



# healthCare cybernētics

CEREBRATING INNOVATION  
...THROUGH KNOWLEDGE AND ANALYSIS

The Health Tourism Sector *think and do tank*

The Role of Health Tourism Sector Representative Bodies  
...Associations, Confederations and Councils etc



HEALTH TOURISM  
POLICY AND STRATEGY

# The Role of Health Tourism Sector Representative Bodies *...at the Micro (Enterprise) and Macro (Destination) levels*

- To “benevolently” influence and help steer the shaping, development and evolution of the Destination (Macro Level Role)
- To protect and promote the narrow interests of their “individual” Members – and their Businesses (Micro Level Role)
- To aim to do both



# The Role of Health Tourism Sector Representative Bodies *...at the Macro (Destination) level*

- This involves leading the implementation of high-impact concerted actions aimed at benefitting the Destination, as a whole – i.e., rendering it successful, sustainable and resilient
- At the Macro Level, RBs essentially act as Destination Management Organizations



# The Role of Health Tourism Sector Representative Bodies

## *...at the Micro (Enterprise / Business) level*

- focus on the narrow business – or professional - interests of their individual members
- At the Micro Level, RBs essentially act as Professional Associations



# The Role of Health Tourism Sector Representative Bodies ...at the Global level (addressing the interests of the Sector)

- Through Consultation, formulate Policy and Strategy for the Sector
- Limit themselves to addressing the interests of the Sector, as a whole (rather than the interests of individual Destinations or “Industry Players”)



**Q: Who Creates Health Tourism Destinations?**

**A: The Health Tourism Leadership of the Destination**

**With a Destination Management Organization...  
...ideally, in the form of a Council**

**Approach Endorsed by**



# Representative Bodies and Subsidiarity

...performing only those tasks which cannot be performed at a more local level

- Subsidiarity refers to the principle that decisions should always be taken at the lowest possible level or closest to where they will have their effect
- Stated differently, subsidiarity is the principle that a central authority should have a subsidiary function, performing only those tasks which cannot be performed at a more local level

