

建構台灣觀光醫療服務品質指標之初探

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摘要

There are 60 billions in the global market of medical tourism for rough estimation, and one of the current rapid development of the industry, because of investment in between international medical service will take the future a balance of trade, and increase the Gross Domestic Product (GDP), and promoting the development of tourism, many countries is being planning related laws and the functioning of the entities mechanisms to strive for markets, such as India, Malaysia, Singapore, Thailand, Brunei, Cuba, Hong Kong, Hungary , Israel, Jordan, Lithuania, Philippines and Saudi Arabia and other countries, amd has became the current major medical tourism countries and regions. With medical tourism booming, the quality of services provided by the industry, become the main source of international competitive advantage. Past medical tourism studies are focused on is that as a research topic in medicine, technology, economics, marketing, and supply and demand relationship, and medical tourism site model constructed for less tourism medical service quality. Therefore, this study will be preliminary information gathered by literature review related to quality of service

refers to the heading, through depth interviews, expected by experts, government agencies, and industry of medical tourism the point of view to be constructed medical tourism service quality indicators, and thus provide the basis for future medical tourism industry as a performance evaluation and continuous improvement.

關鍵字：Medical Tourism, Service