

Outbound Tourism at Thailand from Bangladesh: An Empirical Evidence

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Thailand is one of the popular choice for Bangladeshi treatment for their hospitality and friendly services. Regularly a loin share of Bangladeshi patients went to India, Thailand, Malaysia, Singapore and developed nations. Pocock and Phua(2011) described that medical tourism is a growing phenomenon with policy implications for health systems, particularly of destination countries. Private actors and governments in Southeast Asia are promoting the medical tourist industry, but the potential impact on health systems, particularly in terms of equity in access and availability for local consumers, is unclear according to them. Recently phenomenon to outbound medical tourism from Bangladesh to Thailand for medical purpose has been raising. Time period of the study is from December 2016 to February 2016. Respondents are selected as random basis and total number of respondents are 121. As such we have prepared a questionnaire and did reliability test, chi-square test and factor analysis. From our findings it is observed that most patients thought that they get a good health services. However, they commented that surgical operation rate is too high. Further, for Thai people rate is relatively low but foreigners in some hospital it is too high. Most caring thing is that Doctors are quite honest and straight forward regarding patient dealing. Second thing is technological diffusion. Older people needs facilities for local attendant at cheap rate as some times it is not possible to take attendant from home. There is a need for some medical training those who will work as attendant. Another problem is that most of the hospital did not give prescription to the patient but asked to purchase the sample medicine from the hospital which is relatively much higher than that of market price. Though technologically sound but it is found that language barrier is one of the problem. Further dominance of speaking English language by the staff of Nurse and Doctor may increase more patients from Bangladesh. Regarding food around 81% of the patients who travelled to Thailand put emphasized on halal food. Most of the patients suggested that under joint venture system a hospital may be established in Bangladesh through G to G protocol. Most of the respondents argued that surgical operational rate at hospitals of Thailand should be competitive and pricing should be decreased.

Field of Research: Outbound Tourism, Thailand, Halal food, Doctor, Surgical cost

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