



**FACTORS INFLUENCING MEDICAL TOURISM
DESTINATION CHOICE IN KLANG VALLEY, MALAYSIA**

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MALACCA**

JUNE 2013

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This project paper is the result of our pair/group work and investigation, except otherwise stated.
- This work has not previously been acceptance in substance for any degree, locally or overseas and not being simultaneously submitted for this degree or any other degrees.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

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Date: _____

LETTER OF SUBMISSION

JUNE 2013

The Head of Program
Faculty of Business MARA
Bandaraya Melaka
75300 Melaka

Dear Mrs,

SUBMISSION OF PROJECT PAPER (IBM 663)

Attached is the project paper titled “**FACTORS INFLUENCING MEDICAL TOURISM DESTINATION CHOICE IN KLANG VALLEY, MALAYSIA**” to fulfil the requirement as needed by the Faculty of Business Administration.
UniversityTeknology MARA

Thank You.

Yours Sincerely,

Yours Sincerely,

.....

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ABSTRACT

The purpose of this paper is to understand and analyse the factors that influencing tourists in choosing a destination for medical tourism in Malaysia. To achieve this research paper, the study examines the motivation of individuals to engage in medical tourism and certain criteria that will evaluate alternative medical tourism destination. As we know, Malaysia is one of best destination for tourists to do their treatment or medical. There are many reasons why Malaysia's become the most popular destination for medical tourism. There are three main factors that influencing the destination choice of medical tourism which are towards price, high-quality of services and easy access medical alternatives. The study also examines the research objectives, problems statement which occur in previous research and also several limitations occur in this research. The limitation that occurs in this study is towards the risk of quality and safety, language barriers and also towards difficulty to determine how qualified a doctor in another country. This study also concludes the data analysis by using SPSS towards factors influencing medical tourism destination in Malaysia.