

台灣醫療觀光發展之探討
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摘要

Medical tourism is defined as a business to take medical care, disease and health control, recovery and recreation as the subject of trip. This study focuses on the current development and possible difficulties of medical tourism in Taiwan. First, we summarized the current situation of medical tourism in Taiwan using available information. Second, we performed in-depth interviews with government officials, scholars, medical entrepreneurs and tourism entrepreneurs; we then analyzed interview data using NVivo software. Through this study, we found several benefits of developing medical tourism in Taiwan, including: (1) Improvement of the whole economy: medical tourism will have beneficial effects on both medical service and tourism industry; (2) Boost of medical service industry: medical tourism will increase the output of medical service industry; (3) Internationalization of medical service: medical tourism can promote internalization of our medical service industry; and (4) Benefits for the tourism industry: medical tourism will attract international patients and therefore helps the tourism industry. Survey data also indicates that medical entrepreneurs have stronger willingness to develop medical tourism than the tourism entrepreneurs. Our study suggests that in order to develop medical tourism in Taiwan, it is necessary to integrate various related industries and build up attractive characteristics in the future.

關鍵字：medical tourism, medical tourism industry, in-depth interview