

ภาคผนวก

ภาคผนวก ก
แบบสอบถาม



Questionnaire

For International Tourists Who Use Medical Service in Thailand.

Dear Participant,

I am studying on the 'Strategies for enhancement of expenditure and value creation of medical tourism industry for extending the stay and repeat visiting of international medical tourist in Thailand'. Your answers will be necessary for my research. There is no right or wrong answer as I am only interested in your opinion and would like to have the truthful answers only. Your answers will be kept as confidential and will be presented in the form of overall outcome only. I would like to express my deep appreciation for your kind cooperation and effort in answering this questionnaire.

Assistant Professor Dr. Pimmada Wichasin, Suan Dusit University

Tel: 083 864 1920

Direction: Please mark ✓ into the [] which corresponds or closely represents the truth or your opinion the most.

Section 1 : Demographic information

1. Where are you from?
2. Gender [] 1. Male [] 2. Female
3. Age [] 1. Less than 20 yrs [] 2. 20 - 35 yrs [] 3. 36 - 50 yrs
 [] 4. 51 -65 yrs [] 5. 65-80 yrs [] 6. 80 yrs or more
4. Education
 [] 1. Lower than Bachelor's Degree [] 2. Bachelor's Degree [] 3. Higher Degree
5. Occupation
 [] 1. Student [] 2. Personal business [] 3. Government officer
 [] 4. State enterprise [] 5. Work for a private company [] 6. Retiree
 [] 7. Other, please specify
6. Income per month
 [] 1. Lower than 1,000 USD [] 2. 1,001 - 3,000 USD [] 3. 3,001 - 5,000 USD
 [] 4. 5,001 - 7,000 USD [] 5. 9,001 USD or more [] 6. Other, please specify.....

Section 2 : Your medical tourism in Thailand

1. Number of visit to Thailand (including this time) visit(s)
2. Period of time spent in Thailand (this time) day(s)
3. The amount of money spent in Thailand (this time) USD
4. How do you organize this trip to Thailand?
 [] 1. By myself [] 2. By a travelling company
 [] 3. By a medical agency [] 4. By a relative or friend
 [] 5. Other, please specify.....
5. Person(s) who accompany you in travelling to Thailand for this trip
 [] 1. Alone [] 2. Friend(s) [] 3. Family
 [] 4. Other, please specify.....
6. Where do you stay?
 [] 1. Hotel [] 2. Accomodation arranged by medical service provider
 [] 3. Friend's house [] 4. Other, please specify.....
7. How do you obtain information about this medical treatment? (may answer more than one)
 [] 1. Medical service provider [] 2. Television advertising [] 3. Internet and social media

- 11.Cancer Treatments (Oncology)
- 12.Ears, Nose and Throat (ENT)
- 13.Holistic and Alternative Medicine
- 14.Medical & Wellness Spa
- 15.Rehabilitation
- 16.Medical Check Up/Diagnostic Examinations
- 17.Other, please specify.....

10.What is the purpose of your medical treatment for this time? (may answer more than one)

- 1.Cosmetic surgery (breast, face, liposuction, weight loss)
- 2.Dentistry (cosmetic and reconstruction)
- 3.Cardiology/cardiac surgery (by-pass, valve replacement)
- 4.Orthopedic surgery (hip replacement, resurfacing, knee replacement, joint surgery)
- 5.Bariatric surgery (gastric by-pass, gastric banding)
- 6.Fertility/reproductive system (IVF, gender reassignment)
- 7.Organ, cell and tissue transplantation (organ transplantation; stem cell)
- 8.Eye surgery
- 9.Skin Care (Dermatology)
- 10.Anti Aging
- 11.Cancer Treatments (Oncology)
- 12.Ears, Nose and Throat (ENT)
- 13.Holistic and Alternative Medicine
- 14.Medical & Wellness Spa
- 15.Rehabilitation
- 16.Medical Check Up/Diagnostic Examinations
- 17.Other, please specify.....

11. Have you been travelling in Thailand apart from receiving a Medical treatment?

- 1. No
- 2. Yes I went to.....

The activity(ies) I did, was(were)

- | | |
|--|--|
| <input type="checkbox"/> 1. Shopping | <input type="checkbox"/> 2. Spa |
| <input type="checkbox"/> 3. Sightseeing in town | <input type="checkbox"/> 4. Go to beach |
| <input type="checkbox"/> 5. Thai food exploring | <input type="checkbox"/> 6. Night life |
| <input type="checkbox"/> 7. Explore Thai way of life | <input type="checkbox"/> 8. Other, please specify..... |

12. For this trip, would you like to extend your stay in Thailand?

- 1. No
- 2. Yes, I would like to, for.....day (S) but I cannot because.....
- 3.Yes, I extended my stay for.....day (s) because

Section 3 : Reason for not doing medical service in your country

Your reasons for not doing medical service in your country	Strongly agree(5)	Agree (4)	Not sure (3)	Disagree (2)	Strongly disagree (1)
1.Long waiting list					
2.Limitation of health care in my country					
3.Treatment not allowed in my country					
4.Treatment not available in my country					
5.Expensive					
6.Lower quality of medical facilities					
7.No medical insurance coverage					
8. Shortage of qualified medical expertise					

Section 4 : Motivations to use medical service in Thailand

Your reasons to come for medical service in Thailand	Strongly agree(5)	Agree (4)	Not sure (3)	Disagree (2)	Strongly disagree (1)
1.Affordable price					
2.Incredible saving					
3.No waiting list					

Your reasons to come for medical service in Thailand	Strongly agree(5)	Agree (4)	Not sure (3)	Disagree (2)	Strongly disagree (1)
4.World class and international accredited medical facilities					
5.Highly trained doctors, nurses and paramedic staffs					
6.Privacy and confidentiality					
Your reasons to come for medical service in Thailand	Strongly agree(5)	Agree (4)	Not sure (3)	Disagree (2)	Strongly disagree (1)
7.Personalized service					
8.Excellent service quality					
9.Holistic and alternative treatment offer					
10.Fewer entry procedures					
11.Medical insurance coverage					
12.Travel opportunities					

Section 5 : Priority and perception evaluation of Thailand's medical tourism

Instructions Please circle the rating that best corresponds to your answer.

- 5 refers to Highest priority and perception level
- 4 refers to High priority and perception level
- 3 refers to Medium priority and perception level
- 2 refers to Low priority and perception level
- 1 refers to Lowest priority and perception level

Which level do you give priority?	Value and Risk	Which level do you perceive the value?
Functional Value		
1 2 3 4 5	Thai medical personnel are well trained and highly experienced.	1 2 3 4 5
1 2 3 4 5	Thailand's medical services meet international standards.	1 2 3 4 5

1 2 3 4 5	Thailand utilizes modern and advance medical technology devices.	1 2 3 4 5
1 2 3 4 5	Thailand's medical service providers are internationally recognized.	1 2 3 4 5

Which level do you give priority?	Value and Risk	Which level do you perceive the value?
Functional Value		
1 2 3 4 5	Medical tourism agencies can provide me with preferred choices of travel.	1 2 3 4 5
1 2 3 4 5	Medical tourism agencies can facilitate my trip from the beginning of my journey until returning home.	1 2 3 4 5
1 2 3 4 5	Medical tourism agencies can facilitate my travel companions from the beginning of their journey until returning home.	1 2 3 4 5
Utilitarian Value		
1 2 3 4 5	Medical service fees in Thailand are lower than in other countries.	1 2 3 4 5
1 2 3 4 5	All expenses of the trip to Thailand are lower than of other countries.	1 2 3 4 5
1 2 3 4 5	Compared to medical service fees in my country, Thailand's are lower.	1 2 3 4 5
1 2 3 4 5	Medical service fees paid in Thailand are best value for money.	1 2 3 4 5
1 2 3 4 5	I think the medical service fees are reasonably priced.	1 2 3 4 5
Emotional value		
1 2 3 4 5	Receiving medical services in Thailand makes me feel it is trustworthy.	1 2 3 4 5
1 2 3 4 5	Receiving medical services in Thailand makes me feel confident with my decision making judgment.	1 2 3 4 5
1 2 3 4 5	Receiving medical services in Thailand makes me feel noticeably healthier.	1 2 3 4 5
1 2 3 4 5	Receiving medical services in Thailand makes me feel that my body has positively changed, making me happy.	1 2 3 4 5
1 2 3 4 5	Receiving medical services in Thailand makes me feel happy because I had a chance to take care of myself and travel.	1 2 3 4 5
Interpersonal value		
1 2 3 4 5	Thai medical personnel are reliable.	1 2 3 4 5
1 2 3 4 5	Thai medical personnel are very friendly and create a relaxing atmosphere.	1 2 3 4 5
1 2 3 4 5	Medical personnel and staffs treat my travel companions well.	1 2 3 4 5
1 2 3 4 5	Medical tourism agencies in Thailand make me feel comfortable and trust.	1 2 3 4 5
1 2 3 4 5	Thailand has similar cultural characteristics with my country, so it isn't too difficult for me to feel like a part of Thailand.	1 2 3 4 5
1 2 3 4 5	Thai people are hospitable and friendly, making me feel happy throughout my trip in Thailand.	1 2 3 4 5

Which level do	Value and Risk	Which level do
----------------	----------------	----------------

you give priority?		you perceive the value?
Risk from receiving medical services in Thailand		
1 2 3 4 5	There is no risk.	1 2 3 4 5
1 2 3 4 5	There is no legal risk	1 2 3 4 5
1 2 3 4 5	There is no medical treatment process risk.	1 2 3 4 5
1 2 3 4 5	There is no risk concerning lack of post-treatment care after returning to my country of origin.	1 2 3 4 5
1 2 3 4 5	There is no risk concerning claiming for health insurance compensation.	1 2 3 4 5
1 2 3 4 5	There is no risk concerning visa application for extended stay.	1 2 3 4 5
1 2 3 4 5	Medical tourism in Thailand has lower risk than other kinds of tourisms.	1 2 3 4 5
1 2 3 4 5	There is no risk of travelling to Thailand regardless of any reason.	1 2 3 4 5

Section 6 : Priority and perception evaluation of Thailand's tourism attributes contributing to medical tourism

Which level do you give priority?	Tourism Attributes	Which level do you perceive the value?
Medical Tourism Attraction		
1 2 3 4 5	Specialist medical service providers available	1 2 3 4 5
1 2 3 4 5	Hotels/resorts or spas available to serve complete medical services	1 2 3 4 5
1 2 3 4 5	Tourist attractions suitable for recovery after receiving medical services	1 2 3 4 5
1 2 3 4 5	Weather condition appropriate for recovery after receiving medical services	1 2 3 4 5
1 2 3 4 5	Beautiful natural tourist attractions available	1 2 3 4 5
1 2 3 4 5	Beautiful man-made tourist attractions available	1 2 3 4 5
Accommodation		
1 2 3 4 5	Standard recovery and rehabilitation homes for those who receive medical services available	1 2 3 4 5
1 2 3 4 5	Full facilities and equipment and for patients and travel companions	1 2 3 4 5
1 2 3 4 5	Convenience to travel to medical service providers	1 2 3 4 5

Which level do you give priority?	Tourism Attributes	Which level do you perceive the value?
Accommodation		
1 2 3 4 5	Reasonable price for long-term stay services for patients and travel companions	1 2 3 4 5
1 2 3 4 5	Privacy and high security	1 2 3 4 5
Facility		
1 2 3 4 5	Well-prepared medical tourism information center	1 2 3 4 5
1 2 3 4 5	Standard and sufficient infrastructure for medical tourism	1 2 3 4 5
1 2 3 4 5	Convenient vehicle linking networks	1 2 3 4 5
1 2 3 4 5	Life and property safety	1 2 3 4 5
Activity		
1 2 3 4 5	Appropriate tourism activities for those who receive medical services	1 2 3 4 5
1 2 3 4 5	Having tourism activities that are not available in other countries	1 2 3 4 5
1 2 3 4 5	Appropriate tourism activities for travel companions	1 2 3 4 5
1 2 3 4 5	Having tourism activities that support medical services	1 2 3 4 5
Access		
1 2 3 4 5	Convenience of medical service processes in Thailand	1 2 3 4 5
1 2 3 4 5	Convenience of visa applications for medical travel	1 2 3 4 5
1 2 3 4 5	Convenience of visa applications for extended period of stay for medical purpose	1 2 3 4 5
1 2 3 4 5	Convenience of visa applications for travel companions for medical travel	1 2 3 4 5
1 2 3 4 5	Thai government policies in encouraging medical services	1 2 3 4 5

Section 7 : Tendency of taking medical tourism in Thailand in the future

Tendency of extending period of stay in Thailand	Totally agree (5)	Agree (4)	Not sure (3)	Disagree (2)	Totally disagree (1)
Internal Factors					
I intend to extend period of stay because I have medical needs.					
I intend to extend period of stay for tourism after receiving medical services because there is no financial obstacle.					

Tendency of extending period of stay in Thailand	Totally agree (5)	Agree (4)	Not sure (3)	Disagree (2)	Totally disagree (1)
I intend to extend period of stay for tourism after receiving medical services because there is no health obstacle.					
I intend to extend period of stay for tourism after receiving medical services because there is no obstacle concerning visa application policy.					
I intend to extend period of stay for tourism after receiving medical services because there are no other obstacles other than those mentioned above.					
External Factors					
I intend to extend period of stay because Thailand has beautiful tourist attractions that are appropriate for relaxation after receiving medical treatment.					
I intend to extend period of stay because Thailand has appropriate medical tourist attractions.					
I intend to extend period of stay because Thailand has appropriate accommodations for medical tourist.					
I intend to extend period of stay because Thailand has appropriate medical facilities.					
I intend to extend period of stay because Thailand has attractive tourism activities.					
I intend to extend period of stay because Thailand is convenient for travel.					

Tendency of repeat visit for medical service in Thailand in the future	Totally agree (5)	Agree (4)	Not sure (3)	Disagree (2)	Totally disagree (1)
If I have a chance to choose again, I would choose this medical service provider.					
I intend to travel to Thailand for this medical service provider again.					
I have already planned for the next trip to Thailand for this medical service provider.					

I intend to travel to Thailand for medical services again with other medical service providers.					
I have already planned to Thailand for medical services again with other medical service providers.					
If I have a chance to choose again, I would choose to travel to Thailand.					

Thank you for your cooperation in completing this questionnaire