

Thesis Title : A study of influencing factors that lead medical tourists to choose Thailand hospitals as medical tourism destination.

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ABSTRACT

Travelling around the globe for medical treatment is becoming more and more prevalent these days. The fundamental premise of medical tourism is that the same care, or even better quality of care, may be available in other countries, and obtained at a more affordable cost than in the home country (Medical Tourism Association, 2008). Thailand, as one of the several major destinations in medical tourism industry that is rapidly developing, is creating worldwide trademark as “The Medical Hub of Asia”. The objective of this research study is to determine the influencing factors that lead international medical tourists to choose hospitals in Thailand as their medical tourism destination. These factors will be ranked according to importance so as to assist in determining which point the hospital should focus on. Medical tourism is largely a consumer-driven trend and in order to survive and thrive, the health-delivery industry must keep up with its consumers' demands and needs (Nakra, 2011).