

Comparative analysis of medical tourism with an emphasis on geographic factors in the cities of Shiraz and Rasht

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Health tourism as one of the forms of tourism, dating back two thousand years, includes a variety of different such as tourism or medical treatment. tourists travel to specific purposes main goal of treatment of a particular disease or undergoing plastic surgeries. Today is the most important tourism destinations in developing countries in terms of health costs affordable and the development of knowledge and medical technology are also necessary standards .Shiraz is one of the attractive city of medical tourism in the country, with vast capabilities. As well as tourism in the city of Shiraz medical expenses are compared with other countries such as Turkey, India and so is cheaper. But the tourism. Especially medical tourism in the country is a new discussion. And so far has not been identified custodian for this branch of tourism. Despite extensive capabilities city in terms of medical The city has yet to achieve its position in attracting medical tourism, which has many reasons such as anonymity medical capabilities, weak management and planning as well. . . . Therefore, authorities should have regard to this issue ,Which can be used for strategic planning can use this capability to achieve further development of medical tourism in the city. In between, North of country, Rasht, Gilan province ,Also has a lot of potential and capabilities are in the areas of health tourism Despite common borders with the countries bordering the Caspian Sea water and soil , A variety of tourist attractions The presence of experienced doctors and hospitals in the province with specialized and ultra-specialized facilities ,Low prices the cost of treatment , Can convert Gilan province into one of the poles of health tourism . Hospitals and specialized and ultra-specialized vertical Rasht like International Hospital and the Center for Assisted Reproduction in the city of Rasht, so far with its expertise and technologies in the field of health have been able to attract tourists. The aim of this

study is to examine the capabilities of Shiraz and Rasht in attracting medical tourism and provide strategic plan and its development.

Keywords : health tourism, medical tourism, Shiraz, Rasht

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