

Special Issue

Gender-Specific Trends in Medical Tourism: Health-Cultural Hospitality, Wellness, Aesthetics, and Policy Within the X.0 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.0 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.

Guest Editors

Prof. Dr. Hamid Mattiello

1. Department of Business and Economics, University of Applied Sciences (FHM), Bielefeld, Germany
2. Swiss School of Business and Management (SSBM), Geneva, Switzerland

Prof. Dr. Atilla Akbaba

Faculty of Tourism, İzmir Kâtip Çelebi University, Izmir, Turkey

Dr. Diana Mattiello

Spital Limmattal, Surgical Clinic, Schlieren, Switzerland

Deadline for manuscript submissions

31 August 2026



Tourism and Hospitality

an Open Access Journal
by MDPI

CiteScore 3.7



mdpi.com/si/266421

Tourism and Hospitality
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
tourismhosp@mdpi.com

[mdpi.com/journal/
tourismhosp](https://mdpi.com/journal/tourismhosp)





Tourism and Hospitality

an Open Access Journal
by MDPI

CiteScore 3.7



[mdpi.com/journal/
tourismhosp](https://mdpi.com/journal/tourismhosp)



About the Journal

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
York Business School, York St. John University, York, UK

Author Benefits

Open Access

— free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility:

indexed within Scopus, EBSCO, and other databases.

Rapid Publication:

manuscripts are peer-reviewed and a first decision is provided to authors approximately 18.7 days after submission; acceptance to publication is undertaken in 5.7 days (median values for papers published in this journal in the second half of 2025).