

# Identifying the Dimensions and Components of Health Tourism with a Strategic Business Orientation Approach Using Thematic Analysis


Azadeh. Chatrooz<sup>1</sup>, Naser. Azad<sup>2\*</sup>, Abdullah. Naami<sup>2</sup>

<sup>1</sup> Department of Business Management, Kish International Branch, Islamic Azad University, Kish Island, Iran


<sup>2</sup> Department of Business Management, South Tehran Branch, Islamic Azad University, Tehran, Iran.


\* Corresponding author email address: N\_azad@azad.ac.ir

## Editor

Arpana Rai  
Assistant Professor, Indian Institute  
of Management, Udaipur, Mumbai,  
India  
arpana.raiiimu.ac.in

## Reviewers

**Reviewer 1:** Lourdes Atiaja Atiaja  
Universidad de las Fuerzas Armadas ESPE, Ecuador.  
Email: natiaja@espe.edu.ec

**Reviewer 2:** Alireza Rajabipoor Meybodi  
Associate Professor, Department of Business Administration, Yazd University,  
Yazd, Iran  
Email: Rajabipoor@yazd.ac.ir

## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

Provide a detailed description of the methodology, including how participants were selected, the data collection methods (e.g., interviews, surveys, document analysis), and the steps taken in the thematic analysis (coding process, theme development). Clarify the criteria used for theme identification and selection.

The results section presents identified themes but does not adequately link these findings to the study's theoretical framework or the broader literature on health tourism and strategic business orientation. The interpretation of themes lacks depth and fails to provide actionable insights. Enhance the presentation and interpretation of findings by systematically linking identified themes to specific theoretical concepts and existing research. Discuss the implications of these themes for practitioners and policymakers in health tourism, offering concrete recommendations based on your analysis.

While the study aims to inform strategic business orientation in health tourism, the practical implications and recommendations are not clearly articulated. The manuscript would benefit from a more direct application of findings to

strategic planning and management in the health tourism sector. Detail the practical implications of your findings for health tourism providers and destination managers. Offer specific strategic recommendations for enhancing health tourism offerings, improving competitive advantage, and meeting the needs of health tourists based on the identified dimensions and components.

The manuscript briefly mentions limitations but does not thoroughly discuss their implications for the study's findings or suggest detailed avenues for future research. Provide a comprehensive discussion of the study's limitations, including the scope of data collection and potential biases. Outline specific areas for future research to extend the understanding of strategic business orientation in health tourism, such as comparative studies across different destinations or the impact of digital marketing strategies.

Authors revised the manuscript.

### 1.2. Reviewer 2

Reviewer:

Develop a more comprehensive theoretical framework that clearly articulates the intersection of health tourism and strategic business management. Incorporate theories such as value creation in health tourism, competitive advantage, and customer orientation to underpin the study's approach.

The literature review section covers relevant topics but does not sufficiently critique existing studies or identify gaps that the current research aims to fill. A more thorough analysis of previous work is needed to justify the study's contribution. Expand the literature review to include a critical examination of recent studies on health tourism's strategic components. Highlight gaps or inconsistencies in the literature that your research addresses, thereby establishing a clearer rationale for the study.

Authors revised the manuscript.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.