Also known as the entity's ability to achieve the needs of its customers and exceed their expectations, as well as creating a product or service free of defects and deficiencies.

Seeking hospitals and medical centers and resorts therapeutic to demonstrate the extent of excellence and get the services specifications and high quality so as to obtain professional accreditation of institutions rely global , and important benefits that accrue to hospitals from behind to get accreditation to strengthen customers' confidence in the institution's ability to meet their requirements , but what they get of services in conformity with the required properties (Kahan and Goodstadt, 1999).

On the other hand focus of today's marketers to adapt the services offered by the desires and needs of the consumer and the beneficiary of the service, and even meet those desires become a major component of what marketing has a lot of marketing thinkers. The consumer satisfaction resulting from satisfying their needs and satisfy their desires a key component of quality. It also aims at marketing specialists to provide all the activities and processes that achieve consumer satisfaction without the submission includes any error (Fisk, et al, 1993), the quality of programs and projects designed to provide medical services check patient satisfaction without errors occur during the provision of those services.

Thus, the concept of quality of medical services and the concept of marketing of medical services are complementary with each other by having a recipe shared between the service provider and the beneficiary to provide a certain service quality standards specific, and play a quality medical service a key role in service design and marketing , we have become increasingly aware service organizations of the importance of applying the concept of TQM in achieving competitive advantage , become more aware of the beneficiaries and attention to quality, as well as the institutions have emerged , which means to apply and control , on the other hand , the marketing plays an important role in the development of quality of service , customer Vhajat and desires of the important factors in evaluating the quality of services.

As there were many definitions of quality medical services varied depending on the ways and attempts to measure and determine its dimensions, Fisher saw to its dependence on eight key dimensions: effectiveness, efficiency, technical, safety, access, personal relationships, continuity, and amenities. In last saw identified five dimensions are: cost, effectiveness, efficiency, equity, Health Safety (Lethbridge, et al, 1999)

### **Third, medical tourism in the Kingdom of Saudi Arabia (analysis of the status)**

#### **A. Kingdom's strategy in the field of medical tourism**

##### **1. Tourism Guide Health and hospitalization (General Authority for Tourism and Archaeology, 2010)**

Travel has become for health and hospitalization of the most important tourist patterns of economic returns generated by the tourism industry and the tourist destinations and the health sector. With the economic boom taking place in the kingdom and the great development of medical services in the pattern of tourism health and hospitalization of more tourist patterns are able to grow and development because of its Kingdom of ingredients suitable both natural ones or those created by the state and the private sector. Has given the General Authority for Tourism and Antiquities special attention to the development of tourism and the recovery of health through a number of themes to work with partners in the public and private sectors to provide the environment

And the development of appropriate products and services and programs, in addition to the development of specifications, standards, and procedures for health tourism programs and hospitalization in hospitals and medical centers in the health resorts and accommodation facilities which contribute in providing products and programs tourist value.

### **The importance of tourism health and hospitalization**

Tourism Health and hospitalization is a national tourism patterns in the development of national tourism strategy adopted by the Council of Ministers. Tourism and characterized by health and hospitalization rate of high spending tourists during the trip, in addition to the length of the flight patterns compared to other tourist attractions, in addition to the post accompanying the tourists on the trip and a link in the journey is often pursue multiple trips. From this perspective focused on the Kingdom through the General Authority for Tourism and Antiquities, the development of this pattern

The economic returns generated by the regions in which they are health resorts and hospitalization, whether medical centers or centers of physiotherapy and recreation.

### **The Success factor for private tourism offers health and hospitalization**

The success of the programs and offers health tourism and the recovery requires the attention of the medical facility and hospital and participate in its work on the application of a number of factors and criteria, including the following:

1. To be part of a program that offers an integrated tourism includes in addition to the treatment of other services such as travel, accommodation, transfers and tourism programs for the patient or escorts.

2. Working with tour operators licensed by the General Authority for Tourism and Antiquities to take over the management and marketing of tourism program of health and hospitalization of the facility.

The presence of management or employee who specializes in medical facilities or hospitals to take over the task of managing tourism program with organized tours, supervision and coordination between the organizer and tour the facility and the patient or the beneficiary and tourist departments and sections of the facilities involved.

4. The existence of a web site about the property shows potential and capabilities and services provided to tourists.
5. Involved with organized trips and others in the marketing of tourism programs through participation in specialized exhibitions and events .
6. And a system of evaluation and monitoring for the development of services and tourism programs.
7. The development of agreements between the parties participating in the program within the binding contracts each.

### **Its importance for the tourist**

Provides software products and health tourism and hospitalization achieve a lot of benefits to the target by patients or healthy. One of those benefits as follows:

1. Appropriate prices : programs are tourism health and hospitalization allow beneficiaries access to medical services hospital at prices lower than where it gathered Services products and medical spas and tourist flat rate and a discount in addition to the ability of the recipient to pick and choose the services at an affordable price of Facilities in different regions .
2. Quality Assurance: tour operators are keen to deal with medical facilities and hospitals holds certificates of international quality specifications and apply global and local interest and keenness of these installations to demonstrate its commitment to quality
3. Provide the latest medical technology in the medical centers. Where Medical Facilities that participate in the programs of health and hospitalization Tourism is keen to provide and use of modern technology in their services as they are interested in participating in tourism and health hospitalization to cover the potential in excess of those services using high technologies.
4. Personal Services: Provides programs and services for personal private entities participating in the program or those who provide them with full-time people to participate in the mission facilities meet the needs of tourists, which contributes to increasing the attractiveness of tourism health and hospitalization and tourists enjoy them.
5. Not to wait for an appointment: tourism programs are health and hospitalization working on patient access to services or tourist who wants them without waiting for appointments, where pre-defined and committed by facilities as part of the agreement between them and the tour organizer.
6. Entertainment programs associated with: Tourism provides health and hospitalization opportunity for tourists or his entourage to visit tourist attractions in the region,



which is located in the Medical Facilities and enjoy trips and tourist activities during the trip enjoyable and therapeutic hospital.

### **B. Types of tourist - Tourism hospitalization and health**

Commission works with relevant government agencies and the private sector in the implementation of marketing programs to attract a large number of those who wish to obtain the services of hospitalization, health, and take advantage of the possibilities of medical available in the Kingdom, and the absorptive capacity of local hospitals own (General Authority for Tourism and Antiquities, 2009).

#### **Types of tourism in the Kingdom**

Displays the General Authority for Tourism and Antiquities in the propaganda of the patterns of tourist attractions in the Kingdom under the title of "medical tourism" in the propaganda "what a tourist would like to know" what follows:

Saudi Arabia is one of the best countries in the Middle East in terms of their interest in matters of health and medical centers, and citizens in the kingdom enjoys a high standard of health care premium free, and these include health services any visitor coming to the Kingdom to perform Hajj and Umrah.

Benefits include health services available in the UK more than 315 hospitals and almost 35 center to be the sum total of the number of beds more than 64,000 beds and are patient care by more than 100,000 specialist doctors and nurses.

Create an enhanced program of hospital medical training plan with goals and big ambitions, where she founded five training centers in each of Abha, Dammam, and Jeddah, Medina and Riyadh, as there are four hospitals renowned and fame at the global level. In Riyadh find King Faisal Specialist Hospital and Research Center, which offers a variety of medical facilities, and provides analyzes in its own laboratory, including the treatment of malignant diseases and heart disease (including King Fahd National Children's Cancer) and services for orthopedic surgery, pediatrics, and the City of Prince Sultan bin Abdulaziz humanitarian Services are a huge complex

New means all kinds of physical rehabilitation and progress rapidly worldwide reputation for his successful work and achievements of the therapeutic, as we find the center of the King Fahd Medical Center in Yanbu, which contains 342 beds and includes a medical unit specializing in the treatment of the effects of burns, and specific sections of the nose, ear, throat and eye surgery and dialysis. While providing King Abdul Aziz Hospital in Jeddah year a wide range of services and general medical treatments, as the King Khaled Hospital Eye, which opened in 1402/1982 to deepen and install

Himself one of the most important hospitals Middle East leaders in the field of treatment of diseases of the eye and do pioneering research in this field.

In recent years Delegation many visitors from neighboring countries and abroad to take medical advice or procedures medically often accompanied by family members and in most cases the Visitors Muslims coming for medical purposes to benefit from their presence in the Kingdom to perform Umrah or a short holiday in parts of the Kingdom with their families.

And what is available in the Kingdom of hotel services of high quality and variety of levels to suit different income levels, and hospitals modern equipped, the Kingdom has become one of the favorite actors for visitors who want to take advantage of the facilities and medical services and enjoy at the same time to spend an enjoyable holiday with relatives and friends (General Authority for Tourism and Antiquities, 2011).

### **C. Efforts and activities of the Kingdom in the field of medical tourism , both medical and therapeutic**

- Kingdom participates in the international exhibition for medical tourism and vacations in Bahrain

Kingdom participated represented in the Supreme Commission for Tourism and the Ministry of Health in the international exhibition for medical tourism and holidays , which was held in the International Exhibition Center in the Kingdom of Bahrain during the period from 3 to 5 from a November under the umbrella of the Supreme Commission for Tourism in partnership with the Ministry of Health , for the third year in a row , a the most important exhibitions specialized in medical tourism in the Middle East, where launched the exhibition in the State of Bahrain in 2003 , targeting the Kingdom of their participation in the exhibition , which lasts three days to highlight the tourism product of medical and therapeutic Saudi Arabia on the map of world tourism and display the characteristic of products and services, tourism and medical treatment in Kingdom and to highlight the tourist attractions of support for the tourism industry

Medical and therapeutic addition to the promotion of cooperation and integration between the companies involved and direct contact with the media and the consumer and tourist companies tour operators , especially the Gulf . The participation of concerned parties in the therapeutic range of public and private sectors under the umbrella of the Supreme Commission for Tourism and the Ministry in the framework of the TRA initiatives in the development of tourism products and marketing , including medical tourism and partnership with the relevant authorities in the field of health services , especially as medical tourism is one of the most important markets World Tourism and what the hospitals and health centers of treatment programs and specialized medical care , adding that the authority is seeking to investment potential of advanced medical humanly and technically and scientifically to provide excellent tourist product contributes to the diversification of tourist products .

Participants concluded in the Saudi Pavilion participating in the international exhibition for medical tourism and holidays , which ended finally in the Bahraini capital Manama cooperation agreements valued at about 375 million rails ( 100 ) million. The exhibition has succeeded in introducing medical tourism in the Kingdom as a tourist destination a new addition to the agreements of cooperation and mutual understanding between the wing and Saudi officials wings countries Iran, India, Singapore, and Germany. And participated in several Saudi wing views , notably: the Ministry of Health , King Abdul Aziz Medical City National Guard Hospital, King Khalid Eye Specialist Hospital , DSFH , Inc. Corium medical, Saudi German Hospitals Group, Specialized Medical Center, Center Mayes, and Mutlaq Hotel, and has achieved this year had good success through the organization of joint meetings between hospital officials and Saudi companies and their counterparts from other countries and will

produce these meetings - God willing - for good projects benefit of medical tourism in the Kingdom and the participating sectors. The Commission is seeking is seeking partners with the medical sector of the public and private tourist packages to work in the field of medical tourism enables patients to visit tourist attractions in the country (the General Authority for Tourism and Antiquities, 2012).

### **Council of Saudi Chambers participate in the International Conference for medical tourism in Jordan**

(National Committee of Health (f) of the National Commission for Tourism) Council of Saudi Chambers participated in the work of the International Conference for medical tourism in its version fifth to be held this year, the Dead Sea in Jordan organized a " Private Hospitals Association in Jordan , " in cooperation with " the American Society for medical tourism " , was able to discuss a number of themes related to this sector and its future in Jordan and the world, in addition to investment and development cooperation mechanisms and the movement of patients . , and attended by more than 350 participants from 26 Arab and foreign countries , and his exposition of the different actors in the tourism sector therapeutic and specialized hospitals .

The aim of the Kingdom's participation in this conference is available on the experiences of others and the exchange of constructive ideas in the areas of medical tourism and hospitalization , and use them for the development of health services as well as services provided by tour operators in the Kingdom in cooperation with the private hospitals , especially since tourism health and hospitalization has become of great interest , where the team was formed between the Council of Saudi Chambers , represented by Chairman of the National Committee and director general of health programs and tourism products at the General Authority for Tourism and Antiquities and a number of representatives of the Ministry of Health as well as representatives of the tour operators to discuss the possibility of developing tourism Health and hospitalization in Saudi Arabia where he was held in last year's General Authority for Tourism and Antiquities in cooperation with the National Health Council of Saudi Chambers and workshop for the industry in Riyadh and Jeddah manages international expert in medical tourism , Dr Prem Jakyazze president of the American Congress for medical tourism across the live broadcast with a number of branches of authority in the regions, who expressed his admiration to note the tremendous development in the Kingdom's hospitals that meet the latest technical equipment , technical and diagnostic and said he could hospitals Arabia to attract a progress from the Gulf states, which are not available most of the same capabilities and the quality of services , also said that Saudi Arabia is available with all the ingredients for therapeutic tourism sophisticated and competitive in the region ( the Council of Saudi Chambers , (2012 .

### **- Tourism Authority and the Ministry of Health to Host Two medicals seminars about medical tourism in the Kingdom**

Organized by the Supreme Commission for Tourism in partnership with the Ministry of Health seminars medicals about medical tourism in the kingdom, on the sidelines of the International Exhibition of medical tourism and holidays, which was held in the exhibition center, the world of the Kingdom of Bahrain during the period

from 12-14 November, corresponding to 14 to 16 December 2005 AD under the umbrella of the Commission and the ministry. And participated in the seminar a number of specialists and academics in the medical field and Tourism, and included seminars on lectures on medical tourism and herbal therapy, tourism Treatment in the Kingdom and the reality and the future, the concept of medical tourism, and its components in the Kingdom, and the development of health services, market size of medical tourism in the country, and the challenges and obstacles facing this market, and the best means to develop the market of medical tourism, the role of Saudi doctor in medical tourism and health development, and infrastructure in medical tourism in the Kingdom, and procedural developments that serve this area, medical tourism in the Kingdom of facts and figures.(General Authority for Tourism and Archaeology, 2005).

- Valley propellants and Jazan most prominent sites in Saudi hospital

Dr. Iyad bin Abdel Fattah Eagles professor of medical tourism in Isra University in Jordan, that the regions Saudi Arabia is rich in viable therapeutic tourism, especially in the valley of propellants and Jizan , pointing out that the number of tourists intent treatment reached about three million people in the world , with an average spending reached 78.5 billion dollars. He added Dr. Eagles during a workshop organized by the General Authority for Tourism and Antiquities, under the title " health tourism " on the sidelines of the Forum Travel and Tourism Investment Saudi 2012, that health tourism is a set of activities related to treatment and asked the health service and entertainment performed by persons travelers outside their environment usual , as Tourism is divided into two types: a clinical hospital , and the hospital in Spas and treatment centers in natural sites , pointing out that the average annual growth of health tourism in the world arrived at between 20 and 30 per cent . The eagles that the desire to get physical therapy away from the drugs industry in hospitals is one of the most important reasons for the demand for health tourism , in addition to the desire to renew the outlet and renew the vigor and vitality , especially with the provision of components attractive in the same place , such as hotels , restaurants, and places Physical therapy and massage , which creates a new tourist pattern fits the needs and desires of individuals and target segments , and contribute to improving the economic level , and increases in support

National income and create additional employment opportunities. And that health tourism can handle many incurable diseases , such as the erosion of the vertebrae and the muscles and stiffness , and skin diseases Kalphaq psoriasis and the disappearance of the color of skin , diseases of inflammatory arthritis Karomatesm , heart disease and hardening of the arteries and respiratory diseases , diseases of the circulatory system and high blood pressure , in addition to the Urology Rubble and anemia , and some diseases such as infertility women , suggesting a number of steps that contribute to the success of the therapeutic tourism projects in the Kingdom , including the establishment of an independent government body for the development of health tourism , and the development of standards

The controls for the services provided in the hospital sites, and work to establish a partnership between the hospital management sites, colleges, scientific and medical tourism in universities. And about his opinion on the sites of therapeutic tourism within the Kingdom and how to develop them, he stressed that the Kingdom is rich in the components of this type of tourism, and that what you need is a basic provision of

superstructures and infrastructure for tourism hospital transportation, restaurants, hotels and tourism police, and the adoption of regulations and rules of professional legal, in addition to the formation of independent bodies mission management development projects sites within the Kingdom of hospitalization (economic 0.2012).

- Warm eyes (Jazan) (Terhal 0.2012)

- Jazan region includes many warm eyes, which are a popular destination for those looking for certain health treatments, in addition to being a magnet for the curious who the arham unusual natural phenomena. And we will stop at this number in front of the eye warm province plowing. Known as the "Alkhobh" This is just an eye for the city of Jizan nearly eighty kilometers to the south-east, and about three kilometers from the main road leading to Alkhobh. In this way one can be seen pulling the white fumes rising from the waters, which account for about 70 ° C

By passing in the depths of the earth near the areas of volcanic magma. The flowing water is very warm this eye in the Valley chelation near them. In spite of the intermixing of water waters Valley. It stays for almost a kilometer heated to a degree deter visitors from Showering during the summer

Visiting these eyes warm Balkhobh two categories of visitors, there is the destination to enjoy the natural scenery surrounding leisure only, but many others search for a cure their health problems, which have proven medical studies of this hot water to treat such skin diseases, psoriasis, allergies, rheumatism Refers specialists in the field of medicine that spring water warm flowing out of the ground strongly pressed toward the ground among the rocky crevices in accordance with the water level and the nature of the ground, and by the presence of this water in underground reservoirs, they gain heat from the heat of its surroundings, and in the case of eye Alkhobh, the water temperature almost close to the boiling point Despite the loss of some of this heat on its way to the surface, it may reach up warmly sometimes 70 ° C a maximum. The water color is yellow or yellowish tilted by type of salts and minerals dissolved during penetrate the rocks containing these salts and minerals And that these warm water containing the chemical characteristics of the 14 chemical element, such as calcium carbonate and calcium salts dioxide and silicon acid and sulfuric acid and radiation "gamma" dissolved in water (travel 0.2012)

In a study for the development of the eyes and warm filling led Jazan (General Authority for Tourism and Antiquities, 2009)

Operates the General Authority for Tourism and Antiquities on the dam project north of Jazan in a mountainous area near the dam and the lake can be accessed through the traffic on the body of the dam, and then walk on a bumpy road for the quirky 1.5 km almost even eye site. The site includes streaming eyes emerge from the cracks in the rock and surrounded by a natural hole diameter of 1.5 meters and a depth of 0.50 meters And overlooking the lake and the dam ranging degree between 50 to 61 degrees Celsius, and surrounded by trees and plants from different point of the lake is surrounded by mountains and from the opposite side, and the advantage of the site, but the beauty of nature that the flat space near the eye is limited.

**The idea of the project:**

- The establishment of an environmental inn and take advantage of the warm eyes in the field of tourism hospitalization spa as there are many things to do Active including:
  - 1-Doing hospitalizations through the eyes warm refine and update the methods of the exercise of this activity (the formation of pools or bathtubs from natural rocks).
  - 2 - The establishment of maritime activities such as eco-friendly (Sailing, fishing), particularly as the permanent lake throughout the year
  - 3- Provide local products and popular dishes such as private in Jazan Alhaniv, Almrsh, Khmer, Almgch and many others.
  - 4 - Provide dances and folk arts that characterize the region.
  - 5 - Establish a mini market for handicrafts, which are characterized by the region as well as aromatics such as Jasmine and Alkazy.
  - 6 - Activate walking through expeditions to the site

**D. Marketing medical tourism (medical and hospital) in Saudi Arabia**

- Saudi officials call for investment in the field of medical tourism in the Kingdom

Seeking those responsible for tourism Arabia in a lot of forums and meetings and, most notably, Director General of the programs and tourism products to encourage investors and companies operating in the tourism sector to invest in the field of tourism health and hospitalization (medical tourism), which is a tourism investment task that financial returns especially high with the availability of a lot of natural ingredients and high medical potential of the Kingdom That will help the success of this type of tourism, considering this type of tourism, a tourist patterns identified by the national strategy for sustainable tourism development approved by the Council of Ministers. The economic importance of high spending tourists to the health and hospitalization during the trip, in addition to the duration compared to other tourist patterns And the appropriateness of hospitalization and health tourism to the kingdom? Referred to that enjoyed by the Kingdom of the health services are not available high in many countries, both in the quality of services or competencies or medical technology or medical specialties, in addition to the appropriate cost. This has contributed to the desire of many people inside and outside the Kingdom to take advantage of that potential during their search for good health and hospitalization and come to the Kingdom. And services available in the Kingdom and rare medical specialties in all areas of health, with the availability of energy redundant if it is a small percentage in certain times of the year consequently, the exploitation means the development of this type of tourism to exploit the excess energy. The significant growth of hospitals and private medical centers and medical services provided to high-quality plain of the possibility of the development of this style design for ease of tourist programs serving this area The development of tourism health and hospitalization requires the development and application of high standards for the services provided to tourists and thus benefit the citizen also, what contributes to the wishes of the citizens in the medical services or accompanying high quality, and the marketing of those services to other categories contributing to lower their prices for the Citizens. There are many medical specialties that have characterized Kingdom specialties such as surgery, eyes and teeth, and a lot of other disciplines that can bring the kingdom where a great success There is a team of the General Authority for

Tourism and Antiquities and the Ministry of Health is working to identify the elements of the development of medical tourism, including medical specialties in which additional energy in excess of the needs of citizens, or those that can be invested in the private sector. The Kingdom has a lot of natural ingredients suitable for tourism health and hospitalization. Kalenaabie warm, natural environment appropriate will enable the Kingdom of leadership in multiple areas of tourism health and hospitalization benefit and economic benefits and employment opportunities to the people of those provinces where there are those ingredients. One of the areas that can be provided the respect of physical fitness, and cosmetic care, and the right diet, and the fight against obesity, meditation and the desire for comfort, and enhance mental activity and a sense of the surrounding environment. And seeks the General Authority for Tourism and Antiquities for the development of tourism sector is an important tour operators who are on their way for the design and marketing of tourist programs for health and hospitalization. The authority is working with other government agencies and the private sector on the development of tourism investments, which include the development of spas and medical both those based on the elements of a natural Kalenaabie warm or those approved to provide services for health and hospitalization. Kalmntgat health or health services, hospitalization and sports facilities coming or those being developed or designed such as hotels, resorts and other. The development of tourism health and hospitalization (therapeutic) in the Kingdom will contribute to providing employment opportunities such as translators and guides and marketing of therapeutic tourism programs, and workers in the areas of additional services such as transportation, medical, and providing services at airports and special visas for the beneficiary and his companions. With the provision of tourist programs to the beneficiary or the accompanying increase the value of this pattern and give them the opportunity to see the elements of the kingdom, cultural and natural large, with the correct identification of the Saudi people, values, customs and traditions and ancient stemming from Islam. All the regions of the Kingdom to take advantage of a pattern of tourism health and hospitalization, was unique to some areas, the availability of the elements of a natural occasion for some resorts tourism health and hospitalization, and the other can provide appropriate medical services for additional marketing, and the other can provide recreation or hotel services associated and it. Has been found on many international experiences in the field of development of tourism and health and hospitalization services, products and programs. There are many countries that progressed in the field of tourism and health and hospitalization has become a major income-generating more than other economic areas. The included countries that were surveyed experiences European countries, Asian and North American and South. It also obtained a copy of the strategies of these countries for the development of tourism health and hospitalization. The minister has already Oqurmci national tourism development strategy, which identified many of the elements of the development of tourism health and hospitalization. There are many markets that can be targeted tourism Saudi health and wellness, for example, European countries and the countries of East Asia and Africa, which requires citizens to hospital services and health available in the UK or that can be provided, especially for Muslims living in those countries or for seniors, retirees and those who possess the financial capacity suitable with availability.

atmosphere is very suitable as a chapter in the Kingdom , for example, that the winter weather will be difficult in those countries . The team is working with the Ministry of Health to identify countries that could be targeted programs for tourist marketing tourism health and hospitalization in the Kingdom ( General Authority for Tourism and Antiquities , 2011 ) .

- Experts: Saudis are failing to invest in their country, the elements of health tourism  
However, despite all these possibilities that can service the pattern of medical tourism in the Kingdom there are still views expert weak marketing efforts of this tourism in the Kingdom, during the workshop set up by the General Authority for Tourism and Antiquities, under the title "Tourism hospitalization" expert stressed Tourism hospitalization and president of the Association products hospitalization Turkish Dr Zaki Karkol that the Saudis did not invest its contents Kingdom of sites rich in hot water, mineral and volcanic ash in the field of health tourism, despite the importance of this type of investment and the economic feasibility of high However, he praised the role played by the General Authority for Tourism and Antiquities to work with the private sector and other government agencies for the development of tourism hospitalization and stimulate investment in the establishment of a number of its centers, pointing out that it needs to provide facilities of high quality with the importance of having qualified capable management and also standard specifications for work in installations. The expert stressed that the Turkish Health Tourism and hospitalization a tourist patterns important financial returns high, especially with the availability of a lot of natural ingredients and potential high medical Kingdom That will help the success of this type of tourism. They can also provide hundreds of job opportunities for the people of the kingdom to specialize in areas such as management, operation and marketing of hospital facilities . He pointed out that investment in the field of tourism hospitalization safe side with a high percentage of users of hospital services spoiled on that as an expert in this field for more than 30 years and during that period did not find any company or entity operates tourism hospitalization lost or shut down its project . He pointed out that this kind of tourism thereunder several other divisions , the most important preventive care , noting that physical therapy has become more influential on people and get them to put their priorities within the travel And tourism, noting that the success and excellence of some countries in the global tourism hospitalization and especially Turkey. He added that Dr Karkol Kingdom need to develop tourism hospitalization and investment elements of health tourism and the development of resorts, hotels and establishments that provide those services, many regions of Saudi Arabia is rich in mineral and hot water, and are found in abundance, but exploitation is very weak. (Riyadh, 2011).

- The views of some doctors and specialists in the marketing of medical tourism in the Kingdom

According to some experts, tourism and medicine to the marketing of medical tourism is not brought up to the present day, or even one of the priorities in the short-term plans for the majority of private hospitals in the Kingdom, and that accounts for the presence of heavy domestic demand is one of the reasons He adds that most hospitals do not even



see this day, the need for it, pointing out that the marketing departments in most hospitals are sections need a lot of development, support and future plans so that stems from the study of the need for and feasibility of orientation to the industry by the agenda priorities puts the provision of service to customers key (city and region then the country in general, according to each hospital) before heading to the outside and see that the plans must be coordinated with the rest of the providers of medical services in the region. Some point out that the QTA must play a more active aim of introducing this topic attaché offices in Monarch with print handouts and meta tags in its website and disciplines in every hospital is able to deliver medical featured. And the level of the spread of medical tourism, the numbers are still without ambition, but promising, Val sour in this kind of tourism is in the marketing programs of medical facilities in the Kingdom, which is no doubt it has the potential and the high-end services in the field of medicine the view of a number of doctors in the fields and Medical Facilities different that future plans for medical tourism must be based on areas that are distinguished by the others in the kingdom until this motivating patients to come to us from abroad, especially as it has become my kingdom leadership in many medical specialties that are placed at the head of the program, and these disciplines Heart surgery, where surgeons operations being open-heart surgery tummy tuck and kidney transplants and the use of endoscopes, as well as the diagnosis of oncology, including radiation therapy and chemotherapy for tumors, and we have exclusive unprecedented in the field of oncology at the level of the Arab Gulf states. The cosmetic surgery comes from within these disciplines that must be placed at the head of marketing plans as well as orthopedic surgery specialist consultants specializing in the areas of very precise, there are surgeons of the joints only, and others for children and surgeons for the afternoon and the other, which is not available in specialized centers within the Queen and abroad. And adds others that the plans should include programs IVF and assisted reproduction, one of the programs that need to privacy and confidentiality superior and application technique PGD aimed at the birth of children free of genetic diseases, in addition to the programs of the treatment of obesity and weight, which depends not only on the processes linking stomach and modulation, but also through the use of specialists and psychologists and sociologists specialists feeding. In order to create the patient psychologically and physically, and there are programs diabetics, endocrine, one of the programs that need to be of international standards because of the need to pursue the possible complications of diabetes and patient care through sophisticated equipment to detect all endocrine diseases and treatment esoteric or surgically, and there are other programs, such as programs teeth and programs sight distinctive specialties minutes per parts of the eye, the retina, eyelids, tear ducts, and children's eyes squint and lazy eye, cataract (cataract), blue Water (glaucoma), system surgeries per day. Has exceeded some doctors in their opinions the medical aspects of the administrative and organizational aspects by referring to the need for harmony between the government departments concerned, and cooperation and coordination and facilitation of administrative procedures is essential to get to make the country as one of the sponsors for this service there must be c Or by linking a global tourist companies or even by the formation of a national body consisting of a common means different sectors and coordinate marketing this service in cooperation with Saudi Arabia representations abroad. Add to propose

Website to place the required information from the patient, facilities and sent to a hospital or given to all hospitals and hospital, which sees the same efficiency. Companies and offices to market medical services in other countries. Or by linking a global tourist companies or even by the formation of a national body consisting of a common means different sectors and coordinate marketing this service in cooperation with Saudi Arabia representations abroad. Add to propose Website to place the required information from the patient, facilities and sent to a hospital or given to all hospitals and hospital, which sees the same efficiency. Notes Dr. Ahmed bin Abdullah Al Ali, Deputy Executive Director Saad Specialist Hospital and member of the Health Committee, the Chamber of Eastern that there are some challenges and obstacles facing the market of medical tourism in the Kingdom, and the steps that can be taken in this context, to reduce the high costs of treatment (although the costs hospitalization outstanding Kingdom much less than the cost of hospitalization That offer the same level of service to European countries or North America) as well as to facilitate the procedures for obtaining tourist visas for the purpose of treatment (therapeutic underselling), and the elimination of all organizational and procedural barriers that inhibit the flow of investments in the health sector in the Kingdom. It is also important launch offers integrated tourism therapy include tourism and encourage the health sector to participate with other partners in the tourism sector Finally, it is important to increase the number of exhibitions and conferences held abroad and the development of programs for the development and marketing of tourism programs of health hospitals and specialized medical centers and the provision of international experience in the marketing of medical tourism and the development of an integrated strategy for the development of the market of medical tourism in the Kingdom, especially as medical advances Saudi Arabia and the availability of qualified medical and specialized hospitals and availability of drugs, the whole of the Kingdom that allows occupy a leading position in the field of medical tourism (Riyadh, 2009).

### **Tourism statistics therapeutic kingdom Saudi Arabia**

Generally do not indicate tourism statistics official in the Kingdom to the pattern of medical tourism style mainly within the purposes of the visit, but suggest for business purposes, conferences, visiting relatives and friends, holidays, religious purposes, then (again), and therefore include the (other) pattern of medical tourism and come to the Kingdom for medical and hospitalization with other patterns, which is an indicator of the non-arrival of this pattern of expectancies or its purpose to explicitly mention the purpose of visiting the Kingdom. In 2004, statistics indicate issued by the General Authority for Tourism and Antiquities Center for Tourism Information and Research (MAS) Mas to other purposes of 8%, and indicated other statistics for the same year that the length of stay for flights incoming tourism for the purposes of health ranged between (8-28) for the night and arrived in some cases to 90 for the night. The local tourism for the purposes of health in the same year represented 231 thousand trips, by not more than 2% of the total flights inbound tourism While tourism depart outside the Kingdom for the purposes of health amounted to 4% of the total tourism-out. (Diamond, 2004). While in 2006 recorded the purpose of the visit (other) accounted for 10% of total inbound tourism to the Kingdom (Diamond, 2006) and in 2010 recorded tour expatriate according to the purpose of the visit was an increase from previous years to reach purposes (other) including tourism therapeutic ratio (13.6 %) (Mas 2010).

#### Fourth: The field study

Research methodology included a field study relied on the descriptive method, by identifying directed to a simple random sample of patients who received treatment in a hospital or medical institutions Riyadh, whether they are Saudis or of other nationalities, and the sample size was 350 single. Polled about the axes of quality medical services, which they had obtained, and the impact of media publicity and the media to attract them to these medical institutions, as well as to rely on the data of the study conducted by Bank economic information in Riyadh Chamber of Commerce about the medical sector in the city of Riyadh.

In (2008) conducted a data bank's economic Riyadh Chamber of Commerce about the medical sector in the city of Riyadh, where the qualitative distribution of the medical sector, as follows:

Table (1) the distribution of categories of medical institutions

Specialization	Number	Percentage%
Private Clinic	142	29
Dispensary	252	52
Specialized center	71	15
Hospital	20	4
Total	485	100

(Source: Bank Economic Information, 2008)

Figure (1) the distribution of categories of medical institutions

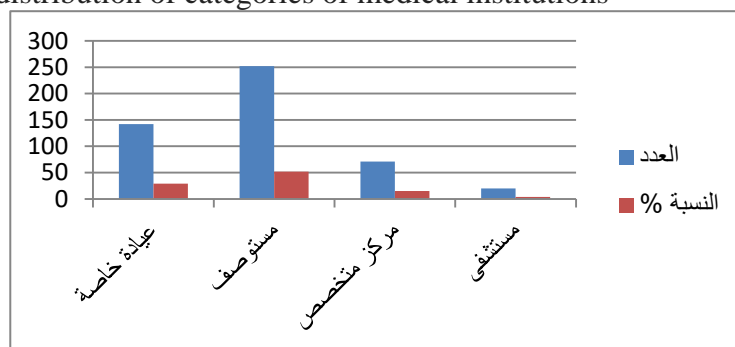


Table (1) and (Figure 1) clear that most of the medical sector in Riyadh contains private clinics and dispensaries formed in a total of approximately 80% of the total sector.

Table

(2)

Geographical distribution of medical institutions in Riyadh

Geographical location	Number	Percentage%
South Riyadh	87	18
East of Riyadh	104	21
North of Riyadh	171	35
West of Riyadh	48	10
Central Riyadh	75	16
Total	485	100

(Source: Bank Economic Information, 2008)

Figure (2) Geographical distribution of medical institutions in Riyadh

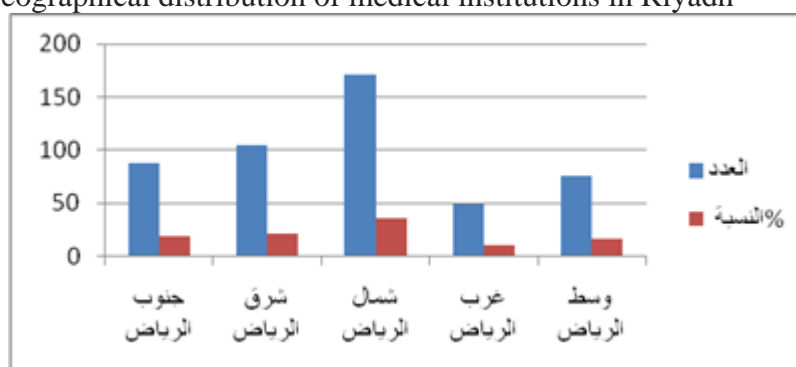


Table (2) that a significant proportion of health institutions located in the north of Riyadh by 35%, followed by East Riyadh by 21%.

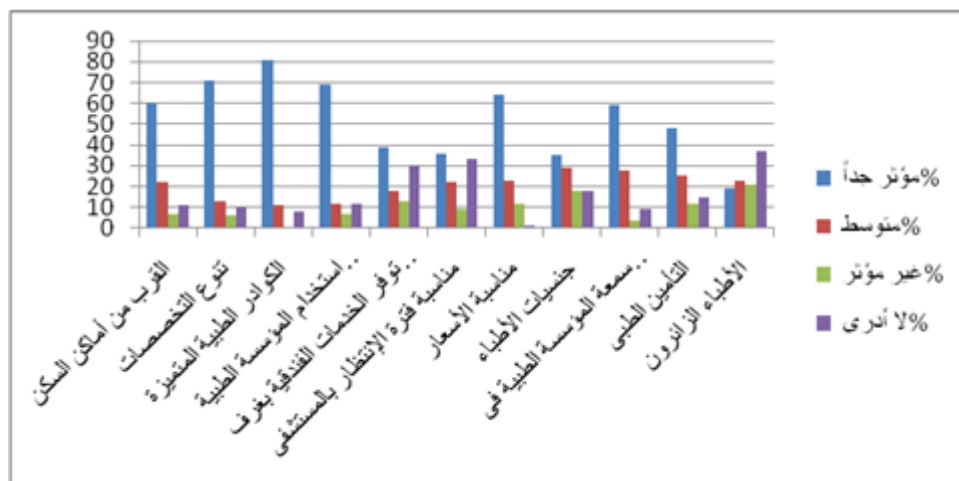
The questionnaire included directed to a sample of patients who received services in medical institutions in Riyadh on three basic elements: (I) the factors that prompted the patients to deal with these medical institutions, (ii) the impact of media advertising and various motivate and attract them to medical institutions specific, (iii) the degree of competition between the types of medical institutions, which is evident in the following analysis

(A Catalysts patients to deal with these medical institutions

**Table (3) catalysts patients to deal with medical institutions**

Catalysts	Very influential %	Average %	Ineffective %	I do not know %	Total%
Proximity of Accommodation	60	22	7	11	100
The diversity of disciplines	71	13	6	10	100
Medical staff excellence	81	11	0	8	100
The use of the medical establishment of modern technologies	69	12	7	12	100
Hotel rooms provide the services patients	39	18	13	30	100
Suitable waiting period in hospital	36	22	9	33	100
Suitable price	64	23	12	1	100
Nationalities doctors	35	29	18	18	100
The reputation of the medical establishment in a particular specialty	59	28	4	9	100
Medical Insurance	48	25	12	15	100
Visiting Doctors	19	23	21	37	100

Catalysts patients to deal with these medical institutions



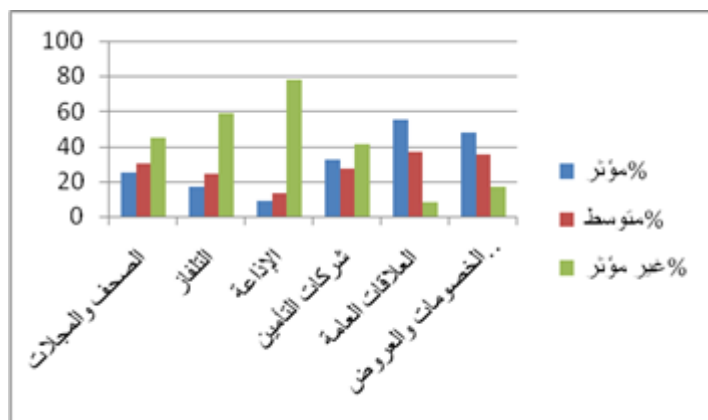
Evident from the table (3) and (Figure 3) that the most important stimuli influence and which are paid patients to choose their institutions Medical is a medical staff excellent (81%), the diversity of disciplines (71%), suitable prices (64%), and the reputation of the medical establishment in the field

(B) the extent of the influence of media and advertising on various motivate and attract them to certain medical institutions

**Table (4) the effect of media advertising on the selection of patients between medical institutions**

Means	Influential%	Average%	Ineffective%	Total%
Newspapers and magazines	25	30	45	100
TV	17	24	59	100
Radio	9	13	78	100
Insurance companies	32	27	41	100
Public Relations	55	37	8	100
Discounts and special offers	48	35	17	100

**Figure (4) the effect of media advertising on the selection of patients between medical institutions**



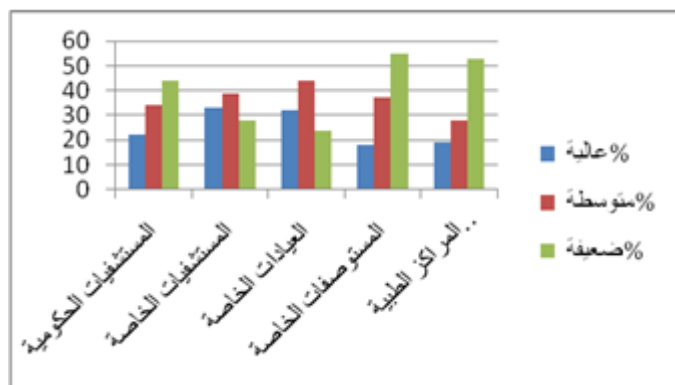
Evident from the table (4) and (Figure 4) that means more publicity and advertising in influencing the decision of patients to choose a particular medical institutions are public relations (55%), followed by discounts and special offers by (48%) of the total sample

(C) The degree of competition between the types of medical institutions

**Table (5) the degree of competition between medical institutions**

Medical institutions	High%	Medium%	Weak%	Total%
Government hospitals	22	34	44	100
Private Hospitals	33	39	28	100
Private clinics	32	44	24	100
Private clinics	18	37	55	100
Specialized medical centers	19	28	53	100

Figure (5) the degree of competition between medical institutions



It is clear from Table (5) and (Figure 5) that the medical institutions more competitive and more of choices by the patients in the sample are: private hospitals by (33%) and private clinics by (32%).

## Search

## Summary

Arrived to search results can be summarized as follows:

Saudi Arabia has the potential and resources of many serving the field of medical tourism branches of the three therapeutic and preventive through natural ingredients with healing properties in many parts of the Kingdom, in addition to the side of Medical Center by medical institutions varied from hospitals and specialized medical centers, clinics and dispensaries and human cadres sophisticated and potential technological advanced in medical fields and branches of many health and Efforts concerned authorities in the Kingdom such as the General Authority for Tourism and Antiquities and the Ministry of Health and the Council of Saudi Chambers of numerous efforts at the level of coordination and cooperation of marketing for medical tourism to the kingdom, but that the assessment of experts and specialists Under Touristic demand limited to medical tourism to the kingdom - taking into consideration that in the growing despite limitations - believes that the marketing efforts still have a long way to go to achieve its intended

Recommended a variety of moves, including:

- Support regulatory efforts, including the tourism programs of integrated medical tourism and marketing at the international level density
- Facilitate the procedures necessary to obtain a visa to the kingdom, including therapeutic support medical tourism.
- Post medical institutions of all categories in the therapeutic strategy of tourism development through the enthusiastic support and intensive marketing efforts in this regard.
- Continue to support quality systems for medical services medical institutions in the Kingdom as is the key to repeat the visit and marketing through a reputable international medical excellence and the spoken word.
- Intensify efforts posts in exhibitions, conferences and seminars, medical tourism and concerned for the marketing of medical tourism to the Kingdom
- Taking the advice of specialists in the medical field to make the UK market for medical tourism is based on specialization through excellence in the fields of medical and therapeutic certain, during which the Kingdom of gaining a global reputation of excellence in this area

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