

RESEARCH FRAMEWORK OF (RFOT)**

INTENSIVE READING FROM LEADING JOURNALS / Pilot Articles

- Promoting medical tourism to India: messages, images, and the marketing of international patient travel. (Crooks, Turner, Snyder, Johnston, & Kingsbury, 2011)
- Tourism Policy and Destination Marketing in Developing Countries : The Chain of Influence Tourism Policy and Destination Marketing in Developing Countries : The Chain of Influence. (Kokkranikal, Cronje, & Butler, n.d.)
- Systematic review of web sites for prospective medical tourists. (Lunt & Carrera, 2011)
- Medical tourism development in Hong Kong: An assessment of the barriers (Heung, Vincent C.S. Kucukusta, Deniz Song, Haiyan, 2011)

RESEARCH GAP

To determine the factors influencing the development of medical tourism in Malaysia

1. Lack of strategic promotional and marketing activities
2. Lack of government action to encourage investment in the MT market
3. Medical institution & hospitality sector tend to work in silos
4. Usage of new social media and viral marketing strategy

Foundation to write LITERATURE REVIEW / Theoretical framework:

The key issues primarily involve the factors that influence the development of medical tourism in a country

- Grounded Theory Strauss & Corbin (1998)
- Theoretical Framework Heung et al. (2010)
- Marketing of MT - Crooks et al. (2011)

OBJECTIVES

To understand and determine the key issues & challenges that a govt. & hospital faces in promoting medical tourism and to suggest action plans.

Foundation to select research Methodology:

This study is exploratory in nature because medical tourism is a new area that has not yet been fully explored. Hence the grounded theory approach will be employed.

TITLE (Working)

Medical Tourism Development in Malaysia:
Leveraging Advance Promotional Approach and Viral Marketing Strategies

RESEARCH QUESTIONS

1. Do you see Malaysia as a medical tourism centre in Asia?
2. Do you think that the infrastructure and superstructure in Malaysia adequate to cater for the growth of medical tourism?
3. How can the govt. support medical tourism in terms of promoting it within and outside Malaysia?
4. What are some activities and effective ways of promoting medical tourism in M'sia

PROBLEM STATEMENT

1. Government attitude – more govt. support is needed, new investment should be encouraged
2. Promotion – need for an icon or brand name to promote medical tourism. Inadequate promotion on the internet and social media
3. Investment potential – need cooperative action between hotels and hospitals
4. To adapt new viral marketing strategy

SIGNIFICANT OF RESEARCH

This study has important implications for the key players in the medical tourism industry in Malaysia (both govt. & private sectors).

METHODOLOGY

- Qualitative & post-positivist approach
- Exploratory research (new area)
- Grounded theory approach

PILOT TEST:

1. Interview session on 5 respondents from both private & govt. sector
2. Survey questionnaire on identified reps. from relevant Hospital and govt. agency

INSTRUMENT:

1. In-dept interviews
 - Hospital rep's
 - Govt. rep's
2. Reports & Statistic review
3. Survey questionnaire

SAMPLING TECHNIQUE:

- Random classified technique

DATA ANALYSIS:

- Delphi Method
- Weighting the Criteria
- TOPSIS analysis
- External & Internal Factor Eva. (EFE & IFE)
- SWOT & Comparative