



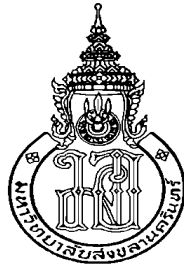
Medical Tourism Behaviors of Chinese Tourists: A Case Study of Private
Hospitals in Phuket

Wathanyuta Chanarat

A Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Chinese Studies
Prince of Songkla University

2021

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ABSTRACT

The Thai government has focused on medical tourism since 2004 by establishing a policy to promote Thailand to become an international medical hub. The movement of medical tourism in Thailand is found in the government sector and is driven by medical services from private hospitals in Thailand. The Department of Health Service Support was also assigned to provide a development strategy for Phuket to be an international health center (Medical Hub). Therefore, the objectives were to study the factors influencing Chinese tourists who travel to Phuket for medical tourism.

The theories and concepts about tourist behaviors guide analyzing patterns, purposes, and influencing factors to receive medical tourism services in this research, data collection located in Bangkok Hospital Phuket and Bangkok Hospital Siriroj. The key informant used in this study was 20 Chinese tourists who received medical tourism services, and the in-depth interview method was applied by collecting data. A case study of the qualitative research method was using semantic analysis data.

The results presented the factors influencing Chinese tourists, who travel to Phuket for medical tourism, were marketing promotion of medical tourism products, motivation, buying decision-making by receiving medical tourism information, experience, attitude, evaluation of alternatives primarily based on price.

Keywords: Medical Tourism; Chinese Tourist; Private Hospital in Phuket

ชื่อวิทยานิพนธ์	พฤติกรรมการณ์ท่องเที่ยวเชิงการแพทย์ของนักท่องเที่ยวชาวจีน: กรณีศึกษา โรงพยาบาลเอกชนในภูเก็ต
ผู้เขียน	นางสาว วัทธัญญา ชนะรัตน์
สาขาวิชา	จีนศึกษา (นานาชาติ)
ปีการศึกษา	2563

บทคัดย่อ

รัฐบาลไทยให้ความสำคัญกับการท่องเที่ยวเชิงสุขภาพมาตั้งแต่ปี 2547 โดยกำหนดนโยบายส่งเสริมประเทศไทยให้เป็นศูนย์กลางทางการแพทย์ระดับนานาชาติ การเคลื่อนไหวของการท่องเที่ยวเชิงการแพทย์ในประเทศไทยพบได้ในภาครัฐและขับเคลื่อนด้วยบริการทางการแพทย์จากโรงพยาบาลเอกชนในประเทศไทย นอกจากนี้กรมสนับสนุนบริการสุขภาพยังได้รับมอบหมายให้จัดทำยุทธศาสตร์การพัฒนาประเทศไทยให้เป็นศูนย์กลางสุขภาพนานาชาติ (Medical Hub) ดังนั้นจึงมีวัตถุประสงค์เพื่อศึกษาการให้บริการทางการแพทย์จากโรงพยาบาลในจังหวัดภูเก็ต เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อนักท่องเที่ยวชาวจีนมาท่องเที่ยวเชิงบริการทางการแพทย์ในภูเก็ต

ทฤษฎีและแนวคิดเกี่ยวกับแนวทางพฤติกรรมนักท่องเที่ยวที่วิเคราะห์รูปแบบวัตถุประสงค์และปัจจัยที่มีอิทธิพลต่อการได้รับบริการทางการแพทย์ในการวิจัยครั้งนี้การรวบรวมข้อมูลในโรงพยาบาลกรุงเทพภูเก็ตและโรงพยาบาลสิริโรจน์ กลุ่มตัวอย่างที่ใช้ในการศึกษาครั้งนี้คือนักท่องเที่ยวชาวจีนจำนวน 20 คนที่เข้ารับบริการการท่องเที่ยวเชิงการแพทย์ ใช้วิธีการสัมภาษณ์เชิงลึกโดยการเก็บรวบรวมข้อมูล ซึ่งใช้วิธีวิจัยเชิงคุณภาพแบบกรณีศึกษา โดยใช้ข้อมูลเชิงการวิเคราะห์แบบเชิงความหมาย

ผลการวิจัยนำเสนอปัจจัยที่มีอิทธิพลต่อนักท่องเที่ยวชาวจีนที่เดินทางมาท่องเที่ยวเชิงการแพทย์ในจังหวัดภูเก็ต ได้แก่ การส่งเสริมการตลาดของผลิตภัณฑ์การท่องเที่ยวเชิงการแพทย์ แรงจูงใจการตัดสินใจซื้อโดยรับข้อมูลการท่องเที่ยวเชิงการแพทย์ประสบการณ์ทัศนคติการประเมินทางเลือกโดยพิจารณาจากราคาเป็นหลัก

คำสำคัญ : การท่องเที่ยวเชิงสุขภาพ; นักท่องเที่ยวชาวจีน; โรงพยาบาลเอกชนในจังหวัดภูเก็ต

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Wathanyuta Chanarat

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CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

From the potential and growing trends of the health industry globally, including Thailand, as well as health business adaptation in Thailand to suit the current global situation and increasing competition, tourism has been an important role, especially health tourism or medical tourism. For medical tourism, in addition to recreation, tourists also want to travel and receive medical services, health promotion activities or treatment and rehabilitation at the same time, for example, health advice, spa services, and spa products, massage, herbal compresses, meditation, natural treatment, health promotion, etc. Due to the rapidly growing health-conscious trend, there is a continuous increase in overseas traveling. People do not have to wait for a long time to receive hospitalization in their hometown. As a result, many countries governments have been focusing on medical tourism, which generates a lot of yearly income from huge spending on medical services by medical tourists and tourism-related business by medical tourists and followers. The Thai government has also focused on health tourism since 2004 by establishing a policy to promote and promote Thailand to become an international medical hub to attract people from all over the world for health services in Thailand. Under the mentioned policy, medical tourism is one of the tools that make Thailand a regional health center. The movement to medical tourism in Thailand is found in the government sector and is driven by medical services from private hospitals in Thailand.

In Thailand, started medical tourism services were serious since 1997 when Thailand faced an economic crisis. Private hospitals that invested in expanding businesses or expanding their services during the pre-crisis period suffered from extremely low bed occupancy rates and a large number of bed vacancies. Especially because of the crisis, high-income Thai customers who got lower income decided to choose other hospitals with cheaper service costs, such as a public hospital. As a result, there was a significant decrease in Thai patients who come to receive medical services in private hospitals with relatively high costs. These private hospitals had to adapt and increase the demand of foreign patients, especially from countries with increased purchasing capabilities, such as China, Japan, Europe, and the Middle East countries, by highlighting the depreciation of the Thai baht causing medical services in Thailand to be lower than those in developed countries, even when traveling and included accommodation costs were.

Therefore, the Ministry of Public Health assigned the Department of Health Service Support as the main department to manage and support policies for promoting medical and wellness tourism. This policy was one of the essential target industries of the government. It had been an important system in driving the country's economy since 2015 to promote and develop health tourism. The policy was consistent with the national plans and policies by adhering to the participation of all sectors according to the people-centered conceptual framework of the 12th National Economy and Social Development Plan (2017-2021). The Department of Health Service Support was also assigned to provide a development strategy for Thailand to be an international health center (Medical Hub) (2017-2026), consisting of 4 main outcomes, including Wellness Hub, Medical Service Hub, Academic Hub, and Product Hub (Department of Health Service Support, 2016).

Medical tourism services in Thailand from the past to the present have happened in private hospitals. According to statistics collected by the Department of Health Service Support in September 2012, it was found that, in 2012, there were 323 private hospital and nursing home business operators in Thailand, with a total of 33,608 beds. The hospitals included both individual hospitals and hospital networks. The

largest private hospital network in Thailand was Bangkok Dusit Medical Services Public Company Limited, divided into 4 hospital groups, including Bangkok Hospital Group, Samitivej Hospital Group, BNH Hospital, and Royal Hospital Group, which expanded throughout Thailand and neighboring countries, like Cambodia. Bangkok Dusit Medical Services Company was the fourth largest private hospital network globally and the second largest one in South East Asia, after Integrated Healthcare Holdings Sdn Bhd (IHH) in Malaysia. With the operation of private hospitals regarding medical tourism services, many large private hospitals had entered the international market for more than 10 years by continuously developing medical equipment and medical personnel and being certified with international approved standards. At present, Thailand currently has 64 hospitals internationally certified with the JCI (Joint Commission International Accreditation), the country with the highest certified hospital number in the AEC region and the fourth-highest one globally. Most hospitals are located in tourist cities across the country, covering 12 provinces, such as Bangkok, Khao Yai, Pattaya, Hua Hin, Koh Chang, Koh Samui, Koh Phangan, Phuket, etc. (Department of Health Service Support, 2016).

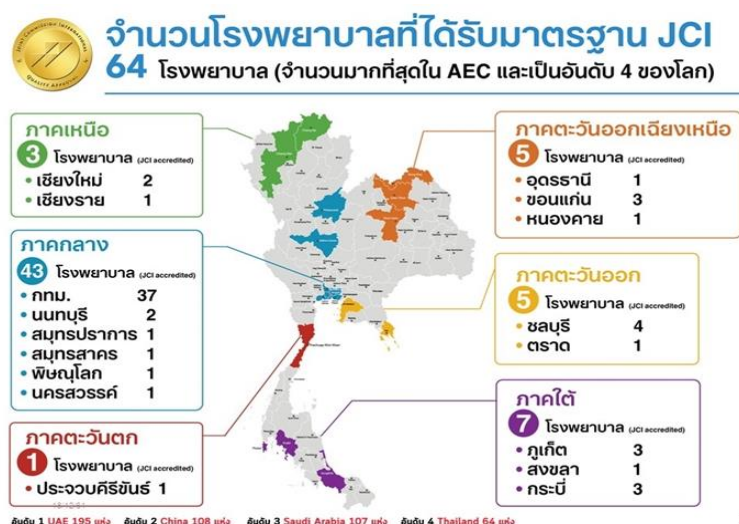


Figure 1.1 Number of hospitals that receive international standard JCI (Joint Commission International Accreditation) Adapted from www.marketingoops.com/reports/behaviors/medical-tourism, May 17th,2020: Online

During the first phase, only Bumrungrad Hospital, Bangkok Hospital, and affiliated hospitals of Bangkok Hospital were located in tourist cities, such as Bangkok Hospital Pattaya and Bangkok Hospital Phuket, which were interested and successful in attracting foreign customers. Later, many private hospitals in Bangkok have turned their attention to this customer segment by applying strategies to attract foreign customers by improving medical services, such as heart disease centers, cancer centers, plastic surgery centers, etc. There were advertisements to build an image that the hospital has expertise in providing services and treatment in a particular field for the credibility and confidence of customers. In addition, some Thai private hospitals also had projects in cooperation with well-known hospitals or educational institutions abroad to increase the credibility of healthcare capability. For example, Phyathai Hospital collaborated with Harvard University in establishing the Phyathai-Harvard Heart Center, etc. According to the Private Hospital Association now, 33 private hospitals accept medical tourists out of 218 private hospitals in the association. Also, some hospitals have progressed by expanding the clinic to serve medical tourists in convenient places, such as airports, golf courses, tourist attractions, etc. Meanwhile, the development of facilitation services for foreign patients with a goal for the development of service personnel. Many hospitals establish a special department for foreign patients' care and hire personnel with foreign language proficiency, such as Arabic, Japanese, Chinese, Russian, etc. There are full services from patient transportation between the airport and the hospital, and government agencies contact about visa to Thailand, etc. Hospitals also are decorated beautifully like a Hotel with a division of recreation from the medical section, such as restaurants and shops in the hospital. There is special care for patients, such as Islamic religious patients, and foreign food menus, such as halal food and places to pray. Some hospitals may have serviced apartments for the residence of the patients' relatives. In addition to most well-known private hospitals among foreigners, foreign departments will coordinate and provide information to foreign patients in the hospital. Some hospitals still rely on a Medical Tourism Facilitator to coordinate in the target countries and facilitate foreign customers' entering to receive services. Medical tourism facilitator or agent is an essential channel for foreigners to use for health services and travel in Thailand. It plays an important

role in coordinating and taking care of foreign customers who come to Thailand. Can find the agency both in the origin country and in Thailand. Most of these agencies would have various hospital and medical partners (and/or in multiple countries for agents located in the country of origin) ready to support and provide medical services. The companies will help arrange transportation to receive health services, hospital advice and medical professionals, an appointment with doctors for treatments, and contact and coordination. Some may help arrange accommodation and transportation service for customers since they arrive in Thailand and transportation between their accommodation and hospitals. In addition, there may be services for a city tour or shopping trip and spa services depending on the customer's needs. Due to the rapid increase in foreign patients in private hospitals over the past several years, various medical facilities have aimed to promote health promotion, disease prevention, and rehabilitation services, especially for the foreign patient market, which is the main target in driving the private hospital business. According to the International Health Division data, it is expected that there will be 3.42 million foreign patients received medical services in 2018. Recently, Samitivej Hospital is the only hospital in Asia to be selected as one of the world's top 5 hospitals that supports Medical Tourism, according to Global Best Hospitals for Health Tourism 2018 by the Medical Travel Quality Alliance (MTQUA).



Figure 1.2 Global Best Hospitals for Health Tourism 2018 by the Medical Travel Quality Alliance (MTQUA) Adapted from <https://www.bltbangkok.com/news/4367/>, May 17th, 2020: Online

Health tourism is about participating in health activities, such as check-up programs and medical treatment at hospitals and clinics, including alternative medical programs, such as Thai massage and spa treatments. Therefore, the health tourism market has higher average spending than the general tourism market and is likely to proliferate in line with healthcare trends. Thailand is one of 4 Asian countries that is recognized and accepted in healthcare services from foreign tourists in Europe, the United States, the Middle East, and Asia because of many contributing vital factors, especially the advantage of lower cost of medical services with treatments at the same standards as hospitals in Europe, America, and Australia, as well as no need to wait for long treatment queues like ones in Europe. Most of Thailand's health tourism is still centered in Bangkok and major tourist cities, such as Phuket, Pattaya, and Chiang Mai, which are readily available in medical services and various travel services. Medical services with attention from foreign tourists to come to Thailand include health checks, Lasik, cosmetic surgery, dentistry, surgery, rehabilitation, etc. In addition, Thai alternative medicine services, such as Thai massage and spa, are well known worldwide, resulting in a continuous increase in the number of foreign tourists receiving health services in Thailand. According to the ranking by The International Healthcare Research Center (IHRC), tourism industry regard health tourism in Thailand is ranked at 6th place in the world because of the following strengths:

- 1) Hospital place, international standards accept facilities, personnel, and services.
- 2) Service rates are not high when compared to the quality.
- 3) There are varieties of natural and cultural attractions, relatively low tourism expenses, comprehensive airlines for the journey, and quick coordination.

Data from the Center for Economic Research, Siam Commercial Bank (EIC) revealed that private hospitals in Thailand earn approximately 70 billion baht per year from foreign healthcare income or 0.01% of the GDP (bltbangkok. 2018: ออนไลน์). Not only beautiful blue sky and clear water, but Thailand is also notable for providing medical services attracting tourists worldwide as one of the world's destinations for medical tourism. As a result, various medical facilities have increased health promotion, disease prevention, and rehabilitation services to target medical tourists. According to

the Tourism Authority of Thailand (TAT) data, it revealed that in 2017, Thailand generated more than 23,000-million-baht income from medical tourists receiving anti-aging medicine and beauty services and is expected to increase up to 13.9% or about 26,000 million baht in 2018. Most medical tourists traveling to Thailand to treat specific diseases, health checks, anti-aging services, and cosmetic surgery because these services in Thailand have a good reputation with standards similar to European hospitals in terms of technology, waiting time, and more economical costs than any other countries. According to Visa and Oxford Economics, the overall global health tourism market in 2016 was at USD 100 billion with 11-14 million tourists, a 25% increase over the previous year. (Fayossy. 2018. Marketingoops: online).

From the above information, it can see that medical tourism is growing together with cross-border travel for medical care abroad, especially the traveling of people from developed countries to receive medical services in developing countries. The reasons were the increase in the aging population and the rising cost of medical services in developing countries, and lower international travel costs from the business expansion of low-cost airlines. In Asia, Thailand is still a regional medical center with a higher market share of foreign patients than any other country in the same region. Meanwhile, Thailand's most important foreign patient market is still the international market from Asia Pacific countries, for example, Australia, ASEAN, Japan; followed by European countries with Germany and England as the primary market group; and following by Middle East countries and America (with the USA and Canada as the primary market group). The highest number of tourists are coming to Thailand for medical services in China. Due to the new policy allowing each family to have two children, IVF infertility treatment services have been very popular among Chinese patients. Also, the service has the highest cost from 200,000 up to 400,000 baht per time. Moreover, Chinese tourists receive the Anti-Aging & Wellness service the most, which generates more than 23 billion baht in revenue for Thailand.



Figure 1.3 shows statistics and behavior of foreign tourists traveling to receive Anti-Aging & wellness service in Thailand. Adapted from www.marketingoops.com/reports/behaviors/medical-tourism, May 17th,2020: Online



Figure 1.4 Statistics and behavior of foreign tourists traveling to receive IVF fertility treatment in Thailand. Adapted from www.marketingoops.com/reports/behaviors/medical-tourism, May 17th,2020: Online

In 2016, Ctrip Company released a health tourism report and found more than 500,000 Chinese tourists traveling abroad for health tourism, which was 5 times higher than in 2015. The average spending for overseas health tourism was to be over 50,000 RMB per person, which was 10 times higher than the current spending on general overseas tourism.

Warintra's (2013) study says that tourists' health tourism share part of their time to use spa services and alternative medicine such as Thai massage, oil massage, hydrotherapy, healthy food for wellness. Therefore, health tourism can be divided into two groups: Medical Tourism and Wellness Tourism. And still, the tourists can be divided toward health tourism into tourism programs and activities according to their needs. But for the Chinese market of overseas health, tourism patterns can be divided into three types as follows.

1) Health Promotion Tourism is a type of travel to make the body feel relaxed, promote physical strength and good mental health, such as natural tourism to Australia and New Zealand, soaking in hot springs in the south of France, etc.

2) Beauty Enhancement Tourism is such as cosmetic surgery, dentistry, sex reassignment surgery, etc.

3) Health Healing Tourism can be a medical examination, treatment of various diseases, rehabilitation in hospitals or qualified medical facilities, etc.

According to the report, 10 countries that Chinese tourists preferred to travel for health service included Japan, South Korea, the United States, Taiwan, Germany, Singapore, Malaysia, Switzerland, Thailand, and India. Chinese patients preferred to receive a physical examination and cancer prevention in Japan and the United States, cosmetic surgery in South Korea, and health and relaxation tourism in ASEAN countries. Most of the Chinese health tourists came from Beijing, Shanghai, Tianjin, Hangzhou, and Shenzhen (thaibizchina. (2019): ออนไลน์). The continued growth of China's wealthy population is an opportunity for the health tourism service business. As Thailand is one of the most famous countries in this field, this is an excellent opportunity to promote health and medical tourism to attract more health tourists from China to come to Thailand as a new alternative.

Chinese tourists are wealthy, causing a more diverse range of tourism behaviors, not unless behavior health tourism because Chinese tourists are interested in health tourism. Health tourism is the tourism of relaxation, treatment, rehabilitation, protecting their health, and preventing disorders in the body. This reason makes this Chinese tourist group seek health tourism. Cause medical tourism service in China

higher than in Thailand, and Thailand has beautiful beaches and mountains. Therefore, that Thailand has beautiful nature, professional service of personnel, and international standards recognized worldwide. So, for Chinese tourists of motivation to choose Thailand's health tourism services and when Chinese tourists have accomplished the medical tourism service, the majority opinion was satisfied with Thailand's medical tourism.

For this reason, the researcher was interested in studying the medical tourism behavior of Chinese tourists who receive medical services from hospitals in Thailand to know the needs and tourism behavior and satisfaction in medical tourism among Chinese tourists receiving hospital services in Thailand. The study findings would be basic information for those who are involved in both the public and private sectors, which can be used as a guideline for the development of health tourism, as well as establishing a strategy to promote medical tourism in Thailand, applying as a guide for the promotion of essential long-term medical services and marketing planning of hospitals, clinics, and businesses related to the medical service tourism. The results of this study can also be used as basic information for preparing the development of Thailand as an international health center with the ability to compete with other countries by using the strength of the country's health service system to attract more Chinese tourists to decide to receive medical services in Thailand, as well as able to generate national income and promote federal and local stability with the balanced economic and social development as a foundation for developing the country towards sustainability.

1.2 Objectives

- 1) To study the factors influencing Chinese tourists who travel to Thailand for medical tourism.

1.3 Expected benefits

1) Able to be aware of the behavior or decision-making process in the health industry, both in terms of tourists' information search and tourists' spending on medical and tourism. This will be a guideline for hospitals or clinics with provided medical tourism services, other hospitals wishing to give medical service to the tourism market, and entrepreneurs related to the medical tourism business, to develop a management model and arrange service guidelines for tourists effectively as a guide for the promotion of essential long-term medical services.

2) Able to be a guideline for business planning, problem-solving, developing, improving, and planning marketing strategies for the medical tourism business to meet the satisfaction of Chinese tourists more effectively.

3) Able to find information and opinions on tourist services will help the hospital know the quality of medical services both in terms of treatment quality, staff service, overall hospital service, including other additional services included in a series of medical tourism services provided to Chinese tourists or clients. This will allow the hospital to know its strength and weakness to find a solution to solve the defect and improve the existing strengths more effectively.

4) Able to be a guideline for medical tourism service providers. The study findings can be applied, supported, and promoted for medical tourism with foreign tourists from other countries interested in receiving Thailand's medical tourism services to attract more tourists from various countries. This can generate income into the country and promote national and local stability with balanced economic and social development to develop the country towards sustainability.

5) Able to guide future research on other medical service tourism industry operators, such as hotels, resorts, aviation businesses, etc., can be applied to this study for business planning, networking, or enabling collaboration among businesses related to the medical service tourism. This will build business strength and increase the business capability of the business to compete with competitors.

1.4 Scope of study

1) Scope of content

This research studied the medical tourism behaviors of Chinese tourists by analyzing the factors influencing the choice of medical tourism in private hospitals in Phuket. The research studies these particular factors, including personal information, medical tourism behavior, motivation, reasons for choosing medical tourism in Phuket, opinions towards the provided medical tourism services, the loyalty of Chinese customers towards the brand or business of medical tourism.

2) Research area

In this research, the area for data collection is located in Bangkok Hospital Phuket and Bangkok Hospital Siriroj.

3) Period of study

1st November 2018 to 31st August 2020

4) Population and key informants

4.1) The population used in this study was Chinese tourists aged older than 18 years old, both female and male, who came to receive medical tourism services at private hospitals in Muang, Phuket.

4.2) The used in this study was 20 Chinese tourists who came to receive medical tourism in private hospitals in Phuket. The in-depth interview method was applied by collecting information on personal information, medical tourism behavior, motivation, and reasons for choosing medical tourism services in Phuket, opinions towards the provided medical tourism services, loyalty to the brand, or business-related to medical tourism. The sample group was random by following methods. Step 1 Quota Sampling was conducted by determining quota from private hospitals in Phuket providing data collection. Step 2 Judgment criteria best selection was conducted by collecting data only for Chinese tourists who received medical tourism services as anti-aging medical programs at the private hospitals in Phuket.

1.5 Definitions

1) **Medical tourism service behavior** means an act or expression of behaviors related to tourism or behavior of the patient or Chinese tourists receiving medical tourism in Thailand.

2) **Medical tourism service** means providing services to attract foreign tourists interested in health care to make a decision and receive a health check together with tourism as a rest during a short time.

3) **Medical tourist** means a person who travels abroad to receive medical or cosmetic services, which may only be medical service, without engaging in any other tourism activities or may involve in tourism activities during physical recovery after received medical services or treatment, such as shopping, beach activities or city tour, etc. In addition, this also includes tourists who travel abroad for tourism and decide to attend a medical service in the country after receiving medical service information publicity, such as a health check, dental services, beauty services, etc.

4) **Brand Loyalty** means that consumers have a positive brand attitude. But it is not meant to be loyalty to the trademark or symbol of that business. Instead, it means confidence in the quality and repeated use continuously.

5) **Motivation** means what drives human beings to demand Needs, Drives, or Desires. To determine the direction to achieve success according to target or expected, which motives can be divided into 2 types: 1. Intrinsic Motives means are motivated to influence from within the person to motivate cause behavior, such as intention, attitudes, thoughts, interests, preferences, needs, satisfaction, etc. These things influence the behavior is persistent. 2. Extrinsic Motives influence from outside a person to stimulate behavior, which may be an award, appreciation, fame, excellence, recognition, etc. These things influence the behavior is not persistent.

6) **An anti-aging medical program** refers to a way to help "slow down" the deterioration of the body while accelerating the "recovery" of the body to work at its full potential again. Medical professionals will use methods to prevent accidents

and restore the good-looking body from the inside out, holistically. There will be a body check-up with a test of blood, saliva, and urine, which are examined deep into the biomolecular level to be aware of anybody's imbalance (Nano resolution). When causes of problems are found, instead of using drugs as a treatment, specialized doctors will create a personalized vitamin supplement (Customized supplements) containing all-natural extracts to help restore the body and strengthen the body for a more youthful look. Besides being holistic care for the good-looking body from the inside out, the advantage of this field of medicine is also an examination to be aware of the causes of various body malfunction, such as heredity, environment, daily life, stress, sleep, and daily food intake. The science of anti-aging and health restoration will examine the causes and take care of each patient holistically (a holistic approach will resolve the main problem, while other symptoms will resolve themselves without taking additional drugs).

1.6 Theoretical framework

1) Health behavior concept

1.1) Meaning of health behavior

Behavior means how a person acts in response to a particular situation or stimulus. The expression can be noticeable or measurable movement such as walking, speaking, writing, thinking, etc. The Royal Society of Thailand (2003) defined behavior as action expressed through muscles, thought, feeling in response to a stimulus. There are many considerable studies on human behavior as well as the definition of behavior:

Benjamin B. Wolman defines behavior as the total of direct actions about persons that occurred inside and expressed to physical and social environments (Wolman, 1973 as cited in Amnat, 2004).

Golden defines behavior as actions or response to psychological actions of each individual and interactions to respond to internal and external stimuli,

including various actions that serve certain purposes that can be noticeable or activities of actions that are carefully considered or done unconsciously (Golden, 1984 as cited in Amnat, 2004).

Prathueng (1997), as cited in Winee (2004), defines behavior as what individual acts, expresses, respond to anything in a certain situation which can be noticeable, audible, and measurable by an objective device regardless of whether or not those actions or responses shall take place inside or outside the body.

Chalermphol (1998) defines behavior as various activities that occur probably from individuals' expression, including activities inside individuals. These activities can or cannot be noticeable by senses and are divided into 2 types as

(1) Overt behavior is actions that once occur can be directly observable by senses.

(2) Covert behavior is a process that seems to occur in some inner, imaginary space, usually called an individual mind, which individuals cannot directly observe.

Concerning the definitions of behavior mentioned above, the researcher summarizes the report of behavior in this study as practices or actions of individuals in all characteristics that occur naturally and intentionally with and without consciousness. Such activities can be noticeable by common senses or aiding devices.

As for health, National Health Act, B.E. 2550 (2007) gives the meaning of health as the state of a human being perfect in physical, mental, spiritual, and social aspects, all of which are holistic in balance. Health does not mean only physical well-being and mental well-being but also social and spiritual well-being.

(1) Physical well-being refers to a state of good physical condition. Namely, all organs are in healthy condition without disease, and the body can function normally and properly, contributing to efficiency at work.

(2) Mental well-being means a state of mental condition that can control emotion to be in a good mood without frustration, adjust oneself to society and environment happily, and control emotion to meet various situations appropriately. Good physical well-being contributes to good mental well-being.

(3) Social well-being refers to individuals having healthy physical and mental well-being and healthy living conditions or living a life in society happily without causing trouble to other people or culture. Meanwhile, they can interact and adjust themselves to live well and happily in the community.

(4) Spiritual well-being means a good state of intellect with knowledge, literacy, and understanding by distinguishing goodness and badness, advantage, and disadvantage, leading to being kind-hearted and generous. Therefore, having good health is an essential fundamental of life and a significant component in living a life. Having good health is desired by everyone. Individuals who have good mental health can perform their daily activities efficiently and live their lives happily. Health is considered a path of life leading to different happiness and success in life. Those who get sick often are not happy as they cannot work at their total capacity and will be destroyed their quality of life. Everyone should take good care of his/her health. In this regard, health does not mean only the absence of disease or infirmity but also a state of complete physical, mental, and social well-being. Therefore, health behavior means actions, practices, and expressions triggering benefits or disadvantages to health. Health behavior can be classified into 2 characteristics as actions or patterns of individuals that give advantages or disadvantages to health and how individuals refrain from doing acts or practices that provide benefits or disadvantages to health (Angsinan, 2009).

Jongjit (2010) gives the meaning of health behaviors with 2 implications:

(1) Health behavior means individual behavior that makes an overall contribution to his/her health, the health of family, society, and environment.

(2) Health behavior means individual behavior when he/she gets sick or feels like getting sick. To sum up, the important essence of health behavior includes at least.

(2.1) Human actions for promoting and preventing diseases at a level that humans can achieve good health and do not get sick easily.

(2.2) Actions of humans who are getting sick aim to seek causes of sickness for getting treatments and health restoration to return to good

health or recover from sickness, depending on received knowledge and correct ways to practice self-care.

Urairat (2011) says that health behavior means body activities that are expressed. They are changes that occur inside and outside the body (covert and overt behavior) and expect individuals to have good health without diseases and prevent diseases or conditions that do not easily cause diseases. Health behavior includes noticeable and unnoticeable activities but measurable whether or not such health behavior occurs utilizing psychological methods or instruments.

Regarding the meaning mentioned above of health behavior, the researcher summarizes that health behavior means changes in health that can occur both inside and outside the body. Health behavior includes noticeable practices and unnoticeable changes but measurable that they occur. Health behavior is practices or individual expression in acting or refraining from doing something contributing to health effects with the help of knowledge, understanding, attitude, and health practices appropriately related to each other. Besides, healthy behavior is something that everyone can learn and instill healthy habits in themselves. Therefore, health behavior is activities that individuals express for their well-being, recovery from sickness, and preventing diseases.

1.2) Components of health behavior

Three components of health behavior are

(1) Knowledge-related behavior (Cognitive Domain) means the recall or recognition of how individuals perceive health and diseases. This behavior involves knowledge and the development of intellectual skills, specific facts, procedural patterns, and concepts that serve in the development of intellectual abilities and skills for decision-making such as being able to inform 10 principles of primary health care, explanation about causes of diseases, etc.,

(2) Behavior related to attitude, value, feeling, liking (Affective Domain) means a state of individual mental readiness associated with health. This behavior involves interest, feeling, attitude, preference, dislikes, value giving, adjusting, or improving the values to which individuals adhere such as preference, pleasure, satisfaction, etc.

(3) Behavior related to practices (Psychomotor Domain) means what individuals act. This behavior involves ability expressed through physical activities including practices or behaviors expressed and noticeable at a certain situation such as choosing to eat all 5 food groups, seeing the doctor, or public health personnel when getting sick, etc.

Currently, a tendency of health problems in many countries, including Thailand, is different from the past as infectious diseases most likely cause problems to be noninfectious diseases and chronic sickness. Significant health problems comprise cardiovascular disease and cancer. Meanwhile, Social behaviors influence health conditions and physical sickness increasingly.

Behaviors exert a strong influence on disease occurrence in 3 ways as

(1) Behaviors affect health by physiological changes caused by social events affecting individual mental health, being a cause of psychological stress, reaction related to physical and emotional behaviors of individuals when they have to confront threatening situations that can harm their physical and mental health. Confronting stress or desire about something, individuals shall evaluate such threatening condition and choose various responses that can reduce the threatening situation. In the meantime, changes that occur in the body will help individuals to confront the problem. Coping with stress (Coping) is the process of spending conscious effort and energy to escape, reduce or tolerate the causes and effects of what will happen after psychological stress. Responses to stress may affect physical disorders such as diarrhea, hair fall, and inability to eat or sleep. In persons infected with HIV may experience pressures towards the generation of the immune system. Stress is an intermediate thing between behaviors and sickness. It probably indirectly affects health through behavioral responses such as smoking more cigarettes, drinking more alcohol, eating more food, etc. Stress may affect sexual behaviors such as choosing a sexual partner, sexual health protection, preventing infection when having sexual intercourse, etc., similar to stress, using specific medicines, and intravenous injection. Stress may lead to an increase in drug use, giving rise to unsafe sexual behavior practices.

(2) Behaviors have an effect on health by actions which probably change the function of body parts, directly and indirectly, such as taking medicines without prescriptions, use of sleeping pills, use of amphetamines, taking some substances causing diseases; for example, cigarette smoking, alcohol consumption, lack of exercise, poor personal hygiene, self-medication, or use of narcotic drugs that have a relationship with the spread of AIDS especially intravenous injection and promote the spread of AIDS to different ways such as stimulating more sexual activities.

(3) Behaviors affect disease occurrence when related to behaviors of individuals who once experienced sicknesses such as reaction to active symptoms, decision-making to do something when getting sick, and experience of being a patient. These processes make people extend their time to see a doctor or do not follow doctors' orders or advice. The reaction of disease occurrence may lead to serious illness or death if individuals do not receive the correct treatment.

Based on social science analysis, health behavior is divided into 2 components as

(1) Preventive health behaviors mean individual practices for preventing diseases, behaviors that reduce risks of disease occurrence such as exercising, following principles of primary health care, having annual health check-ups, etc.

(2) Illness behaviors mean individual practices that occur after their diseases are diagnosed, such as taking medicines as doctors' advice, exercising, stop drinking alcohol, reducing, or refraining from activities causing an increase in disease symptoms.

1.3) Factors affecting health behaviors

There are 4 components are influencing individual health condition as follow:

(1) Heredity involves the passing on of some diseases such as diabetes, thalassemia, etc. Teaching helps people better understand which heredity affects the body and brain and which activity can help promote physical and brain health the most.

(2) Two types of the environment; physical environments such as chemical contamination in soil, water, air, and social environment. These include expanding industries that bring about labor migration and the collapse of families, leading to stress, etc.

(3) Public health services; inequality of the distribution of health resources and health services.

(4) Changes are occurring to existing behaviors from various factors.

Factors affecting health behaviors

(1) Economic and social progress, especially production and markets of goods dangerous to health such as cigarettes, narcotics, liquor, and alcoholic beverages

(2) Mass media advertising affects imitation behavior

(3) Value that has been changed to consumerism and materialism such as consumer preferences for western foods like milk, butter, egg, foods high in protein and fat

(4) Belief, custom, tradition, and practices such as Chinese tea culture is considered good because boiling water is used to make tea; Thai people believe that if children eat egg, they will get a child's disease with swollen belly and emaciation

(5) Some religion requires people to wash their bodies before entering the church, some religion requires fasting during the season of lent or the season of Ramadan

(6) Education levels; the inability to read and write makes the passing on of knowledge is difficult

(7) Communication and transportation; convenient communication and transportation allow an easy for knowledge to be transferred, but disadvantages can be obtained as different cultures from different places can be received easily

(8) Race and language; the same place but is full of people of many races and languages can bring about separation, lack of harmony, and various health behaviors, both imitation and conflict behaviors

(9) Location and area conditions such as mountain people prefer to defecate in the woods, and urban people defecate in a toilet

(10) Influence such as groups of friends, student peer groups, and colleagues lead to learning and imitation to be accepted by the groups.

Concerning the concepts mentioned above, the researcher gave importance to the study on health behaviors in the dimension that can conclude that health behaviors are not only behaviors aiming to promote strong health, prevent diseases but also practices reducing sickness to promote health to return to normal conditions soonest with good health. The researcher employed this concept to study and analyze behaviors of Chinese tourists in terms of protecting and caring for themselves to stay strong and healthy to reflect services provided for Chinese tourists consistent with their demands or a guideline to arrange a program that attracts more tourists to enjoy Thailand's medical tourism services.

2) Concepts about attitude

Attitude is associated with behaviors. Important academics and marketers give the meaning of attitude variously as attitude is formed by a conceptual framework within the mind as having a preference and dislikes for various things that individuals have. It also means feeling, emotion, liking, disliking for something that will allow individuals to get into or avoid those things (Kotler, 2000). It is learning through experience while thought and behaviors are connected. However, Hawkins, Mothers Baugh, and Best (2007) mention attitude that it is a process of motivation management, emotional function, learning and thinking processes, being a tendency to respond to something in the form of likes and dislikes.

Based on the concept mentioned above, the researcher concluded that attitude is how individuals think, feel, and express their likes or dislikes towards objects, persons, points, issues, or behaviors. People have learned attitudes by welcoming those objects through direct and indirect experiences. Attitude obtained from learning shall act as a behavior pointer by encouraging like or dislike responses consistently.

2.1) Component of attitude

Assael. (2004) including Hawkins et al. (2007) said that attitude included 3 components as

(1) Knowledge, understanding, and thinking component (Cognitive component). It comprises individual beliefs in an object or activity or person

(2) Emotion component (Affective component). It expresses the feeling or emotional response to an object or activity, or person. The emotion component or affective component comes after individuals have knowledge and understanding of the object or activity. Feeling or emotion plays an essential role in the occurrence of behaviors

(3) Behavioral component (Conative component tends to respond with some manners to an object or activity and person.

From the document mentioned above, it can conclude that attitude comprises three essential components. When each part is combined, an attitude is formed. This formed attitude may have more or less components depending on each individual's attitude towards an object or activity.

2.2) Factors affecting attitude formation.

According to Assael. (2004), the attitude has been formed and developed at all times through a learning process as a result of family influence, peer group influence, the influence of information and experience, and personality influence as per the following details:

(1) Family influences: a family has a significant influence on the decision-making and attitudes of family members, which most likely are similar to those of their parents.

(2) Peer-group influences; the findings from considerable studies revealed that peer groups influence buying behavior. For example, the survey conducted by Katz and Lazarsfeld (1955 as cited in Assael, 2004) found that peer groups influenced attitudes and behavior.

(3) Influence of information and experience; past experiences will influence attitudes and affect future behaviors, while the obtained data must be important to attitude (Assael, 2004).

(4) Personality influence; personality affects attitudes such as aggressiveness, frankness, modesty, or authorization.

2.3) Attitude change

Attitude change consists of 2 characteristics (Hawkins et al., 1998) as

(1) Cognitive component. This is the most frequently used method and the most effective way to change attitudes by raising awareness about knowledge, understanding, and getting to know advantages. This guideline is believed that when people change their beliefs, Will be changed their feelings; changes in knowledge, experience and thinking include.

(1.1) Change in beliefs that means a change in an individual's opinion about an attribute

(1.2) Beliefs adding such as the emphasis on the positive image of something

(2) Affective component involves changing attitude by changing the like. When the like increases, satisfaction occurs and leads to a change in beliefs.

3) Consumer behavior

Consumer behavior means expressive behaviors of each individual to search, select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. The reason why it is necessary to study consumer behavior as it affects business success. Therefore, the study on consumer behavior will allow businesses to develop their marketing strategies to satisfy consumers and search methods to solve consumer buying decision-making behaviors correctly and consistently with the ability for businesses to respond increasingly. The important thing is it can help develop markets and products to be better constantly.

3.1) Factors influencing consumer behavior:

(1) Culture and tradition

Cultural factors are considered factors that shape buying behavior of an individual, which will become the value in buying goods and services and basic factors in determining human demands and behaviors, which comprise

(1.1) Social class such as businesspeople, management, company workers, board of directors, etc. People who belong to the same social class tend to show similar buying behavior

(1.2) Basic factors that determine individual demands and behaviors such as value, perception, preference, behavior, race, religion, etc.

Different cultures and traditions give rise to different values and behaviors. A study should be conducted to see how these different factors affect goods and services more or less.

(2) Social factors

Social factors that are associated with daily life and have an influence on buying behaviors consist of

(2.1) A reference group people whose attitudes, individuals use behaviors, beliefs, opinions, preferences, and values as the basis for his or her judgment such as families, close friends, etc. but such group some limitation in terms of careers, social class, and age ranges

(2.2) Family is a group of persons having the highest influence on the thoughts of consumers because consumers more likely listen to opinions of family members before making their decision

(2.3) Roles and status of consumers are social statuses that consumers belong to in some roles and positions, which can be changed by period, careers, and how consumers live their lives.

(3) Individual factors

Individual factors – consumer buying decision is most likely influenced by individual characteristics such as

(3.1) Ages and stages of life – people at the same age are more likely to have similar buying behaviors, and people of different ages tend to have different preferences and demands

(3.2) Careers – career characteristics affect consumer behaviors; people with different career characteristics have different demands

(3.3) Lifestyles such as adventurous people, people who love freedom, people who love traveling, etc. All of these things can indicate consuming behaviors

(3.4) Economic status, income, expenses influence buying decision making. If consumers have more expenses than income, they will strictly make their buying decision.

(4) Psychological factors

The individual buying process is influenced by psychological factors, which include.

(4.1) Motivation – buying behaviors depend on motivation that moves consumers to buy. Thus, it needs to consider how much goods can motivate consumers to purchase and the motivation such as price, style, color, specification, etc.

(4.2) Perception – consumer behaviors depend on consumers' perception, and each consumer's perception is not equal

(4.3) Learning – consumer behavior of each individual to consume goods starts from learning to take benefits from the goods. Consumers who use the same interests know different types of its benefits.

(4.4) Individual belief and attitude – consumers most likely use their own opinions and attitudes to make their buying decision.

3.2) Criteria for consumer analysis

(1) Benefits of goods and services

Consumers have buying behaviors about their interests in benefits they will receive from goods and services rather than goods and services themselves. For example, buying a computer, consumers considered the benefits they will receive as it must have a quick and precise processing system.

(2) Levels of demand

The consumer can be broken down demands into 3 levels as want, desire, and needs. These levels of demand indicate that each consumer possesses different levels of demand. Therefore, it is indispensable to study which levels that goods and services can meet consumer demands

(3) Product standards

In addition to the benefits of goods and services consumers will receive, the other thing that goes with the benefit is “product standards”; for example, additional features of vehicles are greater load capacity, fuel saves, etc. Thus, when buying, consumers more likely to consider these additional features and learn more about additional features in goods and services whether or not they can meet all consumer demands.

(4) Prioritizing product brands

When buying goods and services, consumers most likely have product brands in mind. It appears that consumers prioritize product brands by specification standards they choose to evaluate and make buying decisions. Consequently, if product brands are built to be widely known in the market, those goods and services will occupy the correct position in consumers’ minds.

(5) Roles in buying decision process

The 5 main roles in a buying decision process are

(5.1) Initiators are the first ones who demand products or services. They may not own or use those products or services but suggest the purchasing

(5.2) Influencers are the ones who influence thought. Consumers probably seek their advice before making the buying decision

(5.3) Deciders are the ones who have the final decision

(5.4) Buyers are the one who pays for goods or services and brings those goods or services to use

(5.5) Users are the ones to use the products and evaluate performance after the buying.

3.3) Consumer behavior model and buying decision process

Katewarin (2010) describes that the consumer behavior model is a study on consumer behavior that is complex since it is full of variables that have a relationship and influence on each other. Models will help shape all ideas about consumers by specifying related variables and describing basic characteristics and relationships. A starting point of the models is firstly to stimulate demands (Stimulus) and responses respectively, which known as S-R Theory as per details below:

(1) Stimulus

Stimulus is classified as an internal stimulus, changes to conditions inside the body, and external stimulus changes outside the body. Marketers need to pay attention to the internal stimulus and provide external stimulus to encourage consumers to demand products. Stimulus acts as a force that stimulates buying behavior (Buying motive). The external stimulus consists of 2 parts as

(1.1) Marketing stimulus is something that marketers can control, and it should be associated with the marketing mix as follow.

- a) Product
- b) Price
- c) Place
- d) Promotion

(1.2) Other stimuli outside an organization that a company cannot control and these stimuli are

- a) Economic
- b) Technological
- c) Law and Political
- d) Cultural

(2) Black box or consumer's feelings (Buy's black box)

A black box or consumer's feeling is the feeling and thought of buyers compared to a black box that manufacturers or sellers cannot know. Still, they have to make an effort to seek consumer's feelings and thought if they are influenced by consumer characteristics and the consumer buying decision process.

(3) Buyer's response

As for buyer's response or buyer's purchase decision, consumers will decide different points in different issues as follow:

(3.1) Product Choice

(3.2) Brand Choice

(3.3) Dealer Choice

(3.4) Purchase Choice

(3.5) Purchase Amount

3.4) Buying behavior

The buying decision is different according to buying decision patterns that indicate buying behavior as per the complexity of decision making and levels of difference among product brands, as seen in the details below:

(1) Complex buying behavior

Complex buying behavior shows high involvement of buying decision since products have high difference among product brands but low purchase frequencies. Generally, consumers do not know product types before they buy. They need to additionally seek a large amount of information about product types and brands to get to know product characteristics and features. For example, purchase packaging materials for processed fruits, at first consumers do not know about packaging material qualification, have to get through a learning process by developing their belief and attitude towards products that lead to buying.

(2) Dissonance-reducing buying behavior

Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference among brands such as buying furniture that consumers will shop around to see which levels of quality products are available for purchase but when they wish to buy, they make a quick decision because they see little difference among brands. Buying motives are inexpensive unit price, time convenience, and place convenience in purchasing.

(3) Habitual buying behavior

Habitual buying behavior occurs when consumers have low involvement in purchasing decisions and differences between brands are small. In most cases, consumers keep buying the same brand as they are familiar with the products. Consumers do not think much before buying as they buy a particular brand repeatedly, such as soap, toothpaste, detergent, etc.

(4) Variety-seeking buying behavior

Variety-seeking buying behavior is a complex behavior with low buying decisions, and consumers perceive significant differences between brands. Consumers are more likely to change product brands. For example, buying cookies, consumers will select product brands without evaluating the value of products but will consume the products while they consume. However, consumers may search for other brands as they feel bored with the old ones or prefer to taste different flavors of cookies. Consumers change product brands for the sake of variety rather than dissatisfaction.

3.5) Buying decision process.

Buying decision process means steps to decide to buy products with 2 alternatives or more. Consumer behavior is considered a part related to buying decision process, mental approach, and physical behavior. Buying is mental activity and physical activity that occur at a period. These activities encourage consumer buying and buying behavior influenced by other people around them. Buying decision process comprises the following significant steps:

(1) Need recognition

It is the first and most important step in the buying process. Consumers recognize a problem or need or refer to the truth that consumers recognize differences between what exists and how it should be. There are 3 points taken into consideration for problem/need recognition:

(1.1) Information kept in memory

(1.2) Individual differences or psychological field

(1.3) Environmental influence or environmental

factors and socio-cultural environment.

(2) Search for information or information search before buying (Repurchased search).

This step starts when consumers recognize a need, and it is necessary to search for information using different methods. There are 2 essential sources of information as

(2.1) Internal sources of information (Internal search) by means of the psychological field

(2.2) External sources of information (External search) are information obtained from sales assistants or advertisements.

(3) Alternative evaluation is a step of the buying decision process that is not a habitual pattern.

Various alternatives are evaluated and chosen to meet consumers' needs. At this stage, evaluation criteria are required, consisting of standards and qualification of products that consumers use.

3.6) Purchase decision

This is the step that consumers make buying decisions. Generally, buying occurs in a retail store but may also occur at a customer's home or office.

Post purchase evaluation

Post-purchase evaluation occurs after products are bought and used. If products satisfy consumer expectations, the result shows satisfaction. If the result is below consumer expectation, it shows dissatisfaction.

4) Concepts and theories about variables related to decision-making in choosing services.

Definition of decision-making; many academics give definitions of decision-making as follow:

Bussakorn (1999) defines decision-making as using information, basic knowledge, and conclusion accepted for making decisions.

Pratchayakul (2008) defines decision-making as unavoidable management, a continuous process leading to an objective. An instrument may involve decision-making and consideration from personal reasons, liking, and preference.

Regarding the definitions of decision-making mentioned above, it can conclude that decision-making is using principles and reasons in choosing the best alternative for illustrative purposes.

4.1) Decision-making theory for using services

Chanidapa (2012) describes decision-making theory for using services that making the decision to use or not to use services depends on 6 components, i.e.

Component 1: information or facts about services or products, which service receivers learn from 2 methods, namely.

(1) Direct experience refers to how service receivers are exposed to services or products by themselves and learn that they are satisfied with the services more or less, and whether or not they meet their demands.

(2) Indirect experience refers to how service receivers have information through words of mouth from someone or mass media and realize how much they are satisfied with the services and whether or not they meet their demands. The information that services receivers receive acts as a stimulus or the first source of information that stimulates the service receivers to like or dislike and have confidence in the services or products.

Component 2: Trademarks can remind service receivers of various aspects of services or products such as appearance, taste, smell, sound, design, service quality, etc.

Component 3: Attitude or Manners or Positive feeling and negative feeling of service receivers towards services or products. Positive or negative feelings towards services or products occur from receiving information and thinking about trademarks. If positive information is received, feelings towards the services or products, including thinking about the trademarks, will be positive. In contrast, if negative information is received, feelings towards the services or products, including thinking about the trademarks, will be negative.

Component 4: Confidence in services or products is evaluating and making-decision whether or not they meet their demands. Confidence occurs from receiving information about services or products, including trust in trademarks. The

influence of confidence in services or products will affect commitment to using the services or products continually.

Component 5: Commitment to using means decision-making in planning to use services or products; for example, which models and colors they will use when they are going to use, from whom they are going to buy, etc.

Component 6: Buying services or products is the last step that service receivers decide to use the services or products, expressed as behaviors using the services or products.

Service is an activity that individuals or employees operate to respond to customer demands. Conducting business typically involves goods and services that are combined or mixed and cannot be separated. When each part is considered, there are 2 components as: (1) pure goods, i.e., objects, equipment, or things that manufacturers produce to sell to customers, containing benefits that customers will directly receive without benefits from services, (2) pure services are activities or actions or practices given to customers without product parts. Realistically, many services have product parts as their components (as cited in Hoffman and Bateson, 2006).

4.2) Factors affecting decision-making

(1) Motivation means the driving force of human needs. It can probably say that it is a stimulus or attempt to respond to demands, from the motivation theory of Abraham Maslow, who organized human necessities from lowest level to highest level. When a level of needs is responded to, other needs at a higher level will occur.

(2) Economic status is considered a factor influencing a decision-making process. The 5 steps of buying decision process are

(2.1) Need recognition/problem recognition occurs when a consumer identifies a need and thinks of a product that might meet this need. Either external or internal stimuli may cause it, or it occurs naturally,

(2.2) Information search is the stage of the buyer decision process in which the consumer is aroused to search for more information. However, if needs cannot be responded to immediately when the stimulated needs are highly accumulated, the needs that require a response will occur.

(2.3) Alternative evaluation occurs when consumers receive information from the information search. They understand and use the information to evaluate alternative brands in the choice set.

(2.4) Purchase decision – after consumers have an alternative evaluation, they have levels of satisfaction with products and decide to choose the one they like most

(2.5) Post-purchase behavior – after consuming products from the buying decision process, consumers will experience those products. If the products have a lower level of qualification than they expect, they will remember and do not repeat consumption. Still, if the products have a higher level of qualification than they wish, they will repeat consumption.



Figure 1.5 Shows buying decision-making process. Modified from Chanidapa (2012).

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With reference to the theory of variables related to decision-making in selecting services, it can use to describe factors of quality tourists such as factors affecting decision-making in using services which include major components like information or facts of services or products, trademarks, attitude, or manners or feelings of service receivers towards the services or products in terms of positive or negative feelings towards the services or products, confidence in the services or products, commitment to using the services or products, and buying the services or products.

5) Tourism theory

Tourism is recreational activities of people traveling to and staying temporarily with willingness in places outside their usual environment for any objective but not for earning a living or income such as taking a break from work over the holidays, learning culture or religion, joining sport playing and entertainment, touring historical sites as well as their particular interests in the form of hobbies, visiting their friends or relatives, traveling for business or attending a meeting or seminar (Tourism Authority of Thailand, 2000 as cited in Srisuda, 2015), contributing to interaction among tourists, business operators, government, and communities who acts as hosts in the process of tourist attraction and welcoming tourists and visitors.

5.1) Meaning of tourism

World Tourism Organization or WTO defines tourism as any traveling following 3 international conditions as

(1) activities of people traveling to and staying temporarily without the purpose of permanent settlement

(2) such traveling is from willingness or satisfaction of travelers without being forced to join a war

(3) traveling is for any objective but not for earning a living or income but taking a break from work over the holidays, visiting their friends or relatives, traveling for playing sports, traveling for business, or attending a meeting or seminar.

Wanna (2003) said that tourism does not mean only traveling for pleasure or enjoyment but also the movement of people from one place to another, including domestic and international traveling. Tourism has dynamic relationships and activity processes to one another, giving knowledge, fun, and enjoyment. Thus, tourism is currently a comprehensive scope business. The meaning of tourism is based on 3 aspects as

- (1) Traveling from where they live to other places temporarily
- (2) Traveling with willingness
- (3) Traveling for any objective but not for earning a living or income.

Sukhothai Thammthirat Open University (2005) said that to comprehensively describe the meaning of tourism, it is necessary to consider the 4 major points:

(1) Tourists or visitors travel to seek experience in terms of physical and mental experiences. Objectives of traveling will be the determinant of activities and tourist attractions that tourists choose to travel to

(2) Business in the tourism industry refers to a business that produces goods and services to meet the needs or travel purposes of tourists in which profits are from selling goods and services to tourists

(3) Tourism public sector is an organization established by the government to oversee and monitor tourism following the formulated policies. In many countries, the governments are most likely to give importance to tourism because tourism is a source generating economic prosperity to a country from the revenue that businesses in the tourism industry generate from tourists' spending.

(4) Communities in tourism sites are people who live in local areas being tourist destinations. They participate in being good hosts who welcome tourists and, in some cases, play their part as an agency giving direct services to tourists when they become employees of businesses in the tourism industry.

Office of Tourism Development (2009), as cited in Wantika (2014), said that the meaning of tourism, according to World Tourism Organization (WTO), is travel based on 3 conditions as:

(1) Travel means traveling without being forced or hired, and traveling from one location to another location should be planned, and vehicles are used within a short or long distance

(2) Destination means a place to which a tourist will visit or stay temporarily, and they have to be back to their areas or domiciles. A destination is a place where a tourist chooses to pay a visit and spend a period while that place

should be equipped with facilities and services enough to respond to and satisfy the needs of the tourist who pays it a visit.

(3) Purpose means objectives of traveling that are not for earning a living or generating income, and there may be more than one purpose on traveling.

From the documents mentioned above, tourism means any activity related to the temporary movement of people to places from where they live and work to serve any objective that is not for generating income. Such activity brings a phenomenon and relationship from interaction among people during traveling (tourists or visitors), businesses in the tourism industry that produce goods and services to meet tourists' demands, the public sector overseeing tourism, and communities in tourist attractions.

5.2) Types of tourism

Tourism Authority of Thailand divides tourism into 4 types as

(1) International division – tourism is classified by its benefits, i.e., domestic tourism, inbound tourism, and outbound tourism.

(2) Tourists themselves arrange travel management division, i.e., Group Inclusive Tour (GIT), incentive group tour and tailor-made group tour, and Foreign Individual Tourism (FIT), which travel plans.

(3) Travel purpose division, i.e., traveling for pleasure and traveling for business

(4) Travel for special purposes is divided into 5 major types: ecotourism, health-based and sports tourism, art and cultural tourism, ethnic and local culture tourism, and educational tourism.

Dhurakij Pundit University (2008) stated that there are 3 methods to classify tourism as international division, travel management division, and travel purpose division.

(1) International division refers to tourism that is determined by countries:

(1.1) Domestic tourism is tourism involving residents of one country traveling only within that country.

(1.2) Inbound tourism is a visit to a country by visitors who are not residents of that country.

(1.3) Outbound tourism is a visit by residents of a country outside that country.

(2) Travel management division comprises

(2.1) Group inclusive tour refers to a tour of a destination or event for a group of people, usually with some common affiliation, personal relationship, or relationship at work, having similar needs

(2.2) Foreign Individual Tourism (FIT) refers to fully independent travelers or tourists who travel alone and perhaps plan their trips by themselves or use services from travel companies.

(3) Travel purpose division comprises

(3.1) Travel for pleasure and resting on a holiday that offers simple and not complex activities such as swimming in the sea, beautiful flower watching, sightseeing, shopping, etc.

(3.2) Travel for business that offers general business activities and those are grouped in MICE. Additional activities will be related to resting—stress relief, relieve, enjoyment, etc.

(3.3) Travel for special purposes offers complex and systematic activities such as ecotourism, health-based and sports tourism, art and cultural tourism, ethnic and local culture tourism, educational tourism, etc.

Katewarin (2010) described that tourism patterns can be managed by travel purposes. The purposes of traveling are not for earning a living and permanent stay but for serving any objective or various objectives as follow:

(1) Travel for pleasure or resting on a holiday. It is known as a leisure tour or recreation tour or holiday tour aiming to rest on a holiday and seek enjoyment, including seeing tourist sites, performance shows, playing sports, and enjoying recreational activities.

(2) Travel for business is called business tours or business travel or professional travel, which businesspeople undertake. The main objectives are for business, such as traveling to attend a business meeting, business seminar, or business discussion. Meanwhile, recreational activities are probably included. In industrial countries, revenue from this kind of travel is quite high because travelers make their trips all year round regardless of seasons while paying high expenses.

(3) An incentive trip or an incentive tour is a reward to motivate a reward the employees of a company or its clients. Travel purposes include travel for pleasure or business such as touring factories that manufacture goods, attending a seminar while a party is provided to strengthen harmony.

(4) Travel for meetings or seminars. It is called a meeting convention & exhibition tour. Travelers aim to attend a meeting or seminar or visit an exhibition.

(5) Exclusive travel for particular purposes is known as special-interest group tour that is exclusively arranged for people who are interested in a specific matter such as watching sport competition or playing a certain kind of sports, seeing nature and wild animals, visiting caves, snorkeling, or diving to see coral reefs and sea animals, visiting historical sites, etc.

5.3) Components of tourism (Tourism element)

Tourism Authority of Thailand (2000) defines that tourism has 4 components that are all interrelated in a circle, namely.

(1) Tourists are the essential component of tourism. If there is no tourist, tourism cannot occur. Tourists are divided into 2 major groups as international tourists and domestic tourists:

(1.1) International tourists mean visitors who do not have permanent residence in the Kingdom of Thailand, divided into 2 sub-groups as

a) Same-day international tourists mean visitors who come to Thailand each time and do not spend an overnight stay.

b) Overnight international tourists mean visitors who come to Thailand and spend at least an overnight stay but no longer than 60 days.

(1.2) Domestic tourists mean visitors of all nationalities who have permanent residence in the Kingdom of Thailand and travel to a place in another province that is not their permanent residence, divided into 2 sub-groups as

a) Overnight domestic tourists mean domestic visitors who spend at least an overnight stay at a place outside their permanent residence.

b) Same-day domestic tourists mean domestic visitors who do not spend an overnight stay at a place outside their permanent residence.

Sukhothai Thammathirat Open University (2005) mentions that components of tourism include tourists, tourism resources, and businesses in the tourism industry.

(1.1) Tourists are considered the essential component of tourism, and major factors related to tourists that should study are

a) Basic characteristics or demographic characteristics of tourists classified by sex, age, occupation, education level, income, marital status, and permanent residence. Each factor results in different travel behaviors and tourist destination choices.

b) Distribution of tourists

c) Tourist activities

d) Tourism season in a month, different numbers of tourists visiting tourist attractions depend on weather conditions of tourist destinations and tourists' residence including numbers of holidays that tourists have.

(1.2) Tourism resources mean tourist attractions, activities, culture, and traditions that reflect local civilization outstandingly and attract tourists' interests. Tourism resources are classified into 2 characteristics as

a) Natural tourism resources and

b) Man-made tourism resources.

(1.3) Businesses in the tourism industry refer to businesses related to producing goods and services that can directly respond to tourists' needs, which comprise 6 major businesses as

- a) Accommodation business
- b) Tour operator business
- c) Food and beverage business
- d) Souvenir product business
- e) Transportation business
- f) Recreation business.

Boonlert (2006) says that essential components of tourists are shown in the figure.

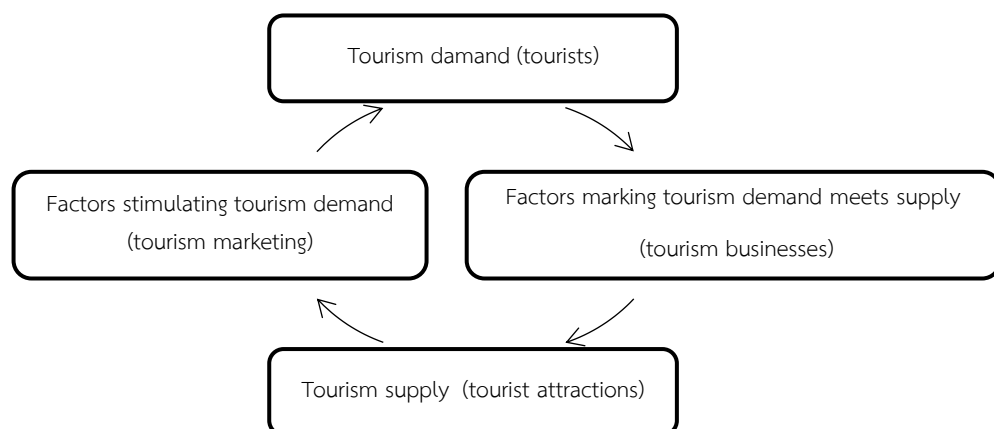


Figure 1.6: Important components of tourism. Boonlert (2006) May 17th,2020

From the figure mentioned above, it can conclude that tourism must have a tourism supply of tourist attractions and uses tourism marketing to stimulate tourism demand or tourists. Next, tourists use tourism businesses consisting of the transportation business, accommodation business, food, and entertainment business, tour operator and tour guide business, souvenir product business with the help of transportation methods as a carrier to travel to tourist attractions and use services of other tourism businesses. In contrast, they travel to those tourist attractions, making tourism demand meet the tourism supply. If there is no tourist attraction, no tourists pay a visit, and tourism businesses do not occur.

Pimpan (2006) says that components of tourism are

(1.1) Tourists and they are classified into 6 types as

a) International tourist (International visitor) means a visitor who does not have permanent residence in the Kingdom of Thailand,

b) Overnight international tourist (International tourist) means an international visitor who travels to the Kingdom of Thailand each time and spends at least an overnight stay but no longer than 60 days,

c) Same-day international tourist (International excursionist) means a global tourist who travels to the Kingdom of Thailand but does not spend an overnight stay,

d) Domestic tourist (Domestic visitor) means visitors of all nationalities who have permanent residence in the Kingdom of Thailand and travel to a place in another province away from their usual residence,

e) Overnight domestic tourist (Domestic tourist) means domestic tourists who spend at least an overnight stay outside their usual residence,

f) Same-day domestic tourists (Domestic excursionist) means domestic tourists who do not spend an overnight stay outside their usual residence.

(1.2) Tourism marketing is a vital component of tourism. A high or low number of tourists taking a trip depend on how well tourism marketing can persuade travelers to make a trip. There are 2 significant methods as

a) Information services about tourism include tourists' attractions, tourism resources, tourism facilities, transportation, safety in tourism, friendliness, hospitality, etc.

b) Public relations such as television, radio, magazine, newspaper, internet, etc. to invite and persuade tourists to travel to their tourist attractions.

(1.3) Tourism resources are divided into 2 types as

a) Natural tourism resources are tourist attractions that occur naturally, such as sea, waterfall, island, rock reef, forest, etc.

b) Man-made tourism resources such as art, culture, tradition, way of life, historic site, antique, religious site, etc.

(1.4) Tourism facilities such as transportation services, accommodation, food and restaurant, tour operator and tour guide, souvenir product shop including country entry/exit system, and safety in life and property of tourists.

(1.5) Warm and friendly welcome – once tourists pay a visit and get back to their hometowns, what can remind them is the impression they received from service providers. Therefore, workers having duties to provide services to tourists should be considered as they should be polite, honest, have a good personality, be cheerful, and attentive.

Katewarin (2010) gives the definition of tourists as follow:

(1.1) Foreign tourist or international tourist means foreign tourists who travel to Thailand

(1.2) Domestic tourist means tourists having permanent residence in Thailand, any province, and they may be Thai or foreign people who stay permanently in Thailand and travel to a place in other provinces away from their permanent residence

(1.3) Excursionist means travelers who temporarily take a trip to a place that is not their permanent residence no longer than 24 hours (they do not spend an overnight stay) and travel with willingness with any purpose unrelated to their work or income generation. In this regard, passengers of cruise ships who spend overnight stays in the vessel are considered being excursionists who are categorized into

a) Domestic excursionists mean foreign excursionists who travel from foreign countries to travel to Thailand

b) Foreign excursionists mean foreign excursionists who travel from foreign countries to travel to Thailand and have permanent residence in Thailand, any province and take a trip to another province that is not their permanent residence.

In addition, the word “visitors” is found, which means people who travel to a country can be categorized as tourists or excursionists according to the qualification or definition mentioned above. Therefore, it can conclude that tourist means persons who travel from their usual residence to other places temporarily with willingness and purposes that are not related to work or income generation.

(2) Tourist attractions are essential resources and considered tourism supply. Peter (Peter, 1969 as cited in Tourism Authority of Thailand, 2000) categorizes tourist attractions into 4 types as

(2.1) Culture attractions are tourist attractions that show various types of tradition (Traditional attractions)

(2.2) Scenic attractions are tourist attractions that show various types of beautiful scenery

(2.3) Entertainment attractions

(2.4) Specific attractions.

Tourism Authority of Thailand (2000) classifies tourist attractions into 3 types as 1) Natural tourist attractions 2) Historical and archaeological tourist attractions, and 3) art and cultural tourist attractions. As for entertainment attractions, they are grouped as a part of entertainment venues for tourists.

(3) Tourism services – services facilitating tourism are considered tourism supply that is not tourists’ destination but helps facilitate convenience and entertainment for tourists. Occasionally, they may attract tourists as well. Significant tourism services are accommodation, food, products to be sold, entertainment venues, places where activities are organized, and other services, including necessary infrastructure and facilities.

(4) Tourism markets express tourism demand in traveling from one place to another to attend recreational activities and other activities (tourism markets typically focus on tourists). The management process includes sales promotion and service providing for tourists.

From the documents mentioned above, all 4 aspects of the major component are interrelated. At the same time, a relationship among all 4 subsystems occurs when tourists utilize tourism resources for recreation or observatory study, being direct utilization from related services. Typically, tourism resources are dateless because the utilization pattern is exposure to outside while resources are not moved, and they are compensated at all times. However, tourism resources have been processed, and they are not considered lost or impacts happening to various subsystems, including environmental impact. Conversely, the environment in other systems, such as community system, industry system, etc., may impact the tourism system as well. Thus, tourism without a good management system cannot be successful. Other than the components within the system, tourism has significant environments that are all interrelated, such as physical appearance and ecosystem, infrastructure, economy and investment, society and culture, organizations, and laws.

What has been mentioned earlier reflects the importance of a tourism management system that will enable tourism to achieve success. Owe to the excellent management system, it is necessary to develop the management system to be good enough for being a mechanism to improve tourist attractions and attract tourists.

5.4) Tourism facility

An essential factor that helps develop the tourism industry to gain more progress is tourism facility. Traveling to any place for pleasure or resting on a holiday, tourists expect to spend most of their time outdoors sightseeing and visiting tourist attractions, including learning culture, customs, and traditions. The first thing tourists consider is the safety and convenience of places they are going to visit. Suppose tourists do not receive safety or comfort in services. They feel dissatisfied and have bad feelings towards local areas or countries they pay a visit, bringing about disadvantage in the tourism industry from perceiving negative images. Consequently, it is necessary that all citizens of each country need to make a great effort to enable tourists to receive convenience and impression as much as possible. Meanwhile, relevant persons from the public sector, private sector, including business operators associated with the tourism industry, shall collaborate to see appropriate measures to facilitate tourists.

Based on the reasons above, it can conclude that essential facilities that help tourists feel impressed with places they visit are safety and convenience, which produce positive images to satisfy and impress tourists and make them wish to repeat the same destination in the future.

5.5) Factors affecting tourist behavior

Concerning factors affecting tourist behavior (Cooper, Scott, and Kester, 2006 as cited in Jira, 2007),

(1) Concerning social factors, the age of tourists changes as the increasing number of older persons and single persons, including families with fewer children, bring about these people to have preparedness and travel more. Health caring is something tourists pay more attention to as well as mental relaxation.

(2) In terms of technological factors, tourists can plan their trips conveniently and quickly, convenient transportation and low price.

(3) In terms of economic factors, tourism business competition gives rise to lower prices of tourism products and services, and tourists can find better choices of quality products at lower prices. Trade liberalization triggers higher negotiation of products and services, affecting cultural exchange.

(4) In terms of biological factors, tourists search for sustainable tourist attractions with environmental responsibility.

(5) In terms of political factors, terrorism causes travel anxiety, the opening of the country of China affects vast crowds of Chinese people traveling to tourist sites around the world. At the same time, China is considered a significant tourist attraction in the world.

6) Concepts about tourist behavior

6.1) Meaning of travel behavior

Sukhumal (2009) says that tourist behavior refers to behaviors in making decisions and choosing travel patterns. Travel patterns are varied, and tourists will consider a travel pattern suitable for their behaviors to achieve travel satisfaction.

Best Witted (2010) tourist behavior means “individuals who search for, purchase, utilize, and evaluate products and services expected to meet their needs.” Tourists possess resources to exchange their satisfaction from receiving services; they are money, time, and effort. The study on tourist behaviors reveals decision-making patterns of tourists as

- (1) What products and services tourists buy
- (2) Why they buy those products, and when services are bought
- (3) Where they buy services
- (4) How often services are bought
- (5) How they evaluate those services.

To win tourists’ hearts or satisfy tourists after they receive services, service providers need to learn everything about tourists, such as their needs, thought, work, how they spend their leisure times to get an understanding of personal factors and group factors influencing decision-making in selecting services of tourists.

The meanings of tourist behavior are modified from consumer behaviors as tourists are a group of consumers, but the consumed goods are services.

From the documents mentioned above, it can conclude that tourist behavior is a study on types of tourists, types of customers using tourism services, basic behavior, culture, tradition, career, etc. of tourists of each country and each group. Differences of various behavior patterns and solving unexpected problems suitable for situations enable tour operators to customize tour programs to be consistent with tourist behaviors of each group and type and have a positive attitude to careers in tourism. A survey on the evolution of tourism in different eras of history reveals that tourism occurs based on various phenomena in history. At the same time, goods and services increase in society, resulting in money and leisure time for resting over the holidays. In the meantime, well-educated people prefer to travel to increase their knowledge and education. Transportation improvement makes travel faster, easier, cheaper, and safer. Communication system improvement through printing system, radio, and television makes the marketing system of the tourism industry in the current era easier than in the past.

6.2) Factors affecting decision-making in traveling

Boonlert (2005) says that there are 8 factors motivating people to travel as

(1) The need an adventure. When new tourism activities arise, rafting, mountain climbing, elephant riding, etc., public relations are carried out to persuade people to try an adventure with new activities.

(2) The need to find new things; to break from the routine, by traveling to find new things for life

(3) The need to have a value of traveling; outcomes after making a trip that travelers feel joyful and impressive with each traveling

(4) The need to search for culture; traveling is learning culture of each country tourists visit such as traditions, festivals, ceremonies, or religions, making them gain more knowledge and deeper understanding of local culture

(5) The need to see how other people live; in general, people would like to see how people in rich countries and developing countries live differently

(6) The need to gain social acceptance

(7) The need to be proud of oneself; some people travel to different countries because they would like others to see that they travel to distinct tourist attractions, different from others.

(8) The need to elevate their status and dignity; having a chance to travel for whatever purposes such as attending business seminars, participating in sports competitions, etc., allows travelers to become honorable persons in society, being able to lift their status and dignity.

6.3) Buying decision-making process of tourists

Boonlert (2005) says that tourist behavior in making decision to travel consists of 9 steps:

Step 1: tourism marketing promotion (Tourism product); tourism information is given to target tourists through different media and relevant agencies. Tourism information includes tourist attractions, culture, history, geographical characteristics, accommodation, transportation, etc.

Step 2: the need of traveling of each tourist (Need; when the target tourists receive tourism information, the need for traveling arises in their minds, tourists need to fulfill what they lack and add spice to their lives; for example, people get bored and would like to change the atmosphere and wish to make a trip to see new things or increase their experience, etc.

Step 3: Motivation for tourists stimulate them to travel, triggered by push factor and pull factor. The push factor is a condition that pushes and drives people to get away from daily routines and start traveling. Pull factor is a condition that attracts people to visit tourist attractions or join tourism activities.

Step 4: Tourists' decision-making. It is a component having a significant effect on tourism. When people wish to travel and receive tourism information and need to travel, including being stimulated from motivation, they will have a tourist mage of each local place for supplementing their decision-making of where they wish to travel most with the consideration of cost-saving, safety, convenience. The survey on factors affecting tourists' decision-making reveals the 8 factors prioritized by their importance as follow:

- (1) Where they wish to travel
- (2) When they wish to travel
- (3) What means of transport they wish to travel
- (4) Whom they wish to travel with
- (5) How long they wish to travel
- (6) What they wish to see from traveling
- (7) What kind of accommodation they wish to stay in
- (8) How long they wish to spend their times traveling in

each place

Step 5: Planning for expenditure. When people decide to travel somewhere, they have to learn about spending on travel if they travel abroad. They need to plan to save more money 1-2 years in advance for spending on various expenditures incurred in those tourist attractions.

Step 6: Travel preparation. When traveling is decided, and all expenditures are completely planned, tourists need to prepare to make a reservation of transportation, tour programs, travel confirmation, travel documents, etc.

Step 7: Travel is when tourists leave home to make a trip until they return to their homes again. Results obtained from traveling are evaluated from time to time according to experiences they gain.

Step 8: Tourism experience. Once tourists evaluate results from their traveling, which may be places, environment, people, services, facilities, they will get tourism experience like

(1) Satisfaction

(2) Dissatisfaction.

Step 9: Tourists' attitude. Once tourists gain tourism experience, they have an attitude towards traveling they have just experienced. If they are satisfied with the traveling, they will have a positive attitude and may repeat their visit in the future or recommend other people to make a trip as they did. If they are not satisfied with the traveling, they will have a negative attitude and do not wish to travel again or negatively tell other people.

Supaluck (2006) says that people who play their roles or are associated with decision-making can be divided into 5 groups as follow:

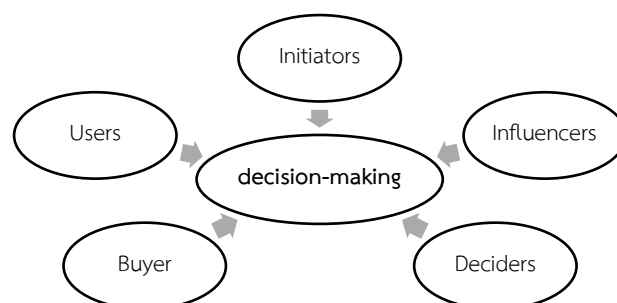


Figure 1.7: People associated with decision-making. Kotler (1999) as cited in Supaluck (2006). May 17th,2020

An initiator is a person who proposes an idea to use tourism services concerning an idea to travel or an idea about the tourist attraction. The influencer has an idea or opinion given greater weight in decision-making as the final choice in buying and perhaps buying methods.

Buyer means a person who pays what to buy, and a user is a person who uses that product or service. There is more than 1 person involved in decision-making. Therefore, understanding the actual roles of relevant persons is extremely important for businesses offering services and creating the advertisement to motivate buying decision-making.

Dhurakij Pundit University (2008) mentions that tourists' buying behaviors have processing characteristics that require time, consideration, and decision-making before a product or service is bought and consist of internal and external factors. The process of tourists' buying decision-making comprises 5 steps as

Step 1: awareness or perception of the problem (Need recognition).

(1) Internal stimuli such as when people get stressed or get fatigued from working throughout the year or when people feel bored with daily routine.

(2) External stimuli such as tourists receive information from the advertisement or public relations given by tourist attractions or tourism businesses.

Both internal and external stimuli encourage tourists to rest or travel to relieve their tiredness or buy tourism products.

Step 2: Searching for product and service information (Information search)

(1) Internal sources of information – tourists may think to have tourist attractions they know and remember in their minds, which they perhaps already had experience

(2) External sources of information – tourists probably search for information about tourist attractions on the internet, from tourism magazines, outdoors advertisement signs, travel companies, tourism offices, including social information like families, relatives, teachers, colleagues, etc. Tourists most likely choose services from companies having their websites; for example, tourists search for hotel or accommodation information from websites, search for tourist attractions located in provinces, search for exciting shops or restaurants, etc.

Step 3: Evaluation of alternatives

(1) Identify alternatives they wish to consider or tourist attractions they wish to go

(2) Choose the identified tourist attractions.

Decision-making at the beginning is perhaps based on price. Tourists looking for a tour program are more likely to consider tour program prices in the first place. Careless tourists may decide to buy the cheapest one, while careful tourists consider other factors by asking for additional tour programs. Once qualifications are thoroughly considered, they prioritize importance and evaluate to get the best choice.

Step 4: Buying decision making and traveling to tourist attractions- after tourists evaluate their alternatives and realize which product they need, sometimes there may be various variables that hinder their buying decision-making such as personal factors, political factors, economic factors, social factors, terrorism, war, or disaster. Such events may encourage tourists to postpone their traveling or product, or service buying or end up with cancellation. However, tourists have the intention to travel and prepare themselves ready for traveling with involvement of various activities such as buying flight tickets, making a reservation for accommodation, money exchange, visa application, preparation of packing personal items for traveling, etc. They travel to the places they already made their decision.

Step 5: Post-purchase behavior – tourists shall evaluate outcomes from the experience they gain from traveling, resulting in satisfaction or dissatisfaction, depending on differences between what they expected and their experience from traveling to those tourist attractions.

6.4) Factors influencing decision-making in traveling

Somyos (2001) says that factors influencing tourists' travel decision-making have 2 components as internal factors and external factors:

(1) Internal factors are

- (1.1) Motivation
- (1.2) Personality
- (1.3) The rest of money
- (1.4) Free time
- (1.5) Family
- (1.6) Workplace
- (1.7) Hobby
- (1.8) Past experience
- (1.9) Attitude, perception, etc.

(2) External factors include

- (2.1) Tourist attraction
- (2.2) Travel agent advice
- (2.3) Information obtained from media
- (2.4) Law
- (2.5) Weather condition
- (2.6) Promotion, etc.

The theories mentioned above and concepts about tourist behaviors give a guideline to the researcher for analyzing patterns, purposes, and influencing factors of a Chinese tourist who decide to receive medical tourism services in Thailand. Besides, they can analyze factors influencing decision-making in receiving the service like anti-aging medicine programs.

7) Conceptual Framework

From the results of studies for concept framework and theory; medical tourism behavior of tourists. The researcher studied the factors influencing tourism behavior of the personal information part, decision-making, attitude, and brand loyalty. These factors affect both the direct and indirect use of medical tourism

services. The researcher used a descriptive narrative on the personal information part, decision-making, attitude, and brand loyalty to affect Chinese tourists' medical tourism behaviors who use the services of private hospitals in Phuket. The researcher to illustrate more clearly. Thus, the researchers will present a conceptual structure showing the concept and theory; medical tourism behavior of Chinese tourists: A case study of a private hospital in Phuket as follows:

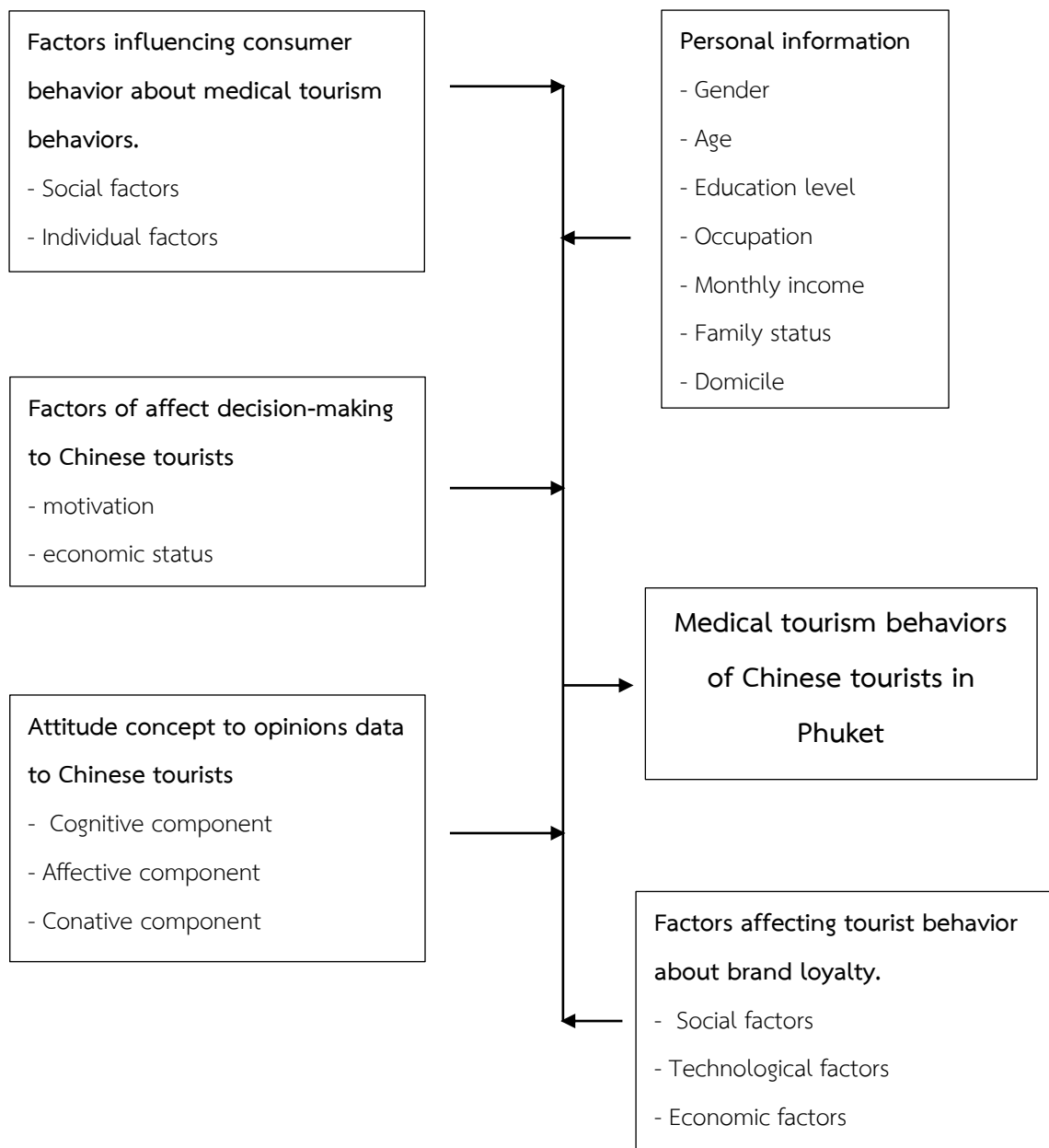


Figure 1.8 Conceptual framework

CHAPTER 2

LITERATURE REVIEW

This study is entitled "Medical Tourism Behaviors of Chinese Tourists A Case of Private Hospitals in Phuket." The researcher presented the concept and theory information together with relevant documents and research as a guideline for the study, with details as following:

2.1 Health tourism

Laws, E. (1996) said, "Health tourism is a journey from home to destination for health care and a type of relaxation."

Young Kim et al. (2009) concluded that "Health tourism is tourism from one resident to another for health care and tourism."

Based on the ideas mentioned above, we can conclude that health tourism is meant to be away from home with at least two goals: relaxation and health care at the same time.

1) Model of health tourism

Health tourism is growing in popularity and growing every year. People are increasingly turning to care for their physical and mental health. Hence, the model of health tourism is like a vacation and sightseeing in a natural or cultural model and provides part of the time for health promotion and/or therapeutic or rehabilitation activities at the same time. Therefore, Health Tourism travels from the country of residence to other countries and uses the Medical Tourist service to take care of health and receive medical services. (Kesar and Rimac, 2011). The travel program is tailored

to individual needs, with services often included in the program such as health checks, dental surgery, cosmetic surgery, interpreters, luxury accommodation, car rental, visa and travel document specialists/coordinators, medical advisors, and recreational activities before or after treatment. (Danell and Mugomba, 2007. Referred to in Chaiyanun,). This is in line with the Warintra (2013) study, saying that the health tourism of tourists shares part of their time to use spa services and alternative medicine such as Thai massage, oil massage, hydrotherapy, healthy food for wellness. Therefore, health tourism can be divided into two groups: Medical Tourism and Wellness Tourism, as shown in Figure 2.1

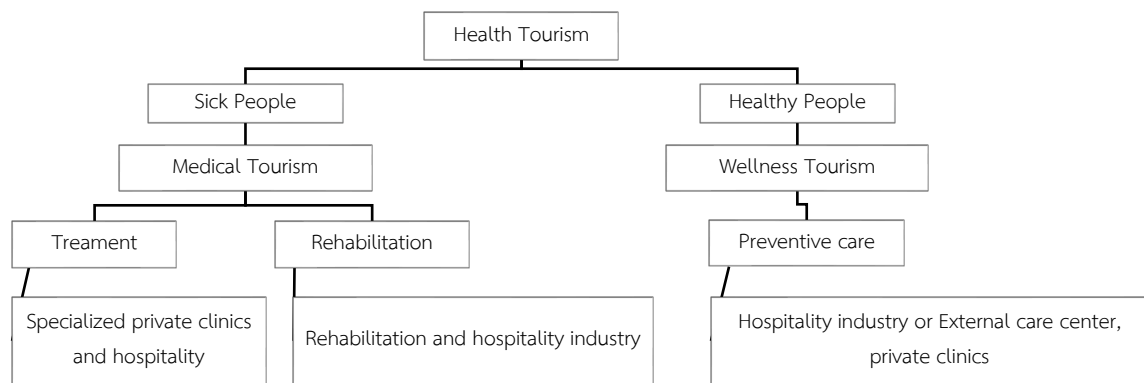


Figure 2.1 Classification of health tourism. Adapted from. Menvielle & Menvielle (2010) Referred to Nareeya et al (2016). May 19th,2020.

Health tourism may be divided according to the objectives and objectives of tourism programs and activities according to the needs of tourists into two categories (Tourism Authority of Thailand, 2009).

(1) Health Promotion Tourism - This is a trip to visit beautiful attractions in natural and cultural attractions, including historical and environmental places for learning about lifestyle and leisure, by spending time from traveling part of doing health promotion in accommodation or outside accommodation that is accurate, technically and of trustworthy quality standards.

(2) Health Healing Tourism It is a trip to a place of tourism, nature, and culture for learning of lifestyle and recreation, or as an organized place for

therapy for health care activities, medical treatment, and rehabilitation in hospitals or nursing homes or places there are qualified personnel, standardized processes, and services such as traveling to tourist attractions and having physical examination and treatment of various diseases together with the model of health tourism.

Department of International Trade Promotion (2014). It mentions health and sports tourism as therapeutic, physical, or mental health tourism, exercise, or sport to maintain health and adventure tourism, as part of sub-activities of the sport. The health tourism activities found that spa activities and wellness massage were the most exciting activity models for tourists. Patitta (2003) organized different health promotion activities in the health promotion Tourism program that travel agencies offered to tourists, including (1) Thai massage (2) Foot massage (3) Herbal compress (4) Aromatherapy (5) Mineral bath service (6) Hydrotherapy (7) Thai hermit exercise (8) Buddhist meditation practice (9) Food and beverage services, herbs, and herbal drinks for health. (10) Service of herbal products for health and beauty.

For example, for organizing health tourism in foreign countries, Korea has divided the health tourism model into 4 models as follows.

Model 1 Natural resource-based wellness tourism such as hot springs, sand baths, hiking, eco-friendly programs.

Model 2 Health tourism is based on artificial resources such as disease treatment, beauty, weight loss, mental education.

Model 3 Health tourism is based on the community's knowledge, such as herbs, traditional medicine, or local food.

Model 4 Medical service tourism, such as disease treatment, operation, surgery.

Melanie Smith, Laszio Puczko (2009) has proposed a Health and Wellness Tourism concept by defining the scope of health tourism into two types: Wellness and Medical. Wellness tourism includes yoga and meditation, spiritual education, music therapy, leisure or recreational activities, beauty care, sports and exercise, health food, medicine for relaxation, etc. For medical tourism, including

disease treatment, operation, surgery, orthodontic and oral treatment, patient care, rehabilitation, etc., and has categorized the locations in health tourism management, for example, rehabilitation such as spas or clinics and hospitals, leisure areas such as hotels or resorts., and places for organizing activities such as cruise ships, various recreational centers. From the study of different health promotion models in terms of health tourism in Thailand and abroad, health tourism was divided into 2 models: health promotion tourism and medical tourism. In this study, the focus will be on health promotion tourism and study the interests and needs of Chinese tourists to present as a guideline for developing health tourism models in the future.

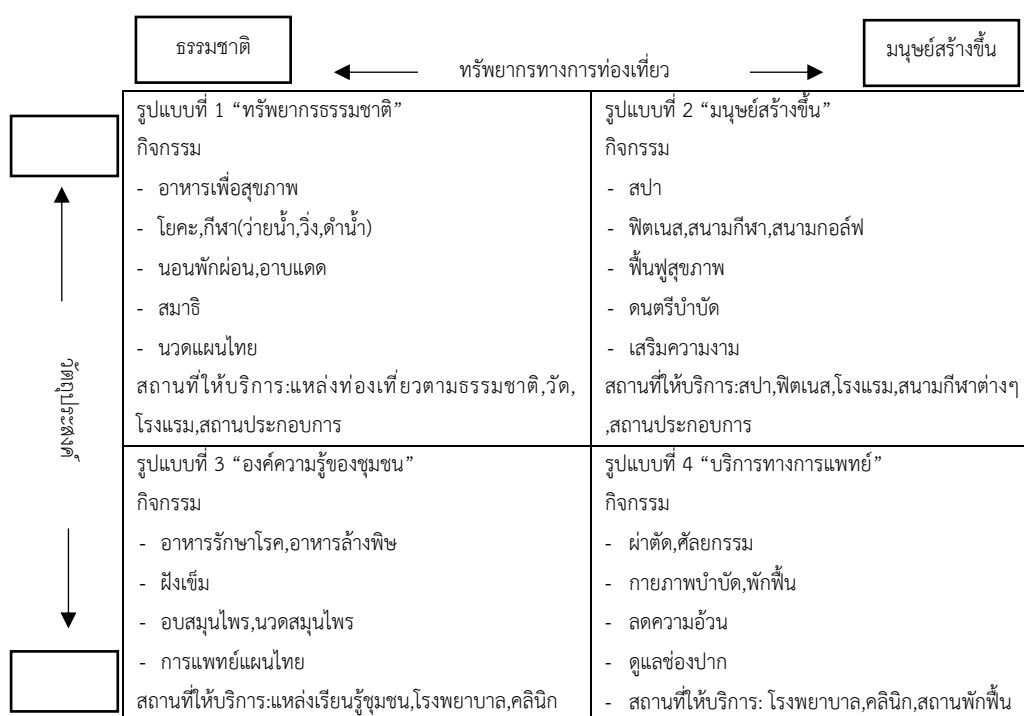


Table 2.1 Health tourism management model. Adapted from “Jeju Style Health Tourism Model” as referred in Melanie Smith & Puczko Laszlo (2009). May 19th, 2020.

2) Health Tourism in Thailand

Bangkok Living Taste (BLT) (2018) reported data from the International Health Division as of February 6, 2018, indicating that there are 61 hospitals across the country that have received JCI (Joint Commission International Accreditation) accreditation. It is divided into 47 hospitals and 14 clinics. According to The International Healthcare

Research Center (IHRC), Thailand's health tourism industry ranks sixth in the world due to the strength of medical facilities, personnel, and services that are standardized and recognized internationally. The service rate is not high compared to the quality. And there are many natural and cultural attractions, low travel expenses, comprehensive airline travel, and quick contact for cooperation. Data from the Center for Economic and Business Research (EIC), Siam Commercial Bank (2015) revealed that Thai private hospitals earn about 70 billion baht per year in foreign healthcare income or 0.01% GDP. KASIKORN RESEARCH CENTER (2018) estimates the market share from patients in foreign customers in each country, calculated from the income of private hospitals listed on the stock exchange with a market share of 70% of total revenues on the stock exchange. The eastern group, such as the United Arab Emirates, Oman, Kuwait, Qatar, occupies the highest share at 12.5 percent, followed by Myanmar, 8.7 percent, United States, 6.2 percent, United Kingdom, 5 percent, Japan, 4.9 percent, Cambodia 2.2 percent and others, total 60.4 percent. It is expected that in 2018, there will be approximately 3.42 million foreign patients come to use medical services, divided into 2.5 million times Medical Tourism and about 9.2 hundred thousand times of foreign customers working and residing in Thailand (Expat), especially Japanese, Burmese, and China. According to statistics of the number of Chinese tourists who have come to Thailand, coupled with an increase in Chinese people who travel abroad for medical treatment, private hospitals are more focused on Medical Tourism from China. In 2018, it was expected that there would be 10.4-10.6 million Chinese tourists visiting Thailand, expanding 6.1-8.2 percent, reflecting that the Chinese market is likely to be a potential customer of Thailand who is familiar with or like to Travel in Thailand, including food and shopping. Moreover, the Thai medical services are quite famous and recognized for their quality and treatment that meet international standards, worth the price. And the Kasikorn Research Center estimates that in 2018, at least 40,000 Chinese Medical Tourist tourists will come to Thailand. The exciting customer groups are group 1 with infertility, and group 2 that focuses on beauty care.

3) Wellness Tourism

Ranee (2017) said that the Tourism Authority of Thailand defines health-promoting tourism as travel to visit beautiful places in natural tourist spots and Culture to learn lifestyle and recreation by dividing part of the time from tourism to doing health promotion activities in the accommodation or outside the accommodation in the correct method according to the principle and with the actual quality standard. In addition, Thai health promotion tourism uses traditional wisdom and science in health care as part of the health promotion service. This makes Thai health-promoting activities so diverse and outstanding that they are recognized worldwide, able to meet the needs of tourists at all levels, from the high-income groups to the general public. In addition, health promotion tourism is associated with similar tourism, such as Spa and Health Tourism, Health and Wellness Tourism. Health promotion tourism can be categorized according to two types of travel objectives: (1) Health Healing and (2) Health Promotion (Chanida, 2008 and Nattapol, 2016). Office of the Permanent Secretary for Tourism and Sports (2559) reported on the economic conditions of tourism of 3 January- March. In 2011, foreign tourists had the main objective of coming to Thailand for health promotion services or Wellness Tourists only 1.1 percent. Even a group of foreign tourists traveling in Thailand is primarily aimed at using a minority of health services. Still, tourists used health-promoting services up to 46.2 percent of all tourists. In 2015, the revenue from health-promoting tourism was about 25,090 million baht, most of which were spa services, Thai massage, and Thai food.

2.2 Medical Tourism

Medical Tourism is when a patient travels to a foreign country for physical treatment and rest to recover in that country.

Medical tourism is an integral part of health tourism. The Tourism Conservation Division of Thailand (2002) said that medical tourism is related to a tour to visit tourist attractions in natural and cultural attractions to learn the way of life,

rest, relax by dividing travel for treatment, rehabilitation, physical examination, and medical treatment.

Surapong and Piyanuch (2003), cited in Pimtha et al. (2009), spoke of health tourism to medical tourism that tourists using health tourism services are a problematic group regarding health or congenital disease must perform regular checks, requiring health checks and rehabilitation. They can travel to relax and receive health services simultaneously, including groups that want beauty services, having some relaxation travel back to their own country with beauty.

Based on the meaning and concept of medical service tourism above, the study can conclude that medical service tourism refers to a tourist's travel to other countries where medical services are available for medical treatment and travel to natural and cultural attractions for rehabilitation after receiving medical treatment.

1) Definition and patterns of medical tourism

Medical tourism refers to a foreign tourist leaving the country for treatment abroad. This may include surgery. Beautician, dental or orthopedic surgery under the medical supervision of doctors in the hospital. (Lunt et al., 2011) cited in (Pornmit, 2017)

Medical Tourism refers to an individual traveling across the border to a foreign country to receive a medical service equivalent or better in his/her country of residence. (Heung, Kucukusta and Song, 2010)

Gan and Frederuck (2011) explain that medical tourism comes in four types:

Type 1: Foreign tourists are in direct contact with overseas hospitals. In this way, patients are often familiar with the hospital seeking treatment and coordinating themselves, having friends or relatives residing in that country to help contact the hospital. Nurse gave. Patients may face problems with out-of-cover or underperforming medical expenses from their health insurance policy. They may face difficulties in booking airfare for travel, hotel reservations for a vacation during or after

treatment, obtaining a visa, traveling to medical treatment, transporting patients from the airport, etc.

Type 2: Foreign tourists contact the hospital through intermediaries. In this model, the patient is communicated through a mediator to all coordinators, including hospital matters, treatment details, flight travel, and recovery accommodation after treatment. These medical tourists are usually middle-aged, middle-income, with or without health insurance, but they are often inexperienced in medical trips abroad. These patients may incur intermediary service costs in addition to the cost of treatment or sometimes may charge the intermediary directly from the hospital. The intermediary usually requires the patient to sign that the intermediary is not responsible for any problems arising from the patient's treatment.

Type 3: Foreign tourists are referred from insurance companies or employers to receive treatment due to the high cost of medical treatment in some countries. The insurance company contracts with the employer that if an employee has medical problems or health-related diseases, the insurance company will send the person for treatment abroad. This will help the employer pay lower premiums. Still, employers may also have to consider other advantages and disadvantages, such as sending an employee for treatment abroad, which may take a long time, causing no more people to work in that duty and have to pay the expense of hiring more people to replace them.

Type 4: The domestic hospital sends the patient to a hospital in a foreign country with cooperation. It may be because the patient is unable to pay large amounts of treatment at the hospital in his or her home country or the hospital does not have expertise in treating the disease. Patient travel is considered the country's admission of medical tourists, creating economic benefits in terms of income and creating more advanced medical expertise. As a result, the patients in the country can benefit from the treatment. (Horowitz and Resensweig, 2008)

2) Reasons for medical tourists to travel abroad for treatment

Bye (2007) cited in (Pornmit 2017) that there are reasons for foreign tourists to seek medical treatment abroad:

- (1) To receive treatment for the disease, which is a method that is not available in their country
- (2) To receive treatment immediately without waiting for an appointment from a doctor in their home country takes a long time.
- (3) The cost of treatment is cheaper than the treatment in their country.
- (4) To treat diseases that are not covered by a local health insurance policy
- (5) To buy drugs at a lower price
- (6) To treat diseases that are not permitted in their country.

Horowitz and Resensweig (2008) said that there are reasons why foreign tourists travel long distances for treatment abroad, which can be summarized as follows:

- (1) Lower costs of treatment in the country

These medical tourists are often uninsured patients. Most come to the surgery, dentistry, sex reassignment surgery, artificial insemination, etc., which has to pay a lot of treatment fee if treatment is in their country. These travelers have to agree that the quality of service provided is as good as the domestic treatment and the increased cost of accommodation and travel. Statistics have revealed that medical tourists from the United States who traveled to India for surgery save 75 percent of their expenditures.

- (2) The length of stay in hospital in their country is long

Patients in countries that use government-paid treatment benefits often have to wait times longer. Therefore, patients often decide to seek treatment in another country that is not too far away, a reputable hospital, and the medical expenses are not expensive. For example, there was a middle-aged plumber from Canada looking for a hip replacement. If he replaces it at a local hospital, he will

have to wait up to 20 weeks, which he worried that while waiting for treatment, he could not continue to work and would have to be laid off. He decided to drive to Washington, U.S.A., after asking for his medical expenses at a reasonable level. So, he drove to the treatment for about two and a half hours.

(3) Having the desired service

Usually, medical tourists with good financial status can travel outside the country to receive treatment abroad as usual. Still, another group of medical tourists can find the services they need in the country. Still, they are limited by social, cultural, and legal conditions that do not allow them, such as the use of assisted reproductive technology, as women in some countries are not allowed to donate eggs and undergo artificial insemination or in cases of organ transplantation and treatment using stem cells, etc.

(4) Personal preference about the hospital they are treated

The fact that medical tourists wanted to be treated at the hospital in particular, as it is the most famous hospital for the treatment of existing diseases, recommended by friends as a well-equipped hospital, or they may have traveled to treatment in the past and had to go to the same doctor to follow up. This group of medical tourists relies on a long-standing relationship. Marketing to attract this group of clients at other hospitals will not work.

(5) Personal preference about the country to travel to receive treatment

Medical tourists choose to travel to countries with their favorite destinations for treatment or surgery for severe illnesses. Once the treatment is complete, they may go to recuperate to their favorite tourist destination, or some groups of medical tourists choose to travel to distant countries and believe they can keep a secret, such as going to have sex reassignment surgery, facial surgery, treatment of alcoholism or drug addiction, etc.



Figure 2.2 Factors affecting tourists' coming to Thailand for health services. Adapted from Ratirita. (2019). May 19th,2020.

3) Challenges of medical tourism in Thailand

3.1) Aging society is happening around the world.

Today's population of the world has a reduced working life, a faster retirement. This group of people has the power to take good care of their health, and the aging society that occurs in various countries is the driving force behind medical tourism in Thailand. An aging society is defined as a country whose population is 60 years old more than 10% of the entire population, or 65 years old by 7% (United Nations, 2013). From Table 2.3, the population statistics in Japan and European countries show that over 10 percent of populations are 60 years old or more, which is a target group of medical tourists in Thailand.

Country	Percent
1. Japan	32.0
2. Italy	26.9
3. Germany	26.8
4. Bulgaria	26.1
5. Finland	26.1
6. Greece	25.4
7. Sweden	25.2
8. Croatia	24.8
9. Portugal	24.5
10. Latvia	24.1

Table 2.2 Countries with the 10 highest proportion of the elderly population. Adapted from United Nations. (2013). May 19th,2020.

3.2) Lower medical expenses

Medical expenses in developed countries are higher than in developing countries when compared to similar services. As a result, medical tourists, especially from developed countries such as the United States, Europe, and Oceania, increasingly want to come for medical services in underdeveloped countries. Table 2.3 compares medical expenses in the United States with Thailand, Singapore, India, and Mexico. It can be seen that the cost of medical treatment in these countries is lower than that in the United States for about 57-79 percent, except for breast augmentation in Singapore with 33 percent higher expenses in the United States. In Thailand, the cost of hospitalization is 57-79 percent lower than treatment in the United States.

Medical Treatment	USA	Thai	Singapore	India	Mexico
Angioplasty	47,000	10,000 (-79%)	13,000 (-72%)	11,000 (-77%)	15,000 (-68%)
Heart Bypass	113,000	13,000 (-88%)	20,000 (-82%)	10,000 (-91%)	3,250 (-97%)
Breast Implant	6,000	2,600 (-57%)	8,000 (+33%)	2,200 (-63%)	2,500 (-58%)
Knee Replacement	48,000	10,000 (-79%)	13,000 (-73%)	8,500 (-82%)	14,650 (-69%)
Hip Replacement	47,000	10,000 (-79%)	12,000 (-74%)	8,250 (-82%)	12,500 (-73%)

Table 2.3 Expenses for Medical Treatment (Currency: US\$) Adapted from Hall, C.M.

(2013) As referred in Pornmit (2017). May 19th, 2020.

Note: The numbers in parentheses refer to the percentage of greater or less expenses compared to expenses in the United States. If negative numbers mean less than, and if the number is positive, it means more significant than.

3.3) Brain drain condition of doctor

The growth of medical tourism has led to leading private hospitals to employ physicians and medical professionals with expertise in both treatment and service to provide the highest satisfying service to medical tourists, resulting in the retirement of physicians and medical personnel from public hospitals to join private hospitals that offer much higher salaries and a much better work environment. As a result, public hospitals have a more shortage of medical personnel. This can be determined from Table 2.4, where the ratio of medical personnel in Thailand is already high below the WHO standards, and many public hospitals medical

personnel still work in private hospitals. (Center for Business and Foundation Economic Research, Government Savings Bank, 2016)

Personnel type	The doctor-population ratio	World Health Organization international standard	Number of medical personnel in private hospital	
			Full Time	Part Time
Doctor	1 : 3,347	1 : 1,000	5,590	15,114
Dentist	1 : 11,668	1 : 10,000	444	1,588
Nurse	1 : 456	1 : 500	16,668	6,296

Table 2.4 Ratio of medical personnel to population of Thailand Adapted from Ministry of Social Development and Human Security (2016). May 19th,2020.

3.4) Ensuring Quality and Safety

There are risks involved in each step when accepting medical tourists, and private hospitals have to ensure quality and safety to occur. The risks in each step are as follows: Reference: Hall, C.M. (2013) as referred in Pornmit (2017)

(1) As medical tourists come from regions with a different climate than Thailand, their immunity to pathogens may not be the same as living in their own country.

(2) Medical tourists may have initial treatment in their country. The physician must also incorporate the initial results of the treatment into consideration of the treatment plan to ensure continuity and not to restart treatment.

(3) Medical tourists may develop illnesses other than those they want to treat, resulting in ineffective treatment outcomes and impairing the quality of treatment, or even worse than the standard of treatment in their own country.

(4) When the medical tourist returns to the country after the treatment is complete. While on the return airways, there may be thromboembolism, or ischemic heart disease, which is difficult to prevent unless treatment includes the cost of a doctor to reach the patient's country.

(5) After a medical tourist returns home, complications may arise, leading to doctors in the country do not want to treat them. For example, doctors in the United States do not want to treat patients who have had kidney

transplants abroad because they were not the ones who do from the beginning, so they not be familiar with the system.

4) The development of medical tourism in Thailand

4.1) The public sector supports private hospitals to receive accreditation by JCI (Joint Commission International), possibly by providing JCI-certified hospitals to bring the costs incurred by improving their working systems in line with the certification process to deduct higher tax expenses. This is because the certification process costs a lot of money, such as application fees, standard human resources development fees, and high-standard investment in medical equipment (Ormond, 2013). This is to give medical tourists confidence in the international standard of treatment quality, as there are currently 56 private hospitals in Thailand that are JCI-accredited, although the largest in Asia, compared to the total number of private hospitals, there are 43 hospitals, accounted for only 16.3 percent (Center for Business and Foundational Economy Research, Government Savings Bank, 2016)

4.2) Hospitals that accept medical tourists should develop comprehensive services. There are usually four categories (Todd, 2012): the core benefit, the primary product, the unexpected product, and potential product, such as the medical traveler arriving for knee treatment, the core benefit that patients want is to be treated from pain. The basic product is surgery or other treatment. Unexpected Products or services, such as the convenience of registering for treatment, while staying in a hospital room, there must be a TV program in English or a language understood, have healthy foods that taste good, and nurses can communicate in a language that can understand. In addition, some medical tourists may need a different product (Potential Product) while recuperating, such as a relaxing massage, spa treatment, or golfing.

4.3) The public sector should have agencies that network and coordinate with private hospitals, insurance companies, airlines, and travel companies to jointly create a comprehensive medical service for medical tourists and create a guide to publicizing information through the TAT overseas office and various social media, with the staff responsible for providing accurate and clear information.

4.4) Currently, the ratio of doctors to population in the country is still much lower than international standards, entering an aging society and the liberalization of the ASEAN Economic Community (AEC), where doctors and dentists can freely work in ASEAN countries. This will increase the shortage of doctors. However, Thailand can produce doctors and dentists by direct acceptance system through the Institute of Medicine of Thailand and the area quota system and special projects approximately 2,800 people per year. (Group of Medical Institutes of Thailand, 2017) In response to the policy that focuses on medical tourism, the government should plan the production of doctors and medical personnel by creating cooperation between educational institutions that produce doctors and medical personnel and private hospitals to accelerate the production of doctors. This is to bridge the medical shortage gap and co-production of specialist doctors and international programs.

4.5) The government sector should provide visa relief measures for medical tourists and their relatives or companions to stay in Thailand for an additional number of days and waive the visa fee at the Thai embassy or consulate, especially the 50 Countries / Economic Zones that enter Thailand and stay within 30 days (Office of the Permanent Secretary for Tourism and Sports, 2017) so that after treatment, medical tourists can travel to the tourist attractions of Thailand.

From the above document, the study can conclude that medical tourism is an invitation to foreign tourists to seek medical treatment in Thailand to generate tourism income. The government sector should take advantage of the market opportunity as Thailand's medical expenses are still cheaper than the main competitors in ASEAN, such as Singapore, and developed countries such as Japan and European countries into the aging society to target medical tourists. At the same time, the government has to speed up the production of doctors, especially those with specialties. This is because the ratio of the number of doctors to the population serving the country is still much lower than that of the World Health Organization standards, together with the liberalization of the ASEAN Economic Community where medical professionals and dentists can move to work in the ASEAN countries freely, while the country's production of doctors and dentists is only up to 3,000 people a year, which is inadequate for domestic patients. Medical tourists who come for treatment have a

high expectation of the outcome of the treatment. If Thailand does not yet have a solution to the problem, too little doctor production may adversely affect the future of medical tourism.

5) Today's medical tourism

The medical tourism market is likely to grow prominently from the two main groups of medical tourists: those who need cheaper medical care. And those who want a better quality of medical care. In 2017, world medical tourism had a market value of about 2.9 trillion baht and was likely to grow steadily. Thailand is considered one of the destination countries for this group of travelers. According to The International Healthcare Research Center (IHRC) rankings, that Thailand's medical tourism industry ranks sixth in the world due to its lower medical expenses in many countries, and there are a lot of interesting places to visit (bltbangkok. 2018: Online)

Thailand is currently Asia's main health care center with the largest number of medical tourists, accounting for 38% of the entire region. And the market is likely to grow approximately 14% per year, in line with the growth rate of foreign tourists to Thailand, which is about 12% per year and is expected to have 4 million foreign patients this year. This reflects Thailand's competitiveness compared to its competitors, especially in the ASEAN Economic Community (AEC), whether Singapore and Malaysia. Moreover, when comparing the quality of healthcare systems in terms of the expertise of medical personnel and modern equipment, Thailand has an outstanding competitive advantage, including the availability of services that meet international standards. Currently, Thailand has the largest JCI (Joint Commission International Accreditation) accredited healthcare facilities in the AEC and the fourth world. Moreover, Thai private hospitals are ranked as one of the top 10 global healthcare facilities for healthcare tourism. This makes medical tourists more confident in Thailand's reputation and quality of health services. In addition, medical expenses in Thailand are two and three times cheaper than in Malaysia and Singapore, respectively, which is another factor that motivates medical tourists. Most medical tourists to Thailand prefer to use health check-ups, cosmetic surgery, dentistry, and

treatment for specific diseases such as cardiology and bone disease. Beauty and surgery are the most sought-after service among medical tourists. Thailand having a reputation for surgery, ranked 8th in the world because Thailand has similar service standards to hospitals in the US and Europe. For example, rhinoplasty is 2 times cheaper than in the US, sex reassignment surgery is 10 times cheaper than in the US and Europe, and it has been recognized for realistic surgery.

Thanyaporn (2017) said that the growth of medical tourism has contributed to increasing income for the country, especially private hospitals, with an annual income of 70 billion baht from foreign medical care, or 0.01. % of GDP. In addition, it generates income in related businesses such as tourism and hotel services from medical visitors and dependents. Currently, both the public and private sectors are increasingly preparing to accommodate medical tourists in both development and promotion policies. It enhances the country as an international health center (medical hub) of the government, providing health and dental services packages in conjunction with tourism programs. It also has the policy to expand new markets by extending the length of stay in Thailand for medical treatment for health tourists and followers in CLMV and China, increasing from 60 days to 90 days from the original expansion policy that only applied in the Middle East market, which will facilitate more travel to the hospital.

In addition, many private hospitals, large and medium-sized, have increasingly focused on international customers by expanding hospitals to focus on premium services and prices and establishing specialized international patient care centers. Interpreters for effective coordination increased online service channels and airport pick-up service, and more importantly, accelerated the development of the hospital into a comprehensive medical center in the provinces that are tourist destinations such as Chiang Mai, Pattaya, and Phuket, etc. to accommodate a variety of needs. Although Thailand is recognized as Asia's main health care hub, both Singapore and Malaysia have a policy of pushing the country into a hub for healthcare. Based on the results of the statistical and income survey, together with in-depth behavior and opinions of medical tourists from all over the world who came to

Thailand, which was conducted in 2017 by the Tourism Authority of Thailand (TAT), this research delved into 4 groups:

- (1) Anti-aging and aesthetic medicine
- (2) Treatment of infertility
- (3) Resorts and treatment centers for alcohol and drug addiction
- (4) Top health resorts

Research shows that in 2017, there were approximately 66,492 medical tourists used for anti-aging medicine and beauty services, equivalent to market value. 23,128,859,400 baht forecast revenue in 2018 will increase 13.9% or approximately 26,436,038,047 baht. Spending of the anti-aging medicine and beauty group is 234,923 -700,000 baht per person. Spending for the infertility group was 200,000-400,000 baht. Spending for resort group and treatment center for alcohol and drug addiction was 230,000-440,000 baht, and spending for leading health resort was 37,000-160,000 baht, which was the highest spending quality group of tourists, an average of 200,000 baht per person (it is the spending of medical services, excluding spending on tourism activities such as shopping, etc.) compared to the general tourists who spent average 4-5 thousand baht (positioningmag. 2019. online).

	 เวชศาสตร์ชะลอวัย	 บริการรีโอด์และศูนย์ สำหรับการบำบัดชีวิต แอสทอจอส และตติยา	 การรักษา ผู้มีบุตรยาก IVF	 บริการ รีสอร์ทสุขภาพ
Medical tourist ที่มาใช้บริการมากที่สุด 10 อันดับ มาจากประเทศใด	1. จีน 2. อังกฤษ 3. สหรัฐอาหรับ เอมิเรต 4. สิงคโปร์ 5. อินเดีย 6. เยอรมัน 7. ออสเตรเลีย 8. เวียดนาม 9. สหรัฐอเมริกา 10. เกาหลี	1. ออสเตรเลีย 2. อังกฤษ 3. สหรัฐอเมริกา 4. ออสเตรเลีย 5. สิงคโปร์ 6. สหรัฐอาหรับ เอมิเรต 7. นิวซีแลนด์ 8. แคนาดา 9. ฟิลิปปินส์ 10. ไปรุตุเกส	1. จีน 2. เวียดนาม 3. เมียนมา 4. อินเดีย 5. ออสเตรเลีย 6. อินโดนีเซีย 7. ฟิลิปปิน 8. ญี่ปุ่น 9. ลาว 10. สิงคโปร์	1. อังกฤษ 2. ออสเตรเลีย 3. เยอรมัน 4. สหรัฐอเมริกา 5. รัสเซีย 6. อินเดีย 7. จีน 8. สิงคโปร์ 9. ญี่ปุ่น 10. สหรัฐอาหรับ เอมิเรต
ระยะเวลาในการ รับบริการทาง การแพทย์เฉลี่ยรวม	5 วัน	28 วัน	10 วัน	3-10 วัน
ปริมาณการใช้จ่ายต่อ คนในการใช้บริการ ทางการแพทย์	234,923-700,000 บาท	230,000-440,000 บาท	200,000-400,000 บาท	37,000-160,000 บาท

Figure 2.3 Statistics and behavior of foreign tourists come for medical services in 4 groups.

Adapted from positioningmag. (2019). May 19th,2020.

Based on an in-depth survey of the behavior, opinions, and preferences of this group of travelers from a sample of 500 people from Myanmar, Laos, the Middle East, Australia, the United States, China, and Russia, found that most of them sought information about medical services in Thailand from friends or relatives who had used the service the most, followed by a health travel agency and an established website. Found factors influenced the decision to use the service to focus on the establishment's quality, retention success rate, recommendation, and reputation. 75.8% were responsible for self-care, 19.8% by the government, 4% by health insurance companies, and 0.4% by employers. For accommodations, 80 percent chose 3-star hotels first, followed by four and five-star hotels, with the remaining 20 percent choosing serviced apartments. Most of them spent 3-5 days in Thailand on average. 65.6% came on their own for travel, and 34.4% went with a healthy travel agency. 57.6% had a traveling companion, and 42.4% had no traveling companion. Most of them were 93.4%.



Figure 2.4 Type and level of accommodation Adapted from positioningmag. (2019).

May 19th, 2020.

The most popular tourist activity in Thailand was shopping, followed by spas and city tours, respectively. As for the satisfaction, 84.8% were the most satisfied, and 15.2% were delighted, all of which were 100%. They will return to Thailand for medical services and will introduce others to use the service.



Figure 2.5 Tourist activities selected by tourists Adapted from positioningmag. (2019). May 19th,2020.

In the survey of the potential and availability of health services in Thailand, it was found that there are 64 hospitals and clinics that have been accredited with JCI from the global medical certification, the number of which is the largest in the AEC region and the fourth of the world. Number one is 195 of the United Arab Emirates, followed by 108 in China and 107 in Saudi Arabia. There are 12 potential areas for medical and health promotion services for international markets: Bangkok, Khao Yai, Pattaya, Hua Hin, Koh Chang, Koh Samui, Koh Phangan, Phuket, Krabi, Chiang Mai, Udon Thani, and Khon Kaen.



Figure 2.6 Medical and health promotion service areas for foreign markets in Thailand Adapted from positioningmag. (2019). May 19th,2020.

Healthcare providers for all 20 international markets are as follows:

- (1) JCI Accredited Hospital.
- (2) Specialized Hospitals.

- (3) Cosmetic Surgery Hospitals/Clinics
- (4) Health Complex
- (5) SRS: Sex Reassignment Surgery Hospitals/Clinics
- (6) Fertility & IVF
- (7) Lasik \$ Eyes Hospitals/Clinics
- (8) Dental Hospitals/Clinics
- (9) Elderly Care Hospitals
- (10) Children Care
- (11) Regenerative & Anti-aging Clinics
- (12) Aesthetic & Dermatology Centers
- (13) Men Health Clinics
- (14) Rehabilitation & Drug Addiction Centers
- (15) Cell Therapy Centers
- (16) Labs
- (17) Medical Spas
- (18) Health Resorts
- (19) Senior Care Resorts.
- (20) Sport Medicine & Rehabilitation Center

20 ธุรกิจบริการด้านสุขภาพและความงามของไทย สำหรับตลาดท่องเที่ยวสุขภาพ



Figure 2.7 Thai health and beauty services business for the health tourism market.

Adapted from ratirita. (2019). May 19th,2020.

From the information and the above documents, the researcher can conclude that for Thailand to maintain the primary health care center in Asia, Thai medical and tourism personnel should maintain standards in tourism promotion services and develop facilities while increasing their expertise in treating specific diseases to expand the customer base, increase the share of the medical tourism market, which will make the Thai health tourism market able to compete sustainably with other countries.

6) Current trends in medical health tourism in Phuket

Phuket has 275 private clinics, 3 public hospitals, and 3 private hospitals that are JCI (Joint Commission International Accreditation USA) certified. The second-largest number of health establishments in Phuket with system logging and certification after Bangkok is well equipped to be an international center for health tourism (Department of Health Service Support, 2015) and C9. Hotelworks (2016) reported the situation of Phuket medical tourism, found that Phuket was famous in the tourism market, especially in the field of cosmetic surgery and anti-aging. 70% of cosmetic surgery clients were tourists from Australia who mostly came for breast augmentation/lifting surgery. The average term of stay in Phuket for cosmetic surgery was 12 days, and the average cost of cosmetic surgery was 150,000 baht. At the same time, the anti-aging medical service had the main customer group as Chinese tourists, aged 45-55 years old. They preferred to use hormone treatments. Most of them came on a tour for medical services and spent five days in Phuket, and the average cost of anti-aging medical services was 80,000 baht. However, in Phuket, there is not a systematic collection of health tourist numbers, but it has referenced data from private hospitals, Bangkok Hospital Phuket. found that 83,068 medical tourists used the medical services between 2014 and 2016. 8,329 medical tourists used the dental service in 2014 and 7,400 tourists in 2015. Most medical tourists who used dental services came from Australia, England, and Russia (Nareeya et al., 2016). In addition, Lalida (2007) studied the guidelines for planning the development of medical service tourism in Phuket by suggesting that private hospitals in Phuket must develop medical services to be of high quality and international standard to elevate Phuket Province to

become the Asian center for health and medical services. Phuket should develop and link medical and other tourism products together in medical service tourism packages for foreign customers.

2.3 Current trends of Chinese tourists to Thailand

The market for tourists to Thailand came mainly from Europe, America, and Japan. But after these countries were experiencing economic problems, the tourists coming to Thailand had slowed and grew slower. In contrast, tourists from East Asian regions such as the People's Republic of China, a new economic country, were increasingly traveling abroad. In 2014, more than 116 million Chinese tourists traveled worldwide, an increase of 17.8 percent. The first year, more than 100 million Chinese tourists traveled overseas, which had been spent more than US 140 billion. By the end of 2015, 135 million Chinese tourists were expected to leave the country (Huran Report for IL TM Asia: The Chinese Luxury Traveler, 2015) until 2030. On average, Chinese travel 6 times a year, and foreign tourists travel up to 200 million per year (China National Tourism Agency, 2015). And according to demographic data, more than 35 percent of Chinese tourists are new millionaires aged 25-34, while more than 27 percent of tourists are teenagers aged 15-24. It is predicted that Chinese tourists will have an enormous opportunity to expand in the long run as the People's Republic of China has a population of more than 1.3 billion (Meryle Linch, 2014).

The phenomenon of Chinese tourists' overseas travel is partly due to the Chinese government's policies that focus on improving the livelihood of Chinese citizens from low to middle-income to high-income earners—adjusting the population base to the expanding middle class, which will further affect Chinese spending. In addition, China's economy has grown steadily for a long time and has expanded more than 7 percent per year, resulting in the Chinese incomes improving respectively. Travelers from China have therefore become the dominant purchasing power in the world tourism market, including Thailand with a wide range of travel factors, including reducing the visa check process, allowing Chinese tourists to do Visa on Arrival, opening

new routes, having regular and charter flights that can reach more of the main tourist destinations of Thailand, more convenient transportation channels both by land such as the R3A route connecting China-Laos-Thailand and by air, continued appreciation of the yuan, the price of general goods of Thailand lower than the People's Republic of China, more behavior of using the internet to search for information and book travel, the popularity of Thai dramas, Thai movies, and Thai stars; Chinese online publicity as well as the aggressive marketing of the Tourism Authority of Thailand with a clear marketing strategy and direction and is the only country that can open up to 5 foreign tourism offices in the People's Republic of China.

From these additional factors, in 2014, 4.62 million Chinese tourists came to Thailand 2014, generating approximately 190 billion baht in income to Thailand, an increase of 1 percent. The average number of stay days was 8 days, the cost per person per day was 5,173 baht, and the cost per person per trip was approximately 41,390 baht. It was the only market in East Asia that had recovered from the Thai political crisis in 2014 since the end of the third quarter, and it was able to increase the overall growth rate. In 2015, more than 7.9 million Chinese tourists were traveling to Thailand, bringing in more than 388 billion baht in revenue. In 2016, more than 8.7 million Chinese tourists brought in more than 457,000 million baht in income. In 2017, there were 9.8 million Chinese tourists, generating more than 524,000 million baht in revenue. However, the Chinese market is a promising young star in both number and revenue growth. The average growth rate of tourist arrivals was the number 1 in the region, and the expansion was at the highest leap, nearly double 24 percent per year, and the average revenue growth rate rose 31 percent. Per year, far away from other markets in the East Asia region. The above data shows that the number of Chinese tourists is trending higher every year and is an essential contributor to the Thai economy.



Figure 2.8 Shows statistics of Chinese tourists who traveled to Thailand during 2015- August 2018. Adapted from Kaewta P. (2019). May 19th ,2020.

Based on the above information, the researcher concludes that Chinese tourists are a market with great potential. When assessed by the number and income, Chinese tourists are likely to travel to Thailand more in the future because Thailand is considered to have tourism potential compared to other countries due to the uniqueness of Thailand, variety of tourist attractions, and natural resources scattered in every region of the country such as sandy beaches, seashore, mountains, waterfalls, etc. Moreover, the cultural traditions unique in each country of country, especially in major tourist destinations such as Bangkok, Chiang Mai, Phuket, Krabi, Pattaya, Koh Samui, etc.

2.4 Related research

Watcharee and Chanakan (2005) studied the potential of hospitals for health tourism in Phuket, it was found that from six hospitals' health tourism products survey, there were two private hospitals with health tourism products, and there was only one private hospital that has passed the standard HA (Hospital Accreditation). In addition to general tourists' health tourism needs, most of the tourists who came to Phuket were interested in Thai massage and medical spa, respectively, both Thais and foreigners. As for the tourists who had the opportunity to use the services from that

hospital, most were satisfied with the hospital service. When comparing the expectations before using the service with the satisfaction after using the service, there is a similar level. In conclusion, Thailand is ready to provide medical services to foreigners due to various factors such as cost of treatment, doctor's expertise, quality of travel services, etc. These factors can attract tourists to use medical services in Thailand very well.

Ratoporn (2007) studied the quality of service in a private hospital: a case study of gynecological outpatients studied the opinions of 150 patients on gynecological service quality at a private hospital gynecological outpatient department and found that the level of opinion on gynecological service quality was divided into 6 factors, divided into 4 levels including Most appropriate, appropriate, inappropriate, and most inappropriate. In conclusion, (1) In terms of equipment and facilities, the outpatients using the gynecology department at a private hospital thought it was high quality. (2) In terms of the staff, found that the outpatients using the gynecology department at a private hospital thought that it was of the highest level of quality (3) In terms of the reliability and trust in the performance of the healthcare professional, found that the outpatients using the gynecology department at a private hospital thought that it was of the highest level of quality (4) In terms of treatment, found that the outpatients using the gynecology department at a private hospital thought that it was of the high level of quality (5) In terms of medical fee rate, found that the outpatients using the gynecology department at a private hospital thought that it was of the high level of quality. As for the testing of 7 hypotheses, in hypothesis 1: Different gender found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality. Therefore, rejected this hypothesis. Hypothesis 1: Different age. Found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality. Therefore, this rejected this hypothesis. Hypothesis 3: Different education. Found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality. Therefore, this rejected this hypothesis. Hypothesis 4: Different occupation. Found that outpatients who used the services of a private hospital gynecological department had no different

opinions on service quality; therefore, this rejected this hypothesis. Hypothesis 5: Different income. Found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality; therefore, this rejected this hypothesis. Hypothesis 6: Different medical expense. Found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality. Therefore, this rejected this hypothesis. Hypothesis 7: Different number of hospital visits. Found that outpatients who used the services of a private hospital gynecological department had no different opinions on service quality; Therefore, this rejected this hypothesis.

Pimpa et al. (2009) study to medical tourism behavior of foreign tourists. The sample group was 400 foreign tourists who used medical tourism services at hospitals, medical tourism service providers in Thailand. The study results showed that most tourists were male, aged 31 years and above, had a career as an expert and executive, with an average income from 2,000-4,000 USD per month. Most of them were married and were US nationals. Most tourists never travel to Thailand. They stayed in Bangkok for rehabilitation after using medical services, followed by Chiang Mai and Phuket. Most tourists came to the dental service, followed by annual health checkups, LASIK plastic surgery, and hip or knee replacement, respectively. The treatment cost approximately US 1,300, and the length of stay in Thailand was approximately 18 days. Foreign tourists came to the medical service because they wanted to relax in Thailand the most, followed by the cost of treatment cheaper than using services in their country. Doctors and hospitals in Thailand were well known, with advanced medical equipment and devices. In addition, tourists came to use the service because hospitals in Thailand had a world-class medical service, which tourists had seen from those who had come to treat or had used the service. Some tourists came to use medical services in Thailand because they did not have specialists and had to wait for a long time to receive service. Foreign tourists who used the service had opinions that the quality of treatment of hospitals in Thailand was of good level, followed by the knowledge of the doctors doing the treatment, the security system, availability of nurse services, good care of doctors, nurses, and hospital staff, easy research before using service, inexpensive medical expenses, hospitals had doctors

who were ready to treat immediately, post-operation, quick treatment., reporting accurate treatment costs, and convenient access to medical services in Thailand. Most of the tourists who came to use the services were impressed with the medical services provided by the hospitals that they used and was expected to come back to use the service in the future even though the medical fees are higher, including introducing people to know to use the service as well.

Katewarin (2010) studied business, travel, medical care, and rehabilitation. The sample group was entrepreneurs with services nearby or related to the business being studied, hospital marketing agencies, governmental and private agencies supporting tourism operators, and tourism operators for medical treatment. The study results showed that the current trend and market condition of the education business tended to continue to grow from the improved quality of treatment of hospitals in Thailand, including the cost of treatment in Thailand compared to the cost of treatment abroad much lower. From this advantage, it was unique in that it can compete with any opponent. However, getting into this type of business requires many factors in the business, especially management ability, which is the key to the business's survival and readiness to change, which may arise from outside factors that cannot be controlled. Therefore, if able to plan a suitable strategy, be flexible, and ready to face any situation, the business will continue to survive and grow.

Jutathip (2010). Study on Research to develop a suitable health tourism management model for foreign tourists traveling in Phuket Province: A case study of Japanese tourists. The sample consisted of 15 Japanese tourists. The study found that 1) The sample was female, aged 25-35, single, traveling with friends and family, experienced in using health services elsewhere, and used services in Thailand. They were impressed, receiving news from friends, family, technology media, and travel agencies. The goal of using the service was to relax. 2) Found factors in the formulation of health tourism to be two factors: 1. Tourism resources for providing services to customers, dividing into 2 parts: Natural and environmental resources and human-made resources; and 2. Tourism objectives consist of health promotion tourism and therapeutic tourism, which can use in 4 formats: (1). Natural resource-based models

that use natural resources and focus primarily on disease care and prevention. (2) The man-made model relies on man-made resources or builds infrastructure and focuses primarily on disease care and prevention. (3) The model emphasized local wisdom and used the knowledge generated by the community to treat disease. (4) The medical service model is a model that requires high input, high infrastructure preparedness, and a therapeutic focus. 3) Japanese tourists will focus on the 1st, 2nd, and 3rd forms of tourism to gain support from time factors, price factors, public relations factors, public and private promotion factors. The output format will be a semi-mass tourism format— (Package tour) and health tourism care and disease prevention. For the fourth form, which is medical tourism, Japanese tourists were not clear. 4) Thailand's strengths are professional service, quality, price, convenience, but the development of all aspects of health tourism needs to accelerate the construction of the infrastructure, especially in the medical sector. It must target specific tourist groups such as the elderly, disease-specific risk groups. The public and private sectors remember that it is necessary to expedite public relations and create more product diversity.

Salika (2010) studied Thailand's medical service usage behavior among health tourists from the Middle East: Perspectives from medical service providers. The sample group was a hospital business operator and 17 entrepreneurs in the health tourism business. The study results showed that customers from the Middle East who used hospital services were divided into six groups: self-paying customers, customers from the Royal Household, customers with government health insurance, private health insurance customers, customers who used private health insurance, and customers from the embassy. Diseases that came to be treated were difficult and chronic illnesses requiring specialized expertise, such as bone disease, diabetes complications, heart disease, cancer, etc. Hospital selection was based on reputation, hospital specialty, physician expertise and reasonable medical expenses, medical report responses, advice from relevant medical authorities, and advice from an Arabic interpreter. The problems of medical services found in the country were the problems of lack of understanding of religion and Middle Eastern culture among medical practitioners, the problem of inflated medical expenses, problem of lack of skill in the use of the Arabic language of the interpreter, the problem of government assistance

policies that cannot meet the needs and problems that the hotel operators were facing.

Chantana (2011) studied the marketing factors affecting the decision to use the service of large private hospitals in Bangkok. It was studied in a sample of the population who chose to use services in a large private hospital in Bangkok, totaling 400 people aged 20 years and over, both male and female. The study results showed that consumer behavior influenced the decision to use the services of large private hospitals in Bangkok, such as the frequency of using the service 2-4 times. The purpose was to receive general treatment. The cost of medical treatment used was 1,001-3,000 baht. The person responsible for the expenses was the patient himself or the family. The decision-maker was family. And the reason for using private hospitals is the reputation of the hospital. In addition, the marketing mix factors influencing the decision to receive services for large private hospitals in Bangkok are important at a high level, including product, service location, distribution channels, the service process, and the physical aspect. However, the marketing mix factor in terms of price and marketing promotion was of moderate importance.

Thananoppa (2011) studied the factors of the marketing mix and the marketing environment that affect the behavior of choosing to use services for private hospitals. Chonburi province analyzes the data on the marketing mix factors and the marketing environment of 400 private hospital users in Chonburi Province. Including Bangkok Hospital Pattaya, Phyathai Sriracha Hospital, Samitivej Sriracha Hospital, and Akchon 1 Hospital. The study results showed that the overall marketing mix factors and the overall marketing environment had a high overall average. In the marketing mix factor by the side, it was found that the opinions of marketing mix factors affecting the behavior of choosing to use private hospital services in Chonburi Province. Overall, the five areas at the highest level were service, price, location/distribution channel, personnel, and service process. In the marketing mix factors affecting the behavior of choosing to use private hospitals in the province of Chonburi overall, it was found that found 2 aspects to be at the highest level, including marketing promotion and the physical aspect of the service.

Sunisa and Pawanarat (2012) Study health tourism behavior and satisfaction to Thai tourists: A case study of Raksawarin Hot Springs, Muang, Ranong. The sample group was Thai tourists who used the service in Raksa Warin Hot Springs, Muang District, Ranong Province, with 400 people. The study results found that 1) The majority of the sample were female, aged 20-30 years, and most of them were students. Following were trading / personal business, employees/company officials, government officials/state enterprise employees, and others, respectively, by earning less than 10,000 baht per month. Most of the objectives of this tour were to relax, followed by to relieve stress, treat disease, and meet friends, respectively. The frequency of travel is 1-2 times a week, followed by several times a week, every day, never, respectively. Most forms of tourism were with friends/family, followed by solo travel and travel agencies. The trip on weekends, followed by traveling on weekdays and public holidays respectively. The travel duration is one day, followed by 1 night, 2 nights, and 3 nights, respectively, and private cars for traveling, followed by motorcycles, buses, and bicycles. 2) Tourists were satisfied with places at a high level, most of them were satisfied with the shady, nice atmosphere suitable for relaxation. There are enough sitting areas to relax and convenient to travel, taking care of the environment, the attractions' surroundings, and the surrounding areas' cleanliness, respectively. 3) The tourists had a high level of facilitation satisfaction. The highest level of satisfaction was the clean and pure mineral water. Most of them are satisfied that the hot spring baths are available for many tourists, Signboard instructions on how to use the hot spring, Maintenance and repair of the surrounding hot springs, and a pavilion and shower room available at a high level, respectively. 4) Tourists were satisfied in terms of service personnel at a high level. Most of them were satisfied with service, readiness to serve, gentleness, and detailing attractions, and the provision of advice on various matters to users of the hot spring. 5) Tourists were satisfied with tourism activities l at a high level. Most of them were satisfied with the healthy mineral water bath, spa, and Thai massage services for tourists, and bicycle rental service is available to allow tourists to view the scenery surrounding the hot spring. And a souvenir shop for tourists to visit and buy souvenirs, respectively. 6) Thai tourists who came to use the service at Raksawarin Hot Springs, Muang District, Ranong Province

had overall satisfaction at a high level. 7) Thai male and female tourists were not different in overall health tourism satisfaction. Thai tourists of different ages had different preferences for overall health tourism in all aspects. Thai tourists with different occupations had different intentions for overall health tourism in all aspects. And Thai tourists with a different monthly income had a statistically significant difference in overall health tourism satisfaction at 0.5 level.

Sirikan (2013) studied the decision to choose a private hospital in Bangkok. The sample group was 400 private hospital users in Bangkok. The study results showed that most respondents were female, aged between 20-30 years, single status, graduated bachelor's degree, working as a private company employee with an average monthly income of 15,000-30,000 baht. Most respondents exercised their rights to receive services in private hospitals by using group insurance/employee benefits. The most influential person in deciding to use private hospital services was themselves. And the number of service uses was 2-5 times/year. The marketing mix factor, service quality factor, health insurance factor, and the overall deciding factor in using the service were high. The results of hypothesis testing showed that factors of quality of service and health insurance had a statistically significant influence on the decision to use private hospital services in Bangkok at 0.05.

Nattaworadee (2017) studied the market demand and the potential to support Thailand's health tourism. The sample group was 40 health tourism executives. The study results revealed that the current health tourism needs were divided into physical care, mental care, and spiritual care. The trend and demand for health tourism in the future will be more diverse and more related to their daily lifestyle. The things that health tourists want are (1) Tourism factors such as the beauty of the landscape, the beauty of the attractions, the convenience and cost of travel, the attractiveness of the travel package, the introduction of the tour company, the hotel, the bus, the agency, and other people and (2) Factors of health service in quality of service, including service diversity of language proficiency, the sufficiency of health care workers. The capacity to accommodate health tourists varies from area to area, with the northern region focused on peace and mindfulness; The central region is to relax

the body, mind and experience local indigenous cultures; the South emphasizes participation in activities, and Bangkok focuses on health care under the urgency, by the business gaps include (1) Lack of connection between health care providers and travel providers(2) The existing hot springs/geysers do not have the potential to accommodate foreign tourists. (3) Health services that are popular in the world, but not enough providers in Thailand and (4) Lack of potential personnel for certain types of healthcare.

Rachata (2019) studied the marketing mix factors influencing Chinese travelers' decision-making to travel medical in Thailand. The sample group was 336 Chinese tourists who came to Thailand for medical trips. The study found that most Chinese tourists were female, aged 36-45 years old, married, and worked as company employees, earning a monthly income of 5,000-9,001 yuan. And the type of medical service chosen was mainly for skincare. Therefore, based on the results of this survey, the Thai medical tourism industry can use this information as a reference in formulating a medical tourism strategy to target specific groups. At the same time, we can consider some of the above demographic characteristics. For example, focused on women aged 36-45 years, marrying as a target group, or focusing on company employees with a monthly income of 5,000-9,001 yuan or more as the target group. Determining the specific population target from this data will help the Thai medical tourism industry develop more precise and effective strategies. For example, organizing a fun and attractive travel package for married Chinese tourists aged 36-45. A particular strategy for tourism development in Thailand will be more successful than a non-distributed distribution strategy because the targeted distribution strategy cannot meet the needs of Chinese tourists coming to Thailand for medical tourism.

CHAPTER 3

METHOD

This study is entitled “Medical Tourism Behaviors of Chinese Tourists A Case of Private Hospitals in Phuket”. In this qualitative research with details as following:

3.1 Data collection

In this qualitative research, three methods were used to collect data as follows:

1) Primary data collection

In this study, the researcher selected the primary data source by using a semi-structured interview with ready and willing key informants to provide information. Data collection was conducted by collecting information from Chinese tourists who used the medical tourism service regarding anti-aging medical programs at private hospitals in Phuket Province 20 key informants during September to October 2020. The collected data included personal information, medical tourism behavior, motivation for medical tourism, tourist opinion on provided medical service tourism and medical tourism business or brand loyalty of Chinese tourists who used medical tourism services regards anti-aging medical programs at the 2 private hospitals in Muang, Phuket. The researcher collected data by applying in-depth interviews with questionnaires indicating each subject according to the research objectives. Also, the researcher determined questions and issues in advance to achieve all questions as specified and gave the tourist key informants opportunities to express their feelings and opinions freely.

Primary data was collected by semi-structured interview with the key informant through the following steps:

1.1) The researcher requested a letter from the Graduate School, Faculty of Liberal Arts in Chinese Studies, Prince of Songkla University, asking for approval for interviewing and collecting data from Chinese tourists who used the anti-aging medicine program at Bangkok Hospital Phuket and Siriroj Hospital in Phuket Province, the key informant of this study.

1.2) For the introduction step, the researcher, introduced and informed the interview respondents to understand the purpose of the interview and the research study before conducting the interview.

1.3) For the interview step, the researcher conducted a semi-structured interview with key informants ready and willing to provide information, only with Chinese tourists who used medical tourism service regarding anti-aging medical programs at 2 private hospitals in Muang District, Phuket Province. The data was collected from 10 respondents from (1) Bangkok Hospital Phuket and 10 respondents from (2) Siriroj Hospital from September to October 2020, using the prepared interview and recording the interview via voice recorder.

1.4) For the interview completion, after the interview, the researcher transcribed the interviews from the audio recorder and recorded them in a written note, then checked the completeness of the interview content and the answers in the interview form and categorized the data in the interview form for further data analysis.

Note: For the interview, the researcher would ask for permission to use the audio recorder.

2) Secondary data collection

In this study, the researcher selected the secondary data sources from various types of documents, such as books, academic articles, research and theoretical concepts, documents, textbooks, photographs, brochures, flyers, news, printed media, mass media, newspapers, magazines, journals and websites related to medical tourism services for anti-aging medical programs at private hospitals in Muang District, Phuket Province. Collected the secondary data to study and analyze data about the behavior of Chinese tourists who used medical tourism services regards anti-aging medical programs at the 2 private hospitals in Muang District, Phuket Province.

3) Observation data collection

The researcher conducted a non-participant observation method by observing Chinese tourists who used medical tourism services regarding anti-aging medical programs at the 2 private hospitals in Muang District, Phuket Province, from the outside without participating in the activities during September to October 2020. would be used the obtained observation data to explain and interpret the findings together with data obtained from the in-depth interviews. In addition, this non-participant observation technique was considered a tool of qualitative research. As an observer, to maintain the Instrumental Validity in this study, the researcher was reminded to observe with precision without prejudice for the reliability and accuracy of the observation and data recording.

3.2 Research area

The area for data collection for this study was located in Bangkok Hospital Phuket and Bangkok Hospital Siriroj.

3.3 Population determination and key informant selection

1) Population

The population used in this study was female and male Chinese tourists aged 18 years and over who used medical tourism service at private hospitals in Muang, Phuket. Qualifying conditions for Chinese tourists: The researcher chooses Only Chinese tourists who use anti-aging programs. Which the anti-aging agency in China guidelines Chinese tourists to join the anti-aging medicine program, and the anti-aging science is still new in China. So, most of the Chinese tourists choose to use the program in this section. Because the anti-aging agency recommended, these anti-aging programs have security, Price on demand, And the modernization of medical technology in Thailand and introduce some beautiful Tourist attractions to visit in Phuket.

2) Key informant

The key informant used in the study was 20 Chinese tourists who used medical tourism services at private hospitals in Phuket. The researchers collected data from the Chinese tourists who used the anti-aging program for 10 people from the first interview data collection. Since the first time collecting the data affects insufficient data for the analysis to complete a conclusion. Thus, the researcher needs to collect additional information from Chinese tourists who used the anti-aging program for 10 people again, use the information data obtained from the second interview and summarize the data analysis from both interview occasions. An in-depth interview method was conducted with the key informant to collect data regarding personal information, medical tourism behavior, motivations for choosing a medical tourism service in Phuket, opinions towards medical tourism services, medical tourism brand, or business loyalty of Chinese tourists. The random criteria best selection processes were done in 2 steps as follows:

Step 1: Quota criteria best selection was conducted by determining quota from private hospitals in Phuket providing data collection.

Step 2: Purposive criteria best selection from a quantitative key informant who was ready and willing to provide information by collecting information only from Chinese tourists who used medical tourism service regards anti-aging medical programs at both private hospitals.

3.4 Tools used for data collection

1) Characteristics of the tools

This study was a qualitative study with the following tools used in the study.

1.1) Interview Form was a Semi-Structured interview created from the relevant theories, documents, texts, and related research, intending to study medical tourism behavior of Chinese tourists who used anti-aging medicine programs at private hospitals in Phuket. There were five sections for the in-depth interview questions as follows.

Part 1 – There were 7 questions asking general information about personal factors of the key informant, including:

- (1) Gender
- (2) Age
- (3) Education Level
- (4) Occupation
- (5) Monthly income
- (6) Family status
- (7) Domicile

Part 2 – There were 5 questions asking respondents on the medical tourism behavior of Chinese tourists, including:

- (1) Experience in traveling to Phuket
- (2) Tourist destinations for relaxation after using the service
- (3) Types of the used medical services
- (4) Expenses for medical tourism services

(5) Duration of medical tourism service

Part 3 – There were 9 questions about motivation and opinion regarding medical tourism of Chinese tourists. The questionnaire was a closed-end query with positive statements and negative statements.

Part 4 – There were 20 questions about the opinions of Chinese tourists towards the medical tourism service. The questionnaire was a closed-end query with positive and negative statements.

Part 5 – There were 4 questions about Chinese tourists' brand loyalty or medical tourism business and their opinions. The questionnaire was a closed-end query with positive and negative statements. The questions could be divided as follows:

(1) Impression on the serviced hospital using the closed-ended interview.

(2) Return rate of the current serviced hospital in the future using the closed-ended interview.

(3) Return rate of the current serviced hospital in the future regardless of the higher cost of treatment, using the closed-ended interview.

(4) Recommendation for other people to use service at the current serviced hospital using the closed-ended interview.

1.2) The researcher used a field notebook to record the interviewed data for data analysis and interpretation, record points of interest, and conclude the key aspect from the responses for the benefit of data linking and ongoing questioning in addition to the prepared questions to obtain more detailed information.

1.3) Voice recorder -The researcher used 1 set of voice recorder to record the information from the interview with complete details, which was convenient to be transcribed for use in the study along with notetaking to prevent errors in the question connection.

2) Tool creation process

There were various steps of creating and testing tools as follows.

Step 1 - Study the process and content of tool creation from theories, documents, textbooks, and research related to Chinese tourists' medical tourism behavior who use the anti-aging medical program at private hospitals in Muang District, Phuket Province, as a guideline for the interview creation.

Step 2 - Determine the scope and structure of the content to cover the study objectives for creating interview questions.

Step 3 - Create an interview form with advice from the Thesis Advisory Committee, then send the created interview form to 5 experts to test content validity and validation of the questions for revision.

Step 4 – Revise the interview form according to the experts' advice by jointly considering the Thesis Advisory Committee.

Step 5 – Apply the revised and complete interview form to collect data with the key informant.

3.5 Data Analysis

This study used a qualitative data analysis method with content-based interpretation by categorizing the data and analyzing data according to the research questions. After data collection, the researcher gathered the information, opinion, and key points obtained from the Semi-Structured interview with the key informant, from relevant theories, documents, textbooks, and researches related to the medical tourism behavior of Chinese tourists using the anti-aging medical programs at both private hospitals in Muang District, Phuket Province, and from the Non-Participant Observation for observing the behavior of Chinese tourists using medical tourism service regards anti-aging medical programs at two private hospitals in Muang, Phuket. The researcher then analyzed the analytical descriptive data to use all parts of the collected data from notetaking and voice recording during the interviews and from

theories, papers, texts, and related research to answer the questions according to the study objectives with the following issues.

1) Personnel data analysis was to analyze personal information, including gender, age, education level, occupation, monthly income, family status, the homeland of Chinese tourists.

2) Data analysis of the medical tourism behavior of the key informant group in terms of experience in traveling to Phuket, tourist attractions for relaxation after using medical services, medical services, cost of using medical services, and duration of medical tourism service.

3) Data analysis of motivation for medical tourism services of the key informant.

4) Analysis of data on the opinions of the key informant.

5) Analysis of brand or business loyalty to medical tourism data of key informant.

For the data presentation, analytical descriptive was used with key informant information obtained from interviews and information obtained from theories, documents, textbooks, and related research, to demonstrate the medical tourism behavior of Chinese tourists who used anti-aging medical programs by presenting data and analysis classify data into ongoing issues. These issues can be interpreted as a complete summary as this specific information is qualitative data. Thus, it requires interpretation for better and easier understanding.

Data from Chinese tourists who use anti-aging programs have acquired all the interview data to analyze the accuracy, credibility, and without prejudice of any suspicion. Thus, the researcher is aware of this problem and prevents future errors. The researcher uses the data triangulation method and to be able to examine data in Methodological Triangulation to collect distributed information data for the data were summarized as the same information and created the validity and reliability without prejudice of the researcher and Credibility analysis of qualitative data.

CHAPTER 4

RESULT

This study is entitled “Medical Tourism Behaviors of Chinese Tourists A Case of Private Hospitals in Phuket” The analysis results of the data with details as following:

4.1 Result

The researcher has thematic analysis, summarizes research results, and then concludes and discusses the results. The study of analytical descriptive data was presented in the form of an essay and divided into 5 parts as follows:

1) Personal Information is classified as follows: gender, age, education level, occupation, monthly income, family status, and domicile's Chinese tourists who use anti-aging medicine programs A Case of Private Hospitals in Phuket. The performed analysis was done using data obtained from interviews with all key informant tourists to summarize their responses one by one, then grouped them.

2) Analysis of Medical Tourism Behaviors of Chinese Tourists: A Case of Private Hospitals in Phuket. The experience of traveling in Phuket, tourist attractions wanted to rest after using medical services, the cost of using medical services, and the duration of the medical service tourism. Analyzing the data obtained from the interviews were key informant tourists all conclude the answer individually. Then the responses were grouped, thematic analysis, and summarize research results, then a conclusion and discuss the results. The study of analytical descriptive data was presented in the form of an essay under a question framework as follows:

- 2.1) Have you ever been traveled to Thailand?
- 2.2) What attentions in Thailand would you like to visit?
- 2.3) Which kind of program of medical tourism do you choose to buy?
 - (1) Royal Executive Age Management Program
 - (2) Royal Comprehensive Age Management
 - (3) Royal Weight Management
 - (4) Royal Hormones & Sexual Health
 - (5) Royal Antioxidants & Micronutrients Plus
 - (6) Preventive Genetic Testing (Royal Signature)
- 2.4) The estimated cost of using this medical service.....yuan?
- 2.5) The duration of this medical service tourism is approximately...
day?

3) Analyze for Motivations for Medical Tourism Service of Chinese tourists: A Case of Private Hospitals in Phuket. By analyzing the data obtained from the interviews were key informant tourists all conclude the answer individually. Then the responses were grouped, thematic analysis, and summarize research results, then a conclusion and discuss the results. The study of analytical descriptive data was presented in the form of an essay under a question framework as follows:

- 3.1) What are your motivating reasons for using medical services in Thailand?
 - (1) The cost of treatment is cheaper than your country's treatment.
 - (2) There are a few medical specialist doctors in your country.
 - (3) Have has seen the quality of treatment from those who have traveled to Thailand for treatment.
 - (4) Hospital or clinic in Thailand meet the world-class medical service standards.
 - (5) Modern medical equipment and instruments.
 - (6) The doctors and nurse experience.
 - (7) The reputation of the healthcare center that they serve.

(8) Do not have to wait in long lines; can provide treatment service Immediately.

(9) Want to travel and vacation in Thailand.

4) Analyze for opinions data of Chinese tourists using an anti - aging program of medical tourism service: A Case of Private Hospitals in Phuket. By analyzing the data obtained from the interviews were key informant tourists all conclude the answer individually. Then the responses were grouped, thematic analysis, and summarize research results, then a conclusion and discuss the results. The study of analytical descriptive data was presented in the form of an essay under a question framework as follows:

4.1) What do you think of following medical tourism services?

(1) The convenience to come to traveling in Thailand.

(2) The convenience of make appointments which who come to use the service.

(3) The convenience of the ark for information or seek information before using medical services in Thailand.

(4) The credibility of the hospital.

(5) The safety of the hospital.

(6) Physical elemental composition of the hospital, as the decoration in the treatment room.

(7) The scenery treatment rooms.

(8) Modern tools and technologies.

(9) Doctor knowledge and experience.

(10) Availability of doctor to service.

(11) Availability of hospital personal to help or service.

(12) Explaining the doctor's detail before the treatment.

(13) Speed of the hospital's staff in the hospital.

(14) Take care of doctors and nurses.

(15) Convenience and speed in communicating with the treating doctor.

- (16) Quality of treatment /service received.
- (17) The advice of the doctor after treatment.
- (18) Total service cost.
- (19) Convenience and speed of payment after service had been complete.
- (20) The need for a service expense report.

5) Analyze Information about brand loyalty or the medical service tourism business of Chinese tourists who use anti-aging medicine programs A Case of Private Hospitals in Phuket. By analyzing the data obtained from the interviews were key informant tourists all conclude the answer individually. Then the responses were grouped, thematic analysis, and summarize research results, then a conclusion and discuss the results. The study of analytical descriptive data was presented in the form of an essay under a question framework as follows:

- 5.1) How do you feel about the hospital/tourism attraction that you have to choose to use?
- 5.2) Will you come to use this medical service again?
- 5.3) Will you come to use this medical service again if the cost of treatment is higher?
- 5.4) Would you tell the other people to come here for medical service?

4.2 Data analysis results

1) The key informant's basic Information of personal Information is classified as follows: gender, age, education level, occupation, monthly income, family status, and domicile's Chinese tourists who use anti-aging medicine programs A Case of Private Hospitals in Phuket. Performed the analysis data to using obtained from in-depth interviews of all 20 respondents' key informants. It could be summarized as follows:

The interview results revealed that all 20 respondents commented that there are more females than males. There are 13 females and 7 males, and they are aged between 23-47 years old. They have an education level ranging from Diploma to master's level. They work as a company employee of 8 people, freelance professionals 7 people, self-employed of 3 people, and the last 2 people are soldier and teacher. The highest monthly income is 200,000 China Yuan (approximately 974,000 Thai baht)¹, and the lowest monthly income is 3,500 China Yuan (about 17,045 Thai baht)¹. The key informants had Females are single more than males. Divides of females are 9 people and male are 1 people. And males are married more than females. Divides of the male are 6 people, and the females are 4 people. Most of the key informants were from Shanghai have 5 people. Beijing and Xinjiang 2 people per city. Hangzhou, Zhengzhou, Chengdu, Nanjing, Guangzhou, Shenzhen, Dandong, Qingdao, Kunming, Xiamen, and Harbin, 1 person per city.

2) Analysis of Medical Tourism Behaviors of Chinese Tourists: A Case of Private Hospitals in Phuket. The experience of traveling in Phuket, tourist attractions wanted to rest after using medical services, the cost of using medical services, and the duration of the medical service tourism within the question framework of 5 questions as follows:

2.1) Have you ever been traveled to Thailand?

2.2) What attentions in Thailand would you like to visit?

2.3) Which kind of program of medical tourism do you choose to buy?

(1) Royal Executive Age Management Program

(2) Royal Comprehensive Age Management

(3) Royal Weight Management

(4) Royal Hormones & Sexual Health

(5) Royal Antioxidants & Micronutrients Plus

(6) Preventive Genetic Testing (Royal Signature)

¹ ICBC BANK (THAI) Currency Rate: March 30th,2020. China Yuan: Thai Baht = 4.87

2.4) The estimated cost of using this medical service.....yuan?

2.5) The duration of this medical service tourism is approximately day?

Question 1 Have you ever been traveled to Thailand?

The interview results revealed that all 20 respondents commented that the key informant had been to Thailand before, and some of the key informants had been to Thailand many times, it not the first time for them.

Question 2 What attentions in Thailand would you like to visit?

The interview results revealed that all 20 respondents commented that the key informant most wanted to go to the beach in Phuket, and the other groups wanted to go to the beach in Pattaya and Krabi. And they most wanted to go to the temple in Bangkok for worship, and the second is the temple in Chiang Mai and Chiang Rai.

Question 3 Which kind of program of medical tourism do you choose to buy?

- (1) Royal Executive Age Management Program
- (2) Royal Comprehensive Age Management
- (3) Royal Weight Management
- (4) Royal Hormones & Sexual Health
- (5) Royal Antioxidants & Micronutrients Plus
- (6) Preventive Genetic Testing (Royal Signature)

The interview results revealed that all 20 respondents commented that the key informant most wanted to use the Royal Antioxidants and Micronutrients Plus program, 7 people. The following program is the Royal Comprehensive Age Management program, which has 5 people. Preventive Genetic Testing (Royal Signature) program, 3 people. The Royal Executive Age Management Program, 2 people. And the least of the program is the Royal Hormones & Sexual Health and the Royal Weight Management, each of 1 people.

Question 4 The estimated cost of using this medical service.....yuan?

The interview results revealed that all 20 respondents commented that the estimated cost of Chinese tourists using an anti-aging program service, it most cost is 500,000 China Yuan (approximately 2,435,000 Thai baht)¹ they are using the Royal Hormones & Sexual Health program. The next program cost is 70,000 China Yuan (approximately 340,900 Thai baht)¹, using the Royal Antioxidants & Micronutrients Plus. 60,000 China Yuan (approximately 292,200 Thai baht)¹, using the Royal Executive Age Management Program. 20,000 - 30,000 China Yuan (approximately 97,400 – 146,100 Thai baht)¹, using the Royal Comprehensive Age Management Program. 5,000 -20,000 China Yuan (approximately 24,350 – 97,400 Thai baht)¹, using the Preventive Genetic Testing (Royal Signature), and it the least cost is 10,000 China Yuan (approximately 48,700 Thai baht)¹, using the Royal Weight Management.

Question 5 The duration of this medical service tourism is approximately day?

The interview results revealed that all 20 respondents commented that Chinese tourists use an anti-aging program of medical tourism service. The maximum period of this medical tourism services about 1 month, has 7 people, 2 weeks has 4 people, 10 days has 3 people, 1 week has 5 people, And the least is about 3 days have 1 person.

Based on the interview result, factors influencing Chinese tourists are as follows: Individual factor, the way service receivers selected services is how they spend their individual lives, divided by single or married status. Most service receivers are selected to receive the hormone balance program, while service receivers who are married are selected to receive the comprehensive and incomprehensive anti-aging program. The social factor participants influenced their decision-making behavior on using services from families, friends, or surrounding people. Found that surrounding people advised 20 participants. Those surrounding people had experience and received those services and informed them of the services they received before. All 20 participants

¹ ICBC BANK (THAI) Currency Rate: March 30th,2020. China Yuan: Thai Baht = 4.87

had traveling experience in Phuket. They had a good impression and experience from traveling in Phuket, and this time they expect to receive the anti-aging program. 11 participants prefer to travel in Phuket further after they finish the anti-aging program and another 9 participants who prefer to travel to other provinces after they complete the program, divided into Bangkok = 5 participants, Krabi = 1 participant, Chiang Mai = 1 participant, Bangkok and Chiang Mai = 1 participant, Bangkok, and Chiang Rai = 1 participant. Therefore, it can see that participants who receive the services expect to travel further within Thailand. In other words, traveling is an essential factor affecting decision-making on receiving the anti-aging program in Phuket.

3) Analyze for Motivations for Medical Service Tourism of Chinese tourists: A Case of Private Hospitals in Phuket. Within the framework of the question of 9 questions is as follows:

3.1) What are your motivating reasons for using medical services in Thailand?

(1) The cost of treatment is cheaper than your country's treatment.

(2) There are a few medical specialist doctors in your country.

(3) Have has seen the quality of treatment from those who have traveled to Thailand for treatment.

(4) Hospital or clinic in Thailand meet the world-class medical service standards.

(5) Modern medical equipment and instruments.

(6) The doctors and nurse experience.

(7) The reputation of the healthcare center that they serve.

(8) Do not have to wait in long lines; can provide treatment service immediately.

(9) Want to travel and vacation in Thailand.

What are your motivating reasons for using medical services in Thailand?

Question 1 the cost of treatment is cheaper than your country's treatment.

The interview results revealed that all 20 respondents commented that medical treatment expenses in private hospitals in Thailand are much cheaper than those in China. Good quality hospitals in China charge costly medical treatment expenses. Thailand has a lower cost of living than China. That is why they decide to travel to receive medical treatments in Thailand. By the way, it is traveling outside China.

Question 2 There are a few medical specialist doctors in your country.

The interview results revealed that all 20 respondents commented that the number of specialists in China is greater than in Thailand, but there are many patients as well. In this regard, people need to book in advance for such a long time to receive treatments. That is why they decided to receive treatments in Thailand instead because after they made contact with a hospital, they found they did not need to wait in a long queue. They traveled to Thailand and received more convenience and faster services than they received at hospitals in China.

Question 3 Have has seen the quality of treatment from those who have traveled to Thailand for treatment.

The interview results revealed that all 20 respondents commented that they received information from their friends, people they know, or those who used to receive the services of hospitals in Thailand and told them that nursing care and treatments in Thailand meet international standards good quality and services. Key informants said that they decided to receive treatments in Thailand because they saw the quality of treatments and received word of mouth from those who used to receive treatments in Thailand about the excellent quality of the treatments.

Question 4 Hospital or clinic in Thailand meet the world-class medical service standards.

The interview results revealed that all 20 respondents commented that the quality of hospitals in Thailand is reliable, especially since many private hospitals have international standard certification, such as private hospitals in Phuket that are certified international standards and quality standards from JCI¹.

Question 5 Modern medical equipment and instruments.

The interview results revealed that all 20 respondents commented that medical devices and equipment of hospitals in Thailand meet standards and are very modern. Can compare them to medical devices and equipment of the best hospital in China.

Question 6 The doctors and nurse experience.

The interview results revealed that all 20 respondents commented that physicians and medical personnel (physicians, nurses, and medical support workers) of hospitals in Thailand have knowledge, abilities, skills, and specialized fields of expertise, experience, and professional services.

Question 7 The reputation of the healthcare center that they serve.

The interview results revealed that all 20 respondents commented that hospitals in Thailand are famous among Chinese people who used to receive treatments in Thailand, such as private hospitals in Phuket that is well known in medical tourism marketing, especially cosmetic surgery, and anti-aging programs.

Question 8 Do not have to wait in long lines; can provide treatment service immediately.

The interview results revealed that all 20 respondents commented that private hospitals in Thailand do not ask patients to wait in a long queue. Services are very convenient and fast. Once they contacted the expected hospital, they could make a trip immediately. Unlike in China, they need to wait in an awfully long queue. That is why they decided to better choose hospitals in Thailand.

¹JCI= Joint Commission International

Question 9 Want to travel and vacation in Thailand.

The interview results revealed that all 20 respondents commented that they would like to travel to Thailand for pleasure and would like to receive medical services simultaneously. Formerly, they traveled to Thailand for pleasure quite often but have never received medical services before. They came this time due to word of mouth from their friends and people they know who used to make a trip to Thailand and received the anti-aging program of hospitals in Phuket. To told them that hospitals in Phuket provide good services with international standard quality and follow-up treatment, making them feel reliable on the services. Therefore, for this time-traveling, they decided to receive services from this place.

Concerning information related to motivations of medical tourism, it can conclude that the major factor that influenced the participants' decision-making was the influence of groups of friends. Their friends told them about the information and experienced they received. Therefore, they decided to receive the services from the anti-aging program. Based on Abraham Maslow's Theory of Motivation, it can be noticeable that service receivers have physiological needs according to the first Maslow's hierarchy of human needs, humans' basic needs; the state of being free from illness. Consequently, the participants were motivated to care for their health and decide to receive the anti-aging program to protect and restore their health. The second hierarchy is safety needs-most people need safety in living a life. If there is no safety in peoples' bodies or healthcare services, it will directly affect people's lives. Safety in healthcare services will build trust and reliability in the quality of services. In this regard, the participants chose to receive the anti-aging program services based on hospitals' quality, standards of hospitals, modern equipment, and physicians' specialized fields of expertise. From the collected data, it can see that the participants trusted in the standards of hospitals since both hospitals in the case study are certified JCI¹ standards. The third hierarchy is social needs-self-esteem and esteem from others. Nowadays, most people would like to be accepted by surrounding people, and every society has

¹JCI= Joint Commission International

comparison and competition as always. Consequently, the participants had an idea to find a way to keep themselves looking young and decided to receive the anti-aging program services. The other factor having an influence on decision-making on receiving the benefits is the economic situation, which can be divided into 5 steps as follow:

1) Perceived needs or problems. It may cause by internal or external stimuli or something that occurs naturally. Most participants would like to be good-looking in the way that surrounding people accept. Consequently, it stimulated them to receive the anti-aging program services.

2) Seeking information – seeking information in response to stimulated needs. The participants would like to seek information to respond to their needs through websites, advice from their friends' experience.

3) Evaluation of choices after receiving information from seeking – they make understanding and evaluate options. Once the participants receive information, assess the information thoroughly, compare advantages and disadvantages in terms of quality, prices, or services until they gain a conclusion they need and are happy with, they decide to receive the services.

4) Making a decision on buying – when all aspects are evaluated, the participants choose what they expect, such as prices that meet quality, good services, modern equipment, and good standards of hospitals, they will receive the anti-aging program services.

5) Behavior after buying – when the participants already received the anti-aging program services, behavior after buying will occur. They will recognize the services of both hospitals as a case study. If they gain satisfaction, they will come back to receive the services again and tell others the feelings they received and recommend others to use the services in those places. In contrast, if they are not satisfied with the services, they will not come back to receive the services again and do not recommend their families, friends, or intimate persons to use the services.

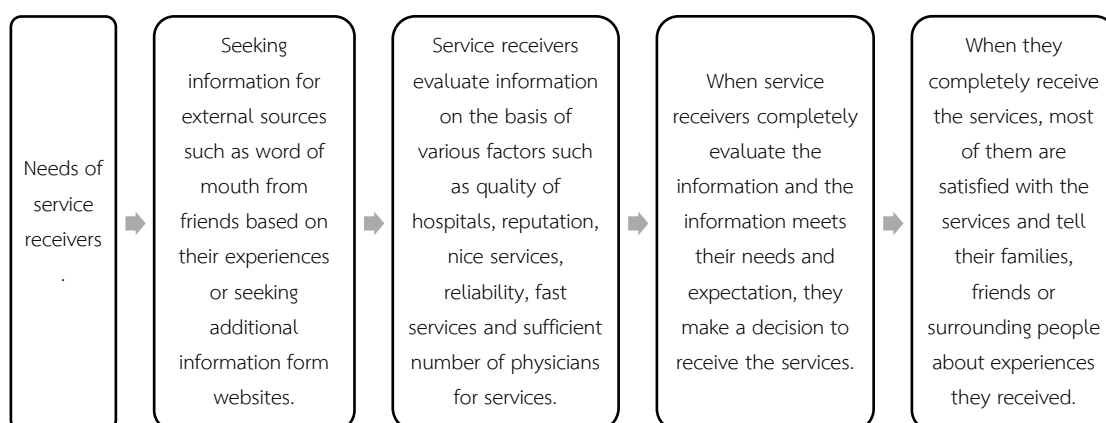


Figure 4.1 shows buying decision-making process Adapted from Chanidapa (2012). Jun 8th,2020

From the mentioned above information, it can see that factors related to decision-making on using services majorly consist of brand information and an idea towards receiving medical tourism services, being the feelings of reliability or intention to receive medical tourism services.

4) Analyze for opinions data of Chinese tourists using an anti-aging program of medical tourism service: A Case of Private Hospitals in Phuket. The opinion towards providing medical tourism services and within the framework of the question of 20 questions is as follows:

4.1) What do you think of following medical tourism services?

- (1) The convenience to come to traveling in Thailand.
- (2) The convenience of make appointments which who come to use the service.
- (3) The convenience of the ark for information or seek information before using medical services in Thailand.
- (4) The credibility of the hospital.
- (5) The safety of the hospital.
- (6) Physical elemental composition of the hospital, as the decoration in the treatment room.

- (7) The scenery treatment rooms.
- (8) Modern tools and technologies.
- (9) Doctor knowledge and experience.
- (10) Availability of doctor to service.
- (11) Availability of hospital personal to help or service.
- (12) Explaining the doctor's detail before the treatment.
- (13) Speed of the hospital's staff in the hospital.
- (14) Take care of doctors and nurses.
- (15) Convenience and speed in communicating with the treating doctor.
- (16) Quality of treatment/service received.
- (17) The advice of the doctor after treatment.
- (18) Total service cost.
- (19) Convenience and speed of payment after service had been complete.
- (20) The need for a service expense report?

What do you think of following medical tourism services?

Question 1. The convenience to come to travel in Thailand.

The interview results revealed that all 20 respondents commented that traveling to Thailand is very convenient. Coordinators took excellent care of them, and they were given a warm welcome by the time they arrived at the airport to the hotel, hospital until they flew back home. The staff was friendly and service minded.

Question 2. The convenience of make appointments which who come to use the service.

The interview results revealed that all 20 respondents commented that it was very inconvenient if they made contact from China since there are no professional staff who advise on how to make an appointment and which channels, they can use to make contact. An interpreter is required since some tourists cannot communicate in Thai or English or some cannot read English. If they travel to Thailand and make contact in person, it will be more convenient and faster because

an interpreter is available to give them advice, or if they have someone provide them with advice or Thai friends make contact for them.

Question 3. The convenience of the ark for information or seek information before using medical services in Thailand.

The interview results revealed that all 20 respondents commented that it was very inconvenient if service receivers contacted China since Thailand's medical websites most likely presented in Thai and English without Chinese. In the meantime, websites are designed in cartoons, making them unable to understand, and they need an interpreter for translation because some tourists are not good at English or some cannot read English. Besides, in China, Thai websites cannot be directly viewed but checked through VPN¹ software. However, most Chinese people do not have VPN¹ software as they need to pay the VPN¹ service charge each time, they use it. Furthermore, VPN¹ is the software that the Chinese government does not allow people to use. If they travel to Thailand and make contact by themselves, it will be more convenient as an interpreter is available.

Question 4. The credibility of the hospital.

The interview results revealed that all 20 respondents commented that it is reliable since hospitals in Thailand meet standard quality, especially many renowned private hospitals certified by international standards like 2 private hospitals in Phuket that meet international standards and are certified by JCI² for their quality.

Question 5. The safety of the hospital.

The interview results revealed that all 20 respondents commented that Chinese tourists choose to use medical services in Thailand because they know the private hospitals in Phuket are safe and have world-class medical service standards.

¹VPN = Virtual Private Network

²JCI= Joint Commission International

Question 6. Physical elemental composition of the hospital, as the decoration in the treatment room.

The interview results revealed that all 20 respondents commented that their opinion that components of rehabilitation hospitals are filled with a nice atmosphere, places are decorated beautifully, calm, and pleasant. Nature is included in the decoration, making them feel like resting in a hotel rather than in a hospital. Recreational facilities are available, such as a spa and greenery garden, to relax and rest, admire nature, make them happy, and not worry about the treatments.

Question 7. The scenery treatment rooms.

The interview results revealed that all 20 respondents commented that the patient's treatment room ambiance is beautifully decorated, clean, tidy, and fully equipped with tools, materials, and appliances. It can give the patient feeling of convenience that like stay at home.

Question 8. Modern tools and technologies.

The interview results revealed that all 20 respondents commented that the hospital in Thailand's medical apparatus and instruments have international standards and modern and good quality. So, they take new technology to apply to the service also.

Question 9. Doctor knowledge and experience.

The interview results revealed that all 20 respondents commented that the doctor who performs the treatment is knowledgeable and has the experience, expertise, and specializations. Hence, patients want to use the anti-aging medicine program because doctors are reliable.

Question 10. Availability of doctor to service.

The interview results revealed that all 20 respondents commented that the doctor is ready to serve immediately if the patient needs help. When a patient has questions and concerns, doctors could explain in detail before the treatment and advice.

Question 11. Availability of hospital personal to help or service.

The interview results revealed that all 20 respondents commented that their opinion that hospitals and medical personnel gave excellent services while they did not need to ask for. They are attentive and friendly. They made patients feel warm and safe, and reliable to receive the treatments in the hospital.

Question 12. Explaining the doctor's detail before the treatment.

The interview results revealed that all 20 respondents commented that Doctors could explain in detail before the treatment and advice after the treatment, giving patients high confidence in treatment.

Question 13. Speed of the hospital's staff in the hospital.

The interview results revealed that all 20 respondents commented that Hospital staffs are extremely fast in service. Thus, it does not have to wait for a long time to receive the service.

Question 14. Take care of doctors and nurses.

The interview results revealed that all 20 respondents commented that physicians and nurses are very professional. They are very attentive and take excellent care of patients. They inquired about patients' requirements and advised before and after the treatments were performed while follow-up treatments are available through e-mail. These things make patients impressed and wish to get back to use the services in this hospital again.

Question 15. Convenience and speed in communicating with the treating doctor.

The interview results revealed that all 20 respondents commented that it is convenient, fast, and does not take much time. However, sometimes they had to wait for an interpreter to translate because some service receivers cannot communicate in English.

Question 16. Quality of treatment /service received.

The interview results revealed that all 20 respondents commented that their opinion that the quality of treatments and services they received from hospitals in Thailand is much better than in China. They do not need to wait in a long queue. Caring and treatment are thoroughly given since physicians and

medical personnel took excellent care of them. The number of service receivers is not as many as that of in China, making the number of physicians and medical personnel sufficient to requirements of service receivers. When problems occur during the treatments, it can fix them immediately.

Question 17. The advice of the doctor after treatment.

The interview results revealed that all 20 respondents commented that physicians who give the treatments provide advice in detail in an obvious manner before and after the treatments were performed. Follow-up treatments are available through e-mail, making service receivers impressed would like to get the services here again.

Question 18. Total service cost.

The interview results revealed that all 20 respondents commented that the price is relatively high. However, it depends on which anti-aging program they require. Generally, they thought it is suitable for the treatments as they can save time and do not have to wait in a long queue, making them save their money. So, they thought the anti-aging treatments in Thailand are much cheaper than those in China.

Question 19. Convenience and speed of payment after service had been complete.

The interview results revealed that all 20 respondents commented that it is very convenient and fast. Services are not redundant; staff provides services thoroughly and do not need to wait for so long in a queue. Sometimes, many people receive services, but services are provided quickly and systematically, suitable for being a hospital certified by JCI¹ for its quality.

Question 20. The need for a service expense report?

The interview results revealed that all 20 respondents commented that it is correct, accurate, and obvious.

¹JCI= Joint Commission International

According to the opinion interview of Chinese tourists who received medical services, it can conclude that the participants' opinions are quite repetitive. Most opinions are consistent with ideas about attitude. Attitude is how the participants view, feel, and express their feelings if they are satisfied or not satisfied with. Based on the 20 questions mentioned above, the participants are quite happy with receiving the services of the anti-aging program of 2 hospitals in the case study since they see the standard quality of the hospitals, JCI¹ standards. JCI¹ standards are accepted globally, making the participants trust in the quality and technologies of medical equipment, professional services, safety, and physical components of both hospitals that are the case study. In addition, medical personnel have knowledge, abilities, and experiences as professionals in providing services to all service receivers, making the participants satisfied with the services they received regarding having physicians describe details before and after the treatments were performed, fast services provided by medical personnel. When the participants had questions or inquiries, physicians or medical personnel kept giving those pieces of advice to unfold their questions promptly. Meanwhile, expenses spent on the anti-aging program of 2 hospitals are cheaper than in China, while they do not need to wait in a long queue. Unlike in China, the price is higher, and they need to wait in a long line. However, sometimes the participants would like to check information from the websites of both hospitals being the case study. They found difficulty in understanding because the content is presented in English. Most participants who would like to make an appointment and search for additional information have friends living in Thailand who can help them make an appointment or search for information as the 2 hospitals have an interpreter available for providing information and assistance to customers.

¹JCI= Joint Commission International

5) Analyze Information about brand loyalty or the medical service tourism business of Chinese tourists who use anti-aging medicine programs A Case of Private Hospitals in Phuket. Within the question framework for 4 questions as follows:

5.1) How do you feel about the hospital/tourism attraction that you have to choose to use?

5.2) Will you come to use this medical service again?

5.3) Will you come to use this medical service again if the cost of treatment is higher?

5.4) Would you tell the other people to come here for medical service?

Question 1. How do you feel about the hospital/tourism attraction that you have to choose to use?

The interview results revealed that all 20 respondents commented that they chose to receive anti-aging program services at hospitals in Phuket because they viewed that the quality of hospitals meet international standards, and 2 hospitals are certified by JCI¹ for their quality. Meanwhile, medical personnel (physicians, nurses, and medical support workers) have knowledge, abilities, skills, and specialized fields of expertise, experience, and professional services. Expenses of the anti-aging services in Phuket are proper to the quality they will have; services are conveniently accessible in terms of medical services and health-promoting services. A variety of quality programs is offered such as mammoplasty, cosmetic surgery and anti-aging (Botox injection, filler injection, fine thread lifting, etc.), health checkup and blood detoxification (for tourists who come from polluted big cities such as Shanghai, Beijing) for Chinese tourists who expect to have cosmetic surgery and anti-aging, transgender surgery, dental treatment, detoxification, spa, yoga, meditation, Thai boxing including health checkup, blood detoxification, facilities in hotels and resorts, and modern medical devices, equipment and technologies. Besides, Phuket is rich in beautiful natural sites and is ranked as a world-famous holiday destination.

¹JCI= Joint Commission International

Question 2 Will you come to use this medical service again?

The interview results revealed that all 20 respondents commented that they would come back to use the anti-aging program at hospitals in Phuket again because they were satisfied with excellent services, reasonable prices, beautiful tourist attractions, and delicious food.

Question 3 Will you come to use this medical service again if the cost of treatment is higher?

The interview results revealed that all 20 respondents commented that they should consider and compare hospitals' prices in China to hospitals in Thailand to see which one offers lower costs, good services, and better quality. If services, quality, and prices are not substantially higher, they will choose to receive services from that hospital instead. Most of them pay attention to the quality of hospitals rather than prices.

Question 4 Would you tell the other people to come here for medical service?

The interview results revealed that all 20 respondents commented that their friends advised them, people, they know, or those interested in receiving the anti-aging program to receive the services at private hospitals in Phuket due to good services and quality.

Based on the analysis of brand loyalty information or medical tourism of Chinese tourists who received the anti-aging program at hospitals in Phuket, it found that participants' behavior met factors affecting tourist behavior (Cooper, Scott, and Kester, 2006 as cited in Jira, 2007), namely social factor. The participants who received the services are more interested in their health because they would like to stay longer with good health. Good health makes these people live longer. Though they get older, they can travel conveniently and do not need to worry about using walking aids because they are healthy from the inside. Technology factor is an aspect to which all tourists give importance since modern technologies and international standards certified enable the participants to trust in the 2 hospitals that they achieve a high-level safety system. In addition, hospitals have modern medical technologies.

They are certified by JCI¹ for their quality, making the participants trust in the quality of the hospitals that will allow them to achieve their requirements in having good health and looking younger, including convenient transportation to Phuket and its beautiful world-class tourist attractions facilitate tourists around the world. The economic factor is another aspect that most. The economic factor is another aspect that most service providers consider as currently competition in the business is very tense, causing the anti-aging program of the 2 hospitals in the case study to adjust their prices in response to the requirements of service receivers. Their prices are cheaper than other places, but their services and quality are equal or higher. Consequently, prices and services are indicators in choosing the services among the participants because most participants are satisfied with the anti-aging program. Some participants who used to receive the anti-aging program services come back and recommend their intimate persons to use the services.

¹JCI= Joint Commission International

CHAPTER 5

CONCLUDING REMARKS

The study of this thesis. Is qualitative research by studying “Medical Tourism Behaviors of Chinese Tourists A Case of Private Hospitals in Phuket” It is intended to examine Motivations for Medical Service Tourism of Chinese tourists: A Case of Private Hospitals in Phuket. Opinion’s data of Chinese tourists using an anti-aging program of medical tourism service: A Case of Private Hospitals in Phuket. Brand loyalty or the medical service tourism business of Chinese tourists who use anti-aging medicine programs A Case of Private Hospitals in Phuket. The key informant: Chinese tourists who utilize medical tourism services A Case of Private Hospitals in Phuket about 20 people. It was derived from the criteria best selection procedure as follows:

Step 1: Quota Criteria best selection from 2 Private Hospitals in Phuket.

Step 2: Purposive criteria best selection, using the Key Informant selection method from Chinese tourists who came to the medical tourism service in 2 private hospitals. Is pleased to provide information.

In-depth interviews were used to collect data. The study then analyzed the analytical descriptive data and concluded the results of the investigation. Discuss the results and suggestions as follows:

5.1 Conclusion

From the data analysis of Medical Tourism Behaviors of Chinese Tourists: A Case of Private Hospitals in Phuket as follows:

1) The personal information data of Chinese tourists to using an anti-aging medicine program: A Case of Private Hospitals in Phuket. In conclusion, the gender of most respondents was females more than males. They are aged between 23-47 years old. They have an education level ranging from Diploma to master's level. Most of them work as company employees, next is self-employed, self-employed and government service. The highest monthly income is 200,000 China Yuan (approximately 974,000 Thai baht)¹, and the lowest monthly income is 3,500 China Yuan (about 17,045 Thai baht)¹. The key informants had Females are single more than males. Most of the key informants were from Shanghai. Second is Beijing and Xinjiang. And the last is Hangzhou, Zhengzhou, Chengdu, Nanjing, Guangzhou, Shenzhen, Dandong, Qingdao, Kunming, Xiamen, and Harbin.

2) Medical Tourism Behaviors of Chinese Tourists: A Case of Private Hospitals in Phuket. In conclusion, the key informant had been to Thailand before, and some of the key informant had been to Thailand many times, it not the first time for them. The key informant most wanted to go to the beach in Phuket, and the other groups wanted to go to the beach in Pattaya and Krabi. And they most wanted to go to the temple in Bangkok for worship. The second is the temple in Chiang Mai and Chiang Rai. The key informant most wanted to use the Royal Antioxidants and Micronutrients Plus program. The next program is the Royal Comprehensive Age Management program. Preventive Genetic Testing (Royal Signature) program. The Royal Executive Age Management Program. And the least of the program is the Royal Hormones & Sexual Health and the Royal Weight Management, respectively.

¹ ICBC BANK (THAI) Currency Rate: March 30,2020. China Yuan: Thai Baht = 4.87

The estimated cost of Chinese tourists using an anti-aging program service, it most cost is 500,000 China Yuan (approximately 2,435,000 Thai baht)¹ they use the Royal Hormones & Sexual Health program. The next program cost is 70,000 China Yuan (approximately 340,900 Thai baht)¹, using the Royal Antioxidants & Micronutrients Plus. 60,000 China Yuan (approximately 292,200 Thai baht)¹, using the Royal Executive Age Management Program. 20,000 - 30,000 China Yuan (approximately 97,400 – 146,100 Thai baht)¹, using the Royal Comprehensive Age Management Program. 5,000 - 20,000 China Yuan (approximately 24,350 – 97,400 Thai baht)¹, using the Preventive Genetic Testing (Royal Signature), and the least cost is 10,000 China Yuan (approximately 48,700 Thai baht)¹, using the Royal Weight Management. The duration of Chinese tourists using an anti-aging program of medical tourism service. The maximum period of this medical tourism services about 1 month, has 7 people, 2 weeks has 4 people, And the least is about 3 days have 1 person.

3) Reasons and motivation in medical tourism of Chinese tourists using anti-aging program services A Case study of Private Hospitals in Phuket – It can be concluded that the reasoning and motivation of Chinese tourists to travel to Thailand for receiving anti-aging services are medical treatment prices at private hospitals in Thailand are cheaper than those of hospitals in China. Furthermore, good quality hospitals in China charge costly prices, and Thailand has a more reasonable cost of living than China. That is why they decided to receive the treatments in Thailand; they can save more money and have a chance to travel in Thailand. Though the number of physicians with specialized fields of expertise in China is greater than in Thailand, the number of patients is quite large, and they have to wait in a long queue. Therefore, they decided to travel to Thailand to receive the treatments instead because after making contact with hospitals in Thailand, they did not need to wait for a long time. They could travel to receive the services more conveniently and faster than receiving services in China. They used to receive information from their friends, people they know, or people who received the services at hospitals in Thailand. They

¹ ICBC BANK (THAI) Currency Rate: March 30,2020. China Yuan: Thai Baht = 4.87

are recommended that treatments and nursing care in Thailand meet international standards with good quality and good services. Key informants said that they decided to receive the treatments in Thailand because they saw the quality of treatments and heard from people who used to receive treatments full of quality. That is why they made their decision to travel to Thailand to receive the treatments. The quality of hospitals in Thailand is reliable, especially private hospitals. Many private hospitals receive global quality certification, like private hospitals in Phuket whose quality meets international standards and is certified by JCI¹. Moreover, hospitals' medical devices and equipment in Thailand meet standards and are the very modern equivalent to medical devices and equipment in China's best hospital. Physicians and medical personnel (physicians, nurses, and medical support workers) have knowledge, abilities, and skills in specialized fields of expertise. They hold extensive knowledge, experience, and expertise. Professional services of medical personnel and hospitals in Thailand are well known among Chinese people who used to receive treatments in Thailand, especially private hospitals in Phuket that are famous for their medical tourism like cosmetic surgery and anti-aging. By the way, receiving treatments at private hospitals in Thailand does not require patients to wait in a long queue. It is convenient and fast. As soon as they contact a hospital, they expect to have treatments, and they can make a trip immediately. Unlike in China, they need to wait for a queue for such an awfully long time. Therefore, they decided to use the services in Thailand better because they would like to travel for pleasure in Thailand. Previously, they had experience traveling to Thailand for pleasure quite often, but they have never used medical services before. They came this time due to word of mouth from their friends and people they know who used to make a trip to Thailand and received the anti-aging program at hospitals in Phuket.

¹JCI= Joint Commission International

4) Opinion of Chinese tourists who received the anti-aging program

services: A Case of Private Hospitals in Phuket can be concluded that traveling to Thailand is very convenient. Coordinating staff takes excellent care of them as they are attentive, service-minded and give them a warm and friendly welcome by the time they arrived at the airport to the hotel, hospital until they flew back home. In terms of convenience in making contact before receiving the treatments, they said that it is very inconvenient if they stay in China because there is no professional staff who will recommend to them how to make an appointment or which channels, they can contact. An interpreter is required for translation because some tourists are not good at Thai or English, or some cannot read English. If they make contact in Thailand by themselves, it will be much more convenient and fast as an interpreter is available for giving them a recommendation. It will be more convenient if someone or Thai friends provide those pieces of advice or make contact with them. As for asking for information or searching for information before receiving medical services in Thailand is not much convenient if service receivers stay in China because Thailand medical websites are presented in Thai and English; they are not available in Chinese. Websites are designed in the form of cartoons, making them unable to understand. They need an interpreter for a translation. In China, Thai websites cannot be directly viewed but checked through VPN software. However, most Chinese people do not have VPN software as they need to pay a VPN service charge each time they use it. Furthermore, VPN is the software that the Chinese government does not allow people to use. If they travel to Thailand and make contact by themselves, it will be more convenient as an interpreter is available. Informants said that Chinese tourists trust hospitals in Thailand very much because their quality meets standards, especially many famous private hospitals receive global standard certification like 2 private hospitals in Phuket certified by JCI² for their quality. Most informants viewed that Chinese tourist chose to receive medical services in Thailand because private hospitals in Phuket are safe and meet global medical service standards, physicians know, hold extensive years of experience and specialized fields of expertise

¹VPN = Virtual Private Network

²JCI= Joint Commission International

related to the anti-aging program, physicians are ready for giving services promptly when service receivers have questions or inquiries, physicians can describe in detail before and after the treatments were performed, considerably building trust to service receivers. Physicians and nurses are very professional. They take excellent care of patients, are attentive, closely inquire about patients' requirements, give advice, and follow up with patients after the treatments through e-mail, making patients satisfied and would like to receive services at the hospital again. Furthermore, the medical devices and equipment of hospitals in Thailand meet standards and are very modern. They have good quality, and new technologies are brought to services. The quality of treatments and services in Thai hospitals is much better than that of hospitals in China. Patients do not need to wait in a long queue. Treatments and nursing care are thoroughly provided because physicians and medical personnel are very attentive. The number of patients receiving services is not so many as in China, making physicians and medical personnel sufficient to serve patients' requirements. When problems arise while treatments are performed, problems can solve promptly. Concerning hospital employees and medical personnel, they give excellent services. Their services are speedy, and patients need to request as patients' requirements are asked, and they are ready to help and provide advice to service receivers. Their services are friendly, and patients do not need to spend a long time waiting for the services. The hospitals' employees and medical personnel give speedy services, making patients feel warm and reliable in receiving the treatment here. Components of rehabilitation hospitals are filled with a nice atmosphere, decorated beautifully, calm, and pleasant, and nature is included in the decoration, making them feel like resting in a hotel rather than in a hospital. Recreational facilities are available, such as a spa and greenery garden, to relax and rest, admire nature, make them happy, and not worry about the treatments. Overall, the prices are quite high. However, it depends on which anti-aging program they require. Generally, they thought it is suitable for the treatments as they can save time and do not have to wait in a long queue, making them save their money. So, they thought the anti-aging treatments in Thailand are much cheaper than those in China.

5) As for brand loyalty or medical tourism of Chinese tourists who received the anti-aging program: A Case of Private Hospitals in Phuket, participants' behavior met factors affecting tourist behavior (Cooper, Scott, and Kester, 2006 as cited in Jira, 2007), namely social factor. The participants who received the services are more interested in their health because they would like to stay longer with good health. Good health makes these people live longer. Though they get older, they can travel conveniently and do not need to worry about using walking aids because they are healthy from the inside. Technology factor is an aspect to which all tourists give importance since modern technologies and international standards certified enable the participants to trust in the 2 hospitals that they achieve a high-level safety system. In addition, hospitals have modern medical technologies. They are certified by JCI¹ for their quality, making the participants trust in the quality of the hospitals that will allow them to achieve their requirements in having good health and looking younger, including convenient transportation to Phuket and its beautiful world-class tourist attractions facilitate tourists around the world. The economic factor is another aspect that most service providers consider as currently competition in the business is very tense, causing the anti-aging program of the 2 hospitals in the case study to adjust their prices in response to the requirements of service receivers. Their prices are cheaper than other places, but their services and quality are equal or higher. Consequently, prices and services are indicators in choosing the services among the participants because most participants are satisfied with the anti-aging program. Some participants who used to receive the anti-aging program services come back and recommend their intimate persons to use the services. Services are conveniently accessible in terms of medical services and health-promoting services. A variety of quality programs is offered such as mammoplasty, cosmetic surgery and anti-aging (Botox injection, filler injection, fine thread lifting, etc.), health checkup and blood detoxification (for tourists who come from polluted big cities such as Shanghai, Beijing) for Chinese tourists who expect to have cosmetic surgery and anti-aging, transgender surgery, dental treatment, detoxification, spa, yoga, meditation,

¹JCI= Joint Commission International

Thai boxing including health checkup, blood detoxification, facilities in hotels and resorts, and modern medical devices, equipment, and technologies. Besides, Phuket is rich in beautiful natural sites and is ranked as a world-famous holiday destination. Most opinions showed that the quality of hospitals is used as an indicator rather than prices. Every informant agreed in the same direction that they would recommend their friends/persons they know or those who are interested in having the anti-aging program to receive the services at private hospitals in Phuket due to their excellent services and better quality.

5.2 Discussion

Based on the study, Chinese tourists who traveled to Thailand to receive the anti-aging program at private hospitals in Phuket have high purchasing power. Their major objectives and goals are taking care of their health and traveling for pleasure. They spent their time staying in Thailand for 3 - 30 days. The most common programs they took are Royal Antioxidants & Micronutrients Plus and Royal Comprehensive Age Management. Overall expenses spent on medical services this time ranged between 5,000 – 500,000 China yuan (approximately 24,350 – 2,435,000 Thai baht)¹. It is consistent with the information from C9 Hotel works (2016) that reported medical tourism in Phuket that Phuket is famous for medical tourism, particularly cosmetic surgery, and anti-aging. The major customer of the anti-aging is Chinese tourists. Chinese tourists choose to receive anti-aging programs in Phuket private hospitals because expenses spent in Thai private hospitals are much cheaper than in China. Moreover, good quality hospitals in China charge costly medical treatment prices and living in Thailand is cheaper than in China. That is why they decide to receive medical treatments in Thailand as they can save more money and have a chance to travel in Thailand as well. Though the number of specialists in China is greater than that of Thailand, the number of patients is quite high, making them

¹ ICBC BANK (THAI) Currency Rate: March 30,2020. China Yuan: Thai Baht = 4.87

need to wait in a long queue. Therefore, they decide to travel to Thailand to receive treatments instead, as after contacting a required hospital, they do not need to wait for such a long time. They can travel to Thailand and receive treatments more conveniently and faster than they receive services at hospitals in China. By the way, they used to receive information from their friends, persons they know, or those who had experience in receiving services at hospitals in Thailand that medical treatments, services, and quality of hospitals in Thailand meet international standards, in particular JCI¹ certification. Moreover, medical equipment of hospitals in Thailand meet standard and are very modern, which can be compared to medical equipment of the best hospital in China. Physicians and medical personnel (physicians, nurses, and medical support workers) have knowledge and expertise in specialized fields. They hold extensive experiences and knowledge and provide professional services. Hospitals in Thailand are famous among Chinese people who had experience in receiving medical treatments in Thailand, especially at private hospitals in Phuket known for its medical tourism market in terms of cosmetic surgery and anti-aging. By the way, having medical treatment at private hospitals in Thailand does not require a long queue. Services are given in a convenient and fast manner. Once customers make an appointment with a hospital, they can travel to Thailand and receive the treatments immediately. Unlike in China, customers need to wait in a long queue for such a long time. Therefore, they decide to choose hospitals in Thailand better while they would like to make a trip for pleasure. Previously, they traveled very often to Thailand but have never received medical treatments before. Coming this time, they were told by their friends and people they know who had experience traveling to Thailand and used to receive an anti-aging program at a hospital in Phuket. They said that private hospitals in Phuket offer good services, and the quality meets standards with follow-up treatment. They trust in what they were told and decided to travel to Thailand to receive the anti-aging program here. This is consistent with a study conducted by Nattapol Leelawattananan, 2016, Sikarin Janecharoenwong, 2009 and Project Coordination and Management

¹JCI= Joint Commission International

Office, 2013, which found that important factors enabling medical tourism of Thailand popular are the quality of medical personnel, convenient and fast services, reasonable prices, service standards, friendly services, and hospitality are given by supporting medical personnel, and modern medical equipment. As a consequence, Phuket has the potential to become the hub of medical tourism that Chinese people choose to receive anti-aging program services at private hospitals because they view that services of the hospitals meet international standards and 2 of them are certified by JCI¹ for their quality, medical personnel (physicians, nurses and medical support workers) have knowledge, skills, and specialized fields of expertise, expenses spent on the medical services in Phuket are reasonable compared to the quality they will obtain, services are easily accessible and offered in a fast manner concerning medical services and health-promoting services. A variety of services is available and full of quality such as mammoplasty, cosmetic surgery and anti-aging (Botox injection, filler injection, fine thread lifting, etc.), health checkup and blood detoxification (for tourists who come from polluted big cities such as Shanghai, Beijing) for Chinese tourists who expect to have cosmetic surgery and anti-aging, transgender surgery, dental treatment, detoxification, spa, yoga, meditation, Thai boxing including health checkup, blood detoxification, facilities in hotels and resorts, and modern medical devices, equipment and technologies. Besides, Phuket is rich in beautiful natural sites and is ranked as a world-famous holiday destination. Most opinions showed that the quality of hospitals is used as an indicator rather than prices. Every informant agreed in the same direction that they would recommend their friends/persons they know or those who are interested in having the anti-aging program to receive the services at private hospitals in Phuket due to their good services and better quality. This is consistent with a study conducted by Pimpa et al., 2009 on behavior in medical tourism of international tourists. The study found that most tourists making a trip to receive medical services would like to travel for pleasure in Thailand, followed by medical treatments cheaper than those in their countries, physicians and hospitals in Thailand are famous and acceptable, modern medical equipment is available. Besides, tourists coming to

¹JCI= Joint Commission International

receive medical services because hospitals in Thailand provide world-class medical services, which tourists had experience from those who used to receive services in Thailand before. Some tourists came to receive medical services in Thailand because specialists in their countries are not available, and they need to wait in a long queue to receive the services. Tourists viewed that the quality of medical treatments at hospitals in Thailand is at a good level, followed by knowledge of physicians, safety system, readiness in providing services of nurses, good caring from physicians, nurses, and hospital personnel. Seeking information before receiving medical services is easy, medical treatment expenses are not expensive, hospitals provide physicians who are ready to give treatments immediately, treatments are performed quickly, reports of medical treatment expenses are correct, and traveling to receive medical services in Thailand is very convenient. Most tourists who received medical treatments at the hospital they chose were satisfied with their services. They expect to travel to Thailand to receive the services again in the future, though services fees will be higher while they will recommend persons, they know to receive the services.

The findings from this study can conclude that Chinese tourists would like to travel for pleasure in Thailand and have medical treatments at the same time as expenses are cheaper than in their country, provided that physicians must be skillful and hold extensive experience in giving medical treatments, hospitals must be famous and accepted at the international level, hospitals must be equipped with modern medical devices and equipment. This is consistent with a study conducted by Bangkok Bank Public Company Limited that found that Thailand has more competitive advantages than its competitors in terms of services, convenience, and reasonable prices (cited from Private Hospital Association Thailand, 2004). Tourists viewed that the quality of medical treatments/services is good, and hospital staff and nurses are ready to give assistance or services. Service staff is a factor of success in the service business. Staff can create perceptions related to the quality of services offered to customers. Namely, customers most likely consider the quality of services from their evaluation of what they perceive in their services from service staff (as cited in Lovelock and Wirtz, 2007). Tourists were quite impressed with medical services and tended to return to have the same services in the same hospital, though medical expenses will be higher.

Based on the study results and discussion mentioned above, it can conclude that Chinese tourists who traveled to receive medical services in Phuket were satisfied with professional services offered by medical personnel, convenient and fast services, an excellent environment, modern medical devices and equipment, reasonable prices, good quality, the convenience of accommodation and hospitality while traveling to and from hotels, hospitals and the airport including treatment results that came out in a very satisfactory way as well as follow-up treatment through e-mail. These things enable the medical services of Phuket to be popular among Chinese tourists. They tend to return to Phuket for having the services again while they travel for pleasure. Moreover, they will recommend other people to use medical services and travel for pleasure in Phuket increasingly in the future.

5.3 Suggestions

Suggestions for research application are as follow:

1) Business operators should maintain good quality and service standards as always, including conducting development to maintain competitive advantages sustainably because most Chinese tourists are satisfied with the services and most likely recommend their friends, relatives, and intimate persons to receive the benefits well. It will be an excellent opportunity to publicize health services in Thailand, considered an efficient method since most tourists receiving the services are from word of mouth.

2) Business operators should promote and develop a body of knowledge to personnel continuously regarding language skills and service attentiveness. Besides, technologies should be developed uninterruptedly to be equivalent to international levels and to increase the competitive advantages of business operators in Thailand.

3) Business operators should set prices clearly and transparently. Customers should easily seek price information for deciding on receiving the treatments. Moreover, reasonable prices should be set to maintain competitive advantages over their competitors in other countries.

4) Business operators should build their image related to a new standard of treatments to be a more reliable and good impression regarding cleanliness and hygiene in the workplace to emphasize service receivers in having more confidence. Furthermore, public relations should be conducted to increase reliability among service receivers.

5) Government sector should consider reducing times and procedures spent on visa extension to provide convenience to service receivers (foreigners) more and more.

6) Government sector should establish a particular agency to oversee health tourism to connect the operation between the government and business operators. The interview found that coordination between the government sector and the private sector was not smooth. Some operational procedures were delayed and complicated, being an obstacle for health tourism development in the future. Should consider reducing some methods, times, and implementation to facilitate convenience to tourists, including improving working together to bring consistency more and more.

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APPENDIX A

Private Hospital in Muang Phuket District Name List

No.	Name	Location
1.	Bangkok Hospital Phuket	2/1 Hongyok Utis Road, Muang District, Phuket, 83000, Thailand
2.	Bangkok Hospital Siriroj	44 Chalermprakiat Ror 9 Rd Phuket 83000 Thailand

APPENDIX B

Interview Question for Medical Tourism Behaviors of Chinese Tourists
(Chinese Version)

采访问卷研究
中国游客的医疗旅游行为研究，
以普吉岛私立医院为例

亲爱的被采访者：

这次采访是硕士论文的一部分，硕士生 汉语系 国际研究学院 送卡王子大学 详细解释在采访问卷内，如下：

1. 这次采访中仅出于研究目的。研究者要求您 请根据事实或您的意见回答访谈。

2. 从采访中获得的所有信息。 研究者将展示描述性数据。 指导下一个研究者或对医疗旅游感兴趣的人。

3. 请在回答前，请先阅读每个访谈问题以了解。 该系列访谈分为五部分：

第一部分 个人信息

第二部分 中国游客对泰国医疗旅游行为数据访谈表

第三部分 中国游客使用泰国医疗服务的原因访谈表

第四部分 中国游客对医疗旅游服务的建议访谈表

第五部分 中国旅游对品牌的忠诚度或医疗旅游业务的采访表

研究者非常感谢每位被采访者在采访中为这项研究问卷提供合作。

Wathanyuta Chanarat

硕士生 汉语系

国际研究学院 送卡王子大学

结构性访谈表 对于被采访者

第一部分 个人信息

1. 性别:
2. 年龄: 岁
3. 受教育程度:
4. 当前职业:
5. 月收入: 元
6. 婚姻状况:
7. 家庭住址（城市）:

第二部分 中国游客对泰国医疗旅游行为数据访谈表

1. 您是否曾经来过泰国？
2. 您最想去泰国的哪些景点？
3. 您这次来使用哪个医疗项目？
 - 1) 抗衰老计划 （皇家行政年龄管理计划）
 - 2) 全套抗衰老计划 （皇家综合年龄管理）
 - 3) 体重控制计划 （皇家体重管理）
 - 4) 荷尔蒙护理计划 （皇家荷尔蒙与性心理健康）
 - 5) 个人补品计划 （皇家抗氧化剂和微量营养素+）
 - 6) 预防性遗传测试（皇家特点）
 - 7) 其他（请说原因）
4. 这次使用此医疗的估计费用为..... 元？
5. 这次医疗旅行期时间大约为 天？

第三部分 中国游客使用泰国医疗服务的原因访谈表

您使用泰国医疗服务的理由是？

1. 泰国医疗费用比自己国家便宜。
2. 该国少数有专门的医生专业人员。
3. 从使用泰国医疗过的中国旅客看到医疗质量。
4. 泰国的医院或诊所符合世界一流的医疗服务标准。
5. 现代医疗设备和仪器。

6. 医务人员进行治疗的专业知识。
7. 医疗机构的声誉。
8. 无需长时间排队，可提供即时治疗。
9. 需要来泰国旅行和度假。

第四部分 中国游客对医疗旅游服务的建议访谈表。

您对医疗旅游服务提供建议是？

1. 您是否方便前往泰国。
2. 您是否方便预约使用泰国医疗。
3. 在泰国使用医疗方面是否方便联系或查资料。
4. 医院医疗服务的信任度。
5. 医院医疗服务的全体安全。
6. 康复设施的物理要素，例如：内部装修，等待医疗服务的休息室。
7. 医院室内病房的风景。
8. 提供最新的医疗工具和医疗技术。
9. 医生的知识和经验。
10. 医生可用性的服务情况。
11. 医务人员可用性的协助和服务情况。
12. 医生治疗前给病人详细解释该怎么治疗。
13. 医务人员服务的速度。
14. 医生/护士的医疗保健。
15. 与主治医生方便快捷地沟通。
16. 收到的治疗/服务的质量。
17. 医疗后的医生建议。
18. 医疗服务的总费用。
19. 服务完成后，方便快捷地付款。
20. 服务费用报告的准确性。

第五部分 中国旅游对品牌的忠诚度或医疗旅游业务的采访表

1. 您觉得你选择的医院/旅游景点怎么样？
2. 您会再次使用这这所医院的医疗服务吗？
3. 如果治疗费用有变化，你会再来使用这种医疗服务吗？
4. 你会告诉其他人在这里使用医疗服务吗？

您的建议

.....
.....

年 / 月 / 日 (访谈日期)

.....
访谈地点

.....

APPENDIX C

Interview Question for Medical Tourism Behaviors of Chinese Tourists

(English Version)

Interview Question
Medical Tourism Behaviors of Chinese Tourists
A Case of Private Hospitals in Phuket

Dear interviewees

This interview is part of a master's thesis of M.A. Chinese Studies (International Program) Faculty of International Studies Prince of Songkla University with clarifications in the interview form as follows:

1. This interview is intended for educational purposes only. The researcher asks for your co-operation and please answer the interview based on truth or your opinion.

2. Obtained various information was from the interview. Researchers will present descriptive information to guide further study or interested people.

3. Please read the interview response statement for each interview to understand before responding. This series of interviews is divided into 5 parts.

Part 1. Personal information

Part 2. Respondents on the medical tourism behavior of Chinese tourists

Part 3. Reasons for medical tourism of Chinese tourists.

Part 4. Opinions of Chinese tourists on medical service tourism.

Part 5. Information about Brand loyalty or the medical service tourism business of Chinese tourists.

The researcher would like to thank all respondents for their co-operation in answering this research interview.

Miss Wathanyuta Chanarat
M.A. Chinese Studies Candidate (International Program)
Faculty of International Studies Prince of Songkla University

Structured interview

For interviewees

Part 1 Personal Information

1. Gender:
 2. Age:Year
 3. Education Level:
 4. Occupation:
 5. Monthly income:CHY
 6. Family status:
 7. Domicile:
-

Part 2 Respondents on the medical tourism behavior of Chinese tourists.

1. Have you ever been traveled to Thailand?
.....
 2. What attentions in Thailand would you like to visit?
.....
 3. Which kind of program of medical tourism do you choose to buy?
 - 1) Royal Executive Age Management Program
 - 2) Royal Comprehensive Age Management
 - 3) Royal Weight Management
 - 4) Royal Hormones & Sexual Health
 - 5) Royal Antioxidants & Micronutrients Plus
 - 6) Preventive Genetic Testing (Royal Signature)
 - 7) Other (Please specify)
 4. The estimated cost of using this medical service.....yuan?
 5. The duration of this medical service tourism is approximately.....day?
-

Part 3 Reasons for medical tourism of Chinese tourists.

What are your motivating reasons for using medical services in Thailand?

1. The cost of treatment is cheaper than your country's treatment?
2. There are a few medical specialist doctors in your country.

3. Have has seen the quality of treatment from those who have traveled to Thailand for treatment?
4. Hospital or clinic in Thailand meet the world-class medical service standards?
5. Modern medical equipment and instruments.
6. The doctors and nurse experience.
7. The reputation of the healthcare center that they serve.
8. Do not have to wait in long lines; can provide treatment service immediately.
9. Want to travel and vacation in Thailand.

Part 4. Opinions of Chinese tourists on medical service tourism.

What do you think of following medical tourism services?

1. The convenience to come to traveling in Thailand.
2. The convenience of make appointments which who come to use the service.
3. The convenience of the ark for information or seek information before using medical services in Thailand.
4. The credibility of the hospital.
5. The safety of the hospital.
6. Physical elemental composition of the hospital, as the decoration in the treatment room.
7. The scenery treatment rooms.
8. Modern tools and technologies.
9. Doctor knowledge and experience.
10. Availability of doctor to service.
11. Availability of hospital personal to help or service.
12. Explaining the doctor's detail before the treatment.
13. Speed of the hospital's staff in the hospital.
14. Take care of doctors and nurses.
15. Convenience and speed in communicating with the treating doctor.
16. Quality of treatment /service received.
17. The advice of the doctor after treatment.
18. Total service cost.
19. Convenience and speed of payment after service had been complete.

20. The need for a service expense report?

Part 5. Information about brand loyalty or the medical service tourism business of Chinese tourists.

1. How do you feel about the hospital/tourism attraction that you have to choose to use?

.....

2. Will you come to use this medical service again?

.....

3. Will you come to use this medical service again if the cost of treatment is higher?

.....

4. Would you tell the other people to come here for medical service?

.....

Suggestion

.....

.....

Day / Month / Year of Interview

.....

Interview location

.....

VITAE

Name Miss Wathanyuta Chanarat

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Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor's degree of Education	Education of Chinese Language in Huaqiao University, Xiamen Campus	2015

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2018 – Now	Chinese Sales The 1 st Priority Sales and Marketing Service