

**A STUDY OF FACTORS INFLUENCING TOURISTS DECISION
MAKING FOR MEDICAL TOURISM IN THAILAND**



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Title: A Study of Factors Influencing Tourists Decision Making For Medical
Tourism in Thailand

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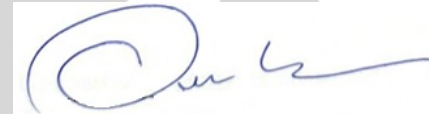
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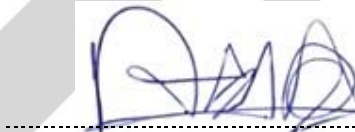
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Abstract

The objectives of this study were to look into the reasons that influence and motivate possible medical tourists to decide whether to choose Thailand as a medical destination. The aim of this research evaluates the stimulus of people to spend money on medical services. These factors will be ranked according to importance, to assist in determining which point the hospital to focus on.

Research Methodology: The population of this research is the international medical tourists who travel to take medical services in the selected hospitals in Thailand. 400 questionnaires to given to the respondents. The questionnaires were distributed to international tourists who were traveling to Thailand for seeking the medical services offered in any one of the Thailand hospitals, which provide this service. Content validity of the developed test was verified by the item-objective congruency (IOC) index. The researcher analyzes variables by using an SPSS program to compute data for the results.

Research findings were that the difference in demography and patients' Behaviours will influence the decision making of a tourist considering medical treatment in Thailand. The study also finds that prospective medical tourists are particularly motivated to consider a hospital in Thailand based on cost, quality of care and recognizing other aspects of the marketing mix. The study also investigates the role of the government and related organizations in this market. Thailand has high potential to offer excellence in medical treatment, and is currently gaining momentum as becoming Asia's leading "Medical Hub".

Keywords: Medical tourism, Medical tourism treatment, Hub/care center of treatment, Tourism integrated with medical treatment

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CHAPTER 1

INTRODUCTION

1.1 Background to Study

For many years, international tourists have been flocking to Thailand to experience the culture of Thailand. Hospitality, such as Thai spa, Thai food, Thai festival, exotic beaches, entertainment and medical treatment center. Thai medical tourism on its own has been active since the 1970's. Thailand has been reported over 2.5 million medical tourists came over, the revenue generated from these reached in 2012 alone, approximately THB 121 to 140 billion or about USD 4 to 4.6 billion. These figures do include revenue generated from wellness and Spa center.

Globally, Thailand is still known as a medical tourism leader. Thai medical services are popular with tourists from Japan, America, UK, the Middle East and Australia. The medical tourist or the patient can enter Thailand easily because of "visa on arrival" is available for many nationalities and they can apply for a non-immigrant visa for medical reason, which 90 days of stay in Thailand for example the medical tourist from Middle East.

One most popular treatment for any foreigner in Thailand is cosmetic surgery and dental treatment. The varieties of medical service such as dental surgery treatment and physical therapy & rehabilitation in Thailand is a good reputation in ASEAN region, moreover Thailand provides activities such as wellness activities and restorative activities.

In Thailand, there are 44 hospitals that accredited by JCI, the most of them are located in Bangkok. The medical tourist, whom has experience in medical treatment in Thailand, has appreciated excellent services, and most of them found that only the language barrier is the problem, while they are staying in Thailand. Many hospitals in Thailand hire multilingual speaking staff in order to service the needs of foreign patients, such as English, Arabic, and Japanese etc. The doctors in Thailand are trained overseas and most of them achieved the certification from the United States or United Kingdom. On the other hand, foreign medical professional are allowed to practice in Thailand but they have to pass the examination in Thai language, so this is an obstacle for the foreign medical professional to get a license from the authority such as Thai Medical Council.

The medical tourism in Thailand is very famous overseas, especially, the private hospitals such as Bumrungrad International Hospital, Samitivej Sukhumvit Hospital, Bangkok Hospital etc. According to the "Tourism Authority of Thailand", (TAT) which also promotes medical tourism by creating the activities via online marketing and tourism campaigns.

Tourism is vital aspect of Thailand's economy. The top competing countries for health care travelers given the rise of medical industry in Asia are India, Malaysia, Singapore and Thailand. The focus of this research is to examine the several of the factors that affect to the choices and decisions of international medical tourist in choosing Thailand hospitals as their prefer destination in receiving medical service. This research aims to study various motivations and preferences of the patients as they look for the best destination that could be compared with their home country.

1.2 Statement of the Problems

This thesis reviews the development of medical tourism in Thailand since 2003 and makes comparisons between Thailand's medical hub and other countries in Asia, which also implement medical hub/medical tourist programs.

The growth of medical tourism in Thailand faced a significant turning point after 1997, when the private sector attempted to solve the problems resulting from the recent economic crisis.

After the economic crisis, the "Bed Occupancy Rate" (BOR) in many private hospitals significantly declined and many hospital beds became vacant. Some up market private hospitals adjusted themselves by inducing medical tourists from high purchasing power countries (such as Japan, the EU and East Asian countries) to visit Thailand. The main drive mechanism on medical tourism in Thailand is the private sector. Health care services' improvement by private hospitals appeared in many forms (partly depending on hospitals' abilities) such as treatments with high technology, new treatments in experimental stages (such as stem cells) and dental care. Various marketing plans were launched to attract international customers. While the Thai government does not provide much help, it facilitates the operations of the private sector. Thailand became a medical hub of Asia and strengthened competitiveness until it exceeded the leading country, Singapore, in term of the number of patients within a decade.

Under limited resources, a surge of medical tourists in Thailand (in other words, the success of Thailand's medical hub) would generate both positive impacts (e.g., on the domestic economy, doctors' and health care providers' incomes, and relevant businesses' revenues, and possibly an improvement in medical care services in Thailand). There were also negative impacts (e.g., shortage of human resources, increased medical fees, and reduced health services accessibility for Thai people). Thus, the government needs to regulate these negatives, to acceptable levels.

1.3 Objectives

The main objective of this research survey is “A study of factors influencing Tourists’ decision making for medical tourism in Thailand”.

- 1) To survey the effective factors those attract medical tourists to Thailand.
- 2) To study demography factors would explain what percentage of different in gender, status, age, education, occupation, income and region of residence to Thailand for medical service.
- 3) To study the factors influences customer consumers’ decision making when visiting Thailand for medical service. Thus, the government needs to regulate these negatives, to acceptable levels.

1.4 Significance of the Study

The trend of global medical tourism is increasing. Thailand is one of the destinations in medical tourism industry that is rapidly growing and creating a worldwide trademark as ‘The Medical Hub of Asia’. This study will focus on developing the factors that influences tourist’s decision making to visit Thailand for medical treatment. The results and findings of this research study will be useful to the medical tourism in Thailand. The hospitals in Thailand will have a clearer understanding about what medical tourists value the most and can identify the key strengths and core competencies for leading hospital providers of medical tourism.

Furthermore, this research will be useful to the Tourism Authority of Thailand (TAT), to learn the details that would be disclosed regarding essential determine that motivate international patients as well to support and facilitate the medical tourism who travel to Thailand for medical service.

1.5 Scope and the limitation of the study

The research study is primarily focused on foreign medical tourists, who both travel outside of their home country, whether for medical purpose or pressure and to receive various medical service Thailand hospital. In this research as well focused influencing the factors of marketing mix, which affect preference to medical traveler. The questionnaires were distributed to international patients who came for medical treatment in the in Thailand. The sample population collected from 1 August-31 August 2016 from selected hospital.

1.6 Conceptual Frameworks

To describe the main group of independent variables and the dependent variable, the conceptual framework is shown in figure 1.1 This conceptual framework is focused the presence of medical tourist factors influences their decision making to visit a hospital in Thailand for medical service is the non-medical expense that patients have to spend over the period of time. Therefore, in this study, I will refer to the tourist expense when mentioning non-medical expense. The tourist expenses include products and service for example, airfares, accommodation, transportation, food and so on.

This study uses quantitative research; the purpose of this survey is to use questionnaires or interviews for data collection from participants. There are two groups of factors as below:

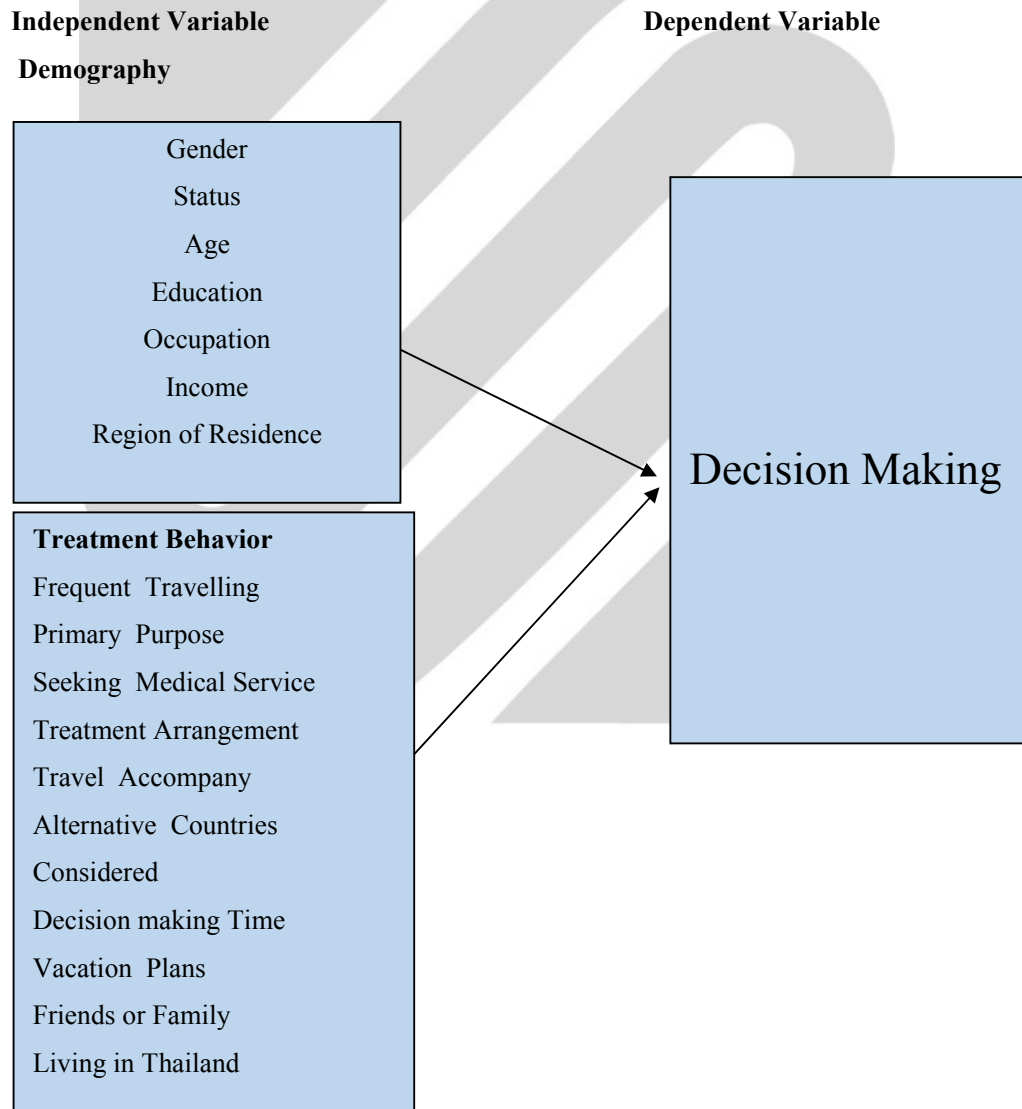


Figure 1.1 Conceptual framework

1.7 Research Hypotheses

H1: Difference in demography will not influence the decision making of tourist in medical treatment in Thailand.

H2: Difference in patient behaviours will not influence the decision making of tourist in medical treatment in Thailand.

1.8 Basic Assumption

This chapter provides the discussion of the background of this study, the significance of general tourism and medical tourism for the Thai economy, and the need to know about customer behaviours in term of medical tourism with their target destination. Justification of this research provides the question to be addressed and the objectives of the study mentioned previously. A summary of the conceptual framework of this study is provided, and the hypothesis will be tested and will be presented in chapter four. The methodology is described in the chapter three.

1.9 Definition of Terms

1.9.1 Medical tourist is international patients who travel to abroad for the primary reason of medical services. According to Deloitte Center of Health Solutions (2008). Medical tourism includes a relaxing vacation during the visit in country destination chosen for medical treatment.

1.9.2 Consumer Behaviours is tends to be structured mainly from a psychological perspective and the models of consumer Behaviours incorporate this perspective. It will adopt a sociological approach to consumer Behaviours, and will develop a typology of consumers' Behaviours incorporating the concepts of norms, values, and social organizations and the processes they use to select, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In this study refers to patient's decision to select the hospital for medical service.

1.9.3 Products, which meet human wants and needs. The seller must deliver the benefits and value of that product to customers, Generally, There are two types of products, and these are tangible and intangible. In this study refers to international accredited in Thailand and medical services provided by the hospitals in Thailand.

1.9.4 Price refers to products as to their monetary value. Customers will compare the value of the price of product or service. If the value is higher than the price, the customer will decide to buy, so the pricing of product or services should be appropriate and easy to identify

for the different levels of service. In this study refers to the affordability of medical treatment costs along with travel tours after the medical service in Thailand.

1.9.5 Place activities related to atmospheric environmental service offerings to customers. It affects the perception of customer value and benefits of the service offered which must be considered in terms of its location and channel offerings. This study represents the hospital location and entire surrounding area.

1.9.6 Promotion is one that is important to communicate to customers. The objective is to inform or influence the attitudes and Behaviours, to promote and to encourage the customer to buy products or services. This study refers to the additional benefit of medical travelers such as promotional offers on medical treatment packages and special rates for hotel accommodations.

1.9.7 Process is another element of the services marketing mix or 7Ps. There are a number of perceptions of the concept of process within the business and marketing literature. Process activity is related to methods and practices in the field of services. In order to deliver the products or services to the customer properly. This study refers to the procedures, which are performed for the patient such as, the patient data recording, and the information entered into the hospital's computer system.

1.9.8 People are the part of the marketing mix is also very essential. People are the most important element of any service or experience. Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it. As well, people deliver services in all sorts of settings and are the transactional interface between the company and its customers. This study refers to the attending physician, included nurse and staff who work in the hospital.

1.9.9 Physical Evidence as part of the marketing mix. Services as we know are largely intangible when marketing. However, customers tend to rely on physical cues to help them evaluate the product before they buy it. Physical evidence is the material part of a service. Creating and presents physical characteristics to their customers by trying to create the overall quality both the CRA and the physical form of services to create value for the customer, such as suitably like clean attire, and high levels of personal grooming. In addition, politeness and gentle bedside manner in negotiations with the customer speed of service and other benefits that the customer should receive to optimize service levels. This study refers the environment in hospital, which the service is delivered to the patient.

CHAPTER 2

LITERATURES REVIEW

2.1 History of medical tourism

With many of the earliest societies, medical tourism normally was nothing more than visiting sacred temple baths and hot springs. Early scriptures describes Mesopotamian, Indian, Egyptian and Chinese cultures bathing and healing facilities built around curative underwater geysers.

According to the website understanding-medicaltourism.com, reveals that the history of medical tourism had begun with the ancient Greeks and Egyptians who went to hot springs and baths in order to improve their health. In the 4000 years before the Sumerians built the earliest historically known health spas alongside mineral water geysers. They also built raised temples and running water pools from the mineral geysers. Many people think that the Sumerians built the earliest health spas and although they really comprehended the healing effects it was in fact the Greeks who first laid the concepts for a complete health tourist system (Health medical tourism, 2005). It was recorded in medical tourism history that Greek pilgrims traveled from the Mediterranean o Epidauria, a small territory in Saronic Gulf. It was said that this small territory was the sanctuary of Asklepios, known as the healing God.

During 16th century, there are records of hill tribes who lived near the present day St. Moritz in Switzerland who met there to drink and bathe in the iron-rich spa geysers of the area. Early Bronze Age tools, including drinking cups which were used to honor or worship Gods of that era were also found around hot springs in Germany and France as well as in the Celtic tribe mineral wells.

Asia also has its own history of medical tourism. For example, India has been considered the foundation of Yoga and Ayurvedic medicine. This became more popular over the centuries, as far back as 5000 years ago. In Japan, the abundance of mineral springs, known as 'Onsen' created health retreats for therapeutic over centuries, until this present day.

2.2 Health tourism in new world

All over the new world, countries like America, the Native Americans were skilled in differing features of the healing arts. Their list of medicinal plants matched much of the herbal remedies that were available in Europe at that time. Unfortunately, the chances for sharing and learning from the native Americans were wasted because the early settlers concentrated their attempts on protecting and rather than on laying foundations to interconnections (Connell, 2006).

What we know about spiritual healers, shamans, witchdoctors, and ritualistic healing is a fraction of all the expertise that once lived in every part of the Americas. Even then, in that era, medical tourism succeeded in evolves as settlers and colonists often turned to local healers in desperate efforts to aid their recovery. In this present day, different branches of alternative medicine prosper as historians, spiritualists, and devotees reveal the many ancient healing arts of the New World (Health medical tourism, 2007)

Nowadays, medical tourism is a growth industry. Patients form America travel to Thailand and India for heart surgery, due to reduced costs for the same medical treatment in the United States. According to Health-tourism.com (1977) The Joint Commission International was formed in order to conform to international standards be. In ASEAN, according JCI accreditation, Thailand and Singapore became a medical tourism destination region as well as India. Many patients often will combine their medical treatment with a vacation in these destinations as part of their recovery process.

2.3 The rise of medical tourism in Asia

The extent of the rise in medical tourism is surprising in that Asian countries such as Thailand, Singapore, India, South Korea, and Malaysia have attracted 1.3 million medical tourists per year and the numbers are increasing every year. The estimated worth in Asia alone generated more than U.S. \$4 billion in 2012, proving a windfall for the travel and hospitality sector (Gupta 2007). Thailand became known as a medical tourism destination as early as the 1970 is because it specialized in sex change operations and then later moved into plastic surgery (Connell 2006). Connell (2006) states that Malaysia became associated with medical tourism in 1998 during the Asian economic crisis and the need for reduction of economic risk taking due to

the financial crisis pushed this idea forward. Hospitals in Thailand also implicated this strategy because patients there were no longer able to afford private health treatment. India is well known as the most modern global hub for medical tourism and it publicizes itself as presenting everything from alternative Ayurvedic therapy to heart bypass and plastic surgery.

Singapore has deliberately delayed their medical tourist program and tried to compete with Thailand and Malaysia by adjusting their prices to undercut Thailand's prices and even set up a stand at Singapore airport with leaflets giving information advice to air travelers about the cost of their medical tourist program. Singapore stands to be Asia's chief medical focal point with modern research abilities along with nine hospitals, two medical centers that have all acquired Joint Commission International (JCI) accreditation. This one of the main reasons the JCI have its main Asia Pacific regional office in Singapore. In due course Singapore looked to widen their business by widening their market as JCI principal appeal is to the U.S. market only a portion of the potential global clients. Several clients come from nearby Asian countries such as Indonesia and Malaysia. There is also an increase in the number of patients from Indochina, South Asia, Middle East, and Greater China. Singapore is also seeing fast growth in its medical tourism industry. Clients from advanced countries such as the U.S. are selecting Singapore as their medical travel destination for reasonable inexpensive health care services in a hygienic stylish city. Singapore has made headlines for several complicated medical and ingenious procedures ranging from the separation of Siamese twins and tooth implants, to the eye surgery, to restore a person's eyesight. The successful separation of 10-month-old Nepalese Siamese twins put Singapore's medical proficiency into worldwide new headlines. Singapore has since consummated many more events of medical importance both in Asia and on a worldwide basis (Wikipedia 2007).

The Philippines is striving to become the "New hub of wellness and medical core in Asia". They are offering aggressive prices as well as highly competent and well-trained medical practitioners who speak good English and were all mostly trained in the United States.

To become the most prominent global medical tourist destination, it has modernized its technology, engrossed itself in Western medical rules and regulations,

and focused on low prices and immediate service. Since economic restrictions were lifted in the mid – 1990's private hospitals have enlarged and found it less difficult to buy technology from abroad and other medical supplies thus allowing systems in the best hospitals to reach or equal that of the Western hospital. The connections to India's thriving industry are also publicized as being very important.

As hospitals have greatly improved salaries, the outcome has led to doctors returning to their native countries from working abroad, to work in private hospitals. Doctors with international qualifications, training, etc. could be used to promote hospitals to make western medical tourists feel more at ease. A smoother running of India's government could greatly improve its management. They advertise capable world class, officially recognized health care services, and an opportunity to visit spectacular tourist destinations (Wikipedia 2007).

It is obvious that medical tourism is a prosperous new production in Asia, which gives strong possibilities for hospitals to have an overwhelming increase in its patient growth.

By addressing the further potential of the medical tourism market, using aptitude and knowing their restrictions, as well as the capabilities of rival market countries, then these medical providers can positively advance to realize what goals they can achieve in this field of expertise.

Thailand, Malaysia, India, Indonesia and Philippines are positioning themselves as a medical tourism destination. (Department of Export Promotion (Jakarta Office),

2007, McDowall, 2006 Choo, 2002, M2Presswire, 2008).

The Indian government has been promoting India as a country of medical tourism destination by competitive advantage; cost advantage. (M2Pressiwire, 2008, Chainai and Goswami, 20007).

2.4 Medical tourism in Thailand

Thailand became a medical tourism destination in the early 1970s because due to it being the leader in extensive surgery, such as sex change operation and later moving into cosmetic surgery(Connell, 2006). Thailand is now the medical tourism destination in Asia. Approximately 1.2 million international patients came to Thailand

for health services, the revenue about US\$ 1.1 billion and 9% of the total revenue in the tourism industry, and 0.53% of overall GDP. (Tourism Authority of Thailand, 2008). Thailand has a strategy that differentiates themselves from competitors by advanced medical services, cost effective, and traditional Thai hospitality. (Strategic and Marketing Magazine, 2007).

Before, Thailand came to medical tourism, in 1991, the economic boom resulted from factors like, increasing personal income, and the demand of high quality in health service was higher. Many private hospitals in order to suit with the demand increased the proportion of beds. Since 1989 this has increased 10.6% and 1997 increased by 22.6%. In 2003, the Thai government started to push Thailand as a center of healthcare in Asia. The policy was launched “Thailand: Centre of Excellent Health Care of Asia” which focused on medical services, health promotion services and herbal products. The Ministry of Public Health, the Ministry of Commerce, the Ministry of Tourism and Sports and the Ministry of Foreign Affairs promoted this by campaigns such as roadshows and events and by offering tax free investment for institutions financing the development of newly created health facilities.

The Department of Export Promotion and the Ministry of Commerce considered this as a success since international patients visiting Thailand rose annually more than 1.2 million. During the period, 2004 – 2008 Thailand gained US\$ 7.5 billion in profit from these campaigns. In 2010, “Thailand Medical Hub” promotion was announced by the Ministry of Public Health.

This policy was placed into the forum in many times, and in 2014-2018 was revised with multi-stakeholders and targeted that Thailand will become the world class healthcare provider. This policy is encouraging public hospitals to develop in order to meet the international standards for both Thai and foreign customers.

2.5 Competitive advantage of Thailand

Singapore, India, South Korea and Malaysia are positioning themselves as a medical tourism destination. (Choo, 2002, Department of Export Promotion (Jakarta office) 2007, Department of Export Promotion (Manila office) 2008, Korea Health

Industry Development Institute 2007). Singapore is looking into the international accreditation of infrastructure and resource. (Chow, 2009. M@Presswire, 2008).

The high quality of service, competitive prices, and a tourist's impression of Thai hospitality is the key to success of medical tourism in Thailand. Price in Thailand costs less, compared to Singapore but more expensive than India. India is competition for business in as much as it offers high quality in technology, IT industry and medical professionals are qualified and have the experience that clients want their doctors treating them to have.

In Thailand, there are 44 private hospitals that accredited by the JCI, the global hospital accreditation organization. The hospitals have state-of-the-art equipment; many of the resident Thai doctors are trained in the US, UK and other in European countries. The quality of Thai medical service is also competitive advantage. Thailand is one of the tourist destinations in the ASEAN region. The varieties of attractions include high technology for medical treatment and high quality service. These combine to make an appealing prospect for a patient to travel to Thailand.

Table 2.1 Comparing costs of Medical Procedure

Procedure	Countries				
	U.S	India	Thailand	Singapore	Malaysia
Heart Bypass	130,000	10,000	11,000	18,500	9,000
Heart Valve Replacement	160,000	9,000	10,000	12,500	9,000
Angioplasty	57,000	11,00	13,000	13,000	11,000
Hip replacement	43,000	9,000	12,000	12,000	10,000
Hysterectomy	20,000	3,000	4,500	6,000	3,000
Knee Replacement	40,000	8,500	10,000	13,000	8,000
Spinal Fusion	62,000	5,500	7,000	9,000	6,000

Source: Global Health and Travel Jul-Aug 2013: 56

The above table is costs of surgery, including hospital accommodation. Cost of airfare and lodging are governed by particular in people preferences. To calculate estimate of total costs, add \$5,000 for patient and a companion, airfare and hotel rooms averaging \$150 per night. For example, a hip replacement in Thailand, cost of an operation would be about \$ 17,000, estimated cost saving of \$26,000 less than treatment in U.S.

2.6 Factors why foreigners use medical services in Thailand

2.6.1 In the world rankings, Thailand is one of the top tourist destinations.

Thailand is easily accessible for travelers due to the various airports offering endless choices for both international and regional tourism. There are a wide variety of Regional and international airlines flying to Thailand. Flight schedules with many of the major worldwide airlines are on offer every day from many countries. This makes travel extremely convenient to Thailand.

2.6.2 Patient care in Thailand, especially the private hospital sector has reached new heights in recent years. Many hospitals are now certified to international standards including those from the JCI (Joint Commission International)

2.6.3 Well known institutions now have a reputation for providing the highest standards of internationally recognized medical professionals to the patient care industry, such as Chulalongkorn University, Mahidol University Thammasat University and Chiang Mai University.

2.6.4 The university has crafted ergonomics with the roles of specialist physicians at its center. Famous international institutions such as the Siriratch Hospital, Chulalongkorn Hospital, Hospital Thammasat University, Hospital Chiang Mai University, Hospital Songklanakarin University, Hospital Khon-kaen University etc, perform medical research which has been recognized and received attention from international academic institutions.

2.6.5 The price advantage that Thailand offers is an major advantage over its rivalries, offering similar services. The price comparison between patient medical treatment offered in Thailand to that offered the US and Europe, is much lower.

2.6.6 Medical professionals in all levels of service, such as doctors, nurses, medical technicians, Physical therapists and other professionals, provide excellent

care to patients, both for Thai national and foreigners. There is an impressive service to foreign patients that receive medical treatment in Thailand and they continue to arrange repeated medical treatment in Thailand as an outcome of this.

2.6.7 The Medical business service in Thailand has various options, meaning that it can combine an assortment of different treatments, each best suited to the individual's needs, so that the most appropriate course of action to aid recovery under supervision, is taken. Many alternative therapies are now popular with patients, including traditional medical treatment, medicine applications, traditional Chinese medicine and other natural holistic therapies.

2.6.8 Provide the basis for the future development of Thailand as a medical tourism market, various health promotion services accessible to foreigners (integrative wellness center) includes destination spa, medical spa, and facilities.

2.6.9 Health products and Thai traditional herbal medicines produced to a high quality and standard are made by reliable manufacturing processes, certified by FDA (Food and Drug Administration) under Ministry of Public Health guidelines.

2.7 Foreign patients travel to receive medical services in Thailand

Due to the numbers of foreign patients travelling to receive medical services in Thailand, the government has implemented a policy referred to as “Medical Hub”, to boost popularity from foreign travelers, to receive healthcare in Thailand. Combining treatment with leisure is common, 55% of tourists are now expected to enjoy leisure activities in health and private hospitals 45% of the total clients in modern Thai hospitals are foreigners, who travel to receive health services from private hospitals in Thailand. According to the National Statistical Office and Ministry of Information and Communication, a survey of government hospitals and private hospitals in 2012, was conducted to find out where overnight beds were available for the patients, (The data for the year 2013 a total of 327) from studying only the foreign patients.

Comparing the proportion of foreign patients in Thailand to the size of the hospital where they were receiving treatments, it was observed that the main reason they were receiving treatment was for infectious and parasitic diseases, followed closely by respiratory diseases, diseases of the circulatory system, digestive diseases and obstetrical care.

Table 2.2 The number and percentage in/out patients in Thailand

(1:1000)

Beds	Total	out-patients,		in-patients	
		Number	%	Number	%
Total	3,009.2	2,866.0	95.2	143.2	4.8
<31	51.4	46.8	91.1	4.6	8.9
31-50	134.7	127.0	94.3	7.7	5.7
51-100	259.6	245.8	94.7	13.8	5.3
>100	2,563.5	2,446.4	95.4	117	4.6

Source: The National Bureau of statistics, Ministry of information and communications in 2012

This survey above showed that 95.2 per cent were in fact, out-patients and in-patients only accounted for 4.8 per cent. The report also showed that the foreign patients mainly used hospitals in Bangkok, followed by central Thailand, Southern, Northern and then hospitals located in the North-East. More foreign patients were admitted to the hospitals of a larger capacity, those with more than 100 beds.

Table 2.3 Percentage of patients classified as foreigners in five different regions

(1:1000)

Region	Over Thailand	Bangkok	Central	Northern	North-east	Southern
Type of patient						
In-patients	143.2	76.0	28.8	16.9	5.5	16.1
	(100.0)	(53.1)	(20.1)	(11.8)	(3.8)	(11.2)
Foreigners out-patients	2,866.0	1,819.6	610.5	158.6	84.3	192.9
	(100.0)	(63.6)	(21.3)	(5.5)	(2.9)	(6.7)
Foreigners						
Total	3,900.2	1,895.6	639.3	175.5	89.8	209.0
	(100.0)	(63.0)	(21.2)	(5.8)	(3.0)	(7.0)

Source: The National Bureau of statistics, Ministry of information and communications in 2012.

Note: The number of foreign patients, counting individual times of receives service in private hospital.

The chart above depicts the total number of foreign patients both inpatients and out patients who received medical treatment in the five different regions of Thailand,

Bangkok, Central, Northern, North East and Southern. It gives clear numbers and percentages of foreign in and out patients who have received medical treatment in these regions of Thailand.

Table 2.4 Classification of international in/out patients in Thailand

Size of Hospital	Number of Hospital	Total	Total (times)	
			Thai Patients	Foreign Patients
< 11 Beds	26	246,201	241,555	4,646
11-30 Beds	33	578,784	531,953	46,831
51-5 Beds	50	1,847,407	1,712,729	134,679
51-100 Beds	108	11,660,728	11,401,173	259,555
101-250Beds	87	22,533,799	21,208,557	1,325,241
> 250 Beds	17	9,468,208	8,229,991	1,238,218
Total	321	46,335,127	43,325,958	3,009,169

Source: The National Bureau of statistics, Ministry of information and communications in 2012.

The above information denotes the entire amount of Thai patients and foreign patients who have either been in/out patients at the 321 internationally accredited hospitals over the Kingdom of Thailand. Moreover, it also depicts the number of beds in each hospital and the number of Thai and foreign patients that used them of the total of visits.

Table 2.5 Classification of international inpatients in Thailand

Size of Hospital	Number of Hospital	Total	Inpatient	
			Thai Patients	Foreign Patients
<11 Beds	26	15,773	15,579	194
11-30 Beds	33	30,266	25,820	4,447
51-50 Beds	50	117,458	109,766	7,692
51-100 Beds	108	579,067	565,306	13,761
101-250Beds	87	1,072,373	1,013,588	58,785
> 250 Beds	17	361,891	303,570	58,321
Total	321	2,176,829	2,033,630	143,200

Source: The National Bureau of statistics, Ministry of information and communications in 2012

The above chart clearly explains the total number of hospitals (321) and inpatients plus the amount of beds that was used in each hospital per Thai inpatient and per foreign inpatient.

Table 2.6 Classification of international outpatients in Thailand

Size of Hospital	Number of Hospital	Total	Outpatient	
			Thai Patients	Foreign Patients
< 11 Beds	26	230,428	225,976	4,452
11-30 Beds	33	548,518	506,134	42,385
51-50 Beds	50	1,729,949	1,602,962	126,987
51-100 Beds	108	11,081,660	10,835,867	245,794
101-250Beds	87	21,461,425	20,194,969	1,266,456
> 250 Beds	17	9,106,317	7,926,420	1,179,897
Total	321	44,158,298	41,292,328	2,865,970

Source: The National Bureau of statistics, Ministry of information and communications in 2012

The above chart is of a similar trait but instead it is the opposite of inpatients and foreign patients and medical treatment as an out patients in the (321) hospitals across the Kingdom. This table compares the number of foreign patients with Thais.

Table 2.7 Comparing competitive advantage in the health service

Competitive advantage	Thailand	Singapore	India	Malaysia	SouthKorea
Service/ hospitality	xxxxx	xx	x	x	x
Hi-tech hardware	xxxx	xxxx	xx	x	xxx
HR quality	xxxx	xxxx	xx	xx	xxx
JCIA	44 hospitals	21 hospitals	25 hospitals	13 hospitals	27 hospitals
Pre emptive move	xx	xxx	x	xx	xx
Synergy/Strategy partner	xxx	xx	x	x	x
Accessibility/Market	xx	xxx	x	xx	xx
Reasonable cost	xxxx	xx	xxx x	xxx	xx

Source: The documents, liberalization of trade and services of the health region, 2015.

Note: X denotes the high or low level of competitive advantage.

The above chart details the competitive advantage Thailand has over other countries. It offers a far superior medical services technology, compared with the rest, such as HR quality, customer service standards, number of hospital etc.

Table 2.8 The number of private hospitals increasing from 2008 to 2015

Year	Total number of private hospital					
	Bangkok		Region		Total	
	Hospital	Bed	Hospital	Bed	Hospital	Bed
2008	98	15,748	232	20,256	330	36,004
2009	96	13,933	226	19,472	322	33,405
2010	97	13,554	224	19,205	321	32,759
2011	99	13,754	222	19,074	321	32,828
2012	100	13,824	227	19,771	327	33,595
2013	100	13,732	226	19,839	326	33,571
2014	101	13,933	228	19,913	328	33,846
2015	104	13,935	240	20,789	340	34,724

Source: Department of Health Service Support (August 2015)

The table above clearly indicates the total number of private hospitals in Thailand from 2008 to 2015. This table has been subdivided to show the annual increase in bed space availability offered in these hospital, over this 7 years period. It also details the bed space offered at regional hospitals for the same year period.

Table 2.9 Number of hospitals/clinics who are internationally certified JCI (Joint Commission International) in Thailand

Type	Bangkok	Up Country (province)
Hospital Care	21	15
Ambulatory Care	4	2
Long Term Care	1	-
Home Care	1	-

Source: The Department of Health Service Support 2015: Online

This chart depicts the number of certified establishments both in Bangkok and in up country. Long-term care private hospital care, Ambulatory care etc.

Table 2.10 Summarizes the total number of services used by foreigners in Thailand hospital from 2001-2014

Year	Total(Times)
2001	550,161
2002	630,000
2003	973,532
2004	1,103,095
2005	1,249,948
2006	1,330,000
2007	1,373,807
2008	1,363,295
2009	695,779
2010	934,587
2011	954,107
2012	1,127,755
2013	1,426,159
2014	1,200,000

Source: Department of International Trade Promotion, Ministry of Commerce, Thailand 2012

Estimated data from Department of Health Service Support 2012-2014

Note: Data collect from the 30 of large private hospitals

This chart denotes on an annual basis the steady increase of foreign patients who visited or used Thai private hospitals from 2001 to 2014 indicating that foreign patient numbers have almost trebled from 550,161 to 1,200,000.

The information taken from the National Bureau of statistics, the Ministry of information and communications in 2012 shown that around 140,000,000 baht has been grossed by the medical tourism market which an 18 % increase in comparison to the previous year. (Information from Thailand Kasikorn Research Center, 2012). This has generated a lot of revenue for other businesses also, which is listed as follows:

- Total revenue for private hospitals - 70,000 million baht (50 percent).
- Total transport revenue - 50,000 million baht (36 percent).
- Total health promotion revenue, 20 million baht (14 percent).

There is a great advantage and potential to be recognized for long term competitive medical services in Thailand which provide excellent service quality excellent customer service standards high levels of medical technology plus they added bonus of beautiful natural researches and historical landmarks which if medical tourism come as a package deal then Thailand has a great potential to thrive economically providing. It focuses on expertise in a certain field of medical tourism which will most definitely help increase their health business income.

2.8 Relevant Theories

2.8.1 Marketing Mixed

Product A product defined by Kotler, is anything that is on offer to the market, in order to satisfy what people want or need. Lee (2006) found that the product is the crucial of the marketing mix. In terms of the medical sector, the product is goods, services, or ideas offered by healthcare organizations. The product in healthcare is harder to define; it creates a challenge for healthcare marketing professionals. (Burkett, 2007). Finally, Products in this research mean the medical treatment and services offered by the hospitals in Bangkok, according to the internationally accredited hospitals in Thailand are the provision of quick services, facilities, state-of-the-art equipment, highly qualified and trained doctors and excellent nurses and patient care services.

Place for Information about this is found in the distribution channel of their product and service offering which it is located in www.ccsenet.org/ijms International Journal of Marketing Studies Vol. 8, No. 1; 2016 142 channels. The aim to make sure that the products and services will be obtained in the proper qualities, in the right place and at the right time. The distribution channel includes retailers and wholesalers who deliver the products to the customer. On the other hand, 'Place' in term of the medical sector, can be a specific location: such as a building, where physician is licensed to provide medical services. Finally, in medical tourism industry, the 'Place' is the location of the hospital that near tourists attractions and shopping centers, that is also easily to accessible by local transportation in a famous city, which can also offer a secure and safe location.

Price is one of the main factors of the marketing mix, according to Kotler et al. (2009), which defines price as the amount of money which paid for a product or services, or the total value that consumer exchanges for the benefits of having or using the product or service. Also, because of the nature and constant changing of services, price becomes an important indicator of quality. Price is a regarded as the most significant measurement of value of the products or services and is a reflection of what a customer that willing to pay for it.

In terms of medical tourism, for example, the price refers to the affordability of the diverse medical process in Bangkok by comparing the cost with that in a patient's cost in their home country. This price also consists of the cost of a vacation for recovery, after a medical treatment.

Promotion is one of the factors that impacts on attracting the consumers as a significant factor of medical tourism industry. Promotion is one of the key elements of 7Ps in the marketing mix and it is a basic requirement for successfully attracting new consumers. The important thing about promotion is that it can provide a competitive advantage to attract consumers. According to medical tourism in Thailand, promotion is a technique that the hospital or business use in order to communicate the features and benefit of a product or service to their consumers. The marketer can use many promotions in order to meet with their customer needs. In addition, the promotion influences the customers to buy the products or services or idea. Advertising, public relations, personally selling, all of this, is part of the promotion principle. Finally, promotion also refers to the extra services such as visa extensions, special price for accommodation, insurance, airport service and medical treatment packages, and special package for tours after medical treatment.

Process is an operational activity that ensures the service and the quality of the products delivered to the customer. The 'Process', in relation to service marketing, is one of the most important of the seven components of the marketing mix. Interactive marketing may be defined as the 'managerial process of interactions between the service provider and consumer that facilitate efficient participation in service production and consumption to satisfy their needs and wants of and creating the positive quality'. Process is an essential element of production and delivering service to the customer. Hospitals must pay attention to the process: proper planning, design,

organization and function of the various departments. For example, the patient is admitted and treated as an inpatient and then requires further treatment but as an out-patient. The patient is examined and given treatment in the out-patient department up until the time a physician deems the patient is clear of ailments referring to the original treatment.

People are important inside and outside of the hospital, this is a major concern for customer satisfaction. Under hospital marketing strategy, the marketing mix variable, includes all the different personnel involved, in the service providing process, which includes doctors, nurses, staff and etc. The best way of having quality control is to start with the administration, which will approve professionals such as doctors and other staff. A hospital is a place where it can be a matter of life or death, so the hiring of well-trained medical staff is a very important factor. In the hospital marketing, the right person on the right job has to be taken into consideration and they should be adaptable. The patient's needs in the hospital have to be fully understood by the doctors and the staff. The hospital employees should be motivated to give their best effort to the customer. The people in the process are the component that reflects the quality of services. People are also an important key in the success in the marketing mix. Service personnel have an important role in the hospital and offer the services. The perception of quality care by the customer stems from the positive attitude and Behaviours patterns, coming from the hospital staff. If the customers are pleased with the quality of service, they will also influence other patients or future patients by word of mouth. It is important that the staffs employed in hospitals are trained accordingly in order to offer quality patient care with a human touch.

Physical Evidence this is the last important aspect of the service marketing. As we know that service is an intangible attribute in a hospital, which cannot be an exact measure but fluctuates. However the customer can experience this component that the provider delivers to them. Physical evidence that the customer can see will allow them to and make a judgment on the service that they received. A customer will make their own perception from their feelings regarding the services that they received, this in turn affects the hospital that has to pre plan its own perception of what they customer thinks about their treatment received in the hospital. The physical evidence is most likely the environment of tangible commodities. The

hospital has to create a calm and pleasant environment. When the customer visits the hospital, they will observe everything around them, for example. From being welcomed at reception that they should feel a positive atmosphere. From taking the first step into the hospital, they will notice the interior design. This is important, as it will affect the mood of the patient. If the hospital has good accreditation, awards, or certificates won by the physicians of the hospital that is another aspect which will affect the patient's judgment and install confidence in their mind.

2.8.2 Demography

Demography is the scientific study of the composition and distribution of the population. The study of change, encompassing the reasons for changes in size, composition and distribution of the population are the three major factors that cause changes in the population. Fertility, which means the ability to conceive, therefore, shows the rise in population numbers and Migration, which represents a change of residence of the population. Demography is one branch of the study of human populations and social characteristics of the population.

Demographic data are as follows:

- Analysis of the population on the based on gender, age, mortality, race or ethnicity, marital status, occupation, level of education, income and poverty, housing, urban or rural residence, population density, etc.
- Changes in populations, resulting from births marriages and deaths.
- Statistics on migration of the population and their effects on the relationship with economic conditions.
- Statistics of criminal cases, including illegitimacy and suicide.

Demographic information serves as a database for many calculations of vital statistics. It relates the numbers of various kinds of events that occur over a time to the size of the affected population. It covers many topics including;

Principal applications of statistics in public health

- Population estimation and forecasting
- Surveys of population characteristics

- Analysis of health trends
- Epidemiological research
- Program evaluation
- Program planning
- Budget preparation and justification
- Operational and administrative decision –making
- Health education

Information Gleaned from Demographic Studies

- Size of Population
- Age distribution
- Sex/Gender distribution
- Income levels
- Education levels
- Occupation
- Race/Ethnicity
- Residence

Who Uses Demographic Information

- Health departments (all levels)
- Housing offices
- Businesses (especially employers considering location)
- School systems (all types)
- Transportation planners
- Housing planners/developers
- Hospital (re. location of health facilities)

2.8.3 Consumer Behaviours Theory

Consumer Behaviours

These patterns are covered in the study of the reasons that will influence a patient to make a decision of what hospital to attend for their medical treatment. A

customers feeling or opinions will be determined by the nature of the purchaser (Buyer's response) or the conclusion of buyers from the onset that there was something to trigger necessity before causing reaction (Buyer's purchase Decision). When dealing with the assorted stages and taking into account the total cost of treatment, the doctor's qualification and experience, customers go these their personal requirements, before making a decision on what institution to attend for treatment. They take everything into account before deciding on which hospital treatment or other hospital service.

For example, usually when a customer selects a hospital they take into consideration several factors such as quality and expertise of doctors rising medical costs consumer awareness of the hospital and being able to collect more information due to the marketing of the hospital service which gives the customer a wider choice range enabling them to make a better informed decision.

Medical treatment relies on the advertising information of the hospital and the testimonial of a doctor who has strong connections to that hospital. The system does work well but for the majority of consumers', their decision solely relies on the hospital and its referral system. When patients choose a hospital they will take into consideration all of the following:

- A customer has been told by a friend who has had treatment from a doctor that is of very high quality.
- The said chosen hospital has special departments and programs that meet the patients' needs.
- Has carefully assessed their medical requirements before choosing a hospital. There is fully trained and qualified staff.
- Easy access to the hospital if using outpatient services.
- Is the visiting hour person friendly? Can relatives stay overnight if its a necessity.
- Does our insurance cover the entire cost of your stay and treatment in hospital?
- Is the hospital certified by the JCI (Joint Commission International)
- Are the rooms comfortable , quiet , and peasant to stay in

- The package costs of the hospital treatments are variable and the food is healthy.

The multiple choice treatment packages are components that highlight the best choices of medical treatment. The hospital should really need this information therefore it's not essential that the details are associated with another service industry. This is chiefly true when services are marketed or advertised to the customer are too repetitive thus there is a special requirement that selected products or services are directed effectively through appropriate media channels to the customer.

Concept of consumer Behaviours:

The study of consumer Behaviours is to learn and obtain knowledge about how individual customers, groups or organizations which are selecting, buying and using the products or services in order to satisfy their needs and wants. It refers to their actions in the marketplace and the important thing is motives for those actions. Therefore, individual "Consumer Behaviours is the decision making process and physical activity, and engagement when evaluating, acquiring, using or disposing of products and services:

Nature of Consumer Behaviours Factors as following;

1. Various factors that influenced: "Factors which influence consumer Behaviours"
 - The effect of marketing factors such as product design, price, promotion, packaging, and distribution channel.
 - Demographic or personal factors such as age, gender, education and income level.
 - Psychology such as buying motives, perception of the product and attitudes towards the product.
 - Situation such as physical surroundings at the time of purchase, social surrounding and time factor.
 - Social such as social status, reference groups and family.
 - Cultural such as religion, class, caste & sub-castes.

2. Consumer Behaviours is not static.
 - Varies from consumer to consumer.
 - Varies from region to region and also country to country.

3. Information of consumer Behaviours is important to the business, especially the marketers. “Factors for marketing decisions:”

- Product design and model
- Pricing of the products and services
- Place of distribution or distribution channel
- Promotion of the product or service
- Packaging
- Positioning

4. Reasons for Leading to purchase decision
5. Variations from product to product
6. Ability to Improve standard of living
7. Reflects status of customer

2.9 Relevant Research

2.9.1 Health Tourism and Medical Tourism

Health tourism is defined as individuals travelling from their home country to another destination for the purposes of personal health and restitution. It includes the treatment and enhancement or restoration of an individual for well-being in mind and body, as well as health service which is defined to encompass cosmetic surgery, retirement communities, treatments, spas and the health services (Carrera & Bridges, 2006; Huff-Rousselle, Shepherd, Cushman, Imrie, & Lalta, 1995). Henderson (2004) stated that medical tourism is also considered as part of the health care industry, integrating cosmetic surgery treatments, spas and an alternative therapy. The health industry is considered as the big umbrella, which encompasses both health tourism and medical tourism both of which are different but have similar concepts.

The medical tourism sector conceptually serving as a subcategory of health tourism (Carrera & Bridges, 2006)

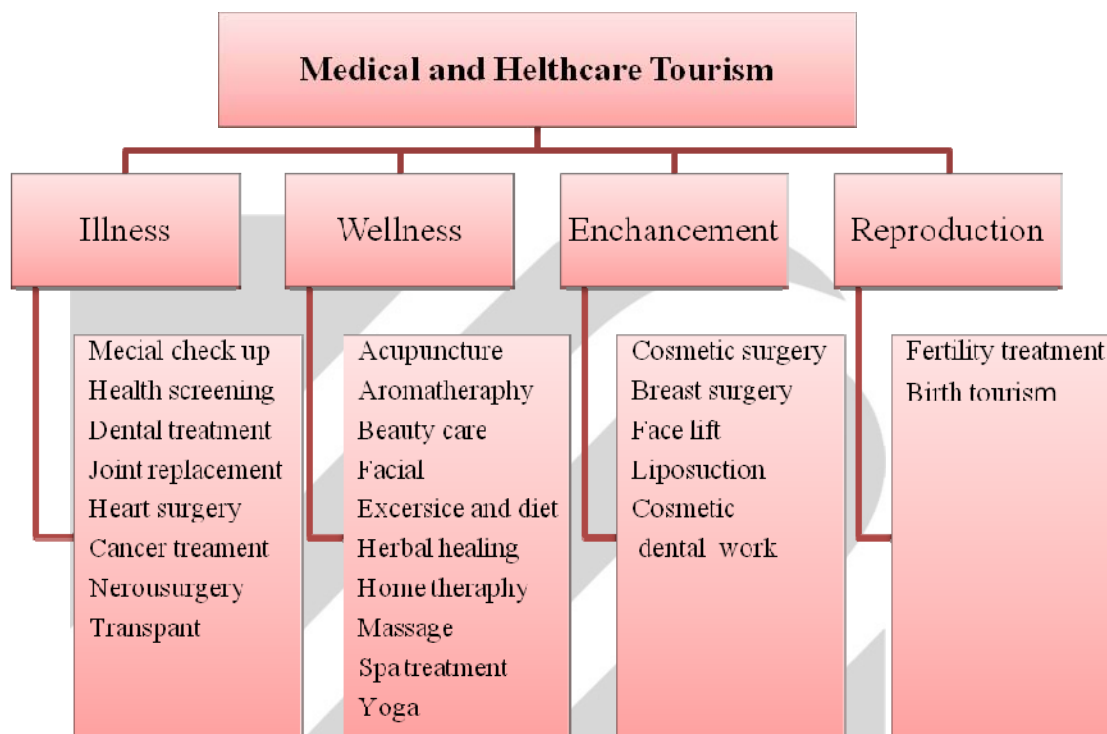


Figure 2.1 Helath toursim and medical tourism

2.9.2 Concept of health tourism

The International Union of Official Travel Organizations defines Health tourism as the provision of health facilities utilizing the natural resources of the country; in particular of mineral waters and climate (International Union of Official Travel Organizations, 1973, p. 7). The concept of health care tourism has developed from medical tourism to health care tourism (Goodrich, 1993a). Goodrich defines Health tourism as the deliberate attempt, on the part of tourist facilities or destination, to attract tourist by promoting health care service facilities, in addition to regular tourist amenities.

The Mueller and Kaufmann study on health tourism in Switzerland focuses on wellness tourism. This is categorized as a special segment of health tourism. Wellness has been explained as the summary of results from the patient journey and residence,

during the treatment undertaken whose main motive is to preserve or promote their personal health by staying in a residence tailored to their particular needs which provides the appropriate professional know-how, and individual care, whether they require a comprehensive service package comprising of physical fitness, beauty care, healthy nutrition or diet, relaxation or meditation and mental activity or education.

Health tourism can be divided into two groups of customer:

Healthy person's health tourism which provides illness prevention programmers and wellness tourism offering such as low calories food diet programs, massage, spas, and fitness and meditation services. Patients with health which is not at its peak, health tourism can provide a medical check -up facility through which doctors can help cure patients suffering from disease.

According to Tabacchi, health tourism is “any kind of travel to make yourself or a member of your family healthier” (as cited in Rose, 2001, p.1).

Tabachhi's definitions include health service for travel with special need such as herbal healing, traditional massage and medical check-ups.

Pollock and Williams as well had given the definition of health tourism as “leisure, recreation and education activities removed from the distractions of work and home that use tourism product and services that are designed to promote and enable customer to maintain their health and well-being’.

2.9.3 Determining and comparing the objectives of medical travel in the past with Medical tourism in the new market of today

Medical travel has been expressed in the past as being divided into three factors: *Self-paying Patients* from different countries ranging from Asia to the Middle East and Latin America, seek care in another country.

Specialist patients are seeking high quality medical treatment as good quality care is limited or non- existent their home countries.

Emergency Patients in such countries can be treated in a hospital where immediate medical treatment is required, whereas emergency care may not available in their home countries.

The objective of the market is classified by many factors that are integral to the medical tourism industry. From waiting lists to competition of pricing, a first class service at third world cost combination of surgery with sightseeing.

These factors have led patients to travel from developed countries to developing countries. It can be concluded that the medical travel in the past is defined medical tourism industry and the new market defined as a health medical tourism.

2.9.4 Analyzing the countries that promote medical Tourism

According to the research, it is now widely regarded that in many countries, there are considerations for the implication of medical tourism industry. Each country promotes medical tourism industry by different policies and strategies.

Cuba

- Centralized Marketing through medical services
- Privatization of Healthcare Promotion

Thailand

- Effective Marketing
- Inter-Sectoral Coordination
- Focus on Hospitality

Malaysia

- The government is willing to promote medical tourism as a tourism promotional plan to encourage their policy.
- Enabling supporting infrastructure
- Tax incentives
- Setting of committees in order to promote health tourism
- Lessening import duty on medical equipment

Argentina

- Focus on breast plastic surgery and augmentation
- Combination of medical care and vacation while leveraging the existing

South Africa

- Promoting the safety awareness on patients going on safaris after plastic surgery to ensure proper recovery.

Philippines

- Creating an international zone of health for wellness combined with medical tourism, eco-tourism, retirement villages and health spa.
- Health crewing for specific health services, including tele-health, medical transcriptions.
- Health human resources development network with the top nursing and hospitals or medical schools in the Philippines.

Switzerland

- Advertising In-flight magazines, with articles titled “Get well in Switzerland” Encouraging Indian journalists and Russian executives to visit facilities.

Germany

- Healthcare made in Germany, various intermediaries for logistics, translations, travel, hotel, and medical appointments, however this lacks government participation.

Singapore

- Singapore has a reputation for the highest standard of training professionals and cleanliness, which is one of the best in the world and promotes this. Singapore had set a target of one million overseas patients by 2012.

2.9.5 Commodification and globalization

Two areas of growth have increased the need for medical tourism: commoditization and globalization. Commoditization is a procedure that changes the market from a distinctive product into a market based on competition.

These standards created an obstacle to the merging of business with medicine in modern Thailand (Russell 2006). Thailand has as long history of traditional medicine which is founded on herbal medicines and massage treatment; it was not believed that it could grow into a commercially successful industry. The innovation began when it started to function as any other profit making businesses long before medical tourism became popular, with the increase of international medical foundations, the commodification of medicine become totally unlimited (Esnard 2005:28). Had this area not been commercialized before being opened the

international medical market then medical tourism would not have developed so quickly.

Another main element in the growth of medical tourism has been globalization. The increasing effect of globalization on worldwide markets such as goods, labor and wealth/income and fields such as information and technology transfer as well as professional training has had an enormous effect on the significant rise of medical tourism. Medical proficiency and embracing new medical technology on a level compatible with western medical establishments has now been created and made possible due to globalization. Commodities were moved from abroad to developing countries into developing ones the same way that large projects have been moved abroad or subcontracted from developed countries to developing ones where the workforce was inexpensive to hire. The arrival of medical tourism can be seen as one example of the relocation of such services not dissimilar to the relocation of retirement homes or geriatric services abroad (Ball 1971) Assisting the increase of medical tourism is the growth of reasonable inexpensive air travel that has made far off destinations easily reached and at affordable costs for people from other countries looking for medical treatment.

2.9.6 Health Tourism in Thailand

Thailand was ranked is one of the top three most popular tourist destinations in Asia and generated second highest income in Asia. The trend of health tourism was introduced, in 1997. The Asian economic crisis, forced The Tourism Authority of Thailand (TAT), to launch the marketing plan about health tourism, to continue promote health tourism which it has been doing since. The TAT and government want to reduce sex tourism by promoting the country as a health tourism destination and chang the bad image of female masseuses. The TAT started promotion program first time in 1999, second time in 2000 and continued this into 2001 and 2002.

In 2002, the number of traveler's seeking treatment in Thailand grew 13% with a sum of almost 633,000 foreigners visiting for medical treatment. According to the TAT, in Thailand, there are four kinds of health tourism, including health resort, destination spa, medical spa and day spa. Hospitals also have an important role to attract foreign patients by providing various services, such as medical check-ups, full

service medical spas, including aromatherapy, traditional body massages and acupuncture.

2.9.7 Medical Service and Emergence of Medical Tourism

Thailand is becoming one of the medical tourism destinations, especially once the traditional restraints were removed. Thailand has a reputation for the hospitality and friendliness of the people and proverbial smiles to the world, and attracting around 15 million foreign tourists a year. Medical tourism development in Thailand has also help fuel the demand in Western countries for cosmetic and other elective treatment which not covered the insurance schemes. In Thailand, the cosmetic surgery is at a reasonable rate and is the main portion of its medical tourism industry. It has extended to dental work and the medical treatments offered are extensive.

In the late 1980's, and early 1990's, developed fully-fledged businesses, and private hospitals started to introduce technologies and employment of qualified medical professionals. The process was aided by some of the political developments at that time and by two disastrous events. On September 11, 2001, a USA terrorist attack resulted in many Middle Eastern tourists seeking medical treatment in Thailand rather than the USA, and then on the 26th December 2004, a tsunami disaster in southern Thailand received worldwide exposure. Thailand acquired a reputation which enticed the foreigners to consider Thailand was a country of medical treatment.

The "Amazing Thailand" campaign which is promoted by various government-sponsorship was highlighted from the attraction of spas, hospital and herbal products. It affected the government to make a decision to turn the country into the medical hub in the region. By 1990, Thailand had become a preferred destination for cosmetic surgery. Foreigners focused on the hospitals the medical treatment options, such as open- heart surgery and risky experimental procedure such as stem cell surgery.

Thailand is still expanding the business and development programs of general healthcare and protective medicine. Focused primarily toward expats and tourists (Taemsamran 2005), these include a selection of health checkups and screening offered at a reasonable cost.

Medical tourism has expanded into the field of the health tourism. It greatly increases the potential of clientele for not suffering from disease or poor health or

sickness but to attend hospitals for health checkups as well skin and beauty treatment in order to improve a body appearance.

Thailand has undoubtedly become an attractive place for Westerners seeking medical treatment, which can be combined with holiday travel. However, though the conditions are attractive to foreigners, there are a few serious drawbacks such as unsuitable treatment which they sometimes discover only after returning home. In developing countries, it is often difficult for foreign patients get compensation of misconduct from local physicians.

2.9.8 The Transformation of Foreign-Oriented Medical Establishment

Thailand has developed its medical system with a total of 700 government hospitals and nearly 300 private hospitals, as well as having the reputation of the most developed medical sector in South East Asia. However there is a limitation in that, there is a proportion of these hospitals which does not offer medical services to foreigners. Medical tourism is predominately concentrated in the private medical sector. Recently, government hospitals refused to offer services to foreigners, mainly to cover their participation in 30 Baht government's scheme.

There are only 33 private hospitals associated with targeting foreigners, out of 218 members of Thai private hospitals. The majority of medical tourists receive their treatment in Bangkok, even though, many hospitals that offer services to foreigners are located in other prime vacation destinations. Bumrungrad International Hospital began to lead the way in medical tourism in Thailand. It changed from focusing on local Thai people to concentrating on the business of medically treating international patients and in 1980 purchased 200 beds for private patients. With its easy access and good location it soon developed into various clinics and wellness centers which quickly drew interest from many international patients who required their services. The number of international patients using Bumrungrad hospital has increased to a very high level over the past years which are remarkable, as it was expected to close down in 1996 due to the lack of patients in its care, but that number increased substantially. Bumrungrad is one of the biggest private hospital catering for a large variety of international patients cultural and humane needs. They also take care of patients medical visa requirements, medical and travel insurance, language translators

and communication with the patients' doctor in their home countries. Bumrungrad has adopted itself into a luxury hotel hospital with astounding results in popularity.

Bangkok hospital is another private hospital institution, with a rapid growth of private health-care in Thailand, as well as expanding abroad. Phuket International hospital adopted the hotel-hospital concept as well, attempting to attract greater foreign clients. Both are in the business in attracting in overseas clientele, but still retain the traditional hospital system and appearance.

The northern city, Chiang Mai is designed by the government to become the northern hub of medical tourism, not as many of foreigners go there, compared with other tourist destinations, especially, for treatment. In all these areas, the tourists favored type of treatment is cosmetic procedures, dental work, medical checkups and orthopedics. It is obvious to see that the great majority of medical tourists to Thailand still prefer hospitals in Bangkok for any medical treatment.

2.9.9 The Consequence of Medical tourism Growth Medical in Thailand

Medical tourism in Thailand has continuously extended over a wide area of the country. The outcome of long working hours has a serious effect on doctors, nurses, etc. who is employed in government hospitals in poor working conditions and for very low salaries. Although, the Thai government actively encouraged, supported and promoted Thailand to become the health focal point of Asia, it was clearly obvious that they failed to see or stop the breakdown of the quality of care in government hospitals, due to doctors and nurses deciding to leave and find employment in international private hospitals, where they were offered much better salaries and working conditions. The total amount of medical doctors in Thailand is estimated no more than about 5 percent of the population. A great number of highly qualified Thai doctors who were working overseas have come back to work in Thailand, since the arrival of medical tourism in Thailand, and took up top posts in hospitals which would normally be offered to Westerners.

Through private funding and investment in modern medical technology and standardized western style training, the benefits of medical tourism to the people of Thailand will have a very positive outcome. The practice of western style doctor consultation methods and western based cultures which was formerly missing in a

Thai doctor/patient relationship because of the Thai cultural authority that a doctor was held in very high esteem has changed for the better in private hospitals. There now exists a more open and amicable approach to the patient- doctor relationship. More indecisive treatments such as stem cell treatment for critically ill patients have been used in medical tourism treatment in Thailand. Treatments such as those have not yet been approved in mostly western countries and due to the uncomfortable cost of procedures such as this in Western medical facilities and the high demand of treatment by foreigners. Thailand has become one of the world leaders in stem cell development which has greatly enhanced Thailand's medical reputation and more importantly, make more ingenious treatments available to a wider Thai population.

2.9.10 The rise of medical tourism in Thailand.

Thailand has quickly become the central core of medical tourism in Asia partly due to the reasonably priced, affordable and reliable public transport network. Thailand has the advantage over lots of countries in Asia due to its automatic 30 days visa on arrival system for most nationalities, which helps foreigners easily plan for staying longer for medical treatment.

Almost 90% of medical tourists traveled to Thailand for medical treatment rather than travel to Singapore, which is far more expensive for medical treatment. Statistics like this establishes Thailand as the most popular destination of the medical tourism in the world. Around 19 million tourists who visited Thailand in 2015, a 20% increase from 2010, around 500,000 travelled for the purpose of medical treatment. Compared with 10.2 million tourists who visit Singapore in each year, only 200,000 travel for medical care. This statistical trend is beneficial for training purposes. Medical tourism in Thailand has grown dramatically, so teaching/training has shown an increase of 16%.

Whilst the private medical sector was predicted to make around 100 billion baht in 2015, medical tourism generated up to 0.4% of the country GDP and altogether tourism generates 6% to 7% which is the third most important economy in Thailand compared with the percentages linked to the automobile and garment industry who have both generated 12%, 36% of Thailand's GDP in 2011.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The main reason of this chapter is to explain the methodologies coordinated in clarifying the principal components that impact on a tourists decision to travel to Thailand for medical treatment. This study is also to explain the actions of production that have the required ingredients that incite overseas patients to choose hospitals in Thailand for medical tourist treatment. A descriptive research perform to describe the relationship between factors involved and to explain why factors are considered and more significant than the others. This chapter covers the research questions, hypotheses and the study of research framework, data collection methods, relevant data descriptions, research limitation and a chapter summary. Key information has been gathered from xxx hospitals in Thailand. Previously collected information from book related reviews, textbook, internet, academic research, journal etc. have been used to further support study.

3.2 Research approaches

Quantitative and qualitative are used to approach a research subject. It is different in context of research design. Cronbach drew attention to the existence of two quite separate 'disciplines of scientific psychology'. One sort of psychologist attempts to test general principles about human and animal Behaviours, and is concerned with documenting average performance; the other sort of psychologist in interested in describing and interpreting individual differences, in particular with respect to various dimensions of intellectual ability, personality and psychopathology. The first sort of psychologist does experiments, typically on small samples obtained for reasons of convenience. The other sort of psychologist does larger-scale questionnaire surveys or interview studies, attempts to procure representative samples, and tends to use standard, pre-validated measures. When analyzing results; the first sort of psychologist tends to compute t-tests and analyses of variance. The second sort tends to use correlation, regression, and factor-analytic techniques.

(Everitt and Hay, 1992: 3-4)

Qualitative Research is a formless, primarily empirical design based on small samples size, planned to provide insight and understanding of the study. Qualitative method will use for this research method. The qualitative approach is selected and research method that uses in this research is triangulation.

Quantitative Research is a technique that seeks to measure data and, normally, use the statistical analysis. Such as methods to collecting statistically and analyze statistical methods that are collected in this research. The selection of suitable research method is serious to the success of any research project; any is driven by the research question and the state of knowledge in the area that studied. In general, a grouping of research methods will be the most effective in succeeding a specific research objective. In this study quantitative techniques use to collect information from the success of medical tourism by discussions and analyzing them.

3.3 Population and Sample Size

Population is a comprehensive gathering of information holding all topics of interest where resources that are associated to the research study are examined and scrutinized. The population of this research is the international medical tourists who travel to take medical services in the selected hospitals in Thailand. The destination where selected is based on a literature review, that Thailand is the 'Medical Hub' of tourists preferred destination from over the world.

The sample size of the population is a sub-collection chosen from the population. It will be chosen by the convenience sampling method. Furthermore, the sample size should depend on the target population and the significance of the research. However, there are 44 hospitals accepted by the Ministry of Tourism and health in Thailand. The researcher focuses on Samitivej Sukhumvit Hospital, Bangkok Samui Hospital, Bumrungrad Hospital, Bangkok International dental Center, Royal Physical Therapy Clinic and other source. The researcher distributes 400 questionnaires to the respondents. The questionnaires were distributed to international tourists who were traveling to Thailand to have medical treatments at Thailand hospital from 1 August – 31 August, 2016.

The size of sample group in this study was calculated by using Taro Yamane (Yamane, 1973) equation as follows:

$$n = N / \sqrt{1 + N(e)^2}$$

Remark; n = sample size

N = 1,200,000

e = significant level (0.05)

From equation the sample size can be calculated as follows;

$$\begin{aligned} n &= 1,200,000 / \sqrt{1 + 1,200,000(0.05)^2} \\ &= 399.9 \end{aligned}$$

Therefore, this study collected data from 400 international tourist respondents who traveled to Thailand for medical purpose and pleasure. Data collecting conduct by using non-probability sampling technique. The reason of choosing selected those mentioned hospital and clinic because, it is main medical tourism, and they are willing to encourage researcher to collect questionnaire from their patients. The summarize of the sample collect to each hospitals are given in following table.

Table 3.1 Name of hospital

	Hospital	Number of Respondents
1	Samitivej Sukhumvit Hospital	100
2	Bangkok Samui Hospital	100
3	Bangkok International Dental Center	50
4	Bumrungrad Hospital	50
5	Royal Physical Therapy Clinic	50
6	Other source	50
Total		400

3.4 Data Collecting Procedure

The researcher designed survey questionnaire for face-to-face interviews with the respondents. The processes for collecting data are as follows:

- 1) Gathering information from many sources such as textbooks, journals, internet, international organizations report, government publications, and annual reports.
- 2) Distributing questionnaires in the selected hospitals.
- 3) Analyzing the data and test hypotheses.
- 4) Summarizing and give recommendations.

3.5 Data Analysis

The researcher analyzes variables by using an data analysis program to compute data for the results. The outputs of the program will be presented in chapter four and the result of respondents will be shown as follows:

1) Descriptive statistic use the data provided for descriptions of the population, either through numerical calculations or graphs or tables describing the demographic variables such as age, gender, education, religion, income, occupation, and marital status by means of frequency and percentage. In this study is descriptive statistics use to organize, clarify and summarize the data to the varied characteristics of a sample structure.

2) Inferential statistics which means to make judgments of probability/social research to summarize from the sample of the population. It determines likelihood of population which is based on the characteristics of the sample. It helps to measure the relationship between independent variables, and dependent variables, and uses to ascertain mean, frequency, percentage and standard deviations are employed. In this research inferential has been used to test hypothesis and answer research questions.

To test hypotheses, MANOVA was used to conduct independent variables. One-way and two-way test were completed to estimate to any association effect from independent variables.

CHAPTER 4

RESEARCH FINDINGS

This chapter explains the results obtained from the questions answered in the survey carried out by international medical tourists and their decision making for attending a medical service hospital in Thailand. This chapter has been divided into two main sections.

The first section has included the description of demographic factors and patients Behaviours respondents. Descriptive statistics evaluated by an SPSS program were utilized to explain the population. Frequencies and percentages were used to describe the demographic character of respondents this included gender, status, age, education, occupation, income and residence. Patients' Behaviours characters of respondents are also considered. This included frequency of hospital attendance, the primary purpose of the treatment, medical Service, treatment arrangement, travel arrangement, alternative countries considered, decision making time, vacation plans and accommodation. It is specific to answers collected from of research question. Frequencies, mean and standard deviation were used to collate statistic data in order determine what factors ranked the highest priority of all the influencing factors of a tourists' decision making to seek medical services in Thai hospital.

The second section is to focus on hypotheses of the study. Univariate analysis of variance (ANOVA) was used to test hypotheses one and two. Research summary findings are used to explain conclusion, the last section.

Demographic Factors

The demographic data was summarized in the first part of the questionnaire. Target international medical tourists were desired to identify their demographic which included Gender, Status, Age, Education, Occupation, Income, and Residence.

Table 4.1 Frequency and percentage of demographic factors follow by Gender

Gender	Frequency	Percentage
Female	228	57
Male	172	43
Total	400	100

From Table 4.1, It is showed that the respondents totaling 400, which 228(57%) are female compared with 172 (43%) of respondents, which are male.

Table 4.2 Frequency and percentage of demographic factors follow by Status

Status	Frequency	Percentage
Single	149	37.3
Married	210	52.5
Divorced/Widowed/Separated	41	10.3
Total	400	100

From Table 4.2 It is showed that the number of single person respondents totals 149 (37.3%), compared with married, 210 (52.5%). A total of 41 participants (10.3%) is falls into the divorced/widowed/separated category.

Table 4.3 Frequency and percentage of demographic factors follow by Age

Age	Frequency	Percentage
18-25 years old	68	17
26-35 years old	88	22
36-45 years old	88	22
46-55 years old	81	20.3
56-65 years old	54	13.5
Total	400	100

From Table 4.3 refers to age of the participants. The two highest volume of respondent's with equal share are in 26-35 years old age group, and the 36-45 year old category, both having 88 (22%). The 46-55 years old age group totals 81 (20.3%), the 18-25 years old totals 68 (17%). The 56-65 year old division totals 54 (13.5%) whereas the 65 year old and greater contributes 21 (5.3%)

Table 4.4 Frequency and percentage of demographic factors follow by Educational

Educational	Frequency	Percentage
High school or below	56	14
Diploma's degree	39	9.8
Bachelor's degree	206	51.5
Post graduate education	70	17.5
Professional certificate	29	7.3
Total	400	100

From Table 4.4 the largest number of respondents from an educational point of view has bachelor's degree qualification, 206 (51.5%), followed by Post graduate education, contributing, and 70 (17.5%). Diploma's degree 39 (9.8%), High school or below, 56(14%), shares the lowest figures with participants holding a Professional certificate 29(7.3%).

Table 4.5 Frequency and percentage of demographic factors follow by Occupation

Occupation	Frequency	Percentage
Government Official/Military	27	6.8
Teacher/Instructor/Professor	36	9
Executive/Managerial	35	8.8
Clerical/Administrative/ Secretarial	13	3.3
Professional/Technical	39	9.8
Production/Manufacturing	16	4
Self-employed	93	23.3
Retiree/Not in the work force	37	9.3
Marketing/Public Relations	31	7.8
Others (please specify)	73	18.3
Total	400	100

From Table 4.5 The largest proportion of respondents fall into Self-employed 93(23.3%), followed by second largest percentage which fell into the other category or non specific employment not detailed in the questionnaire, Professional/Technical employees account for 39(9.8%), while some participants answered Retiree/Not in the work force 37(9.3%), Teacher/Instructor/Professor 36 (9%), Executive/Managerial 35

(8.8%), Marketing/Public Relations 31(7.8%), Government Official/Military 27 (6.8%), Production/Manufacturing 16 (4%), the lowest number is employed in the Clerical/ Administrative/ Secretarial sector 13(3.3%).

Table 4.6 Frequency and percentage of demographic factors follow by Occupation
(comment)

Occupation	Frequency	Percentage
	323	80.8
Driving Instructor	1	0.3
Engineer	3	0.8
Hospitality	7	1.8
Housewife	4	1
IT	3	0.8
Journalist	1	0.3
Non profit	1	0.3
Nurse	2	0.5
Own business	40	10
Study	10	2.5
UN	1	0.3
Unemployed	3	0.8
Volunteer	1	0.3
Total	400	100

From Table 4.6 It is shown that there are 73 respondents who answered “other” as their occupation different from the lists above. Upon further examination these were categorized as the following: Own business owner, 40(10%), Study/ student 10(2.5%), Hospitality 7(1.8%), Housewife 4(1%), Engineer 3 (0.8%), IT 3(0.8%), Unemployed 3 (0.8%), Driving Instructor 1(0.3%), Journalist 1(0.3%), Non- profit services, 1(0.3%), UN 1 (0.3%), Volunteer 1 (0.3%).

Table 4.7 Frequency and percentage of demographic factors follow by Income (USD)

Income	Frequency	Percentage
< 5000	99	24.8
5,001-7,000	63	15.8
7,001-9,000	45	11.3
9,001-11,000	41	10.3
11,001-13,000	45	11.3
> 13,000	107	26.8
Total	400	100

From Table 4.7 There are Illustrates respondents' 99 (24.8%) with their net income less than 5000 USD, The USD 5,001-7,000 contributes 63 (15.8%), a total of (11.3%) respondents rate their earning USD 7,001-9,000, 45 participants range between, USD 9,001-11,000, 41(10.3%), range between USD11,001-13,000 107 (26.8%) respondents answered that their income is more than 13,000 USD.

Table 4.8 Frequency and percentage of demographic factors follow by Residence

Residence	Frequency	Percentage
East Asia	43	10.8
South Asia	45	11.3
Europe	148	37
Americas	54	13.5
Oceania	39	9.8
Middle East	58	14.5
Africa	6	1.5
Others (please specify)	7	1.8
Total	400	100

From Table 4.8 It is shown a snapshot of respondent of residence. From 400 respondents, the highest number collated was European with 148 (37%), 58 (14.5%) came from the Middle East, 54 (13.5%) from the Americas, South Asia contributed 45 (11.3%) East Asia 43 (10.8%), Oceania 39 (9.8%) and lowest number of respondents was from the African nations with 6 (1.5%).

Table 4.9 Frequency and percentage of demographic factors follow by Residence
(comment)

Residence	Frequency	Percentage
	393	98.3
Southeast Asia	7	1.7
Total	400	100

From Table 4.9 The other category represents a total of 7 (1.8%) from Southeast Asia countries such as Japan and Korea.

Patients Behaviourss Factor

Treatment Behaviourss is an important factor and had to be included in this survey as the first part of questionnaire. The target international respondents were required to answer patient Behaviours categories which included Frequency of visit, Primary purpose, Seeking medical service, Treatment arrangement, Travel accompany, Alternative countries considered, Decision making time, Vacation plans, Friends or Family Living in Thailand and Place to stay.

Table 4.10 Frequency and percentage of patients' Behaviours factors follow by Visiting Frequency

Visiting frequency	Frequency	Percentage
First time	166	41.5
Second time	78	19.5
Third time	38	9.5
Four time or more	118	29.5
Total	400	100

From Table 4.10 The highest frequency from this survey is from patients whom travelled to Thailand for the first time, totaling 166(41.5%). In second place was Four time or more 118(29.5%), Second time 78 (19.5%), and Third time 38(9.5%).

Table 4.11 Frequency and percentage of patients' Behaviours factors follow by

Primary Purpose		
Primary Purpose	Frequency	Percentage
Pleasure/Vacation	173	43.3
Business/Work	87	21.8
Medical treatment	120	30
Visit friend and relatives	15	3.8
Convention/Exhibition	5	1.3
Total	400	100

From Table 4.11 It is shown that Pleasure/Vacation 173(43.3%), Medical treatment 120 (30%), Business/Work 87 (21.8%), Visit friend and relatives 15(3.8%), Convention/Exhibition 5(1.3%).

Table 4.12 Frequency and percentage of patients' Behaviours factors follow by

Seeking Medical Service		
Seeking Medical Service	Frequency	Percentage
Nephrology (Kidney) treatment	10	2.5
Liver treatment	7	1.8
Pulmonary (Lung) treatment	10	2.5
Neuroscience treatment	16	4
Dental surgery treatment	68	17
Cosmetic/plastic/reconstructive surgery	51	12.8
Sight treatment/Lasik	14	3.5
Heart surgery	10	2.5
Orthopedic/Spine treatment	42	10.5
Physical Therapy & Rehabilitation	58	14.5
Comprehensive medical check up	68	17
Other (please specify)	46	11.5
Total	400	100

From Table 4.12 the survey shows that the most popular treatments sought for medical tourists coming to Thailand was for a Comprehensive medical checkup and Dental surgery treatment 68(17%), 68 (17%), Physical Therapy & Rehabilitation contributed 58 (14.5%), Cosmetic/ plastic/ reconstructive surgery 51(12.8%),which

Thailand is universally renowned for. Other 46(11.5%), Orthopedic/spine treatment 42(10.5%), Neuroscience treatment 16(4%), respondents answer Sight treatment/Lasik 14(3.5%), Heart surgery 10(2.5%), Pulmonary (Lung) treatment 10(2.5%), Nephrology (Kidney) treatment 10(2.5%), and lowest one is Liver treatment 7 (1.8%).

Table 4.13 Frequency and percentage of patients' Behaviours factors follow by Seeking Medical Service (comment)

Seeking Medical Service	Frequency	Percentage
	363	90.8
Accident	2	0.5
Acupuncture	5	1.3
Bone fracture	1	0.3
Dengue fever	5	1.3
Diabetes	2	0.5
Diarrhea	2	0.5
Fever	1	0.3
Intestine	3	0.8
Joint Replacement	11	2.8
Urology	5	1.3
Total	400	100

From Table 4.13 Apart from the treatments list included in the questionnaire, the following are alternative answers from respondents which included: Joint Replacement 11(2.8%), Urology 5(1.3%), Dengue fever 5(1.3%), Acupuncture 5(1.3%), Intestinal procedures 3(0.8%), Diabetes 2(0.5%), Diarrhea 2(0.5%), Accident 2(0.5%), Bone fracture 1(0.3%), and Fever 1 (0.3%).

Table 4.14 Frequency and percentage of patients' Behaviours factors follow by Treatment Arrangement

Treatment Arrangement	Frequency	Percentage
Directly with the hospital	363	90.8
Through medical travel intermediaries	25	6.3
Others(please specify)	12	3
Directly with the hospital	363	90.8
Total	400	100

From Table 4.14 The majority of medical tourists deal directly with the hospital 363(90.8%), whereas many other respondents booked their treatment Through medical travel intermediaries websites 25(6.3%), and Others 12 (3%).

Table 4.15 Frequency and percentage of patients' Behaviours factors follow by Treatment Arrangement (comment)

Treatment Arrangement	Frequency	Percentage
	389	97.3
Medical Agency	8	2
Insurance	3	0.8
Total	400	100

From Table 4.15 The current trend is preferably dealing directly with a hospital and cutting out the middle man which may pose additional costs for medical tourism purposes as the figure show the Medical Agency 8 (2%), and Insurance3 (.8%) are low compared with dealing with the hospital administration department.

Table 4.16 Frequency and percentage of patients' Behaviours factors follow by Travel Accompany

Travel Accompany	Frequency	Percentage
Individual	111	27.8
Spouse	84	21
Family	117	29.3
Relatives	17	4.3
Friend	71	17.8
Total	400	100

From Table 4.16 It is shown that the numbers show percentages of patients that travel with Family 117(29.3%), Individual 111(27.8%), Spouse 84(21%), Friend 71(17.8%), and Relatives 17 (4.3%).

Table 4.17 Frequency and percentage of patients' Behaviours factors follow by Alternative Countries Considered

Alternative Countries Considered	Frequency	Percentage
Yes	85	21.3
No	315	78.8
Total	400	100

From Table 4.17 It is shown that the respondent answered no, 315(78.8%), to alternative countries offering treatment, which means the respondents had primarily focused only to receive medical treatment in Thailand, to which they answered yes 85 (21.3%).

Table 4.18 Frequency and percentage of patients' Behaviours factors follow by Alternative Countries Considered (comment)

Alternative Countries Considered	Frequency	Percentage
	315	78.8
Australia	6	1.5
China	1	.3
England	5	1.3
France	1	.3
India	16	4.0
Israel	1	.3
Korea	4	1.0
Malaysia	6	1.5
New Zealand	4	1.0
Portugal	1	.3
Singapore	27	6.8
Sweden	1	.3
Switzerland	6	1.5
Turkey	1	.3
USA	5	1.3
Total	400	100

From Table 4.18 Apart of the lists in questionnaire , following are the alternative countries that respondents considered to receive medical treatment included: Singapore 27(6.8%), India 16(4.0%), Australia 6(1.5%), Malaysia6(1.5%), Switzerland 6(1.5%), England 5(1.3%), Korea 4(1.0%), New Zealand 4(1.0%), China 1(.3%), France1(.3%), Israel 1(.3%), Portugal 1(.3%), Sweden 1(.3%), Turkey 1(.3%).

Table 4.19 Frequency and percentage of patients' Behaviours factors follow by

Decision Making Time		
Decision Making Time	Frequency	Percentage
1 - 4 weeks	239	59.8
5 - 8 weeks	52	13
More than 8 weeks	109	27.3
Total	400	100

From Table 4.19 details decision making time which participants deliberated as to the country of choice for treatment 1 - 4 weeks 239(59.8%), More than 8 weeks 109(27.3%), 5 - 8 weeks52 (13%).

Table 4.20 Frequency and percentage of patients' Behaviours factors follow by

Vacation Plans		
Vacation Plans	Frequency	Percentage
Yes	226	56.5
No	174	43.5
Total	400	100

From Table 4.20 The result show percentages of patients which considered to have a vacation in combination to receive medical treatment, respondents answered Yes 226 (56.5%), and No 174(43.5%)

Table 4.21 Frequency and percentage of patients' Behaviours factors follow by
Vacation Plans (comment)

Vacation Plans	Frequency	Percentage
	207	51.8
Ayutthaya	2	0.5
BKK	19	4.8
Burirum	2	0.5
Cha Am	3	0.8
Chaingmai	19	4.8
Chaingrai	5	1.3
Huh Hin	8	2
Kanjanaburi	5	1.3
Koh Chan	8	2
Koh Kood	4	1.1
Koh Lanta	2	0.5
Koh Nang	3	0.8
Koh Panang	10	2.5
Koh Phiphi	7	1.8
Koh Samu	14	3.5
Koh Tao	7	1.8
Krabi	6	1.5
Leoy	2	0.5
Lumpang	2	0.5
Over Thailand	9	2.3
Patong	6	1.5
Pattaya	9	2.3
Petchaburi	1	0.3
Phuket	22	5.5
Rayong	2	0.5
Saraburi	2	0.5
Songkha	1	0.3
Southern Thailand	9	2.3
Trad	4	1
Total	400	100

From Table 4.21 The following is particular popular tourist destinations which the respondent would consider visiting either during or after their medical treatment was completed. The preferred destination is Phuket 22(5.5%) Chaing mai,

BKK 19(4.8%) is also popular. Other places to visit are: Koh samui 14(3.5%), Koh Panang 10(2.5%), Southern provinces and Pattaya 9(2.3%) are one of preferable place to go, Huh Hin, Koh Chang 8(2%), Koh tao, Koh Phiphi 7(1.8%), Krabi, Patong 6(1.5%), Kanjanaburi 5(1.3%), Trad 4(1%), Cha am 3(0.8%), Koh kood, Koh nang 3(0.8%), Ayutthaya, Koh Lanta, Leoy, Rayong, Saraburi 2(0.5%), and Songkha, Petchaburi, Koh kood 1(0.3%)

Table 4.22 Frequency and percentage of patients' Behaviours factors follow by Friends or Family Living in Thailand

Friends or Family Living in Thailand	Frequency	Percentage
Yes	152	38
No	248	62
Total	400	100

From Table 4.22 It is shown that the question of Friends or Family currently living in Thailand, the answer is No 248(62%), Yes 152(38%).

Table 4.23 Frequency and percentage of patients' Behaviours factors follow by Place to Stay

Place to Stay	Frequency	Percentage
Hotel	233	58.3
Guest house	36	9
Friend/Family 's house	51	12.8
Service apartment	80	20
Total	400	100

From Table 4.23 Refers to accommodation requirements. The most convenient place to stay for a medical tourist is Hotel 233(58.3%), followed by Service apartments 80(20%), Friend/Family's house 51(12.8%), and Guest house 36(9%).

Table 4.24 Factors influencing decision making for medical service in Thailand Rank by level of Importance according to Respondents

	Mean	Std. Deviation
International accreditation	4.4825	.69707
Professional and certified doctors	4.5600	.59353
Facilities and excellent medical treatment	4.5100	.63317
Located near tourist attractions	3.5000	1.31504
Easily accessible by local public transportation	3.9000	1.01122
Situated in a safe & secured area	4.0725	.86552
Reasonable and affordable medical treatment costs	4.3575	.78181
Medical treatment gives value for money	4.3325	.84185
Cost of medical treatment plus travel is cheaper than origin	3.8050	1.19396
International accreditation	4.4825	.69707
Professional and certified doctors	4.5600	.59353
Facilities and excellent medical treatment	4.5100	.63317
Located near tourist attractions	3.5000	1.31504
Easily accessible by local public transportation	3.9000	1.01122
Situated in a safe & secured area	4.0725	.86552
Reasonable and affordable medical treatment costs	4.3575	.78181
Medical treatment gives value for money	4.3325	.84185
Cost of medical treatment plus travel is cheaper than origin	3.8050	1.19396
Promotion offer on various medical treatments	3.5025	1.28418
Offer discount from overall treatment expenses	3.5775	1.19899
Special rates for the accommodation with partner hotels	3.3050	1.33845
Simple and easy for medical appointment	4.4575	.73454
Minimum of waiting time for medical result	4.4725	.67110
Doctor adequately explains examination result	4.6050	.62846
Fast service and outstanding patient care	4.3100	.74518
Arrangement for language interpretation service	4.0425	.98647
Coordination between the patient hospital and insurance	3.9475	1.00112
Organized and segregated to different departments	3.9700	.88943
Special care to maintain hygienic and cleanliness	4.3025	.71573
Good ambience and modern in hospital area	4.0375	.88490
Valid N (listwise)		

From Table 4.24 Factors influencing decision making for a preferred medical service offered in Thailand. The most important factor is product category. It is shown that respondents value the product more than other factors, such as price, place,

promotion, process, people and physical evidence. Respondents ranked highest, the Professionalism and certification of doctors (Mean 4.5600 Std. Deviation .59353). The second important order is Facilities and excellent medical treatment (Mean 4.5100 Std. Deviation .633170), Adequate explanations of examination methods and results from tests or procedures (Mean 4.6050 Std. Deviation .62846) International accreditation (Mean 4.4825 Std. Deviation .69707), followed by Minimum waiting times for medical results (Mean 4.4725 Std. Deviation .67110), respondent rate Simple and easy booking for a medical appointment (Mean 4.4575 Std. Deviation .73454). The answer for Reasonable and affordable medical treatment costs (Mean 4.3575 Std. Deviation .78181), Medical treatment providing value for money (Mean 4.3325 Std. Deviation .84185), follow by fast service and outstanding patient care (Mean 4.3100 Std. Deviation .74518), Special care for hygiene and cleanliness (Mean 4.3025 Std. Deviation .71573) as well the respondent rate Situated in a safe & secure area (Mean 4.0725 Std. Deviation .86552). Arrangement for language interpretation service (Mean 4.0425 Std. Deviation .98647), Good ambience and a modern in hospital area (Mean 4.0375 Std. Deviation .88490), Organized and segregation of different departments (Mean 3.9700 Std. Deviation .88943), Coordination between the patient hospital and insurance (Mean 3.9475 Std. Deviation 1.00112).

One of important the respondents answer was easy access using local public transportation (Mean 3.9000 Std. Deviation 1.01122), the of Cost of medical treatment plus low cost travel compared with native country (Mean 3.8051 Std. Deviation .19396). Respondent rated less important, the offer of discounts from the cost of overall treatment (Mean 3.5775 Std. Deviation 1.19899). It is obvious to see that Promotion offers of various medical treatments (Mean 3.5025 Std. Deviation 1.28418) is not the main reason for a tourist to select where they want to go for medical treatment, the lowest important factor recorded was the location of nearby tourist attractions to their hospital of choice. (Mean 3.5000 Std. Deviation 1.31504).

Table 4.25 Dependent Variable based on Gender

Dependent Variable	T	Sig
International accreditation	.723	.470
Professional and certified doctors	.735	.463
Facilities and excellent medical treatment	-.045	.964
Located near tourist attractions	-1.075	.283
Easily accessible by local public transportation	-1.019	.309
Situated in a safe & secured area	-2.889	.004
Reasonable and affordable medical treatment costs	.063	.950
Medical treatment gives value for money	.382	.702
Cost of medical treatment plus travel is cheaper than origin	.123	.902
Promotion offer on various medical treatments	-2.019	.044
Offer discount from overall treatment expenses	-1.831	.068
Special rates for the accommodation with partner hotels	-2.010	.045
Simple and easy for medical appointment	.782	.435
Minimum of waiting time for medical result	-.410	.682
Doctor adequately explains examination result	.491	.623
Fast service and outstanding patient care	.721	.472
Arrangement for language interpretation service	-.992	.322
Coordination between the patient hospital and insurance	.400	.689
Organized and segregated to different departments	-.585	.559
Special care to maintain hygienic and cleanliness	.992	.322
Good ambience and modern in hospital area	-.405	.686

From Table 4.25 The results of independent sample T-Test of “gender:” as the independent variable show the following factors considered. Hospital which is situated in a safe & secure area (significance .004), Promotion offer on various medical treatments (significance .044), Special rates for the accommodation with partner hotels (significance .045) have significant value less than 0.05, which means the difference in the factors of “gender” will effect decision making for medical services in Thailand.

Table 4.26 Dependent Variable based on Status

Dependent Variable	F	Sig
International accreditation	1.167	0.312
Professional and certified doctors	1.471	0.231
Facilities and excellent medical treatment	1.33	0.266
Located near tourist attractions	2.718	0.067
Easily accessible by local public transportation	3.931	0.02
Situated in a safe & secured area	0.838	0.434
Reasonable and affordable medical treatment costs	0.29	0.749
Medical treatment gives value for money	0.275	0.76
Cost of medical treatment plus travel is cheaper than origin country	3.309	0.038
Promotion offer on various medical treatments	3.839	0.022
Offer discount from overall treatment expenses	3.118	0.045
Special rates for the accommodation with partner hotels	5.911	0.003
Simple and easy for medical appointment	1.486	0.228
Minimum of waiting time for medical result	2.535	0.081
Doctor adequately explains examination result	1.241	0.29
Fast service and outstanding patient care	0.364	0.695
Arrangement for language interpretation service	1.385	0.252
Coordination between the patient hospital and insurance	3.198	0.042
Organized and segregated to different departments	6.993	0.001
Special care to maintain hygienic and cleanliness	5.51	0.004
Good ambience and modern in hospital area	4.15	0.016

From Table 4.26 The results of one-way F-Test of “status” as the independent variable show the factors of “Easy access by local public transportation (significance 0.02)”, “Cost of medical treatment plus travel which is cheaper than that compared with the patients’ country of origin (significance. 0.038)”. “Promotion offer on various medical treatments (significance 0.022), Special rates for the accommodation with partner hotels (significance 0.003), organized and segregation of the hospital into different departments (significance 0.001) and Special care to maintain high levels of hygiene and cleanliness (significance 0.004) have significant value less than 0.05, which mean the difference in the factors of “status” will effect decision making for medical services in Thailand.

Table 4.27 Dependent Variable based on Ages

Dependent Variable	F	Sig
International accreditation	1.463	.201
Professional and certified doctors	.337	.890
Facilities and excellent medical treatment	.352	.881
Located near tourist attractions	1.219	.299
Easily accessible by local public transportation	2.076	.068
Situated in a safe & secured area	.629	.678
Reasonable and affordable medical treatment costs	2.458	.033
Medical treatment gives value for money	1.722	.128
Cost of medical treatment plus travel is cheaper than origin country	2.368	.039
Promotion offer on various medical treatments	3.390	.005
Offer discount from overall treatment expenses	1.187	.315
Special rates for the accommodation with partner hotels	2.985	.012
Simple and easy for medical appointment	1.558	.171
Minimum of waiting time for medical result	2.469	.032
Doctor adequately explains examination result	.129	.986
Fast service and outstanding patient care	.356	.878
Arrangement for language interpretation service	2.521	.029
Coordination between the patient hospital and insurance	1.540	.176
Organized and segregated to different departments	2.774	.018
Special care to maintain hygienic and cleanliness	1.637	.149
Good ambience and modern in hospital area	2.783	.017

From Table 4.27 The results of one-way F-Test of “age” as the independent variable show the factors of: Reasonable and affordable medical treatment costs (significance .033), Cost of medical treatment plus travel is cheaper than the patients original country (significance.039), Promotion offer on various medical treatments offered (significance .005), Special rates for the accommodation with partner hotels (significance.012), Minimum of waiting time for medical results (significance .032), Arrangement for language interpretation service (significance.029),An organized hospital which is segregated to different departments(significance .018), Good ambience atmosphere in a modern in hospital area (significance .017) have significant

value less than 0.05, which mean the difference in the factors of “age” will effect decision making for medical services in Thailand.

Table 4.28 Dependent Variable based on Education

Dependent Variable	F	Sig
International accreditation	1.812	.126
Professional and certified doctors	2.133	.076
Facilities and excellent medical treatment	2.573	.037
Located near tourist attractions	2.661	.032
Easily accessible by local public transportation	.135	.969
Situated in a safe & secured area	2.060	.085
Reasonable and affordable medical treatment costs	.678	.608
Medical treatment gives value for money	.771	.544
Cost of medical treatment plus travel is cheaper than origin	.668	.614
Promotion offer on various medical treatments	2.969	.019
Offer discount from overall treatment expenses	2.315	.057
Special rates for the accommodation with partner hotels	1.902	.109
Simple and easy for medical appointment	.961	.429
Minimum of waiting time for medical result	.336	.854
Doctor adequately explains examination result	1.255	.287
Fast service and outstanding patient care	1.660	.158
Arrangement for language interpretation service	.735	.568
Coordination between the patient hospital and insurance	.684	.603
Organized and segregated to different departments	1.492	.204
Special care to maintain hygienic and cleanliness	1.507	.199
Good ambience and modern in hospital area	.608	.657

From Table 2.28 The results of one-way F-Test of “education” as the independent variable show the factors of: Facilities and excellent medical treatment (significance .037), Location near popular tourist attractions (significance .032), Promotions offered on various medical treatments (significance .019) have significant value less than 0.05, which means the difference in the factors of “education” will have an effect on decision making for medical services in Thailand.

Table 4.29 Dependent Variable based on Occupation

Dependent Variable	F	Sig
International accreditation	1.178	.307
Professional and certified doctors	3.023	.002
Facilities and excellent medical treatment	.840	.579
Located near tourist attractions	2.156	.024
Easily accessible by local public transportation	.727	.685
Situated in a safe & secured area	1.717	.083
Reasonable and affordable medical treatment costs	1.296	.237
Medical treatment gives value for money	2.115	.027
Cost of medical treatment plus travel is cheaper than origin	1.832	.061
Promotion offer on various medical treatments	3.010	.002
Offer discount from overall treatment expenses	3.634	.000
Special rates for the accommodation with partner hotels	3.505	.000
Simple and easy for medical appointment	.504	.872
Minimum of waiting time for medical result	1.123	.345
Doctor adequately explains examination result	1.411	.181
Fast service and outstanding patient care	2.985	.002
Arrangement for language interpretation service	1.206	.290
Coordination between the patient hospital and insurance	1.511	.142
Organized and segregated to different departments	1.439	.169
Special care to maintain hygienic and cleanliness	1.968	.042
Good ambience and modern in hospital area	3.481	.000

From Table 4.29 The results of one-way F-Test of “occupation”. As the independent variable show the factors of: Professional and certified doctors (significance.002),Location near popular tourist attractions(significance.024), medical treatment offering value for money(significance.027),Promotion offers on various medical treatments(significance .002),Offers of a discount from overall treatment expenses(significance 000),special rates for the accommodation with partner hotels(significance.000), Fast service and outstanding patient care (significance .002), hygiene and cleanliness (significance .042). Good ambience and a modern hospital area (significance .000) have a significant value less than 0.05, which mean the

difference in the factors of “occupation” will effect decision making for medical services in Thailand.

Table 4.30 Dependent Variable based on Income

Dependent Variable	F	Sig
International accreditation	.745	.590
Professional and certified doctors	1.528	.180
Facilities and excellent medical treatment	.770	.572
Located near tourist attractions	6.331	.000
Easily accessible by local public transportation	3.732	.003
Situated in a safe & secured area	2.373	.039
Reasonable and affordable medical treatment costs	1.362	.238
Medical treatment gives value for money	3.622	.003
Cost of medical treatment plus travel is cheaper than origin	6.691	.000
Promotion offer on various medical treatments	4.848	.000
Offer discount from overall treatment expenses	3.533	.004
Special rates for the accommodation with partner hotels	6.958	.000
Simple and easy for medical appointment	1.241	.289
Minimum of waiting time for medical result	.836	.525
Doctor adequately explains examination result	1.447	.206
Fast service and outstanding patient care	1.050	.388
Arrangement for language interpretation service	.684	.636
Coordination between the patient hospital and insurance	1.529	.180
Organized and segregated to different departments	1.367	.236
Special care to maintain hygienic and cleanliness	.387	.858
Good ambience and modern in hospital area	2.238	.050

From Table 4.30 The results of one-way F-Test of “income” the independent variable show the factors of: Location near tourist attractions (significance .000), easy access using local public transportation(significance .003), Situated in a safe & secured area (significance .039), Medical treatment offering value for money (significance .003), Cost of medical treatment including travel is cheaper than that of the patients native country(significance .000), Promotional offers on various medical treatments (significance .000), the offer of a discount from overall treatment expenses

(significance.000), Offer discount from overall treatment expenses (significance .004), Special rates for the accommodation with partner hotels (significance .000) have significant value less than 0.05, which mean the difference in the factors of “income” will effect decision making for medical services in Thailand.

Table 4.31 Dependent Variable based on Residence

Dependent Variable	F	Sig
International accreditation	1.06	0.39
Professional and certified doctors	1.89	0.07
Facilities and excellent medical treatment	1.54	0.15
Located near tourist attractions	4.19	0.00
Easily accessible by local public transportation	0.92	0.50
Situated in a safe & secured area	0.93	0.48
Reasonable and affordable medical treatment costs	2.18	0.04
Medical treatment gives value for money	2.65	0.01
Cost of medical treatment plus travel is cheaper than origin	1.28	0.26
Promotion offer on various medical treatments	3.40	0.00
Offer discount from overall treatment expenses	3.02	0.00
Special rates for the accommodation with partner hotels	3.96	0.00
Simple and easy for medical appointment	2.65	0.01
Minimum of waiting time for medical result	3.51	0.00
Doctor adequately explains examination result	1.71	0.10
Fast service and outstanding patient care	2.84	0.01
Arrangement for language interpretation service	0.75	0.63
Coordination between the patient hospital and insurance	2.12	0.04
Organized and segregated to different departments	4.39	0.00
Special care to maintain hygienic and cleanliness	3.23	0.00
Good ambience and modern in hospital area	2.26	0.03

From Table 4.31 The results of one-way F-Test of “residence” as an independent variable show the following factors : Location near tourist attractions (significance.000), Reasonable and affordable medical treatment costs (significance .035), Medical treatment offering value for money(significance .011), Promotional offers on various medical treatments (significance .002), Offers of discounts from overall treatment expenses(significance .004), Special rates for the accommodation with partner hotels(significance .000) Simple and easy management of medical appointment(significance .011), Minimum waiting times for the results of medical

tests (significance .001), Fast service and outstanding patient care (significance .007) , Coordination between the patient hospital and insurance (significance .040), Organized and segregated hospital departments (significance .000), Special care to maintain high hygienic and cleanliness standards (significance .002), Good ambience in a modern hospital environment (significance .029) has significant value less than 0.05, which means the difference in the factors of “residence” will effect decision making for medical services in Thailand.

Table 4.32 Dependent Variable based on Frequency of Visit

Dependent Variable	F	Sig
International accreditation	.110	.954
Professional and certified doctors	.112	.953
Facilities and excellent medical treatment	1.023	.382
Located near tourist attractions	5.317	.001
Easily accessible by local public transportation	4.304	.005
Situated in a safe & secured area	6.032	.001
Reasonable and affordable medical treatment costs	.314	.815
Medical treatment gives value for money	.318	.813
Cost of medical treatment plus travel is cheaper than origin	.671	.570
Promotion offer on various medical treatments	4.885	.002
Offer discount from overall treatment expenses	11.610	.000
Special rates for the accommodation with partner hotels	10.142	.000
Simple and easy for medical appointment	2.068	.104
Minimum of waiting time for medical result	2.253	.082
Doctor adequately explains examination result	1.974	.117
Fast service and outstanding patient care	9.181	.000
Arrangement for language interpretation service	3.680	.012
Coordination between the patient hospital and insurance	8.034	.000
Organized and segregated to different departments	6.644	.000
Special care to maintain hygienic and cleanliness	4.499	.004
Good ambience and modern in hospital area	4.241	.006

From Table 4.32 The results of one-way F-Test of “frequency of visit” as the independent variable show the factors of: Location near tourist attractions

(significance.001), the hospital of choice is easily accessible by local public transportation (significance .005), the hospital is situated in a safe & secure area (significance .001), Promotional offers on various medical treatments (significance .002), Offer discount from overall treatment expenses(significance .000), Special rates for the accommodation with partner hotels (significance .000), Fast service with outstanding patient care(significance .000), Arrangement for language interpretation services (significance .012), Coordination between the patient hospital and insurance (significance .000),An organized hospital which is segregated into different departments (significance .000), Special care to maintain hygienic and cleanliness (significance.004),Good ambience and modern in hospital area (significance .006) have significant value less than 0.05, which mean the difference in the factors of “frequency of visit” will effect decision making for medical services in Thailand.

Table 4.33 Dependent Variable based on Primary purpose

Dependent Variable	F	Sig
International accreditation	1.035	.389
Professional and certified doctors	.604	.660
Facilities and excellent medical treatment	.141	.967
Located near tourist attractions	3.954	.004
Easily accessible by local public transportation	.881	.475
Situated in a safe & secured area	.624	.646
Reasonable and affordable medical treatment costs	1.523	.195
Medical treatment gives value for money	2.230	.065
Cost of medical treatment plus travel is cheaper than origin country	.720	.579
Promotion offer on various medical treatments	2.875	.023
Offer discount from overall treatment expenses	2.627	.034
Special rates for the accommodation with partner hotels	3.085	.016
Simple and easy for medical appointment	3.317	.011
Minimum of waiting time for medical result	3.921	.004
Doctor adequately explains examination result	2.970	.019
Fast service and outstanding patient care	1.654	.160
Arrangement for language interpretation service	.715	.582
Coordination between the patient hospital and insurance	1.431	.223
Organized and segregated to different departments	2.150	.074
Special care to maintain hygienic and cleanliness	1.474	.209
Good ambience and modern in hospital area	1.027	.393

From Table 4.33 The results of one-way F-Test of “primary purpose” as the independent variable show the factors of: Location near tourist attractions (significance .004), Promotional offers on various medical treatments (significance

.023), Offer of discounted overall treatment expenses (significance .034), Special rates for the accommodation with partner hotels (significance .016), Simple and easy administration for medical appointment (significance .011), Minimum waiting time for medical results (significance .004) have significant value less than 0.05, which mean the difference in the factors of “primary purpose” will effect decision making for medical services in Thailand.

Table 4.34 Dependent Variable based on Seeking medical Service

Dependent Variable	F	Sig
International accreditation	.956	.487
Professional and certified doctors	.750	.690
Facilities and excellent medical treatment	1.326	.207
Located near tourist attractions	1.025	.423
Easily accessible by local public transportation	.714	.725
Situated in a safe & secured area	1.108	.354
Reasonable and affordable medical treatment costs	1.153	.319
Medical treatment gives value for money	1.546	.113
Cost of medical treatment plus travel is cheaper than origin country	.680	.758
Promotion offer on various medical treatments	2.094	.020
Offer discount from overall treatment expenses	2.918	.001
Special rates for the accommodation with partner hotels	2.675	.003
Simple and easy for medical appointment	.929	.512
Minimum of waiting time for medical result	1.336	.202
Doctor adequately explains examination result	.774	.666
Fast service and outstanding patient care	2.708	.002
Arrangement for language interpretation service	.935	.506
Coordination between the patient hospital and insurance	.942	.500
Organized and segregated to different departments	.786	.654
Special care to maintain hygienic and cleanliness	1.455	.146
Good ambience and modern in hospital area	1.375	.182

From Table 4.34 The results of one-way F-Test of “seeking medical service” as the independent variable show the factors of: Promotional offers on various medical treatments (significance .020), Offer of discounts from overall treatment expenses (significance .001), Special rates for the accommodation with partner hotels (significance .003) and Fast service and outstanding patient care(significance .002) have significant value less than 0.05, which mean the difference in the factors of “seeking medical service” will effect decision making for medical services in Thailand.

Table 4.35 Dependent Variable based on Treatment arrangement

Dependent Variable	F	Sig
International accreditation	1.711	.182
Professional and certified doctors	8.133	.000
Facilities and excellent medical treatment	7.047	.001
Located near tourist attractions	.249	.779
Easily accessible by local public transportation	.580	.560
Situated in a safe & secured area	.928	.396
Reasonable and affordable medical treatment costs	.700	.497
Medical treatment gives value for money	.549	.578
Cost of medical treatment plus travel is cheaper than origin	.601	.549
Promotion offer on various medical treatments	.052	.950
Offer discount from overall treatment expenses	.137	.872
Special rates for the accommodation with partner hotels	.483	.617
Simple and easy for medical appointment	2.888	.057
Minimum of waiting time for medical result	3.343	.036
Doctor adequately explains examination result	8.220	.000
Fast service and outstanding patient care	1.273	.281
Arrangement for language interpretation service	.034	.967
Coordination between the patient hospital and insurance	.147	.863
Organized and segregated to different departments	.497	.609
Special care to maintain hygienic and cleanliness	1.346	.262
Good ambience and modern in hospital area	.250	.779

From Table 4.35 The results of one-way F-Test of “treatment arrangement” as the independent variable show the factors of: Professional and certified doctors employed at the hospital of choice (significance .000), Facilities and excellent medical treatment offered (significance .001), Minimum waiting times for medical results (significance 036) and that doctor adequately explain to the patients examination results (significance 000) have significant value less than 0.05, which mean the difference in the factors of “treatment arrangement” will effect decision making for medical services in Thailand.

Table 4.36 Dependent Variable based on Travel accompany

Dependent Variable	F	Sig
International accreditation	.951	.434
Professional and certified doctors	.115	.977
Facilities and excellent medical treatment	1.429	.224
Located near tourist attractions	3.878	.004
Easily accessible by local public transportation	3.639	.006
Situated in a safe & secured area	1.407	.231
Reasonable and affordable medical treatment costs	1.693	.151
Medical treatment gives value for money	1.293	.272
Cost of medical treatment plus travel is cheaper than origin	3.067	.017
Promotion offer on various medical treatments	5.487	.000
Offer discount from overall treatment expenses	3.561	.007
Special rates for the accommodation with partner hotels	6.282	.000
Simple and easy for medical appointment	.389	.817
Minimum of waiting time for medical result	1.317	.263
Doctor adequately explains examination result	1.173	.322
Fast service and outstanding patient care	.547	.701
Arrangement for language interpretation service	1.175	.321
Coordination between the patient hospital and insurance	2.572	.037
Organized and segregated to different departments	3.484	.008
Special care to maintain hygienic and cleanliness	2.377	.051
Good ambience and modern in hospital area	2.715	.030

From Table 4.36 The results of one-way F-Test of “travel accompany” as the independent variable show the factors of: Location near popular tourist attractions (significance .004), Easy access by local public transportation (significance .006), Cost of medical treatment plus travel is cheaper than the patients native country (significance .017), Promotion offer on various medical treatments (significance .000), Offer of a discount from overall treatment expenses (significance .007), Special rates for the accommodation with partner hotels (significance .000), Coordination between the patient hospital and insurance (significance .037), a segregated, departmentalized and Organized hospital (significance .008), Good ambience and modern in hospital environment (significance .030) have significant value less than 0.05, which mean the difference in the factors of “travel accompany” will effect decision making for medical services in Thailand.

Table 4.37 Dependent Variable based on Alternative countries considered

Dependent Variable	F	Sig
International accreditation	1.966	.162
Professional and certified doctors	1.740	.188
Facilities and excellent medical treatment	.705	.402
Located near tourist attractions	.485	.486
Easily accessible by local public transportation	8.944	.003
Situated in a safe & secured area	2.350	.126
Reasonable and affordable medical treatment costs	.004	.952
Medical treatment gives value for money	.063	.801
Cost of medical treatment plus travel is cheaper than origin	6.957	.009
Promotion offer on various medical treatments	.166	.684
Offer discount from overall treatment expenses	.825	.364
Special rates for the accommodation with partner hotels	1.899	.169
Simple and easy for medical appointment	.661	.417
Minimum of waiting time for medical result	.267	.606
Doctor adequately explains examination result	.791	.374
Fast service and outstanding patient care	2.515	.114
Arrangement for language interpretation service	15.681	.000
Coordination between the patient hospital and insurance	2.323	.128
Organized and segregated to different departments	1.725	.190
Special care to maintain hygienic and cleanliness	7.870	.005
Good ambience and modern in hospital area	7.613	.006

From Table 4.37 The results of one-way F-Test of “alternative countries considered” as the independent variable show the factors of: Easy access by local public transportation(significance .003), Cost of medical treatment plus travel is cheaper than original country (significance .009), Arrangement for language interpretation service (significance .000), Special care to maintain high hygiene and cleanliness(significance .005), Good ambience and modern in hospital environment (significance .006) have significant value less than 0.05, which mean the difference in the factors of “alternative countries considered” will effect decision making for medical services in Thailand.

Table 4.38 Dependent Variable based on Decision Making Time

Dependent Variable	F	Sig
International accreditation	3.768	.024
Professional and certified doctors	1.176	.310
Facilities and excellent medical treatment	.530	.589
Located near tourist attractions	1.604	.202
Easily accessible by local public transportation	.337	.714
Situated in a safe & secured area	.448	.639
Reasonable and affordable medical treatment costs	5.241	.006
Medical treatment gives value for money	8.139	.000
Cost of medical treatment plus travel is cheaper than origin	1.350	.260
Promotion offer on various medical treatments	2.500	.083
Offer discount from overall treatment expenses	1.650	.193
Special rates for the accommodation with partner hotels	1.877	.154
Simple and easy for medical appointment	1.768	.172
Minimum of waiting time for medical result	6.754	.001
Doctor adequately explains examination result	3.689	.026
Fast service and outstanding patient care	.017	.983
Arrangement for language interpretation service	5.192	.006
Coordination between the patient hospital and insurance	1.039	.355
Organized and segregated to different departments	2.309	.101
Special care to maintain hygienic and cleanliness	2.382	.094
Good ambience and modern in hospital area	1.461	.233

From Table 4.38 The results of one-way F-Test of “decision making time” as the independent variable show the factors of: Reasonable and affordable medical treatment costs (significance .006), Medical treatment offering value for money (significance .000), Arrangement for language interpretation service (significance .000), Minimum of waiting time for medical results (significance .001), Doctor adequately explain examination result (significance .006) have significant value less than 0.05, which mean the difference in the factors of “decision making time” will effect decision making for medical services in Thailand.

Table 4.39 Dependent Variable based on Vacation plans

Dependent Variable	F	Sig
International accreditation	3.053	.081
Professional and certified doctors	.341	.560
Facilities and excellent medical treatment	.269	.604
Located near tourist attractions	2.604	.107
Easily accessible by local public transportation	2.753	.098
Situated in a safe & secured area	.093	.761
Reasonable and affordable medical treatment costs	.768	.381
Medical treatment gives value for money	.379	.538
Cost of medical treatment plus travel is cheaper than origin	1.220	.270
Promotion offer on various medical treatments	.438	.508
Offer discount from overall treatment expenses	1.700	.193
Special rates for the accommodation with partner hotels	4.513	.034
Simple and easy for medical appointment	2.042	.154
Minimum of waiting time for medical result	1.746	.187
Doctor adequately explains examination result	3.566	.060
Fast service and outstanding patient care	1.191	.276
Arrangement for language interpretation service	.774	.380
Coordination between the patient hospital and insurance	1.199	.274
Organized and segregated to different departments	3.644	.057
Special care to maintain hygienic and cleanliness	1.482	.224
Good ambience and modern in hospital area	.552	.458

From Table 4.39 The results of one-way F-Test of “vacation plans” as the independent variable show the factors of: Special rates for the accommodation with partner hotels (significance .034) have significant value less than 0.05, which mean the difference in the factors of “vacation plans” will effect decision making for medical services in Thailand.

Table 4.40 Dependent Variable based on Friends or Family Living in Thailand

Dependent Variable	T	Sig
International accreditation	1.132	.258
Professional and certified doctors	3.730	.000
Facilities and excellent medical treatment	.891	.373
Located near tourist attractions	-2.204	.028
Easily accessible by local public transportation	.733	.464
Situated in a safe & secured area	-.912	.363
Reasonable and affordable medical treatment costs	.877	.381
Medical treatment gives value for money	.056	.955
Cost of medical treatment plus travel is cheaper than origin	-.376	.707
Promotion offer on various medical treatments	-2.534	.012
Offer discount from overall treatment expenses	-.153	.879
Special rates for the accommodation with partner hotels	-1.725	.085
Simple and easy for medical appointment	-.636	.525
Minimum of waiting time for medical result	-.893	.372
Doctor adequately explains examination result	-.813	.417
Fast service and outstanding patient care	3.923	.000
Arrangement for language interpretation service	.578	.564
Coordination between the patient hospital and insurance	.924	.356
Organized and segregated to different departments	1.224	.222
Special care to maintain hygienic and cleanliness	3.206	.001
Good ambience and modern in hospital area	-.081	.935

From Table 4.40 The results of independent sample T-Test) of “friends or family living in Thailand” as the independent variable show the factors of: Professional and certified doctors (significance .000) Hospital location near popular tourist attractions (significance .028) Promotion offers on various medical treatments (significance .012) and Special care to maintain high hygiene and cleanliness standards (significance .001) have significant value less than 0.05, which mean the difference in the factors of “friends or family living in Thailand” will effect decision making for medical services in Thailand.

Table 4.41 Dependent Variable based on Place to stay

Dependent Variable	F	Sig
International accreditation	1.306	.272
Professional and certified doctors	2.100	.100
Facilities and excellent medical treatment	1.558	.199
Located near tourist attractions	3.222	.023
Easily accessible by local public transportation	2.537	.056
Situated in a safe & secured area	1.874	.133
Reasonable and affordable medical treatment costs	4.595	.004
Medical treatment gives value for money	1.210	.306
Cost of medical treatment plus travel is cheaper than origin	3.090	.027
Promotion offer on various medical treatments	2.086	.102
Offer discount from overall treatment expenses	1.923	.125
Special rates for the accommodation with partner hotels	2.492	.060
Simple and easy for medical appointment	.286	.836
Minimum of waiting time for medical result	.634	.593
Doctor adequately explains examination result	.071	.975
Fast service and outstanding patient care	1.159	.325
Arrangement for language interpretation service	1.745	.157
Coordination between the patient hospital and insurance	2.456	.063
Organized and segregated to different departments	4.041	.008
Special care to maintain hygienic and cleanliness	3.432	.017
Good ambience and modern in hospital area	2.787	.040

From Table 4.41 The results of one-way F-Test of “place to stay” as the independent variable show the factors of: Hospital location near tourist attractions (significance .023), Reasonable and affordable medical treatment costs (significance .004), Cost of medical treatment plus travel which is cheaper than patients native country (significance .027), An organized and segregated hospital with easy access to different departments (significance .008), Special care to maintain hygiene and cleanliness (significance .017), an ambient and modern hospital environment (significance .040) have significant value less than 0.05, which mean the difference in the factors of “place to stay” will effect decision making for medical services in Thailand.

Hypotheses Related finding

H1: Difference in demography will not influence the decision making of tourist in medical treatment in Thailand.

H2: Difference in treatment Behaviours will not influence the decision making of tourist in medical treatment in Thailand.

To test these two hypotheses, the Univariate analysis of variance (ANOVA) was used to analyze the data. Two testing were done to determine major outcome from Independent sample T Test, F- Test and One way ANOVA tests.

F- test and Independent sample T-Test is conducted to reveal an outcome in two testing procedures, one way and two way test revealed important outcome.

Table 4.42 Test hypotheses H:1

	H:1	
	T/F	Sig
Gender	0.985	0.325
Status	3.562	.029
Age	1.766	.119
Education	.859	.488
Occupation	2.577	.007
Income	4.470	.001
Residence	1.613	.130

H:1 The results of one-way F-Test with significant the independent sample T-Test is shown on table 4.34 as Gender & Influencing factor (Significance = 0.325), Testing which called the multivariate F-test was used to conducted one-way and two-way tests. One way F-Test revealed meaning Age as a Influencing factor (Significance = .119) , Status & Influencing factor (Significance = .029), Education & Influencing factor (Significance = .488) ,Occupation& Influencing factor (Significance = .007), Income& Influencing factor (Significance = .001), Residence& Influencing factor (Significance = .130). Result of T-Test and F-Test are shown that status, occupation and income significance are lower than 0.05, which mean the difference in demography will influence the decision making of tourist in medical treatment in Thailand.

Table 4.43 Test hypotheses H:2

H:2		
	T/F	Sig
Frequency of visit	8.232	.000
Primary purpose	.757	.554
Seeking medical Service	1.859	.043
Treatment arrangement	.881	.415
Travel accompany	2.962	.020
Alternative countries considered	5.769	.017
Decision making time	2.373	.095
Vacation plans	.519	.472
Friends or Family Living in Thailand	107	0.915
Place to stay	2.791	.040

H:2 The results of one-way F-Test and independent sample T-Test is shown on table 4.35 as Friends or Family Living in Thailand & Influencing factor (Significance = 0.915), Testing which called the multivariate F-test was used to conducted one-way tests with Frequency of visit & Influencing factor (Significance =.000), Primary purpose & Influencing factor (Significance =.554), Seeking medical &Service Influencing factor (Significance =.043), Treatment arrangement & Influencing factor (Significance =.415), Travel accompany & Influencing factor (Significance =.020), Alternative countries considered & Influencing factor (Significance =.017), Decision making time & Influencing factor (Significance = .095),Vacation plans & Influencing factor (Significance = .472), Place to stay & Influencing factor (Significance = .040) Result of T-Test and F-Test are shown that Frequency of visit, Seeking medical &Service, Travel accompany, Alternative countries considered and Place to stay, significance are lower than 0.05 which mean the difference in demography will influence the decision making of tourist in medical treatment in Thailand. Difference in patients Behaviours will influence the decision making of tourist in medical treatment in Thailand.

Finding Summary

This section correlates the information gathered during the course of study. It incorporates an analysis of the data and provides a concise summary of the study findings. A total of 400 Respondents (N=400) participated in answering the survey questionnaire. Respondents engaged by answering each question and their personal preferences of the factors influencing their decision for coming to Thailand for medical tourism was recorded for the purposes of this thesis.

A total of 7 of marketing protocols which include product, price, place, promotion, process, people and physical evidence very much influence the outcome of this study. Of all the criteria, which were considered by the respondents, the leading primary concern was that hospitals provide a quality service of patient care by employing professional and certified doctors. This is the main reason why patients select Thailand over other alternatives. Other attributes interpreted included fast service, superb facilities and excellent medical treatment, advanced high technology medical equipment, and outstanding patient care all factored in their answers and concerns.

Deloitte Development has mentioned in earlier studies that another issue for individual to consider leaving their native country for the purpose of medical tourism was the cost of treatment being not only affordable but actually cost effective, that is to say they would be getting the correct treatment what they are paying for.

The following paragraphs contained in this study are the results of the ANOVA test and its relationship with the affirmation of hypothesis.

1. Statistical significance is found in the relationship between demographic factors such as gender status, age, education, occupation, Income, and Residence of respondents. In order to perceive the importance of these factors influencing of the customers preferences in selecting Thailand hospitals for medical treatment throughout the F-test and T-test is used accordingly. The outcome of these tests did clearly indicate that Gender, Status, Age, Education, Occupation, Income, and Residence are influencing factors in the decision making process for a patient.

2. Statistical significance is found in a combination of the effects between treatment Behavioural patterns which include the following; Frequency of visit, Primary purpose of visit, Seeking medical Service, Treatment arrangement, Travel

accompany, Alternative countries considered, decision making time, Vacation plans, Friends or Family Living in Thailand, a Place to stay are influencing factors in the decision making process for a patient.



CHAPTER 5

DISCUSSION CONCLUSIONS AND RECOMMENDATIONS

5.1 Discussion

“Thailand is leading the way in the global market for new approaches to medical care, healthcare technology, as well as preventive and continuing care, often ahead of its Western nations. Medical travelers will find Thailand a unique destination for quality, savings and comfort.” – Josef Woodman, CEO of Healthy Travel Media (Patients Beyond Borders), November 10, 2009

Experts say that patients seeking medical treatment are seeking changes from going to their local clinics and hospital's instead they are choosing basic medical care needs at pharmacies and clinics who offer better cash discounts. The number of people seeking to travel overseas for medical tourist treatment, in the next ten years is very likely to increase.

According to Deloitte Centre for Health Solutions, nearly 16 million Americans per year are looking for less expensive operations, for plastic surgery, prostate and shoulder surgery, and even heart bypass surgery as medical treatment cost in the U.S.A. is rapidly increasing and becoming too expensive for the general population.

An increasing number of people are thinking of traveling overseas for medical treatment because of the cheaper, attractive, more affordable medical customer service package deals, countries like Thailand offer and all they have to do is pack their things and get on a flight to the medical tourist destination of their choice.

Bumrungrad International Hospital, Samitiveg Sukhumvit Hospital, and Bangkok Samui Hospital, Bangkok Dental International Center are main hospitals in Thailand that have international accreditation status and more importantly they offer a cheaper, more affordable quality medical health care treatment. These institutions mentioned provide top line treatment. Many of the highly qualified medical doctors are all trained overseas in countries such as America, Canada, United Kingdom and various other European countries.

Although, it's fairly obvious the one of the main reason for medical tourism is affordable cheaper prices offered in other countries, compared with their own home countries. The intention of this study is to show the factors influencing tourists that

have made the decision to travel and opt for one of the several hospitals in Thailand, as their medical tourism destination.

The end result of this analysis will help hospitals in Thailand have a clearer picture of what medical tourists prioritize the most when they choose to come to Thailand for medical health care treatment.

In addition to this, the tourism Authority of Thailand will greatly benefit by having a much better idea of why clients chose Thailand, when looking for good quality affordable medical treatment. This will help many other medical establishments in their efforts to become part of the medical tourism core in Asia.

Comparable research has been done to expand the idea of a medical tourism industry. For example, Josef Woodman the author of "Patients beyond Borders": Everybody's guide to affordable, World-Class Medical Tourism" Calculated that around 1,200,000 people travelled to Thailand in 2014 for medical treatment and people have been traveling overseas for a very long time, looking for treatment that would satisfy their medical needs.

Research has shown that an affordable cost is the main appeal of medical tourism. International patients, that can afford it, will travel for medical treatment in overseas countries if the cost is cheaper than their own native countries.

Whilst most people would think that patients only travel about to look for fast, cheap medical treatment, this is not exactly true. A research study carried out in 2008 by McKinsey and company reported results quite differently.

Whilst 90% of medical travelers in this study, listed cheaper costs as a priority. The information contained in this written paper quotes the findings of the McKinsey and Company report. Their report stated that from the data collected, 40% considered the technology incorporated in medical treatment as a major consideration, whereas 32% sought a better quality of health care. Cost is not the main reason which determines tourists to seek the medical services of Thai internationally accredited hospitals. Their preference of using hospitals in Thailand is due to the professionalism and certification of the doctors plus the exceptional patient care, superb facilities, excellent medical treatment, and the advanced technological medical equipment.

This research was carried out to establish the most important reasons why customers showed preference when choosing hospitals for health care in Thailand. Further study

was carried out to explain the relationship between choice factors and to explain why some reasons are considered to be more important than others.

In Chapter 1, researcher writes about the study structure, which includes the independent and dependent elements of the study which also detailed the population range of the international medical tourists who are receiving treatment in Thailand. A total of 400 people have replied by completing the questionnaires given to them. The univariate analysis of variance (ANOVA) was used in order to test the relationships between the variables.

Chapter IV showed frequency tables and descriptive analysis of the main reasons included in my questionnaire. The status of the main reasons calculating the preferred choice of medical tourists traveling to Thailand is clearly described. This chapter also contains the comparisons and differences of results between researches carried out by other countries. A number of resemblances were discovered and the differences indicate that thorough research should be coordinated to get more facts.

The last chapter in this research brings together all the data collected from the analysis done in the last chapter. It answers most of the research questions identified in the study and it will emphasize the purpose of the research. It will also explore some subsequent topics to thoroughly analyze the reasons that impact customers' preference when deciding to choose hospitals in Thailand as a medical tourism destination.

5.2 Conclusions

The main aim of the study was to investigate the reasons which would determine whether an individual would consider, then choose Thailand as their preferred destination for the purpose of seeking medical treatment. The main reasons for medical tourist choosing Thailand as a medical destination are as follows can be broken down into the following categories.

- 1). Seeking medical advanced technology
- 2.) Better service of health care
- 3.) Faster medical appointments for medical treatment
- 4.) Cheaper cost of treatment in Thailand than their own native countries
- 5.) Satisfaction of their medical needs

Information above is factual information from foreign customers who sought medical care at the following hospitals and other source (agency).

- A) Samitivej Sukhumvit Hospital
- B) Bangkok Samui Hospital
- C) Bangkok International dental center (BIDC)
- D) Royal Physical therapy clinic (pattaya)
- E) Other source (agency, clinics, hotel)

Descriptive analyses intended for the research question details the status of the reasons involved in oversea patients inclinations when choosing a Thai hospital for medical treatment purposes. The main reasons as stated by their status are as follows:

- 1.) Hospital provision of certified professional doctors who have mostly medically studied abroad in countries such as America, UK, and Australia etc.
- 2.) Hospital provision of super modern facilities and excellent medical care treatment.
- 3.) Fast service and excellent standard of patient care
- 4.) High standards of advanced medical technology equipment
- 5.) Hospital acceptance of most types of insurance of medical and for medical of insurance claims
- 6.) Offers good value for money for medical treatments
- 7.) Cost of medical treatment is not expensive and affordable
- 8.) International accreditation
- 9.) Easy access to hospital from local transport
- 10.) Less expensive treatment offered in comparison with the patients native country
- 11.) Cheaper medical /doctor and administrative costs
- 12.) Location of hospital is in a safe area
- 13.) Provision of promotional offers on various medical treatment
- 14.) Location of hospital is serene thus offering beneficial recovery for patients
- 15.) Provision of additional services such as visa extensions for medical reasons and transportation to and from the airport.
- 16.) Discount privileges for hotel stays
- 17.) Popular location of hospital in a famous or cultural city
- 18.) Location is good with nearby tourist attractions and shopping malls

- 19.) Discounted travel tour rates after medical treatment is finished
- 20.) Provision of non-expensive travel tours, after medical treatment has ended

The result of this study revealed that medical tourists tended to favor more on the services offered and the facilities provided, rather than cost before seeking medical treatment abroad, which they considered secondary to their final decision.

As earlier studies have already said that medical tourists are greatly inspired by the cheaper medical costs of traveling abroad because the cost of medical treatments in their home country is quickly becoming too costly and is now not an affordable option for many people.

The real test for hospitals in Thailand is how to allure future prospective medical tourists into considering it as medical treatment provider with the end result a Thai hospital being the hospital of their choice.

Rivalry, amongst emerging Asian nations only facilitates the need for good quality health care. As demand increases, then the providers of quality should become more flexible/accessible to their medical needs of the patients.

In order to guarantee the theory of this study, ANOVA has been used and the important factors have been addressed in this research encompassing the main reasons that have influenced the preferential choices of customers when they choose a private Thai hospital for medical treatment purposes. However, there were no statistical implications between population characteristics such as gender, chosen career, job and how often medical tourists visited and what impacted on their choice of preference when choosing a Thai international hospital as a medical tourist destination.

Consequently, there has been study between age, nationality, and annual earnings of the respondents and the main reasons that drives individual choice in opting for Thai international hospital health care services but is rebuffed due to the inconsequential results of the analysis of subjects such as gender, occupation, visit frequency and the important reasons that clients preferred as stated in the study.

Furthermore, the statistical importance has been generated on the integrated effects between independent variables and dependent variable of study. International Thai hospitals should give special importance to bettering and expanding on the standards of health care staff and health care services and on offer. International standards of certification should be reviewed and renewed on a more regular basis as

this will only strengthen faith in future patients that Thai hospitals are up to the task of providing the first class treatment for which they are paying for.

Also, the spreading of information is very important in alluring clients from overseas. Guidance and advice about culpability such as procedures or reduced standards of treatment that fails to live up to a patients expectations or wrongdoing should be clearly identified in contracts between the hospital and the patient.

Safety issues should also be communicated clearly in each hospital. Through the institution Website, clients should have an easy to understand general overview of what measures the hospital takes in ensuring a safe secure and germ free environment for their patients.

Hospital staff employed for their Fluent English speaking ability and or language interpreters should be available at all times to avoid and stop any forms of confusion and miscommunication which could also lead to misdiagnosis of a patient.

5.3 Recommendations and Future Research Recommendations

This research study pays particular attention on the impacting reasons affecting a patient's judgment to select one of the several hospitals in Thailand as their medical tourism destination.

A suggestion for future research would have to have input derived from the patient satisfaction criteria as well as customer loyalty.

It would have to allow a much better comprehension of the factors as to why medical tourists would consider returning to Thailand again and again for continued treatment, from the international accredited health care services offered. Private examination would produce more prolonged and complete findings on the research goals.

Recommendations

Proposed policy

To be the main hub of the Asian health sector we need two agencies to become join together, the government sector and the private sector. These two bodies must provide clear outlined aims and goals in order to continue to provide the high

standards and quality service to all hospital patients in Thailand. However these aims and goals must be clearly defined, as to who is doing what role.

The government should allow the private sector to take the lead position when it comes to investments, development, making targets and business strategies. The government should offer support, for example, with all the environment factors that contribute to investment and have clear objectives and strategies that will ensure policies are put in place.

These strategies and policies should be practical and user friendly, the main objective being the guarantee of quality of service provided to tourists. In order that they fulfill the objective, existing customer service expertise and internationally accredited standards will ensure a best service possible.

There is however an underlying issue. This takes into consideration whether the ministry of health should oversee and review new policies or should the private sector do it in conjunction with them maybe a joint effort would be the best option.

Proposed procedure

This study concluded that Department of Medical Services should provide leadership in the undertaking of a strategic plan with the main objective being the outline and development of Thailand as the medical hub of Asia. In order to do so it utilized the annual customer target base on strong marketing strategies, which are described in the following paragraphs.

Strategy 1.Raising standards and services.

1. By Increasing the convenience and easy access to the services by providing full support to the medical establishment. By creating a referral center for both inpatient and outpatient clients, this allows a “One Stop Service” facility for patient care.
2. Raising the quality and standards of the hospital by promoting a development plan which will lead to the hospital being granted a certificated quality assurance accreditation (International Hospital Accreditation Institution)
3. Promoting investments in research and development (R&D) of medical technology between both government and private sectors.

4. Promotion of seminars allowing the translation and transfer of knowledge from western countries in order to develop new medical technology to enable institutions to acquire an international standard. (Healthcare Technology Management/Maintenance)

Strategies 2. Human Resource Development

1. To Review human resource plans so that there may be training and development programmers set up increase the number and quality of medical personnel staff, allowing them to provide a better quality of care and to fully meet the needs of the people who both use the government and private sectors.

2. Meeting the needs of medical staff by promoting an international exchange program with overseas medical institutions. This would consist of an international training program for undergraduate and postgraduate students.

3. An increase in the number medical doctors through government financial support and private hospitals, who can provide better training facilities in order to boost the knowledge of already qualified and the development of unqualified doctors still in training. This program is currently running with Rajvithi Hospital in and the institute of cardiology but this type of training needs be happening on a much larger scale.

4. Improved regulation of the Medical Council of Thailand to allow Western doctors to practice as well as Western medical agencies to train Thai doctors. This will allow Thai hospitals to provide better quality treatment to foreigners which would greatly increase the number of patients.

5. Increase the number of nurses and give them preference of where they would like to work either in a government hospital or the private sector. There is currently a vast shortage of trained nurses and the government must seriously address this issue.

6. The current shortage of medical doctors is also a serious issue. Immediate solution must be given to this problem as there are just not enough doctors to treat the number of patients.

7. Share taxes or V.A.T. Fees of medical treatment expense from medical tourists who have received treatment in Thailand. This revenue could be used in several ways such as; to increase the number of medical personnel especially in government hospitals including medically trained professors, cut costs of medical school fees for low income earners. These measures would greatly help to reduce the strain and stress that the medical professions in Thailand are currently experiencing.

Strategy 3. Marketing Development

1. Conduct aggressive marketing through a joint collaboration between both government and private sectors (Thailand Brand in Healthcare) this would create a service with an emphasis on medical specialization. (Specialization/Niche)
2. Create websites focusing on referral centers for both inbound and outbound customer such as Singapore “Singapore Medicine Website”
3. Conducting worldwide market research and find new potential markets and customer base.
4. Encourage medical doctors to participate in attending international seminars to stimulate and inspire doctors to show their research and development so it can be internationally recognized.

Another proposal would be the study of client’s awareness on the entire quality of the various hospitals in Thailand. This study could demonstrate exactly what services the hotel and airline travel companies and agencies can provide to medical tourists. Patients traveling for the purpose of medical treatment could be offered different package deals from hotels and airline companies. This needs to be investigated more thoroughly. An on-going study of Thailand’s image as a leader in medical tourism of Asia would also greatly enhance its reputation. This would also give Thailand the opportunity to aggressively market and advertise health tourism and its strong capabilities of providing superior medical treatment to tourists. This would give Thailand the upper hand in the ever increasing growth of medical tourism in Asia.

Strategy 4. Improving law and regulation

1. Promotion and cooperation in the government and private health sectors is needed for sharing medical resources. This allows expansion of training programmers and for personnel and development of medical supply chains to enhance the expansion of foreign patients.
2. Manage and facilitate visa application and visa extension for foreigners who come for treatment in Thailand.
3. Overseas study of improving visa and work permit regulations to allow foreigners to work in field of study that is considered medical necessity in Thailand

Future Research Recommendations

For future study in this field of research, my recommendation would be “why certain nationality attends specific hospital. For example, Middle East patients have a tendency to attend Bumrungrad hospital whereas Japanese patients tend to enroll Bangkok hospital.



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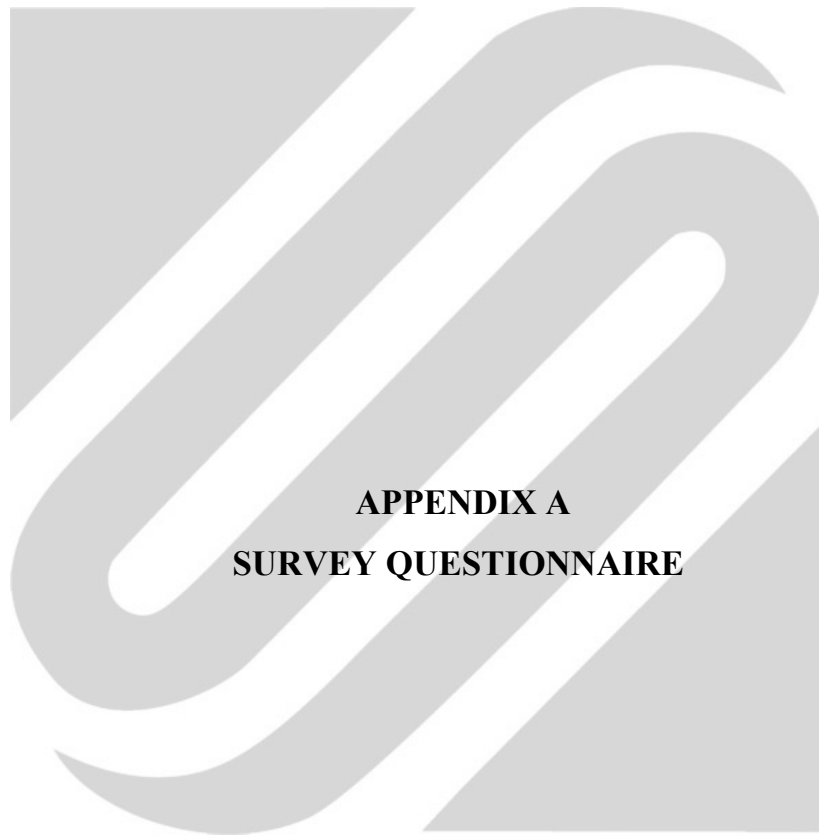
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APPENDIX A
SURVEY QUESTIONNAIRE



Master Of business Administration Program
Survey Questionnaire

" A study of factors influencing the tourists decision making for medical service hospital in Thailand"
In completion of the requirements of the study for a Master of Business Administration at Stamford University, Thailand. I am conducting this survey for the purpose of identifying factors influencing tourists decision making principles to visit Thailand hospital for medical service. The importance of this study is to support the development of medical tourism in Thailand. All your answers will be kept confidential.
Your assistance in completing this survey is greatly appreciated.

Please answer all questions truthfully and best as possible. This questionnaire is divided in to three parts:

Part 1 General Information

Part 2: Patient Behavior

Part 3: Factors influencing your decision making to hospital in Thailand for medical service

Part 1 General Information

Please respond the following questions by checking () that corresponds to your answer

1 What is your gender?

Male Female

2 What is your marital status?

Single Married Divorced/Widowed/
Separated
 Other (please specify) _____

3 What is your age group?

18-25 years old 26-35 years old 36-45 years old
 46-55 years old 56-65 years old 56-65 years old

4 What is your highest educational level?

High school or below Diploma's degree
 Bachelor's degree Post graduate educati
 Professional certificate Other (please specify) _____

5 What is your current occupation?

- | | |
|---|---|
| <input type="checkbox"/> Government Official/Military | <input type="checkbox"/> Teacher/Instructor/Pr |
| <input type="checkbox"/> Executive/Managerial | <input type="checkbox"/> Clerical/Administrativ |
| <input type="checkbox"/> Professional/Technical | <input type="checkbox"/> Production/Manufact |
| <input type="checkbox"/> Self-employed | <input type="checkbox"/> Retiree/Not in the wc |
| <input type="checkbox"/> Marketing/Public Relations | <input type="checkbox"/> Others (please specify)_____ |

6 How much is your income per month? (USD)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> < 5000 | <input type="checkbox"/> 9,001-11,000 |
| <input type="checkbox"/> 5,001-7,000 | <input type="checkbox"/> 11,001-13,000 |
| <input type="checkbox"/> 7,001-9,000 | <input type="checkbox"/> > 13,000 |

7 Where are you from?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> East Asia | <input type="checkbox"/> Oceania |
| <input type="checkbox"/> Europe | <input type="checkbox"/> Middle East |
| <input type="checkbox"/> Americas | <input type="checkbox"/> Africa |
| <input type="checkbox"/> South Asia | <input type="checkbox"/> Others (please specify)_____ |

Part 2 Patient Behavior

8 How many times have you travelled on a medical trip to Thailand including this trip?

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> First time | <input type="checkbox"/> Second time |
| <input type="checkbox"/> Third time | <input type="checkbox"/> Four time or more |

9 What is your primary purpose of this visit to Thailand? (Select only one)

- | | |
|--|--|
| <input type="checkbox"/> Pleasure/Vacation | <input type="checkbox"/> Business/Work |
| <input type="checkbox"/> Medical treatment | <input type="checkbox"/> Visit friend and relatives |
| <input type="checkbox"/> Convention/Exhibition | <input type="checkbox"/> Other (please specify)_____ |

10 Which type of medical service you are seeking for this trip? (choose only 1)

- | | |
|--|---|
| <input type="checkbox"/> <input type="checkbox"/> Nephrology (Kidney) treatment | <input type="checkbox"/> <input type="checkbox"/> Liver treatment |
| <input type="checkbox"/> <input type="checkbox"/> Pulmonary (Lung) treatment | <input type="checkbox"/> <input type="checkbox"/> Neuroscience treatme |
| <input type="checkbox"/> <input type="checkbox"/> Dental surgery treatment | <input type="checkbox"/> <input type="checkbox"/> Cosmetic/plastic/reco |
| <input type="checkbox"/> <input type="checkbox"/> Sight treatment/lasik | <input type="checkbox"/> <input type="checkbox"/> Heart surgery |
| <input type="checkbox"/> <input type="checkbox"/> Orthopodic/Spine treatment | <input type="checkbox"/> <input type="checkbox"/> Physical Therapy & Rehabilitation |
| <input type="checkbox"/> <input type="checkbox"/> Comprehensive medical check up | <input type="checkbox"/> <input type="checkbox"/> Other (please specify)_____ |

11 How did you arrange for this medical service?

- | | |
|--|---|
| <input type="checkbox"/> <input type="checkbox"/> Directly with the hospital | <input type="checkbox"/> <input type="checkbox"/> Others(please specify)_____ |
| <input type="checkbox"/> <input type="checkbox"/> Through medical travel intermediaries websites | |

12 Who do you travel with?

- | | | |
|---|--|---|
| <input type="checkbox"/> <input type="checkbox"/> Individual (none) | <input type="checkbox"/> <input type="checkbox"/> Spouse | <input type="checkbox"/> <input type="checkbox"/> Relatives |
| <input type="checkbox"/> <input type="checkbox"/> Family | <input type="checkbox"/> <input type="checkbox"/> Friend | <input type="checkbox"/> <input type="checkbox"/> Others (please specif |

13 Have you considered other countries for this medical service?

- | | |
|---|--|
| <input type="checkbox"/> <input type="checkbox"/> Yes | <input type="checkbox"/> <input type="checkbox"/> No |
|---|--|

If yes, please list the "TOP TWO" countries you considered

1. _____ 2. _____

14 How long did it take you to make the a decision for this trip?

- | | | |
|---|---|---|
| <input type="checkbox"/> <input type="checkbox"/> 1 - 4 weeks | <input type="checkbox"/> <input type="checkbox"/> 5 - 8 weeks | <input type="checkbox"/> <input type="checkbox"/> More than 8 weeks |
|---|---|---|

15 Apart from the medical service, Do you plan to travel around Thailand?

- | | |
|---|-------------|
| <input type="checkbox"/> <input type="checkbox"/> Yes | Where _____ |
| <input type="checkbox"/> <input type="checkbox"/> No | Why _____ |

16 Do you have family/friend living in Thailand?

Yes

No

17 Apart from hospital, Where do you usually stay when you are visiting Thailand for medical purposes?

Hotel

Guest house

Friend/Family 's house

Service apartment

Others (please specific) _____

Part 3: Factors influencing your decision making to hospital in Thailand for medical service

Please indicate your level of How much important for the following statements by check () the appropriate answer from 1 "unimportant" to 5 "very important"

Factors influencing the decision making		Very Important	Important	Moderately Important	Slightly Important	Unimportant
		5	4	3	2	1
Product						
18	The hospital is international accreditation.					
19	The hospital provides professional and certified doctors as well as hospitable nurses and staffs.					
21	The hospital offers superb facilities and range of excellent medical treatments.					
Place						
21	The hospital is located near tourist attractions and shopping center.					
22	The hospital is easily accessible by local public transportation such as bus, sky train, taxi or subway.					
23	The hospital is situated in a safe & secured area.					
Price						
24	The hospital offers reasonable and affordable medical treatment costs.					
25	The total cost of medical treatment in the hospital gives value for money.					
26	The total cost of medical treatment plus travel is cheaper than your country.					

Promotion						
27	The hospital offers promotion such as airport pickup and visa extension services					
28	The hospital offer discount from overall treatment expenses.					
29	The hospital offers promotions that cover special rates for the accommodation with its partner hotels.					
Process						
30	The process for setting up the medical appointment is simple and easy.					
31	The minimum of waiting time for the medical examination result.					
32	The doctor adequately explains condition, examination result and medical process.					
People						
33	The hospital provides fast service and outstanding patient care and concern of patient safety.					
34	Arrangement for language interpretation service.					
35	Coordination between the patient hospital, insurance companies embassy and other business.					
Physical Evidence						
36	The hospital is well organized and segregated into different departments.					
37	The special care is taken to maintain hygienic and cleanliness.					
38	The modern hospitals need to create good ambience.					

Signature (Respondent)

Thank you for dedicating your valuable time for sharing your thoughts with us.

Ms. Thunsita Bounwattanun
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GS153/2016

14th July 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Thunsita Bounwattanun**, Student ID no. 014336002 the permission to conduct research on the topic of “**A Study of Factors Influencing Tourists Decision Making for Medical Tourism in Bangkok**” under supervised by **Dr. Apitep Saekow**.

All data gathering during this study will remain confidential, which your name will not be exposed in any circumstance. The Graduate School has approved this project. If you wish, you may request a copy of the summary of findings from the study from the university. The student will collect the data at **Bumrungrad International Hospital, 33 Sukhumvit 3 (Soi Nana Nua), Wattana, Bangkok, 10110 Thailand**.

Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Dr. Ake Choonhachatrachai)

Associate Dean of Graduate School
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GS153/2016

25 July 2016

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Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

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