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**SUSTAINABLE AWARENESS, INFORMATION TECHNOLOGY
QUALITY, AND GOVERNMENT SUPPORT ON SUSTAINABLE
MEDICAL TOURISM IN ABU DHABI**

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Abstract:

This study aims to assess the impact of sustainable awareness (social, economic, and environmental) on the sustainable medical tourism, that indirect path is explained by information technological quality, and government support (incentives) of Abu Dhabi makes it more strengthen the relationship underpinned by Social Exchange Theory. Extent of previous literature has been highlighted the dearth of research in the context of tourism, but this study concentrated on the medical tourism in the context of Abu Dhabi. To sustain the objective, the data will be collected from the medical tourists from other countries who intend to or have already received medical assistance from Abu Dhabi's health sector and will follow the purposive sampling technique for data collection. For fruitful insights, the data will be analyzed through SPSS, and Smart PLS. The findings of the current study postulate that sustainable awareness (social, economic, and environmental) has a significant contribution towards the sustainable medical tourism through information technological quality, additionally, the path is become strengthen due to the government support (incentives) of Abu Dhabi. Moreover, the current study recommends several suggestions to the policymakers and practitioners that create awareness of sustainable (social, economic, and environmental) to promote sustainable medical tourism, additionally, the Abu Dhabi's government are suggested that to make the policies to encourage the tourism.

Keywords:

Sustainable Awareness, Information Technological Quality, Government Support, Sustainable Medical Tourism, Abu Dhabi.

Introduction

In the recent decade, healthcare has become a significant part of GCC socioeconomic growth. Since oil prices fell, governments have looked to private enterprise to sustain healthcare expenditure. Abu Dhabi Authority for Culture & Heritage (2020) Emphasis is placed on mandating private sector insurance participation. As a younger, more health-conscious population seeks preventative care, the industry is undergoing a phase change. Abu Dhabi has started racing preparations. The Medical Technology Association assists doctors and cities build healthcare tourism initiatives (Arjandas et al., 2018). Combined enterprises will promote cardiovascular, cancer, and executive exams to market Abu Dhabi as a medical tourism destination in Russia, Germany, and the GCC. To become the area's top healthcare tourism destination. The Departments of Health and Culture and Tourism will collaborate to attract more medical tourists (Rice University's Baker Institute, 2019). This will promote the city's medical tourism economy globally.

Abu Dhabi has reportedly established an e-portal that gives information on 30-40 doctors to enable premium medical insurance coverage (Abu Dhabi Authority for Culture & Heritage, 2020). Along with the continent's key tourist infrastructure, like direct medical practitioner contact, resident privileges, and online reservation schedules, evaluating aid and other extracurricular options are distinctive (Arjandas et al., 2018). Abu Dhabi Health Authority will build private healthcare infrastructures. Due to this technology, European, Russian, and Chinese visitors visiting the U.S. may simply apply for a visa, schedule a doctor's appointment, purchase translation services, and get medical treatment (Baker Institute at Rice, 2019). Health Sciences Survey ranks Abu Dhabi 25th out of 41 cities. Both infrastructures and quality-of-service components were ranked above average and 16th in the capital city's efforts to enhance medical experience and competency (Digital, 2021). Health tourism as a source of foreign income will be promoted (McCabe, 2019). Abu Dhabi's economy depends on sustainable medical tourism, which balances environmental, social, and economic factors. The UAE's nationals may profit from Abu Dhabi's efforts to promote sustainable medical tourism. Open-heart surgery and cancer treatment, which aren't common in this region, will be promoted. The emirates want to add a 'tourist touch' for families visiting physicians, including attraction discount packages (Home, 2022). Dubai ups the ante. Abu Dhabi's medical tourism industry topped AED1.4 billion in 2016. Medical tourists increased by 9.5% to 326,649 last year.

Despite of significant growth in the medical tourism industry of Abu Dhabi's, the medical services in Abu Dhabi are available to both locals and visitors, although there is need for development in terms of their long-term objectives. The health care sector is nevertheless fraught with difficulties for the government. As a result, the primary goal is to analyze the impact of Abu Dhabi's sustainable medical tourism on digital advertising, information technology quality, as well as innovation adoption. This study may help to increase the public's understanding of the economic, social, and environmental impacts of medical tourism, as well as the adoption of new technologies (Raymundo et al., 2019). Extent of previous studies tried to investigate the promotion of medical tourism industry in Golf countries (i.e., Darwazeh et al., 2021; Bulatovic & Iankova, 2021; Momeni et al., 2021). Despite the growing attention of the researchers in the medical tourism industry (Darwazeh et al., 2021; Bulatovic & Iankova, 2021), the conceptualization and empirical foundation are still underdeveloped. Therefore, the current study tried to investigate the sustainable medical tourism through the antecedents of sustainable awareness (social, economic, and environmental), information technology quality as mediator between IVs and sustainable medical tourism in the context of Abu Dhabi,

additionally, the current indirect relationship has been become the strengthen due to governmental policies.

The current study has several contributions to the sustainable tourism development in developing economies. First, this tried to investigate the sustainable awareness (social, economic, and environmental) impact on the sustainable medical tourism. Extent of researchers tried to investigate the sustainable tourism, but the current study tried to investigate in a unique way that how sustainable awareness (social, economic, and environmental) enhances sustainable medical tourism in Abu Dhabi context. Second, the indirect path has been explained by information technology quality as a mediator in the relationship between IVs and sustainable medical tourism. Third, for tourism improvement, the governmental policies play very important role through successful policies.

Hypotheses Development

Sustainable Medical Tourism

Medical tourism is the convergence of the tourist and health industries, which has gained prominence over the last few decades (Wong and Sa'aid Hazley, 2021). This consolidation has offered fresh growth prospects for various industry participants. Medical tourism has existed for some time, with ancient civilizations travelling to remote locations such as hot springs and holy temple baths for the thermal medicine therapeutic benefits (Barcarolo, 2022), quoted in Wong and Sa'aid Hazley, 2020). These ancient civilizations have constructed institutions that treat certain diseases and have become the focal focus for tourists seeking medical assistance (Mikulić, Krešić, & Šerić, 2021). This suggests that medical tourism has been common and will likely remain so in the future, indicating that the demand for specialized medical care will remain significant (Cham, Lim, & Sigala, 2022). Modern civilizations have established tens of thousands of medical institutions across the globe to serve the local population (Singh et al., 2021). This has facilitated quick access to medical care without the need for extensive travel, which has various positive effects on the community. Due to the demand for specialists in a particular field of health, medical tourism has continued to expand throughout the years (Jiang, Wu, & Song, 2022). The need to travel to places with the requisite resources, such as talents and facilities, is necessitated by the specialized skills and knowledge required to treat patients in a variety of medical settings. Although healthcare as a whole has improved, medical trainers of all specialties are dispersed in all regions, and new disorders necessitating new technical advances and specialized knowledge need travel to get the best possible treatment (Wong and Sa'aid Hazley, 2021). This shows that the medical business must adapt to current breakthroughs and improvements in order to remain competitive. Therefore, there is a need to develop a sustainable medical tourism industry, which is the focus of this research.

Sustainable Awareness

Everyone else belongs to one of the tribal tribes and has sworn allegiance to it. As a consequence, everyone else was supposed to protect their tribe but, in exchange, might expect the same from the other tribe's members (Bhat & Wiley, 2017). These tribal societies lived and moved in groups. The Bani Yas tribe has been the most visible (Khalaf, 2022). They toured the deserts of Abu Dhabi and Dubai. The Awamir and Manasir were two more clans who inhabited the area around this time. These villages went out on foot, without their animals, in search of greener pastures for their cattle and people. Except for the Al Rumaitha family, who were fisherman, practically every Bani Yas family member visited the Industrial Zone on a regular

basis. The ocean is critical to Abu Dhabi's economic and social foundation (Velayutham & Hasan, 2021). Additionally, Garba, & Yakubu, (2022) suggested that water supply was critical to the economic activity and hence the social structure of something like the Emirates at the time, according to Dangerous and scary Heard-book Bey's "The Tribal Society of the UAE and its Traditional Economy" (Griek, 2017). The country might be split into three physically and economically diverse regions: the coasts and beaches, the Hajar mountains, with its valley (and part of its valleys) and surrounding sand plain, and the sandy deserts. Archaeological discoveries on Abu Dhabi Island reveal that tribal people went for fishing during the winter and sometimes brought their animals over on boats (Abu Dhabi History - Arabian culture and tradition, 2021). They used precipitation collected in vertically arranged sails or in storage tanks.

Hence, to explain each main construct interrelation with other main constructs, therefore, we proposed

- H1: Sustainable Economics Awareness has a positive impact on Information Technology Quality.
- H2: Sustainable Environment Awareness has a positive impact on Information Technology Quality.
- H3: Sustainable Social Awareness has a positive impact on Information Technology Quality.
- H4: Information Technology Quality has a positive impact on Sustainable Medical Tourism
- H5: The Mediating Role of Information Technology Quality in the relationship between Sustainable Economics Awareness and Sustainable Medical Tourism
- H6: The Mediating Role of Information Technology Quality in the relationship between Sustainable Environment Awareness and Sustainable Medical Tourism
- H7: The Mediating Role of Information Technology Quality in the relationship between Sustainable Social Awareness and Sustainable Medical Tourism
- H8: The Moderating Role of Government Support in the relationship between Information Technology Quality and Sustainable Medical Tourism.

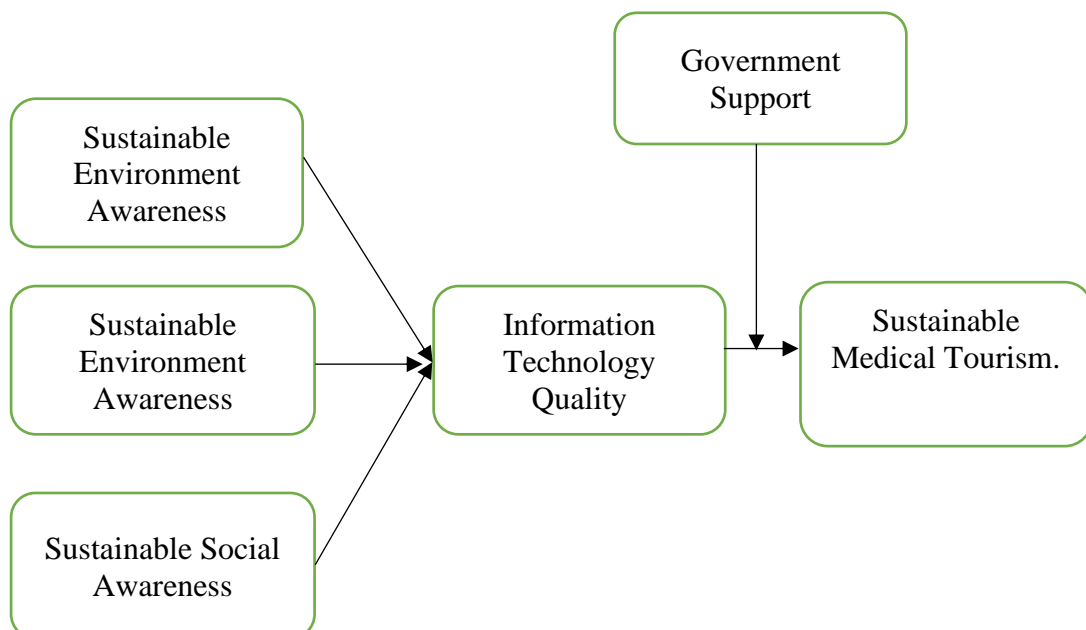


Figure 1: Conceptual Framework

Research Methodology

In the current study, we collected the data from the collected from the medical tourists from other countries who intend to or have already received medical assistance from Abu Dhabi's health sector and follow the purposive sampling technique for data collection. For the data collected, we will follow the online survey Google.form, and targeted the individual level, means medical tourists visiting to the Abu Dhabi. Structured questionnaires will be used, and the data will be collected from each visitor of the Abu Dhabi. We do not have the full details of the whole respondents, therefore we follow the purposive sampling technique for data collection. After collecting the data, first, we do the screening of the data, like checking the missing values, and validity and reliability. For investigating the descriptive statistics, we will deploy the SPSS features, and for final hypotheses testing, use Smart PLS.

Before distribution of the questionnaires, we will verify the questionnaires through pretesting and Pilot, it makes easy understandable to the respondents. The current study proposing that sustainable awareness (social, economic, and environmental), all these three dimensions have a positive and significant impact on the sustainable medical tourism, and that mechanism has been explained by information technology quality, additionally that relationship between information technology quality and sustainable medical tourism become strengthen due to governmental support of Abu Dhabi.

Implications for Policymakers

The current study finding will reveals that sustainable awareness (social, economic, and environmental) has a positive and significant impact on the sustainable medical tourism through the information technology quality, based on the results, the current study will recommend several suggestions to the policymakers and practitioners, that to bring the sustainable awareness through arranging workshops, and seminars, and to encourage the external tourism towards the sustainable tourism. Additionally, our finding will be beneficial for the government, that to arrange such kind of motivational policies that to innovate the technologies according to the market demand, that are very helpful for the tourism departments.

Conclusion

In the current study, we tried to investigate the sustainable awareness (social, economic, and environmental) dimensions impact on the sustainable medical tourism through the information technology quality, additionally that relationship between information technology quality and sustainable medical tourism become strengthen due to governmental support of Abu Dhabi. To sustain the main objective of the current study, the data will be collected from the individual level, means medical tourists visiting to the Abu Dhabi. Online survey questionnaires will be followed to fruitful insights, and for final hypotheses testing, Smart PLS will be deploy for confirmatory factor analysis and for structured equation model. The current proposed hypotheses will be supported.

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