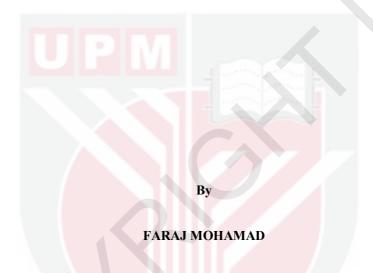


GUIDELINES OF THERAPEUTIC DESIGN QUALITIES IN PRIVATE HOSPITALS AND THEIR HOTEL ACCOMMODATION SUPPORTING MEDICAL TOURISM IN MALAYSIA



Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in Fulfilment of the Requirements for the Degree of Master of Science

November 2023

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

GUIDELINES OF THERAPEUTIC DESIGN QUALITIES IN PRIVATE HOSPITALS AND THEIR HOTEL ACCOMMODATION SUPPORTING MEDICAL TOURISM IN MALAYSIA

By

FARAJ MOHAMAD

November 2023

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Medical tourists face various challenges during long-term visits, which necessitates better planning when they need to stay longer in the host country. Despite recent interest in healing environments in the Malaysian setting, there has been a scarcity of research attempts investigating its role and impact on medical tourism. Thus, the aim of this study was to explore the therapeutic qualities of medical tourism accommodation facilities that promote patient health in Malaysia. To address the research aim, a qualitative methodology was followed, whereby two data collection techniques were employed: observations of medical tourism hotel accommodations and interviews with relevant stakeholders. Four case study locations were selected for the purpose of data collection in this study. These locations were four hotel accommodations that have formed partnerships with local private healthcare institutions and are popularly utilized by health seeking tourists. An observation checklist for medical tourism hotel accommodations in Malaysia was developed based on a review of the available literature, consisting of elements such as key location, planning, general interior layout, and exterior configuration and features. In addition, elements of the therapeutic environment were defined based on three theories, namely biophilia theory, therapeutic environment characteristics, and environmental stress theory. These elements guided the development of the interview items, which included natural light and view, artificial light, air quality, color, noise, art works, and landscape. The results revealed that the main physical design characteristics that should be provided in therapeutic environments are comfortable furniture and finishings, larger windows for natural lighting and views, improved indoor air quality, more natural elements, better social spaces, and friendly/accessible facilities. Overall, observations of the medical tourism hotel buildings and interviews with stakeholders and patients validated the present research model.

Keywords: medical tourism, medical facilities, therapeutic environment, healing Environment, healing architecture, tourism management.

SDG: GOAL 3: Good health and well-being.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

GARIS PANDUAN KUALITI REKA BENTUK TERAPEUTIK DI HOSPITAL SWASTA DAN PENGINAPAN HOTEL MEREKA YANG MENYOKONG PELANCONGAN PERUBATAN DI MALAYSIA

Oleh

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Pelancong perubatan menghadapi pelbagai cabaran semasa lawatan jangka panjang, yang memerlukan perancangan yang lebih baik apabila mereka perlu tinggal lebih lama di negara tamu. Meskipun terdapat minat baru-baru ini dalam persekitaran penyembuhan di Malaysia, terdapat kekurangan percubaan penyelidikan yang menyiasat peranan dan kesannya terhadap pelancongan perubatan. Justeru, tujuan kajian ini adalah untuk meneroka kualiti terapeutik kemudahan penginapan pelancongan perubatan yang meningkatkan kesihatan pesakit di Malaysia. Untuk memenuhi matlamat penyelidikan, metodologi kualitatif telah diikuti, di mana dua teknik pengumpulan data digunakan: pemerhatian penginapan hotel pelancongan perubatan dan temu bual dengan pihak berkepentingan yang berkaitan. Empat lokasi kajian kes telah dipilih untuk tujuan pengumpulan data dalam kajian ini. Lokasi tersebut adalah empat penginapan hotel yang telah membentuk perkongsian dengan institusi penjagaan kesihatan swasta tempatan dan digunakan secara popular oleh pelancong yang mengejar kesihatan. Senarai semak pemerhatian untuk penginapan hotel pelancongan perubatan di Malaysia telah dibangunkan berdasarkan kajian literatur yang ada, yang terdiri daripada elemen seperti lokasi utama, perancangan, susun atur dalaman umum, dan konfigurasi dan ciri luaran. Selain itu, elemen persekitaran terapeutik ditakrifkan berdasarkan tiga teori iaitu teori biofilia, ciri persekitaran terapeutik, dan teori tekanan persekitaran. Elemen ini membimbing pembangunan item temu bual, yang termasuk cahaya dan pemandangan semula jadi, cahaya buatan, kualiti udara, warna, bunyi, karya seni, dan landskap. Hasil mendedahkan bahawa ciri reka bentuk fizikal utama yang perlu disediakan dalam persekitaran terapeutik ialah perabot dan kemasan yang selesa, tingkap yang lebih besar untuk pencahayaan dan pemandangan semula jadi, kualiti udara dalaman yang lebih tinggi, unsur yang lebih semula jadi, ruang sosial yang lebih baik, dan kemudahan yang mesra/boleh diakses. Secara keseluruhannya, pemerhatian bangunan hotel pelancongan perubatan dan temu bual dengan pihak berkepentingan dan pesakit mengesahkan model penyelidikan ini.

Kata Kunci: Pelancongan perubatan, Kemudahan perubatan, Persekitaran terapeutik, Persekitaran penyembuhan, Seni bina penyembuhan.

SDG: MATLAMAT 3: Kesihatan dan kesejahteraan yang baik.



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LIST OF ABBREVIATIONS

ASHE American Society of Health Care Engineering

THE The Healing Environment

GDP Gross Domestic Product

UNWTO United Nations World Tourism Organization

WHO World Health Organization

MHTC Malaysia Healthcare Travel Council

MOH Ministry of Health

NADMA National Disaster Management Agency

IATA International Air Transport Association

IUCN International Union for Conservation of Nature

WTTC World Travel & Tourism Council

MOTAC Ministry of Tourism and Culture

EBD Evidence-Based Design

FVA Family Vacation Association

QoL Quality of Life

TDC Tourism Development Corporation

FMP Fourth Malaysia Plan

TCM Traditional Chinese Medicine

MMC Malaysian Medical Council

NIH National Institution of Health

CHAPTER 1

INTRODUCTION

1.1 Introduction

Medical tourism has emerged as one of the fastest-growing service industries in the 21st century, combining two fundamentally separate domains of existence — "health" and "tourism" — to produce unique and specialized service goods (Hadian et al., 2021). The medical tourism industry is comprised of businesses, institutions, and organizations, such as hospitals and travel agencies, that supply products and/or services to medical tourists (Rai, 2019). It is a global phenomenon that has developed into a substantial part of the healthcare industry by capitalizing on the market dynamics of demand and supply (Ghosh and Mandal, 2019). With its exponential development rate, the industry has become a significant component of international service exports. However, estimating the actual size of this expanding industry is difficult due to the lack of a systematic data collection system and the need for a universally acknowledged definition of medical tourists (Rai, 2019).

The worldwide expansion and significance of tourism as an industry has led several countries to recognize medical tourism as an essential national sector (Ghosh and Mandal, 2019). To capitalize on this potential, countries have adopted several methods, such as developing tax exemption programs to stimulate investment in facilities to serve medical tourists and organizing international roadshows to promote a nation as a desirable vacation spot (Singh, 2019). Meanwhile, private hospitals have expanded their capacity by adopting cutting-edge medical technologies and practices, which are mostly carried out by qualified specialists comparable to those at renowned medical facilities in the United States and Europe (Borg and Ljungbo, 2018).

Notably, infrastructure and facilities play a crucial role in the development of medical tourism, especially in typically remote areas and mountainous regions where the scenery is delicate. Infrastructure primarily comprises accommodation, transportation, and institutional assistance, including medical and institutional facilities. Accommodation (i.e., hotels, hospitals, and medical centres), in particular, is essential for tourists who require a place to stay during their medical journey. Nonetheless, determining accommodations at medical facilities requires a great deal of subtlety and a comprehensive understanding of legal requirements, dietary needs, assistive technology, and safely adapted procedures (Rai, 2019).

Indeed, the transformation of largely closed national healthcare into value-based, open, accessible, and adaptable whole healing places involves articulating new, sustainable objectives on a new platform of integrated values. Healthcare requirements vary around the globe and are complicated, ever-evolving, and fluid. In the context of a country, the term "healthcare" encompasses a broader range of services than just "traditional treatment," and it includes various aspects that contribute to creating a healthy environment for both residents and tourists (Zhang, 2018). Healing environments in

healthcare facilities reflect the physical setting that primarily assists patients and their families in dealing with the stressors and unfavourable psychological impacts of hospitalization, sickness, medical visits, and grief. For example, designing hospitals, hotels, and therapeutic centres to create supportive surroundings for recovery and address wellness features (e.g., art, lighting, and music) can help reduce stress. This benefits the health of all occupants, including patients and their families who are there on a temporary basis, as well as those who are permanently employed there. Consequently, there is a need to study the creation of a healthy environment for workers, tourists, and members of the community involved in the medical tourism sector (Bell et al., 2018).

In the context of sustainability, the global healthcare system's value-based principles must be competitive, adaptable, accessible, and universal, as they influence the delivery of contemporary healthcare (Sani and Isa, 2021). Correspondingly, the American Society of Health Care Engineering (ASHE) emphasizes multidimensionality and sustainable design, both of which are reflected through collaborative involvement in the design of a Total Healing Environment (THE) in the context of a 21st-century healthcare delivery system. THE is influenced by various factors, including spaces, design features, materials, noise, and social aspects created by design (Khodeir and Gamal, 2019). The concept of THE as a healthcare model thus has the potential to enhance the traditional healthcare system (Sani and Isa, 2021).

Specifically, hospital complexes designed on an integrated platform and value-based principles of sustainable organic architecture create THEs that play a significant role in the modern healthcare concept (Perović and Krklješ, 2017). Though a comprehensive explanation of the healing environment cannot be found in the literature, it is often understood as the physical and cultural ambiance that assists patients, relatives, and staff members during hospitalization and treatment. This research aimed to identify how the design and planning of medical facilities can aid in the recuperation and improvement of patients' health. The study also sought to explore the methods of creating a healing environment in response to the growing health challenges in Malaysia and the world.

1.2 Research Background

The outlook for the global tourism industry is optimistic, with a 6% growth in GDP reported by the UNWTO Tourism Highlight in the 2019 edition. The number of international tourists increased to 1.50 billion in 2019 from 1.03 billion in 2012, and the estimated number of tourists is expected to increase to 1.8 billion by 2030. Interestingly, tourists are increasingly interested in traveling for healing and relaxation, and the focus has shifted mainly to medical tourism, as highlighted by Wright and Zascerinska, (2023). According to Garg et al. (2020), people travel to seek treatment at lower costs, leading to the industry's global growth. In the last decade, medical tourism has been one of the world's fastest-growing industries, with people traveling across the globe in search of the best treatment options, value-for-money services, and customer satisfaction. This has resulted in increased competition among countries for medical tourists and hospitals, with a focus on health promotion, disease prevention, and the availability of health-related information (Gredičak and Demonja, 2020).

In Southeast Asia, Malaysia has experienced an inflow of patients from less developed countries seeking better medical services and facilities, leading to growth in the nation's commercial sectors, including retail, food and beverage, and hotels. According to the magazine International Living, Malaysia was voted the "Best Country in the World for Healthcare" in 2015, 2016, 2017, and 2019, ahead of France, Thailand, Ecuador, Mexico, and Costa Rica, by the Annual Global Retirement Index. This gold standard in the healthcare sector has led International Living to rank Malaysia as the fifth-best place for retiring in 2019. Currently, there are 76 medical centres and hospitals registered under the Malaysia Healthcare Travel Council (MHTC) accreditation (MHTC, 2019). Malaysia recorded 1.2 million medical tourists in 2019, contributing to RM 1.5 billion in receipts. Malaysia's target for 2020 was RM2.8 billion in medical revenue, with an estimated economic impact of RM10 billion. Sherene Azli, the CEO of MHTC, reported that about 60% of medical tourists in Malaysia are Indonesians, with China and the Middle East accounting for the remaining percentage.

Medical tourism involves selecting a destination based on the activities and sightseeing opportunities provided, in addition to traveling for medical reasons. This applies to both patients and those accompanying them, as the destination's features (e.g., warm climate, saltwater) can play a vital part in the healing process (Elbaz et al., 2021). According to (Peng et al., 2020), environmental psychology is defined as the science of people's relationships to the places in which they live and work. Built environments, both natural and manufactured, can influence human behaviours, psychological states, and interpersonal relationships positively or negatively (Junot et al., 2018). Understanding how the environment affects individuals psychologically and physically is crucial in designing the built environment, comprehending the challenges they face, and alleviating those challenges.

It is crucial to note that healthcare buildings are distinct from factory buildings and form a community where patients are key to the successful functioning of the entire system. Visualization, analysis, and fulfillment of patients' needs and expectations are thus required, especially in settings such as long-term patient accommodation. As such, healthcare facilities should be designed as living spaces for patients, not as warehouses for the sick (Gharaveis et al., 2018). Healthcare design should also meet professional requirements while facilitating the healing process and preventing harm. Strategic planning that focuses on developing healthcare settings welcoming to patients' families and friends, offering more value to humans than technology, and allowing personalization of care for each patient through flexibility can be crucial in attracting international and domestic tourism (Abouhashem et al., 2018; Gholami et al., 2020). In this regard, humanizing architecture can have a positive impact on the healing process by providing bioclimatic comfort that enhances patient well-being. Therefore, in response to the health challenges in Malaysia and the world, this study aimed to explore how to create healing environments and shed light on the characteristics of interior spaces in clinical environments for medical tourism.

1.3 Problem Statement

In 1998, the Malaysian government identified medical tourism as a potential sector for development and one of the National Key Economic Areas to help Malaysia become a developed country. Significant investments have been made in its development over the last few years by both the public and private sectors (Chandran et al., 2018). However, Malaysia is not the sole player in Southeast Asia, and there is intense competition in the region. Therefore, the government of Malaysia, medical service providers, and other relevant parties must pay more attention to attracting more potential patients (Tan et al., 2019).

Although there is ample literature available about the medical tourism industry and the competitiveness of destinations, as well as how to develop them, there is a gap in research on the long-term experiences of medical tourists, as highlighted by Nazem et al. (2017). The study revealed that medical tourists face challenges in the long run, which necessitates better planning for those who need to stay longer in the host country. Moreover, Azmi et al. (2018) noted that despite media coverage and interest in the healing environment in Malaysia, there needs to be more hard research evidence on its role and impact pertaining medical tourism. Consequently, the researchers concluded that medical tourism in Malaysia introduces a range of attendant risks and opportunities for patients.

The environment plays a crucial role in shaping human behaviour, and designing built environments that cater to the needs of their occupants is of utmost importance. Long-term medical tourists who leave their homes for a new environment seek convenient services and better accommodations to improve their health (Suess et al., 2018). However, medical tourists often feel stressed, and their recuperation process can be hindered due to the lack of nature-based therapeutic design quality in their accommodations. As highlighted by Huang and Xu (2018), the therapeutic design of medical tourism facilities can significantly impact the physical and psychological well-being of medical tourists during treatment and the healing process. Therefore, careful consideration must be given to the design of medical tourism accommodation facilities to ensure they meet the needs of their occupants.

In conclusion, there is a need for a concerted effort to establish a healing environment in the design of medical tourism hotel accommodations in Malaysia. This requires more stringent requirements in project briefs by the Ministry of Health, as well as the consideration of negative experiences raised by health seekers, staff, and visitors. Therefore, this study attempts to extend the area of investigation of healing environments beyond traditional healing spaces such as patients' wards, including hotel accommodations used by medical tourists highlighting the importance of the design of interior spaces within the aforementioned accommodations. Ultimately, the inclusion of therapeutic design quality is essential for the recovery process for medical tourists to be more effective. This issue is compounded by the need for more comprehensive research and analysis on medical tourism facilities, particularly accommodations. Therefore, it is crucial to investigate the therapeutic design qualities of current medical tourism hotel

accommodation facilities and gather the input of experts and medical tourists on ways to promote tourists' well-being.

1.4 Research Questions

The main research question of this study is as follows:

How can medical tourism accommodation facilities be designed with therapeutic qualities that promote patient health in Malaysia?

The specific research questions of this study are as follows:

- 1. What are the therapeutic design characteristics of medical tourism hotel accommodations in Malaysia?
- 2. What improvements can be made to the design of medical tourism hotel accommodations?

1.5 Research Objectives

To answer the research questions above, the objectives of this study were set as follows:

- To investigate therapeutic design elements in medical tourism hotel accommodations in Malaysia.
- To identify the set of possible improvements to current medical tourism's hotel accommodations design.
- To provide recommendations on designing hotel accommodation environments for medical tourists.

1.6 Significance of the Study

The outcomes and findings of this research can provide a valuable resource for the development and design of medical tourism hotel accommodations in Malaysia. The study underscores the advantages of integrating therapeutic design features into medical tourism hotel accommodations, which can positively influence the health and recovery process of medical tourists, while also potentially boosting the success of the medical tourism industry in Malaysia.

1.7 Scope and Limitations of the Study

The primary focus of this study was to identify the key criteria for creating a therapeutic environment in medical tourism accommodations and to compare these criteria with the current accommodations available in Malaysia. The study also highlights limitations and issues concerning the quality of therapeutic environments in medical tourism accommodations and provides recommendations on how to address these issues for creating a more effective therapeutic environment. However, it should be noted that this study only covered medical tourism accommodations in the Klang Valley and Penang regions of Malaysia.

1.8 Summary

This chapter provides an introduction to the issues addressed in this research and their significance. The primary objective of this study was to determine how to create a therapeutic environment in medical tourism accommodations and its impact on the recuperation process and well-being of medical tourists. This study aims to contribute to the existing body of literature on the healing environment and the influence of its elements on the healing process. The research explores the relationship between the design elements of medical tourism centres and the progress of patient healing, with the ultimate goal of advancing medical tourism in Malaysia. The subsequent chapter will delve into the literature review and underlying theories of this study.

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