

Special Issue

Gender-Specific Trends in Medical Tourism: Health-Cultural Hospitality, Wellness, Aesthetics, and Policy Within the X.O Wave Framework

Message from the Guest Editors

Medical tourism is a rapidly growing sector integrating healthcare, hospitality, wellness, and aesthetic services. Gender differences significantly shape patient motivations, expectations, and satisfaction. Women often seek medical interventions for quality of life, aesthetics, and social reasons, whereas men prioritise health and functional outcomes. This Special Issue explores **gender-specific trends in medical tourism** by integrating healthcare, wellness, hospitality, and policy perspectives. Using the **X.O Wave Framework**, we contextualise societal and technological transformations and provide a holistic understanding of how cultural paradigms, gender dynamics, and social transformations shape medical tourism experiences.

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Message from the Editor-in-Chief

I am honored to serve as Editor-in-Chief of *Tourism and Hospitality*, a platform for sharing insights, trends, and solutions to global challenges in our industry. We welcome relevant, evidence-based, and forward-thinking research that fosters a sustainable and resilient future. I look forward to collaborating with our team and authors to make the journal engaging, inclusive, and impactful.

Editor-in-Chief

Prof. Dr. Lewis Ting On Cheung

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