

ABSTRACT

Medical tourism is a booming industry in Asia and also in Malaysia. In South East Asia, stiff competition is present between Singapore, Thailand and Malaysia in terms of attracting medical tourist to their country. The objective of this dissertation is to study the role of Public Private Partnership (PPP) in contributing to the medical tourist arrival in Malaysia. Medical tourism in Malaysia dates back during 1997 Asian economic crisis where the private healthcare providers suffered much loss and this promoted them to seek alternative revenue. The main stakeholders in this industry are the private healthcare service providers. PPP is the way forward for medical tourism as it involves more of the participation of private and the government. The study conducted describes the governments and the private sector roles from the initial stage where medical tourism was starting to nurture in Malaysia until now in the context of PPP. The roles are carried out in sense of providing incentives, setting strategies with stakeholders via the Malaysian Healthcare Travel Council (MHTC), a government agency under the Ministry of Health and Economic Planning Unit, Prime Minister Department. Data analysis is done by comparing the number of medical tourist compared to normal tourist from year 1998 till 2012. The result obtained showed that the number of medical tourist increased by quadruple from 1998 till 2012 in the last 15 years.

Keywords: medical tourism, Public Private Partnership (PPP)