1. What are the roles of governmental bodies in health/medical/wellness tourism?
Top Governmental Roles

- Governance & Regulation
- Products, Services & Standards
- Partnership(s)
- Communication & Sales
- Capacity Building & Training
2. Which are the TOP3 tasks for any country interested in health/medical/wellness tourism development assuring long term success/competitiveness?
National / Regional /Destination Level

- Development Guide
- Communication & Sales Guide
- Property/Destination Level Mentoring & Training
3. How can industry and communities leverage local resources in medical and wellness tourism?
HEALTH ENGAGEMENT LEVELS

NUMBER OF GUESTS

Accidental
✓ Treatment TO included in the package
✓ Seen a good price for check-up while at destination

Curiosity
✓ Treatment never tried or heard of before
✓ Gives the famous healing treatment a try

Hybrid
✓ Spiritual component of a cultural visit
✓ Combines cosmetic surgery with desert safari

SPENDING PER GUEST

Dedicated
✓ One week yoga retreat
✓ Cancer treatment package

Lifestyle
✓ Vegan, fitness & massage enthusiast
شكرا

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