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The Types Of Dental And Oral Care Needed By Foreign Tourists In One Of The Dental Clinics In Sanur Bali In 2025

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ABSTRACT

Dental tourism has become a positive trend around the world. Bali as one of the most popular tourist attractions in Indonesia, has the potential to become a promising dental tourism with several supporting facilities and infrastructure as well as quality dental care providers. This study aims to find out the type of dental and oral care needed by foreign tourists at the Sanur dentist clinic, Bali. This study is a descriptive research using a survey method by taking secondary data or existing data through a dental therapist. The results showed that 53.3% of respondents were male and 46.7% female, with 66.6% aged 46-65 years and above and 26.7% aged 26-45 years. The majority of respondents were from Australia (23.3%), Russia (16.7%), and Germany (13.3%). The most needed treatments were scaling (43.3%), dental fillings (26.7%), and tooth extraction (16.7%). The most sources of information about dental clinics are obtained through the internet or Google reviews (56.7%), followed by information from friends or family (23.3%) and word of mouth (20%). In conclusion, the most respondents were men aged 46-65 years and above from Australia, who needed scaling treatment, as well as information about the clinic from the internet or google reviews.

Keywords: foreign tourists; Dental tourism; dental care

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INTRODUCTION

Medical tourism is defined as the activity of traveling away from one's place of residence for more than 24 hours for the purpose of medical examination, treatment, or healthcare services. In short, medical tourism refers to travel aimed at receiving medical care, including surgery and other specialist services, at a chosen destination. Individuals who are ill or showing symptoms undertake medical tourism with the aim of being treated or cured. Those who are not ill may undertake the same type of travel for the purpose of checking their health condition, commonly referred to as a medical check-up. Such examinations may be conducted routinely, for example annually or every semester, depending on each individual's condition and needs (Alwi et al., 2022).

Dental tourism is defined by the American Dental Association as the act of traveling to another country to obtain dental care. Dental tourism is a highly important sector in the development of the tourism industry. The main objective of dental tourism is for foreign tourists to seek dental treatment outside the healthcare services available in their home country while on vacation (Poniman, Prasetya & Wirawan, 2023).

The number of foreign tourists visiting Bali increased in 2018 to 6,070,473, a rise of 6.54% compared to 2017, when the island was visited by 5,697,739 international tourists. As the number of foreign visitors to Bali continues to grow, opportunities in the tourism industry also expand, including in the health sector. One of the health services being developed in Bali is dental tourism (Poniman, Prasetya & Wirawan, 2023).

Several factors influence the types of treatments most frequently sought by foreign tourists in the countries they visit, such as service quality, facilities and technology, duration and cost of treatment, payment methods, and the city image of the destination country. To date, there has been little research on the most common treatments sought by foreign tourists at one of the clinics located in the tourist area of Sanur, Bali Province, which could contribute to the development of dental tourism in Bali. This research endeavors to investigate the predominant

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treatments utilized by international tourists at a private dental facility located in Sanur, Bali, during the year 2025, under the proposed title: "An Overview of the Most Common Treatments Sought by Foreign Tourists at an Independent Dental Clinic in Sanur, Bali, in 2025."

Bali is one of the best tourist destinations in Indonesia, offering a diverse range of beautiful landscapes, lush vegetation, stunning beaches, and breathtaking underwater scenery. Bali is not only famous for its beautiful tourist attractions but also for its high-quality dental services, provided by skilled and qualified professionals. Preventive dental care, endodontics, periodontics, oral surgery, and cosmetic dentistry are offered, with experience in serving international dental patients. Factors influencing dental tourism in Bali, based on analytical results, have led to the identification of new variables affecting the industry, namely: dental care facilities and accessibility, quality of dental clinic services, payment methods, clinic cleanliness, and affordable treatment costs (Poniman, Prasetya & Wirawan, 2023).

The findings of Poniman, Prasetya & Wirawan (2023) indicate that dental care facilities and accessibility—comprising variables such as clinic location, comfort of the waiting area, short waiting times, appearance of facilities, speed of service, and low travel costs—play a significant role in the implementation of dental tourism in Bali. Dental tourists will feel satisfied if the clinic they visit is located close to major tourist destinations. The waiting areas offered by various clinics engaged in dental tourism are also of high quality, featuring comfortable seating and amenities such as Wi-Fi, magazines, television, and beverages like tea and coffee.

METHOD

This research is a descriptive study using a survey method. The study was conducted at an independent dental practice located in the Sanur beach tourism area, Denpasar, Bali Province. The population in this study consisted of foreign tourists who visited or were undergoing treatment at the independent dental clinic in April 2025. The sampling technique used was Accidental Sampling. The instrument used

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for data collection was patient medical record data provided by the dental therapist working at the independent dental clinic in Sanur, Bali. To facilitate data collection, the researcher also provided a Google Form link.

RESULTS

a. Characteristics of the research subjects based on gender

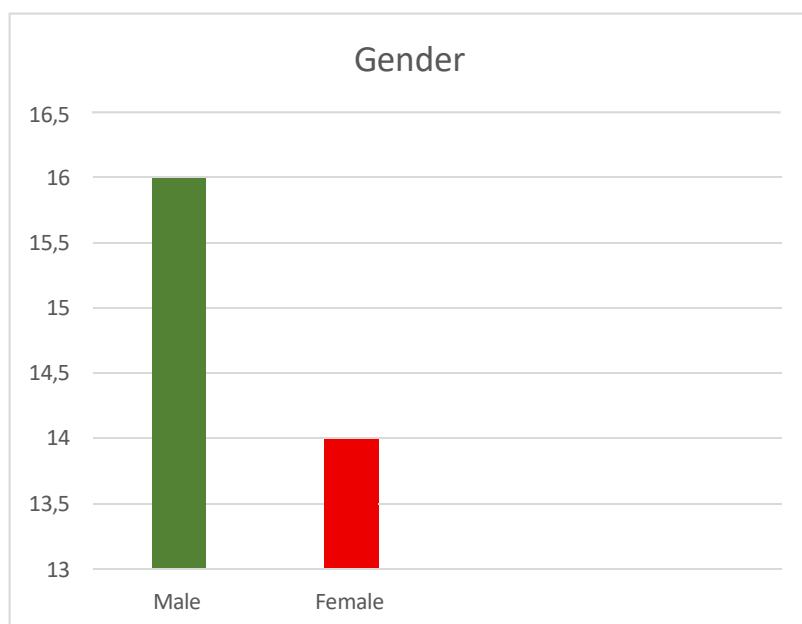


Figure 3. Characteristics of the Research Subjects Based on Gender

Figure 3 presents the characteristics of the research subjects by gender, with males comprising the largest group at 16 respondents (53.3%).



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b. Characteristics of the research subjects based on age

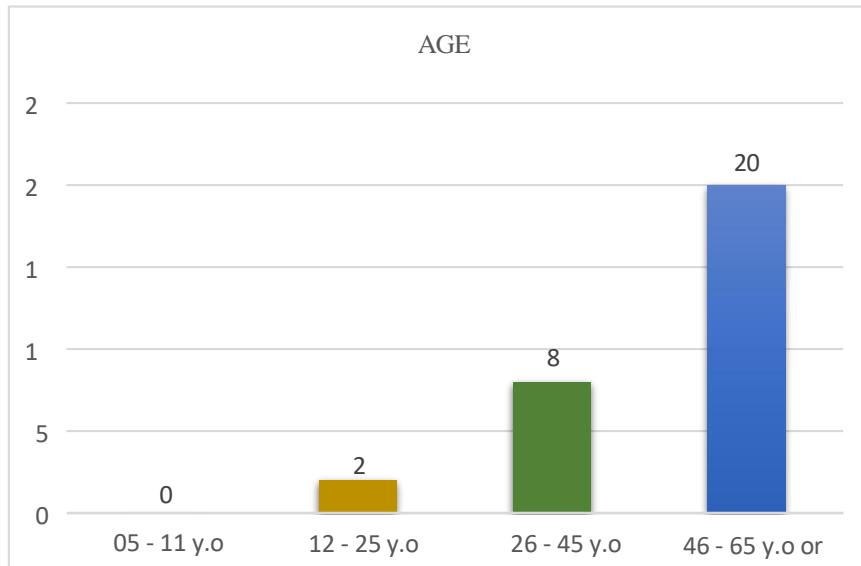


Figure 4. Characteristics of the Research Subjects Based on Age Group

Figure 4 presents the characteristics of the research subjects by age, with the 46–65 years age group comprising the largest proportion at 20 respondents (66.6%).

c. Characteristics of the research subjects based on country of origin

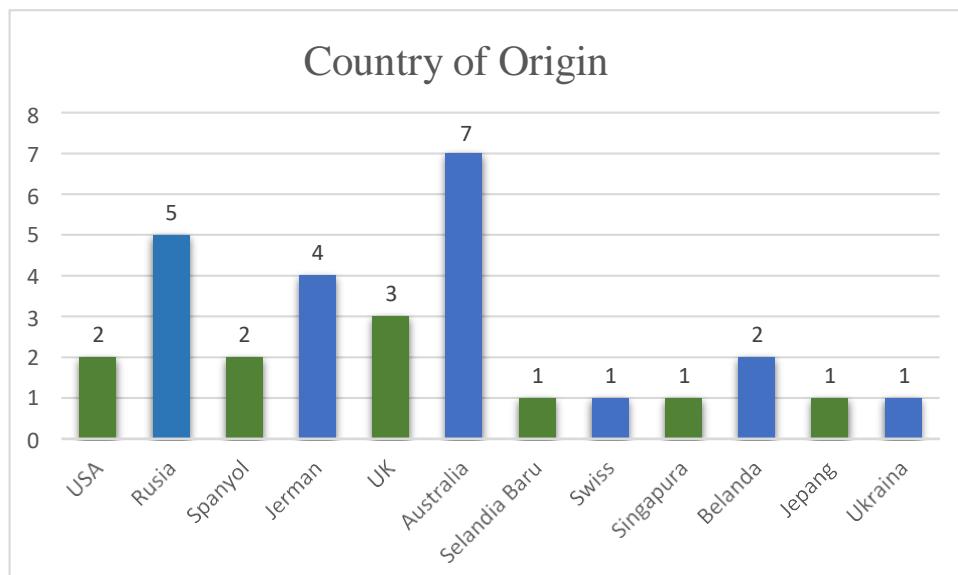


Figure 5. Characteristics of the Research Subjects Based on Country of

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Origin

Figure 5 presents the characteristics of the research subjects by country of origin, with Australia representing the largest group at seven respondents (23.3%).

Research Results Based on Research Variables

The total number of treatments needed by foreign tourists at one of the dental clinics in Sanur, Bali.

- a. Total number obtained from the types of treatments needed by foreign tourists

The frequency of the types of dental and oral health treatments most needed by foreign tourists visiting the dental clinic in Sanur, Bali, in 2025 is shown in Table 2.

Table 2

Frequency Distribution of Types of Medical Treatment Required by Foreign Tourists in 2025

No.	Type of Treatment	Frequency	%
1.	Veneer	0	0,0
2.	Bleaching	1	3,3
3.	Dental Implant	0	0,0
4.	Crown Restoration	2	6,7
5.	Scaling	13	43,3
6.	Dental Filling	8	26,7
7.	Tooth Extraction	5	16,7
8.	Orthodontics	0	0,0
9.	Root Canal Treatment	1	3,3
10.	Odontectomy	0	0,0
Total		30	100,0

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Table 2 shows that the most needed treatment among foreign tourists is scaling, with a total of 13 patients (43.3%).

b. Source of Information The most common source of information obtained by foreign tourists about Sanur Bali Dental Clinic in 2025 can be seen in Table 3.

Table 3

Frequency Distribution of Clinic Information Sources Obtained by Patients in 2025

No.	Clinic information source	Frequency	%
1.	Internet atau <i>Google review</i>	17	56,7
2.	Friends or close family members	7	23,3
3.	Word of mouth	6	20,0
Total		30	100,0

Table 3 shows that the most common source of clinic information was the Internet or Google reviews, reported by 17 respondents (56.7%), while the least common source was word of mouth, reported by six respondents (20.0%).

DISCUSSION

The results of the study conducted at one of the dental clinics in Sanur, South Denpasar District, Bali Province, in April 2025, show that out of 30 foreign tourist respondents, 16 (53.3%) were male and 14 (46.7%) were female, indicating that the proportion of male patient visits was not significantly different from that of female patients. In terms of age, most respondents were aged 46–65 years and above, totaling 20 people (66.6%). This finding is consistent with the results of a study by Poniman, Prasetya & Wirawan (2023), conducted in several international clinics in Bali, which reported that the largest proportion of respondents were aged 40–49 years (27 people or 20.8%) and 50–59 years (41 people or 31.5%). Respondents in the middle-aged and older age groups indeed have a higher need

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for dental and oral health care.

The respondents in this study came from various countries, with the majority from Australia, totaling seven people (23.3%). This aligns with the findings of Dwiaستuti and Ratih (2023), which showed that the majority of respondents were from Australia (60.5%), and with the study by Poniman, Prasetya & Wirawan (2023), which also found that most respondents were from Australia, totaling 93 people (71.5%). The high number of dental tourists from Australia and New Zealand is driven by geographical factors, as Indonesia is closer to these two countries compared to dental tourists coming from the United States, Canada, the United Kingdom, and several other European countries. In addition, Bali is supported by affordable treatment costs, high-quality services, attractive tourism appeal, and easy accessibility. According to data from the Bali Provincial Statistics Agency in 2024, the number of foreign tourists visiting Bali was dominated by visitors from Australia, reaching 1,544,141 people more than from any other country.

In this study, the dental treatments recorded were based on the procedures received by dental tourists during their visit to the dental clinic in Sanur, Bali. The most common treatment was scaling, performed on 13 people (43.3%), followed by dental fillings for eight people (26.7%). Dental scaling remains the most favored procedure among international tourists primarily due to its minimal invasiveness and rapid completion time, which align optimally with restrictive travel itineraries. Unlike complex restorative or surgical treatments (e.g., implants or root canals), scaling is a single session preventative maintenance procedure that requires little-to-no recovery time. This is similar to the findings of Dwiaستuti and Ratih (2023) in Bali, which showed that the most needed treatments among foreign tourists were dental fillings (21.7%) and scaling (17%). Furthermore, these results are also consistent with research conducted in Malaysia, which found that the most sought-after dental tourism treatments were scaling and polishing, followed by routine restorative treatments. A notable difference was reported in the study by Poniman, Prasetya & Wirawan (2023), which stated that the most in-demand treatments

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among dental tourists were veneer and bleaching procedures for 29 people (22.3%), dental implants for 28 people (21.5%), and crown restorations for 25 people (19.2%).

The most common source of information received by dental tourists about the clinic was the Internet or Google Reviews, reported by 17 people (56.7%). This is due to the advancement of technology, which makes it very easy for respondents to find this dental clinic through the Internet or Google Reviews. Reviews from previous patients influence other patients in choosing a clinic. The results of this study are supported by research conducted by Andriyani & Wismantara (2023), which states that Google Reviews have a significant influence on customers and potential customers in the era of globalization and digitalization. For companies or clinics, Google Reviews serve as feedback and evaluation, while for users, they are important for understanding the quality of a company or place they intend to visit. Such feedback can increase trust and provide an overview of the situation as well as the quality of services offered.

CONCLUSION

The conclusion of this study is that, based on patient characteristics by gender, the patients are more male than female. Based on age, the majority of patients were aged 46–65 years and above. In terms of country of origin, most patients came from Australia, and the most frequently needed treatment among foreign tourists was scaling. Information about the clinic was most commonly obtained through the Internet or Google Reviews.

SUGGESTIONS

Based on the above conclusions, the author can provide the following suggestions:

1. For future research, it is recommended to conduct studies with a larger and more evenly distributed sample, covering respondents from various countries of origin, as well as assessing the satisfaction of foreign tourists with dental health services at several dental clinics in Bali.

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2. For healthcare professionals, especially dental therapists, it is advisable to learn English and further develop our competencies in the health sector. Collaboration with the tourism sector is encouraged to promote and offer our dental and oral health services to foreign tourists

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