

Contents

| | |
|--|------|
| <i>List of illustrations</i> | xi |
| <i>List of contributors</i> | xiii |
| <i>Acknowledgements</i> | xv |
| PART I | |
| Introductory context | 1 |
| 1 Medical and health tourism: the development and implications of medical mobility | 3 |
| C. MICHAEL HALL | |
| PART II | |
| Regulation and meta-ethics | 29 |
| 2 Quality, safety and risk in medical tourism | 31 |
| NEIL LUNT, STEPHEN T. GREEN, RUSSELL MANNION AND DANIEL HORSFALL | |
| 3 The four modes of medical tourism: economic, social and institutional impediments | 47 |
| LYDIA L. GAN | |
| 4 Medical tourism, xenotourism and client expectations: between bioscience and responsabilisation | 61 |
| PETA S. COOK, GAVIN KENDALL, MIKE MICHAEL AND NIK BROWN | |
| PART III | |
| National and regional policy, regulatory and competitive settings | 75 |
| 5 Impacts of health policy on medical tourism in Germany | 77 |
| CHRISTOF PFORR AND CORNELIA LOCHER | |

| | |
|--|-----|
| 6 Thermal medical of versus surgical medical tourism in Hungary: the challenges of reconciling public and private sector policies | 95 |
| MELANIE SMITH, LÁSZLÓ PUCZKÓ AND IVETT SZIVA | |
| 7 Health and spa tourism in the Czech and Slovak Republics | 109 |
| HALINA KOTIKOVA AND EVA SCHWARTZHOFFOVA | |
| 8 Macao's cross-border medical tourism: a new way forward? | 123 |
| CINDIA CHING-CHI LAM, HILARY DU CROS AND LOUIS VONG | |
| PART IV | |
| Branding, markets and promotion | 137 |
| 9 Branding health and medical tourism services: an analysis of members of public health insurers in Germany | 139 |
| TANJA C. BOGA AND KLAUS WEIERMAIR | |
| 10 An investigation of Korean health tourists' behavior: benefit sought, brand equity, and intention to visit | 154 |
| YOUNG HOON KIM, CHANGSAN BOO AND MINCHEOL KIM | |
| 11 Medical tourism in Asia: Thailand, Singapore, Malaysia, and India | 167 |
| WONG KEE MUN AND GHAZALI MUSA | |
| 12 Claiming 'cultural competence': the promotion of multi-ethnic Malaysia as a medical tourism destination | 187 |
| MEGHANN ORMOND | |
| PART V | |
| Conclusion: the contested spaces of medical tourism | 201 |
| 13 The contested futures and spaces of medical tourism | 203 |
| C. MICHAEL HALL | |
| <i>Index</i> | 217 |

