

Exploring the Medical Tourism Development Barriers and Participation  
Willingness in Taiwan: An Example of Mainland Tourist

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Abstract

Medical Tourism is a new development in Taiwan recently. The willingness and barriers of potential tourists from China to participate medical tourism are studied. A questionnaire survey is conducted and the SPSS software is used to analyze data. The results show that under one fifth of respondents express full medical tourism participation willingness. Among travel barriers toward medical tourism, “insufficient information of medical tourism trip”, “not enough time”, “no companion”, “worrying about unsatisfied itinerary.” are perceived the most important barriers.

Keyword : medical tourism, travel barriers, participation