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研究課題名(和文)日本におけるヘルスツーリズムの開発戦略：シンガポールとハンガリーとの比較研究

研究課題名(英文) Strategic analysis for the sustainable development of the medical & health tourism industry in Japan with comparison to that of Singapore and Hungary

研究代表者

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研究成果の概要(和文)：研究者は、まず研究当初の段階で、国際的メディカルツーリズム、ヘルスツーリズム、そして観光目的地マーケティング戦略に関する文献レビューを行った。次の段階で、日本、シンガポールとハンガリーでステークホルダーのインタビューを行った。そして最終段階では、対象となる3つの国で国際的な観光客を対象にアンケート調査を行った。

研究成果の概要(英文)：In the first stage, the researcher performed a literature review on global medical tourism, health tourism, and destination marketing strategies. The researcher followed this in the second stage with stakeholder interviews in Japan, Singapore, and Hungary. For the last stage, the researcher conducted questionnaire surveys aimed at international tourists in the three target countries.

研究分野：社会科学

科研費の分科・細目：経営学・商学

キーワード：Medical tourism Health tourism Strategic development Tourism marketing Hungary Singapore  
国際研究者交流

## 1. 研究開始当初の背景

Medical and health tourism is a niche market that has emerged from the rapid growth of what is now an industry where people often travel long distances to overseas countries to obtain medical, dental and surgical care, while simultaneously being holiday-makers in a more conventional sense.

Medical tourism has grown dramatically in recent years, primarily because of the high costs of treatment in the rich world countries, the long waiting lists, the relative affordability of international air travel and favorable economic exchange rates, and the ageing of the often affluent post-war baby-boomer generation (Yu, Lee, & Noh, 2011).

Medical expenses in the United States of America accounted for 16% of the country's GDP in 2006, 56% of which was spent overseas. By 2015, the health of the baby boomers will have begun its slow decline and, with more than 220 million baby boomers in the USA, Canada, Europe, Australia and New Zealand, this represents a significant market for inexpensive, high-quality medical care (Med Solution, 2008).

In the case of Japan, the elderly population represents a large percentage of the entire population, and 80% of this population shows a willingness to include the theme of health in their tourism activities (The Nikkei Newspaper, 2007).

Daily spending by medical tourists of \$362, in contrast to the \$144 by regular visitors, helps to explain the official and commercial enthusiasm for developing this sector. In many clinics in Asian countries, the doctors are supported by more registered nurses per patient than occurs in many Western countries. Some clinics provide single-patient rooms that resemble guestrooms in five-star hotels, with a nurse dedicated to each patient 24 hours a day (Connell, 2006; Newman, 2006).

Some clinics assign patients a personal assistant for the post-hospital recovery period and include a vacation incentive as well (Hunter-Jones, 2005; McGinley, 2008).

The travel industry has recognized the potential and offers packages that include airfares, hotel accommodation and surgery expenses, whilst claiming savings of up to 80% compared with the equivalent cost in many developed countries.

The current study provides a strategic analysis for the sustainable and efficient development of the health tourism industry in Japan to create the optimal approach that can contribute to rejuvenating the national economy.

## 2. 研究の目的

The study aims to:

- (a) categorize the theoretic basis of medical and health tourism
- (b) investigate the current situation of the health-related tourism industry in Japan, Singapore and Hungary
- (c) recommend future development strategies for the effective operation and marketing strategies of health-related tourism in Japan

To achieve these aims:

- (1) the definitions and typologies of the concepts of both medical tourism and health-related tourism are established
- (2) the various categorizations of medical tourism, health tourism, and wellness tourism are examined
- (3) the history, background, uniqueness, advantages, issues, concerns, problems, marketing strategies, policies, and trends of global medical/health tourism, particularly in relation to the three countries, are analyzed
- (4) the potential, strengths, weaknesses, opportunities and trends of the global medical/health tourism industry are investigated

The research project primarily tries to find a way to position Japan as a leading destination in the international tourism market by maximizing its potential and resources in order to attract international tourists who have a strong interest in health and medical purposes.

## 3. 研究の方法

- (1) The researcher began by collecting secondary materials (publications on

the relevant field) and conducting a pilot study consisting of stakeholder interviews in southern Japan.

This was followed by interviews with stakeholders in the medical and health tourism industry from each of the three countries (Japan, Singapore and Hungary).

The stakeholder interviews were conducted with professionals from the travel industry, hospitals, hotels, tourist information centres, wellness resorts, the consulting field, academia, and government sectors in the three countries.

(2) The next step of the research project was questionnaire surveys. The researcher had completed a questionnaire with more than 60 questions to ask the foreign tourists who visited Japan, Singapore, and Hungary. Most of the questions were asked according to a 7-point Likert scale. The questions were mainly focused on how medical and health-related tourism has contributed to the overall tourism industry in each of the three countries, as seen below:

- 1) What are your best/strongest factors/reasons for visiting this city/region/country?
- 2) What proportion does your interest in health-related issues have for your selection of this city/region/country?
- 3) What are the strongest images for you in this city/state/country in terms of a medical/health tourism destination?
- 4) What is the most attractive strength in terms of your interest in medical/health tourism in this city/state/country?
- 5) What are the things that need to be most improved in terms of your interest in medical/health tourism in this city/region/country?
- 6) Are you willing to revisit this city/region/country for medical/health tourism purpose?
- 7) Was your activity with health-related

interest/motivation help to have higher satisfaction to this city/region/country?

- 8) What type of facilities/opportunities do you want to have that are currently not offered in this city/region/country, as a person who has special interest in health/medical area?
- 9) What can be the most competitive opportunities do you think this city/region/country should offer to improve infrastructure for medical tourists?

(3) Following the field study, the researcher performed data analysis using an SPSS program before completing and finalizing the entire research project.

#### 4 . 研究成果

To achieve the aims of the study, the researcher completed:

- (1) establishing the definitions and typologies of the concepts of both medical tourism and health-related tourism
- (2) examining the various categorizations of medical tourism, health tourism, and wellness tourism
- (3) analyzing the history, background, uniqueness, advantages, issues, concerns, problems, marketing strategies, policies, and trends of the global medical/health tourism, particularly of the three countries
- (4) investigating the potential, strengths, weaknesses, opportunities and trends of the global medical/health tourism industry.

There were 30 stakeholder interviews done from the three countries combined. The result of these interviews with professional experts provided the researcher insightful understanding of the updated situation of the medical and health tourism industry of each country, including background, strength, government support, main patronage, recent trends, unique products, marketing

strategies, rooms for improvement, future trends, and so on.

After the stakeholder interviews, a total of 885 questionnaires were collected in the three countries. This survey enabled the researcher to gain practical and updated data on demand, perception, expectation, preference, and revisit intention as they were connected with the health-related interests of overseas tourists who visited Japan, Singapore, and Hungary.

The results of this study have provided useful information and an understanding of the characteristics of health-related tourists worldwide. The important factors influencing their decision-making for a destination was taken as a barometer for building the appropriate marketing and management strategies.

The researcher could confirm that the selection attributes of tourists driven by health and medical purposes were increasingly important, because the trade in health-related tourism becomes more competitive with the growth of interest in physical and emotional well-being worldwide. Therefore, the knowledge about health-related tourists from this research project provides a professional approach to build on and effectively manage better health-related tourism that generates more benefits to the country.

This research presented important managerial strategies for the Japanese tourism industry in focusing on one of the fastest-growing valuable target tourist markets from overseas. Japanese tourism can be more attractive, distinctive and sustainable for tourists by providing relaxed, impressive environment-friendly experiences for overseas tourists with its strongly competitive and well-preserved resources. The re-visitation intention and word-of-mouth recommendation of visitors could be increased by their longer-lasting impressions of health-related resort destinations.

#### 5. 主な発表論文等

(研究代表者、研究分担者及び連携研究者には下線)

〔雑誌論文〕(計 0 件)

〔学会発表〕(計 2 件)

Lee, T. J. (2014) Health and spa tourism in Japan. Health tourism management. The University of Applied Sciences Budapest, Budapest, Hungary. 25 March 2014.

Lee, T. J. (2012) Strategic development of the medical tourism industry in Japan. The 4th International Conference in Destination Branding and Marketing (DBM). Radisson Blu Hotel, Cardiff, Wales, United Kingdom. 5 December 2012.

〔図書〕(計 0 件)

〔産業財産権〕  
出願状況(計 0 件)

名称：  
発明者：  
権利者：  
種類：  
番号：  
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取得年月日：  
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〔その他〕  
ホームページ等

#### 6. 研究組織

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