

The growth and impact of Medical Tourism in India

Mr. Rajpal.K. Tayade

Assot. Prof. J M Patel College of Com. Goregaon (w), Mumbai

Mob- 9833918755 tayaderajpal@gmail.com

Prof. Dr. Varsha. S Sukhadeve.

Smt. R.L.T Collegecommerce, Dept. of Management Studies & Research Akola- 444001 (M.S), India.

Abstract

Medical Tourism a new way of growing tourism industry in the world. It develops in the world level. It not only the developed country but also in the developing countries. India is one of the important destination in the medical tourism industry. In India medical tourism is on the way tremendous growth. Now the period of globalization Maharashtra is also ahead in healthcare sector. Maharashtra has one of the best qualified professionals in each field and this fact has now been realized the world over regarding medical facilities. Maharashtra has the most competent doctors and world class medical facilities with most competitive charges for treatment of certain medical problems. Undoubtedly the recent days and experts are comparing it as one of the best emerging medical tourism destination. After Bangalore, Delhi, Kolkata, Kerala in India, Maharashtra has better scope in medical tourism in the coming decade, established Ayurveda, Homeopathy, Allopathic, meditation, Yoga, Meditation centers etc. through professionals and doctors.

INTRODUCTION

Medical tourism is also known as Health Tourism. This Industry develops in India with the help of Corporate hospital and Government hospitals, India has taken the positive steps for the development of medical sector, such as introduction of foreign direct investment in this sector. It helps to develop the long term infrastructure and import the foreign Technology. Similarly, Government of India has also developed with industry through special provision in the budget, last year government announced the establishment of AIIMS in different major cities. These helps to develop and research in this sector. The Indian health industry is estimated to double in value by 2012 and more than by 2017. This generates income levels of every country and generate infrastructure for growth of Health Care facilities. The Healthcare sector in India is undergoing of growing phase. **Objectives of the study**

- To Know the of growth of medical tourism in India
- To evaluate health care services in India & other countries.
- To know the effect of medical tourism on service Industry.

Significance of the study

This paper gives a brief information about the growth of medical tourism in India. and comparison with the selected countries. It gives information about Medical Services and its cost in the major countries in the world.

Medical tourism, how it is benefited to the Indian economy with the help of tables.

Medical tourism can be broadly defined as” **Providing cost effective private medical care collaboration that is tourism industry for patients needing surgical and other forms of specialized treatment”**

www.wedmedcentral.com

Research methodology

This paper is prepared on the basis of secondary data from different sources. Corporate Health Care Centre’s reports. The question was prepared for doctors, Hospital administrators. Information were collected from FRO in Maharashtra region (Nagpur) The information also collected from reputed published book, newspapers(DNA), journals, unpublished thesis, projects, website.

History of medical tourism

Medical tourism has a long history in the Global countries. In the ancient age the medical tourist who used to travel from all over the countries to improve health. The reason synonym of medical travel is significantly different from this earlier and can best be described as travel from developed countries by the middle class, to a foreign country to avoid long list of waiting. There for foreign travelers attract toward the famous destination to avoid treatment delays, to receive affordable, quality medical care or simply to have elective surgery combine with site seeing and other local tourism opportunities (Gray and Poland).India is famous for medical treatment in different styles such as Ayurveda, yoga, Unani, Allopathy, naturopathy, meditation etc.

The medical travelers where coming from rich countries such as United States, Canada, Britain, Horse job, Saudi, Singapore Malaysia Jordan, and some countries in South America. Now the most popular choice among the medical travelers, the industry has been growing tremendously in other parts of the world.

Growth of medical Tourism in India

The growth of medical tourism in India is unexpectedly growing. The number of medical patient has been difficult to estimate as no systematic data are recorded and the reported number of medical travelers and I have included business travelers, the regular tourist who are required medical care while they were abroad.

Booming Medical tourism in India

The Indian healthcare industry is undergoing a fast expansion and India in now looked upon as the leading country in the promotion of medical tourism, with an annual growth rate estimate at 30% while India top rated education system provides an estimated 30000 doctors and nurses each year to meet this demand the Indian government spent on the Healthcare sector it is expected to around 8% of its GDP.The statistics suggested that the medical tourism industry in India is worth dollar 333 million (Rs.1450 crores) As per the study of CII- Mckinsey.

The Government of India accept the simple norms in the Healthcare industry for private players in the 1980. It offers several incentives to private players such as land allocation at subsidy rate for new hospital projects. In the year 2009, interim budget the government hike the allocation for NRHM by US dollar 423.7 million over and above US dollar 2.5 Billion. Moreover, the government announce US. Dollar 64 million initiative in October 2009 to promote domestic manufacturers of medical devices such as stents, heart valves, Orthopedic implants extra, it leads to lower prices of this critical equipment.

Union budget 2010 11, the Finance Minister, Mr.Pranab Mukherjee increased the plan allocation for Ministry of Health and Family Welfare from US. Dollar 4.2 billion in 2009-10 to US Dollar 4.8 million in 2010/11. In order to meet revise cost of construction, in March 2010 the government are located an additional US dollar 1.23 billion for 6 upcoming AIIMS like Institute and upgradation of 13 existing government medical colleges. (MTA)

India is the world large fastest growing medical infrastructure. It provides medical facilities in different cities such as Chennai, Mumbai, Delhi, Kolkata, Kerala, and other major cities. Mumbai have medical infrastructure facilities Chennai is considered the hub of medical tourism attracts up to 40% of all patients the Indian health and medical industry is providing well developed infrastructure particularly in big cities. Indian medical tourism industry is growing very fast (Discover medical tourism). Experts project annual growth as high as 30% in the coming years. Making it as Rs. 9500 crore industry in coming 2 years. Under the medical tourism services provided to the Indian and foreign patients at minimum cost. Search treatments and cost of the treatment is shown in Table-1.

Table -1 Cost Comparison

Procedure	UK USD	India USD
Hip resurfacing	15750	7000
Hip replacement	14000	6190
Coronary bypass	24544	7044
Liposuction	5250	2476
Breast augmentation	7613	2972
Face lift	11813	3750
Abdominoplasty tummy tuck	8418	3001
Borcelain crown	998	133

Full acrylic denture	1750	401
Dental implants	3500	963

Source- compare the cost of elective surgery abroad, treatment abroad

Growth-

The fast growth of medical tourism is taken place in India. Due to the positive support of state and government of India. Government and Aadhar corporate sector is also giving boost to the Medical Services. The Government of India is taking steps to develop strong infrastructure in the country. Therefore, tremendous growth is taken place to attract the medical tourist. The Government of India has been made avail different facilities to the Healthcare travelers.

COMING UP-Luxury chain of hospitals in India(DNA)

Table - 2 Medical tourist love India (DNA)

2013	2014	2015	2016 Jan- JUNE
17814 Bangladesh	31313 Bangladesh	68034 Bangladesh	47991 Bangladesh
7679 Nigeria	7493 Afghanistan	19644 Afghanistan	15695 Afghanistan
6743 Maldives	933 Yemen	5765 Nigeria	6606 Oman

Source- DNA November 19, 2016

The number of tourist arrival in India all medical visas steep rise in the last 3 years alone. In 2013, 56129 medical visa were issued and there were 42017, Medical attendants. In 2014 the number of medical visas rose by 25% TO, 75671. in 2015 the number of medical visa increase by 44% to 134344. While number of medical attendance went up to 30% ,36 percent to 99574. In the first six months of 2016 The number of visa includes issued again increase 30% to 96856.

Medical Infrastructure in India

.5097 Hospital, 870161 Hospital beds,503900 doctors, 737000 nurses, 162 medical colleges (Healthcare 2006) AIIMS. New Delhi,

Communication-

In India Healthcare professionals and doctors communicate with the patients in English and other language. even though India has many different languages, English is widely spoken. All hospitals have excellent English speaking staff call easy communication services. The hospital industries also made arrangement of translate for better communication.

Cost factors

The reasons of going into growth of the medical tourism is less cost of the treatment. Comparatively the cost of treatment of different surgeries is less than 20% off Western countries services. For example, USA Canada, China, Tunisia, South Africa, Kazakhstan etc. charges big amount for different surgeries

Table 3 -Less Expenditure

Procedure	USA price (IN USD)	Thailand price (INR USD)	Singapore price (INR USD)	India price (INR USD)
Angiography	15000	4100 3600	3600	500
Angioplasty	44300	15300	13500	5000
BMT	207000	65000	58500	37000
Gastric bypass	30000	16200	14500	6900
Heart bypass	94300	36400	33000	8000
Heart valve	123000	15500	13500	9700

Hip replacement	31500	18900	16700	8000
Kidney transplant	115000	35300	40230	17000
Knee replacement	30400	13800	12200	8000
Liver transplant	275600	75000	67500	43000
Pacemaker	68500	15500	14000	6200

source- surgery assistant India 2013

The above table shows that the specialty hospitals gives different treatments to the patient in USA, Thailand, Singapore and India. The total cost of every surgery is different in USA, Thailand and Singapore. But in India the cost of surgery is very less for example kidney transplant USA charges 115,000 dollars, Thailand charges 32,000, Singapore charges 40,230 and in India charges only 17,000. Therefore, in India 1,000 foreign patients visit for surgeries.

Table 4 - status of Health Tourism in 10 states of India 2013- 14

Name of the state	Tourism in Lakh	Percentage of health tourist	
Maharashtra	5.1	28.5	
Tamil Nadu	2.8	15.7	
Delhi	1.9	10.6	
Uttar Pradesh	1.7	9.4	
Rajasthan	1.3	7.2	
West Bengal	1.2	6.7	
Kerala	0.7	3.7	
Bihar	0.6	3.6	
Himachal Pradesh	0.5	2.5	
Goa	0.4	2.5	
total top 10 states	16.1	90.3	
others	1.7	9.7	
total	17.9	100.0	

Source- Madras School of Economics

The medical tourism industry in India have the potential to contribute around 25% to the country's GDP over the next 5 years. The following table exhibits shows the foreign exchange earnings from the foreign tourist during the period from 2000-2013.

Table 5 - Foreign tourist and economics support

Year	Foreign tourist arrival in number	foreign exchange earning rupees in crore
------	-----------------------------------	--

2000	2649 378	15626
2001	25 37282	15083
2002	23 84364	15064
2003	27262 14	20729
2004	345 7477	27944
2005	39186 10	33123
2006	4447 167	39025
2007	5 081504	44360
2008	5 282603	51294
2009	51676 99	53700
20 10	57 75692	64889
2011	6309 222	77591
2012	65777 45	94487
2013	69 67601	107671
total	63 2 82558	6 605869

source- annual report 2013- 14 Ministry of Tourism

Limitation-

The data is mainly secondary in nature It is presumed that Global player in the medical tourism industry could not putting false data propagate their business Ventures. From this point of view my data would be valid as well as a reliable. as my data is being collected from Internet book ,research reports of various stakeholders etc. While the collection of primary data doctors, administrator did not give positive response. Therefore, some data, collected from magazines and newspaper ,research papers,thesis,etc. However,In spite of these limitations I expect to be able to generate valid information and data for the preparation of this research paper.

Conclusion –

The Research report shows that India is a growing country in the field of medical tourism. Indian Medical professional in the government sector and corporate sectors gives prompt services. And foreign patients attract towards Indian Medical services. It is one of the largest employment generator in the country. Medical tourism helps to reduce poverty also. Similarly corporate sector is taking quick and appropriate steps to improve all types of infrastructure facilities,life ick service, transportation,cleanliness, electricity, water supply, telecommunication, safety, security,accommodation etc. The Govt. & corporate facilitators also implement innovative ideas to attract the foreign medical tourist. They should give total packages.The government takes initiative to attract FDI in this sector. It also invests in health sector to bring better investment region in the world. along with that to set up and operating cost is also bring less as compared to other countries. Therefore, it will attract foreign patients and medical tourists in India.

References-

- Reports of surgery assistant India 2013
- Reports of Ministry of Tourism Government of India- Incredible India brochure.
- Medical tourism cost comparison- April 25, 2012 by admin
- . www.media@patientsbeyondborders.com.
- www.iosrjournals.org .MTA-2009-15 survey Reports