

Natthawan Buathong 2007: The Study of Competitive Advantage of Medical Service in Thailand. Master of Economics, Major Field: Economics, Department of Economics.
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The Health care service was one of service which the government has encouraged and supported Thailand to be the Health hub of Asia. The Medical service was the one of three main services which government would develop to become the new service business and increase revenue from oversea.

The main purpose of this study is; to analyze the factors which determined the competitive advantage of medical service in Thailand, namely production factors, domestic demand, business strategy structure, domestic competitive, related and supported industry, chance and the government policy concerning Thailand's medical service. This study applied competitive advantage, demand and market structure as a conceptual framework. The data set use here is secondary data from 2001 to 2004.

The result of this study indicates that Thailand has competitive advantage in production factors consist of the large size of hospital, the number of health care service in general medical, specific medical, dentistry service, the large choice of health care service, and the quality of service as international standard. Moreover, there has competitive advantage in domestic demand because the results of price comparative analysis showed that Singapore was the important rival, Thailand has competitive advantage in service expenditure which was lower than Singapore. Because of government policy which has encouraged and supported. Thailand's medical service has more advantage, lower domestic competitive environment and emphasizes non-price competitive strategy. On the other hand, Thailand has disadvantage in medical instrument industry which has imported. Furthermore, if Thailand has open free trade in medical health care service, they would get disadvantage in market access.

Based on the results showed that the duration of this study Thailand has both of advantage and disadvantage factors. The private hospital should collaborate to develop the medical service to the patient with service hospitality, to make impressiveness and comeback which create distinction and comparative advantage in Thailand's medical service more than other rival.

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