

## **Abstract**

Along with the rising interest in health and well-being of the society, the health tourism industry has become increasingly important for emerging destinations on this planet. This thesis does not only describe the relevant players on the current health tourism market but also explores the consequences of the intense sector growth, such as the deficiency in medical tourism policymaking, the absence of insurance coverage for treatments outside of the European Economic Area, the phenomena of mass tourism in overly advertised health tourism destinations, and the lack of mental health tourism offers on the market.

In the light of the increasing globalization of the health care sector, this thesis introduces the reader to a potential problem-solver for the mentioned concerns related to health, medical and wellness tourism, in a concept called Prescriptive Health Tourism (PHT). The hybrid concept solution combines the health and medical industry with the hospitality industry in a way that is beneficial for both sectors. This thesis aimed to find out if the concept of prescriptive health tourism has the potential to be beneficial and practical for society and if the solutions proposed by the concept are indeed solving existing problems in the current health and medical tourism sector. Besides, the thesis aimed to expose any constraints and threats, which could hinder the patients from participating in PHT and lastly revealed possible aspects of improvement of the concept, which would call for additional research and concept developments.

The results of the mixed approach online survey conducted by a versatile range of participants revealed that 84% of the participants found the general concept idea attractive and 76% would actively ask their local doctor for possible options regarding PHT. Furthermore, results showed that through the concept 86% of the participants would be motivated to take better care of their mental health and 67% would be encouraged to visit unknown destinations. Nevertheless, the study revealed, that certain participants wouldn't travel for health reasons due to environmental concerns or due to the potential language barrier at the treatment facilities. Even though the concept introduces several solutions to the occurring problems, issues such as possible corruption between different sectors and the possibility that PHT could turn into a privilege for the upper-class, call for further concept developments and additional research.