

## **A. The International Medical Tourism and Wellness, Chaired by Prof. Hanqin Qiu**

### **Social Impact of Individual Visit Scheme (IVS) of Chinese Mainland Tourists on Hong Kong: Evidence from Hong Kong Residents**

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#### **Abstract**

This study is basically an explorative and explanatory research, with the overall purpose to identify, explore and analyze the social impact of IVS in the outbound destination of Hong Kong. The specific research objectives of this study are (1) to identify the major dimensions of the social impacts of IVS from the perspectives of local residents; (2) to investigate the impacts of the social dimensions of IVS on the attitudinal and behavioral inclinations of the local residents; (3) to propose practical measures to enhance the social sustainability of the IVS as a special mode of travel by mainland visitors to Hong Kong. Altogether there are five research components that are included, namely perceptions of government regulations, perceptions of social impact, level of place attachment, attitude and behavioral intentions. Both qualitative and quantitative research methodologies were employed in the study. The results of the study confirmed the applicability of classical models on social impact of tourism development, and indicate that the social impact of IVS can be distinguished by local residents in social, economic as well as cultural terms according to their social representations. Moreover, four hypothesized relationships tested, were all supported, except for one with minor modification. Specifically, social and cultural dimensions wielded significant impacts on resident attitude, whereas the economic dimensions did not influence resident attitude. In turn, resident attitude had a significant positive impact on behavioral intention. Meanwhile, both level of place attachment and perceptions of government regulations showed positive influences on both resident attitude and behavioral intention.

### **Holistic Development of Wellness Tourism in Buddhamonthon**

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#### **Abstract**

The purpose of this study aims to understand the potential of promoting Buddhamonthon as the tourism site for the wellness of the people since Buddhamonthon was the important religious site of Thailand and many activities which contribute to the wellness of the people were held at Buddhamonthon. The researchers used the qualitative method by using in-depth interviews with the informants (professionals from tourism field, local government officials and Buddhamonthon's visitors). The empirical results from this research revealed that Buddhamonthon was full of potentials to be developed as the place for wellness tourism since many activities which were held in Buddhamonthon (e.g. meditation and exercise in the park) could contribute to the wellness of the people who visited to Buddhamonthon and this also generated the sound mental health of these visitors. Furthermore, conclusion and recommendations were also provided in this research.

### **Emerging Trends of Asian Medical Tourism**

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#### **Abstract**

Medical tourism, travelling for treatment and care, is an emerging phenomenon in the healthcare and travel industry that enables tourists to receive medical services through travel to have better service quality at lower price. It has been

estimated that “the global medical tourism industry currently generates annual revenues up to US\$60 billion, with 20% annual growth” (Horowitz, Rosensweig, and Jones, 2007). In Southeast Asia, medical tourism has been developed quickly since the 1997 Asian financial crisis. India, Singapore and Thailand are well established medical tourism destinations, attracting large numbers of foreign patients and generating substantial revenue from their medical services. With great development potential of medical tourism in China, Beijing, Shanghai, Hainan, Chengdu and more cities are promoting medical tourism with their own distinctive characteristics. The purpose of this panel is to report the most recent development of medical tourism in Asia. Examples from Chinese herbal medical tourism in China, practices of medical tourism in Thailand, service design for medical tourism in Taiwan, and the potential challenges faced by the medical tourism development in Hong Kong will be shared by the panel speakers.

### **Medical Tourism Development in Hong Kong: an Assessment of the Barriers**

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#### **Abstract**

Hong Kong aims to be a centre for medical excellence in the region, and is well-known to deliver high-quality healthcare services. Hong Kong’s hospitals operate to the highest standards and feature medical practitioners who are the best in their fields of specialization. The main purpose of this study is to investigate, analyse, and explain the factors influencing the development of medical tourism in Hong Kong based on data gathered from private and public hospitals, government bodies, institutions, and doctors. A qualitative research method was adopted to collect data from representatives of private and public hospitals, government bodies, and medical institutions. Several strategies for lifting these barriers are suggested.

### **Image of Thailand as a Medical Tourism Destination**

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#### **Abstract**

Medical tourism is an industry that integrates the medical and tourism sectors and is a specific form of tourism that people travel to overseas countries to obtain some medical treatments. The concept of medical tourism has been investigated by many scholars. However, very few literatures cover the development of medical tourism in Thailand and there is a lack of a theoretical model to describe medical tourist behaviors. This study aims to fill research gaps by focusing on the customer aspect in an effort to examine the relationship among perceived destination image, perceived quality, perceived value, patient satisfaction, and behavioral intention.

### **Service Design for Medical Tourism in a Smart City**

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#### **Abstract**

The purpose of this study aims to discuss a service design for medical tourism in a smart city, contrasting the practice of contemporary medical tourism in Taiwan. First, we survey the issues of medical tourism in a smart city. Next, we introduce the Technology Roadmapping (TRM) as a framework for supporting research and development of future technologies and services for medical tourism in a smart city. Last, the possible service design from the interdisciplinary field of service science, management, engineering and design (SSMED) is presented through the methodology of service experience engineering (SEE). Results show that the future of medical tourism in a smart city shall be healing, healthy and happy services.