

Peer Review

Review of: "Medical Tourism in the Thessaly Region, Greece: Hotel Managers' Attitudes, Opinions, and Perspectives"

Lazaros Ntasis¹

1. Department of Sport Management, University of Peloponnese, Greece

This study addresses an important and emerging topic in the tourism industry—medical tourism—and provides insights into the perspectives of hotel managers in Thessaly, Greece. Below is an evaluation of its strengths and areas for improvement.

The research explores a crucial industry with growing economic importance, offering insights that can inform policy decisions and industry practices.

2. Empirical Data Collection

The study is based on primary data, which adds credibility to its findings. The response rate (82%) is strong, increasing the reliability of the results.

3. Clear Research Aim & Findings

The abstract effectively communicates the purpose, methodology, key findings, and policy implications. The link between hotel capacity and willingness to invest in medical tourism is an interesting contribution.

4. Policy Recommendations

The study not only identifies issues but also suggests actionable strategies (e.g., funding initiatives, collaboration with banks, and the role of tourism associations).

Areas for Improvement:

1. Methodology Clarifications

- The abstract does not specify the sampling method (random, purposive, convenience) or details about the questionnaire structure (e.g., number of items, type of scale).

- It would be helpful to briefly explain how "medical tourism involvement" and "accreditation" were defined and measured.

2. Data Interpretation & Depth

- The findings could benefit from more contextualization. For instance, why is there low participation in medical tourism (10%) despite high regional tourism infrastructure development (70%)?

- The abstract suggests a mistrust in public agencies—further elaboration on the root causes of this skepticism would strengthen the discussion.

3. Generalizability & Limitations

- Given that this study focuses on Thessaly, a brief mention of whether these findings can be extrapolated to other regions in Greece (or internationally) would enhance its relevance.

- Acknowledging potential biases (e.g., respondents' predispositions, limited sample size) would add credibility.

Conclusion:

This study makes a valuable contribution to understanding the intersection of hospitality and medical tourism. Strengthening the methodological details, contextualizing the results, and addressing generalizability would enhance its impact. The findings could serve as a foundation for future research, potentially exploring policy implementation challenges and best practices from other regions.

Declarations

Potential competing interests: No potential competing interests to declare.