

深度訪談法運用在臺灣醫療觀光發展之評估

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摘要

The medical tourism is to take medical care, disease and health control, recovery and recreation as the subject of tourism. The current status and accessibility of medical tourism in Taiwan are analyzed. The results show that the goals are to increase the tourism market, to improve the hospital finance, and to innovate tourism industry, but achievements are not shown yet. The SWOT analysis is used. The strength is that Taiwan has higher medical standards, finer instruments, and the same language. The weakness includes medical disputes, political disturbance, limited regulations. Fortunately, opportunity is that medical tourism is listed as a priority by the government, and tourists from mainland China are allowed. Threats are from adjacent countries. This study suggests that the medical tourism should focus on the Chinese market in the Asian and Pacific area, and the government should integrate different industrial conformity.

關鍵字：Medical tourism, Feasibility, SWOT analysis