Appendix 1

INTERVIEW SCHEDULE FOR HEALTH TOURISM PROVIDERS

Company Name : 
Place : 
Nature of service : 

1. Year of starting business :
   - Before 1970 ☐
   - 1970 to 1990 ☐
   - 1990 to 2010 ☐
   - After 2010 ☐

2. Area of operation :
   - Rural ☐
   - Semi urban ☐
   - Urban ☐

Objective 1: Analyzing the marketing opportunities for health tourism products in Kerala.

Market targeting

3. What are the health tourism products you provide

<table>
<thead>
<tr>
<th>Health products</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiac Care</td>
<td></td>
</tr>
<tr>
<td>Orthopaedic</td>
<td></td>
</tr>
<tr>
<td>ENT</td>
<td></td>
</tr>
<tr>
<td>General Surgery</td>
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<tr>
<td>Cosmetic Treatment</td>
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<tr>
<td>Urology</td>
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<tr>
<td>Ophthalmology</td>
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<tr>
<td>Fertility Treatment</td>
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<tr>
<td>Yoga and meditation</td>
<td></td>
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<tr>
<td>Ayurveda</td>
<td></td>
</tr>
<tr>
<td>Naturopathy</td>
<td></td>
</tr>
</tbody>
</table>
4. How important is the accessible health tourism market to your business?

   High ☐   Medium ☐   Low ☐   Not important ☐

(For question 5------ 1. Extremely dissatisfied   2. Moderately dissatisfied
3. Slightly dissatisfied   4. Neither satisfied nor dissatisfied

5. Concentrated Targeting of customers highly effective in health tourism marketing

   1   2   3   4   5   6   7

Market positioning

6. Which strategy is required for positioning health tourism marketing?

<table>
<thead>
<tr>
<th>Demand</th>
<th>Not at all important</th>
<th>Least important</th>
<th>Not important</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify the target audience</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Identify the selling points</td>
<td></td>
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<tr>
<td>Identify the opportunities and threats</td>
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</tr>
</tbody>
</table>

7. Do you plan to change your market positioning strategies

   Yes ☐   No ☐   Maybe ☐


<table>
<thead>
<tr>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health tourists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(For questions 9 to 14------ 1. Extremely dissatisfied   2. Moderately dissatisfied

Market segmentation

9. Rate the present market segmentation process

   1   2   3   4   5   6   7

10. Rate present market size

   1   2   3   4   5   6   7
11. Rate present market growth rate
   1  2  3  4  5  6  7

12. Rate market profitability
   1  2  3  4  5  6  7

13. Rate industry cost structure
   1  2  3  4  5  6  7

14. Rate distribution channels
   1  2  3  4  5  6  7

(For questions 15 to 18--- 7-Agree very strongly, 6-Agree fairly strongly, 5-Agree,
4-Undecided, 3-Disagree, 2-Disagree fairly strongly, 1-Disagree strongly)

15. Market segmentation facilitates effective resource utilization in health tourism marketing
   1  2  3  4  5  6  7

16. Market segmentation in health tourism allows effective targeting of new customers
   1  2  3  4  5  6  7

17. Market segmentation facilitates competitive advantage in existing market
   1  2  3  4  5  6  7

18. Geographical segmentation influence health tourism marketing.
   1  2  3  4  5  6  7

19. Is your business marketed as being accessible?
   Yes ☐ No ☐

20. Can your business cater for groups that travel with similar access dimensions?
   Yes ☐ No ☐

21. Is there any agency for conducting market research for health tourism products?
   Yes ☐ No ☐

Market research

22. Do you have future plans to increase the levels of accessibility?
   Yes ☐ No ☐

23. Are you familiar with any accessibility standards for health tourist?
   Yes ☐ No ☐

24. How to conduct marketing research for health tourism products?
   Internal sources ☐ Govt publications ☐
   Periodicals and books ☐ Commercial data ☐
25. Is there any global marketing strategies for health tourism product

Yes ☐  No ☐

26. What percentage of your revenue from health tourism products came from the following genres:

<table>
<thead>
<tr>
<th>Health tourism products</th>
<th>Percentage of total revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cardiac Care</td>
<td></td>
</tr>
<tr>
<td>2. Orthopedic</td>
<td></td>
</tr>
<tr>
<td>3. ENT</td>
<td></td>
</tr>
<tr>
<td>4. General Surgery</td>
<td></td>
</tr>
<tr>
<td>5. Cosmetic Treatment</td>
<td></td>
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<tr>
<td>6. Urology</td>
<td></td>
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<tr>
<td>7. Ophthalmology</td>
<td></td>
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<tr>
<td>8. Fertility Treatment</td>
<td></td>
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<tr>
<td>9. Yoga and meditation</td>
<td></td>
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<tr>
<td>10. Ayurveda</td>
<td></td>
</tr>
<tr>
<td>11. Naturopathy</td>
<td></td>
</tr>
</tbody>
</table>

27. Does the payment you receive for the health tourism product exceed the value that you could create from them yourself over the same period?

1 = Yes  
2 = No

Answer

28. Do you retain same health tourism product that you have provided did five years ago?

3 = Yes, we retain health tourism products five years ago
2 = About the same
1 = No, we retain fewer health tourism products five years ago

Answer
29. What percentage of your turnover is from:

<table>
<thead>
<tr>
<th>Destination of Health tourism users</th>
<th>% of turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Kerala market</td>
<td></td>
</tr>
<tr>
<td>From Indian market</td>
<td></td>
</tr>
<tr>
<td>From foreign market</td>
<td></td>
</tr>
<tr>
<td>Total sales</td>
<td>100%</td>
</tr>
</tbody>
</table>

30. Compared to our competitors, do you feel service is:

- Less expensive
- Priced about the same
- More expensive
- Not sure

31. How to conduct marketing research for health tourism products:

- Internal sources
- Govt publications
- Periodicals and books
- Commercial data

32. How will you rate restaurant and other food beverage establishments:

- Lowest 1
- Medium 2
- No opinion 3
- High 4
- Highest 5

  - Location
  - Choice of food
  - Value for money
  - Appearance and ambience
  - Quality of food
  - Service
  - Cleanliness
  - Restrooms and facilities

Objective 2: Developing marketing mix strategies for health tourism products in Kerala.

(For questions 33 to 59— 7-Agree very strongly, 6-Agree fairly strongly, 5-Agree, 4-Undecided, 3-Disagree, 2-Disagree fairly strongly, 1-Disagree strongly)

Product

33. The product should be manufactured or sourced with consistent standard quality, comparable to your competitors

1 2 3 4 5 6 7

34. Competition in health tourism product will affect international marketing

1 2 3 4 5 6 7

Price

35. The price of the product should not fluctuate very often?

1 2 3 4 5 6 7
Appendix

36. Pricing policies help to attract existing customers or to attract new customer groups

37. Flexible pricing policies required for the promotion of health tourism products

38. Good record keeping will help you to set a price and to track the performance of your pricing

39. Price your product the same as the competitors

40. Pricing policies of health tourism depends up on nature of product and season

41. There should be specified basis for pricing

42. Flexible pricing policy of health tourism depends on seasonal demand

Place

43. Customer’s arrival highly influenced by the health tourism provider’s location

Promotion

44. Amount spent for promotion is enough

45. The promotional activities undertaken by your organization is effective

46. The promotional activities can play vital role in health tourism industry

47. More promotional activities are needed to develop the health tourism industry in Kerala

48. Advertising budget in health tourism industry is comparatively low

49. Cost of advertising budget influence pricing of health tourism products
50. For branding health tourism product requires effective promotion

51. Social networks play crucial role in promoting health tourism products

52. Traditional medias such as tv, radios, newspapers are required for market positioning

53. Online marketing channels are effective for health tourism marketing

**Physical evidence**

54. Providing false information about the service by the competitor is the major problem in health tourism marketing

55. Physical evidence affects the customer’s satisfaction

56. Physical evidence can be used to charge a premium price for a service and establish a positive experience

**Process**

57. Online booking is essential for health tourism marketing process

58. Receive a price quotation for the procedure(s) and accommodations is essential for health tourism marketing process

**People**

59. People are important because, Providing a service, rather than selling a product
Appendix

60. Effectiveness of Various Promotional Measures of health Tourism Industry

<table>
<thead>
<tr>
<th>Form of Promotion</th>
<th>Highly Effective (5)</th>
<th>Quite Effective (4)</th>
<th>Fairly Effective (3)</th>
<th>Quite Ineffective (2)</th>
<th>Highly Ineffective (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Publicity</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Information Materials (Brochures, Guides, Souvenirs, Folders, Handbooks.)</td>
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<td></td>
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<tr>
<td>Posters and View Cards</td>
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<td></td>
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<td></td>
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<tr>
<td>Cable TV Highlights</td>
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<tr>
<td>Internet</td>
<td></td>
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<tr>
<td>Word of Mouth (WOM)</td>
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<tr>
<td>Motivation by Foreign Tour Operators</td>
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<tr>
<td>Motivation by Foreign Travel Agencies</td>
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</tr>
</tbody>
</table>

61. Are you satisfied with the existing health tourism product
- Very satisfied
- Satisfied
- Not sure
- Dissatisfied
- Very dissatisfied

62. Please rank the items from one to five according to what is most important
- Marketing mix
- Product life cycle
- New product development
- Market testing
- Quality

63. Which type of communication tools used for promoting health tourism products
- Advertising
- Sales promotion
- Public relation
- Personal selling
- Direct marketing
- Others

64. Is there any direct and online marketing techniques for health tourism products
- Yes
- No

65. Which type of online marketing method used for marketing health tourism products?
- Corporate website
- Marketing website
- Advertising online
- Email and web casting
- Others
66. What type of promotional activities is undertaken by your organization to attract health tourists?

- TV
- Radio
- Newspapers
- Videos
- Social media
- Websites
- Blogs
- Direct mail
- Public relations
- Flex boards
- Others

67. Methods Used to Determine the Promotion Budget

- Affordable amount method
- Percentage of revenue earning method
- Based on previous year’s expense
- Objectives and task method
- Fixed amount method
- Other

68. Rate promotional variables

<table>
<thead>
<tr>
<th>Scale</th>
<th>Respondents</th>
<th>Highly Sufficient</th>
<th>Sufficient</th>
<th>Fairly Sufficient</th>
<th>Neither Sufficient Nor insufficient</th>
<th>Fairly insufficient</th>
<th>Insufficient</th>
<th>Highly insufficient</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(7)</td>
<td>(6)</td>
<td>(5)</td>
<td>(4)</td>
<td>(3)</td>
<td>(2)</td>
<td>(1)</td>
</tr>
<tr>
<td>Opinion on the Amount Spend for Promotion</td>
<td></td>
<td></td>
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<tr>
<td>Effectiveness of Promotional Activities Undertaken for health tourism products</td>
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<td></td>
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<tr>
<td>Promotional Activities can Play any Role to health Tourism Industry</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>More Promotional Activities are Needed to Develop the health Tourism Industries in Kerala</td>
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</tbody>
</table>

69. When does your organization use promotional activities?

- All around the year
- During the tourism season
- Before the season
- Others

60. Rate the helpfulness from the part of government for promoting health tourism

- Excellent
- Good
- Average
- Fair
- Poor

Marketing of Health Tourism in Kerala
Objective 3: To analyze balancing of quality, demand and capacity of health tourism products

Demand

71. Which services is most demand in your business?

<table>
<thead>
<tr>
<th>Health products</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cardiac Care</td>
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<tr>
<td>8. Fertility Treatment</td>
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<tr>
<td>9. Yoga and meditation</td>
<td></td>
</tr>
<tr>
<td>10. Ayurveda</td>
<td></td>
</tr>
<tr>
<td>11. Naturopathy</td>
<td></td>
</tr>
</tbody>
</table>

72. How important promotional measures increasing your demand?

To very great extent  1  2  3  4  5  To very little extent

73. In which season of the year demand for health tourism product is more?

Spring [ ]  Summer [ ]

Fall [ ]  Winter [ ]  The entire year [ ]

74. At which age group demand for your health product more?

Under 15 years old [ ]  16 – 30 years old [ ]

31 – 45 years old [ ]  46 – 60 years old [ ]

60+ years old [ ]

75. Demand for health tourism products more in

<table>
<thead>
<tr>
<th>Demand</th>
<th>Tick</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Kerala market</td>
<td></td>
</tr>
<tr>
<td>From Indian market</td>
<td></td>
</tr>
<tr>
<td>From foreign market</td>
<td></td>
</tr>
</tbody>
</table>
76. Please rate demand for the health tourism products in the last 12 months

<table>
<thead>
<tr>
<th>Event</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cardiac Care</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Orthopaedic</td>
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<td></td>
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</tbody>
</table>

(For questions 69 to 89- 7-Agree very strongly, 6-Agree fairly strongly, 5-Agree, 4-Undecided, 3-Disagree, 2-Disagree fairly strongly, 1-Disagree strongly)

3. Demand and supply of health tourism products are well balanced

4. When demand exceeds capacity, rent or share extra facilities

5. Demand levels seem to change randomly

6. Reservation system allows demand to be controlled and smothered

7. Quality of personal relationship between company and clients become vital

8. New staff needs thorough training and constant monitoring regarding health tourism products

9. Staffing cost is the highest cost, that will influence the profitability of the firm
Appendix

84. Recruiting specialist staff is time consuming and expensive

85. Strategies and tactics for recruiting, training and safeguarding relationships

86. There is a gap between customer’s expectation of service and their perception of the service quality actually delivered

87. There is no distinction between consumers' expectations and management perceptions on service quality

88. Management perception of customer expectations and quality specifications set for service delivery

89. There is a gap between quality specifications set for service delivery and the actual quality of service delivery.

90. Actual quality of service delivery and the quality of service delivery described in the firm’s external communication

91. Customer satisfaction and service quality are pre requisites for brand loyalty

Capacity of health tourism products

92. Marketing mix elements can be used to shape demand pattern in health tourism marketing

93. Customer perceive that unoccupied time feel larger than occupied time

94. Complaint handling and service recovery procedures are effective

95. Workers are encouraged through financial and non financial reward to increase performance

96. How important a quality pricing policy in sustaining your income?

Not at all important  1  2  3  4  5  Very important  

Marketing of Health Tourism in Kerala
97. Which group size your health tourism service can be accommodated?
   Small  Medium  Large

98. Do you consider your business as a health tourism specialist accessible tourism service provider?
   Yes  No

99. To what extent you feel that the quality has been improved, answer along with following scales
   Improved  1  2  3  4  5  unimproved

100. Suggestions if any

   Thank you for your sincere cooperation

       .....

Marketing of Health Tourism in Kerala
Appendix 2

INTERVIEW SCHEDULE FOR HEALTH TOURISM CONSUMERS

Name :

1. Occupation :
   - Private sector
   - Government sector
   - Semi government sector
   - Own business
   - Others

2. Annual income :
   - Below 1,00,000
   - 1,00,000 to 5,00,000
   - 5,00,000-10,00,000
   - above 10,00,000

3. Gender
   - Male
   - Female

4. Which of this category best describe your age
   - Below 20
   - 20-40
   - 40-60
   - Above 60

5. Rate over all customer service
   - Excellent
   - Good
   - Average
   - Fair
   - Poor

6. Rate customer support
   - Excellent
   - Good
   - Average
   - Fair
   - Poor

7. How satisfied are you with health tourism products
   - Very satisfied
   - Satisfied
   - Not sure
   - Dissatisfied
   - Very dissatisfied

8. How will you satisfied with health tourism providers
   - Very satisfied
   - Satisfied
   - Not sure
   - Dissatisfied
   - Very dissatisfied
9. How will you satisfied with cost and its benefit
   Very satisfied □  Satisfied □
   Not sure □  Dissatisfied □
   Very dissatisfied □

10. How likely would you to recommend to a friend
    Very likely □  Likely □
    Not sure □  Not likely □
    Never □

11. How would you to be use this service again
    Very likely □  Likely □
    Not sure □  Not likely □
    Never □

12. To what extent customer service exceed expectation
    To very great extent □  To great extent □
    To some extent □  To little extent □
    To very little extent □

13. Health tourism providers provide good customer service
    Strongly agree □  Agree □
    Neutral □  Disagree □
    Strongly disagree □

14. Do you think that standard and criteria will improve marketing of health tourism products
    Yes □  No □  Don’t know □

15. What do you think about your health product
    Best on the market □  It is above average □
    Worst in the market □  Not up to the standard □
    No answer □

16. Rate helpfulness of treatment
    Excellent □  Good □
    Average □  Fair □
    Poor □

17. Rate friendliness from providers
    Excellent □  Good □
    Average □  Fair □
    Poor □
18. Rate easy to get intimation
   | Excellent | Good |
   | Average   | Fair |
   | Poor      |      |

19. Rate talent of the professionals
   | Excellent | Good |
   | Average   | Fair |
   | Poor      |      |

20. Rate efficiency of the organisation
    | Excellent | Good |
    | Average   | Fair |
    | Poor      |      |

21. Are you a regular consumer of this provider
    | Yes       | No   |
    | Some times| Depends up on |
    | No answer  |      |

22. Which promotional measure influence your health product selection
    | Newspaper | Magazines |
    | Television| Radio     |
    | Internet  | others    |

23. In your health treatment, you saw another firm, and the cost was the same as your current firm, how likely will you shift
    | Very likely | Probably |
    | May be     | May not  |
    | Probably not| Very unlikely to change |

24. Period of consumption of the health product
    | Monthly | Weekly |
    | Yearly  | Occasionally |
    | As and when required |      |

25. Do you think that promotional aspect of the health tourism product is easily understand
    | Yes     | No   |
    | Some times | No answer |
    | No answer  |      |
26. How will you rate the promotional aspect of health tourism products
   - Good
   - Fair
   - Ineffective
   - Consumer oriented
   - Not good

27. Do you think that the health tourism product price is affordable to consumers
   - Agree very strongly
   - Agree
   - Neither agree nor disagree
   - Disagree
   - Disagree strongly

28. Degree of satisfaction while using the health product
   - Almost always satisfied
   - Usually satisfied
   - More often satisfied than dissatisfied
   - More often dissatisfied than satisfied
   - Usually dissatisfied

29. Behaviour of your health tourism provider is satisfactory
   - Agree very strongly
   - Agree fairly strongly
   - Agree
   - Undecided
   - Disagree
   - Disagree fairly strongly
   - Disagree strongly

30. Team spirit is of high order in this organisation
   - Almost always true
   - Mostly true
   - Some times true
   - Rarely true
   - Not at all true

31. For how many months or years have you been using health tourism product
   - Fewer than six months
   - 6 months to 1 year
   - 1 year to 5 year
   - 5 years or longer

32. How important price and quality in health tourism
   - Extremely important
   - Very important
   - Some what important
   - Not very important
   - Not at all important

33. How will you rate quality of health product
   - Extremely high quality
   - Quite high quality
   - Slightly high quality
   - Neither one nor the other
   - Slightly low quality
   - Extremely low quality
34. What is your opinion of health tourism products brand

<table>
<thead>
<tr>
<th>Poor</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>-5</td>
<td></td>
</tr>
<tr>
<td>-4</td>
<td></td>
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<tr>
<td>-3</td>
<td></td>
</tr>
<tr>
<td>-2</td>
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</table>

35. The SERVQUAL Questionnaire

The Survey  The questionnaire below is in two sections. The first section asks you to rank health tourism providers according to your expectation. The second section asks you to rank the health tourism providers you chose for the survey according to your experience and perceptions.

Expectations  This section of the survey deals with your opinion about health tourism providers and their products. Please show the extent to which you think health tourism products should possess the following features. What we are interested in here is a number that best shows your expectations about institutions offering health tourism services.

You should rank each statement as follows:
1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Excellent health tourism providers will have modern facilities</td>
<td></td>
</tr>
<tr>
<td>2. The physical facilities at excellent health tourism providers will be visually appealing.</td>
<td></td>
</tr>
<tr>
<td>3. Employees at excellent health tourism providers will neat in their appearance.</td>
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</tr>
<tr>
<td>4. Materials associated with the service will be visually appealing at an excellent health tourism providers.</td>
<td></td>
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<tr>
<td>5. When excellent health tourism providers promise to do something by a certain time, they do.</td>
<td></td>
</tr>
<tr>
<td>6. When a customer has a problem, excellent health tourism providers will show a sincere interest in solving it.</td>
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</tr>
<tr>
<td>7.</td>
<td>Excellent health tourism providers will perform the service right at the first time.</td>
</tr>
<tr>
<td>8.</td>
<td>Excellent health tourism providers will provide the service at the time they promise to do so.</td>
</tr>
<tr>
<td>9.</td>
<td>Excellent health tourism providers will insist on error free records.</td>
</tr>
<tr>
<td>10.</td>
<td>Employees of excellent health tourism providers will tell customers exactly when services will be performed.</td>
</tr>
<tr>
<td>11.</td>
<td>Employees of excellent health tourism providers will give prompt service to customers.</td>
</tr>
<tr>
<td>12.</td>
<td>Employees of excellent health tourism providers will always be willing to help customers.</td>
</tr>
<tr>
<td>13.</td>
<td>Employees of excellent health tourism providers will never be too busy to respond to customers' requests.</td>
</tr>
<tr>
<td>14.</td>
<td>The behaviour of employees in excellent health tourism providers will install confidence in customers</td>
</tr>
<tr>
<td>15.</td>
<td>Customers of excellent health tourism providers will feel safety and security.</td>
</tr>
<tr>
<td>16.</td>
<td>Employees of excellent health tourism providers will be consistently courteous with customers.</td>
</tr>
<tr>
<td>17.</td>
<td>Employees of excellent health tourism providers will have the knowledge to answer customers' questions.</td>
</tr>
<tr>
<td>18.</td>
<td>Excellent health tourism providers will give customers individual attention.</td>
</tr>
<tr>
<td>19.</td>
<td>Excellent health tourism providers will have operating hours convenient to all their customers.</td>
</tr>
<tr>
<td>20.</td>
<td>Excellent health tourism providers will have employees who give customers personal service.</td>
</tr>
<tr>
<td>21.</td>
<td>Excellent health tourism providers will have their customers’ best interest at heart.</td>
</tr>
<tr>
<td>22.</td>
<td>The employees of excellent health tourism providers will understand the specific needs of their customers.</td>
</tr>
</tbody>
</table>
**Perceptions**

The following statements relate to your feelings about the particular health tourism providers you have chosen. Please show the extent to which you believe this provider has the feature described in the statement. Here, we are interested in a number from 1 to 7 that shows your perceptions about the health tourism provider.

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The health tourism provider has modern looking equipment.</td>
<td></td>
</tr>
<tr>
<td>2. The health tourism provider’s physical features are visually appealing.</td>
<td></td>
</tr>
<tr>
<td>3. The health tourism provider’s reception desk employees are neat appearing.</td>
<td></td>
</tr>
<tr>
<td>4. Materials associated with them are visually appealing at the health tourism provider.</td>
<td></td>
</tr>
<tr>
<td>5. When the health tourism provider promises to do something by a certain time, it does so.</td>
<td></td>
</tr>
<tr>
<td>6. When you have a problem, the health tourism provider shows a sincere interest in solving it.</td>
<td></td>
</tr>
<tr>
<td>7. The health tourism provider performs the service right at the first time.</td>
<td></td>
</tr>
<tr>
<td>8. The health tourism provider provides its service at the time it promises to do so.</td>
<td></td>
</tr>
<tr>
<td>9. The health tourism provider insists on error free records.</td>
<td></td>
</tr>
<tr>
<td>10. Employees in the health tourism provider tell you exactly when the services will be performed.</td>
<td></td>
</tr>
<tr>
<td>11. Employees in the health tourism provider give you prompt service.</td>
<td></td>
</tr>
<tr>
<td>12. Employees in the health tourism provider are always willing to help you.</td>
<td></td>
</tr>
<tr>
<td>13. Employees in the health tourism provider are never too busy to respond to your request.</td>
<td></td>
</tr>
<tr>
<td>14. The behaviour of employees in the health tourism provider installs confidence in you.</td>
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</tr>
</tbody>
</table>
### Appendix

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>15.</td>
<td>You feel safe and security in your transactions with the health tourism provider.</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Employees in the health tourism provider are consistently courteous with you.</td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Employees in the health tourism provider have the knowledge to answer your questions.</td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>The health tourism provider gives you individual attention.</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>The health tourism provider’s operating hours convenient to all its customers.</td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>The health tourism provider’s employees give you personal attention.</td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>The health tourism provider has your best interests at heart.</td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>The employees of the health tourism provider understand your specific needs.</td>
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</tr>
</tbody>
</table>

36. Suggestions if any

*Thank you for your sincere cooperation.*

......POCA......