

## DAFTAR PUSTAKA

### Buku

- Anholt, S. (2007). *Competitive Identity: The New Brand Management for Nations, Cities and Regional*. New York: Palgrave Mecomillan.
- Bungaran Antonius Simanjuntak, F. T. (2015). *Sejarah Pariwisata*. Buku Obor.
- Burkat, A. J., & Medlik, S. (1981). *Historical Development of Tourism*.
- Chris Cooper, F. G., & et al. (2005). *Tourism Priciples & Practice*. Third Edition.
- Cohen, E. (2008). *Medical Tourism in Thailand*. Thailand Tourism.
- Connell, J. (2011). *Medical Tourism*. Wallingford: CABI Publishing.
- Dinnie, K. (2008). *Nation Branding: Concepts, Issues, Practic*. Oxford: Elsevier.
- Gainess, J., & Lee, C. V. (2018). *Medical Tourism*. In J. S. Keystone, P. E. Kozarsky, B. A. Connor, H. D. Nothdurft, M. Mendelson, & K. Leder, *Travel Medicine* . New York: Elsevier.
- Gbadamosi, A. (2019). *Exploring the Dynamics of Consumerism in Developing Nations*. United States of America.
- Goeldner, C. R., & Ritchie, J. B. (2003). *Tourism : Principles, Practices, Philosophies*. John Wiley & Sons, Inc.
- Hermantoro, H. (2011). *Creative-based tourism: (Dari wisata rekreatif menuju wisata kreatif)*. Yogyakarta: Galang Press.
- Moilanen, T., & Rainisto, S. (2009). *How to Brand Nations, Cities and Destinations: A planning Book for Place Branding*. Palgrave Macmillan.
- Ninkltsaranont, P. (2019). *Private Hospital Industry*. *Krungsri* .
- Smith, M. (2014). *Health, Tourism, and Hospitality*. New York: Routledge.
- Simanjuntak, B. A., Tanjung, F., & Nasution, R. (2015). *Sejarah Pariwisata*. Jakarta: Buku Obor.
- Stolley, K. S., & Watson, S. (2012). *Medical Tourism: A Reference Book* . Santa Barbara: ABC-CLIO, LLC.
- Sunaryo, B. (2013). *Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya di Indonesia*. Yogyakarta.

Viktorin, C., Hecht, J. C., Estner, A., & Will, M. K. (2018). *Nation Branding in Modern History*. New York: Berghahnbooks.

Yoeti, O. A. (1996). *Pengantar Ilmu Pariwisata*. Angkasa, Bandung.

### **Dokumen/Jurnal**

Akarapong Untong, V. R.-a.-M., & et al. (2015). Tourism Demand Analysis of Chinese Arrivals in Thailand. *Tourism Economics, Vol.5, No.20*.wong

Buhalis, D. D. (2000). Marketing the competitive destination of the future . *Elsevier.com, Vo.21, No.1*.

Browning, C. S., & Oliveira, A. F. (2016). Reading Brand Africa Geopolitically: Nation-Branding, Subaltern Geopolitics and the Persistence of Politics. *Departement of Politics and International Studies : University of Warwick, Vol. 5 No.2*.

Cohen, G. (2012). How to Regulate Medical Tourism (And Why it Matters for Bioethics). *Developing World Bioethics, Vol. 12 No. 1*.

Chompukum, P., & Bunbongkarn, C. (2013). Bangkok Dusit Medical Services Public Company Limited: Healthy international expansion. *Dynamics of International Business, Vol. 11, No.8*.

Chou, S.-K., Kohsuwan, P., & Thanabordeekij, P. (2019). The Impact of Corporate Image, Service Quality, Trust, and Perceived Value on Chinese Coustomer Satisfaction and Loyalty: Medical Services in Thailand. *Human Behavior Development and Society, Vol.20, No.3*.

D'Angella, F., & Go, F. M. (2009). Tale of two cities' collaborative tourism marketing: Towards a theory of destination stakeholder assessment. *Tourism Management, Vol. 30. No.14*.

Dwjayadi, D. K. (2017). Business As Usual atau Business for Political Purpose Motif Pengembangan Pariwisata Halal di Thailand. *Hubungan Internasional Universitas Erlangga*.

Dr Christine Lee, e. a. (2007). Medical Tourism, an innovative oppportunity for entrepreneurs. *Journal of Asia Enterpreneurship and Sustainability, Vol.3 No.1*.

Ekinci, Y., & Hosany, S. (2008). Destination Personality: An Application of Brand Personality to Tourism Destinations. *Jurnal of Travel Research, Vol. 45, No. 127*.

- Fajryani, D. P. (2015). Kebijakan Pemerintah Thailand Berpartisipasi di ASEAN Tourism Forum (ATP) Dalam Meningkatkan Industri Pariwisata Tahun 2011-2015. *Ilmu Hubungan Internasional Fisip*.
- FaladeObalade, T. A., & Dubey, S. (2014). Managing Tourism as a source of Revenue and Foreign direct investment inflow in a developing Country: The Jordania Experience. *International Journal of Academic Research in Economics and Management Sciences, Vol.3, No.3*.
- Framke, W. (2001). The 'destination': A problematic concept. Paper presented 10th Nordic Tourism. *Conference Vasa*.
- Gill, H., & Singh, N. (2011). Exploring the Factor that Affect the Choice of Destination for Madical Tourism. *Journal of Service Science and Management, Vol.4, No.9*.
- Gunawan, J. (2015). Thailand medical tourism and ASEAN Mutual Recognition Arrangement (MRA): treat or promise. *Registered Nurse, Academy of Nursing of Belitung, Indonesia, Vol.15, No.5*.
- Hakim, L. (2010). Industri Pariwisata dan Pembangunan Nasional. Among Makarti.
- Harryono Monica, et al. (2006). Thailand Medical Tourism Cluster. Harvard Business School Microeconomics of Competitiveness.
- Heung, V. C., Kucukusta, D., & Song, H. (2010). A Conceptual Model of Medical Tourism: Implications for Future Researc. *Journal of Travel&Tourism Marketing, Vol. 27 No.3*.
- Helmy, N., & Zaki, M. (2018). Evaluating the Hospitality Services and Marketing Activities Offered to Medical Tourists in the Egyptian JCI Certified Hospitals. *International Journal of Heritage, Vol.12, No.2/2*.
- Hunter, W. C. (2015). Medical Tourism: A New Global Niche. *International Journal of Tourism Sciences, Vol. 7 No. 1*.
- Hwang, J. (2015). Lessons from Thai International Medical Tourism: Its Market Analysis, Barriers, and Solutions. *Journal of Tourism Sciences, Vol.3 No. 5*
- Kansinee. (2017). Medical Tourism in Thailand: Opportunities, Challenges and Impacts. *The Economi Analysis, Vol.20 No.8*.
- Kementerian Perdagangan RI. (2011). Membangun Nation Branding. Retrieved from Kementerian Perdagangan Republik Indonesia:

[http://djpen.kemendag.go.id/app\\_frontend/admin/docs/publication/8301336970104.pdf](http://djpen.kemendag.go.id/app_frontend/admin/docs/publication/8301336970104.pdf)

- Kim, S., Arcodia, C., & Kim, I. (2019). Critical Success Factors of Medical Tourism: The Case of South Korea. *Internasional Journal of Enviromental Research and Public Health*, Vol.8 No1
- Kinsey, D. F., & Chung, M. (2013). National Image of South Korea: Implications for Public Diplomacy. *Surface*, Vo. 4 No. 2.
- Karuppan, C. M., & Karuppan, M. (2010). Changing Trends in Health Care Tourism. *The Health Care Manager*, Vol.29 No.4.
- Kirylyuk, H., & Glinska, E. (2015). Creation and evaluation of the tourist image of a country. *Procedia Social and Behavioral Sciences*, Vol.1, No.6.
- Li, H., & Cui, W. (2016). The Historical Changes of Medical Tourism. *Patients Without Borders*, Vol. 83, No. 2.
- Lunt et al., N. (2011). Medical Tourism: Treatments, Markets and Health System Implications: A scoping review. Directorate for Employment, Labour and Social Affairs.
- Lunt et all. (2011). Medical Tourism: Treatments, Markets and Health System Implications: A scoping review. Retrieved from Directorate for Employment, Labour and Social Affairs.
- Lunt, N., & Horsfall, D. (2014). Medical Tourism. *Encyclopedia of Health Economics*, Vol.2, No.5.
- McDowall, S., & Wang, Y. (2009). An Analysis of International Tourism Development Thailand 1994-2007. *Asia Pasific Journal of Tourism Reasearch*, Vol. 11, No.2
- Medical Tourism.com. (2019). Medical Tourism Association: International Medical Treatment Prices . *Medical Tourism.com*, Vol.13, No.3.
- Monica Harryono, et al. (2006). Thailand Medical Tourism. *Harvard Business School Mircconomics of Competitiveness* Vol. 12, No.2.
- Mun, B. W. (2012). Medical Tourism in Asia: Thailand, Singapore, Malaysia, and India. *International Journal*, Vol. 2, No.1.
- Mustaqim, S. A. (2018). Upaya Jepang Dalam Mempopulerkan Program Cool Jepang Sebagai Nation Branding. *Fisip UNMUL Ilmu Hubungan Internasional*, Vol. 6 No. 4.

- Nadira, H., & Hussain, K. (2005). Diagnosing the zone of tolerance for hotel services. *Managing Service Quality*, Vol.15 No.3.
- Netherlands Enterprise Agency. (2016). Market Study: Opportunities for the Dutch Life Sciences and Health Sector in Thailand. Den Haag: Netherlands Enterprise Agency.
- Nikolai Ostapenko. (2010). Nation Branding of Russia through the Sochi Olympic Games of 2014. University of the District of Columbia, Vol. 11 No. 4.
- Ormond, M., & Sulianti, D. (2014). More than medical tourism: lessons from Indonesia and Malaysia on South-South inter-regional medical travel. *Current Issues in Tourism*, Vol. 11 No.5.
- Ostapenko, N. (2010). Nation Branding of Russia through the Sochi Olympic Games of 2014. University of the District of Columbia, Vol 11 No 4.
- Pan, X., & Moreira, J. P. (2018). Outbound medical tourist from China: An update on motivations, deterrents, and needs. *International Journal of Healthcare Management*, Doi: 10.1080/20479700.2018.1425277.
- Peters, C. R., & Sauer, K. M. (2011). A Survey of Medical Tourism Service Providers. *Journal of Marketing Development and Competitiveness*, Vol. 5 No. 3.
- RNCOS. (2010). Medical Tourism Trends. Retrieved from Industry Research Solutions.
- Rerkrujipimol, J., & Assenov, I. (2009). Medical Tourism in Thailand and Its Marketing Strategies. *Faculty of Hospitality & Tourism*, Vol. 3, No. 2
- Simon Anholt. (2013). Beyond the Nation Brand, The Role of Image and Identity in International Relations. *The Journal of Public Diplomacy*, Vol. 2 No. 1, Surface.
- Simon Anholt. (1999). Travel and tourism companies Global brands. *Journal of Vacation Marketing*, Vol.5, No.3.
- Soedarso, Nurif, M., & Windiani. (2014). Potensi dan Kendala Pengembangan Pariwisata Berbasis Kekayaan Alam Dengan Pendekatan Marketing Places (Studi Kasus Pengembangan Pariwisata Di Kabupaten Biojenegoro). *Sosial Humaniora*.
- Soedarso, Nurif, M., & Windiani. (2014). Sosial Humaniora . Potensi dan Kendala Pengembangan Pariwisata Berbasis Kekayaan Alam Dengan Pendekatan Marketing Places (Studi Kasus Pengembangan Pariwisata Di Kabupaten Biojenegoro), 138.

- Sonpiam, S. (2015). A Cross Culture Study of Medical Tourists Decision Making Factors. *Medical Tourism in Thailand*.
- Supakankunti, S., & Herberholz, C. (2012). Transforming the ASEAN Economic Community (AEC) into A Global Services Hub;Enhacing the Competitiveness of the Health Services Sector in Thailand. *Chulalongkorn University, Vol. 21, No. 1*.
- Taufik, N. A., & Sulistiadi, W. (2018). The Impact of Medical Tourism Industry fot the Hospital Services and Marketing Activities: A Systematic Review. *Jurnal Administrasi Rumah Sakit, Vol.5, No.1*.
- Turner, L. (2007). 'First World Health Care at Third WorldPrices': Globalization, Bioethics andMedical Tourism. *BioSocieties*, doi:10.1017/S1745855207005765.
- Tong, C. (2018). Research on the Development of Medical Tourism in Thailand. *International Master of Business Administration, Vol. 21, No.2*.
- Valaskivi, K. (2013). A Brand New Future? Cool Japan and the Social Imaginary of the Branded Nation. *Japan Forum, Vol. 25 No. 4*.
- Valorie Crooks et al. (2010). What is Known About the Patient's Experience of Medical Tourism? A Scoping Review. *BMC Health Services Research, Vol. 9 No. 24*.
- Veerasontron, R., & Beise-Zee, R. (2011). Service quality as a key driver of medical tourism: the case of Bumrungrad International Hospitar in Thailand. *International Journal of Leisure and Tourism Marketing, Vol. 2, No.2*.
- Wilson, A. (2011). Foreign Bodies and National Scales: Medical Tourism in Thailand. *Body & Society, Vol. 17 No.2&3*.
- William Cannon Hunter. (2007). Medical Tourism: A New Global Niche. *International Journal of Tourism Sciences, Vol. 7, No.1*.
- Wilopo, K. K., & Hakim, L. (2017). Strategi Pengembangan estinasi Pariwisata Budaya. *Administrasi Bisnis, Vol. 14, No. 1*.
- Wongtada, n., & Krairit, D. (2017). Survival of a Market Leaser in a Regional Integration of Emerging Economies: a Case Study of the Tourism Industry in Thailand. *Journal of the International Academy for Case Studies*.
- Ye, H., & Assenov, I. (2017). Mainlad Chinese Tourists' Perception of Medical Tourism in Thailand. *Research Journal of Social Sciences, Vol:10, No:2*.

Yee, F. W. (2009). Nation Brandin: A Case Study of Singapore. UNLV Theses, Dissertations, Professional Papers and Capstones, Vol 11 No 3, University Libraries: University of Nevada, Las Vegas.

Zulkarnaen, T., & Bachri, N. (2017). Model City Marketing dengan Pendekatan Anholt Nation Branding Hexagon di Kota Lhokseumawe. *Visioner & Strategis*, Vol 6, No 1.

### Website

Agmasari, S. (2018). Kompas. Retrieved from 10 Negara Dengan Devisa Pariwisata Terbesar di Dunia: <https://travel.kompas.com/read/2018/10/12/201900527/10-negara-dengan-devisa-pariwisata-terbesar-di-dunia>

ASEAN Visitor Arrivals Dashboard . (2018). *ASEAN stats data portal*. Retrieved from ASEAN Visitor Arrivals Dashboard : <https://data.aseanstats.org/dashboard/tourism>

Bangkok Post. (2020). *Thailand as Global Medical & Wellness Hub*. Retrieved from Bangkok Post: <https://www.bangkokpost.com/business/1937860/thailand-as-global-medical-wellness-hub>

CEIC. (2017). Thailand Kunjungan Wisatawan. Retrieved from Ceicdata: <https://www.google.co.id/amp/s/www.ceicdate.com/id/indicator/thailand/visitor-arrivals/amp>

Dallas. (2014). Thailand Medical Tourism Market 2018 Forecasts. Retrieved from Cision PR Newswire: <https://www.prnewswire.com/news-releases/thailand-medical-tourism-market-2018-forecasts-15-top-countries-analysis-on-visits-and-spending-in-thailand-280621412.html>

Danganan, A. (2019). Smart visa driven medical tourism boom threatens to overwhelm Thai public hospitals. Retrieved from Healthcare : <https://healthcareasiamagazine.com/healthcare/in-focus/smart-visa-driven-medical-tourism-boom-threatens-overwhelm-thai-public-hospitals>

Dean Koh. (2006). *An overview of Thailand's healthcare sector*. Retrieved from Healthcare IT News: <https://www.healthcareitnews.com/news/overview-thailand%E2%80%99s-healthcare-sector>

Department of Health Service Support. (2017). *Extension of Stay in the Kingdom of Thailand for Medical Ground in CLMV and People's Republic of China Nationals*.

Dusit Medical Services Public Bangkok. (2018). *BDMS ร่วมมือกับ Ping An Good Doctor (PAGD)*

- ออนไลน์ด้านการแพทย์และการดูแลสุขภาพอันดับหนึ่งของจีน. Retrieved from Dusit Medical Services Public Bangkok: <https://goodlifeupdate.com/healthy-body/125445.html>
- Erik Cohan. (2008). *Medical Tourism in Thailand*. Retrieved from Researchgate: <https://www.researchgate.net/publication/288866124>
- Health Tourism. (2016). Medical Tourism to Thailand. Retrieved from Health Tourism: <https://www.health-tourism.com/medical-tourism-thailand/>
- Harryono Monica, et al. (2006). Thailand Medical Tourism Cluster. *Harvard Business School Microeconomics of Competitiveness*.
- Health Medical Travel. (2017). *Medical tourism guide*. Retrieved from Health Medical Travel: <https://www.hisour.com/medical-tourism-guide-39152/>.
- Healthcare Technologies. (2019). *Healthcare Resource Guide: Thailand*. Retrieved from Healthcare Technologies: [https://2016.export.gov/industry/health/healthcareresourceguide/eg\\_main\\_108623.asp](https://2016.export.gov/industry/health/healthcareresourceguide/eg_main_108623.asp)
- Herrick, D. M. (2007). Medical Tourism: Global Competition in Health Care. Retrieved from Nation Center for Policy Analysis: <https://www.ncpathinktank.org/pdfs/st304.pdf>
- Hisour. (2017). Medical Tourism Guide. Retrieved from Health Medical Travel: <https://www.hisour.com/medical-tourism-guide-39152/>
- IMTJ. (2017). New Visa Rules for Medical Tourism in Thailand. Retrieved from International Medical Travel Journal: <https://www.imtj.com/new-visa-rules-medical-tourists-thailand/>
- JLL. (2019, May 2). *Thailand Hotel Market Research*. Retrieved from Jones Lang LaSelle .
- Khidhir, S. (2019). *Lao's tourism troubles*. Retrieved from The ASEAN Post: <https://theaseanpost.com/article/laos-tourism-troubles>
- KPMG. (2018). Medical Tourism. Retrieved from KPMG in Thailand: <https://assets.kpmg/content/dam/kpmg/th/pdf/2018/03/th-medical-tourism-industry-focus-secured.pdf>
- Koh, D. (2019). An Overview of Thailand's Healthcare Sector. Retrieved from Healthcare IT News: <https://www.healthcareitnews.com/news/overview-thailand%E2%80%99s-healthcare-sector>
- Medego.com. (2016). 8 Reasons Why Thailand is Best for Medical Tourism. Retrieved from Medego.com: <https://www.medego.com/en/blog/8376>



- Mooter, B. V. (2017). *Medical Tourism in Asia-Pacific Growing Rapidly*. Retrieved from Society: <https://www.brinknews.com/medical-tourism-in-asia-pacific-growing-rapidly/>
- Mustika, S. (2019). Detik Travel. Retrieved from Thailand Kenalkan Konsep Wisata Baru untuk Turis Indonesia: <https://m.detik.com/travel/travel-news/d-4409263/thailand-kenalkan-konsep-wisata-baru-untuk-turis-indonesia>
- Pertiwi, N. L. (2014). Thailand, Penerima Turis Terbanyak di Asia. Retrieved from Kompas.com: <https://edukasi.kompas.com/read/2014/04/13/1403500/Thailand.Penerima.Turis.Asing.Terbanyak.di.Asia.Tenggara>
- Portal Informasi Indonesia. (2018). Panduan Cara Membuat Visa ke Luar Negeri. Retrieved from Portal Informasi Indonesia: <https://indonesia.go.id/layanan/keimigrasian/sosial/panduan-cara-membuat-visa-ke-luar-negeri>
- Prayini. (2013). Pengaruh Destination Branding Terhadap Tourism Retention Pada Wisatawan Indonesia yang Berkunjung ke Thailand: Survei Pada Wisatawan Nusantara Yang Berkunjung Ulang ke Thailand Melalui Tour and Travel di Bandung. Retrieved from Universitas Pendidikan Indonesia: <http://repository.upi.edu/2380/>
- Prodjo, W. A. (2017). Rahasia Sukses Thailand Gaet Wisman Terbanyak di Asia Tenggara. Retrieved from Kompas.com: <https://travel.kompas.com/read/2017/02>
- Reporters, P. (2017). Patients from five Asian countries now eligible for 90-day stay. Retrieved from Bangkok Post: <https://www.bangkokpost.com/thailand/general/1285939/patients-from-five-asian-countries-now-eligible-for-90-day-stay>
- Republika. (2012). Republika. Retrieved from Wisata Medis, Thailand Klaim 30 Persen Lebih Murah dari Singapura: <https://m.republika.co.id/amp/m3yh6l>
- Runckel, C. (2018). *Why Should You be a Medical Tourism*. Retrieved from Busines in Asia.com: [http://www.business-in-asia.com/asia/medical\\_tourism.html](http://www.business-in-asia.com/asia/medical_tourism.html)
- Ruslan, H. (2012). *Wisata Medis, Thailand Klaim 30 Persen Lebih Murah dari Singapura*. Retrieved from Republik.co.id: <https://www.google.co.id/amp/s/m.republika.co.id/amp/m3yh6l>

- Service, B. D. (2019). Bangkok Dusit Medical Service. Retrieved from Why More Chinese Are Going to Thailand for Medical Tourism Services: <https://www.bdms.co.th/newsroom/why-more-chinese-are-going-to-thailand-for-medical-tourism-services>
- Silk Legal. (2017). Thailand: The World's New Medical Destination, for Service and Investment. Retrieved from Silk Legal: <https://silklegal.com/thailand-the-worlds-new-medical-destination-for-services-and-investment/>
- Thailand Embassy. (2017). Visa on Arrival. Retrieved from Thailand Embassy: <https://www.thaiembassy.com/thailand/visa-on-arrival.php>
- Thai Embassy. (2020). *Thailand Visa for Chinese Citizens: Visa on Arrival*. Retrieved from Thai Est: <https://thaiest.com/thailand/visa/for-chinese>
- Thaiwebsites. (2020). Cost of Medical Treatment in Bangkok. Retrieved from Thaiwebsites.com: <https://www.thaiwebsites.com/cost-medical-treatment.asp>
- Thailand Medical News. (2019). *Thailand Medical Industry Has Great Potential to Assist GDP Increases*. Retrieved from Thailand Medical News: <https://www.thailandmedical.news/news/thailand-medical-industry-has-great-potential-to-assist-gdp-increases>
- The Nation Thailand. (2018). *BDMS, Ping An Good Doctor announce strategic cooperation, new medical tourism solution for Chinese patients*. Retrieved from The Nation Thailand: <https://www.nationthailand.com/Corporate/30358956>
- The World Bank. (2020). *International tourism, number of arrivals-Thailand*. Retrieved from The World Bank: <https://data.worldbank.org/indicator/ST.INT.ARVL?locations=TH>
- Tourism Statistics. (2018). *Tourist arrivals in ASEAN*. Retrieved from Tourism Statistics: [https://asean.org/?static\\_post=tourism-statistics](https://asean.org/?static_post=tourism-statistics)
- Yulian, W. (2017). *3 billion US dollars revenue generated in Thailand's medical tourism is growing at 16% yearly*. Retrieved from CGTN.com: <https://news.cgtn.com/news/3d496a4e7a45544e/share.html>

