

MARKETING INFLUENCING FACTORS ON HEALTH TOURISM SATISFACTION AND  
THE COMPETITIVE ADVANTAGE OF THE AGEING SOCIETY

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**Abstract**

This research is qualitative research. The objectives are 1) to study on the competitive advantages of health tourism for the elderly society 2) To study the relationship between competitive strategy and health tourism for the elderly society and 3) to develop the health tourism for the elderly society. This strategy not only broadens the elderly's horizons, but also allows them to enjoy their health. The vacation and retirement project has the following advantages as an investment hotspot in the next 5 to 10 years. The rapid speed of the health industry is supported by three engines: 1) the revitalization of the notion of health care and an increase in demand; 2) an increase in the amount of money spent on health care; and 3) a slew of favourable governmental policies aimed at promoting the growth of the pension business. Marketing Strategy, in addition to utilising local recreational resources, the company will methodically educate a professional housekeeping staff comprised of its own rehabilitators and physiotherapists, as well as a team of housekeepers for each base. The financial projection shows that, Initial investment 13 Ten thousand Yuan, NPV = 20.153 - 13 = 7.153 Ten thousand Yuan, IRR = 21.1 %, ROI average per year  $20.153/5 = 4.030$ , ROI average per year  $4.030 / 13 \times 100 = 31.00\%$  and Pay Back Period = 3 years and 1 month. The results of this research (regression analysis) show that the product, price, location, promotion, people, process, and physical evidence all have a major impact on tourist satisfaction. However, according to linear regression, none of the components have a positive effect on satisfaction. Tourists were satisfied by the quality, pricing, location, people, and physical signs of health tourism.

**Keywords:** Marketing strategy, health Tourism, Competitive advantage, Ageing society

**INTRODUCTION**

Much focus in the Seventh Five-Year Plan data has been placed on the age structure of the population, especially statistics representing the trend of ageing. The numbers show that 18.7% of China's population is made up of adults 60 and older, with 191 million people 65 and older constituting 13.5% of the population.

There are three stages of population ageing, defined by the percentage of the population that is at least 65 years old: entrance, deep, and super. When the percentage of the population that is 65 and up rises above 7%, it is deemed to have entered the ageing process; when it rises above 14%, it is considered to be deeply ageing. The population's underlying structural issues are coming to the forefront.

There is also a trend towards reduced family sizes in modern Chinese society. The Seventh Five-Year Plan reports that the average household contains 2.62 people, while other studies reveal that "one generation households" (small families, old families, empty nesters, solitary families, butch families, etc.) make up nearly 50% of all families.

According to the issues have arisen due to China's increasing life expectancy: when fewer of the country's original "three families and four generations together" remain, who will take up the traditional model of family retirement?

Economist Guan Qingyou, founder and president of the Ruizi Financial Research Institute, predicts that retirement in China won't follow the pattern of individualistic retirement seen in the West. Chinese retirement may evolve into a new shape, with retirement products and a system that are not totally equivalent to those in other countries due to cultural and economic differences.

He contends that Chinese ageing is distinctive because it will probably continue to be the traditional at-home ageing in Eastern countries, but that this "ageing at home" will be a hybrid of home and institutional care.

One of the leading sectors actively pursuing and advocating for alternative retirement models is the insurance sector. Large insurance companies have diversified into the pension sector by offering a range of pension insurance products.

Everybody Insurance Group is currently working to expand its offerings in the senior care industry. We All Insurance recently announced that it has combined its expertise in caring for the elderly with those of its other divisions to launch a new professional brand called "We All Home," which offers insurance coverage in addition to senior care services. WeCare Insurance offers a variety of retirement-related services, such as risk protection, wealth management, and retirement planning, as well as payment channels for retirement communities. The company has also established retirement communities focused on medical care and travel, as well as communities focused on retirement abroad.

Over the past decade or so, more than ten insurance firms have planned approximately sixty senior living communities, with most of the head agencies developing their own senior living community brands and further testing different models, albeit these numbers are likely underreported.

The growth of China's tourism market is indicative of the importance tourism now holds as a national development initiative. When compared to other countries, however, our tourism industry is woefully inadequate to support our growing economy and improving level of living. As the market economy grows and people's incomes rise, so does their desire to spend money on vacations, elevating domestic tourism to a pivotal position in the national economy.

While China's tourist business has expanded significantly since the reform and opening up, it is still characterised by low consumption, mass, low level, medium to close range travel. Although improvements have been made quickly, the infrastructure still falls short of what the domestic tourism sector requires. The tourism industry is booming as both the number of visitors and their spending continue to rise. Economically developed, high-profile, tourist amenities are more complete in 4A-level scenic locations, which account for the vast majority of the country's most popular domestic tourist areas. Self-guided trips are on the rise while group tours are on the decline, and the resort industry has its own unique economy.

China's tourism industry has taken a major hit since 2020 due to the New Crown outbreak, and domestic tourism has shown only a gradual comeback since then. Demand for inbound business travel and study in China will continue to be the underpinning support for inbound tourism, and the domestic market for tourism is progressively recovering, with suburban tourism perhaps leading the industry's recovery as the key market.

The field of tourism intelligence will quickly advance. The pandemic has opened our eyes to the value of intelligence, and it has also altered the way many people travel, giving rise to a new emphasis on "smart" vacations. Fresh air, organic food, wide open spaces, and a sense of nostalgia for simpler times all contribute to rural areas' attractiveness as potential tourist destinations. We must also put effort into fostering the growth of the wellness tourism industry. Wellness will emerge as a new industry as the demand for health and longevity drives change in the travel industry.

## **2.2 Environmental Analysis**

The contemporary "black guides" and "black tours" are a reoccurring source of disruption in the tourism industry, with malicious charges, compulsory purchasing, overcrowding in beautiful sites, inadequate scenic environments, sellers in scenic areas, and packed agendas. The immaturity of China's tourism industry's current development is also a contributing factor to the existence of disorder, such as black guides. Both the professionalism of practitioners and the general administration of the tourism business are a long way from reaching a mature stage at the present time. As China's tourism industry has grown, problems like "black guides" and other forms of disorder have emerged. Many avid travellers avoid going on organised tours because they are nervous about running into difficulties like these, preferring instead to do their own research before leaving and book lodging and entrance fees to attractions independently. Buying plane tickets and reserving hotel rooms independently is a time-consuming and costly endeavour. This approach is also not helpful for the elderly and the middle-aged, who may lack the physical or mental stamina to deal with the minor difficulties associated with using their mobile devices to gain access to information or make travel arrangements. There is a dearth of butler-style travel services in China.

Economic factors: Domestic tourism in China has shown only a gradual comeback after the enormous blow it received in 2020, when the new crown plague hit. The domestic economy has been impacted by the pandemic, and many businesses are struggling due to a lack of orders and the difficulties of getting back to work. Most young people just do not have the disposable income to go on vacation.

As a result of its culture, China has a long and illustrious history of providing for its senior citizens. It is now ingrained in every Chinese person to respect and care for their elders.

When it comes to the nuts and bolts, China has been heavily investing in recreational and nursing projects like those involving the care of the elderly, as well as rehabilitation and nursing care, in recent years. The goal of subsidising leisure and nursing training programmes across the country is to strengthen the technical standards of the industry, govern the guidelines for the elderly care business, and foster growth in the recreation and nursing sectors.

Concerning the Law Those who pledge their support to the elderly should do what they can to meet their material, physical, emotional, and spiritual requirements. If a kid fails to pay maintenance to a parent who is disabled, unemployed, or otherwise struggling to make ends meet, the parent can file a petition in court to have the child pay maintenance.

The aged should be treated with respect and care by their family members in accordance with the requirements of the Law of the People's Republic of China on the Protection of the Rights and Interests of the aged. The breadwinner is responsible for meeting the elders' material needs, assisting

them with their everyday life, comforting them spiritually, and seeing to their other unique requirements.

When an elderly person they care about becomes unwell, their supporters have a responsibility to see that they get the care they need as soon as possible. The primary earner must assume responsibility for the welfare of dependent seniors; if that person is unable to do so, the senior's loved ones or a senior care facility may be entrusted with that responsibility.

### **2.3 Lifestyle Market Analysis**

Industry trends, projected growth, and market size projections

Institutional care homes in China have the highest care requirements at the moment, but there are not enough high-quality care institutions on the market to meet these needs because of their uneven geographical distribution and the need for a clear policy from the payer before large-scale development is possible. However, the real estate market has a major impact on the availability of retirement homes, nursing facilities, and other medical services. Although the demand for nursing, rehabilitation, and assisted living services is minimal in China at present, this will change as the market develops and evolves. Property and insurance firms have found creative ways to target the high-net-worth elderly market in an effort to boost returns and lower risk, but the market's inability to grow beyond its current size is a result of the restrictions imposed by the presence of high-value assets and high-income individuals. There is a significant market opportunity, and it will expand rapidly as long-term care insurance is introduced and refined.

There is a glaring opening in the market. Care in the community is an emerging practise that is still being evaluated.

A lack of professional competence and a lack of defined positioning make the existing state of aged care services precarious, creating a misalignment between supply and demand. Huge changes are coming, and incompetent senior care providers will go from the industry. However, investors that are interested in the novel institutional model of community-based elder care face a lengthy investment cycle and substantial outlay of capital. This is because there are additional software needs, such as those associated with medical services, in addition to the requisite hardware facilities.

### **2.4 SWOT Analysis:**

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| <p>Strengths.</p> <p>The company has a strong metallic backing.</p> <p>The company has been in business for a long time and has a large amount of information on tourists and dealers.</p> <p>The company has numerous tourist attractions, hotels and other business partners throughout the country.</p> <p>The company has its own air transport service, easy coordination of route planning and low</p> | <p>Weakness</p> <p>The company is not involved in many areas of recreation projects and has insufficient management and operational experience.</p> <p>The company lacks staff with professional wellness care skills.</p> |
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| operating costs.   |   |
| <p><b>Opportunities.</b><br/>The wellness industry is not very well developed at present, with the majority of nursing homes in China, but relatively few wellness projects. China is entering the stage of population ageing and the elderly dependency ratio is increasing year by year. At this stage in China, middle-aged people are living and working under great pressure and do not have the extra energy to take care of the elderly at home. Many elderly people have high retirement salaries and are more concerned about their own health.</p> | <p><b>Threats.</b><br/>There are many nursing homes and day care centers in the local community in proximity. The socio-economic downturn has reduced the amount of cash available in the hands of consumers to support additional economic spending.</p> |

### 2.5 Competitive Advantage

Porter highlights two critical competencies: product differentiation and product cost (efficiency). He began by categorising each of the three variables (degree of differentiation, relative product cost, and target market scope) as low, medium, or high and juxtaposing them in a three-dimensional matrix. That instance, the category scheme was represented as a 3x3x3 cube, but the majority of the twenty-seven possible combinations were not practical.

The ability of a company to establish economies of scale through exceptionally efficient operations that produce a big volume is referred to as cost leadership. Cost leaders include companies like Procter & Gamble, Walmart, McDonald's, and other huge corporations that produce a vast volume of items that are supplied at a low cost (in comparison to the competitors).

Differentiation is less tangible and easily defined, but it is still an incredibly powerful technique when implemented effectively. Differentiation refers to a company's capacity to generate a difficult-to-replicate good, hence meeting unique demands. This strategy may include developing a strong brand image that allows the organisation to charge a premium for its products or services. Coach handbags are an excellent illustration of difference; the company's margins are strong due to the markup on each bag (which primarily covers marketing costs rather than production costs).

Market segmentation is a hybrid of the two methods (cost leadership and differentiation are both rather broad in scope). Segmentation is to find specialised market segments that larger corporations might not otherwise seek.

### RESEARCH OBJECTS

1. To study on the competitive advantages of health tourism for the elderly society
2. To study the relationship between competitive strategy and health tourism for the elderly society.
3. To develop the health tourism for the elderly society.

**CONCEPTUAL FRAMEWORK**

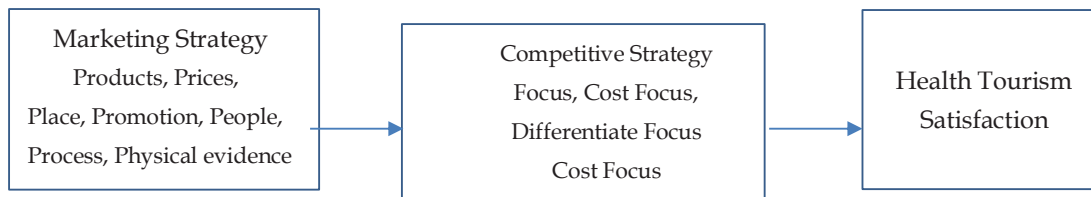


Fig. 1 Conceptual framework

**FEASIBILITY ANALYSIS**

It is China's largest chain-operated travel and charter wholesaler with about RMB 2 billion in yearly revenue. Shanghai has fifty chains and wholly owned enterprises in 31 large and medium-sized domestic cities, including Beijing, Guangzhou, Xi'an, Shenyang, and Sanya, most of which have two to ten chains. Seven US, Thai, UK, German, Japanese, Australian, and Hong Kong corporations are totally owned. More than 400 in Jiangsu and Zhejiang and nearly 2,000 nationwide network members use Spring Tours' computer system to sell products and "send out casual passengers every day, one person can also travel the world" with convenient instant booking for casual passengers.

**Key partners**

The company now partners with top travel agents and suppliers to offer a wide choice of travel items to travellers. We work with over 100 recommended suppliers, including Xianglong Wanliang, Wufang International Travel, Youpai Travel, Monkey Dad Travel, Panorama Travel, and Tao Travel.

**Buyer behaviour**

This sector targets highly educated, prosperous 55-80-year-olds with self-care and mobility. They earn over \$200,000 a year and have enough disposable income to spend for their older health. This high-income group also values living and recovering abroad. In their golden years, they enjoy senior parties, senior universities, and tours to improve their souls and live colourfully. They prioritise health and life quality. They understand physiotherapy, wellness, and recreation programmes.

**4.4 Competitor Analysis**

Taikang Home, a medical and healthcare industry brand under Taikang Insurance Group, was founded in 2009 to build and operate elderly care, nursing, and rehabilitation facilities and innovative service areas. It integrates health and wellbeing with insurance products to provide a health care platform for the elderly. It has grown into a large chain of high-quality elderly care institutions, with Tai Kang Homes in Beijing, Shanghai, Guangzhou, and Chengdu, replicating the US model and combining the physical and mental traits of Chinese elders to create an international medical and healthcare community. Tai Kang Home uses the US CCRC model of continuous care to provide residents with four types of living services: independent living, assisted living, skilled nursing care, and memory care.

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| <p>Strengths: Long history, insurance parent business, targeted clientele, easy traffic.</p> | <p>Weaknesses: Insufficient elderly care radiation, only in a few key Chinese cities, few city choices for customers.</p> |
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Everbright Huichen, founded in 2007, owns China Everbright Pension and Health Industry Co. 27 elderly care institutes in Beijing, Shanghai, and the rest of China provide various elderly care services. It integrates senior institutions, medical care, rehabilitation, and community services.

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| Strengths: Long history of establishment, concentrated distribution of target service groups, comprehensive institutional, community, and migratory bird services. | Weakness: regional centralised senior care industry, regional limits. |
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Jiu Ru Cheng, founded in 2009, is a comprehensive operator of elderly care services that integrates medicine, health, research, health care, education, and travel, starting with the "Zun Lao Society" project and cultivating the health care industry for nearly ten years using a standardised system to improve service quality. We pioneered medical and nursing integration, combining rehabilitation and senior care with a comprehensive medical, recreational, and nursing resource system. Meeting all aged care needs in a region. The Group operates over 100 elderly and medical institutions and day care centres with 30,000 beds in 20 cities in the Yangtze River Delta and Pearl River Delta.

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| Strengths: Comprehensive medical, health, and care resources and life cycle services. | Weakness: Regional aged-care facilities with inadequate group resources. |
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## MARKETING PLAN

### Market segmentation

Product and positioning are the most common market segmentations, including elderly services. They can be segmented by product, placement, and a three-tier system: rich, middle class, and poor class. All consumer segmentation models must be applied to Thus, these three strata have different operating philosophies and products. The World Bank defines the upper income group as those earning US\$36,500 or above, or around RMB 240,000. Quality medical and care services are the bare minimum for this affluent group. different organisations in different marketplaces compete with surprising and human services, quality, depth, and range of complete services, such as pleasant living environment, comfortable body temperature, convenient transit environment, etc. However, society and the government must address disadvantaged old age. Middle-income people earn US\$3650 to US\$36,500, or RMB24,000 to RMB240,000, according to the World Bank. The government's inclusive retirement system addresses this group's requirements while expanding services.

#### Target market selection

Based on market segmentation and our resources, we targeted the upper income category. The company operates offline shops nationwide and partners with key tourist destinations, hotels, and leisure bases for easy resources. We chose high-end users and mid-to-high-end vacation and recreation projects.

#### Products/Services

High-end wellness packages, travel and wellness packages, mid-range wellness packages, and mid-range travel and wellness packages are the main travel and wellness services.

High-end wellness packages include first-class airfare during the journey, a high-standard suite in a wellness base or hotel with a separate bedroom and living room, good light and scenery, a daily diet menu designed by a nutritionist with reasonable matching and supplemented with medicinal food, lunch and dinner with five dishes and one soup as standard, with reasonable meat and vegetable matching, and The package includes a daily basic health test, three times a week of rehabilitation and physiotherapy treatment, and a variety of physiotherapy services according to client needs; once a month, an outreach tour of the city where the tour takes place, with an itinerary of about three days, VIP services at scenic spots and through train services; and a personal butler to arrange local activities like clothing, food, and accommodations.

The mid-range recreation package includes economy class airfare, a business room in a recreation base or hotel with good light and scenery, a daily diet menu designed by a nutritionist, lunch and dinner with five dishes and one soup, a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables, a daily basic health test, weekly rehabilitation physiotherapy, and a daily basic health test. A personal butler can organise clothing, food, lodging, transportation, medical treatment, and recovery.

The main services include first-class air travel during the journey; accommodation in a high-standard suite in a recreational base or hotel, with a separate bedroom and living room with good light and a good view; a daily diet designed by a nutritionist, with five dishes and one soup for lunch and dinner, a reasonable mix of meat and vegetables, and a flexible mix of seasonal fruits and vegetables; two weekly health checks; and Two outreach excursions to the city, one lasting 5–6 days, with VIP service in scenic areas and through-train service, and a personal butler to coordinate local activities including apparel, food, accommodation, transportation, medication, and health.

The mid-range package includes economy class air travel during the journey; accommodation in a business room in a recreation base or hotel with good light and scenery; a daily diet menu designed by a nutritionist with a reasonable mix of five dishes and one soup for lunch and dinner, with a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables; two regular health checks per week; and two outreach excursions. A personal butler arranges clothing, food, lodging, transportation, medical treatment, and health care for the 5- to 6-day tour.

#### **MANAGEMENT AND OPERATION PLAN**

A rehabilitation therapist who has earned a bachelor's degree or higher in rehabilitation therapy technology. He/she is currently certified as a "Rehabilitation Therapist" or "Rehabilitation Therapist" by the Ministries of Health and Human Resources. Rehabilitation therapists help patients get better by using physiotherapy, occupational therapy, speech therapy, rehabilitation engineering, and traditional rehabilitation. They oversee receiving patients for rehabilitation consultation, functional examination and assessment, arranging short-term rehabilitation training programmes, and recommending that some patients who are able to do so purchase intelligent rehabilitation equipment and perform long-term passive stretching exercises to prevent muscle atrophy and promote or maintain patients' functions.

Elder care employees with qualifications in aged care have a thorough understanding of life care, technical care, rehabilitation care, and psychological care.

Choose a 'linear-functional' organisational structure based on your company's needs.



It combines a straight-line structure with a functional structure based on a straight line and establishes functional departments under the administrative head at each level, each engaged in professional management, as the leader's staff, implementing the unified command of the head and the functional departments of the staff, and guiding the organisational structure's form. The line manager approves and issues the plans, programmes, and related instructions developed by the functional staff departments; the functional staff departments only provide operational recommendations and do not have the ability to issue direct commands.

#### Operation Plan

Spring travel agency has been open for a long time, has good credibility, and has led domestic tourism for thirteen years. All urban areas have more than 4,000 offline agent travel stores. Spring Airlines leads the nation with 20,000 charter flights and 99% of total average passenger capacity. Spring Airlines has good customers and long-term strategic partnerships with picturesque sites, motels, and leisure bases nationwide.

Spring Travel's initial Journey for Mum and Dad programme is popular. The elderly remembered Zhangjiajie, Jade Dragon Snow Mountain, and the major red unique tourism project. Seniors say our exclusive travel programme suits their tastes and pace. With extended itineraries and the option to switch between sites, there is plenty of time to admire the surroundings and truly explore a foreign city. To conserve energy, don't race through the sights. The tour is only for older adults, who are comparable in age and have lots to talk about, so they don't get bored or despired.

Many seniors claimed they couldn't stop thinking about the trip afterward. They wanted to get out more and enjoy senior life. Consumer input prompted a vacation and recreation service. Depending on climate, environment, and recreational circumstances, many recreational bases will be selected nationwide for seniors in need of rehabilitation and recuperation to relax their bodies and minds and focus on physical training.

We introduced a travel and recreation company to the travel agency's offline stores and promoted the Spring and Autumn travel and recreation project in cooperative hotels, beautiful sites, and recreation bases. The company's organisational plans for leisure bases across the country rotate experience and insight, expanding the elderly's retirement options beyond local retirement homes and institutions. This meets the elderly's retirement needs and expands their spirituality and horizons.

In addition to local recreation resources, the company will train a professional housekeeping team with its own rehabilitation therapists and physiotherapists for each residence recreation base. The organisation also provides a team of housekeepers at each base to arrange for the whole spectrum of clothing, food, accommodation, transportation, medical treatment and recuperation, solving residence and recuperation service concerns.

#### **FINANCIAL PROJECTIONS**

Funding and use Self-financing, reinvesting the company's net profit. The company developed a new travel and recreation business, which required renting a new office building at 600,000 yuan a year and spending 240,000 yuan on office decoration. The company needs 20 office PCs, 2 projectors, printers, copiers, shredders, etc. RMB 180,000. Office filing cabinets 12 sets, 22 sets of office tables and chairs, two sets of large conference tables and chairs, reception customers leisure couch tables and chairs 4 sets, coffee machine, water dispenser, etc. are projected to cost 120,000 yuan. Two customer-receiving and

business-negotiating vans are projected to cost RMB 600,000. RMB 120,000 covers pre-opening registration, training, travel, etc. Advertising and marketing costs RMB200,000.

Table 1 Cash flow projection for 5 years

| Unit: Ten thousand Yuan        |       |       |       |        |        |
|--------------------------------|-------|-------|-------|--------|--------|
| Total                          | 2023  | 2024  | 2025  | 2026   | 2027   |
| Revenue (ten thousand Yuan)    | 1.8   | 4.0   | 5.8   | 6.9    | 7.8    |
| Factors (Discount rate 8 %)    | 0.926 | 0.857 | 0.794 | 0.735  | 0.681  |
| PV Revenue (Discount rate 8 %) | 1.666 | 3.500 | 4.605 | 5.071  | 5.311  |
| Accumurate PV Revenue          | 1.666 | 5.166 | 9.771 | 14.842 | 20.153 |

From table 1

Initial investment 13 Ten thousand Yuan

NPV =20.153 - 13= 7.153Ten thousand Yuan

IRR = 21.1 %

ROI average per year 20.153/5= 4.030

ROI average per year 4.030 /13 X 100 = 31.00 %

Pay Back Period = 3 years and 1 month.

## RESEARCH RESULT

Data was collected using a sample size of 100. Pearson correlation and ANOVA are used to analyse the data. The results are shown in the table below.

Table 2 Demographic Characteristics of the Respondents (N=100)

|                | Frequency | Percentage |
|----------------|-----------|------------|
| Gender         |           |            |
| Male           | 57        | 57%        |
| Female         | 43        | 43%        |
| Occupation     |           |            |
| Student        | 20        | 20%        |
| Service Holder | 27        | 27%        |
| Businessman    | 53        | 53%        |
| Age Group      |           |            |
| 16-29          | 68        | 68%        |
| 30-41          | 32        | 32%        |

Table 3 Pearson correlation analysis

|                   | Correlation | Sig (2 tailed) |
|-------------------|-------------|----------------|
| Product           | .546        | .000           |
| Price             | .560        | .000           |
| Place             | .484        | .000           |
| Promotion         | .472        | .000           |
| People            | .473        | .000           |
| Process           | .457        | .000           |
| Physical evidence | .514        | .000           |

Table 4 Coefficients

| Model             | B      | Stand error | Standardized Coefficients Beta | Result of Hypothesis | Significance Level (P Value) |
|-------------------|--------|-------------|--------------------------------|----------------------|------------------------------|
| Constant          | -2.857 | .654        |                                | -4.367               | .000                         |
| Product           | .364   | .130        | .256                           | 2.799                | .008                         |
| Price             | .329   | .133        | .245                           | 2.478                | .017                         |
| Place             | .231   | .106        | .197                           | 2.187                | .034                         |
| Promotion         | .073   | .078        | .092                           | .932                 | .356                         |
| People            | .360   | .135        | .243                           | 2.668                | .011                         |
| Process           | .188   | .109        | .158                           | 1.734                | .090                         |
| Physical evidence | .324   | .137        | .216                           | 2.357                | .023                         |

R = 0.845a , R Square 0.714, . Adjusted R Square 0.666, Std error 0.40875

Table 5 Descriptive statistics

| Variables         | correlation coefficient R2 | Critical Value | Mean   | SD     | t        | Sig   |
|-------------------|----------------------------|----------------|--------|--------|----------|-------|
| Product           | .546**                     | t=1.6766       | 4.280  | .4965  | t=2.799  | .008* |
| Physical evidence | .514**                     | t=1.6766       | 3.680  | .4712  | t=2.357  | .023* |
| Price             | .560**                     | t=1.6766       | 3.640  | .5253  | t= 2.478 | .017* |
| Promotion         | .472**                     | t=1.6766       | 2.900  | .8864  | t= .932  | .356  |
| Place             | .484**                     | t=1.6766       | 2.620  | .6024  | t= 2.187 | .034* |
| Process           | .457**                     | t=1.6766       | 1.880  | .5939  | t=1.734  | 0.05* |
| People            | .473**                     | t=1.6766       | 1.7600 | .47638 | t=2.668  | .011* |

P= 0.05, R = 0.845a , R Square 0.714, . Adjusted R Square 0.666, Std error 0.40875

## CONCLUSION AND DISCUSSION

Tourism industry can be a handy tool of alleviating poverty and improve the standard of living by maximizing the satisfaction of tourist in any region (Emaad, 2007). For the growth of the tourists 'satisfaction, satisfaction with all marketing mix elements is very important. Though health tourism is enriched with tourism elements like historical places, archeological sites, natural beauty, the promotional activities of

health tourism is very poor and most of the respondents are dissatisfied with the tourism delivery process of this destination. That's why this destination is failed to attract the visitors after having a good amount of tourism elements.

At present, the tourist satisfaction with health tourism is 'somewhat dissatisfied'; it can be upgraded to the next 'high' level if proper management with respect to promotional activities and tour operation process are applied. Similarly, it can be expected that in the other areas of tourism. Based on the results of the study showed that except two (Promotion and process) had a positive and significant effect on tourist's satisfaction in health tourism. Therefore, if the better implementation of these two-marketing mix, it will increase tourists satisfaction and eventually that will bring a positive synergy for economic and social development of health tourism.

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