

Research Title	Strategies for Enhancing Expenditure and Creating Value in the Medical Tourism Industry in Order to Extend the Stay and Encourage Repeat Visiting of International Medical Tourists in Thailand
Researcher	Assistant Professor Dr. Pimmada Wichasin Dr.Pisuda Sangsue, Ajarn Noppamas Gladgaew
Research Consultants	Associated Professor Sirivan Sereerat Assistant Professor Dr. Jirawat Anuwichanont
Organization	School of Hospitality and Tourism Management, Saun Dusit University
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The objectives of the research were to: 1) analyze factors influencing extension of period of stay and revisit of foreign tourists in Thailand's medical tourism industry; 2) analyze forms and processes of network building based on relevant associates in added value and value proposition for Thailand's medical tourism industry; and 3) present added value and value proposition strategy for Thailand's medical tourism industry to extend the period of stay of foreign tourists in Thailand. The research applied a mixed method involving: a quantitative method that used 440 sets of questionnaire to collect data from foreign tourists receiving medical services in Thailand and a qualitative method which was based on an interview with 20 tourism entrepreneurs and government organizations associated with medical tourism.

The quantitative data collection of 440 foreign tourists found that most foreign tourists receiving medical services in Thailand came from East Asia (30.00%) and were female (57.05%) aged 20 – 35 years old (49.09%). They had academic degree of under the bachelor's degree (52.73%) and mostly worked as private company employees (35.91%) with monthly income of 3,001 - 5,000 USD (35.91%). Most of them received medical services in Thailand 2-5 times (73.64%), stayed in Thailand for 6 - 10 days (55.91%) and spent 2,001 - 3,000 USD (31.59%). They traveled in Thailand by themselves (52.95%) were accompanied by friends (45.00%) and stayed in hotels (83.64%). They learned about the data from the internet (30.94%). About 83.64% of foreign tourists had never received medical services in other countries, while 46.26% of them had never received medical services in Thailand. About 27.70% of them received dental services and 72.95% of them went to other tourist attractions after the medical services. Most of them, accounting for 94.55%, had no need to extend their

period of stay. Medical tourism behavior, overall, was at the uncertain level ($\bar{x} = 3.22$) and motivation to receive medical services in Thailand, the overall, was at the agree level ($\bar{x} = 3.76$).

A data analysis based on the questionnaire regarding medical tourism in Thailand found that beneficial value, financial value, emotional value and interpersonal value as well as risks were at the uncertain level overall. A data analysis based on the questionnaire regarding characteristics of medical tourism in Thailand benefiting medical tourists found that tourism incentive was at the uncertain level. When considering each aspect, accommodations, facilities, activities and access were at the uncertain level overall. A data analysis on tendency of receiving medical services in Thailand in the future found that tendency of extension of period of stay was at the uncertain level. When considering each factor, internal factor was at the uncertain level, while external factor was at the agree level. Tendency of revisit in the future was at the agree level in overall.

The findings of the qualitative research indicated that the reasons making Thailand a favorite destination for medical tourism were expertise and reputation of doctors, medical service fees and excellent services. In addition, the target group of Thailand's medical tourism industry had changed and there were new groups of tourists from China. In the perspectives of medical service institutions in Thailand, they suggested that medical service entrepreneurs should emphasize a word-of-mouth marketing strategy arising from quality medical treatment and also networking.