

5. CONCLUSION

Medical tourism is part of Health tourism. With the trend of the sustainable development, it is expected to continue to develop rapidly in the future. The the group of people that pay attention to health care are continuously expanding, making Thailand one of the important medical tourism centers in the world. Influenced by Thailand's traditional culture, the Thai medical personnel are very friendly when providing services to patients. Besides, the lower medical expenses, the development model of the combination between hospitals and hotels launched by private hospitals, as well as numerous world famous domestic tourist attractions enable Thailand to attract a large number of foreign patients and make it the “leader” of medical tourism in the region.

As one of the fastest growing emerging industries in the world, medical tourism is extremely important for economic development. It can generate billions of baht per year for the country. Through the analysis of the current situation in Thailand's medical tourism market, it is can be found that there are many factors influencing Thailand's medical tourism. This study can provide an orientation for the settlement of problems and future development of Thailand's medical tourism industry , enabling Thailand's medical tourism industry to develop in a sustainable way and help enhance its competitiveness in Asia and the world. Thailand is very competitive in terms of medical technology, infrastructure, service quality, tourist attractions, natural scenery, and other aspects, making it comparable with other competitors. In order to become the medical hub in Asia, Thailand must vigorously develop the medical tourism market and improve the supervision system of the medical tourism market.

To promote the development of the medical tourism market, much attention should be paid to improving the cost-effectiveness of Thai treatment, in addition to the reduction of medical expenses. When customers travel to Thailand for medical treatment, they should be provided with comprehensive medical tourism information, beautiful and comfortable medical environment, complete public facilities, and thoughtful services. These are very important in medical tourism services and guarantee the quality of Thai medical tourism. At the same time, it will increase the satisfaction of medical tourism tourists and make them feel delight in talking about the services they have received in Thailand, so that more people will travel to Thailand for medical tourism.

According to the latest report of the joint market research on “The opportunity and prospects of the world medical tourism market in 2014-2022”, the output value of the world's medical tourism market will reach 143.8 billion U.S. dollars or 5 trillion baht in 2022, and it will achieve a compound annual growth rate of 15.7% during the period from 2015 to 2022. Thailand, Singapore and India will dominate the medical tourism market in the Asia Pacific region and will occupy more than three quarters of the market's share. Among them, Thailand will take the lead with 38% of market share. with the strong competitiveness and the certifications provided by JCIW.

Increasing the variety of medical services will lead to a multi-polar and more complex world – with various countries specializing on the medical treatments they have a comparative advantage in.

International Medical Service Standards. They are capable to serve overseas patients, with relatively low medical expenses and strong support from the government.

Since there are less public medical tourism information about Thailand, it is impossible for the government's policies to provide much help for the development of the private sectors. The unclear definition of medical tourists is an important cause of incomplete medical tourism information. At the same time, as the provider of medical tourism services, most private hospitals are faced with fierce commercial competitions. Due to concerns that their business will be affected, they are reluctant to disclose the true information of their own hospitals.

The number of medical tourists are affected by the incomplete information disclosure made by operators. At the same time, public medical tourism income and medical tourism related models can not reflect the true situation of Thai medical tourism. On this basis, this article mainly focuses on the analysis of the existing problems in Thailand's medical tourism, such as the characteristics of foreign patients that visit private hospitals to receive medical services, and the factors to be taken into account by medical tourists when selecting hospitals and types of medical services; marketing strategies for Thailand's hospitals.

