

Factors Affecting Medical Tourism Destination Selection: The Case of Jordan
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Abstract

The aim of this study was to scrutinize the factors influencing medical tourism Destination choice from the medical tourist's perspective, who receives medical treatment in Jordan private hospitals. Guided by the descriptive – analytical research method, a questionnaire-based survey was carried out using a sample of medical tourists who admitted at 12 hospitals, out of 43 private hospitals. On the basis of a non – probability convenience sampling technique, a total of 360 questionnaires were collected. The results underlined that transportation cost, accommodation cost; medical treatment cost, political stability and legal regulatory factors as well as travel convenience are the most crucial factors contribute to selecting Jordan as a medical tourism destination. Consequently, Jordan has been found to possess that ability to get on the medical tourism market well and to rival other global competitive markets. Nonetheless, the medical tourism industry indeed faces several challenges. Building on these findings, it was recommended that more efforts are required to lift this industry in light of their needs. Finally, tourism agencies role in attracting medical tourist should be boosted.

Keywords: Financial factors, environmental factors, medical tourism