# Abstract

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| Title: | An Empirical Analysis Of The Factors Selected On Medical Tourism In Thailand |
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In the 21st century, the medical tourism integrating with health and tourism is a new round of trend. The tourism has gone beyond the scope of traditional service industry, and is transforming and upgrading to the strategic pillar industry and modern service industry.In recent years, Thailand still takes its place in the front ranks of the world in medical tourism industry, and becomes the emerging medical tourism power by virtue of its excellent natural geographical environment, superb level of medical services and perfect supporting measures.

To achieve the purpose of this research, the research system and assumptions were set based on the background of basic literature research, and the data were collected through empirical analysis of questionnaires. Total 320 questionnaires were distributed to Chinese visitors. Finally, 314 effective samples were used as the analytical materials of this research. In order to extract the choice elements with choice attribute, the factor analysis and reliability analysis were conducted in this research. According to the demographic characteristics of Chinese tourists and the relevant characteristics of medical tourism, the data analysis methods of t-test analysis and one-way-anova analysis were used. Based on the analysis of current situation of medical tourism in Thailand, and combined with the current literature and research results of medical tourism, this paper makes corresponding recommendations and predictions on the consumption decision-making influencing factors and development and prospect of medical tourism in Thailand.

**Keywords: Medical Tourism,Thailand,Choice Attribute,Factor Analysis, Consumption**

# 摘 要

题目：  关于泰国医疗旅游选择因素的消费决策分析

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在 21 世纪的今天，由健康和观光结合在一起的医疗旅游正在全球掀起新一轮的热潮，旅游业已经超越了传统服务业的范畴，正在向战略性支柱产业和现代服务业转型升级。泰国近年来在医疗旅游行业已然走在世界前列，以其优越的自然地理环境、高超的医疗服务水平和完善的配套措施成为新兴的医疗旅游强国。

为达成本研究目的，以基础文献研究为背景，设立研究的体系和假设，并通过问卷调查的方式收集资料进行实证分析。问卷调查共分发 320 份。最终得到有效标本 314 份，作为本研究的分析材料使用。为了抽出选择属性的选择要素，本研究进行了要素分析和信度分析。根据中国游客的人口统计学上的特性和医疗旅游的相关特性，运用 t-test 分析和分散分析（one-way-anova）的数据分析方法。本文通过对泰国医疗旅游现状进行分析，结合当前有关医疗旅游的文献与研究成果，对泰国医疗旅游的消费决策影响因素和泰国医疗旅游的发展与前景作出相应的建议与预测。

关键词：医疗旅游 泰国 选择属性 因素分析 消费