



“THE STRATEGY OF THAILAND’S MEDICAL SERVICES PROMOTION IN THE MARKETS
OF CIS AND EASTERN EUROPE”

ชื่อผู้รับผิดชอบโครงการวิจัยและผู้ร่วมวิจัย : Dr. DENIS S. USHAKOV

งบประมาณที่ได้รับจัดสรร : งบรายได้ 20,000 บาท

ความสำคัญและที่มาของปัญหาที่ทำการวิจัย

Medical Tourism in Thailand has been a flourishing industry over the past few years. More and more patients from western countries like America, England, and Australia, where medical treatments can be highly expensive, are opting to get their surgeries or procedures done by travelling to the countries like Thailand, India, Singapore and Malaysia.

TAT views Russia, China and the Middle East as the main sources of medical tourism. So why studying of these markets abilities to sake Thai medical tourism product looks highly important and required for National Tourism industry development and Thailand tourism and investment attractiveness increasing.