

Ever increasing importance in the world and today, tourism reach a very large sizes; people's social, is one of the most effective actions which can respond to a certain time and a variety of psychological needs. Demand for alternative forms of tourism, the world tourism market has grown rapidly with globalization and the rise in living standards has led to a change in the size of the quality of service. Now to give more importance to the health of people began to assess the opportunities within the venue choice by going beyond treatment options found. This kind of tourism is also one of the most important health tourism. As well as to evaluate the potential of this change in Turkey and in order to achieve greater returns in the economic sense, this is trying to keep a pace with public policies and strategic plans.

The purpose of this study, in the world and in Turkey, which has taken its place among tourism activities, treatment goal on journeys made by encountered, alternative types of tourism as health tourism is to determine by examining the findings that Turkey and shortcomings. To this end, Turkey has made in trying to assess the situation in terms of SWOT analysis.

Consideration of work reasons, are to compliance in price that our country, quality of service, which would have brought the country's economy of health tourism with some advantages such as proximity to Europe is much more advantageous than other types of tourism's in the total value. According to this purpose primarily the definition and characteristics of health tourism are addressed such as: "Thermal and SPA-Wellness Tourism", "Elderly and Disabled Tourism" and "Medical Tourism" types will be discussed. There are many cities or regions that are taking place in the world of health tourism. This field has proven itself, and our assessment to be made by taking the front lines in one of the regions in Europe, America and the Far East regions which have been included. In terms of health tourism in Turkey within the framework of SWOT analysis it was examined in general.

Keywords: *Change, tourism, alternative tourism, health tourism.*