

Development Strategies for the Medical Tourism Industry in Taiwan using the Analytical Hierarchy Process

Wan-Teng Lin^{1*}, Kuei-I Lee¹, Yan-Yin Gin¹ and Ching-yi Chen²

¹Department of Hospitality Management, Tunghai University

²Department of finance, National Changhua University of education

(Date Received: Dec. 22, 2014 ; Date Accepted: Feb. 20, 2015)

Abstract

Taiwan's medical technology, quality and price have considerable advantages. The economic and trade relations have incited the interest of Mainland Chinese tourists to visit Taiwan. Since the medical tourism industries developed, Mainland Chinese market has scarcely been discussed. The aim of this study is to develop an insight into the importance and impact of the attributes that affect Taiwan competitiveness in medical tourism. To analyze the factors that influence the competitiveness of related medical tourism industry segments and establish an index system for evaluating the competitiveness of the medical tourism industry, the AHP was used. Total of 28 questionnaires collected from related fields' professionals. Top 3 priorities are "Identity of the Taiwan medical brand", "The medical products are customization services" and "Cooperation in different medical technologies". The findings indicated that the AHP approach is a useful tool to help support a decision in developing strategies for the medical tourism industry in Taiwan.

Key words: Medical tourism, Analytic Hierarchy Process(AHP), Developing strategies

利用層級分析法探討台灣醫療觀光 產業分析

林万登^{1*}、李貴宜¹、金燕吟¹、陳靜怡²

¹ 東海大學餐旅管理系

² 彰化師範大學財經所

(收件日期：103 年 12 月 22 日；接受日期：104 年 2 月 20 日)

摘 要

國際旅遊業不斷朝專業化方向發展，醫療觀光（Medical Tourism）由於客源獨特，是目前各國產業積極爭取的市場。台灣的醫療技術、品質與價格有相當多的優勢，刺激了中國大陸觀光客到台灣觀光的興趣。醫療的觀光產業以發展以來無不討論大陸市場的開發價值，因此本研究利用 AHP 建構一系列關鍵指標作為調查的基礎，以探討台灣醫療觀光的競爭優勢為何。本研究以 AHP 層級分析法針對位二十八位產官學專家發放問卷，求得權重與排序，進而提出發展醫療觀光業之策略，所得結果其構面為產業價值的提升與創造、市場分析與規劃等共十項。本研究發現，醫療觀光發展過程中首要應著重於確認台灣醫療品牌效果、整體服務品質及整合各項醫療技術，其研究結果可提供政府相關部門及業者作為發展醫療觀光策略之參考。

關鍵詞：醫療觀光、層級分析、消費者行為