

## **COVID-19's Impact on Medical Tourism and Public Health Service Enhancements: A Case Study**

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### **Abstract**

**Introduction:** Medical and recreation tourism, also known as health travel, is a growing trend in the tourism industry. It involves traveling to another country to receive medical treatment, often because the desired treatment is not available, affordable, or accessible in the traveler's home country. The global medical tourism market was valued at \$35.77 billion in 2022 and is expected to continue to grow in the coming years. The COVID-19 pandemic has had a significant impact on the medical tourism industry. As travel restrictions ease and people become more focused on their well-being, there is a growing demand for health and wellness holidays. This is likely to boost the medical tourism industry in the post-pandemic era.

**Aim:** This study aims to investigate the implementation of medical tourism in Georgia during the post-COVID rehabilitation period and its impact on the country's overall tourism development.

**Method:** A literature review was conducted using the keyword "medical tourism in Georgia" to identify critical success factors for implementation. A qualitative approach was then used to conduct in-depth interviews with stakeholders from various sanatoriums in Georgia.

**Findings:** The study found a positive trend of medical and recreational tourism development in Georgia, which is predicted to boost the country's tourism and economic development.

**Originality and value:** The study indicates that the construct's credibility and accuracy were satisfactory.

**Key Words:** Medical Tourism, Rehabilitation, Georgia.

**Jel Codes:** L83, I112, I113.

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