

A Significance of Utilizing Enterprise Forces for Medical Tourism in Japan

Satoshi Momotake¹

Abstract

Medical tourism has become a popular purpose of traveling abroad for high net worth individuals, and it is spreading among wealthy people. This study examines the strategies of medical tourism in Japan by utilizing business strategies. The key elements of the strategies are health and foods. The Japanese food culture is globally recognized as healthy, as to which the Japanese foods culture is committed to be listed up in the intangible cultural heritage of UNESCO in December 2013. The primary sites of medical tourism are Tokyo and Osaka areas. A Japanese enterprise in the health field, Tanita is a significant leader in that industry. By utilizing the forces of such enterprises medical tourism in Japan will become an effective model for international business. This study analyzes the significance of these business models in medical tourism in Japan. On the basis of healthy Japanese cuisine, the author proposes strategies of business models.

Keywords: medical tourism, cosmetics tourism, health tourism, Kansai International Airport, Osaka

Introduction

When people make a plan and travel, it is thought that various elements have compounded with the motive to determine the destination. It is an important issue to solve the compound factor, in order to carry out tourist industry activation in response to a traveler's needs. For this compound factor of decision-making of the travel place, which is form of medical tourism about the factor of disease treatment or health care. Medical tourism is the concept of being used for the travel to receive medical treatment and health care in foreign countries in many cases.

¹Osaka University of Tourism 5-3-1, Okubominami Kumatori-Cho Sennan-Gun Osaka 590-0493 JAPAN. Phone: +81-72-453-8222, Email: momotake@hotmail.com

For example, Europeans and Americans are having dissatisfaction in the price of the medical treatment of their own country.

In addition, in Japan, it is supposed that medical cost effectiveness is large and a technical level is also high in comparison. However, it is not developed as medical tourism shown also in Fig. 1. Therefore, relevant ministries and agencies and an interested organization including the Ministry of Economy, Trade and Industry and the Japan Tourism Agency are going to promote. Thus, Japanese food and their eating habits which greatly makes one corner of medical tourism have obtained high evaluation internationally in recent years. Probably, this is an acceleration factor that Japanese food was registered into the "world intangible cultural heritage" of UNESCO ⁽¹⁾. On the other hand, it is said that this Japanese food is on the verge of extinction in Japan. That is because European style of food is accelerating in Japan. However, having registered with the world intangible cultural heritage also becomes one opportunity, it exports Japanese food positively, and has the motion which is going to extend a market ⁽²⁾. This serves as a backer also with big an image called health = Japanese food is established.

Although there is also the word "Eat healthily, Live healthily ⁽³⁾", in this paper, Japanese food proposes one model of the medical tourism based on the view of Japanese food (health care) & medical treatment also according to the world intangible cultural heritage used as the opportunity which attracts attention as health food diet in the world.

By the way, Japan is not listed by higher rank ranking in investigation of the medical tourism by OECD.

Patient's acceptance country			
	Country	Amount of money (1 million US dollars)	Ratio to the total medical insurance expenditure (%)
1	U.S.	2,623.4	0.11
2	Czechoslovakia	542.3	3.58
3	France	479.3	0.15
4	Belgium	444.5	0.84
5	Turkey	377.9	0.98
6	Mexico	260.4	0.48
7	Italy	166.8	0.08
8	United Kingdom	152.6	0.06
9	Canada	117.2	0.08
10	South Korea	82.7	0.15

Fig.1: OECD, Health at a Glance 2011 : OECD INDICATORS, p.159

Moreover, since research of the medical tourism itself is not necessarily enough, in this paper, it is a form where the viewpoint of an international management theory is used, being based on the research trend of the overseas of medical tourism, and tries to find out new knowledge to medical tourism research.

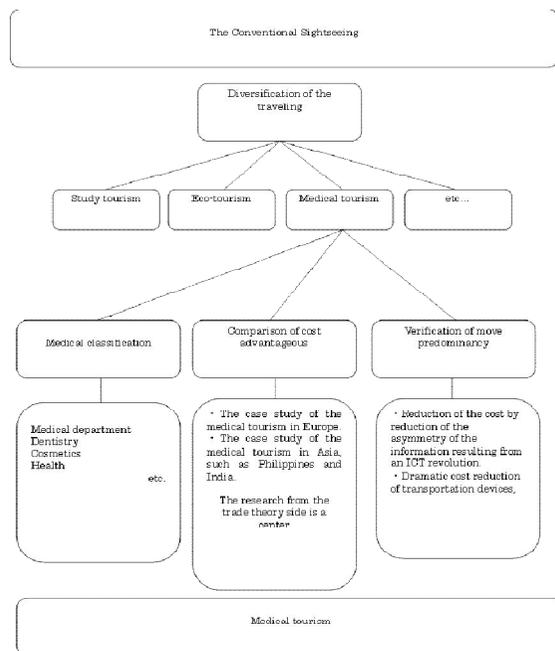
1. The Previous Work about Medical Tourism

Although medical tourism means the general travel aiming at medical treatment, Sara Caballero-Danell and Chipomugomba (2007), interpreted one step deeply about medical tourism, and it supposes "(it is the sightseeing performed in order that) a tourist mainly asks for overseas internal medicine medical treatment, and conventional sightseeing and sightseeing tour experience will raise the leisure in a tourist resort, and peacefulness of the heart⁽⁴⁾."

Although this medical tourism research is done increasingly briskly in the West in recent years, the history is old. For example, in 1987, it is trial analysis of the Baden (name of a place which means "spa" in German) district in Switzerland by developing health care equipment and service of Goodrich, G. & Goodrich, J. ⁽⁵⁾, and the research of the viewpoint of the hospital advertisement which is going to offer effectively the technology which the hospital followed by Andaleeb in 1994⁽⁶⁾ is made. It can be said that these became a dawn stage of medical tourism research. However, it because the research which suited at the dawn, it differs from the topic taken up by contemporary medical tourism somewhat. The contents of the medical tourism taken up nowadays are the research analyzed about the contents which go to the hospital plant which is specifically near the tourist resort or when moving from the United States or Canada to in English-speaking countries, such as the Philippines and India. This cannot be said that is intended for medical tourism itself rather than it finds out the predominancy in the cost side in consultation of a medical department or dentistry, and analyzes medical treatment about the phenomenon received overseas in the form that added sightseeing. For example, Marc Piazolo and others (2011) is studying medical tourism from the position of a trade theory using Ricardo's theory ⁽⁷⁾. Moreover, there is also research of Valorie A. Crooksa and others (2011) analyzed from a viewpoint of marketing side of medical tourism⁽⁸⁾. Furthermore, there is also research of Fred Hansen (2008) discussed and done about movement for consulting⁽⁹⁾. Moreover, Julie (2012) is classifying in details and arguing about medical tourism, such as health tourism travel, wellness tourism, and medical tourism travel⁽¹⁰⁾.

In addition, Fred Hansen mentions that we can discover consultation on the Internet easily, and development possibility of the medical tourism by the appearance of the low-cost carrier. Thus, the history of the medical tourism research in Europe and America is superficial, and a research by various approaches is still accomplished. The summary of the above would be thought that the definition of the medical tourism in Europe and America becomes "the act which receives a medical service with sightseeing ranging over the border for health care." Moreover, if it illustrates about the travel aiming which is receiving medical practice about research of medical tourism in overseas, it will inquire by classifying into three fields, (1) medical practice is classified into a medical department, dentistry, and cosmetics, (2) a travel destination has a comparative advantage in a cost performance and a tourist resort rather than a travel origin, 3) predominancy of a transportation device, roughly as shown in the following figure. Of course, other fields can also be assumed, but in this paper, verification model building is performed based on these three fields that were able to do the survey.

Fig1: Positioning of the Conventional Sightseeing Research and Medical Tourism Research



By author

On the other hand, it may be said that a service tourism (the field of high medical examination medical care) meeting for the study that is the research that Ministry of Economy, Trade and Industry carried out in 2008 plays key role of a study on medical tourism in Japan. In addition, the study group conducted the actual proof experiment about taking in of a foreign patient from the domestic medical institution or the international medical service support center in 2009, and extracted and arranged the medical field used as the strong point of our country.

As a report of those other than this, it is mainly research centering on a think tank, and there are many arguments that is related with medical tourism. For example,(1) the research about an advanced introduction example, (2) the political proposal by the comparison with the foreign country, (3) relate to possibility of the introduction in Japan. Moreover, although terminological specialization is tried by "*Iryou-kankou* (medical tourism)", "*Iryou-tsuurizumu* (medical tourism)", "*Medhikaru-tsuurizumu* (medical tourism)", and the wide sense in the parts of "cosmetics tourism", "health tourism", but terminological unification is not attained, either. Since such a thing, it cannot say that the research as a sightseeing study field of medical tourism is yet not necessarily enough, but it can be said that it is in the early stage of research.

2. The Present Condition and the Problem of Medical Tourism of Japan

As contents which should be treated by the verification model of this paper, it focuses on the medical tourism in Japan. Furthermore, the plan of the medical tourism which can demonstrate a competitive advantage of Japan is drawn up. Therefore, it is necessary to clarify the present condition and the problem of medical tourism of Japan. In addition, it is hard to say that the definition of medical tourism is not necessarily established in Japan. Because people generally think "it is realized that makes a voyage to other countries for the purpose of receiving medical treatment" ⁽¹¹⁾. Furthermore, unlike Europe or America, the view that divides the medical treatment of the illness aiming at medical tourism and health enhancement with health tourism has also been reported. However, medical tourism still has many views also including health care so that it may be seen also by European and American research. Furthermore, treatment also with the same investigation of government and municipal offices is carried out⁽¹²⁾. Therefore, in this paper, medical tourism and health tourism decide not to specialize but to advance an argument.

2.1 Classification of Fields Such as a Medical Department, Dentistry, The Cosmetics

It is possible to carry out advanced medical treatment in Japan as pointed out to the report of the Ministry of Economy, Trade and Industry. Of course, even it looks around Asia as well as globally, the Japanese medical technology is a world highest level to be pointed out in many studies, and in this respect, advanced medical care becomes important by the Japanese medical tourism. However, in Japan enforcing the universal coverage, there is the resistance for carrying out large amount of treatment costs by no insurance. In addition, the mix-medical treatment which made them intermingled are also in the situation that is not yet lifted the ban on. Because of the present condition of the medical tourism, it is difficult to carry out advanced medical treatment. Therefore, the medical treatment which serves as cost price burdens, such as an inspection, in many cases has taken the lead in medical tourism of Japan.

In addition, it is difficult to grasp overseas demand in Japan even if it is the field of dentistry succeeding in the Philippines. As seen in a precedent study, a subdivision item of the medical tourism includes the present conditions that it is not necessarily suitable to let it becomes independent.

Furthermore, about the cosmetics, a prospect of the acceptance from the foreign countries is not in sight from problems such as a side effect or the failure. In addition, that positioning as the medical tourism industry is possible like South Korea is still a consideration stage.

Thus, in the case of Japan, under the present circumstances, it is not obvious to further subdivide medical tourism and to make it a medical department, dentistry, and cosmetics. Since the contents which a medical department can also carry out by restrictions of a medical insurance system are restricted, when analyzing the medical tourism in Japan, under the present circumstances, it is considered the thing it is better to specialize in a medical department.

2.2 Comparative Advantage on the Cost Side of the Travel Destination

As it is also in a previous work, that medical tourism is developed in Philippines or India has a summer resort like Cebu is near, or there is world heritage, and also it is because that is cheaper including transportation expenses than receiving treatment in America.

It is irrational to expect to demonstrate predominancy to the cheap developing country of prices about this cost side, especially prices. Then, a high added value and by extension, a branding strategy must be adopted.

Considering this point, the popular tourist resort and its circumference place in Tokyo or Osaka may turn into a destination as medical tourism for inbound sightseeing.

2.3 Predominancy of the Transportation Device of a Travel Place

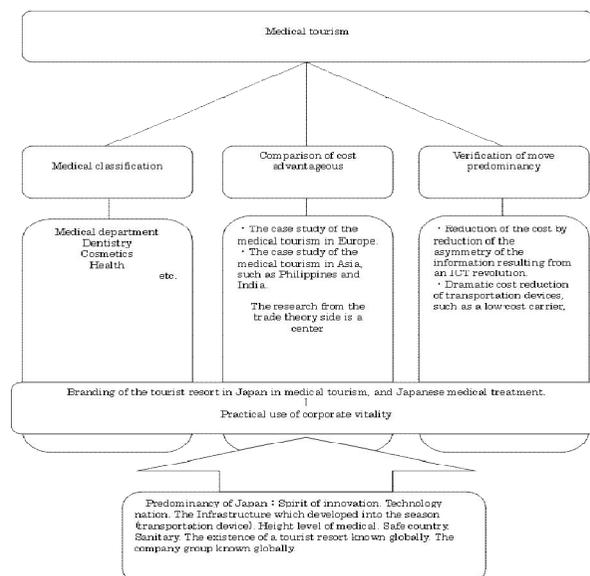
Japan is an island country, so it can only enter a country from the sea or sky.

Therefore, the travel from overseas case, people have to arrive at a travel destination by using an airplane or vessel naturally. For the American citizen considered that there are many users of medical tourism, even if it is Philippines or India is the same. Especially making a voyage by an airplane from the United States, the difference of the voyage time between Philippines and Japan is not remarkable. Also, about an airfare is the same. However, it is provided so cheaply that LCC has marched out and it does not become a comparison to the conventional airfare even in Japan these days. For example, between Taiwan and Kansai International Airport for one way is 5000 yen or less (campaign price). Furthermore, compared with other competed countries, the infrastructure is ready, and for the cost side, expect the domestic transportation fee, it is very convenient and has predominancy. Thus, it would be thought that can demonstrate more predominancy of receiving medical treatment at the place near a tourist resort or an airport than other competed countries.

3. The Model of Medical Tourism Research

Based on the previous study about the medical tourism which clarified at the previous chapter, and the present condition and a problem of Japan, extraction and verification of an element required since medical tourism of Japan will be materialized as industry from now on in this section. In this case, since the health insurance system which is regulation peculiar to Japan poses a political problem, the policy (special area system) being deregulated in the present condition is proved that is made into the object of an argument, but other than that will be out of the object. And it is made the field which can demonstrate competitive predominancy by attaining differentiation with other countries. That is, it argues focusing on the strong point of Japan. In this case, it is necessary to perform classified of a medical field as Fig. 2. However, the regulation in Japan is excluded from the consideration object. Therefore, the argument is advanced now focusing on possible medical treatment, in other word, the medical department field centering on an inspection. Furthermore, about comparison of cost advantage nature, it is based on the possibility of a branding strategy. And a setup that value becomes high rather than an actual amount of money is performed. Therefore, avoid picking one over the other by the height of a price. At the last, LCC should be put into service by verification of move predominancy. Therefore, in this paper, Japan shall argue by extracting to two areas centering on Tokyo and Osaka which are popular among the tourist in the world.

Fig. 2: The Verification Model of the Medical Tourism in this Paper



4. A Setup of the Analysis Region and the Company for Analysis

If based on the verification model built for the previous chapter, (1) medical classification, (2) comparison of cost advantageous (from a viewpoint of a trade theory), (3) verification of move predominancy, and also there will be seasoned with predominancy of Japan. And it is necessary to add the new viewpoint of practical use of corporate vitality, and to clarify the model of attaining branding of the tourist resort in Japan in medical tourism, and Japanese medical treatment, by a case study. Then, each field of the medical tourism based on a previous study is considered first.

4.1 Medical Classification

The field which attracts attention as medical tourism is a field of a medical department as it was described also in advance in Japan. Actually, there are some successful hospitals, which accept a PET medical examination, are exist, such as Keiju Medica Center in Ishikawa and Hidaka Hospital in Gunnma. Moreover, there is also a comprehensive special area method which incorporated the preferential measure of the Building Standard Law so that a hospital and a hotel may also become possible in an industrial area⁽¹³⁾.

Thus, the importance of the medical tourism in Japan is a medical department.

However, as touched also in advance, reform of the universal coverage is not progressing. And a ban is not removed on mixed medical services by it. Therefore, a medical department for the time being can be said that a medical checkup is main medical tourism.

In addition, it judges whether a medical checkup is illness now, and differs from medical treatment. From such a thing, it is thought that the tourist who visits Japan has strong health consciousness.

4.2 Comparison of Cost Advantageous

The predominancy in a cost side is an advanced nation in comparison with a developing country, as it was made clear also in advance, and in comparison with Japan where prices are high, it is inferior to Japan.

Then, it is necessary to find out relative predominancy through raising the consciousness value which has on customer satisfaction and re-attractiveness to consumers.

In order to find out the predominancy written in previous paragraph, spirit of innovation and technology which have already been branded and have a competitive power in Japan, the highly-developed infrastructure, lowness of a also globally significant country risk, also, it is effective to utilize the tourist resort and company group which were known globally.

If such predominancy is utilized, the direction which chooses any of Tokyo and Osaka they are as a tourist resort known globally first. Receiving a medical treatment, or customer satisfaction and re-attractiveness to consumers are raised by the medical tourism of traveling, and the value by being low-cost can say that it is less than the value by being high-cost, that is, leads to choosing Japan from other countries.

4.3 Verification of Move Predominancy

A significant difference is stopping coming out of the voyage expenses from overseas by the service of LCC about move predominancy. Therefore, it is the area where LCC is put into service from overseas, and selects the near area of a tourist resort. In this case, it is thought that Narita International Airport and Kansai International Airport suit those conditions of location also in a first-class airport.

5. Consideration of an Individual Case

According to JETRO, it rode on the fair wind of and health consciousness global now, and the Japanese food boom has happened⁽¹⁴⁾. It is what sushi is popular in every country in the world including England. The overseas expansion of the food service industry of such a boom to Japan is remarkable.

For example, a restaurant called DAITOKAI which KIKKOMAN opened to France in 1973. NADA MAN and Genki Sushi were opened starting with the dining-out chain store which opened a shop to Denver, the United States, at it in 1975. And Marugame noodle making opened a shop to Indonesia in 2013.

Overseas export of Japanese meal material has also got into stride by the overseas expansion of such the food service industry.

On the other hand, the ""food and health" international cooperation support program" of Ajinomoto and the company of many including the idea of "letting "foods and health" pass and contributing to a visitor's life fullness" of Meiji are tackling food and health in Japan. Also in it, the recipe which TANITA Corp. which sells body scale offered from health consciousness in recent years especially in the dining-room of its company was published in 2010. And it became a smashing success which will exceed a total of 4 million copies in several years. In response to it, "Marunouchi Tanita Shoukdo" was opened to Tokyo Marunouchi in 2012. Moreover, the recipe book of this Tanita Shoukdo and the "Company cafeteria of Body-fat scale TANITA ~500kcal of full set meal" were translated into the foreign language version, especially Korean and Chinese version, carried out good sale and has won popularity in Taiwan sold by preceding ⁽¹⁵⁾.

Thus, the publication of TANITA Corp. of the vigor which sweeps not only over Japan but over Asia. And body scale which is core products of the company supporting it. Furthermore, the dining-room which can actually experience low-calorie-content goods which are written to the publication. It is considered to suit the medical tourism of the purpose of examining of Japan. That is, a classification is considered that generation of a classification called the medical department + health which is a possible field from the conventional previous work.

Moreover, it is a travel place which becomes important at medical tourism. However, it is the area where LCC is put into service previously, and illustrated Tokyo and Osaka popular with a tourist from a foreign country. In the case of Tokyo, it is Narita International Airport, and, in the case of Osaka, Kansai International Airport. All have the tourist resort in the center of Tokyo and Yokohama, or Osaka, Kyoto and Kobe.

While medical tourism attracts attention, Osaka and Izumisano-shi with Kansai International Airport receive early "a special regional vitalization synthesis area" specification from Narita-shi, Chiba, and are performing making an international medical exchange base (16).

This is location suitable as the purpose point of the medical treatment of medical tourism. And it is thought possible to call in not only domestic but also the tourist from overseas.

However, at this international medical exchange base, Rohto Pharmaceutical gains the landed property of a prefecture. And the gate tower (GT) clinic and new company which have a strong point in cancer medical treatment is established and carried out. However, when it thinks from a viewpoint of taking in of a tourist from overseas, it is of little note. Improvement in consciousness value is hurried.

6. Analysis Result

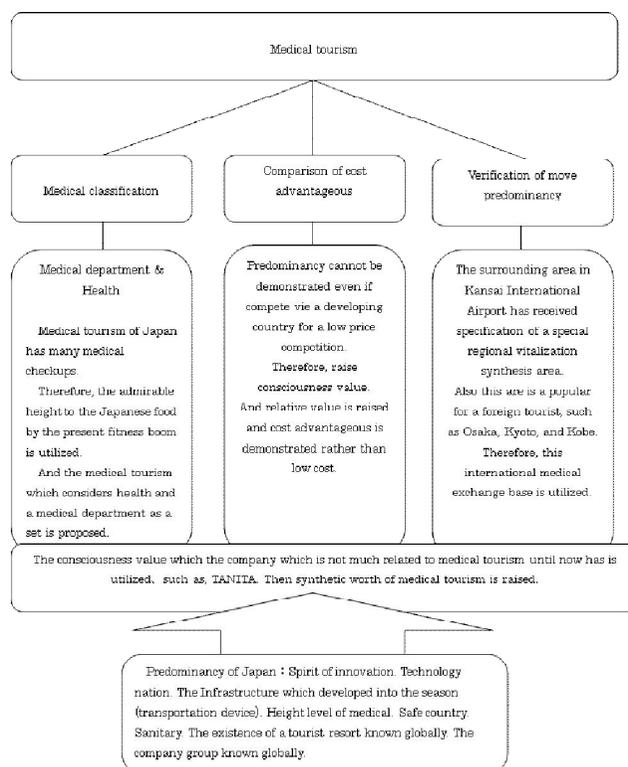
The previous chapter has considered the individual case. As a result, if the model built from the previous study is applied and examined, those who utilize overseas the vitality of the Japanese company where consciousness value is high will be considered that it is also more possible to call in the tourist aiming at more medical treatment than providing the medical service as which domestic may be sufficient. If it analyzes based on a verification model, it will become as it is shown in Fig. 3.

First, the medical classification needs to take a step forward from a previous study, and needs to add a classification called medical department + health from the medical + health care united with the situation of Japan. It's because medical tourism of Japan is a medical checkup subject. Next, even if comparison of cost advantageous carries out a developing country and a price competition, it cannot demonstrate predominancy. Therefore, it is more nearly required by raising consciousness value to raise relative value and to demonstrate cost advantageous than being low cost. As for move predominancy, the surrounding area in Kansai International Airport should be specified as the special regional vitalization area.

Moreover, a foreign tourist can be accessed easily in popular Osaka, Kyoto, and Kobe.

Thus, it is a thing it is better to utilize the area from this.

Fig. 3: The Verification Model of the Medical Tourism in this Paper



By author

However, the international notability of medical tourism of Japan is low, and it is hard to think that a tourist visits Japan only by preparing a medical base in fact. Therefore, practical use of TANITA Corp., which is popular centering on Asia now, and it is a little high in worth of medical tourism to Japan to perform inclusion to medical tourism, then it will become an effective means for making a foreign-visitor-to-Japan tourist increase. In other words, the practical use of such a company will have a meaning important in order to make a foreign-visitor-to-Japan tourist increase.

In this paper, practical use of the company which is having high consciousness value already held overseas is proposed based on the verification result in the verification model based on a previous study.

Conclusion

In Japan where it makes into software of industry progresses, the tourist industry is positioned as future promising industry. Particularly, improvement in income is remarkable. Moreover, from Asia area which higher income brackets are increasing, it is called pressing need to improve the taking-in attitude of a tourist from the world.

While foreign tourists' sightseeing purpose is diversified, the way of thinking of "certainly selling if a good thing is built" may already have outdated secondary industry like conventional Japan that was in the mainstream. Of course, it is important that tertiary industry provides good goods and service. However, it sees globally and there are already Japanese goods and the quality of service excellently as analyzed so far. And it is a best policy to put emphasis on how it is sold strategically rather than only concentrating on raising it.

The same may be said of medical tourism and it is also important to spend many hours on PR in addition to making a base. However, there are many countries which already compete in the world of medical tourism, and there are few foreign tourists who turn their eyes to the medical treatment (medical checkup) of a high level of Japan. Moreover, it is difficult for there to be also regulation in Japan and to provide the same service as other countries which compete. Then, healthy Japanese food already recognized globally. A body scale of TANITA Corp. and Tanita Shoukdo which are the companies relevant to it, and cooperation. And the direction premised on making the fan of the recipe book of already spread TANITA Shoukdo participate in tour for the purpose of a medical checkup is considered that time and expense do not start PR.

If it can collaborate not only to this example of analysis but also to the company already recognized globally, it will come also out of the theory of a synergistic effect to increase the controlling power of the medical tourism market in the world.⁽¹⁷⁾ And it is thought that the demand of medical tourism of Japan increases.

References

- Hidegori Ukai, Satoko Morita (2013) Registration for 'World Heritage Site'. But Japanese-style food in front of extinction – Should keep the lost gastronomic culture, Nikkei Business Oct. NikkeiBP.
- Tomomi Endo other (2013) To the Japanese meal world- It accelerates by health consciousness, JETRO SENSOR, Nov.2013, JETRO, pp. 6-27.
- Makoto Mayanagi(1998) Ideology of Eat healthy, live healthy -Formation and development, Shinika Vol9, No.10, Taishukan,pp.72-77.
- Sara Caballero-Danell, ChipoMugomba (2007) 'Medical Tourism and its Entrepreneurial Opportunities - A conceptual framework for entry into the industry', "Tourism and Hospitality Management", (master's thesis)
- Goodrich, G. & Goodrich J., (1987) 'Health care tourism – an exploratory study', "Tourism Management", P217-222.
- Andaleeb, S.S. (1994) 'Hospital Advertising: The Influence of Perceptual and Demographic Factors on Consumer Dispositions', "Journal of Services Marketing Vol. 8 No. 1", p. 48-59.
- Marc Piazolo, NurşenAlbayrakZanca(2011), 'Medical Tourism - A Case Study for the USA and India, Germany and Hungary', "ActaPolytechnicaHungaricaVol. 8, No. 1"
- Valorie A. Crooksa, Corresponding author contact information, E-mail the corresponding author, Leigh Turnerb, Jeremy Snyderc, Rory Johnstona, Paul Kingsburya (2011) 'Promoting medical tourism to India: Messages, images, and the marketing of international patient travel', "Social Science & MedicineVol72,5"p.726–732
- Fred Hansen(2008) 'A revolution in healthcareMedicine meets the marketplace', "REVIEW"
- Julie W. Munro(2012) "What is Medical Tourism?"
- Toshiki Mano (2009) 『Medical tourism to globalization -What is medical tourism?』 Iwanami,pp.56-57.
- 2009 services industry productivity improvement support investigation business (2009)International medical tourism investigation business report,METI, and other.
- A hospital and the hotel are possible in an industrial district」 『Nikkei architecture,Nikkei BP,2011,pp.12.
- Tomomi Endo other (2013) To the Japanese meal world- It accelerates by health consciousness,JETRO SENSOR, Nov.2013, JETRO, pp. 6-27.
- Tanita no shain shokudō' is published next year in China and Korea.A translation version sells smoothly in precedent
- Taiwan. (<http://www.sankeibiz.jp/business/news/121026/bsd1210260502005-n1.htm>) (accessed 25. Nov. 2013)
- Nihonkeizaisinbun Regional economy page Kyoto/Shiga,24 Oct.2013.
- Erik Devos, Palani-Rajan Kadapakkam, Srinivasan Krishnamurthy (2008) 'How Do Mergers Create Value? A Comparison of Taxes, Market Power, and Efficiency Improvements as Explanations for Synergies', "The Review of Financial Studies 22 (3)"p.1179-1211.