

Constructing Quality of Service Indicators and Improvement Strategies for Medical Tourism in Taiwan

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ABSTRACT Aiming to establish the quality of service indicators and performance analysis for medical tourism industry, five dimensions of quality of service and 31 indicators for medical tourism are constructed through literature review and in-depth interviews with business representatives, experts, administrative organizations, and consumers. The consumer expectation and perception of medical tourism industry are collected and analyzed with artificial neural network and Mahalanobis Distance. The key improvement directions in the quality of service for medical tourism industry are sequenced as Service companies or hospitals present relevant certificates and certification, Appropriately keep secret of patients' medical records, Service providers (travel agents, treatment planners) can understand customer demands, Travel agents should present medical knowledge to provide customers with correct information, and Service providers (travel agents, treatment planners) could design a standard service procedure according to customer demands. The research results could provide the government, industry, and universities with reference of decision-making for medical tourism.