

# A Study of the Medical Tourism and Policy Implications for Health Systems

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## ABSTRACT

*The global healthcare industry currently stands at \$20 billion and is expected to go beyond \$60 billion by the end of 2019. Better and cheaper medical treatments in developing countries, emerging developments in the medical sector, affordable air travel, the availability of information about medical destinations and the advancement of information technology are the growth factors caused by this new trend. In the last few years, India has seen tremendous growth in the health care sector. In monetary terms, analysts estimate that as of 2012, medical tourism could carry India up to US\$2.2 billion annually. Medical tourism has a project estimate of 18,505.7 million in 2019. Since 2019, the arrival of medical tourists has increased by 25 percent year on year in India. As medical tourism is the fastest growing sector in the 21st century, and also because many countries are interested in taking advantage of its economic potential, by combining high-quality medical services at affordable rates with tourist packages, countries are capitalising on their popularity as tourist destinations. Here comes India, which is considered to be one of the world's iconic medical tourism destinations offering Third World Price First World Health Care. It delivers world-class healthcare that costs considerably less than in most other developed countries, using competent professionals of the same and often even improved technologies, resulting in comparable success rates. India has a tremendous potential to make full use of and benefit from this medical tourism industry while considering affordability and convenience. Many hospitals in India are currently getting ready to draw foreign patients and are trying their best to spread their names by offering medical services of world standard.*

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## 1. Introduction

Tourism is one of the distinguished industries of the sector. It's far developing at a regular tempo and now it became one of the major social and economic phenomena of the cutting-edge time. Tourism now could be a key driver of socio-financial development because of its creation of jobs, organizations, infrastructure development and export revenue earned. In truth tourism is an act of travel. The time period tourism is derived from the term tornate, because of this staying out of doors the usual environment for amusement, enterprise and different purposes.

Tourism is a stay of 1 or more nights far from domestic for holiday visits to pals or household, business meetings or another motive besides such things as boarding education or semi everlasting employment. Tourism in cutting-edge international is not any more a luxurious or mere sight seeing. This has been made viable by means of the latest advances in transportation and facts era, which has enabled travelers to attain even the remotest parts of the earth by way of spending a great deal much less. The tourism industry is proving new profession possibilities in hospitality, leisure and fitness concepts. World travel and Tourism Council (W TTC) predicts that globally, tour and tourism sector could contribute 9.6% of GDP.

Medicinal Tourism is taking off to a particular objective to profit the opportunity of the superlative Healthcare officialdoms existing by the most trained and proficient Healthcare whizzes at the ingeniously most dynamic therapeutic concentrations in whole security and at a sensible costs. This zone has created resultant to the quick advancement of the travel industry. Along

these lines, people from over the world endeavor travel to various countries to procure medicinal, dental, and cautious thought, other than visiting, voyaging, and experiencing the attractions of the countries visited.

Overall travel for private medicinal organizations, typically known as restorative the travel industry, is viewed as a creating all inclusive trade sharpen with respect to calm numbers, utilizations, and geographic degree. The travel industry is one of the projecting undertakings of the biosphere. It is producing at a fixed pace and now it twisted up one of the open social and change linked genii of the lead time. The travel industry right now is a key driver of money related headway as a result of its development of businesses, tries, structure improvement and charge pay earned. Truth is told the travel industry is a show of development.

### Medical Tourism

The term "Medical Tourism" has no proper definition of its own many authors have tried and re-tried again and some have even gone to the extreme level to create new words to define this term in which the industry of patients travelling from one country to another for medical ailment.

Medical tourism is surely an aspect impact or after impact to the globalization of healthcare. Medical tourism is a direct end result of globalization of healthcare; the enterprise is arising in energetic velocity. This rising enterprise is ready to boom because of several factors which are not defined or discovered sincerely. With a view to outline its right targets, we want a proper definition for "Medical tourism".

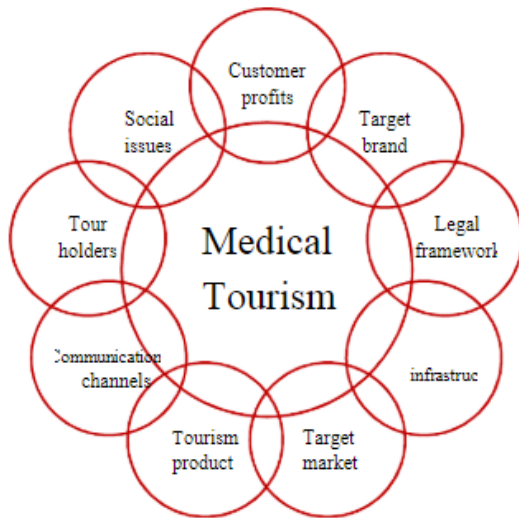


Figure: 1 Medical Tourism System Model

The word “medical” means remedy of illness, disorder or accidents. In preferred, “tourism” means touring for pleasure. In step with World Tourism Organization (WTO), the phrase “tourism” comprises of “the activities of men and women touring to and staying in place out of doors their usual surroundings for leisure, commercial enterprise and different purposes.” Knowledge of word clinical and tourism personally isn’t sufficient to outline clinical tourism. Medical tourism is an aggregate of diverse and definite activities and clean knowledge of such sports is critical. Thinking about the above units of definitions, the subsequent may be found: while someone travels throughout the border and out of doors their regular surroundings, to searching for scientific carrier, the travel part of the journey is known as “medical tour”, and upon arrival, such man or woman is known as “medical traveler”, and such activities which includes utilization of scientific services via the medical traveler, be it direct or oblique - hospitality, cultural publicity or website online-seeing, is referred to as “medical tourism”.

Medical tourism is one of the quickest growing industries inside healthcare. Presently hundreds of thousands of patients are visiting the world over and spending billions of bucks in keeping with year on healthcare. It's far estimated that the worldwide clinical tourism industry is worth over \$40 billion greenbacks and is developing. The increase of the industry is occurring due to growing center elegance in many countries and the net’s role in making sufferers a lot more knowledgeable approximately their fitness conditions.

**2. Research Methodology**

In the current study, researchers used both exploratory and descriptive research to address questions such as why India should join the market for medical tourism, what is the status of medical tourism in India, how medical tourism can be anticipated and the level of satisfaction of medical tourism in India, How to manipulate critical tourism Exploratory studies are a valuable way to find out what is happening in a different light in order to explore new perspectives to ask questions and access phenomena.

**Techniques of sampling**

The population in this study consisted of medical doctors, and the sampling techniques of medical tourists offer a variety of techniques that allow you to minimise the amount of information you need to collect by considering only data from a subgroup rather than all possible cases or elements

A sample is thus a representation of the total population being studied. For this research, the use of a sample helped to explain such behaviours or to study particular population characteristics. Sampling has provided more precise results and has saved a lot of time and precious money. It has also helped to ensure engagement and cooperation from the participants. 500 hundred patients of Indian origin from public and private hospitals are considered to be the sample size for this analysis. And 100 medical tourists from the same hospitals approached

A panel of 30 respondents was used in this research for a pilot test. As the questionnaire was short, easy and the budget was limited, it was justifiable for 30 respondents. The respondents selected for this test had knowledge of the research issue, so it helped to make the necessary adjustments. One of the testers claims that no more than five choices should be open, as this could be problematic for the purpose of study. Another tester suggests that in order to eliminate the monotonous survey, there should be at least one open ended query. Changes have been made and suggestions for improving the design and framing of the questions have been considered accordingly. In making the questionnaire more detailed and user-friendly, pilot testing was instrumental. Otherwise without probing the applicants, the final questionnaires are not vague and can be easily interpreted.

**3. Results and discussion**

**Analysis**

Variable descriptive statistics taken in the analysis In order to complete the questionnaire from different hospitals in Mumbai and Pune, a total of 500 visitors were randomly approached. 300 questionnaires were filled out from each city and 100 from each hospital.

**Gender of Tourists**

The tourists' gender, age and experience were noted as socio-demographic parameters. It was shown that there was no gender equality when the sex of the visitors was taken into account.

There are male (70%) and female (30%) as seen in the below table

TABLE- 1 Distribution of respondents on the basis of gender

S.No	Gender	Frequency	Percentage (%)
1.	Male	350	70%
2.	Female	150	30%
	Total	500	100%



TABLE- 2 Distribution of gender of respondents on the basis of cities

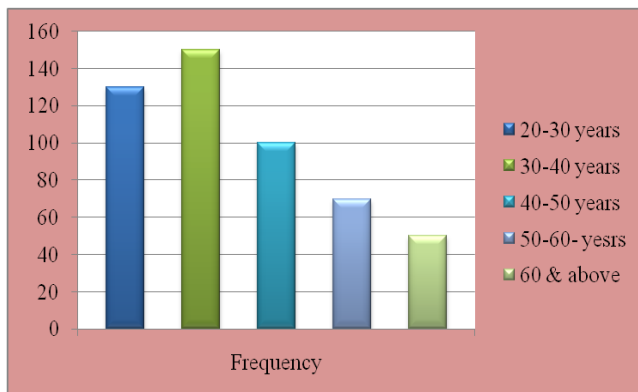
S.No	Gender	Frequency	MALE PUNE/ MUMBAI	FEMALE PUNE/ MUMBAI
1.	Male	350	180	80
2.	Female	150	170	70
	Total	500	350	150

**Age of the tourists**

The age parameter of the tourists is as follows

TABLE- 3 Distribution of respondents of the basis of age

S.No	Age of the tourists	Frequency	Percentage (%)
1.	20-30 years	130	26%
2.	30-40 years	150	30%
3.	40-50 years	100	20%
4.	50-60- yeers	70	14%
5.	60 & above	50	10%
	TOTAL	500	100%



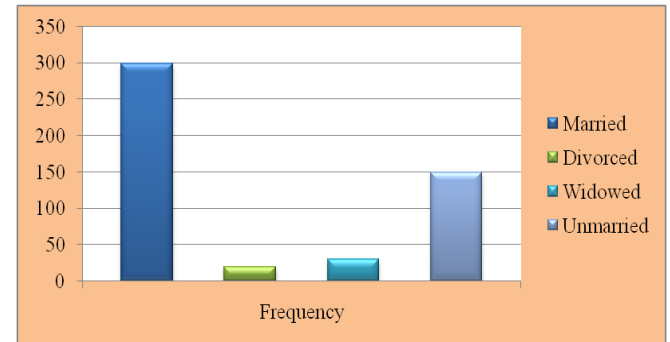
Most tourists were found to be in the 30-40 age group (30 percent), followed by those in the 20-30 age group (26 percent), as shown in table. Approximately 20.0 percent were recorded in the 40-50 years. Researchers have found that patient incidence has increased with age, while there has been a decline from age 50 and above.

**Marital status of the tourists**

The marital status of the Tourists is as follows

TABLE- 4 Distribution of the respondents on the basis of marital status

S.No	Age of the tourists	Frequency	Percentage (%)
1.	Married	300	60%
2.	Divorced	20	04%
3.	Widowed	30	06%
4.	Unmarried	150	30%
	TOTAL	500	100%



More than medical tourists (60.0 percent) and unmarried (30.0 percent) with fewer widows (6.0 percent) and divorced (4.0) percentage

**4. Preliminary analysis of questionnaires**

**Socio- Demographic parameters**

A total of 90 tourists were contacted to complete the questionnaire. The following table indicates the total number of fully completed (87% complete, 13% incomplete) and recovered questionnaires.

**Gender of Tourists**

The sex, age and experience of the tourists were noted down as socio- demographic parameters. When the sex of the tourists was considered it was seen that there was no gender equality.

It is revealed that there were male (60.0%) and female (40.0%)

**Age of the tourists**

Age of the tourists is as follows

TABLE- 5 Distributions of the respondents on the basis of age

S.No	Age	Frequency	Percentage (%)
1.	Under 30	12	13.3%
2.	31 to 45	25	27.7%
3.	46 to 60	34	37.7%
4.	More than 60	19	21.1%
	TOTAL	90	100%

Many visitors were found to be in the 45-60 age group (37.7 percent), followed by those in the 30-45 age group (27.7 percent). Around 13.3 percent of visitors were reported for less than 30 years, while 21.1 percent were recorded for more than 60 years.

### Reasons for choosing India as health treatment destination

90 tourists were presented with a questionnaire on the reasons for choosing India as a destination for health care. 25 things contained it. In the following pages, the causes are analysed.

**TABLE 6** Distribution of the respondents on the basis of choosing India as health treatment destination

S.No	Items	Mean	Standard Deviation
1.	The English language is generally spoken	2.25	1.145
2.	This is where family and friends are	2.80	1.533
3.	Not far from my country	2.60	1.348
4.	Hygienic and sterile physical condition	2.40	1.118
5.	State of the art facilities for medicine	2.25	.992
6.	Value for medical care for money	2.20	1.107
7.	The availability of other attractions for visitors	2.05	1.041
8.	Outstanding protection and safety	2.47	1.209
9.	Excellent facilities for transportation	2.45	1.103
10.	The choice of food matches my taste.	2.15	.892
11.	Customer Service Dedicated	2.29	.969
12.	Excellent patient treatment track record	2.24	1.127
13.	Low treatment failure rate	2.55	1.283
14.	Common medical care destination	2.45	1.180
15.	New and up-to-date medical care	2.69	1.265
16.	Health care facilities that is affordable	2.21	1.008
17.	Convenient hospital/clinical hours	2.72	1.046
18.	Facility for credit card purchases	2.19	1.186
19.	Physician's intimate contact	2.77	1.232
20.	Physician's intimate contact	2.09	.948
21.	Broad variety of services in	2.04	.936

	medicine		
22.	Similarity in spoken language	2.17	.912
23.	Ease of clearance for immigration	2.26	.914
24.	Cultural resemblance	2.31	1.124
25.	Interesting offered travel packages	2.33	.970

On the basis of the Likert Scale, the tourists were asked to rate their response. Their answers were then listed under the things above. The mean and standard deviation of the ratings of the various answers is calculated

### 5. Conclusion

The purpose of this section is to summarise the important results and the outcome of this report. The key contributors to this study were the doctors and the medical visitors, and the importance of this research. It is necessary to address the future of India as a medical tourism destination. This section therefore compiles the last stage of the report, which draws conclusions about the current medical tourism scenario in India and the factors that pull out the truth can be used to encourage medical tourism in India. The likely areas for possible investigations based on this study are also discussed. Medicalcare, in India as well as abroad, is one of the fastest growing industries. People are becoming more and more health conscious and are looking out for quality Systems of medical treatment that will provide solutions in a holistic way. In developing countries, cost rises are due to general inflation, increased prices for medical care facilities (updated infrastructure costs, wider access plans) and higher demand (aging, lifestyle, new treatments). Low-cost medical care facilities, combined with globally appropriate medical standards, will thus place India as a desirable destination for medical care. Indian hospitals are more cost-effective than many developed nations such as the United States and Europe. Even compared to other countries in South-East Asia, such as Thailand and Singapore, India scores higher, with procedures costing about 20 percent less such a scenario presents prospects for the medical care industry in India.

More than 50 percent of patients have been found to move out of their residential area and turn themselves into domestic medical tourists. It indicates that proper care is not accessible in nearby areas, so there should be sufficient connectivity to rail, road and airport hospitals.

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