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ABSTRACT

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Implementation of an effective Health Tourism development plan for Thailand			
(Title)			
Hospitality and Tourism	Dr. Lynnette Brouwer	August/2004	56
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(Name of Style Manual Used in this Study)			

The purpose of this study was to develop health tourism plan for Thailand tourism industry use as a guideline for developing health tourism program in Thailand. This study presents general knowledge of health tourism, identifies examples of health tourism of other countries and Thailand as well as combines health tourism and planning knowledge to create a health tourism plan for Thailand. The three objectives of this study were: (1) to provide an overview of health tourism, (2) to compare health tourism of Thailand with other countries, and (3) to develop a health tourism plan for Thailand tourism industry.

The methodology used in this study was literature review. The researcher conducted this research by using available print and electronic media to obtain health

tourism information of other countries and Thailand. The collected data from print and electronic resources were reviewed and separated into different categories by following the research objectives.

An overview of health tourism was presented in several issues including the relationship between tourism and health, background and concept of health tourism, type of accommodations and services provided, and the market drivers. Health tourism of Thailand and other countries namely United Kingdom, Malaysia, United States and Croatia were compared by focusing on the strengths and weaknesses of each country. Several factors such as climate and landscape were mentioned as the reasons that distinguish characteristics of health tourism in each country. Health tourism plan for Thailand tourism industry was developed to use as a guide for a successful health tourism program in Thailand.

This study attempted to develop a health tourism plan as well as to create better understanding for health tourism in general. The findings from this study should benefit the health tourism industry as well as future research related to this topic. The researcher separates recommendations into two parts, recommendations for practices and recommendations for future study.