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Master's Thesis of Public Administration

An analysis of the Korean public
policies to promote health tourism
– With focus on Vietnamese patients –

한국의 국제 의료관광 진흥정책 분석:
베트남 의료관광객을 중심으로

August 2021

Graduate School of Public Administration
Seoul National University
Public Administration Major

LE THI PHUNG

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– With focus on Vietnamese patients –

Academic Advisor Kwon, Huck-Ju

Submitting a master's thesis of Public Administration

March 2021

Graduate School of Public Administration
Seoul National University
Public Administration Major

LE THI PHUNG

Confirming the master's thesis written by

LE THI PHUNG

June 2021

Chair	<u>Koo, Mingyo</u>
Vice Chair	Dostal, Jorg Michael
Examiner	<u>Kwon, Huck-ju</u>

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Abstract

This paper aims to analysis of the Korean public policies to promote international health tourism: with focus on Vietnamese patients. Based on the result of the survey questionnaire performed by Vietnamese patients who have experienced Korean medical tourism services, the author applied SPSS to process data and to illustrate findings in forms of tables and charts to make it much easier for readers to understand. In addition, the gathered qualitative data from in-depth interviews with top staff in Korea hospitals would be used as materials for deeper analysis of the research's objectives as well as recommendations for governmental adjustments of their policies.

As a result, most of Vietnamese medical tourists expressed their satisfaction to Korea's medical services. However, both Vietnamese patients and Korean staff share the same evaluation of limited legal frameworks and support policies for foreign medical tourists. In order to leverage its position and competitiveness in the regional and international medical tourism industry, Korea should constantly focus on investing developing medical tourism to take great advantages of its resources including professional workforce, cutting-edge medical technologies and equipment, high quality service customers, etc. and opportunities by sharp increases in foreigner's demand for medical tourism, especially from Vietnam and other Asian countries. Moreover, it is compulsory for Korea to constantly upgrade its legal framework and supports to foreigners, especially Vietnamese patients as they are having bigger and bigger demand for better health services

Keyword: Medical tourism, medical service quality, medical technology, customer satisfaction, government policies, legal framework

Student Number: 2018-26013

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Chapter1. Introduction

1.1. Study Background

In recent years, medical tourism has been recognized as the fastest growing trend in Asia region with the fast development of Korea as the 1st destination with cutting-edge technology, reasonable expenses and advanced medical apparatus. In 2009, Korea implemented a reform of the health law. And, in 2016, Korea implemented a strategic policy of expanding medical tourism to attract more international visitors. As a result, Korea's medical tourism has grown steadily in both quantity and quality. According to statistics, the number of foreign visitors to Korea for medical tourism purposes increased from 60,201 in 2009 to 378, 967 in 2018 illustrating the average increase of 22.7% per year. Along with the development of medical tourism in Thailand, Singapore, and Korea, Korea quickly affirmed its quality and international position thanks to good doctors' workforce and advanced medical equipment. Vietnam is among top ten countries in terms of the number of tourists coming to South Korea in the form of health tourism combining sightseeing and entertainment in the last five years (Yeong, 2020). The majority of Vietnamese tourists choose to travel to health in Korea for plastic surgery, medical examination and treatment, and general health checks. Even though Korea is top-of-mind position for Vietnamese patients, it is highly recommended for Korea to pay more attention to more factors for sustainable growth achievement. From the perspective of a destination country, government support can be seen as among the most powerful factors determining the growth of health tourism

following by infrastructures, stable politics, advanced medical technologies, etc. As a result, this paper purposes to investigate the impacts of Korean medical service quality in promoting international health tourism with focus on Vietnamese patients via the topic “An analysis of the Korean public policies to promote international health tourism: with focus on Vietnamese patients”. Then, the study proposes some comprehensive recommendations to promote medical tourism in Korea to attract more Vietnamese patients.

1.2. Purpose of Research

The study aims to explore the influences of Korean medical service quality on promoting international health tourism with focus on Vietnamese patients. The main objectives of the study are presented following:

- (1) Explore the current situation of Korean health tourism and their efforts to promote international health tourism
- (2) Analyze the level of satisfaction among Vietnamese patients while experience health tourism in Korea, especially the health service quality and current tourism policies
- (3) Recommend on public policies to leverage Vietnamese visitors' satisfaction with Korean health tourism

1.3. Scope of Research

This study would be conducted in Korea in the last quarter of 2019 to investigate the real situation of this country's medical tourism. Participants of the survey are Vietnamese people who experienced medical tourism in Korea currently living in Vietnam. All of

government public policies promoting international medical tourism would be gathered and analysed properly to identify their pros and cons. Moreover, some people work in Korea's hospital would be interviewed to explore their opinion about Korean medical tourism

1.4. Research methods

With objectives to develop hypotheses for issues identification, the author will make use of both quantitative and qualitative data for adding more information to the research issue that can be found or proved in scope of literature. As indicated by Nwogwugwu (2018), qualitative and quantitative method is different from each other in its gathered data's nature. Hence, to ensure the high valid, relevant and useful data for this paper, the author decided to combine two method approaches including qualitative and quantitative data. To some extents, it can be said that the use of these two types of data would help author avoid the risks of generating unreliable and undesirable findings. The quantitative data would be collected from survey questionnaire while interview would be used for gathering qualitative data.

1.5. Significances of research

This paper has the following significances:

- Develop research hypotheses to prove the relationship between the impacts of Korean medical service quality in promoting medical tourism and travellers' decision of selecting destinations

- Recommend how to improve the influences of medical service quality on Vietnamese patient's decision of choosing Korea as their top of mind's medical tourism destination.

Chapter 2. Literature Review

2.1. Overview about health tourism

In fact, there are various different definitions of health/medical tourism. From the perspectives of Laing et al. (2010), medical tourism is defined as a process in which patients travel to outside of their countries to receive medical care which are usually unavailable or non-payable in their own countries due to certain medical procedures. Yap believes that medical tourism includes patients' travelling to abroad to receive medical treatment which may be minor injuries or some of special treatments or periodically testing of physical conditions. Atlas also states that medical tourism includes passengers who leave their permanent residence to other countries for more than a day to treat their diseases, to improve their health (such as yoga, massage therapy), cosmetics (surgery), and fertility. According to Lunt & Carrera (2010), Health tourism is when consumers choose to travel across borders to other countries with a desire to access some form of medical treatment. This treatment may cover the full range of specialties, but the most common includes dental care, plastic surgery, non-essential surgery, and fertility treatment.

In more recent years however, the term medical tourism (or medical travel) has been used to encompass both medical and health and wellness tourism, partly because the line between medical treatments and health improvement is becoming blurred. Bookman

(2017) for example, used medical tourism as their preferred term for the entire industry, stating, “This reflects the growing encroachment of medicine even in spa and wellness services”. Heung, Kucukusta and Song (2018) similarly included wellness in their definition of medical tourism, explaining that medical tourism involves “traveling across international borders to obtain a broad range of medical services.”

In the past 10 years or so, medical tourism has grown immensely as a global industry, especially in developing countries. Moreover, Kangas (2010) defines health tourism as a travel process outside of the country of residence for the purpose of receiving medical care treatment. This is consistent with the definition provided by the General Agreement on Trade in Services.

Medical tourism is composed of three basic dimensions: Hospital care, Hotels and Leisure.

2.2. Korean health tourism

Taking a look in Asia region, it can be seen clearly that the 1st destination for medical tourism is Korea where medical technologies are advanced, expenses are affordable in the context of highly developed tourism sector. In comparison with other well-developed medical tourist destinations across the world, Korea’s completely systemized medical system can be seen as unique selling point making it more appealing to demanding travellers in terms of accessing to all information about available services. Korea also developed an official website for travellers’ data searching operated by the Korea Tourism Organization named www.visitkorea. In this website, data lookers are enabled to search for all information about the available tourism services in three different languages erasing

all language barriers. Besides, reasonable medical cost, short waiting periods, accreditation and affiliation, medical technology, specialized treatments and English language competency are significant strengths of Korean health tourism. Regarding to reasonable medical cost, in general, the expenses of gastric, bypass and joint replacement which are known as the most popular medical procedures among medical travellers in Korea are lower than in other developed nations 3 or 4 times. Meanwhile, the other expensive procedure including Coronary– Artery– Bypass– Grafting, etc. in Korea is also cheaper than U.S from 2 to 4 times. In some developed countries, patients tend to wait from four to six months or twelve to fourteen months in U.S and UK respectively to get medical procedures performed. In order to shorten waiting time, patients or demanding people can make a choice of using medical tourism. In Asia medical destination as indicated by the Council for Korea Medicine Overseas Promotion, shorter waiting time is considered as a significant advantage, especially in Korea where travellers have only to wait within 2 weeks for almost all of treatments performed (CKMP, 2012). Moreover, in order to assess the care quality of medical facilities in foreign countries, international accreditation is considered top essential factor. In the US, all standards and healthcare–body accreditation are set by the Joint Commission International (JCI). In general, nations having accredited hospitals tend to have sound service quality as well as the quantity of hospitals which have JCI accreditation. The bigger number of accredited hospital a nation has, the more attractive it is to travellers.

Country	Number of hospitals accredited by JCI
Thailand	17

India	16
Singapore	14
South Korea	12
Taiwan	11
Malaysia	6
Philippines	4

Table 1. CI Accredited Hospitals in Southeast Asia

(Source: www.jointcommissioninternational.org/JCI-Accredited-Organizations)

From the table 1, Thailand has 17 hospitals accredited by JCI while South Korea has 12 hospitals accredited by JCI. In term of medical technology, robotics surgery is among the most famous procedures in Korea's medical tourism. With the cutting-edge technology, Korea has succeeded in systemize its whole medical system supporting a lot for their completion of one-stop health travel services with abundant of online available information. In addition to the same level of medical technology comparing to other developed destinations in the world, Korea attracts medical visitors thanks to its excellent facilities and affordable service expenses (Turner, 2017). According to Demicco and Cetron (2016), Korea is leading in the world biotechnology, especially in stem cell sector. In 2016, a big government's reward of \$400 billion was given in stem cell research (Vequist & Valdez, 2016). Robotic prostatectomy was first introduced by Korea's Severance Hospital and there were 500 cases successfully performed in the period from 2015 and 2018. According to Stephano (2018), these procedures only last for around two hours and patients would take from 1 to 2 weeks to recove completely. In addition, oriental medicine or traditional Korean medicine (TKM) including acupuncture, moxibustion,

cupping, etc. are also well-known. As indicated by South Korea's report, up to 64% of 1,900 cases of performed oriental medicine on medical travellers in March of 2010 are Japanese, following by America and Russia with 11% and 4.4% respectively (Ki, 2019). It is also reason for increasing number of foreign patients coming to Korean for medical tourism services (See in Table 2 below)

	2011	2012	2013	2014	2015	2016	2017	2018
China	19,222	32,503	56,075	79,481	99,059	127,648	99,837	118,310
USA	27,529	30,582	32,750	35,491	40,986	48,788	44,440	45,213
Japan	22,491	19,744	16,849	14,336	18,884	26,702	27,283	42,563
Russia	9,650	16,438	24,026	31,829	20,856	25,533	24,859	27,185
Mongolia	3,266	8,407	12,034	12,803	12,522	14,798	13,877	14,042
Kazakhstan	732	1,633	2,890	8,029	12,567	15,010	12,566	12,987
Thailand	417	721	899	1,211	2,286	3,933	6,137	8,998
Vietnam	1,336	2,231	2,988	3,728	5,316	8,746	7,447	7,532
Canada	2051	2756	2770	2,943	3,206	4,123	3,966	4,098
Uzbekistan	491	824	1,358	1,904	2,634	4,103	3,253	3,915
Indonesia	424	689	1,067	1,630	1,751	2,338	2,385	3,270
UAE	158	342	1,151	2,633	2,946	3,562	3,384	3,034
Singapore	468	728	1,211	1,490	1,652	2,452	2,544	2,566
Others	34,062	41,866	55,150	68,993	72,224	76,453	69,596	85,254
Total	122,297	159,464	211,218	266,501	296,889	364,189	321,574	378,967

Table 2: Number of foreign patients by contry of origin from year 2009 to 2018

(Source: Yeong, 2020)

Finally, English language competency is one of the most important factors for attracting foreign patients. Korea is recognized as among the four “Asian Tigers” internationally. Despite its newly established medical tourism sector, Korea has long-term trade relationship with Japan and China in a variety of industries. As a result, English has become quite popular in Korea supporting its growth and sustainability of its medical tourism sector. Considering

the context of Korea with emphasis on building one-stop service center for all health issues, the competency in English for all workforces is a must-have condition.

2.3. Influential factors of Korean health tourism

In terms of academic research in influential factors of health tourism in general. The medical tourism area, a few researchers have developed theoretical frameworks for this field. Smith and Forgione (2017) developed a two-stage model that indicated the factors that influence a patient's decision to seek healthcare services abroad. The authors argued that country-specific characteristics, such as economic conditions, political climate, and regulatory policies influence the choice of destination; whereas such factors as cost, hospital accreditation, quality of care, and physical training have an impact on the choice of healthcare facilities. Heung et al. (2018) also proposed a framework for the study of medical tourism, and that included both the supply and demand perspectives. The model highlights the importance of the medical tourist's needs when he or she selects a country, medical facility and doctor. A patient's selection process is also affected by such supply-side factors as the infrastructure/superstructure, promotional activities, quality assurance, and communication facilities in a destination. Below is the framework of medical tourism developed by Heung et al. (2018)

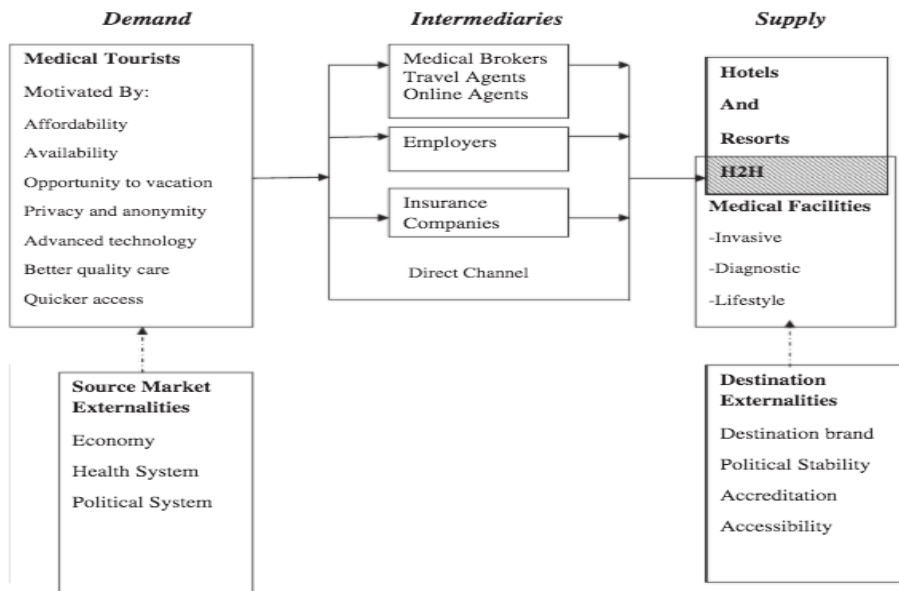


Figure 1: Health tourism framework.

As can be seen from the above framework, the influential factors to medical travellers' demands are affordability, availability, the opportunity to vacation, privacy and anonymity, advanced technologies, better quality care, and quicker access to medical procedures (Ehrbeck et al., 2018). These medical tourists will, in turn, be influenced by source market externalities such as the state of the economy and political system in their country, and their current health system (Smith & Forgione, 2017).

The great impacts of intermediaries on medical tourism are undeniable. In other words, intermediaries influence medical tourism significantly. Although some medical tourists may seek medical tourism providers via direct channels, the importance of intermediaries has already been acknowledged, so the middle part of the model shows the various channels a customer might use to arrange his or her medical tourism experience. One such channel is the medical brokerage or medical travel agency referred to earlier, intermediaries that have emerged to bridge the gap between clients

and medical tourism providers (Turner, 2017). Traditional travel agents might also fulfill this role, while some researchers like Lunt (2010) have suggested that medical tourism growth has been largely facilitated by the emergence of specialized Internet Web sites. Others have documented the importance of employers and insurance companies in fuelling the growth in medical tourism. All these channels are represented in the model.

As can be seen from Figure 1, the supply side of medical tourism—a combination of hotels and resorts along with the medical tourism facilities themselves, providing the three types of treatment as identified by Bookman and Bookman (2017)—invasive, diagnostic, and lifestyle. The shaded area of the model is the “H2H” part of medical tourism, an overlap between hotels or resorts and the medical facilities themselves, often resulting in the provision of an integrated medical tourism facility (Cohen, 2018). As Reddy et al. (2016) acknowledged an increasing number of hospitals and health resorts that are geared towards medical tourism are building rooms that feel more like a hotel room than a hospital room. This supply side will be influenced by destination externalities such as brand awareness (Heung et al., 2018), political stability (Fried & Harris, 2017), accreditation of facilities (Herrick, 2017), and accessibility (Ehrbecket al., 2015). As Heung et al. (2018) pointed out, an increasing number of governments, including India, Malaysia, Thailand, Singapore, Philippines, South Africa, Cuba, and Puerto Rico, are actively promoting medical tourism. Since quality is of critical importance in a patient’s choice of medical tourism destination, a priority for medical institutions in these countries is seeking accreditation to boost patient confidence to better compete in the medical tourism market. Regarding to Korean health tourism,

there are many other factors affecting Korean health tourism. The first factor is lack of accountability. Human life's values and protection is considered as top priorities in developed nations across the world. In western nations, there is a variety of penalties and methods for patients' wrongful death or injury during performed medical treatment. There is a clear and transparent legal system for these issues ensuring the accountability of law and demands. Comparing to western countries, the biggest disadvantage of healthcare system of various Asian nations is dearth of accountable medical procedures and patient's protection legal system. Generally, there is no sound mechanism for dealing with patient's complaints. Speaking of Korea, this nation's Medical Law also has no proper protection frameworks for protecting foreigners from malpractice, pricing, privacy issues, etc. (Lee, 2019a). Besides, internal price disparity is also a weak point of Korean health tourism. Depending on specific conditions of each nation, internal price disparity would become a pros or cons. In case of Korea, there is an inconsistency of expenses among many procedures. For instance, the prices of the most popular procedures interested by foreign travellers in Korea such as nose jobs, facelifts, skin lightening, eyelid surgery, etc. are always much higher than others. In addition, many reports showed that there was a discrimination in prices between local and abroad patients ranging from 2 to 10 times (Lee, 2020b; Lee, 2020c). This discriminatory price is believed to arise from the dearth of foreigner protection law in the local medical law (Lee, 2020a). Moreover, medical and travel risks also have a significant influence on Korean health tourism. There are various risks such as follow-up care accessibility, travel risks, etc. The health of treated patients is intensively influenced by the follow-up care. Travel

risks refer to risks of infection to other diseases. Furthermore, due to the increase of competition in the market together with the dearth of investments on services and procedures, the operation of medical services would cope with serious rivals coming from foreign countries. As a result, Korea government should take more actions to support and initiate their medical services to achieve growth (Renub Research Report, 2019). Despite its leading position in medical tourism sector in Asia region, it is coping with sharp competition from other nations including India, Thailand, Singapore, etc. In these countries, governments put a great stress on supporting their medical tourism services and stimulating these services to international travellers. Comparing to other rivals of Korea, Singapore seems most powerful with a high growth rate of medical tourism sector of 11.9% in the period from 2014 to 2018 (Renub Research Report, 2019). Singapore is also on its way to set up the biggest health care hub in the region. Finally, due to Covid-19 pandemic, Korean medical tourism is also influenced dramatically. Even though there are many factors bring negative affects to Korean health tourism, it is undeniable that there are many opportunities for the development of Korean health tourism. Firstly, Korean health tourism has high growth potential. In 2019, Korea achieved the gross domestic products (GDPs) of 4.46 trillion illustrating a growth rate of 4.6% comparing to 2018 (Central Intelligence Agency, 2020). According to statistics provided by WHO in (2019), the value of healthcare spending in this country accounted for 6.9% of the national GDP. In the period from 2010 to 2019, Korea's health care spending per capita experienced a rise of 8.6% annually accounting for nearly 58% of total healthcare financing (WHO, 2019). In Asia region, the medical tourism industry

was reported to experience a double digit growth and would achieve the total value of \$20.5 billion in 2019. According to CII and Mckinsey & Company (2018), India would attract 150,000 medical travellers in 2019 illustrating a growth rate of 30%. Meanwhile, Korea put a stress on growing its revenue and upgrading customer satisfaction via the combination of complementary and alternative medicine treatments in its service packages. From 2016 to 2017, Korea experienced a rise in number of foreign medical travellers from 60,000 to 80,000. This country also expected to reach 400,000 by 2019 (Ford, 2018). From the perspective of local government, Korea set target to achieve CAGR of its medical tourism market of 30% from 2018 to 2020. In addition to that, Korean government has given a big support for Korean health tourism. In modern context, government emphasizes on their key part in growing the local medical tourism sector via launches of more policies and laws promoting the country to be more attractive destination among demanding travellers in the region as well as all over the world. For examples, foreign investors are allowed to build and operate their hospital in the local free economic zones (FEZs). In addition, various marketing of medical services has been banned by the government since 2009 to create more rooms for hospitals to advertise their services to mass market, especially the foreign travellers. Moreover, Korea government also launched the Council for Korean Medicine Overseas Promotion (CKMOP) with participation of 34 local hospitals, clinics and government officials to support worldwide marketing for all hospital across the country. A half of the Council's budget is subsidized by the government; the other is from membership fee. Besides, strategic partnership plays important role in affecting Korean health tourism. Many core

stakeholders of medical tourism sector can form and initiate the potential partnership. For example, medical travellers tend to have their family members or friends accompany during their visit of destination nation. Hence, the destination hospital can consider establishing strategic relation with global hotels to provide attractive accommodation packages for both patients and their families or companions. Besides, promoting some potential packages and services also influence Korean medical tourism sector. Some potential packages and services should be promoted are preventive health checkups, herbal medicines, etc. In general, a person would come to a new country for specific treatment or relaxation. Others would come as expatriates working for international enterprises' branches in destination country. As a result, some most popular procedures are dental check, eye examinations, general physical checkups, etc. representing a highly potential segment for medical tourism to tap into. In addition, growth of multinational companies and stable foreign exchange rates has positive influence in the development of Korean health tourism. The medical tourism sector will be boosted effectively by the inflow of international and private funds. In real context, many international enterprises are willing to allow their staffs working at abroad branches to experience local treatments which help saving lots of expenses. (U.S. Senate, 2016). Besides, medical tourism would grow dramatically thanks to various beneficial macroeconomic context including high GDP growth rate, quick foreign exchange rate, etc. Once Korea can retain its sound currency exchange rate and affordable healthcare expenses, its medical tourism would boom.

2.4. Vietnamese patients in Korean health tourism

Vietnamese people coming to Korea for medical examination and treatment have steadily increased every year. Vietnamese tourists choose to travel to Korea for medical care mainly for cosmetic surgery, medical examination and treatment and general examination. Korea's medical technology leads the world, especially in the fields of skin care, plastic surgery, oriental medicine, health check and transplantation. The degree of treatment for cancers, infertility, plastic surgery and dentistry is considered comparable to that of the United States, even more advanced. According to the survey, 48.4% of medical tourists, especially Vietnamese tourists in Korea, said that "quality of service and medical technology" was the reason for choosing a Korean destination. In addition to quality and caring, Korea also has many advantages in its natural and historical landscape, giving visitors a great environment to relax during and after the treatment period.

From the city side, Ho Chi Minh City with high economic development potential and the medical tourism demand of the people here is very large, so this market is very potential for tourism businesses, majoring medical professionals, and Korean hospitals (Nguyen & Nguyen, 2015). According to study, main factors affect Vietnamese patients' increasing demand for Korean medical tourism services are reliability, responsiveness, empathy, service capacity and tangible factors. Lee (2018) also share that with the purpose of attracting more Vietnamese patients, Korea will continue to promote trade, technology transfer, investment in technology development, medical equipment, and hospital development, specialist in diagnostic imaging, strong heart, cancer,

tuberculosis; dent maxillofacial; cosmetic surgery; and promote international health tourism.

2.5. Government's policies on health tourism targeting at Vietnamese tourists

2.5.1. General Korean government's policies on attracting Vietnamese medical tourists

The reason why Korean medical tourism is now so attractive is that medical facilities in this country boast top-notch, extremely professional, and affordable medical technology. In addition, over the past years, the Korean government has closely followed and constantly innovated policies to facilitate the development of the tourism industry. Korea has policies to support tourism development and tourism promotion policies that are implemented with the enthusiastic participation of tourism businesses, making Korea one of the top attractive destinations in ASIAN region.

According to statistics of the Korea Tourism Board (KTO), Vietnamese tourists spend a lot on beauty services, cosmetics, fashion, medicine, red pine, ginseng, etc. By the end of November 2019, the number of Vietnamese tourists to South Korea reached more than 521,000, an increase of about 21.9% over the same period in 2018 and continues to maintain its record of being a market with the most stable growth among Korean tourists. With the goal of developing the market share of medical tourism, Korea has launched very effective policies to promote and support tourists. For example, the 5-year visa policy for Vietnamese citizens with permanent residence in three major cities, Hanoi, Da Nang and Ho Chi Minh City has stimulated tourism effectively. Korea government also provide G-1 visa for international tourists who plan to stay in a

hospital in Korea for medical treatment, rehabilitation or family members who want to go to Korea to care patients. In order to further improve medical services, Korea is working to adopt various measures such as training professional medical travel coordinators at the national level.

Not only that, there are many cities and localities of Korea such as Incheon, Taegu, etc. also actively look for opportunities for development cooperation with many major partners in Vietnam to promote tourism, especially medical tourism. Accordingly, representative companies in Vietnam will focus on consulting and seeking potential partners for hospitals, major medical centers in Incheon, Suseong, etc. as well as signing a memorandum of bilateral cooperation between the parties in order to create favorable conditions for Vietnamese people to come to Korea for medical examination and treatment. For example, in Incheon, with Vietnamese and Korean patients, there are private incentives about the best support policies for Vietnamese patients to check and treat at hospitals as well as provide maximum assistance services and most convenient living activities during the period of residence here. In addition, Korea also invests in medical and health care services. Korea's medical technology leads the world, especially true in the fields of skin care, plastic surgery, health check and western medicine. Qualifications in the treatment of cancer, infertility, plastic surgery, and dentistry have developed and considered equivalent to the US, or even slightly more advanced. Through a survey, 48.4% of people said that 'quality of medical services and technology' is the reason for them to choose Korea as a destination. Customers can rest assured that the medical treatments in Korea are the best and most satisfied. Within the framework of this study,

the author will also issue a survey questionnaire with questions related to the factors affecting the Vietnamese people's demand for Korean medical tourism services such as: the quality of facilities, medical expertise, service quality, etc.

2.5.2. Legal policies protecting foreign medical tourists

In the last few decades, ethical and legal issues related to medical and aesthetic services have received more and more attention because of their complexity. Up to now, although there is still no definite legal framework to protect patients when using medical services abroad. In fact, when choosing a medical facility or hospital in a foreign country, customers will face many difficulties in assessing service quality and comparing the differences of providers in terms of legal responsibilities in case of surgical failure. In particular, if a patient undergoes poor quality treatment leading to an adverse outcome and as a result wants to bring a civil or criminal case, they will face potential confusion with a number of issues. The topic has not been clarified (Vick, 2010). The combination of services that can contribute to the healing tourist experience includes product advertising, initial internet consultation, brokerage services, surgery itself, and various combinations thereof. Moreover, pursuing a legal case abroad is fraught with difficulties. If complications arise during medical travel, patients may not be covered by insurance or indemnification policies implemented by the hospital, surgeon or physician treating them, and they may not have to resort to the local courts or board of health. Going abroad to pursue a legal case also involves hiring an appropriate attorney, and issues related to travel and accommodation arrangements as well as

potential legal difficulties such as different logic, language, and culture in the courtroom. The current legal uncertainty with regard to medical tourism raises key issues for those providing medical tourism treatments and services. As Vick (2010) suggests —By promoting their services across international borders to attract overseas patients, clinics may not appreciate that they may become subject to the jurisdiction and laws of those countries, with important implications for litigation and insurance cover.

An established framework for healthcare ethics suggests the importance of:

- Autonomy (respecting a person's right to be their own person and make their own decisions, and ensuring those are reasoned informed choices).
- Nonmaleficence (avoiding doing harm and endeavor to reduce risk – whilst all treatments will involve some measure of harm, it should not be disproportionate to the treatment benefits).
- Beneficence (promoting patients 'welfare and consider the risk/benefit balance).
- Justice (consider benefits, risks and costs distribution; patients in similar positions should be treated in a similar manner) (Beauchamp and Childress, 2001).

Considering the case of Korea, this country has been urgently suing full legal policies to better protect their medical tourists, especially Vietnamese patients. One of Korea's first policies was to promote the International Meditour Coordinator (IMC), which was granted as a national license in Korea. In Korea, IMCs are responsible for detailed support services in clinics, support to tourists, medical tourism marketing to support the advancement of domestic and international medical institutions in each market, medical tourism

counseling, risk management, and administrative work, thereby contributing to the development and enhancement of competition in Korea's global healthcare industry. The main activities of the IMC are as follows:

- Inquiry and counseling of medical tourists and collecting information on diseases.
- Consultation of itineraries of medical tourists by planning their stay.
- Medical tourism reservation and visa work.
- Reservation of accommodation, flight, additional service and patients.
- Hospital visit, inspection and treatment.
- Payment and certificate issuance, sightseeing and shopping guide
- Stay extension procedure.
- Departure, after-care and secondary planning

In other words, by granting practice certificates to professional IMCs, the Korean government is trying to protect the interests of foreign medical tourists and help them avoid risks of having to sue in cases of medical failures.

Moreover, in their efforts to ensure patient's rights, especially foreigners, Korea government have been setting up strategic relationship and cooperation with various related and trustworthy organizations inside and outside the country. For instance, all agencies operating medical tourism industry has forced to register indemnity health insurance and commit not to cooperate with illegal medical tourism brokers. VAT refund regime for foreign patients who undergo plastic surgery in Korea has also been implemented since April 2016. Together with the Ministry of Health and Welfare, the National Police Agency and other related organizations, Korea

government has been strengthening the health of the medical tourism market by preventing disturbances caused by illegal brokers. It is very important to address the lack of information and enhance the convenience of access for foreign patients; therefore, providing information on reputable medical facilities is necessary. The prestige is assessed and assigned based on the ability of that medical facility to attract foreign patients. Finally, the government issues a certificate to a certified medical facility. From there, the medical facility can use the certificate to advertise their hospital. Foreign patients can find certified medical facilities on the multilingual Medical Korea website and related organization websites (Jeong, 2017). Therefore, foreign patients can avoid high risks of suffering accident during their medical treatment in Korea.

2.6. Research methodology

2.6.1. Introduction

This research is determined as the research whose purpose focusing on the development of hypotheses with the purpose of identifying the issue through the evaluation of Vietnamese patients' satisfaction. The research tries to add further information into the issue of interest which is available in the literature under the combination of both quantitative and qualitative data. Traditional approach indicates that the difference between qualitative and quantitative method is based on the nature of the collected data which is either numeric or non-numeric (Nwogwugwu, 2018).

With the attempts of gathering adequate, relevant and valuable data for the study, the researcher will apply a mix method approach which combines both qualitative and quantitative data.

Nevertheless, each of these two methods has its own strong and weak points which results in the fact that the use of a single method might result in undesirable outcomes. Thus, the researcher has decided to combine both of these methods with the use of quantitative data (via survey questionnaire) and qualitative data (via interview).

In order to gather numeric data effectively, most researchers decide to use quantitative method in accordance with various techniques for collecting numeric data including questionnaires, statistics, etc. After gathering, the most common presentation forms of numeric data are tables, charts, figures, etc which help data easy-to-understand for all groups of readers. According to Bryman and Bell (2007), deductive research would be well-performed with the utilization of quantitative method.

Speaking of qualitative approach, this type of method puts a stress on non-numeric data and gathers them via the utilization of non-numeric techniques including interviews, observations, etc. In order to analyze non-numeric data gathered from not only literature review but also interview, researchers tend to adopt qualitative method. Meanwhile, all the numeric data for the researches adopting quantitative method are collected by using questionnaires with close-ended questions.

As mentioned above, within this research, in order to address all proposed research questions and objectives relating to the chosen topic “*An analysis of the Korean public policies to promote international health tourism: with focus on Vietnamese patients*”, both qualitative and quantitative methods are adopted to gather numeric and non-numeric data.

2.6.2. Data collection

2.6.2.1. Types of data

While conducting any researches, types of data are always the top concerns of authors. In fact, the two main data types affecting the quality of a research including primary and secondary data both have their pros and cons.

Secondary data

According to Saunders et al. (2009), secondary data is the one that other authors gathered for their studies with different objectives and is re-analysed by different researchers for their specific aims. Secondary data may be qualitative or quantitative ones in form of raw statistics or processed data. A researcher can easily find secondary data from a wide range of different sources such as published books, media, journal articles, Internet, etc. While comparing with primary data, the utilization of secondary data has various pros. As indicated by Church (2001), the most noticeable advantage of using secondary data is time-saving thanks to its trait of easy-to-use without requirement of users to conduct a long process of data gathering. In addition, Srivastava and Rego (2011) pointed out the utilization of secondary data, especially in the era of Internet and variety of effective online searching tools, is not limited by some factors like primary data collection such as geography distances, language and culture differences, etc. Last but not the least, using secondary data also free authors from concerns of budget as most of them can be found on Internet and free online sources.

Despite of its advantages, secondary data also has some cons which concern authors. Firstly, it is sometimes quite challenging for

researchers to find the reliable and trustworthy secondary data sources, especially in the tremendous availability in the Internet era. In other words, in order to ensure the quality of gathered secondary data, it is compulsory for researchers to have a sound e-searching skill and invest time on data source selection. In addition, as the researchers are objected to used secondary data which was gathered for different purposes of other authors, it is necessary for them to carefully review the appropriateness between the gathered data and their new research objectives for best match with their new research. Lastly, it is critical for researchers to pay great attention to authenticity and copyrights while using secondary data to avoid ethics and plagiarism issues.

Primary data

Different from secondary data, primary data is first-time gathered data by a researcher basing on their well-defined research objectives from direct sources such as survey questionnaire respondents, interviewees, etc. (Srivastava & Rego, 2011). In general, primary data is gathered by researchers via the utilization of various different techniques in case that there is no secondary data matching with their research objectives.

Similar to secondary data, primary data owns its advantages and disadvantages. Mentioning advantages, it is undeniable that primary data is the most useful data for researchers to address their research objectives as it is gathered based on defined objectives and aims. In other words, there is a perfect match between collected primary data and research design. Moreover, primary data is original which ensure the trustworthy and innovation of a study. Speaking of disadvantages, primary data utilization sometimes is

challenging and inconvenient due to geographical boundaries, language and culture differences or conflicts, etc. In addition, collection process of primary data is also much expensive and time-consuming than secondary data.

As stated in previous part of this research, the author would combine both qualitative and quantitative with the main focus on quantitative one. Survey questionnaire would be used as the main techniques to gather sound and reliable primary data for the research completion. Questionnaire will be distributed online for a sample size of 250 Vietnamese who have experienced medical tourism service in Korea in order to measure their satisfaction level as well as expectation under the use of non-probability sampling technique. Questionnaire is beneficial in order to collect a large quantity of numeric data in a short time period which is appropriate for the sample population of Vietnamese tourists experiencing medical tourism service in Korea (Saunders et al., 2009). Nevertheless, the use of questionnaire prevents the researcher from digging further into the respondents' ideas because the responses of participants are limited within available options. Thus, the researcher has decided to apply interview to collect further qualitative data for the research. Specifically, some staffs at Korea hospital would be interviewed in order to examine the approach following which their hospitals attract and more customers from Vietnam.

2.6.2.2. Sampling technology

In order to collect the most accurate and reliable data, most researchers agree that the utilization of sampling technique in

accordance with qualitative and quantitative techniques is highly critical. As indicated by Saunders et al. (2009), the two most common sampling techniques are probability and non-probability sampling. If the probability sampling puts a stress on the whole sample respondents as sample size, non-probability focuses on selecting respondents from many different teams of a whole research population.

Within this research, Vietnamese tourists experiencing medical services at Korean hospitals are defined as the research's sample population. Due to the giant customer base of this tourism sector, author cannot approach to all of them. Hence, non-probability technique is adopted to help author decide the most suitable sample size for research completion. Finally, the author made a decision to approach to 250 Vietnamese visitors who are having medical check or treatment in Korea in order to measure the effectiveness of Korean promotion policies on their decision making as well as their level of satisfaction. As there are different medical services participants experienced, they would be grouped into different group to exactly measure their satisfaction level with different medical services including Plastics surgery, Medical treatments, Medical checks and others.

2.6.2.3. Survey questionnaire

As mentioned above, in order to gather the reliable primary data for this research, the author would conduct a survey questionnaire delivered to 250 Vietnamese tourists who had foreign medical trip, especially in Korea. The survey questionnaire will be made in both English and Vietnamese to make it easier for respondents to answer.

The survey questionnaire consists of 32 questions divided into different parts as SERVQUAL model mentioned previously, some questions about respondents' background as well as questions about their general evaluation of service quality at their chosen hospital during their trip. The answers to these questions are designed by Likert scales with five different alternatives including "Strong disagree", "Disagree", "Neutral", "Agree" and "Strongly agree".

2.6.3. Participation collection

2.6.3.1. Selection of participants

In order to ensure the validity of this research's findings, the author decided to choose 250 respondents who had real experience of travelling for medical treatment and services in Korea. Their responses to survey questionnaires are expected to be the meaningful insights and data for the research completion

2.6.3.2. Data collection and sampling

The main source data of this research is primary data which are collected from respondents who are willing to participate in the survey questionnaire. All the survey respondents are Vietnamese travellers paying for medical tours in Korea's hospitals to ensure the relevance and reliability of their provided information for the research topic. In order to ensure all the gathered data are selected from the relevant resources, the author decided to use non-probability sampling techniques with the support of a well-design questionnaire (Corrine, 2018). Each question in the survey questionnaires would result in valid and reliable responses. In the

survey questionnaire, all questions are designed in form of open-ended allowing respondents to select their most agreed alternatives within the shortest time. Due to some internal and external factors, especially the Covid-19 pandemic, this survey questionnaire is delivered mostly online with the participant of 250 Vietnamese respondents as the part of the sampling. The survey questionnaire targets to study respondents' demographic background including genders, ages, incomes and their type of taken medical services in Korean prior to exploring their attitudes towards the service quality of Korean's medical tourism.

2.6.4. Data analysis

As the survey participants are across Vietnam with different forms of finishing questionnaires including both direct and indirect via emails, it would take months to gather enough 250 respondent forms. After gathering responses from over 250 participants in the survey questionnaires, the author processed data SPSS and illustrate findings in forms of tables and charts to make it much easier for readers to understand. In addition, the gathered qualitative data from in-depth interviews with some respondents, especially some staffs at Korea hospitals would be used as materials for deeper analysis of the research's objectives as well as recommendations for governmental adjustments of their policies. The quantitative tests chosen to analyze data in this research were descriptive statistics, correlation, and regressions.

2.7. SERVQUAL model in medical service

2.7.1. SERVQUAL model

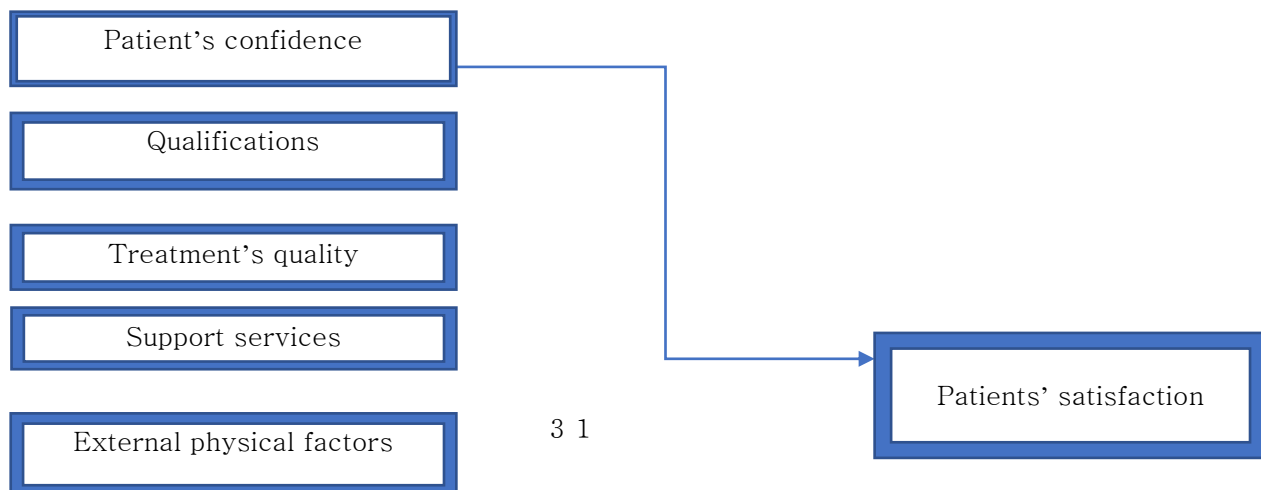
Service quality is the degree of customer perception when using the service (Coin and Taylor, 1992), the gap between customer perception and expectation when using the service (Parasuraman, Zeithaml and Berry, 1985, 1988), a comprehensive assessment of attitudes towards service excellence (Russell, 1999). Each customer will have perception, feeling receive and the different needs for service quality when they receive services. Characteristics of the service are intangibility, heterogeneity, indissolubility and non-storability, which make it difficult to evaluate and measure. Therefore, it is necessary to identify the factors that affect service quality and thereby identify measure, control and improve customer satisfaction. Medical service quality and satisfaction have a positive and positive relationship. Previous studies have shown that service quality is the cause of satisfaction (Cronin and Taylor, 1992).

Because service quality is an important topic in service marketing research as well as corporate governance, it has received a lot of attention from researchers through many theoretical and experimental models.

Service quality and satisfaction are two different but closely related concepts in service research (Parasuraman et al., 1988), the better the service quality, the higher the satisfaction and opposite. Therefore, when using health care services, if the customer feels that the medical service is of high quality, they will be satisfied with the service. On the contrary, if the customer perceives the service to be of low quality, dissatisfaction with the medical service will appear.

2.7.2. *SERVQUAL model in medical service*

According to Lim & Tang (2000), Sewell (1997), Anderson (1995), most research on health service quality is based on SERVQUAL. In which, a typical study is Reidenbach & Sandifer–Smallwood (1990). In this study, the two authors examined the different perceptions of patients based on three basic types of hospital services provided: emergency, inpatient and outpatient. The problem that this study focuses on is to analyze the impact of medical service quality that patients feel on their satisfaction with the three types of medical services mentioned above. The study used a measurement tool based on a 10–factor questionnaire by Parasuraman et al. (1985) on a sample of 300 patients over the phone. After factor analysis, the results have seven factors, including: (1) patient confidence, (2) qualification, (3) quality of treatment, (4) support services, (5) external physical factors, (6) waiting time, (7) empathy. Patient confidence influences patient satisfaction in all three basic types of service. The quality of treatment factor is a contributor to outpatient and emergency patients' intention to recommend the hospital to relatives. The physical outpatient factor influences the overall perception of service in the emergency room and affects the degree of inpatient satisfaction ratings.



expectation of the patient. In summary, the quality of the service will be assessed by the distance between the medical service perception the patient receives and the patient's own expectation for the above 5 aspects.

Service quality = Perception – Expectation (Parasunraman et al, 1988).

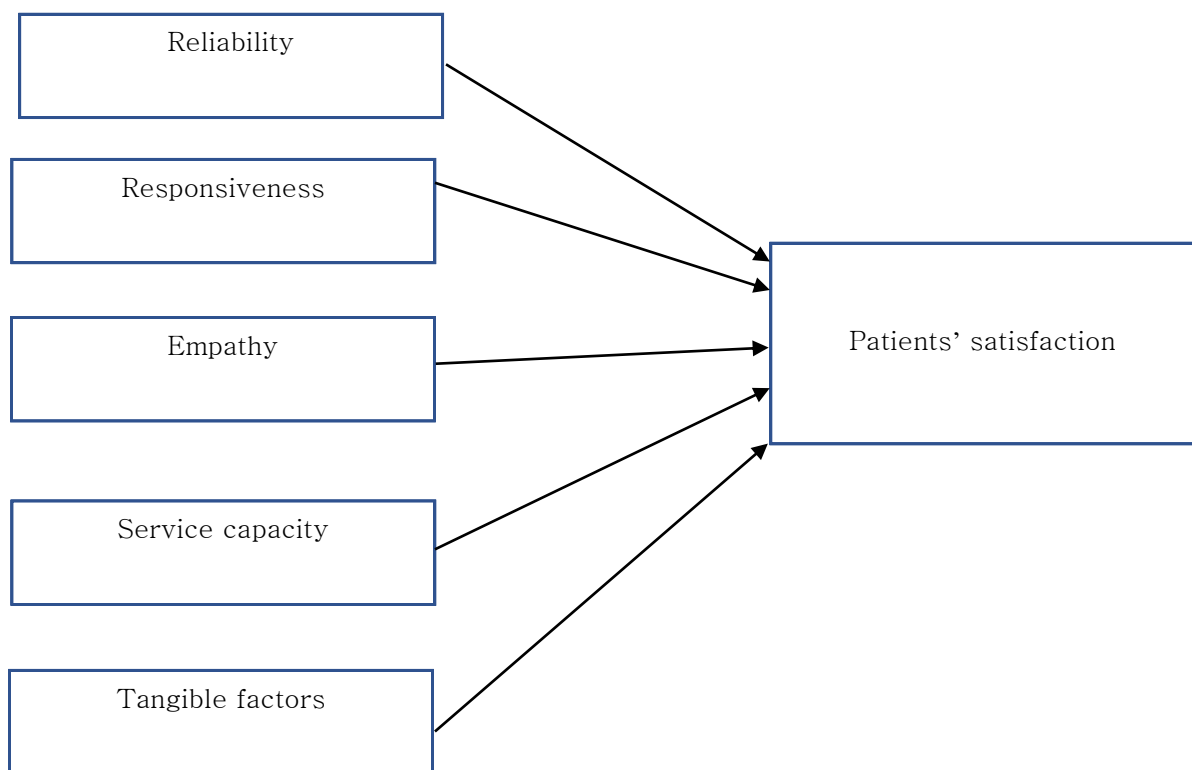


Figure 3: Five factors influence patients' satisfaction

2.8. Research questions, hypotheses and model

2.8.1. Research questions

In order to achieve the three mentioned research objectives, the author would strive to find the answer to the following question:

- What are the current situation Korean medical tourism and their impacts on Vietnamese patients' decision-making process?
- How are Vietnamese patients satisfied with Korea's medical tourism services?
- What are some recommendations for enhancing Korean government's public policies impacts on attracting more Vietnamese patients?

2.8.2. Research hypotheses

Basing on the literature review, the author developed five research hypotheses as following:

H1: Reliability is highly effective in promoting international medical tourism and Vietnamese patient's decision of choosing Korean medical tourism services thanks to their high satisfaction level.

H2: Responsiveness is highly effective in promoting international medical tourism and Vietnamese patient's decision of choosing Korean medical tourism services thanks to their high satisfaction level.

H3: Empathy is highly effective in promoting international medical tourism and Vietnamese patient's decision of choosing Korean medical tourism services thanks to their high satisfaction level.

H4: Service capacity is highly effective in promoting international medical tourism and Vietnamese patient's decision of choosing

Korean medical tourism services thanks to their high satisfaction level.

H5: Tangible factors are highly effective in promoting international medical tourism and Vietnamese patient's decision of choosing Korean medical tourism services thanks to their high satisfaction level.

2.8.3. Research model

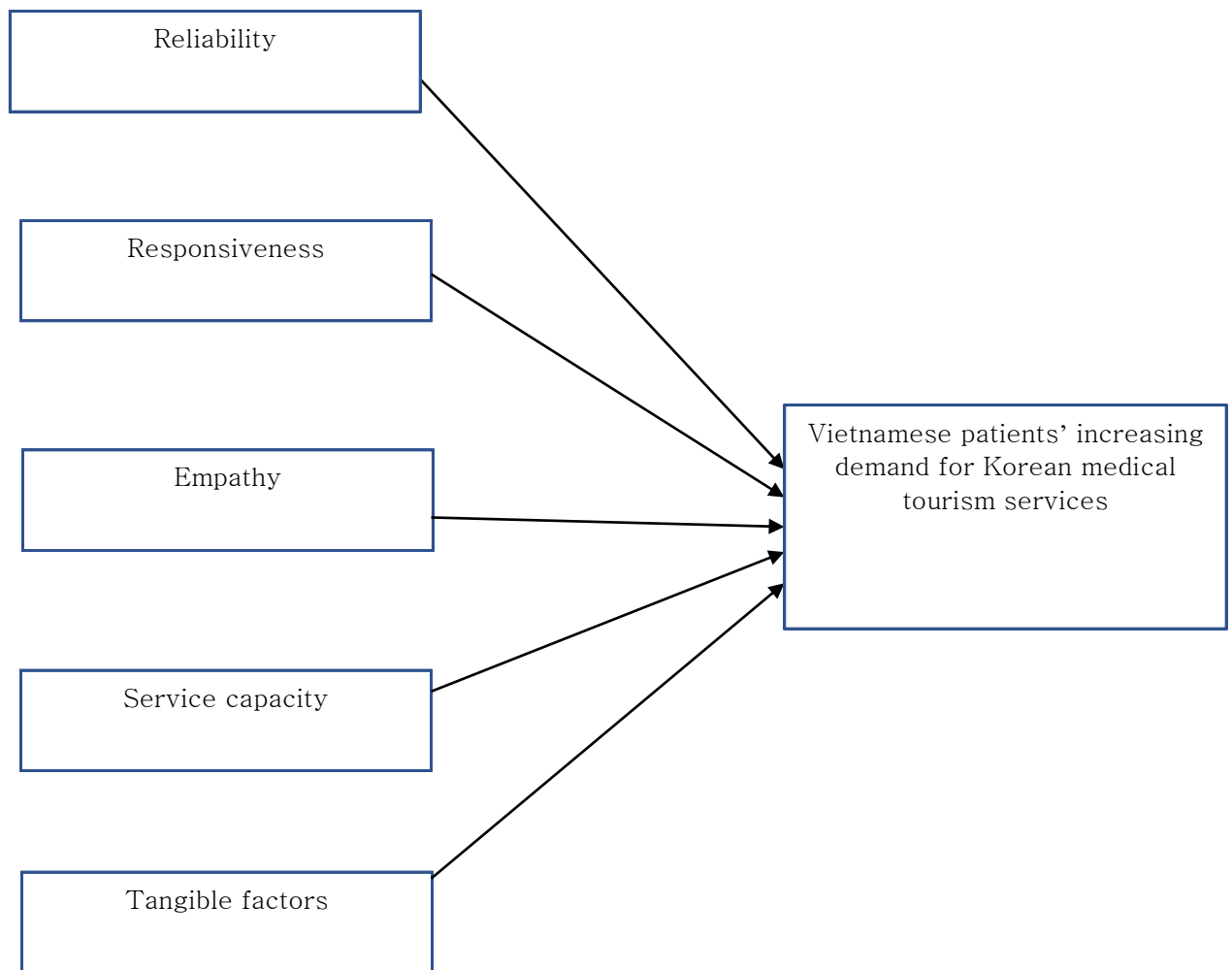


Figure 4: Research model

Chapter 3. Results

3.1. Correlation coefficients

After applying SPSS 18.0 to test the correlation among different influencing factors on Vietnamese patients' increasing demand for Korean medical tourism services, the result is summarised in the following Figure 5 and Table 2:

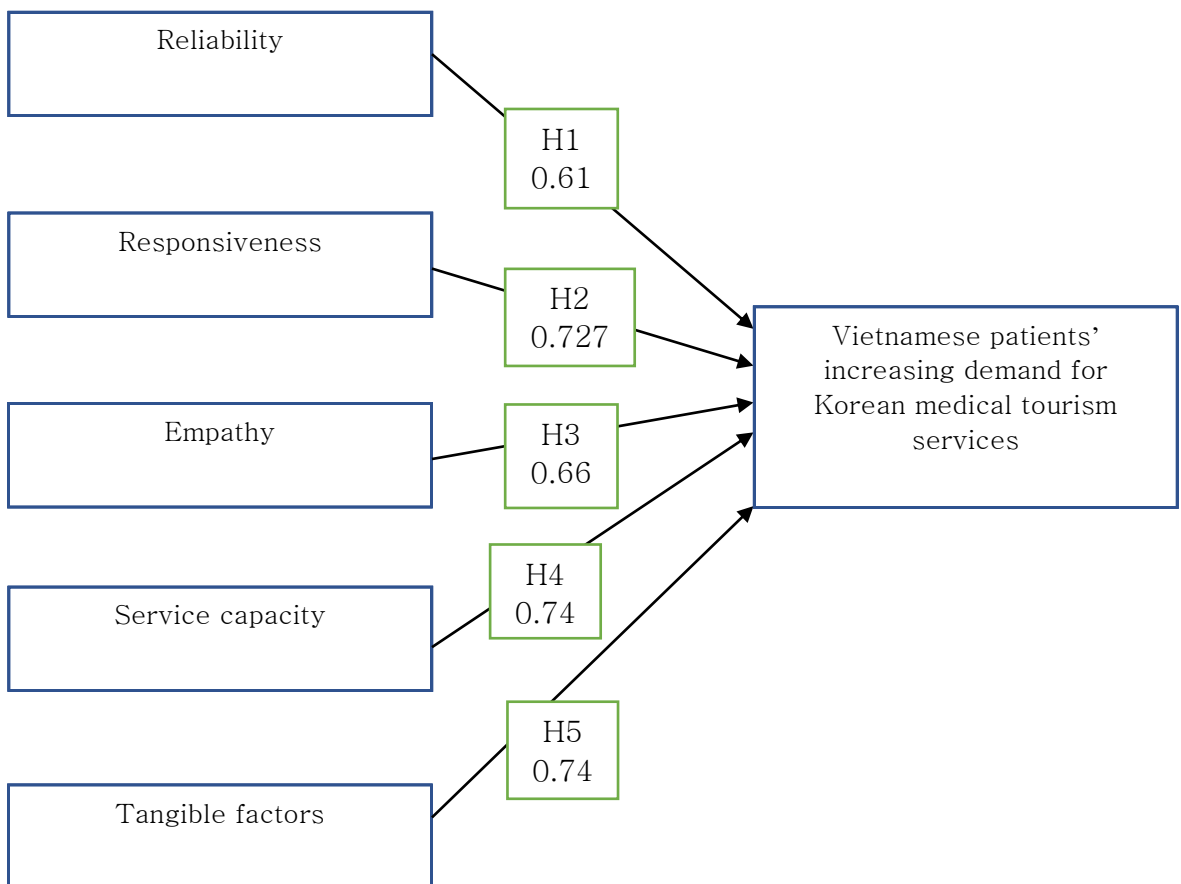


Figure 5: Correlation results

<div>Dependent variable</div> <div>Independent variable</div>		Vietnamese patients' increasing demand for Korean medical tour services	Relationship magnitude	Result
Reliability criteria	Pearson Correlation Sig. (2-tailed)	.611** .000	Moderate	Accepted
Responsiveness criteria	Pearson Correlation Sig (2 tailed)	.727** .000	High	Accepted
Empathy criteria	Pearson Correlation Sig (2 tailed)	.661** .000	Moderate	Accepted
Service capacity criteria	Pearson Correlation Sig (2 tailed)	.747** .000	High	Accepted
Tangible factor criteria	Pearson Correlation Sig (2 tailed)	.749** .000	High	Accepted

Table 3: The result of Correlation in testing hypotheses

According to the statistics shown in above figure and table, it is concluded that all five groups of influencing factors (Reliability, Responsiveness, Empathy, Service capacity and Tangible factors) have significant influences on Vietnamese patients' increasing demand for Korean medical tourism services (All Pearson Correlation > 0.6). In addition, all hypotheses are accepted as all Sig. value < 0.05 . As a result, all independent variables are satisfied to go further to regression testing.

3.2. Multiple regression

The multiple regression analysis of the relationship among independent and dependent variables is shown in the following table:

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.877 ^a	.769	.751	.47060	.769	41.639	5	50	.000

a. Predictors: (Constant), Reliability criteria, Responsiveness criteria, Empathy criteria, Service capacity criteria, Tangible factors criteria

According to Table 4, the value of R square indicted that 76.9% of dependent variable (Vietnamese patients' increasing demand for Korean medical tourism services) is predicted by 5 independent variables

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.886	5	9.221	41.639	.000 ^a
	Residual	11.073	50	.221		
	Total	47.959	54			

a. Predictors: (Constant), Reliability criteria, Responsiveness criteria, Empathy criteria, Service capacity criteria, Tangible factors criteria

Table 5: ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.886	5	9.221	41.639	.000a
	Residual	11.073	50	.221		
	Total	47.959	54			

a. Predictors: (Constant), Reliability criteria, Responsiveness criteria, Empathy criteria, Service capacity criteria, Tangible factors criteria

b. Dependent Variable: Vietnamese patients' increasing demand for Korean medical tourism services

Sig. value in table 5 stated the validity of regression analyses showing the relationship among variables.

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.311	.432		-.720	.475
	Reliability criteria	.225	.068	.274	3.308	.002
	Responsiveness criteria	.283	.067	.359	4.221	.000
	Empathy criteria	.278	.135	.236	2.051	.046
	Service capacity criteria	.302	.153	.247	1.975	.054
	Tangible factors criteria	.277	.135	.236	2.051	0.46

a. Dependent Variable: Vietnamese patients' increasing demand for Korean medical tourism services

From Table 6, the following equation could be generated:

$$Y = -0.311 + 0.225a + 0.283b + 0.278c + 0.302d + 0.277e$$

In which:

Y: Vietnamese patients' increasing demand for Korean medical tourism services

a: Reliability criteria

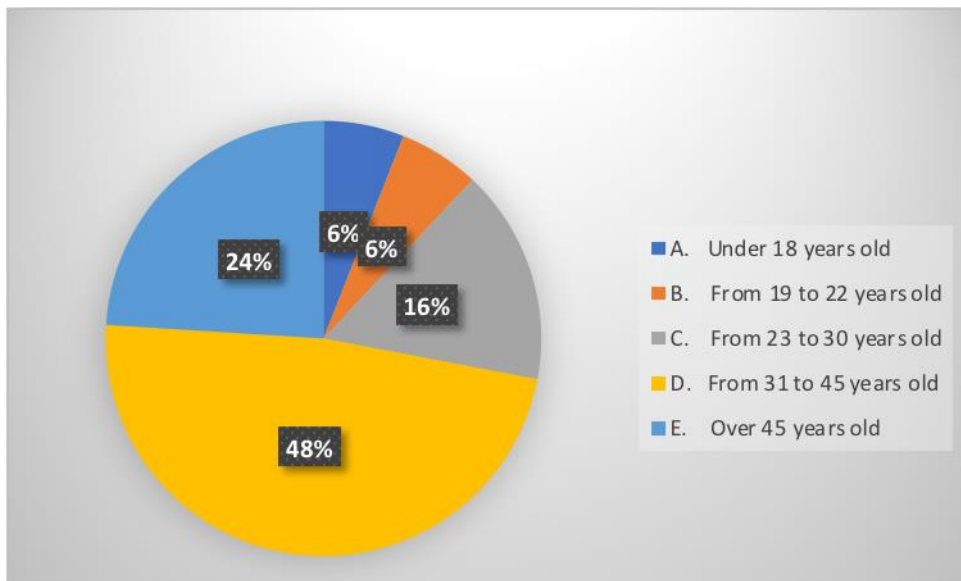
b: Responsiveness criteria

c: Empathy criteria

d: Service capacity criteria

e: Tangible factor criteria

3.3. Descriptive analysis



3.3.1. Respondent's background

Figure 6: Respondent's age

Figure 6 illustrated the respondent's ages. Accordingly, 48% of respondents are millennial aging from 31 to 45 years old, following by group of over 45 years old and from 23 to 30 years old

accounting for 24% and 16% respectively. In fact, this statistic quite make senses as in Vietnamese context, people aging from 31 years old tend to have better financial background than youngsters in general. In addition, from the perspective of Korean government, they are aiming to attract these Vietnamese millennial patients as they are highly demanding about health services and are affordable. Moreover, these patients are also highly welcome by Korean hospital as they are capable of viral these services to their wide networks both inside and outside Vietnam.

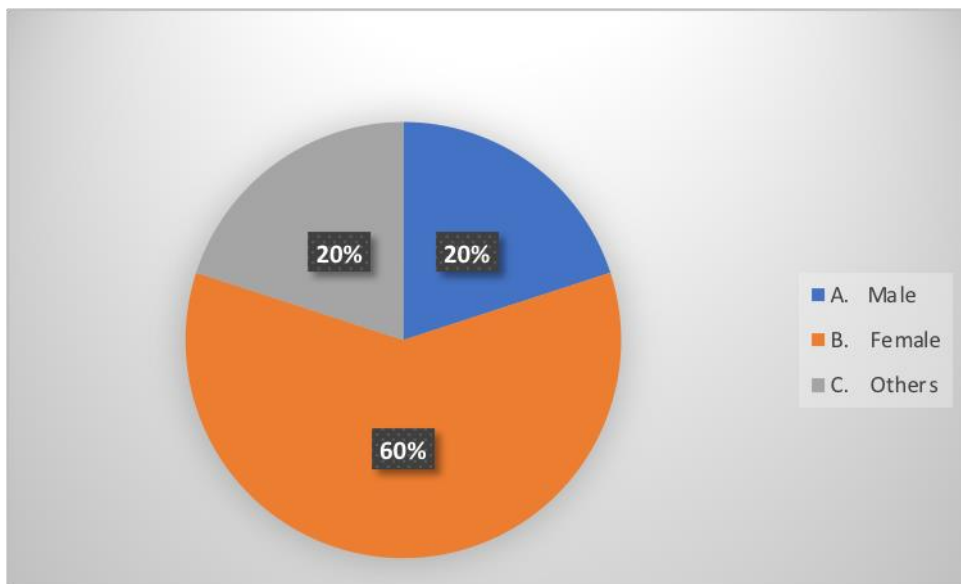


Figure 7: Respondent's gender

The respondent gender of this survey reflects real market demand of medical tourism in which not only women (accounting for 60%) but males and other genders have high demand for health and beauty services. This is pretty aligned to Korea's strategies aiming at women patients first as they not only have higher demands than other groups but also have responsibility of making all decisions relating to health or special treatments in Vietnam.

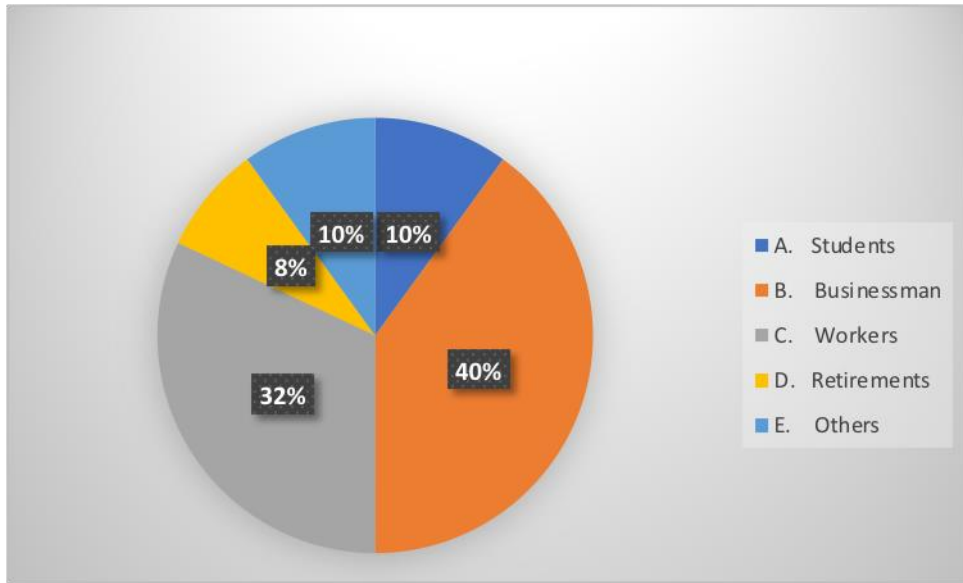


Figure 8: Respondent's occupation

As medical tourism in a foreign country is not cheap, hence the occupation of tourists is quite critical. As being illustrated in Figure 7, 40% of respondents are businessman, 32% are workers with medium high income.

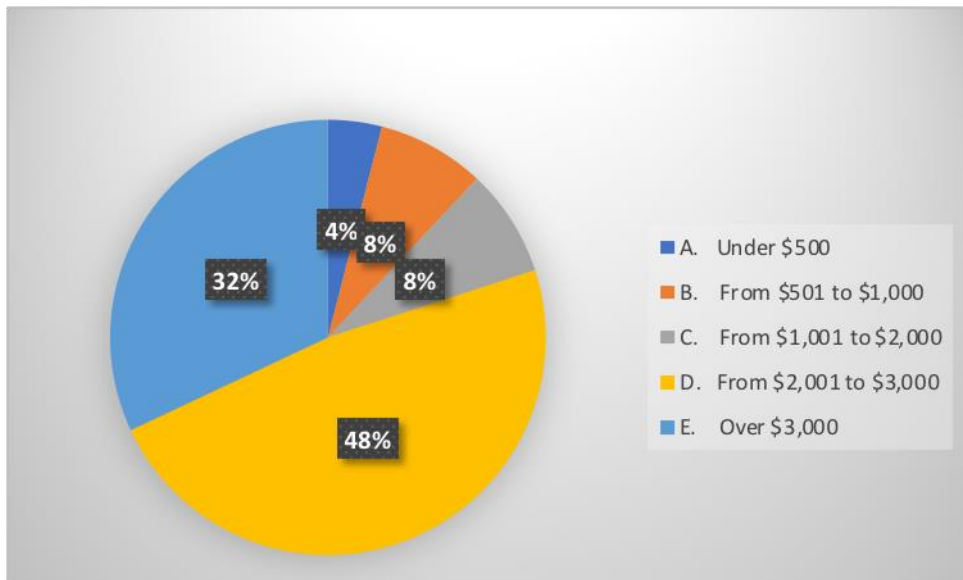


Figure 9: Respondent's monthly income

In addition to respondent's occupation survey, the author also strived to get information about their income. And up to 48% of

respondents have medium high income from \$2,001 to \$3,000, following by 32% earning over \$3,000 per month. This statistic matched with respondents' characteristics of stable income and high demand for medical services.

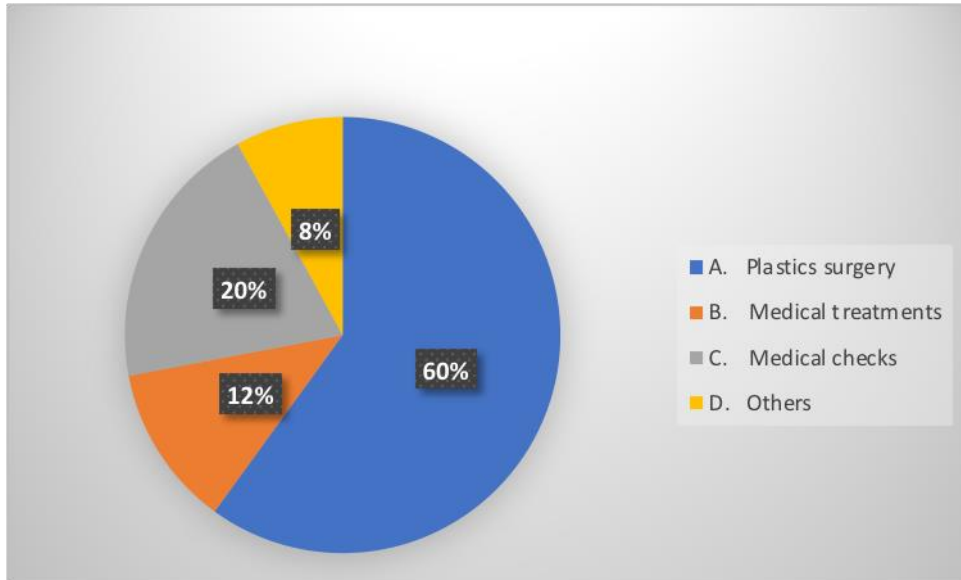


Figure 10: Respondent's types of medical treatments

According to the survey result, plastic surgery is the most popular type of medical treatments taken by Vietnamese accounting for 60%. In addition, medical checks are more popular than medical treatments and others. According to Park Jong Seon, Head of the representative office of the Korea National Administration of Tourism in Vietnam, in 2018, Vietnam welcomed more than 3.5 million Korean tourists and vice versa, there were more than 460,000 Vietnamese people come to Korea for travelling. Among them, many people come to Korea combining medical examination and treatment, especially plastic surgery. This trend is increasing, especially when passengers only have to pay for one trip, which achieves two purposes: sightseeing, health and beauty care. Typically, in 2017, Vietnam had about 320,000 medical tourists to

Korea, leading the Southeast Asian market, accounting for 31%. As a result, in their stimulation of medical tourism strategies, Korea also puts a stress on plastic surgery, medical treatments and medical checks to attract more and more demanding Vietnamese travellers.

3.3.2. Influential factors

3.3.2.1. Reliability

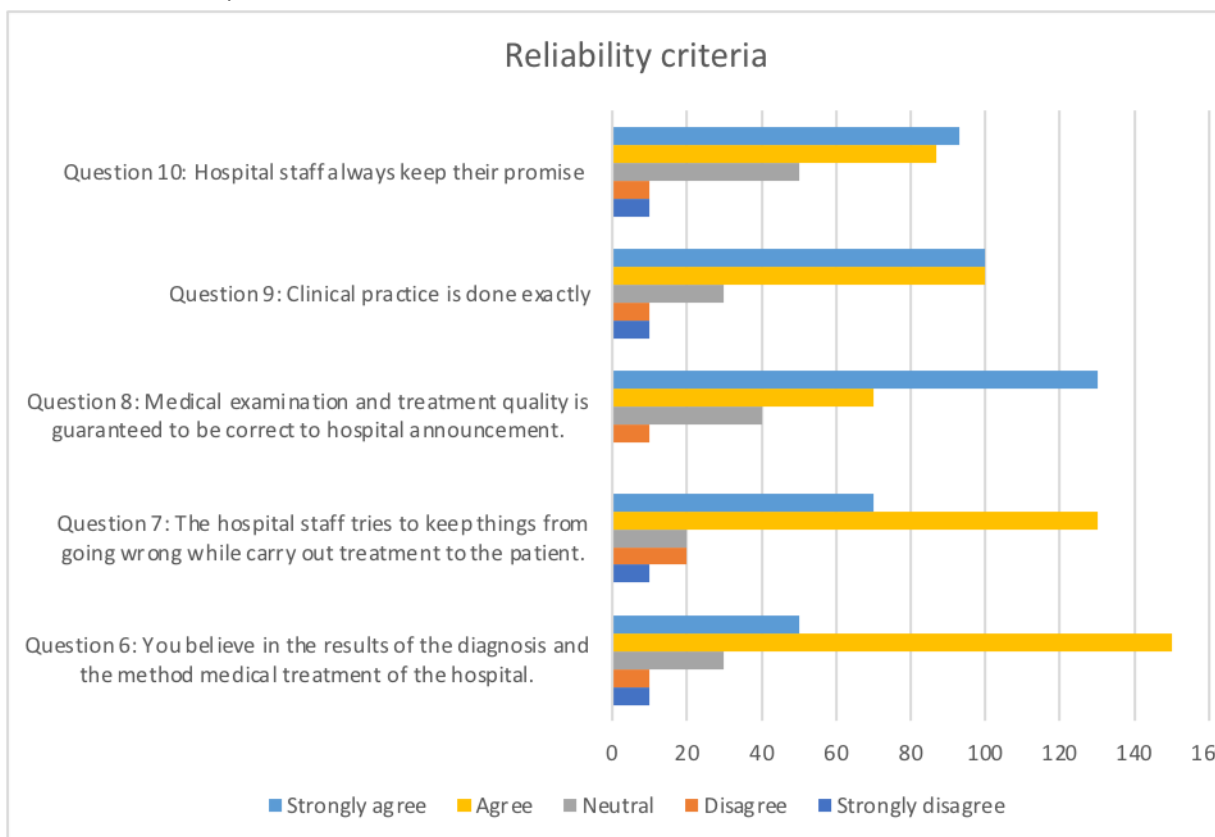


Figure 11: Reliability criteria

In order to evaluate the reliability, the author designed five questions about hospital staffs, clinical practice, medical exam and treatment quality, and diagnosis results. As being illustrated in Figure 11 above, respondents expressed their strong agreement to the hospital staff's promise keeping and diagnosis result. These

factors prove sound quality of medical tourism in Korea in terms of both specialization and workforce. In overall, it can be said that respondents are quite satisfied with reliability Korea's medical tourism services. In general, based on research by the Korean government, hospitals and plastic surgery facilities here, international customers, especially Vietnamese customers choose Korea as their medical tourism destination because most surgical hospitals in Korea have a team of highly qualified and experienced doctors ensuring their plastic surgery achieving the satisfactory results. As a result, Korea government always set priority on leverage and develop their professional doctors and medical staffs for sustainable development.

3.3.2.2. Responsiveness

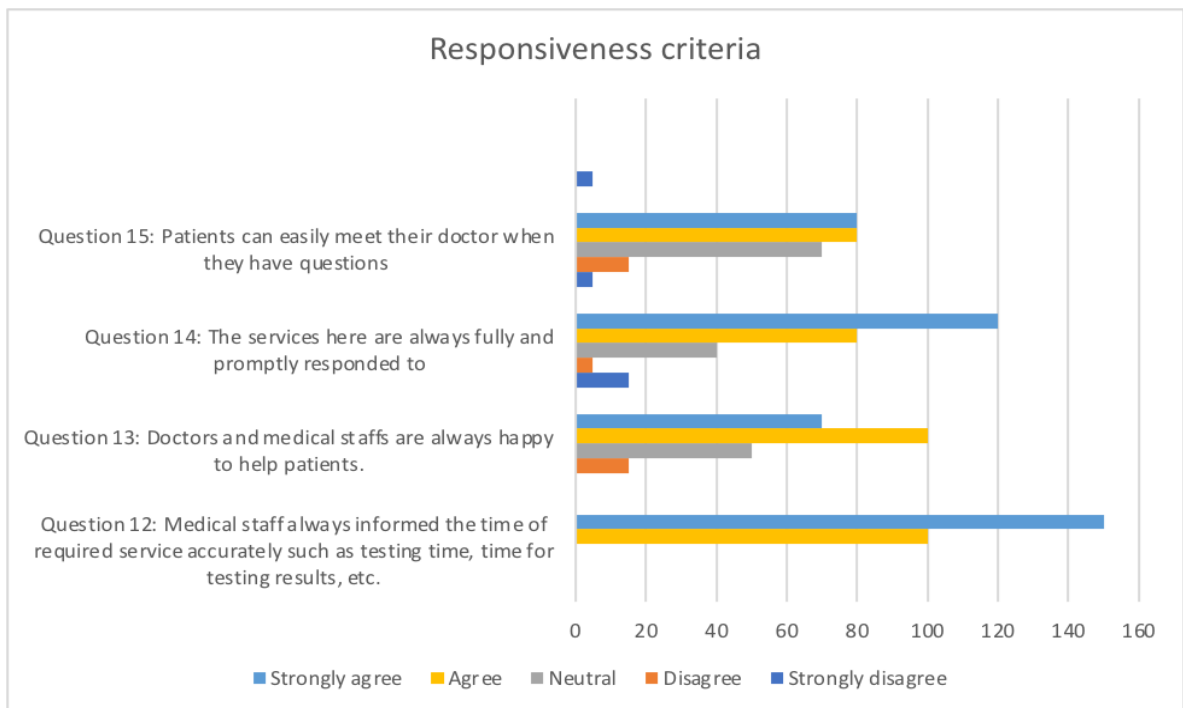


Figure 12: Responsiveness criteria

Referring to responsiveness, four criteria are mentioned in the

survey questionnaires including flexible meeting with doctors, fully responded and served by both doctors and medical staffs. All four criteria are responded with strongly agreement from the majority of survey respondents. In more detail, up to 150 respondents strongly agreed to the statement that “Medical staff always informed the time of required service accurately such as testing time, time for testing results, etc.” Over 80% of respondents also presented their agreement via choosing option “Agree” and “Strongly agree” while answering question 13,14 and 15 as illustrated in Figure 12.

3.3.2.3. Service capacity

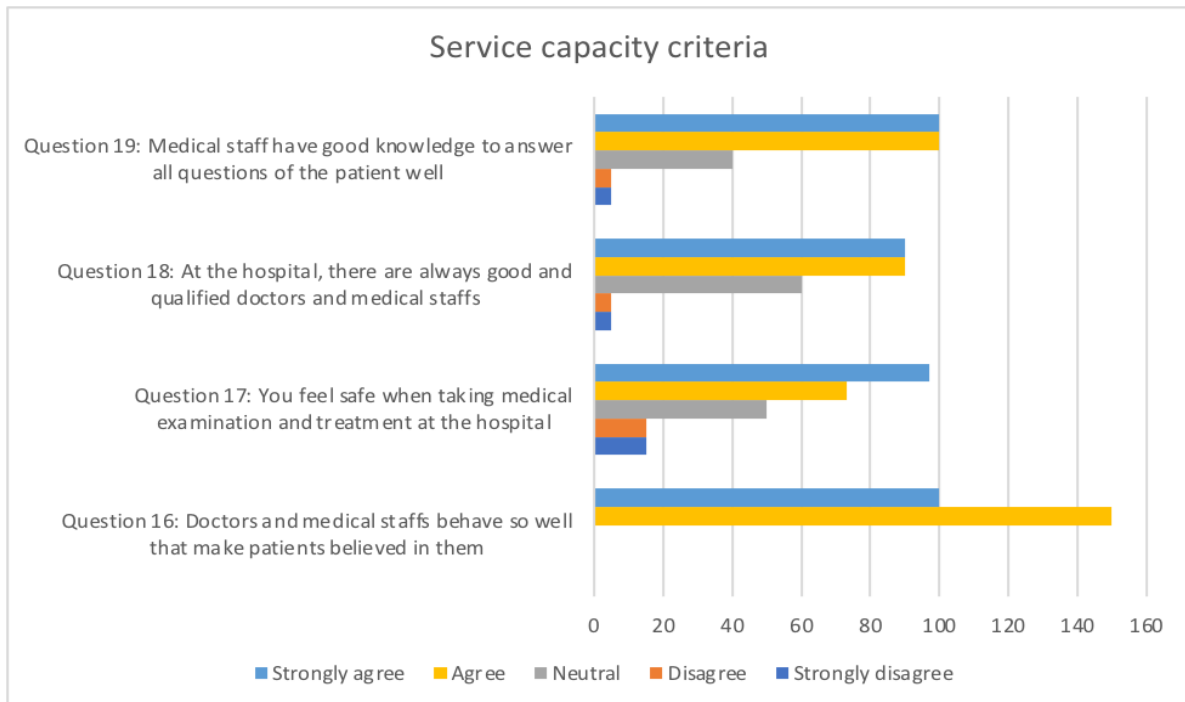


Figure 13: Service capacity criteria

Speaking of service capacity criteria, it can be said that Korea’s medical tourism service is quite satisfactory as up to 80% of respondents chose “Agree” and “Disagree” to the four factors. Accordingly, the majority of respondents are satisfied and confident

in the doctors and medical staffs' qualification as well as their nice service attitude making them feels safe and well-served. In fact, as indicated by some participants who travelled to Korea for medical plastic surgery by their own, the standards of service they received sometimes were not as same as others travelling via tourism agency. This is also a big concern among Korea policy makers to standardize the service quality of all medical services between self-travellers and agency-travellers. In fact, if a patient coming to Korea via tours provided by travel agency, their tour and included services are much more ensured as agencies have legal partnership and relationship with hospital to get more priorities. In addition, thanks to their experiences, they are capable of preparing better routines for customers rather than they do it by themselves. Patients are allowed to choose their favourite doctors or hospitals for their needs without queuing so long.

3.3.2.4. Empathy

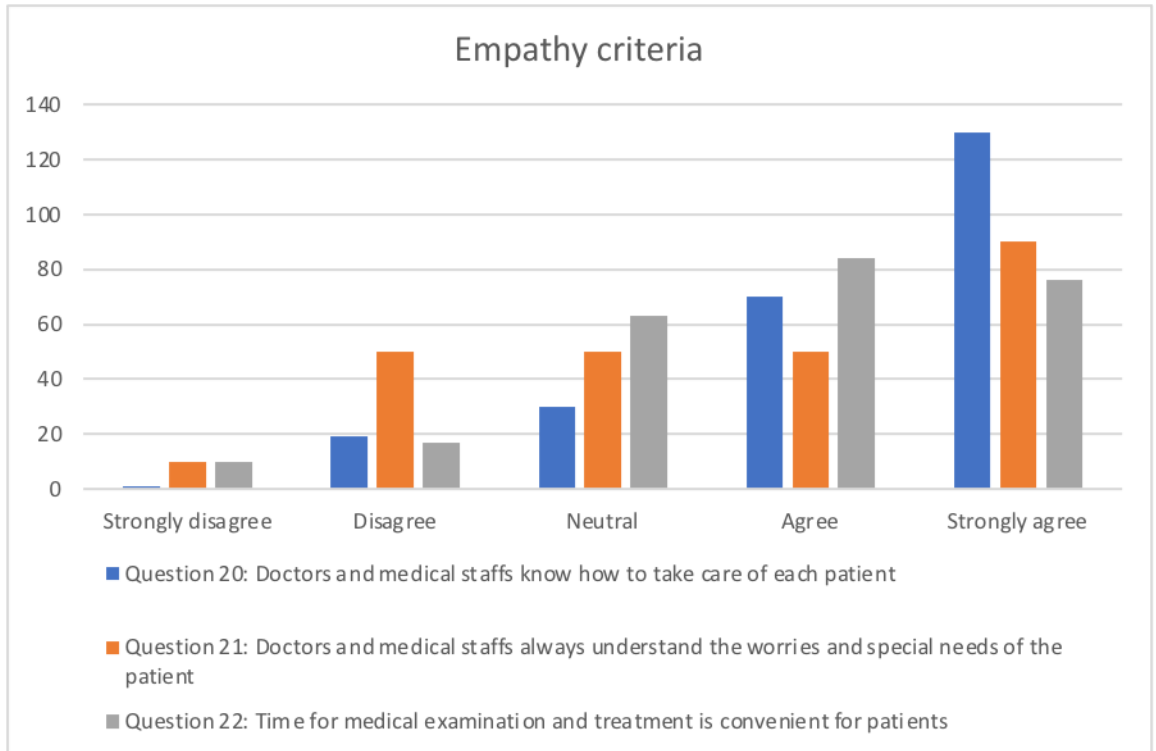


Figure 14: Empathy criteria

In all types of services, especially the medical sectors, empathy criteria are among the most influential factor as it directly influences patient's emotion and recovery result, especially when they are in treatment or plastic surgery process. As can be seen from Figure 13, most of respondents show their agreement and strong agreement to the question from 20 to 21 in the survey questionnaires. Accordingly, respondents are highly satisfied with the doctors and medical staffs' caring manner and responsiveness to their issues making them feel well served and safe.

3.3.2.5. Tangible factors

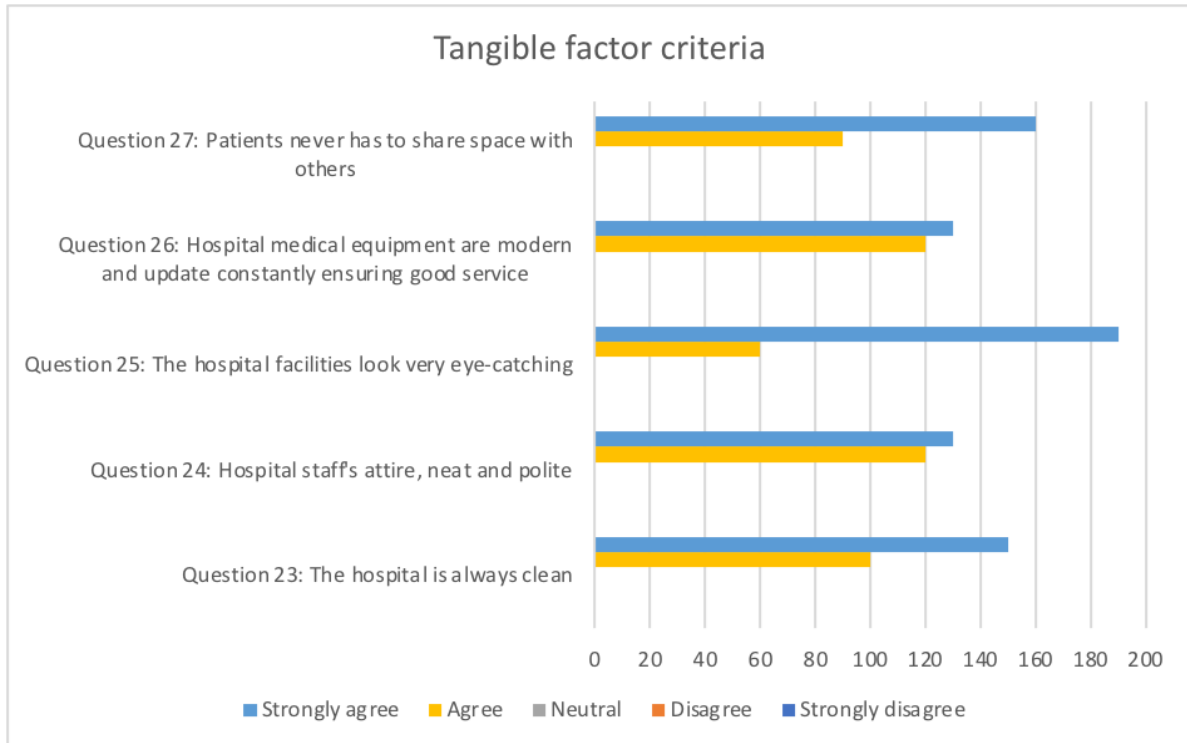


Figure 15: Tangible factor criteria

In the context of service industry, especially the medical service sector, the tangible factor also plays a key role in defining customers' satisfaction level. Five tangible factors mentioned in this survey questionnaire are individual spaces, modern medical equipment, eye-catching facilities, staffs' professional appearance, and clean environment. In general, over 90% of respondents share their high level of satisfaction with all tangible factors of Korean hospital where they took their medical tourism services. In fact, up to 90% of Vietnamese patients choose Korean as medical tourism as most plastic surgery hospitals in Korea have modern and complete facilities. Hence, as a core of development strategies, Korea government always put a stress on constantly improving the quality of surgery to achieve high success after surgery. Once they can maintain this selling point, Vietnamese people would become

more loyal to Korea cosmetic surgery for satisfying their needs and desires.

3.3.2.6. General evaluations

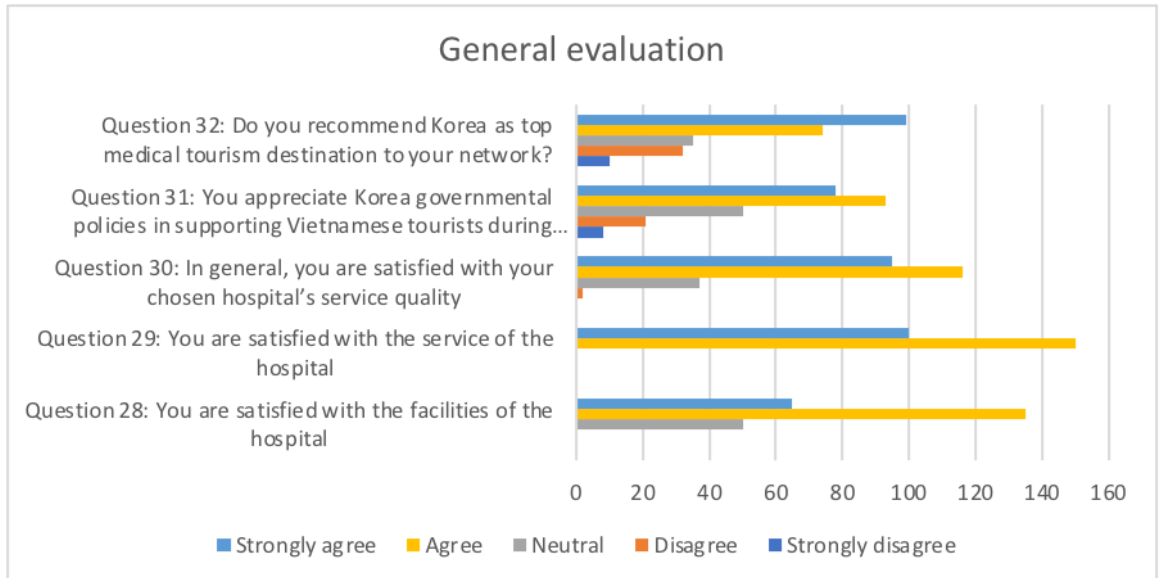


Figure 16: General evaluation

In the end of survey questionnaire, the author added 5 questions to explore respondents' general evaluation while taking medical tourism in Korea's hospitals. Accordingly, it can be seen from Figure 15 that customers are quite satisfied with medical tourism quality in Korea and willing to recommend Korea as top medical tourism destination to their community. This would be great opportunity for Korea to grow its medical tourism as word-of-mouth marketing is considered the best marketing tactics in all business sectors, especially the service industry.

Chapter 4. Discussion

4.1. Explanation of results

In a nutshell, it can be said that the overall quality of Korea's medical tourism services is quite good. Customers are highly satisfied with the service quality in all aspects including workforce's professionalism, service attitudes, technical system, service capacity, etc.

However, within the survey questionnaires, author only explored customers' evaluation of service quality of Korea's medical tourism without less information about their attitudes or assessment about the Korean government's policies for protecting foreign patients/medical tourist. Hence, the author conducted private interview with Kang Hyeong Beom— Leader of Global Healthcare Centre of The Catholic University of Korea Incheon St.Mary's hospital.

The interview has four questions including:

(Q1) How do you feel about foreign patients demand about medical tourism in Korea?

(Q2) How do you think about Korea's legal protection and policies for foreign medical tourists?

(Q3) What do you think the Korean government should do to promote medical tourism in Korea other than current policies?

(Q4) What do you recommend for leverage customers' intention of taking Korea medical tourism instead of other destinations?

While responding to (Q1), Mr. Kang confirmed that before COVID-19 medical tourism in Korea was very successful in serving foreign tourists and achieving high level of satisfaction thanks to high quality and high reliability provided to customers.

About (Q2), Mr. Kang shared that Korean medical tourism agencies are all registered with indemnity insurance. This insurance not only covers domestic patients but also supports foreign patients, so

foreign patients can perform treatment more safely and securely at a hospital in Korea. Some local governments have enacted an insurance registration system for the care and follow-up of foreign patients after treatment to protect foreign patients in the event of a dispute between the patient and the hospital after treatment. In addition, for the legal protection of foreign patients, the Korean Medical Dispute Arbitration and Mediation Authority use an arbitration system in the event of an accident during treatment. It is considered one of the best foreign patient protection policies. However, it is undeniable that the price difference is a big problem of Korea's medical tourism in particular and the world in general. As medical tourism becomes mainstream, more and more tourists from developing and developed countries are looking for and choosing medical services in developed and lower-cost countries. However, in Korea, the lack of transparency in medical service pricing is a factor that needs to be carefully considered and overcome in order to increase the competitiveness and position of the medical tourism sectors. According to the share of many Vietnamese patients, if they go on a self-sufficient medical tour in Korea, all service costs must be paid in cash and there are cases where tax cannot be refunded due to not knowing the process, procedures and customary. Meanwhile, their friends, if they book tours through travel agencies affiliated with hospitals, always have a preferential price program, clear payment and full tax refund according to the policy of the company. In South Korea, the actual payment for medical services, especially plastic surgery, if self-sufficient, will be much higher than buying a tour. In addition, when there is a risk, the self-sufficient people do not know how to claim their benefits. Meanwhile, tour buyers are more assured of service quality, if there

is a mistake, the travel company will represent travelers to work with hospitals, cosmetic facilities and ensure legitimate interests and legal for patients. In addition, if buying tours, travelers can know in advance the base price with clear procedures, benefits, and detailed schedule to actively arrange the experience. Depending on the treatment or type of medical service, there may be at least three professional care providers involved in the care with separate bills. And, if the patient is self-sufficient, it will be very difficult for them to do check-out because they don't understand where all the bills are coming from. In addition to ensuring the transparency of medical service prices, Korea also needs to focus on optimizing service costs to increase competitiveness with other countries in the region. For example, the cost of transplants in Korea is twice as high as in Thailand.

Currently, there are three forms of medical tourism including self-sufficient travel, booking tours on behalf of guests, and group travel. Each different form will have different types of contracts representing different legal relationships between medical tourists, medical service providers and tourism service providers. If customers are self-sufficient, they will sign a contract directly with hospitals and medical examination and treatment facilities. If tourists book tours, travel agencies will negotiate and assist guests to sign contracts with service providers on behalf of guests. If the guest is traveling in a group, the tour operators will provide the all-inclusive service to the customer, and both the customer and the hospital will be responsible for performing the obligations under the signed contract. The current legal system and management mechanism in Korea has shown an inadequate response to emerging issues related to medical tourism. Whatever form of travel the

customer uses, the tour operator's responsibilities will include contractual and legal liability. Accordingly, contractual liability is understood as the obligation to perform the agreed terms of the two parties under the signed contract to ensure the interests of both parties. Liability is the obligation of the tour operator providing the service to remedy the consequences if there are risks, damage to the customer's rights or health due to many factors. However, in Korea, a lot of travel companies are being exempted from civil liability, which leads them to refuse to take legal responsibility and affect the rights and interests of foreigner medical tourists.

About (Q3), currently, the Korea Tourism Organization, the Health Industry Promotion Agency and each city carry out various programs to promote Korean medical tourism. Due to the Covid-19 epidemic, it is difficult to go abroad to promote and exhibit Korean medical tourism. It is hoped that the Covid-19 epidemic will gradually decrease, and from the fourth quarter of 2021, overseas promotional programs for Korean medical tourism will be resumed. Korean medical tourism will flourish and develop again. Thanks to the management and prevention of Covid-19 as well as the way to examine and treat Covid-19 patients, Korean healthcare is highly appreciated by foreigners. So after the Covid-19 epidemic, Mr.Kang believes that Korean medical tourism will develop strongly. About (Q4), usually, patients from Russia and the CIS countries (The Commonwealth of Independent States) travel to Germany, Israel, Turkey, Malaysia and India for medical treatment. However, Mr.Kang thinks the most important factor to enhance the attraction of medical tourism in Korea is good medical technology combined with the use of modern and advanced medical equipment. It is also considered a leading factor in attracting patients with severe cancer

who want to go to Korea for treatment.

For patients with mild disease, they experience medical tourism with the simple purpose of combining travel, but for patients with severe cancer, medical technology is the most important factor to determine the country for medical tourism. In addition, other services performed by the local government (concierge service, 1DAY tour, travel, shopping, etc.) are also recommended as external factors to help attract foreigners outside to Korea to experience medical tourism

4.2. Implications

Combining the findings gathered from survey questionnaires and private interview with the leader in one of top hospitals in Korea, it can be said that Korea should constantly focus on investing developing medical tourism to take great advantages of its resources including professional workforce, cutting-edge medical technologies and equipment, high quality service customers, etc. and opportunities by sharp increases in foreigners demand for medical tourism, especially from Vietnam and other Asian countries. First of all, Korean hospitals should invest more on leverage its medical equipment and technologies as they are the most impressive factors attracting foreign tourists coming to this country for medical tourism.

Secondly, Korea government should constantly upgrade and refresh its supporting policies for both foreign tourists and other countries, especially Vietnam for strategic partnership to stimulate medical tourism more effectively. In more details:

- Tightening of management measures: The tightening of regulatory measures and the quality of medical treatment,

plastic surgery, etc. should be paid more attention in the coming time, especially in the post-COVID-19 context. All medical facilities throughout Korea need to comply with the standards of operating medical tourism, plastic surgery, etc. to ensure all domestic and foreign tourists receive standardized medical service quality. Non-medical facilities are not allowed to engage in medical and plastic surgery activities. In addition, the Korea government needs to set up separate management agencies for medical tourism services to effectively manage these activities as well as shorten the gap between the development of science and the application of achievements. medical practice into the practice of medical examination and treatment at hospitals and medical facilities, in accordance with the legal regulations of Korea.

- Strengthening responsibility control of travel operators and medical service providers: Controlling the contractual and legal liability of intermediaries and medical facilities plays an extremely important role in the development of medical tourism in Korea. Accordingly, authorities need to intervene promptly and effectively to resolve conflicts of interest when disputes arise. In cases of medical disputes, the authorities should promptly coordinate with intermediaries and service providers to thoroughly learn about the general terms before working with customers. Customers often don't have medical or legal expertise, and they no longer trust the institution or the middleman. In addition, state agencies need to keep a neutral attitude to handle the case fairly and maintain the trust of foreigners, especially Vietnamese patients. Moreover, building a transparent and fair insurance system is also

necessary to increase the trust of foreigner patients coming to Korea for medical services.

- Strengthening protection of the litigation rights of foreigner medical tourists: In many cases, when patients are not satisfied with the quality of medical services or cosmetic results, they will want to sue to claim their rights. These disputes are civil and commercial disputes with foreign elements. Anticipating this problem, Korea has developed a legal framework for the international civil and commercial dispute settlement mechanism. However, this legal framework is still very sketchy and rigid, and has not completely solved the actual problems arising in medical tourism in Korea. Therefore, Korea should consider the establishment of international civil and commercial courts to legalize and effectively handle disputes and medical proceedings with foreign elements. The effective establishment and operation of international civil and commercial courts will help Korea improve its position in the regional and international medical tourism industry because patients clearly see that their rights are guaranteed surely and transparently.

Thirdly, Korea hospital should define their outstanding strength on one or two strategic services to best impress foreigners. For instance, more and more foreign tourists are looking for sound medical check to prevent/avoid or treat their cancer. Korea hospital should focus on this segment to deeper explore current customer base. In order to attract this group effectively, Korea hospital should put a stress on improving its medical technologies and equipment as well as professional level of doctors for special

treatment as customers is intensively influenced by these factors while choosing their medical tourism destination.

Chapter 5. Conclusion

In short, this paper digged into a group of 250 respondents in Vietnam experiencing Korea's medical tourism services to find out the answer to the following issues:

- (1) Explore the current situation of Korean health tourism and their efforts to promote international health tourism
- (2) Analyze the level of satisfaction among Vietnamese patients while experience health tourism in Korea, especially the health service quality and current tourism policies
- (3) Recommend on public policies to leverage Vietnamese visitors' satisfaction with Korean health tourism

Accordingly, Korean health tourism is developing sharply thanks to great efforts of local government in stimulating both local infrastructure for medical services and attracting foreigners. In addition, most of Vietnamese medical tourists expressed their high satisfaction to Korea's medical services, especially with the advanced medical technologies, equipment and doctor's qualifications. However, in order to keep leveraging Vietnamese' visitors' satisfaction with Korean health tourism, both hospital and local government should pay more attention to investing on medical technologies as well as defining strategic services for more sustainable growth.

APPENDIX

APPENDIX 1: Survey questionnaires

I. Respondent's backgrounds

Question 1: How old are you?

- A. Under 18 years old
- B. From 19 to 22 years old
- C. From 23 to 30 years old
- D. From 31 to 45 years old
- E. Over 45 years old

Question 2: What is your gender?

- A. Male
- B. Female
- C. Others

Question 3: What do you do?

- A. Students
- B. Businessman
- C. Workers
- D. Retirements
- E. Others

Question 4: How much is your monthly income?

- A. Under \$500
- B. From \$501 to \$1,000
- C. From \$1,001 to \$2,000
- D. From \$2,001 to \$3,000
- E. Over \$3,000

Question 5: What types of medical treatment did you have in Korea?

- A. Plastics surgery

- B. Medical treatments
- C. Medical checks
- D. Others

II. SERVQUAL questions

About Reliability

Question 6: Do You believe in the results of the diagnosis and the method medical treatment of the hospital?

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 7: The hospital staff tries to keep things from going wrong while carry out treatment to the patient.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 8: Medical examination and treatment quality is guaranteed to be correct to hospital announcement.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 9: Clinical practice is done exactly

- A. Strongly disagree

- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 10: Hospital staffs always keep their promise

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

About Responsiveness

Question 11: Doctors and staffs never appear to be too busy to neglect the patients' concerns about examination procedure disease, testing places, etc.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 12: Medical staff always informed the time of required service accurately such as testing time, time for testing results, etc.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 13: Doctors and medical staffs are always happy to help patients.

- A. Strongly disagree

- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 14: The services here are always fully and promptly responded to.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 15: Patients can easily meet their doctor when they have questions

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

About Service capacity

Question 16: Doctors and medical staffs behave so well that make patients believed in them

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 17: You feel safe when taking medical examination and treatment at the hospital.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 18: At the hospital, there are always good and qualified doctors and medical staffs

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 19: Medical staff has good knowledge to answer all questions of the patient well

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

About Empathy

Question 20: Doctors and medical staffs know how to take care of each patient.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 21: Doctors and medical staffs always understand the

worries and special needs of the patient.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 22: Time for medical examination and treatment is convenient for patients

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

About tangible factors

Question 23: The hospital is always clean.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 24: Hospital staff's attire, neat and polite.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 25: The hospital facilities look very eye-catching.

- A. Strongly disagree
- B. Disagree

- C. Neutral
- D. Agree
- E. Strongly agree

Question 26: Hospital medical equipment is modern and updated constantly ensuring good service.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 27: Patients never has to share space with others

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

About general evaluation

Question 28: You are satisfied with the facilities of the hospital.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 29: You are satisfied with the service of the hospital.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 30: In general, you are satisfied with your chosen hospital's service quality

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 31: You appreciate Korea governmental policies in supporting Vietnamese tourists during your medical trip.

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 32: Do you recommend Korea as top medical tourism destination to your network?

- A. Yes
- B. No

APPENDIX 2: BẢNG HỎI

I. Thông tin người tham gia phỏng vấn

Câu 1: Bạn bao nhiêu tuổi?

- F. Dưới 18 tuổi
- G. Từ 19 đến 22 tuổi
- H. Từ 23 đến 30 tuổi
- I. Từ 31 đến 45 tuổi
- J. Trên 45 tuổi

Câu 2: Giới tính của bạn là gì?

- D. Nam

- E. Nữ
- F. Khác

Câu 3: Nghề nghiệp của bạn là gì?

- F. Học sinh
- G. Kinh doanh tự do
- H. Công nhân viên chức
- I. Đã nghỉ hưu
- J. Khác

Câu 4: Thu nhập hàng tháng của bạn là bao nhiêu?

- F. Dưới \$500
- G. Từ \$501 đến \$1,000
- H. Từ \$1,001 đến \$2,000
- I. Từ \$2,001 đến \$3,000
- J. Trên \$3,000

Câu 5: Loại hình dịch vụ y tế bạn đã trải nghiệm ở Hàn Quốc là gì?

- A. Phẫu thuật thẩm mỹ
- B. Điều trị y khoa
- C. Kiểm tra y khoa
- D. Khác

III. Các câu hỏi theo mô hình SERVQUAL

Về sự tin cậy

Câu 6: Bạn tin vào kết quả xét nghiệm và phương pháp điều trị y khoa tại bệnh viện

- F. Hoàn toàn không đồng ý
- G. Không đồng ý
- H. Trung lập
- I. Đồng ý
- J. Hoàn toàn đồng ý

Câu 7: Nhân viên y tế của bệnh viện luôn cố gắng làm đúng phác đồ điều trị cho bệnh nhân

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 8: Kết quả xét nghiệm y khoa và hiệu quả điều trị luôn đúng như thông báo của bệnh viện.

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 9: Thực tế phác đồ điều trị luôn được thực hiện 1 cách chính xác

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 10: Nhân viên y tế tại bệnh viện luôn giữ đúng lời hứa trong dịch vụ với bệnh nhân

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Về sự phản hồi, tương tác

Câu 11: Các bác sĩ và nhân viên y tế không bao giờ làm ngơ trước

những bản khoản và câu hỏi của bệnh nhân về các vấn đề liên quan đến tình trạng của họ như địa điểm làm xét nghiệm, quy trình xét nghiệm, ...

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 12: Nhân viên y tế luôn thông báo thời gian làm các dịch vụ theo yêu cầu một cách chính xác như thời gian xét nghiệm, thời gian nhận kết quả xét nghiệm ...

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 13: Bác sĩ và nhân viên y tế luôn vui vẻ giúp đỡ bệnh nhân

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 14: Các dịch vụ tại bệnh viện luôn đầy đủ, nhanh chóng.

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 15: Bệnh nhân có thể dễ dàng gặp bác sĩ khi họ có thắc mắc

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Về chất lượng dịch vụ

Câu 16: Bác sĩ và nhân viên y tế luôn cư xử đúng mực, đáng tin cậy.

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 17: Bạn cảm thấy an toàn khi xét nghiệm và điều trị tại bệnh viện.

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 18: Tại bệnh viện luôn có các bác sĩ và nhân viên y tế giỏi

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 19: Nhân viên y tế có kiến thức tốt để trả lời tất cả các thắc mắc của bệnh nhân.

- A. Hoàn toàn không đồng ý
- B. Không đồng ý

- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Về sự cảm thông

Câu 20: Bác sĩ và nhân viên y tế luôn biết cách chăm sóc bệnh nhân tận tình

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 21: Bác sĩ và nhân viên y tế luôn hiểu được những lo lắng và nhu cầu riêng biệt của từng bệnh nhân

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 22: Thời gian xét nghiệm và điều trị luôn được thiết kế thuận lợi cho bệnh nhân

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Về yếu tố hữu hình

Câu 23: Bệnh viện luôn luôn sạch sẽ

- A. Hoàn toàn không đồng ý

- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 24: Trang phục của nhân viên bệnh viện thanh lịch, gọn gàng

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 25: Cơ sở vật chất của bệnh viện đều rất hiện đại, đẹp mắt

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 26: Trang thiết bị y tế của bệnh viện đều hiện đại, đảm bảo chất lượng dịch vụ tốt

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 27: Bệnh nhân không bao giờ phải nằm chung/ghép giường

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Đánh giá chung

Câu 28: Bạn hài lòng với cơ sở vật chất của bệnh viện

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 29: Bạn hài lòng với chất lượng của bệnh viện

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Câu 30: Nhìn chung, bạn hài lòng với chất lượng dịch vụ tại bệnh viện đã chọn

- A. Hoàn toàn không đồng ý
- B. Không đồng ý
- C. Trung lập
- D. Đồng ý
- E. Hoàn toàn đồng ý

Question 31: Bạn đánh giá cao những chính sách hỗ trợ du khách Việt Nam của chính phủ Hàn Quốc?

- A. Strongly disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly agree

Question 32: Bạn có giới thiệu Korea là điểm đến du lịch y tế cho bạn bè của mình không?

A. Có

B. Không

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Abstract in Korean

이 논문은 베트남 환자를 중심으로 국제 의료관광을 촉진하기 위한 한국의 공공정책을 분석하는 것을 목적으로 한다. 한국의 의료 관광 서비스를 경험한 베트남 환자들에 대하여 실시한 설문지의 결과를 바탕으로, 필자는 SPSS상의 적용 데이터를 가공하였으며 그 결과를 독자가 더 쉽게 이해하도록 표와 차트를 이용하여 설명하고 있다. 또한 국내병원 최고수준의 직원들과의 심층 인터뷰를 통해 수집된 정성적 데이터는 연구목적에 대한 심층적 분석과 정부의 정책 조정을 위한 권고 자료로 사용될 것이다.

결과적으로 대부분의 베트남 의료관광객이 한국의 의료서비스에 만족감을 표시하였다. 하지만 베트남 환자와 한국 직원 모두 제한된 법적 체계와 외국인 의료관광객에 대한 정책 지원에서 동일한 평가를 갖고 있다. 지역 및 국제의 의료 관광산업에서 위치와 경쟁력을 활용하기 위해 한국은 전문인력 자원, 첨단 의료 기술, 장비 및 고객에 대한 고품질 서비스, 특히 베트남 및 아시아국가 외국인의 의료관광에 대한 급격한 수요 증가로 인한 기회 등을 적극적으로 활용하기 위해 의료관광 개발 투자에 부단히 초점을 맞추어야 한다.

또한 한국이 지속적으로 관련 법적 체계와 제도를 개선하고 외국인들을 지원하는 것은 필수적이다. 특히 베트남 환자들의 더 나은 의료서비스에 대한 수

요와 기대감이 더욱 더 크게 증가하고 있어서 그러하다.

Keywords : 의료 관광, 의료서비스 품질, 의료기술, 고객만족, 정부정책, 법적 체계