

大陸觀光客對台灣醫療觀光參與意願之研究

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摘要

The tourism theme of medical tourism is based on medical care, sickness and health, rehabilitation and recuperation. Medical tourism has become a trend in the recent days. Taiwan has superior medical care quality if it can be applied to tourism to promote related medical industries to further develop the feature of Taiwan's medical care industry, it can bring unlimited business opportunity to Taiwan. The study is to explore Chinese tourists' willingness of participation to Taiwan's medical tourism and to explore the relationship between tourists' characteristics and their willingness of participation to medical tourism. Then, there was a SWOT analysis of the development of Taiwan's medical tourism. The results of the study showed that most respondents didn't have the experience of medical tourism, and only less than one-fifth of respondents wanted to attend the medical tourism. There is a significant difference of respondents' willingness of participation to medical tourism according to their different occupations and monthly incomes. In the SWOT analysis of the development of Taiwan's medical tourism, environmental hygiene and tourism industry are strength; only price is highly regarded as weakness. Opening the door of our tourism to China is a big opportunity to develop Taiwan's medical tourism. However, most Chinese tourists recognize that frequent typhoons are the main threat of tourism. Therefore, related authorities and enterprises should offer a workaround solution for the development of medical tourism.

關鍵字：medical tourism, participation intention, SWOT analysis