

IMAGE OF THAILAND AS A MEDICAL TOURISM DESTINATION



By

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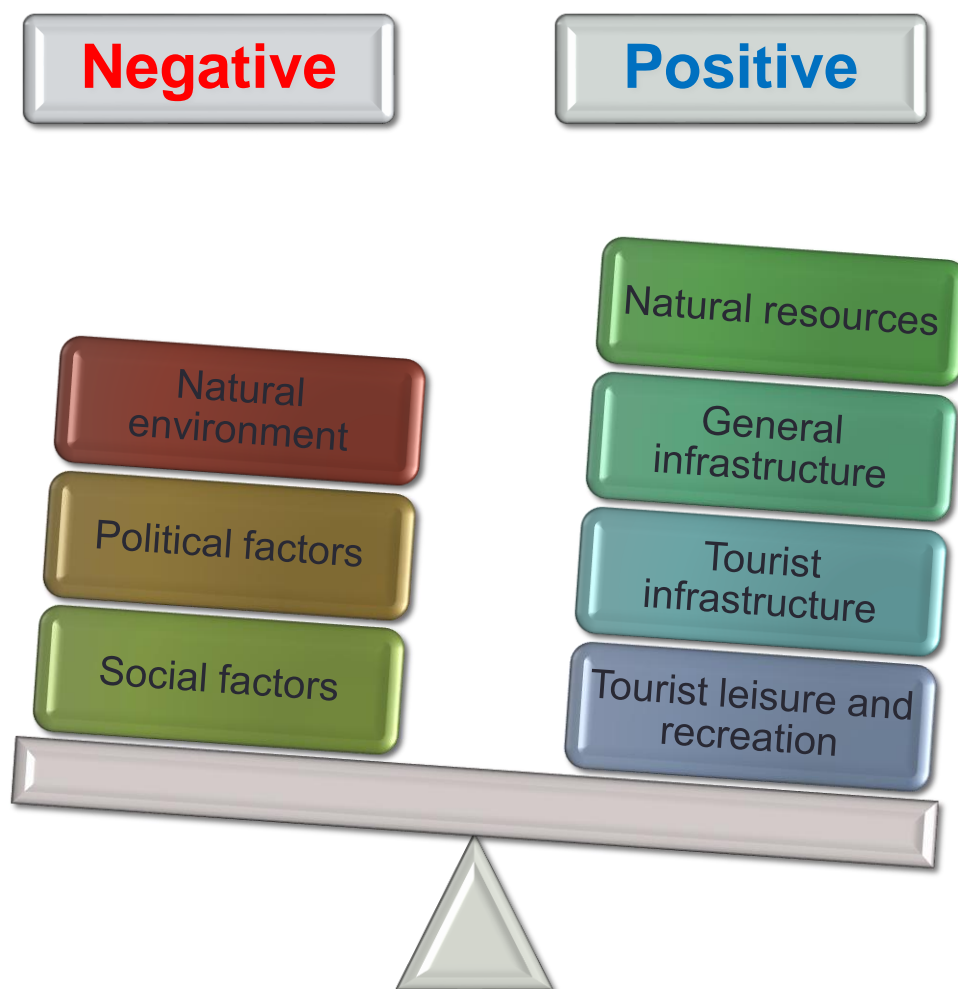
Growth of Medical Tourism in Thailand

- In 2013, nearly 28 million tourists visited Thailand and 910,000 of those visitors came to Thailand specially for medical treatments.
- More than 1,007 public hospitals and 341 private hospitals (more than 133,000 beds) in Thailand.
- In 2015, Thailand has 50 JCI (Joint Commission International) Certification from the USA.
 - ✓ Bumrungrad International Hospital in Bangkok is the first Asian hospital to receive the JCI accreditation.

Governmental support to Medical Tourism Sector in Thailand

- As a medical and surgical hub in Asia
 - ✓ Marketing campaign and promotions
 - ✓ Online and social media advertisement
- Thai government's investment on healthcare amounts to **47.5** (private sector expenditure):
52.5 (public sector expenditure)
- 30-day visas for most nationalities upon arrival
- Reasonable price

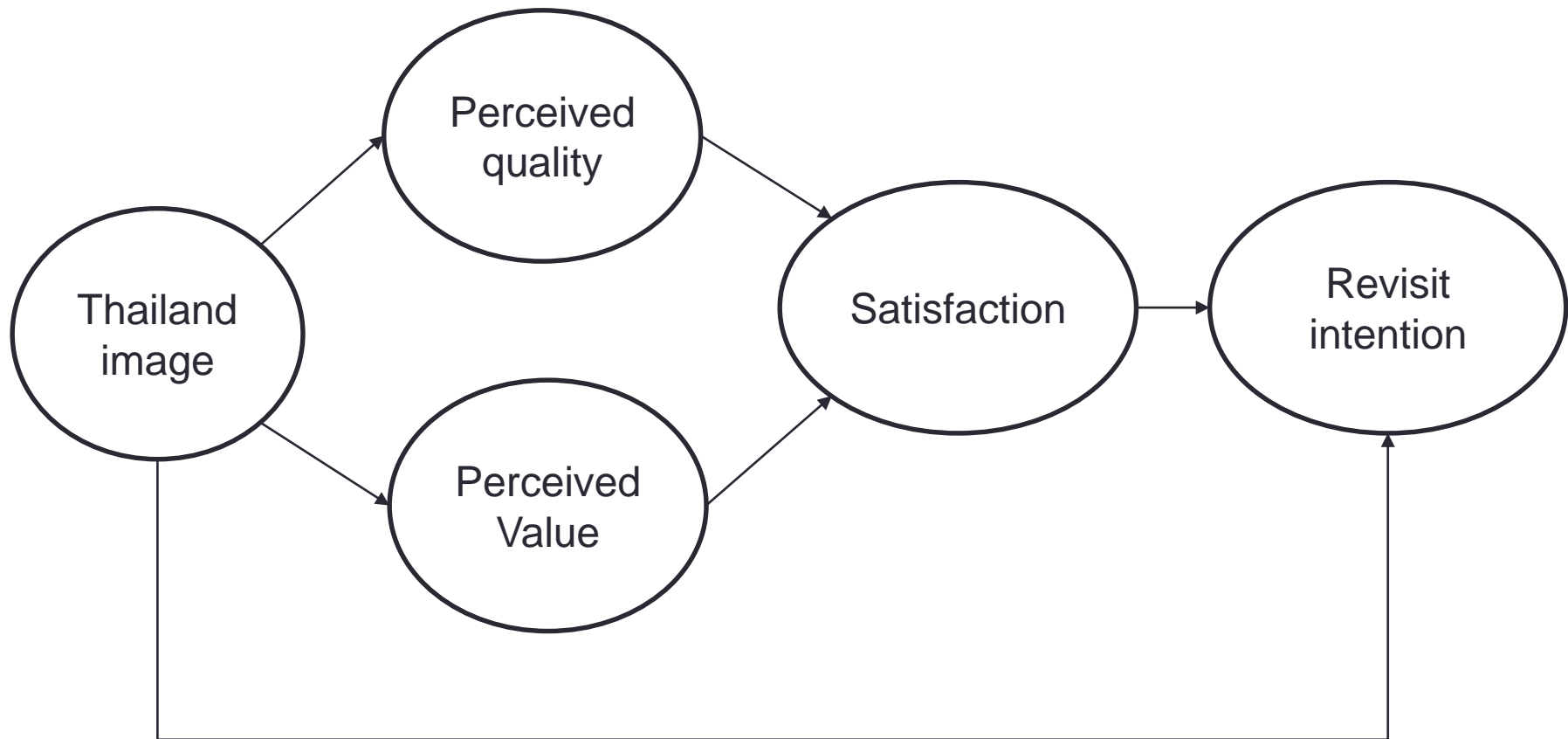
Images of Thailand as a Medical Destination



Research Questions

- What are the key destination images of Thailand from the medical tourists' perspective?
- Is there any direct or indirect relationship between destination image of Thailand and revisit intention?

Conceptual Framework



Methodology

- **Samples:** tourists visiting Thailand for medical purposes
- **Instrument:** Survey is adopted from the studies of Chang and Wang (2011), Hui, Wan, and Ho (2007), and Prayag (2009).
- **Data collection:** Survey will be distributed to the patients at the hospitals.
- **Data analysis:** Descriptive analysis and multiple regression

Medical Tourism

in Thailand

The End

