Magiczny Kraków

About analysis

2018-10-01

We are presenting a list of medical facilities that were selected on the basis of a pilot, two-stage study conducted in April and May 2018 at the request of the Promotion and Tourism Department of the City of Krakow. The desk research method* and the anonymous client method were used during the study.

The conducted inventory was aimed at creating a database of medical facilities in Krakow (and Wieliczka) and to evaluate from the perspective of the potential service l to foreign patients. The following were taken into account: the availability of websites translated into foreign languages and information about people dedicated to providing services for foreigners. The facility that met the requirements were subjected to an "anonymous client" survey, which was to verify the more available data in detail. The analysis enabled the preparation of a list of units interested in serving foreign clients while also expressing their willingness to cooperate in the promotion of medical tourism.

The list of facilities is of an illustrative nature, referring to the criteria related to the potential, experience, preparation and plans of medical facilities in the field of services to foreign patients. It should be emphasized that the list does not reflect the entire range of medical services in Krakow, and the Krakow City Office is not responsible for the quality of services provided by indicated medical entities.

* Desk research (an analysis of secondary sources, a study of the existing sources) - a research technique based on the analysis of data and information already available.