

Tinjauan tesis implementation of an effective health tourism development plan for Thailand

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20406654&lokasi=lokal>

Abstrak

The purpose of the study was to develop health tourism plan for Thailand Tourism industry use as a guideline for developing health tourism program in Thailand. This study presents general knowledge of health tourism, identifies examples of health tourism of other countries such as United Kingdom, United States, Croatia, and Malaysia.

The objective of the study is (1) to provide an overview of health tourism, (2) to compare health tourism of Thailand with other countries, (3) to develop a health tourism plan for Thailand tourism Industry.

The findings for this study would benefit the health tourism industry as well as futures research related to the topic.