

## TABLE OF CONTENTS

<b>TITLE PAGE</b> .....	<b>i</b>
<b>SHEET OF VERIFICATION</b> .....	<b>ii</b>
<b>SHEET OF DECLARATION</b> .....	<b>iii</b>
<b>ACKNOWLEDGMENT</b> .....	<b>iv</b>
<b>ABSTRAKSI</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>TABLE OF CONTENTS</b> .....	<b>vii</b>
<b>LIST OF TABLE AND FIGURE</b> .....	<b>ix</b>
<b>LIST OF ABBREVIATIONS</b> .....	<b>x</b>
<b>CHAPTER 1 – INTRODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Research Question(s) .....	3
1.3 Theoretical Framework(s) .....	3
1.3.1 Internationalization .....	3
1.3.2 Medical Tourism Concept .....	7
1.3.3 New Model Medical Tourism .....	9
1.4 Main Argument .....	11
1.5 Research Method(s) .....	11
1.6 Thesis Structures .....	12
<b>CHAPTER 2 – THE RISE OF MEDICAL TOURISM IN THAILAND</b> .....	<b>13</b>
2.1 Historical Overview and the Dynamics of Thailand’s Political and Economic Conditions .....	13
2.1.1 The Dynamics of Politics in Thailand .....	13
2.1.2 Thailand’s Economic Condition After the Monetary Crisis .....	15
2.2 The Emergence, Growth and Transformations of Medical Tourism .....	17
2.2.1 Tourism Destination as a Source of Economic Strength in Thailand .....	17
2.2.2 Supply and Demand for Medical Tourism .....	18
2.2.3 Prospect, Challenges and Marketing Strategies .....	21



<b>CHAPTER 3 – THE IMPACTS OF MEDICAL TOURISM ON THE DOMESTIC POLITICAL AND ECONOMY IN THAILAND.....</b>	<b>27</b>
3.1 Identification and Role of Actors .....	27
3.1.1 State Actors .....	28
3.1.2 Non-state Actors .....	31
3.2 Government’s Policy of Medical Tourism .....	34
3.3 The Consequences of Medical Tourism on the Domestic Economy and Politics .....	37
3.3.1 Impact on the Domestic Economy .....	37
3.3.2 Domestic Political Implications .....	42
<b>CHAPTER 4 – CONCLUSION.....</b>	<b>45</b>
<b>REFERENCES.....</b>	<b>47</b>