The Term of Corporate Social Responsibility (CSR) in Health Tourism, Sample Projects of CSR in Turkey within the Scope of Health Tourism

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Abstract
This study provides important findings about the concept of corporate social responsibility for health tourism projects under investigation of examples based on health tourism in Turkey. In this study, the effects of the establishments operating in the health sector at a local or global scale on the tourism establishments running in the health tourism sector in Turkey have been examined in the scope of their good examples of projects. Apart from their good illustrations and effects, it has also been examined how they participate in the concept of corporate social responsibility (CSR), which responsibilities they take over, and how much energy they expend to raise awareness.

Keywords: Social Responsibility; Health Tourism; Corporate Social Responsibility

1. Introduction
Nowadays, diversity of tourism mobility has shown alteration at great velocities depending upon the welfare level and the need of societies. The effects of globalization have caused to change the sensitivity in tourism sector radically. Turkey has covered a great distance in tourism since the 1980s.

The traditional tourism structure has changed a great deal and the different layers of Turkish society have understood the need of participating in certain types of tourism. Being a tourism based country with some advantages as a destination - the biggest open-air museum in the world, home to many civilizations, its presence in the climatic zone of Mediterranean, vital
geopolitical location, versatile tourism investments and qualified human source - goes to show that the community in Turkey has taken up tourism seriously.

In both Turkey and the rest of the world, different management mentality should be adapted in the tourism establishments in order to understand the significance of health tourism and manage health tourism in a more qualified manner. In this regard, the establishments should share its gains with the community in which they are in. An understanding of corporate social responsibility (CSR) must be made, and keeping this management mentality makes health tourism differentiated and attractive. The study was performed on case studies.

The limitations of this study are that this survey has been carried out to measure the CSR level over some certain health enterprises. For this reason, it has been preferred to use the goal-oriented sampling method, one of the non-random sample methods. To what extent the sampling group represents the population is not known, so a generalization cannot be made. Accordingly, a research covering a larger sample must be conducted to reach more general results. Thus, it is recommended to extend the volume of sampling group and choose random sampling methods. This study is considered to be important and beneficial in the following aspects: To fill a gap of literature for academic field and health tourism sector in Turkey by determining level of CSR and to raise awareness on the importance of CSR.

2. Health Tourism

2.1 The Term “Tourism”

The term “tourism” stems from “tournus” in Latin, and “tourner” and “tour” in French. It means a turn, trick and circumference. The words “tourner” and “tour” are still in use in French. “Tour” states a circular movement, a visit paid to some sites or regions, a movement from one place to another for joy and business. Hence, for the term “touring” is used for the tourism mobility for joy, educational and cultural purposes.

2.2 Health Tourism

Health Tourism briefly involves travel with the purpose of seeking remedy for any diseases. In other words, health tourism is a kind of tourism that enables health establishments enlarge by facing the people’s need of physiotherapy and rehabilitation, and by using the potency of international patients. It is a very important tourism type which is based on both
natural resources and human and financial resources. Health economics is stated as a discipline in which any events related to health is implemented economically (Mert, 2013:103-126).

2.3 Historical Development of Health Tourism

2.3.1 Health Tourism in Ancient Age

It is known that studies about health services of ancient civilizations and religions trace to a couple of thousand years ago. Ancient civilizations are known to have made use of the curative effects of hot springs and holy temples. Some of these civilizations are: Sumerians (4000 B.C.), who built the known oldest health facilities around the hot spring water source. These facilities included the known biggest temples in which water flows into the pools.

In Bronze Age (2000 B.C.), the hill clans, known St. Moritz in Switzerland today, were aware of the benefit of having bath in hot spring water which was rich of iron and the other minerals. Of the same cups they used to drink water out were found in France and Germany, which shows that there was a health travel between civilizations. Ancient Greek was the first civilization to lay the foundations of health tourism. Asclepius Temple was the first health centre which was built to honour the god of medicine. People from all over the world visited this temple to find a remedy for their illnesses. Around 300 BC, they built some other temples for the same concern in Greek region.

In India, health tourism is steadily developing by means of spreading of Yoga and Ayurvedic Medicine. Even 5000 years ago, it was known that people visited India to obtain the benefits of alternative medicine.

2.3.2 Health Tourism in the Middle Age

After the collapse of Roman Civilization, Asia continued to be the first destination for health tourism. Hospitals applying clinical cures started to take place of temples. A source mineral called Onsen (meaning “hot spring water” in Japanese) became widespread all over the country in Japan during the Medieval Age.

2.3.3 Health Tourism in Renaissance Era

From the 14th century to the 17th century, renaissance not only caused reborn of culture and art but also health tourism in Europe and England. Ville d’ Eaux, known as “the town of
spring water”, became famous in Europe after exploring that there were hot spring water rich in iron, in the vicinity.

2.3.4 Health Tourism in Omayyad, Abbasid, Seljukian and Ottoman Eras

Before Islam, the health and medicine had a special place in Turkish lifestyle in Middle Asia. There were two groups of people working on healing the illnesses. First group was formed with shamans named “Kam” or “Baksı” trying to cure sick people with spells or in a religious way. The second group was formed with doctors named “otacı”, “emçi” or “ata sagun” curing their clients by using drugs or some similar items. In Omayyad, Abbasid, Seljukian and Ottoman Eras hygiene was given extra importance by especially the common grounds of Islam. Focusing practices on health was prioritized by wide spreading preventive health services. A Hadith of Prophet Mohammed saying “Travel if you want to be healthy” emphasizes the importance and understanding of the health tourism.

3. The Concept of Free Health Zone (FHZ)

1. Nations sometimes enact new laws to diversify their tourism. Turkey enacted such a new law about the duties of Health Ministry and its subsidiaries to institutionalize health tourism in 2011. According to this law:

2. Health Ministry takes measurements to create attractive regional health centres and manage them in the scope of law 3218.

3. Procedure and principles of health services in FHZ are designated by the Ministry.

4. Utmost 5 per thousand of gross revenue of health enterprises operating in FHZ is taxed.

3.1 Basic Philosophy and Objective of FHZ

1. It helps investors with financial subjects and provides tax advantage, and speeds the procedures.

2. It allows some exemptions on health planning and presenting health services in FHZ

3. Different FHZs may exist for the concepts of medicine tourism, thermal tourism and golden age tourism.

4. It aims to increase the foreign invest.
4. The Types of Health Tourism

Health Tourism is studied under three main titles. Medical Tourism is a concept, which has spread in the tourism industry very fast and includes people travelling overseas to get cured as vacationers. Hair transplants, dental and ocular problems are main concerns to travel as well as cultural visits. Medical Tourism is integrated with travels held for the clients. Developed countries have an equation of high rates, technology and medical practices at high standards of tourism. The tourism of thermal and spa-wellness are known as the earliest health tourism type. People visit thermal spring water to find remedies and be treated. Culture and Tourism Ministry defines “thermal tourism” as tourism mobility consisting of curing practices coordinated with physical therapy, rehabilitation and exercises, physiotherapy, diet. This definition means a long treatment process (Aktepe, 2003).

5. Health Tourism Sector in Turkey and the World

5.1 Health Tourism Sector in the World

According to UNWTO data, 25, 2 million people in 1950, 528 million people in 1995, 980 million people in 2011, 1,138 billion in 2014 joined the tourism mobility in the world. It is estimated that this number will rise at the rate of 3-4% in 2015. Health tourism has been in demand since the 1990s by the effect of a serious competition among the nations and globalization. India, Cuba, Costa Rica, Thailand, Singapore, Colombia, and Malaysia are among the drawing countries, so the mainland of health tourism is Asia. Although Singapore entered this market afterwards, it dragged the prices down to compete with Thailand and Malaysia and opened information stands in airports advertising its medical alternative services. India is considered as the leader country in this sector. People in need of health services tend to visit the countries which have service quality, well-trained human source and price advantage. The prices of treating and surgical operation in South Asia and South America have advantages over Northern countries so the former ones become prominent in the health tourism sector. The reasons causing the health tourism industry to get larger are:

1. The wish to receive treatment from these countries has a positive effect on science and technology in the respective countries.

2. Providing cheaper medical services compared to some other countries.

3. Receiving a better treatment in a foreign country than at home countries.
4. Issues related to insurance companies.
4. The will to reduce waiting time on receiving the treatment
5. Sectoral rise in 2010 reached at 6.7% with 935 million people in comparison with the previous year.
6. International tourism mobility returned the tendency of recuperating in 2010 after crisis in the previous years.

5.2 Health Tourism in Turkey

Health tourism aims to offer all services of medical processes not only to the patients but also their companions. Health services in developed countries are very expensive and are parallel to their high education and welfare cost. The share of expenditure allocated for caring and treating elderly people in health budgets is getting larger.

1. The most tourist generating countries and their reasons:
2. Underdeveloped countries (Sudan, Somali, Afghanistan)
3. The basic reason: inadequacy of health services and personnel.
4. Asian Countries (Pakistan, Iraq, Syria etc.)
5. The basic reason: inadequacy of health services and personnel
6. America and Europe
7. The basic reason: Health services are expensive and patients’ waiting time is long.
8. Countries having great number of elderly people
9. The basic reason: Affluence of elderly people, inadequacy of personnel and high cost of caring and treating.
10. This situation forms a great market and numerous countries try to take a share from this market (Barca et al, 2013).

6. Swot Analysis of Medical Tourism

SWOT analysis is a thorough examination of a situation. It analyses the opportunities and threats and forms a strategy of abolishing the weakness and strengths. This analysis provides
an evaluation of medical tourism with the regard to strong sides, weak sides, environmental threats and opportunities.

6.1 Strengths

As Turkey is a neighbour to Europe, Middle Asia, and Middle East, it can address a great mass of population. A Muslim country integrated with EU countries; it has the advantage of serving patients both from the west and the east.

The climate of Turkey, its long coastal strip, natural beauties, historical places, archeological sites, developing infrastructure and superstructure and quality accommodation establishments,

Well-trained medical staff speaking foreign language, the allowance of staffing foreign doctors, affordable prices accredited by JCI (Joint Commissions International).

The positive approach of governmental foundations towards to medical tourism.

6.2 Weaknesses

Inadequate cooperation between Health Ministry and Culture and Tourism Ministry,
Absence of sufficient comprehensive policies and study of Culture and Tourism Ministry,
Insufficient database and statistical data about Medical tourism,
Inadequacy of promotion of medical travels and marketing and the bad image stemming from terrorist activities in Turkey,
Deficiency of expert travel agencies on medical travel
Inadequacy of signs, guidance and food services suitable with profile of foreign doctors and patients.

6.3 Opportunities

Guest workers in Europe prefer receiving services from medical staff having the same culture and speaking the same language instead of foreign ones,

After 9/11, rich Muslims in Middle East prefer Europe and Turkey, rather than USA.

After the USSR collapsed, the citizens of new independent countries are in search of new destinations,
Because of the problems in health insurance system, the number of elderly people in need of health care rises at a great rate.

The risk of epidemic diseases in Turkey’s competitor countries in the South East.

Unutilized seasonal capacity of Turkey in Turkish tourism

6.4 Threats

Quality doctors and medical staff prefer private hospitals as they earn much more than public hospitals. Foreign patients give doctors the opportunity to earn much more than domestic patients, so there is a probability of doctors giving up treating local patients,

The probability of bringing in contagious epidemic diseases by inbound patients,

After receiving health services or after surgery, the need to care for patients in the respective country may cause complications.

The competitive press coming from countries such as UAE and Jordan (Topuz, N, 2012:84-87).

7. The Quality of Medical Service in Turkey: JCI Accreditation

Medical tourists can receive both quality and economic health services. Quality of medical service cannot be compensated for. The medical service quality in Turkey has been certified by JCI (Joint Commissions International) and ISO (International Organization for Standardization). In total, 42 health centres have been accredited by JCI (Sağlık Turizmi El Kitabi, 2012).

8. Corporate Social Responsibility (CSR)

The term of corporate social responsibility (CSR) states that establishments are responsible for any activities they carry out and which affects the community and environment they live in. This means that when some shareholders suffer a loss, establishments are to give up some parts of the profit or form a fund to compensate this loss positively (Canatan, 2009:4).

8.1 Historical Development of CSR

Although CSR is perceived as a new term, the business ethics and the dimension of managements have been discussed for a long time. The philosophers before Christianity (e.g.
Cicero and Kautilya) asserted that trading activities should depend on moral principles and ambition and exploitation must be kept under control. Islam and Christianity Church of mediaeval age considered that trading activities (e.g. usury) are a crime. It is known that Christian organisations took the first steps about the responsibilities of companies for the community after Industry Revolution. Fast and mobile economic life of 1900s ended with the collapse of New York Stock Market in 1929, which caused panic, unemployment and decreasing purchasing power, closing of companies one after another (Aydemir, E, 2012:10).

8.2 Concepts Related To CSR

Corporate social responsibility consists of concepts of with diverse meanings and those that can be complex to perceive. Sustainable development, business ethics, corporate citizenship, global citizenship, corporate governance, corporate accountability is deeply related to CSR.

A. Sustainable development means forming an equation between economics, environment and social approaches. The reason to initiate World Commission on Environment and Development (WCED) by UN is that the resource of world is rapidly running out and the environment people live in is being polluted.

B. Corporate citizenship is a rising concept with the same meaning as CSR lately. Corporate citizenship is activities, practises and strategies that make the share holders’ relation with environment and its effects functional.

C. Business ethics asserts the importance of ethics or moral behaviours in production of goods, service and their selling. It symbolizes moral principles while a company operates its functions or staffs behave in an acceptable manner.

D. Corporate governance covers the relationship between the small and big shareholders, and between board of management and top management and workers. Corporate governance is considered as an approach in which fairness, transparency, accountabilities, responsibilities and rules are defined properly.

E. Social responsiveness means that a company should take external costs into consideration while making decisions and operating for the sake of benefits to the society. The company should initatively take measurements to block harms stemming from its operations and practises for the shareholders who may face external costs.
F. Corporate accountability is different from CSR. While CSR refers to behaviour of a certain manner, corporate accountability, on the other hand, is a person or a company announcing, demonstrating, proving, or presenting reports to the shareholders.

G. Code of conduct is defined as the behaving rules that the companies promise to obey. They form the code of conducts voluntarily and announce them in order to give information to the public (Türk Gıda ve İçcecek Sanayi Proje Uygulamaları Kasım, 2013).

8.3 Ethical Framework of CSR

CSR is perceived as a professional work field or an occupation. Being a new branch, the definition of the occupation or job advertisements related to CSR may be encountered. Starbucks, Best Buy and Walt Disney are among the companies which give job advertisements. Garanti Bank (Turkey) defines the duties of “Cooperate Sponsorship and Responsibility Authority” employed in its body as anybody can evolve the demands of sponsorship of music or sporting activities, prepare contracts and follow the rights stemming from the contracts, carry out the projects on environment, prepare reports of projects, organize the activities of promotions of sponsorships as well as coordinate with media to carry out a successful promotion activity (Akıncı, Vural, 2011).

8.4 The Effect of CSR on Business Performance

CSR has become a concept of idea. It is an important concept to reach economic targets and welfare levels. Researchers and global companies try to show that there is a positive relation between CSR and business performance. Researches carried out at Australian companies assert that there are positive relations between organizational benefits and CSR (Andrew Ngawenja Mzembe and Yvonne Downs, 2014).

9. The Review of Sample Projects on Health Field in Turkey

9.1 The Objective and Significance of the Research

The tourism sector has a vital role to play in Turkey’s overall revenue. The rise of tourism revenue becomes more and more of an issue in this context. Health tourism is also an important tourism activity to increase this revenue. It will be possible to increase this revenue by providing sustainability and creating new health tourism destinations. CSR activities are
extremely important to increase this revenue and sustainability. CSR is the biggest window opening to the external world for the companies of today and it means that it is the most efficient way of sharing what the companies get from the community and what we give back to the community. Considering the contribution of CSR in tourism sector, every study or work, CSR is vital for companies of every scale. CSR enables medical tourism companies to bring the highlights of the destinations into forefront, increase the efficiency, market globally, and so on. This study aims to be the pathfinder for the future studies on CSR by revealing and reviewing the results of CSR studies. For this purpose, the enterprises part of the list of the first biggest 500 industrial enterprises, and 13 non-governmental organizations and their projects on CSR in Turkey have been analysed to reveal the effects of their activities and the results on tourism in general and health tourism.

10. Sample Projects of CSR on Health Field in Turkey

10.1 Eczacıbaşı – Hygienic Silk Paper Project

According to data presented by the Health Ministry, 589 people have been exposed to diseases, contaminated by human excrement and can be prevented by toilet paper or simple personal hygiene precautions. Consumption of toilet paper per household in Turkey is 580 gram, whereas it is 6.9 kg in Europe. It is 8% of Europe’s consumption. The project served not only to get health conditions better or increase awareness of rules and information about hygiene but also the leadership of SILK PAPER in the sector in long term by increasing the consumption of the toilet paper. The project created for the both sides and was evaluated as a positive step for social development (Türkiye Sosyal Sorumluluk Derneği, Türkiye’de Kurumsal Sosyal Sorumluluk Kavramı, Değerlendirme Raporu, 2008).

10.2 The Project of Astrazeneca’s “Life Saving Training”

“First Step to First Aid”, one of the long term CSR projects on health and training in Turkey, taught courses by reaching thousands of students. With regard to social effects and awareness of first aid, “First Step to First Aid” has the feature of that it is one of the most important projects executed by Astra Zeneca. In the scope of the project, the students of Regional Boarding Schools are especially trained in first aid via enjoyable activities as they need it the most (Kurumsal Sosyal Sorumluluk Dergisi, July-August 2012: 4(51).
10.3 The Project of Learning Sign Language of Dünyagöz Staff

Dünyagöz, first brunch hospital group of Turkey, provided a training program on “sign language” for its staff to better serve the deaf-and-dumb citizens. The project targeted to remove all the obstacles for the deaf-and-dumb citizens to acquire healthcare and increase their life quality. The project was carried out at Dünyagöz Hospitals and neighbouring hospitals, and continued throughout the year of 2010.

10.4 The Projects of “Dünyagöz Support the Autistic Individuals”

Dünyagöz Group held seminars named “Visual Test of Autistic Individuals” to understand autistic individuals and serve them better by collaborating with Tohum Autism Foundation and provided ophthalmological doctors, the other medical personnel and patients’ consultants to take part in the seminars to teach better communication with autistic patients.

Autism, the most common neurological diseases nowadays, is more likely to be seen in 1 out of 110 children, and to make their lives easier, it is important for the community to understand them thoroughly. Dünyagöz Hospital Group, starting off with the philosophy of ‘To serve every layer of the community’ trained all its personnel by asking them to attend the seminars.

Associate Professor Dr. Bünyamin Birkan, Training Director of Tohum Autism Foundation and the Dean of Tohum Autism School gave information about autism, specialities of autistic individuals and the difficulties that the autistics face regarding health in these seminars. (Dunyagoz, 2014) (Viewed on 10th December 2014).

11. CSR and Sustainability in Medical Sector

If trading companies cannot gain profit, they cannot continue their existence and pull their weight against investors. Similarly, foundations have responsibilities against their shareholders. These responsibilities diversify from environmental sources and human rights to business morals and ethics rules and the labours’ rights. Businesses are defined not only as economical and technical establishments but also social ones as they have to check up on their social responsibilities in this context. CSR leaves its mark on companies’ strategies, operations, business approaches making it permanent and everlasting. Researches asserted that the communities are in expectations of getting support for education, health, environment and
domestic violence from the foundations. Education is the first subject that the foundations are interested in, following ethical behaviour, social insurance and health (Kurumsal Sosyal Sorumluluk Dergisi, Mart-Nisan 201, Sayı: 2-2012:17-18).

11.1 Health Tourism Project of Dentaydin

The faculty of Dentistry of Istanbul Aydin University, one of the most preferred foundation universities, provides dental health services to the community and its academic staff, technical and medical substructure. Its international health contracts and projects of CSR add values to their treatments. The patients upon choosing the faculty of Dentistry of Istanbul Aydin University spend much less than the amount they have to in Europe and USA, and consequently are freed from the waiting list in their countries, and moreover they are treated by professors, associate professors, or assistant professors in 8 departments of mouth, dental and maxillofacial radiology; mouth, dental and maxillofacial surgery, endodontic, pedodontia, orthodontics, prosthetic dental treatment, restorative dental treatment with latest technological equipment.

11.2 Health Tourism of World Association of Old Age

The number of people over 60(+) years old in the world as of 2010 is estimated to be 524 million, and people at the age of 80(+) will triple in 2050 according to National Institute on Aging. The rate of increase of aging population is 2.1% which is more than the rate of increase of general population (1.2%). The rate of increase for the aging people over 80 is 4.3%. Aging population in Turkey is 5.1 million, and Turkey is the 19th on the world ranking of aging population.

Health Tourism Project Team of Dünyagöz plans and manages all the activities investments, such as architectural concepts, marketing and selling organizations, human source and training, management, financial management, and also consultancy. (Dunyayaslilikdernegi, 2014) (Viewed on 11th December 2014).

11.3 Pamukkale Tourism Cotton hands Project

Pamukkale Tourism combines CSR projects on education, art and health under the unique umbrella; “Pamukeller (Cotton hands) Project”
“We work and produce for our children. To make them ready for the future is our wish. Our target is to walk side by side with you while we are performing our activities with our hearts. We, Pamukkale Tourism, will go on supporting LÖSEV and walking with them (Pamukkale, 2014), (Viewed on 11th December 2014).

11.4 The CSR of Anatolia Group

Anatolia Health Centre (Istanbul) founded with cooperation of Johns Hopkins Medicine Baltimore (USA), is a health foundation equipped with the latest technology in the region. Anatolia Group contributed in the sports as well. Anatolia Efes Sport Club, founded 1976, first and unique Turkish basketball team, winning European Cup and competing in Euro league Final Four. Moreover, Anatolia Group takes part in sponsorship of activities of art and culture. It has effectively carried out the projects about tourism developments (Anadolugrubu, 2014) (Viewed on 14th December 2014).

11.5 Tourism Summit of Producing Turkey: Halkbank

Summits of Producing Turkey, designed as a platform of meeting of SMEs, have been held repeatedly since 2006. The 11th summit was held in Antalya on 27th October, 2009 under the title of “TOURISM SUMMIT OF PRODUCING TURKEY”. The managers and representatives of establishments operating in the tourism sector took part in the summit. Detailed information about the financial support on tourism was presented and the representatives talked about the event and the future of tourism in Turkey (Halkbank, 2014) (Viewed on 14th October 2014).

11.6 CSR Project of GlaxoSmithKline Orange Day & Pulse

GlaxoSmithKline considers realizing social responsibilities as its duties. It increases the life quality by presenting innovative medicines and cures. It creates values for the community and the patients all over the world. It gives importance to making access to medicines easier and contributing to the community needs in countries in which they operate.

“As GSK Turkey, we execute the Orange Day projects and International Pulse projects to fulfil our responsibilities and satisfy the needs for the communities we live in. We also
support the activities of the patients’ associations and endeavour to satisfy their needs.” (GSK, 2014), (Viewed on 14\textsuperscript{th} October 2014).

11.7 Social Responsibility in Abdi Ibrahim

Abdi Ibrahim considers social responsibility activities as an inseparable part of its fundamental operations to provide a sustainable development, and to grow healthy, well-educated generations living in a clean environment. In the direction of the researches of Corporate Prestige and Perception, it has intensified its social responsibility activities in the fields of education, art, community health and environment.

Abdi Ibrahim also takes raising awareness about community health and growing a healthy generation as its duty in the scope of the mission of serving Medicine and human health. Moreover, it contributes in improving the intellectual richness of a community by structuring its activities on education axis.

Abdi İbrahim signed the contract of UN Global Compact in 2010, and announced that it put into practice of workers’ health and safety, struggling against the corruption and recognizing the universal standards about environment (Abdiib Rahim, 2014), (Viewed on 16\textsuperscript{th} October 2014).

12. CSR in Tourism Projects

Hotels consume a significant amount of energy, and produce a lot of solid and liquid waste. Howard HTL is studying the subject of consuming sources (e.g. energy and water) sustainably while operating, and shares the knowledge and suggestions about green hotel concept with its investors.

Howard HTL formed the criterion of Sustainability Awards which is presented in HICAP, a conference held in Hong Kong (Horwathhtl, 2014), (Viewed on 17\textsuperscript{th} October 2014).

13. Result

Health tourism is short travels for the sake of treatment. In other words, health tourism is a type of tourism which enhances medical foundations by using global patients; a market which consists of people who are in need of physiotherapy, rehabilitation, plastic surgery,
transplantation, diagnostic etc. Health tourism is an important tourism branch that uses natural, social and financial sources.

Turkey has received a lot of medical tourists from all over world as it can produce quality services that can compete with that of other developed countries”. In addition to the public sector, private sector has made serious amount of investments in health service especially since 2000. In consideration of these developments, the number of medical establishments of private sector has begun to increase, such that it competes with the European standards in big cities. However, having high constructional and operational costs, it becomes obligatory to decrease the cost of investments in order to enter foreign markets. Moreover, the geopolitical location, qualified man power, and infrastructure investments made on every field provide certain advantages to Turkey on health tourism.

CSR is defined as the responsibilities of the foundations and their aid to communities and environments they live in. The aim of CSR executed by an establishment is expressed as providing what the communities need and keeping a low financial cost, sharing the result of service fairly and using gains obtained from the community for the benefit of that society they exist in (Canatan, 2009).

For example, a CSR project executed by an establishment affects those who are affiliated with the establishment, either directly or indirectly, and serve the community for a long period of time. Moreover, it is a tool of promotion towards the target group for the establishment.

This study tries to investigate CSR projects executed in Turkey in the scope of health tourism. CSR studies are essential not only for tourism but also establishments operating in every sector. In brief, health establishments, non-governmental organizations of health generally seem to execute CSR projects according to their operating fields. Specifically, global medicine producers are seen to keep on impelling successful global scale CSR projects. For example, the project of Orange Day and Pulse of GSK serves a good model of CSR project approach. Project raises an awareness of producing innovative medicines and their usage all over the world.

Some of the CSR projects regarding to cleanliness and hygiene for a healthy life are stimulants for Health Tourism and they try to raise awareness for primary school-age children about cleanliness for a healthy life and hygiene by providing basic health education. For
example, Eczacıbaşı, Silk Paper project aims to contribute healthier life standards by giving courses to primary school-age children about some basics of cleanliness and personal hygiene.

Non-governmental organizations have many projects on Health Tourism, especially Health Tourism Project Team of World Association of Old Age, which has taken steps in the direction of health tourism country wide; it organizes separate and integral activities and meetings regarding investment, planning, project design, architectural concept, marketing and selling organizations, human source, training, managing, financial management, and consultancy.

There are successful CSR projects in health tourism executed by Foundation Universities as Non-governmental Organizations such as Istanbul Aydın University. The patients who choose Faculty of Dentistry have to pay a comparatively low amount of money than they have to in their own countries. Moreover, they get rid of long waiting lists and are examined by doctors and staffs consisting of assistant professors, associate professors or professors in the clinics of 8 departments of mouth, dental and maxillofacial radiology; mouth, dental and maxillofacial surgery, endodontic, pedodontia, orthodontics, prosthetic dental treatment, restorative dental treatment with latest technological equipment. The patients get more quality service in a shorter amount of time and they also have the eligibility of visiting a foreign country.

One of the most important parts of CSR activities composes of CSR projects in tourism sectors. For instance, hotel projects consume quite a lot of energy, and produce a lot of solid and liquid waste. Howard HTL has tended to the subject of consuming sustainable sources such as energy and water while operating, and shares the knowledge and suggestions about the green hotel concept with its investors. Another example related to tourism investments is the summit of Tourism investments of Producing Turkey executed by Halkbank which has continued to implement CSR projects to provide credit facilities for the health tourism investors since 2006.

Reference


