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

The variety of the tourism movements in today’s world has changes at a great pace in accordance with the welfare levels and needs of societies. The effects of globalization have resulted in radical changes in the understanding in the tourism sector. As of 1980s, Turkey has covered a great distance in the field of tourism. During this period of time, the traditional structure in the tourism has completely changed and the sector has re-designed itself under health branch understanding the necessity of including societies in different types of tourism movements. As a destination, Turkey is a land of tourism with different touristic opportunities. Factors, such as being the greatest outdoor museum in the world, having hosted many civilizations, location in the Mediterranean climate zone, geo-political location, variety in tourism investments, the variety in tourism, trained manpower, and that the local people in touristic destinations adopted tourism are the basic features that make Turkey attractive as a touristic destination. In health tourism, Turkey has made great progress compared to its competitors in the sector and has become a remarkable health destination. Tourism businesses should adopt different managerial understandings in their organizations so that the importance of health tourism is understood in the world and Turkey, and health tourism is managed in a more qualified way. In this context, sense of social responsibility, organizational acquisitions

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from the societies, and sharing this back with the society, and the sustainability of this sense of management are the most important factors that make health tourism attractive and different. The present study investigates the effects of businesses that are active in local and global health sector on the tourism businesses that serve in health sector in the context of sample projects. Accordingly, the present study focuses on the contributions of the concept of social responsibility in the tourism sector and health tourism, the efforts paid to raise awareness, sample activities and the effects.

Keywords: Health Tourism, Organizational Social Responsibility, Social Responsibility

1. Introduction

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

The traditional tourism structure has changed in great deal and the different layers of Turkish society have understood the need of participating in some certain type of tourism so the sector re-designed itself under the major topic of health. Turkey is a tourism country having some tourism advantages as a destination. Some of those advantages and factors, which are making Turkey attractive as a destinations, are that it is the biggest open-air museum in the world; it was home to quite many civilizations; it is in the climate zone of Mediterranean; it is in a vital geopolitical location; it has versatile tourism investments and qualified human source; the community in
Turkey has taken tourism up seriously.

In both Turkey and 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 that community in which they live in, in an understanding of corporate social responsibility (CSR), and being sustainable of this management mentality makes health tourism differentiating and attractive. Present 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 extend the sampling group represents the universe is not known, so a generalization cannot be made about the universe. Accordingly, a research covering a larger sampling must be held to reach more general results. Thus it is recommended to extend the volume of sampling group and choose random sample methods. Anyway this study is considered to be important and beneficial in the following aspects: It fills a gap of literature for academic field and health tourism sector in Turkey by determining level of CSR and it raises 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. As for the term “touring” is used for the tourism mobility for joy, educational and cultural purposes.

2.2. Health Tourism

Health Tourism briefly involves travels carried out on 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 quite 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.), 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 for the honour of 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 is known that people visited India to obtain the benefit of alternative medicine.

2.3.2. Health Tourism in The Middle Age

After the collapse of Roman Civilization, Asia kept on being 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 in 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 area.

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

Before Islam, the health and medicine had a special place in Turkish life style in Middle Asia. There were two groups of people working on healing the illnesses. First group was formed with shamans named “Kam” or “Baksi” trying to cure sick people with spell or in a religious way. The second group was formed with doctors named “otacı”, “emçi” or “atasagun” curing their clients by using drugs or some similar items. In Omayyad, Abbasid, Seljukian and Ottoman Eras hygiene was given importance by especially the common ground of Islam. Focusing Practices on Health was prioritized by wide spreading preventive health service. A Hadith of Prophet Mohammed saying “Travel if you want to be healthy” emphasizes the importance and understanding of the health tourism. (www.ozelhastaneler.org.tr) (Viewed on 06th December 2014).

3. The Concept of Free Health Zone (FHZ):

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:

1. Health Ministry takes measurements to create attractive regional health centers and manage them in the scope of law 3218.
2. Procedure and principles of health services in FHZ are designated by the Ministry.
3. Utmost 5 per thousand of gross revenue of health enterprises operating in FHZ is taxed.

3.1. Basic Philosophy and Objective of FHZ

- It helps investors about financial subjects and provides tax advantage, and speeds the procedures.
- It brings some exemptions about health planning and presenting health services in FHZ.
- Different FHZs may exit for the concepts of medicine tourism, thermal tourism and golden ager tourism.
- It aims to increase the foreign invest.

Law 663(November 2nd, 2011) about Health Ministry and Its Subsidiaries

4. The Types of Health Tourism

Health Tourism is studied under three main titles. Medical Tourism is a concept, which spreads in tourism industry very fast and contains people travelling overseas to get cured as vacationers. Hair transplantation, dental and ocular problems are main concerns to travel as well as cultural visits. Medical Tourism integrated with travels held for the clients. Developed countries contain an equation of high rates, technology and medical practices at high standard and tourism in this equation. The tourism of thermal and spa-wellness are known the earliest health tourism type. People visit thermal spring water to find remedy and be treated. Culture and Tourism Ministry defines “thermal tourism” as tourism mobility consisting curing practices coordinated with physical therapy, rehabi-
litation and exercises, physiotherapy, diet. This definition means a long treatment process (Aktepe, 2003:174-175).

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 relatively. It is estimated that this number will rise at the rate of 3-4% in 2015. Health tourism has been in demand since 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 advantage over Northern countries so the former ones become prominent in the health tourism sector. The reasons causing health tourism to get bigger and bigger are:

- The wish of receiving treatment in the countries having effect on science world, better facilities and more sophisticated technology.
- Being expensive of medical services and being cheap of these services in some other countries.
- Receiving a better treatment in a foreign country than one in his own country.
- The problems related to their insurance companies.
- The wish of shortening long waiting time for receiving treatment
- Sectoral rise in 2010 reached at 6,7% with 935 million people by comparison with the previous year.
- International tourism mobility returned the tendency of recuperating in 2010 after crisis in the previous years.
- International tourism mobility continued rising and reached 980 million people in 2011.

5.2. Health Tourism in Turkey

Health tourism aims to offer all services of medical process to make not only the patients but also their relatives comfortable. Health services in developed countries are very expensive in parallel with their high education and welfare level. The expenditure share for caring and treating elderly people in health budget is getting larger and larger. Thermal tourism is a very important type of tourism in terms of health tourism. Balneotherapy, defined as benefiting from healing water and bath cures and balneology studying the scientific structure of this treatment style, are concepts frequently encountered in health tourism. Due to its geographical structure, Turkey has numerous geysers. These include many chemicals that are very important in terms of health tourism. Among these are; some minerals, such as sodium bicarbonate, sulphur, and chloride (Güzel, et al., 2013:516).

The most tourists generating countries and the reasons:

- Underdeveloped countries (Sudan, Somali, Afghanistan)
  The basic reason: inadequacy of health services and personnel.
- Asian Countries (Pakistan, Iraq, Syria etc.)
  The basic reason: inadequacy of health services and personnel
- America and Europe
  The basic reason: Health services are
expensive and patients’ waiting time is long.

- Countries having great number of elderly people

The basic reason: Affluence of elderly people, inadequacy of personnel and high cost of caring and treating.

This situation forms a great market and quite a lot of countries try to take a share from this market (Barca et al, 2013:68-70).

6. Swot Analysis of Medical Tourism

SWOT analysis is an analysing of a situation deeply and with all features. It analyses the opportunities and threats and forms a strategy of abolishing the weakness and strengthening the strong sides. This analysis provides an evaluation of medical tourism with the regard to strong sides, weak sides, environmental threats and opportunities.

Strengths

- As Turkey is neighbour to Europe, Middle Asia and Middle East, it can address a great mass.
- A Muslim country integrated with EU countries, it has got the advantage of serving the patients both from west and Muslim countries.
- The climate of Turkey, its long coastal strip, natural beauties, historical places, archaeological 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.

Weaknesses

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

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 September 11th attack, rich Muslim people in Middle East prefer Europe and Turkey, not USA.
- After 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 disease in Turkey’s competitor countries in South East.
- Unutilized seasonal capacity of Turkey in Turkish tourism,

Threats

- Quality doctors and medical staff prefer private hospitals as they earn much more than public hospitals. Foreigner patients cause the doctors to earn much more money than domestic patients so there is a probability of doctors’ giving up treating local patients,
- The probability of spreading of epidemic diseases by inbound patients,
- After receiving health service, the need of caring the patients in their countries may cause the probable complications or post surgery, which may create some troubles.
- 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 qua-
lity and economical health service. Quality of medical service cannot be compensated. The medical service quality in Turkey has been certified by JCI (Joint Commissions International) and ISO (International Organization for Standardization). Totally 42 health centres have been certified/accredited by JCI (Saglik Turizmi El Kitabi, 2012: 76).

8. Corporate Social Responsibility (CSR)

The term of corporate social responsibility (CSR) states that establishments are responsible for any activities they carry out which affect the community and environment they live in. This means that when some shareholders suffer a loss, establishments are to give up some 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 a new term, the business ethic 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 keep under control. Islam and Christianity Church of mediaeval age considered trading activities (e.g. usury) 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 collapse of New York Stock Market in 1929, which caused a panic, unemployment and decreasing purchasing power, closes of companies one after another (Aydemir, 2012:10).

8.2. Concepts Related To CSR

Corporate social responsibility is a concept having a few meanings and looking a bit complex to perceive. Sustainable development, business ethic, 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 found World Commission on Environment and Development (WCED) by UN is that the source of world is rapidly running out and the environment people live in is being polluted.

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

C. Business ethics asserts the importance of ethic 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 way.

D. Corporate governance covers the relationship between the small and big share holders, and between board of management and top management and workers. Corporate governance is considered as 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 a decision and operating for the sake benefits. The company should initiatives take measurements to block harms stemming from its operations and practises for the share holders who may face external costs.

F. Corporate accountability is different from CSR. While CSR refers to behave in certain way, corporate accountability refers that a person or a company should announce, demonstrate or prove, present reports to the share holders.

G. Code of conduct is defined as the behaving rules that the companies promises to obey. They form the cosds voluntarily and announce them in order to give information for the public (Türk Gıda ve İçecek Sanayi
8.3. Ethic Framework of CSR
CSR is perceived as a professional work field or an occupation. Being a new brunch, the defining of the occupation or job advertisements related to CSR may be encountered. Starbucks, Best Buy and Walt Disney are among the companies giving job advertisements. Garanti Bank (Turkey) defines the duties of “Cooperate Sponsorship and Responsibility Authority” employed in its body; he/she can evolve the demands of sponsorship of music or sportive 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 sponsorship, coordinate with media to carry out a successful promotion activity (Akıncı, 2011:71-72).

8.4. The Effect of CSR on Business Performance
CSR has become a concept of idea. It is an important concept to reach at economical targets and welfare level. 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 (Mzembe & Downs, 2014:226).

9. The Review of Sample Projects on Health Field in Turkey
9.1. The objective and significance of the research
The portion of tourism sector has great significance in revenue items in Turkey. 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. To increase this revenue will be possible by providing sustainability and creating new health tourism destinations. CSR activities are extremely important efforts 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 highest level of sharing of what we get from the community with the same the community. Considering the contribution of CSR in tourism sector, every study or work CSR is vital for every scale of companies. CSR enables medical tourism companies to bring the attractiveness of the destinations into forefront, increase the efficiency, marketing globally, and so on. This study aims to be pathfinder for the future studies on CSR by revealing and reviewing the results of CSR studies. For this purpose, the enterprises partaking in 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 of 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 getting the 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 both sides and was evaluated as a positive step for social development (Türkiye Sosyal Sorumluluk Derneği, 2008:9).

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 the regard to social effects and awareness of first aid, “First Step to First Aid” has the feature of that it is one of
the important projects executed by Astra Zeneca. In the scope of the project, the students of Regional Boarding Schools are especially trained about first aid as they need it the most via enjoyable activities (Kurumsal Sosyal Sorumluluk Dergisi, 2012: 4).

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 serve better to the deaf-and-dumb citizens. The project targeted to remove all the obstacles for the deaf-and-dumb citizens to reach their eye health and increase their life quality. The project carried out at Dünyagöz Hospitals and neighbour hospitals, and continued during 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 better by collaborating with Tohum Autism Foundation and provided ophthalmological doctors, the other medical personnel and patients’ consultants to take part the seminars to teach how to communicate with autistic patients.

Autism, most common neurological diseases nowadays, is seen one per 110 children, and to understand them thoroughly by the community is important factor to ease the life for them. Dünya Göz Hospital Group, starting off with philosophy of ‘To serve every layer of the community’ trained all its personnel by giving them seminars.

Assoc. Prof. Dr. Bünnyamin Birkan, the 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 in health field in these seminars. (www.dunyagoz.com.tr) (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 weights against the investors. Similarly foundations have responsibility against their share holders. These responsibilities diversify from environmental sources and human rights to business morals and ethic rules and the labours’ rights. Businesses are defined not only economical and technical establishments but also social ones and they have to check up on their social responsibilities in this context. CSR leaves its mark on companies’ strategy, operations, the business approach and it is permanent and everlasting. Researches asserted that the communities are in expectations of getting support of education, health, environment and domestic violence from the foundations. Education is the first subject that the foundations are interested in, following ethic behaviours, social insurance and health (Kurumsal Sosyal Sorumluluk Dergisi, 2012:17-18).

11.1. Health Tourism Project of Denlaydin

The faculty of Dentistry of Istanbul Aydin University, one of the most preferred foundation universities, give service of mouth dental health to the community and its academic staff, technical and medical substructur, patients’ satisfaction level, its international health contracts and projects of CSR add values to their treatments. The patients choosing The faculty of Dentistry of Istanbul Aydin University spend much less than the amount they have to in Europe and USA, be freed from waiting list in their countries, and moreover they are treated by professors, assoc. professors, or asst. 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
11.2. Health Tourism of World Association of Old Age

The number of people over 60(+) years old in the world is estimated to be 2 billion, population of elderly people will reduplicate children’s population, and people at the age of 80(+) will quintuple in 2050. The rate of increase of aging population is 2.1% which is more than the rate of increase of general population (1.2%).

Health Tourism Project Team of Dün-yagöz plans and manages all the activities investments, such as architectural concepts, marketing and selling organizations, human source and training, management, financial management, consultancy. (dunyayaslilikde-rnegi.org) (Viewed on 11th December 2014).

11.3. Pamukkale Tourism Cotton Hands Project

Pamukkale Tourism combines CSR projects on education, art and health under 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 (www.pamukkale.com.tr) (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 an important health foundation with equipped with 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 (www.anadolugrubu.com.tr/) (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. 11th of summits 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 day and the future of tourism (www.halkbank.com.tr) (viewed on 14th October 2014).

11.6. CSR Project of Glaxo Smith Kline Orange Day & Pulse

GSK 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 make reaching the medicines easier and contribute in the community needs in the 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 satisfy their needs.” (www.gsk.com.tr) (viewed on 11th October 2014)

11.7. Social Responsibility in Abdi Ibrahim

Abdi Ibrahim considers social responsibility activities as inseparable parts of its fundamental operations to provide a sustainable development, and to grow healthy, well educated generations living in a clean envi-
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Abdi Ibrahim takes rising 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 intellectual richness of community by structuring its activities on education axis.

Abdi Ibrahim 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 (www.abdiibrahim.com.tr) (viewed on 16th October 2014).

12. CSR in Tourism Projects

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

Howard HTL formed the criterion of Sustainability awards presented in HICAP conference held in Hong Kong (www.horwathhtl.com.tr) (viewed on 17th October 2014).

13. Result

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

Our country has received a lot of medical tourists from all over world as we can produce such quality services that we can compete with the other developed countries. In addition to public sector, private sector has made serious amount of investment in health service especially since 2000,

In consideration of these developments, the number of medical establishments of private sector has begun to increase with the level of competing with European standards especially in big cities. Having high constructional and operational costs, to enter the foreign market for these establishments becomes compulsory to decrease costs of investments. Moreover, geopolitical location and qualified man power of our country, and infrastructure investments made on every field provide advantages about health tourism for our country.

CSR is defined as the responsibilities of the foundations for their effects on communities and environments they live in. The aim of CSR executed by an establishment is expressed as providing what the communities need most, keeping the lowest level of financial costs, sharing the result of service fairly and using gains obtained from the community for the benefit of that society again (Canatan, 2009:4).

For example; a CSR project executed by an establishment effects deeply those concerned or not for a period and serve the community for a long term. Moreover, it is a tool of promotion towards the target group for the establishment.

This study try to investigate CSR projects executes 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. Especially global medicine producers are seen to keep on im-
pelling 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 about cleanliness and hygiene for a healthy life are stimulant for Health Tourism and they try to raise awareness for primary school-age children about cleanliness for a healthy life and hygiene by giving them some basic education. For example, Eczacıbaşı Silk Paper project targets to contribute healthier and life standards by giving courses to primary school-age children about some basics of cleanliness and personal hygiene.

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

There are successful CSR projects in health tourism executed by Foundation Universities as Non-governmental Organizations. Istanbul Aydın University is such a good example for that. The patients choosing Faculty of Dentistry have to pay much lower amount of money than they have to in their own countries. Moreover they get rid of long waiting list and are examined by doctor staff consisting of asst. professors, assoc. 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 equipments. The patients get more quality service in a shorter time and they also live the eligibility of visiting a foreign country.

One of the important parts of CSR works composes CSR projects in tourism sector. For example, hotel projects consume quite a lot of energy, and produce a lot of solid and liquid waste. Howard HTL is attentive the subject of consuming sustainably 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 successfully kept on CSR projects of providing credit facilities for the health tourism investors since 2006.

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