

## *Health tourism efficiency in Iran and selected countries and strategies for improving the situation of Iran*

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### **Abstract**

The statistics provided by various countries in the field of health tourism indicate that health tourism is one of the growing sectors of the tourism industry in the world, and each country seeks to increase its share of the industry. The present study is applied analytically. The statistical population is MENA countries and OECD for 2014 and provinces of Iran for 1394. The research methodology, data envelopment analysis, and BCC output-oriented scale as well as the software used in this research are DEA Solver. The results show that among the MENA countries, Jordan, the UAE and Turkey have the best performance. Iran is also ranked 6th in the 7 countries surveyed. From OECD countries, Austria and Poland are good. In the provinces, Tehran, Khuzestan and Qom are also most effective. Based on this study, investing in infrastructure and marketing is an effective way for health tourism in the countries.

**Keywords:** Tourism, Health tourism, Efficiency, Data Envelopment Analysis, Iran.

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