

The New Attraction of Taiwan Medical Tourism

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Abstract

The medical tourism has been rise of emerging industries in recent year. The definition of medical tourism is given by World Health Organization (WHO) would be the tourism service is based on the Health Care, Disease and Health and Rehabilitation and recuperation. Taiwan needs its own attraction in order to get more attention in medical tourism. This paper aims the service attraction applying the Kano two dimension model to develop unique service in order to get the market Segmentation in Taiwan medical tourism market. Besides, this paper would give more suggestions to enhance the visibility in Taiwan medical tourism.

Keyword : medical tourism, service attraction, Kano two dimension model, health care, medical tourists