
Being Well in Thailand

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The Meaning of Being Well in Thailand

Firstly, from the medical industry's perspective, the "Being Well" is the paradigm shift from Medical Tourism (focusing on the medical treatment only) to Wellness Tourism (focusing on the people's healthy living, eg: stress therapy).

In the future, the traditional spa and hospital will be developed into a beauty spa and hospital instead. This is as the hotel spa is the immensely growing business in Thailand.

It is expected that more than 3.42 million international patients would visit Thai hospitals in 2018. The majority of visitors is likely to come from China, as Thailand is well known for having a good reputation for infertility and aesthetic treatment. Nevertheless, there are competitors from Japan, South Korea and Malaysia.

Secondly, the technologies industry's view of "Being Well" is to have a smart city and a smart living to enhance safety, making it more convenient with a better transport system and with an improved environment.

There are a few challenges ahead, for instance, increasing cost of healthcare and shortage of workforce. The solutions to these obstacles are Tele-consultation, Tele-emergency, Tele-education, Tele-monitoring and remote visit.

The transformation of healthcare will be changed from low to high technologies development to promote the better access to healthcare but keeping the cost low.

In addition, from hospitality's aspect, "Being Well" means to feel happy, secured and comfortable.

Minor International Public Company Limited "MINT" cooperates with the Bumrungrad International Hospital "BH" to build up the wellness center, by making use of the technologies to enhance better patients' experience, to make them feel the sense of belonging and get connected with them.

Moreover, MINT also emphasizes on improving the hotel customers' experiences by making use of the advancement of technologies to provide convenience to the customers. For example, they are planning to have the in-the-room check-in.

In conclusion, Wellness Industry in Thailand is now in the developing phase. However, the government support is still needed, in order to help businesses in this industry achieve their objectives smoothly.
