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Nota di contenuto	Contents; List of Figures and Tables; List of Abbreviations; Preface; 1 Introduction: Patients without Borders; 2 The Antiquity of Health Tourism; 3 Mind and Matter: Health Tourism or Cosmetic Surgery?; 4 The Rise of Medical Tourism; 5 Medical Tourism and the New Asia; 6 Marketing Medical Tourism; 7 The Economics of Medical Tourism; 8 Extremes, Ethics and Inequality; 9 But is it Tourism?; 10 Global Health; Appendix I: Destinations and Delivery; References; Index
Sommario/riassunto	Although it may seem a recent phenomenon, tourism has long been associated with improved health and spa tourism has its roots in antiquity. With the emergence of activities such as bushwalking and meditation, and with increasing numbers of people travelling abroad for medical or cosmetic procedures, medical tourism is now a growing niche in the tourism market. This book looks at the background and rise of health tourism, new emerging facets of the sector, and examines how health related travel fits into a tourism framework. It is suitable for undergraduate and postgraduate students.