Usability of Artificial Intelligence Technologies in Health Tourism Services

Suzan Erol *

Republic of Türkiye Ministry of National Education, Şehit Sezgin Erdoğan High School, Isparta, Türkiye
*Corresponding Author: s.erol3332@gmail.com

Abstract

The main purpose of this research is to reveal the views of healthcare professionals working in the Faculty of Medicine Hospital on the usability of artificial intelligence technologies in health tourism. This research was conducted within the scope of quantitative research management. As a model; survey model was used. The study population of the research is the staff working in the Faculty of Medicine Hospital. The sample of the research is 76 personnel working in a Faculty of Medicine Hospital in the Central Anatolia region, who participated in the research on a voluntary basis for maximum diversity. As a data collection tool in the research, the Artificial Intelligence Applications in Health Tourism Scale developed by Yalman (2023), consisting of 6 factors, 5 Likert type and 18 items, was used. Considering that the data were normally distributed, descriptive analysis and parametric analyses such as Independent Groups t Test and ANOVA were used. According to the results; it is seen that male participants have a higher perception than female participants. Healthcare professionals with 6-10 years of seniority have higher attitudes towards the applicability of artificial intelligence in health tourism. It can be said that the views of healthcare professionals towards the applicability of artificial intelligence in health tourism have changed and doctors are more moderate towards the applicability of artificial intelligence in health tourism.

Keywords: Health tourism, Technology, Artificial intelligence, Türkiye