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THE EVALUATION OF THE WEB SITES OF THE HEALTH CARE INSTITUTIONS IN KAYSERI HAVING MEDICAL TOURISM LICENSE IN TERMS OF MEDICAL TOURISM

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Abstract

Aim: This study aims to emphasize the importance of medical tourism, to evaluate the suitability of the web sites of the health care institutions in Kayseri having the right of receiving   Medical Tourism License, which is provided by T.R. Ministry of Health and to provide recommendations regarding this issue.

Methods: The web sites of the 17 health care institutions located in Kayseri that had the right of receiving Medical Tourism License until August 2022 were included in the study. The websites were evaluated based on 10 criteria by using content analysis method and scored by standardizing them.

Results: The websites did not get the maximum score from any criteria. While the criteria of information regarding communication and transport to the healthcare facility received the highest scores, the criteria of information regarding news and statistics received the lowest scores. The websites received the scores

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below average from the criteria of general information, information regarding international patients, photo galleries, appointment system and the information regarding treatment follow up.

Conclusion: It is believed that the health care institutions' that provide service in the field of medical tourism rearranging their websites considering the elements under the analysed criteria and correcting the deficiencies will affect the use of international patients and the promotion and the images of the institutions positively.

Keywords: Health tourism, medical tourism, websites of the healthcare facilities

INTRODUCTION

The coastal tourism, which is called mass tourism, has been losing its importance becoming ordinary and it has been affecting the sustainable competitive powers of countries negatively. Thus, in order to have a voice and to obtain a competitive advantage in the tourism sector, many countries tend to canalize to alternative tourism types. Medical tourism, which has been demanded as an important tourism product in recent years, has started to become an important source in terms of tourism receipts. While the tourism receipt that an international tourist brings in through mass tourism is between the range of 750 and 800 US Dollars, the receipt that a tourist brings in through medical tourism is about 8500 US Dollars (SATURK, 2016).

The activities of health tourism are mainly grouped under four sections: (a) medical tourism, (b) thermal tourism, (c) senior tourism and (d) accessible tourism (Karamustafa, 2016). According to the research by the World Tourism Organization, while the 53% of tourism actions are for entertainment and vacation and 23% for business and profession, 27% of them are for health, belief and other purposes (UNWTO, 2016). The reasons for patients' preference abroad in health tourism is stated to be low costs, quality, the fact that services have not been provided or forbidden in their country, geographical closeness or cultural ties. The reasons why medical tourists prefer Turkey is stated to be geographical closeness, service quality and low cost (Binler, 2015). One of the top factors in increasing medical tourism is the price differences between countries (www.saglikturizmi.gov.tr).

Maifredi et. al (2010) state that 4% - 5% of internet searches around the world are related to health. Today, as a result of the rapid improvement in information technology, medical tourists have the opportunity of reviewing the country and healthcare organization that they plan to receive

healthcare service in detail through the websites. This situation requires that health care institutions and intermediary firms conducting medical tourism keep their websites suitable for medical tourism and up-to-date.

1. BACKGROUND

1. 1. Medical Tourism

Medical tourism is to travel to other countries for the purpose of diagnosis, treatment and rehabilitation. Although the main purpose is "treatment," patients take advantage of services such as accommodation, catering, transportation and travel program, which are provided by tourism sector (Tengilimoğlu, 2013).

International patients are people who demand international healthcare services to recover from a health problem or to be healthier, and they are evaluated in the health group of medical tourists, tourist health and refugees. The main difference between the concepts of medical tourist and tourist health is that the only purpose of the first one is health and of the second is entertainment, business and other activities (Tontuş and Nebioğlu 2018). Due to reasons such as high treatment expenses in their own countries, long waiting periods for treatment or operation and demands some illegal procedures (abortion, gender-change, euthanasia, etc.), people have been increasingly tending to medical tourism (İçöz, 2009; Khafizova, 2011; Yavuz, 2011).

Türkiye's infrastructure opportunities, accredited health care institutions, quality healthcare services, specialists, advanced technology, and the fact that it provides almost any kind of treatments such as aesthetic surgery, hair implant, eye surgeries, in-vitro fertilization, open heart surgery, dermatological treatments, check-up, cancer treatments, otorhinolaryngology, dialysis and cardiovascular surgery, gynecology, neurosurgery, orthopedics, dental, spa and physical therapy and rehabilitation through convenient and competitive price advantages reveal that it has had more part in medical tourism day by day (General Directorate of Health Services, Department of Tourism (GDHSDT), 2013; İçöz, 2009).

The accreditations of health facilities in terms of international medical tourism help international patients choose health care institutions and they also reveal how much countries are ready for international medical tourism. Joint Commission International (JCI) has come into

prominence among the institutions active in this field. One of the most important advantages of Türkiye in medical tourism is that there are 34 health facilities accredited by JCI as of 2022. In addition, there is a total of 1950 institutions in Türkiye rewarded with Health Tourism License by the Ministry of Health. 444 of them are intermediary institutions, 379 private healthcare facilities, 126 public healthcare facilities, 37 public university healthcare facilities, 29 foundation university healthcare facilities and 1379 private health facilities (GDHSDT, 2022).

According to Turkish Statistical Institute (TUIK) data, Turkey hosted 662.087 health tourists in 2019, and the receipts obtained from these visitors was determined as 1.065.105 USD.

According to the data of the Kayseri Provincial Directorate of Health of 2019, 825 out of 3912 international patients arrived as part of medical tourism and 3087 as part of tourist health. 3213 of the international patients received service from private healthcare facilities and 699 from public healthcare facilities. The distribution of the services provided in Kayseri province in terms of diagnosis is given in Table 1.

Table 1 The Distribution of the International Patients Receiving Service in Kayseri

DEPARTMENT	Tourist Health	Health Tourism	Total Patient Number
Cardiology	128	25	153
Dentistry	392	43	435
Emergency Service	385	0	385
Gynecology	194	61	255
Cardiovascular Surgery	15	4	19
Ophthalmology	341	25	367
Pediatrics	121	93	214
Internal Diseases	298	30	328
ENT	163	20	183
Other	1059	515	1570
TOTAL	3096	816	3912

Reference : Kayseri Provincial Directorate of Health (2019)

1.2. Medical Tourism and Websites

Today, the environment including information intensely and readily is the internet and the most important part of the internet is websites (Uçak, 2009). They are important promotion tools ensuring the institutions providing service worldwide to communicate and maintain

communication with their audience. Websites are a rapid, efficient and cheap method for organizations to introduce their services to both the society they are in and to the world.

It is very important for all organizations acting in the field of health tourism to introduce the services they provide and their outstanding aspects to the world through information technologies. In 2011, the Turkish Commercial Code obliged capital companies to build a website containing all the official information of the company. Beyond a legal obligation, today, this situation is the building block for companies to continue their existence (Kaya, 2018:1670). The environment including the information intensely and ensuring quick access to information is the internet, thus the way of reaching new markets is the websites.

One of the most important fields in which digital communication is needed to be used intensely and efficiently is health tourism. People who will receive healthcare services in places where they do not reside desire to have detailed information about the place they will go. They can reach the places that they cannot reach through traditional communication channels through digital communication channels at less cost and quickly, and the information that health tourists need can be provided in more detail (Öksüz and Altıntaş, 2017: 63).

It is required for healthcare facilities to use their official websites efficiently since advertising is legally forbidden in healthcare services, a great amount of the health expenses of individuals is healthcare facilities and the level of internet use in the society has increased.

In research conducted in the USA it was determined that 10 million people a day used websites to get information in the field of healthcare. The rates of the health issues adults searched about on the internet were stated respectively as 64% for diseases, 51% for exact medical behavior and processes and 29% for search for private healthcare facilities or physicians (Dolliver, 2016). Therefore, it is possible to state that healthcare facilities using their official websites efficiently and managing them can increase their recognition level and attract both national and international patients to their healthcare facilities.

No other communication tools except for websites can reach every corner of the world 24/7. Therefore, by using their websites, healthcare facilities should transmit all their official information to their patients, patient relatives, their investors and other partner groups. Introducing official information to partner groups and to the public creates sense of reliability and sincerity in

the target audience and makes a positive impression about the institution. Hence, it can be stated that healthcare facilities are responsible for any kind of information they provide on their website in terms of creating a reliable and respectable healthcare facility image (Yurdakul and Öksüz, 2007).

Woodman (2009) points out that making an easy and reliable contact with key people is important for success in health tourism. The reliance of health tourists on the healthcare facilities/healthcare professionals they receive service from can be improved through efficient communication activities. Health tourists can learn about the information such as the service quality of the healthcare institution they will receive service, the state of the medical technology, the design of the healthcare facility room they will stay and etc. more detailed through the images and patient comments on the websites. Institutions providing service in the field of medical tourism can reach the tourists more easily and without any cost, and they can affect the travel decisions of the tourists by introducing their services. Considering that today the first places where health tourists can search for information are websites like other tourists, it is clear that websites are at great importance in medical tourism.

Figure 1. Effects of Websites on Health Tourism

Reference : Kopmaz and Kılıçkaya (2018), Özel Hastane Web Sitelerinin Sağlık Turizmi Kapsamında Analizi, T.C. Sağlık Bakanlığı Sağlık Hizmetleri Genel Müdürlüğü.

2. RESEARCH METHODOLOGY

The method of this research is the content analysis, which is one of the qualitative research methods. Content analysis is the analysis performed systematically, neutral and quantitative in order to analyze a certain number of written, visual or audial material according to the criteria determined in advance (Nakip and Yaraş, 2016: 126) and to measure variables (Wimmer and Dominick, 2000, s.135–136).

The websites of a total of 17 healthcare institutions located in Kayseri province that had the right of obtaining the Health Tourism License awarded by the Ministry of Health were included in the study. 1 of the institutions was public hospital, 1 public university, 9 private healthcare facilities and 6 oral and dental health clinics. The study is not required ethics committee approval since it is exclusive of the research requiring ethics committee approval (trdizin.gov.tr, 2022).

The evaluation form, which was developed by Samadbeik et. al. (2017) and adopted into Turkish by Kaya et. al. (2018), was used in the analysis of the websites. Since it was determined that many healthcare facilities in Türkiye did not give information about the prices and costs of their services on their websites, it was excluded from the evaluation. After the necessary literature review and receiving the expert opinion, the evaluation form was qualified for the evaluation of the websites of the healthcare facilities having the Health Tourism License, a new checklist with 66 items was developed, and the analyze was carried out under 10 main criteria:

- **Information regarding the promotion of the healthcare facility:** Information of the organizational structure and the departments and equipment of the facility
- **General information for patients:** The presentation of the patient rights and the rules to be followed.
- **Information regarding international patients:** The presentation of tourist places and insurance companies for international patients.
- **Information regarding physicians:** The presentation of the specialties of the physicians and the information of communication and working hours.
- **Information regarding appointment system and treatment follow-**up: The presentation of online appointment, complaint and live support applications.
- **Information regarding news and statistics:** The presentation of the satisfaction of international patients and the applications performed in the facility.

- **Information regarding photo galleries:** The presentation of the facility and tourist places via images.

- **Information regarding communication and transportation to the healthcare facility:** The presentation of all communication channels.

- **Presentation in different ways:** Alternative languages and finding different ways of presentation.

- **Information regarding technical issues:** The presentation of the elements that make the website use easy

In order to present all criteria in a single diagram, the criteria were standardized by being transformed to a 100-point system. While standardizing, the maximum value that each item analyzed under each criterion could take was accepted as the number of the healthcare facilities (17), and values of one unit were calculated for the 100 standardization and it was calculated as the criterion would be single score. For instance, under the criterion in Table 2, a total of 10 items were analyzed. The total value that can be obtained from the items is 170. 100/170 results the value for one unit. In the Table, the multiplication of the total digit under the condition "available" with the unit value results the standardized score of the first criterion. 100/170*97= 57,1.

3.FINDINGS

When Table 2, which includes the presentations of the information about the promotion on the websites of the 17 healthcare facilities in Kayseri having the Health Tourism License by the Ministry of Health are analyzed, it is seen that there are deficiencies on the websites in the sections of the floor plans that are for the patients to get information before they come to healthcare facilities and the presentation of the frequently asked questions. It is also determined that administrative staff are not introduced sufficiently while presenting the medical managerial staff. Most of the institutions present the information about the mission, vision, history, organization chart, modern equipment, inpatient bed availability and car park. All institutions include the presentation of the information regarding the medical departments and procedures on their websites.

Table 2. Information Regarding the Promotion of the Healthcare facilities

Features Regarding the Subject	Available	Not Available

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	Digit	%	Digit	%
The presentation of the healthcare facility history from the establishment to present	14	82,4	3	17,6
The presentation of the healthcare facility floor plan	3	17,6	14	82,4
The introduction of the healthcare facility administrative staff	7	41,2	10	58,8
Presentation of the modern equipment available in the healthcare facility	10	58,8	7	41,2
Presentation of the current departments and specialties in the healthcare facility	17	100	0	0
The presentation of the mission and vision of the healthcare facility	15	88,2	2	11,8
Car park information	9	52,9	8	47,1
Organization chart	11	64,7	6	35,3
Inpatient bed availability	9	52,9	8	47,1
Frequently asked questions	3	17,6	14	82,4

Table 3. General Information for Patients

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Stating patient rights	11	64,7	6	35,3
Presentation of the basic medical information to patients	17	100	0	0
Availability of useful medical links	5	29,4	12	70,6
Presentation of the hygiene codes of the healthcare facility	11	64,7	6	35,3
Information about hospital-acquired infection	0	0	17	100
Mortality rates of the healthcare facility	0	0	17	100
Information about patient confidentiality	13	76,5	4	23,5
Rules to be followed during the hospital stay	8	47,1	9	52,9
Rules that visitors must follow	8	47,1	9	52,9
Rules to be followed in the patient admission process	4	23,5	13	76,5

Table 4 includes the results of the analyze regarding international patients. It is determined that the presentation of insurance contract list for international patients is insufficient on most of the websites. Although the presentation of the maps for the transportation to the healthcare facility is available in all websites, the presentation of the touristic destinations, hotels, restaurants and places of entertainment and the transportation ways to these places is insufficient.

Tablo 4. Information Regarding International Patients

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Presentation of the touristic places in the city and the region	6	35,3	11	64,7

Presentation of the transportation to the healthcare facility	17	100	0	0
Presentation of the maps to transport to the touristic places	3	17,6	14	82,4
The presentation of the hospitality services in the healthcare facility for international patients	3	17,6	14	82,4
The presentation of the hotels, restaurants and other famous entertainment places of the city	3	17,6	14	82,4
The presentation of the insurance contract list for tourists	12	70,6	5	29,4

When Table 5, which contains the information about the physicians, was analyzed, it is seen that the license verification for physicians were presented only in public healthcare facilities and the presentation of the academic successes, awards and work schedules of the physicians is not sufficient. While it was seen that search for names and specialties is available on the websites of the healthcare facilities having a lot of departments, and the information of the education and communication information of the physicians is available on most of the websites.

Table 5. Information about the Physicians

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Physician license verification	2	0	15	100
Specialty and graduated institution	16	94,1	1	5,9
Academic success and prestige awards	5	29,4	12	70,6
Searching for names and specialties	9	52,9	8	47,1
Work schedules of the physicians in healthcare facility clinics	8	47,1	9	52,9
Contact information	12	58,8	5	41,2

When Table 6, which includes information about appointment system and treatment follow-up, is analyzed, it is seen that most of the websites enabled their patients to create, follow and cancel appointments, to access laboratory and imaging results, record the desires and complaints. It is also observed that the feature of asking questions to physicians online is available on the half of the websites but the coordination ways for rehospitalization are not presented on any of the websites.

Table 6: Information Regarding Appointment System and Treatment Follow-up

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Recording appointments Several clinics	13	76,5	4	23,5

Recording appointments Imaging services	3	17,6	14	82,4
Providing tracking number	9	52,9	8	47,1
Changing or cancelling the appointment	9	52,9	8	47,1
Tracking the complaints	9	52,9	8	47,1
Coordination ways in rehospitalization	0	0	17	100
Medical counselling (Asking questions to physicians online)	8	47,1	9	52,9
Recording requests and personal questions	12	70,6	5	29,4
Viewing laboratory results on the internet	10	58,8	7	41,2

Table 7 includes the results of the analysis of the information regarding news and statistics. It is seen that none of the websites include the results of the patient satisfaction research, only one healthcare facility presents the statistics regarding international patients. Information regarding healthcare facility publishing and the satisfaction states of international patients is insufficient, but most of the websites include news on the improvements in healthcare services.

Table 7: Information Regarding News and Statistics

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Statistics of international patients	1	5,9	16	94,1
Monitoring and presenting the satisfaction states of international patients	5	29,4	12	70,6
The latest news on surgery and other medical procedures	10	58,8	7	41,2
The schedule of the publishing group and scientific meetings	4	23,5	13	76,5
Results of patient satisfaction research	0	0	17	100

The results of the analysis of the information regarding healthcare facilities' photo galleries are given in Table 8. The websites of all healthcare facilities include photographs of the general view of the healthcare facilities. While most of the websites include photographs of clinics and services, it is seen that operating theatre photographs are insufficient and only two websites include surgery photos without the image of patients in their catalogues prepared for international patients. It is seen that the section of "us in the press", which contains the activities of the healthcare facilities or news about physicians' advice, is not available on the site map as well but the "announcements" sections of many healthcare facilities include these news. It is also found that most of the healthcare facilities that aim to provide service to international patients do not present introductions and photographs of the tourist destinations in the region on their websites. It is determined that the

websites of most healthcare facilities do not include the 360-degree virtual tour that today's institutions use to introduce their place and provide convenience for patients

Table 8: Information Regarding Photo Galleries

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Photos of the operating theatres in the healthcare facility	2	11,8	15	88,2
General view of the healthcare facility	17	100	0	0
Surgery photos	2	11,8	15	88,2
Photos of the touristic places	6	35,3	11	64,7
Photos of the facility such as clinics and services	13	76,5	4	23,5
360-degree virtual tour	3	17,6	14	82,4
Our healthcare facility in the press	9	52,9	8	47,1

When Table 9 is examined, it is found that the websites of all healthcare facilities include contact information completely, some websites have deficiencies in the presentation of fax numbers, but many websites have deficiencies in presenting the alternative transportation ways to the healthcare facility.

Table 9: Information Regarding Communication and Transportation to the Healthcare facility

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%
Contact numbers of the healthcare facility	17	100	0	0
Email address of the healthcare facility	17	100	0	0
Full address of the healthcare facility	17	100	0	0
Fax number of the healthcare facility	10	58,8	7	41,2
Social network accounts	17	100	0	0
Information regarding the alternative transportation ways to healthcare facility	7	41,2	10	58,8

Table 10 includes the analysis results of different presentation choices in terms of language and the impaired on the healthcare facility websites. It is determined that all the websites include different language options, they can be translated into minimum 2 and maximum 17 languages, but none of the websites include audio descriptions for those visually impaired or sign language in the videos for those hearing impaired.

**Table 10: Presentations in Different Ways**

Features Regarding the Subject	Available		Not available	
	Digit	%	Digit	%

Access for the impaired, audio description	0	0	17	100
Translations to different languages	17	100	0	0
Number of language options	Minimum 2			
	Maximum 17			

Table 11 presents the technical analysis results of the websites. It is found that all websites include the site map and enable to print the page, and most of the websites present the date of update and enable to search in the site. However, none of the health care facilities present the number of people visiting their websites.

Table 11. Information Regarding Technical Issues

Features Regarding the Subject	Available		Not available	
	Digit	**%**	**Digit**	**%**
Website map	17	100	0	0
In-site search	9	52,9	8	47,1
Date of the latest update of the website	12	70,6	5	29,4
Printing the pages of the website	17	100	0	0
Number of the visitor of the website	0	0	17	100
	55			
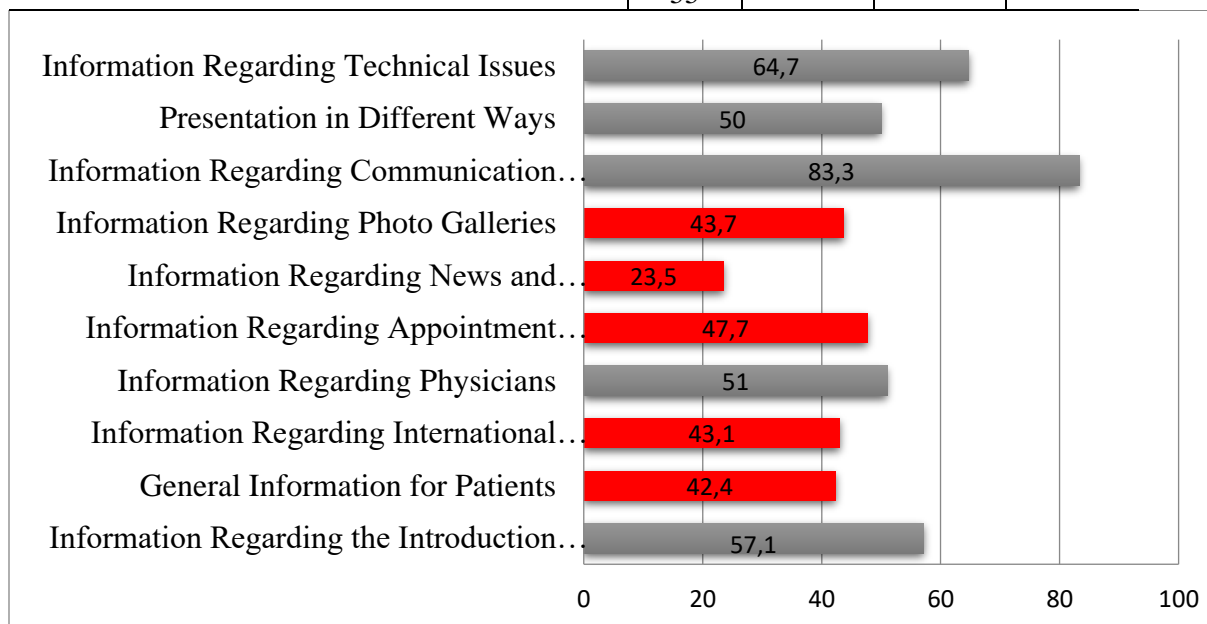
Figure 2. The standardized presentation of the criteria analyzed regarding the websites of the healthcare facilities.

Figure 2 includes the standardized forms of the criteria considered while analyzing the websites of the healthcare facilities having health tourism license. It is found that the criteria of news and statistics, general information for patients, information regarding international patients, photo galleries and the information regarding appointment system and treatment follow-up are below the average score. The criteria having 50 points and above are respectively presentation in different ways, information regarding physicians, information regarding the introduction of the healthcare facility, information regarding technical issues and information regarding communication and transportation to the healthcare facility.

4. DISCUSSION

In many studies conducted up to today, it is seen that the web pages of health care institutions have been evaluated by using check lists including the features required to be stated regarding the subject in terms of several qualifications such as health tourism, public relations, promotion or being official communication tool.

It is stated in the study conducted by Uğurluoğlu (2009) in which the website features of public and private healthcare facilities in Istanbul has been analyzed that 97,5% of the healthcare facilities present contact information, 49,4% general health information and the presentation of the specific links on the websites is very little (17,9%). The information Uğurluoğlu has provided is similar to this study. While it is seen that the presentations of contact information and basic medical information are complete on all websites of the healthcare facilities included in the study, there are deficiencies in the presentation of useful medical links.

Birdir and Buzcu (2014) have evaluated the health care institutions having JCI accreditation in terms of medical tourism. They state that the rate of the opportunity to access websites by foreign languages, giving information about location and communication, and presenting partner institutions and making online appointment are high, but, as in this study, the prices and costs of the services are not stated. It is also stated that patient satisfaction research exist on the websites at the rate of 17% and there is no notification of the number of the visitors to the

website and no information is provided about the presence of the access certificate for the impaired. The results are similar to the findings in this study.

Kopmaz (2016) has analyzed the websites of the institutions providing oral and dental healthcare services, and states that the subgroups of communication, patient services and technical features are better, and most of the websites provide language options and online appointment system. In addition, the principle of suitability for disabled individuals is taken into consideration on none of the websites. These findings are in line with the findings which were obtained from the websites analyzed.

Öksüz and Altıntaş (2017) have analyzed the websites and social media accounts of the healthcare facilities in Istanbul having JCI accreditation in terms of using digital communication, and they state that they are used for information purposes rather than digital communication. In this study, it has been determined that all healthcare facilities analyzed have social media accounts and they are used for the purposes of communication and information.

The results of the study that Moghavvemi et. al (2017) conducted to analyze 51 private hospitals engaging in medical tourism in India, Malaysia and Thailand are as following: hospitals in India and Thailand present the photos or videos of the technological equipment of their facilities, patient references and satisfaction survey results on their websites more frequently when compared to the hospitals in Malaysia. Like hospitals in Malaysia, the presentation rates of these issues on the websites of the healthcare facilities in Kayseri is low. This is thought to be due to the stricter medical advertising regulations in Turkey and Malaysia than in India and Thailand.

Köksal et. al. (2012) have analyzed the web pages of private and public healthcare facilities as health communication tool, and they have concluded that private healthcare facilities use their web pages more efficiently than public healthcare facilities. It is seen that the English versions of the websites of the two public healthcare facilities included in this study have the section of international health tourism, maps are presented for touristic places and transportation, and they also have an introductory video and a book prepared in English.

Kaya et. al. (2018) have determined in their study evaluating the web pages of healthcare facilities in terms of health tourism that the web pages of nearly all 37 healthcare facilities in Turkey accredited by JCI provide healthcare facility history, information of staff and healthcare

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facility, information of healthcare staff and administrative staff, online appointment, photo gallery and all contact information including the social media, but do not provide explanatory information regarding the cost of the healthcare services provided.

In their study of Analyzing of the Current Websites of the City Healthcare facilities, Kaya and Filiz (2018) have analyzed the websites of eight city healthcare facilities in terms of 10 criteria, which is analyzed in this study, and have scored by standardizing them. The websites have not obtained the maximum score from any of the criteria. While the criterion of the information regarding appointment system and treatment follow-up has obtained the highest score, the criterion of information for international patients has obtained the lowest score. These given results are different from this research results. However, in this study, while communication and transportation to the healthcare facility obtain the highest score, news and information regarding statistics obtain the lowest score. It is believed that this is because while websites of only 8 city healthcare facilities located in different cities have analyzed, the websites of a total of 17 health care facilities including private and public healthcare facilities and oral and dental health centers are included in this study.

In a study analyzing the website performances of the healthcare facilities in Turkey, India and Ireland in terms of public relations and publicity, Özsarı et. al. (2016) state that healthcare facilities in Ireland use their websites efficiently and healthcare facilities in Turkey and India use their website efficiently at moderate level. Considering in terms of the rivals, it is important for the healthcare facility in Turkey to use their websites more efficiently to impact the target markets.

5. CONCLUSIONS AND RECOMMENDATIONS

The websites of the health care institutions in Kayseri having Health Tourism License were analyzed in terms of 10 criteria and scored by standardizing. Websites couldn't get the maximum score from any criteria. While the information regarding communication and transportation to healthcare facility received the highest score, news and information regarding statistics received the lowest score. The websites obtained score below the average from the criteria of information regarding international patients, information regarding photo galleries, general information for patients, appointment system and the information regarding treatment follow-up.

Although most of the healthcare facilities analyzed were private healthcare facilities, it was concluded that the sections of the information regarding international patients were insufficient. It is recommended the deficiencies in presenting the destinations in Kayseri and its vicinity, hotels, restaurants and other famous entertainment places to be corrected especially for international patients.

The deficient presentation of the work schedules of the physicians can cause trouble for international patients when they are planning their journeys. The fact that physician license verification is not presented in many websites will not satisfy health tourists in terms of reliability. It is recommended these deficiencies to be corrected for the promotion of health tourism through websites.

The deficiencies in the presentations of the photos of the healthcare facilities and the touristic places in Kayseri to promote the healthcare facilities in Kayseri can prevent to attract the health tourists who want to be treated while having holiday. It is also recommended the feature of 360-degree virtual tour to be used to introduce the physical opportunities of facilities.

The deficiency in the presentation of the general information for patients is due to the fact that healthcare facilities do not present the information of hospital-acquired infection, rate of death and the hygiene principles of the healthcare facility. It is recommended these deficiencies to be corrected.

The fact that domestic and international patient satisfaction statistics are not introduced on the websites reveals that patients are not contacted adequately during and after treatment. This situation may be the indication that the quality measurement of the services provided is also insufficient. It is recommended that the research on patient satisfaction to be released on the websites of healthcare facilities in order for patients to get an opinion about the healthcare facility. By this way, patients will see that the healthcare facility aims at improving the quality and values it.

It is recommended that website designers correct the deficiencies regarding the printing of the pages, the number of visitors to the site, and the date of the last update, which are examined under the criterion of technical issues.

The criteria receiving score above 50 according to the standardized scores are respectively the presentation in different ways, information regarding physicians, information regarding the introduction of healthcare facilities, information regarding technical issues and information regarding communication and transportation to the healthcare facility.

It was found that all health care institutions subjected to the research in the content analysis enable access in foreign languages. The fact that healthcare facilities design and improve their websites in a way to enable access in foreign languages can be regarded as positive for both healthcare facilities and the improvement of medical tourism. On the other hand, the fact that the institutions provide public service and include everyone requires the presentation of different options in the access and use of the websites, but none of the websites provide access for the impaired. Not providing audio description for visually disabled individuals and the deficiency of the information regarding disabled patients causes difficulties for patients in reaching services and prevents them to know about healthcare facilities, services and service providers. In addition, each piece of deficient information causes negative effect in achieving its purpose. It is believed that healthcare facilities' correcting the deficiencies in their websites considering the features stated in the criteria will improve their institutional image both nationally and internationally. It is recommended healthcare facilities to include the promotion of the touristic destinations around and more information about travel and accommodation as well as the presentation of medical services on their websites for international patients.

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