

Independent Study Title	EVALUATING CONTENT QUALITY OF MEDICAL TOURISM WEBSITE: THAILAND VS. THE UNITED STATES
Author	Valeeluk Sangsilawutthikul
Degree	Master of Science (Management Information Systems)
Major Field	Management Information Systems
Faculty	Commerce and Accountancy
University	Thammasat University
Independent Study Advisor	Associate Professor Laddawan Kaewkitipong, Ph.D.
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## ABSTRACT

Medical tourism is an industry related to healthcare, travel, and the economy. Many developing countries actively promote medical tourism to boost their economies. The importance of medical tourism to the host economy is evident in the value of foreign exchange inflows and economic output growth. Websites are usually an initial point where medical tourists seek information about providers and destinations. Websites and their contents are therefore one of the first impression and influential on the tourists' decision. This study aims to evaluate the quality of content on medical tourism website in terms of readability and completeness. To evaluate the readability scores of medical tourism websites from Thailand and the United States using standardized readability formulas. Readability is parameter to evaluate the text for understandable. This study used the Flesch Reading Ease (FRE), the Simple Measure of Gobbledygook (SMOG), Flesch-Kincaid Grade Level (FKGL), and Gunning Fog Index (GFI) as assessment for reliable readability in context of online health information. These specific readability tools were selected because they are commonly used to evaluate text readability, especially in healthcare contexts.

The analysis of scores from each tool revealed that Thailand has mean score on FRE, GFI, FKGL, SMOG is 52.05, 12.11, 8.94, and 8.75 respectively. The United States has mean score on FRE, GFI, FKGL, SMOG is 52.36, 12.33, 9.20, and 9.01 respectively. Most health information is written at a level higher than the readability recommended by The National Institutes of Health (NIH) is health materials be written at a grade 6-7 reading level to ensure they are accessible to a broad audience. For the completeness of content results indicated that Thailand medical tourism websites tend to provide more information on wider of topics compared to the United States. This shows that Thailand attracts international patients by providing the potential concerns and needs information in contrast, the United States websites may lean more on their established reputation and quality of care, but detailed informational content is less necessary.

**Keywords:** Medical Tourism, Content quality, Readability