

## ABSTRACT

Cosmetic surgery tourism, as part of the medical tourism industry, is increasing very quickly all over the world. It's not a secret that many people are not satisfied with their bodies and are looking for cosmetic surgeries at a highly increasing rate all over the world. Also, cosmetic surgery helps people to improve their appearance and in the mean time it's a way to give people a new self-confident lifestyle.

The primary objective of this research is to increase the awareness of Thailand's cosmetic surgery tourism in Kunming residents, their attitude, wants and needs for cosmetic surgery tourism in Thailand. And also study the factors affecting residents of Kunming in their selection of Thailand as the country where cosmetic surgery is performed. A set of 400 questionnaires were distributed in Kunming. The data was collected and analyzed by the Pearson Correlation Coefficient to test the relation between influential factors and the selection of Thailand as the destination for cosmetic surgery tourism..

There are five influential factors which were identified in this study, "reasonable service price" has moderate relationship with selection of Thailand as cosmetic surgery tourism destination "quality of medical service" has strong relationship with selection of Thailand as the cosmetic surgery tourism destination; "internationalism" has moderate relationship; "side trips for recreation has low relationship", and "positive image of the destination" has moderate relationship with selection with Thailand as the cosmetic surgery tourism destination. The findings showed that all the five factors impact those looking for cosmetic surgery tourists to select Thailand as their cosmetic surgery destination. According to the findings of the study some recommendations were offered. The reputation of the cosmetic surgery tourism industry needs to be increased to have more of a competitive advantage to survive. In addition, authority bodies need to play an important role in controlling the quality and training programs offered to improve quality of labors in the industry. Moreover, cooperation and networking needs to be done to build a chain to make the whole

industry work in a smooth and efficient way. Finally, advertising and promotion tools need to be applied to increase the motivation and attraction of the cosmetic surgery tourism of Thailand.

