

Medical Tourism in India: Progress or Predicament

Kushal Singh

(Assistant professor)

Hospitality and Tourism Management

Dev Samaj College For Women, Ferozepur, Punjab, India

Abstract: Medical tourism is a popular choice for tourists it encompasses typically and predominantly biomedical strategies, mixed with tour and tourism. The term clinical tourism has been coined through travel organizations and the mass media to explain the rapidly growing exercise of visiting across the globe. Various countries like Thailand, Singapore, US, India, and so forth are selling clinical tourism aggressively. The key aggressive benefits of India in clinical tourism stem from the following: low-price gain, sturdy popularity within the superior healthcare phase (cardiovascular surgical operation, organ transplants, eye surgical treatment etc.) and the diversity of visitor locations available within the USA. The key worries dealing with the enterprise include absence of presidency initiative, lack of a coordinated attempt to sell the enterprise, no accreditation mechanism for hospitals and the dearth of uniform pricing regulations and standards throughout hospitals. Medical tourism or health care tourism is a quick-developing multibillion-dollar industry around the sector. It is an economic pastime that involves an exchange in services and represents the mixing of-of the largest global industries: medicinal drug and tourism. The paper identifies the strengths of India's scientific tourism service providers and points at some of the problems which can reduce the booming opportunity of this enterprise. This paper makes a specialty of the key problems and possibilities possessed via Indian clinical tourism zone that permits it to overcome home and worldwide obstacles to upgrading its medical services. Finally, this paper analyses and concludes the principle motives why developing United States like India attracts overseas travelers for medical treatment.

Index Terms – Medical Tourism, SWOT, Yoga, Unani, Siddha, Ayurvedic, Naturopath.

I. INTRODUCTION

Medical tourism is a brand new shape of a gap tourism marketplace which has been hastily growing in recent years. The time period clinical tourism is the act of journeying to other international locations to obtain scientific, dental and surgical care. According to Goodrich & Goodrich (1987), scientific tourism is an try to attract travelers by way of intentionally promoting its health-care offerings and centers, in addition to its regular tourist amenities.

India's tale of advent to recommend the concept of medical tourism turned into initiated in the 12 months 2002, It changed into the take a look at that became presented by using C II (Confederation of Indian Industry) in affiliation With global management consultants and McKinney 8: business enterprise at the subject matter of capacity of clinical tourism inside us of a and that laid the rules of Concept of Medical tourism in sensible terms. This additionally paved the way for becoming a Global health vacation spot and therefore, it marks the advent of clinical tourism in India (China and Goswami, Bulletin W.H.O). According to the Business Standard, it quoted that the Medical tourism industry will move \$12 billion marks by using the year 2024 and which at present has reached up to \$6 billion. Although the business of scientific tourism is in majority managed with the aid of the personal zone, this concept is completely supported and facilitated by using various Ministries of government. According to Health world from the Economic times by spotting the energy of medical tourism, India has a capability to draw around one million health vacationers which will purpose for a sum of US\$ eight Million in using the economic system towards excellence. The authorities and concerned ministries that consist of the Ministry of health, Ministry of Tourism and Ministry of External Affairs are running in close affiliation to draft appropriate guidelines and various techniques to ease the technicalities on Medical tourism. The sufferers from different countries Visit India to seek the treatment on essential sicknesses which may be lifestyles threatening. The disease includes cardiovascular ailment, Liver transplant, Knee and joint substitute surgical procedures, Cancer, Kidney, In vitro fertilization and different Neurological illnesses that need essential care

Due to paintings-lifestyles imbalances and other related purposes like that of excessive industrialization, Upscale in pollutants, and adulterated meals habits the energy of patients is growing all throughout the globe. Seeing the complexities of the sickness has compelled the correct governments of various international locations to upgrade fitness care services. But the value of generation in combination with the price of remedy has always remained a subject of discussion. Due to the segmentation of countries into advanced and growing and Rich vs. Negative it hampered the Quality of health care shipping and all such elements contributed for the robust need of the concept of clinical tourism and for that reason it pressured the human beings to move the bounds of their very own country to are trying to find treatment in different international locations which give specialized treatments in reasonable price cost. The position of ICT also cannot be overlooked in conducting the targets of Medical tourism. With the sturdy efforts that had proven with the aid of the government and any other corporate set in healthcare, it has efficiently watered the roots of Medical tourism. It is likewise constructing a prime contribution to giving wings to the Indian economic system. India has usually seen as a great vacation spot for clinical vacationers and has an exceptional capacity for expansion. The price of powerful treatment and other alternative types of cures make it one of the preferred scientific tourist destinations. The essential corporate gamers and chains like Tata, Fortis are making a significant presence felt inside the region of furnishing Medical Tourism Business. To give quality centers to global sufferers and believing at the belief of "Atithi Devo Bhava" these

personal healthcare providers are designing special packages for patients and their caregivers which incorporates the offerings like Visa assistance, Boarding, specialized care by a skilled clinical group of workers, Food and other essential capabilities. According to information supplied in Medical tourism report, in the 12 months 2015, almost 20 lakh sufferers from specific countries visited India to reap wellness and peace. How to choose the right hospitals: It is very vital to undertake meaningful research and also an exploration of numerous options before the final choice of the sanatorium. Identifying suitable scientific traveler vacation spot can store a whole lot of hard-fought cash from sufferers. Some of the tick list factors for guidelines of the effective clinic include:

- ✓ **Hospital Credentials:** Detailed statistics of the medical institution and its global credentials and recognitions help scientific vacationers in accomplishing.
- ✓ An entire profile of Hospital administration and involved specialties which they offer. The data touching on Hygienic situations, Knowledge of advanced era and Medical examinations.
- ✓ **A threat related to treatment:** The patient from different nations prefers to gain remedies which might be giving a worldwide popular of centers at mild fees. The scientific establishments who're identified by way of worldwide associations normally provide specialized treatments With minimum dangers and also are giving health insurance in case of any scenario of misdiagnosis.
- ✓ **Availability of medical institution specialties:** sufferers who bounce off to other countries to seek the whole wellbeing are required to choose a health institution which provides specialized treatment for his or her worried ailment in which they may be searching for treatment.
- ✓ **Cost-effectiveness and payments:** It is a totally essential factor in deciding the effective health centre. In the present scenario, the extra clean and cozy way of making payments is concerning the usage of Digital Transactions. It is a more secure choice as the payments can be made from sitting in any corner of the country and thereby restricting the risks of carrying four in character which can be effortlessly misutilized in form of robbery and different similar practices.
- ✓ **Individualized care:** As the clinical tourists from diverse cultures, religions visit exceptional international locations looking for effective treatment so it should be compulsory for the hospital to offer satisfactory viable individualized care and no discriminations can be made within the method of remedy.

Reasons for Growing Trends of Medical Tourism in India

- ✓ The reasonable cost of Treatment
- ✓ International Quality of Specialized remedy
- ✓ Availability of a greater number of specialized Medical Fraternity.
- ✓ The alternative shape of remedy.
- ✓ Specialized package deal for global patients.
- ✓ Easy availability of visa for decided on international locations.
- ✓ Modern infrastructure and personalized care.
- ✓ The art of residing and yoga.

Comparison of Cost of Various Treatment Procedures

The below table justifies the cause as to why overseas national⁸ favor to go to India on Medical visa for treatment. Below discern; represents the approx cost of the value of treatment which does not consist of boarding and accommodations centres.

Table 1: Cost Comparison between India, USA, Thailand and Singapore (Approximate figures in US Dollars)

S.No.	Procedure	US(\$)	India(\$)	Thailand(\$)	Singapore(\$)
1.	Heart bypass	123,000	7,900	15,000	17,200
2.	Heart valve replacement	170,000	9,500	17,200	16,900
3.	Angioplasty	28200	5700	4200	13400
4.	Hip replacement	40,364	7,200	17,000	13,900
5.	Hysterectomy	15,400	3,200	3,650	10,400
6.	Knee replacement	35,000	6,600	14,000	16,000
7.	Spinal fusion	110,000	10,300	9,500	12,800

Source: MedicalTourism.com retrieved from <http://medicaltourism.com/Forms/price-comparison.aspx>

The Ministry of Tourism with an objective to promote India as a Medical Tourism Destination has initiated numerous measures. Some of them are as follows:

- ✓ With a planned advertising technique The Ministry of Tourism is facilitating the practice of various Brochures, Discs and other equipment as supply medium to publicize substances with the intention to sell Medical and health tourism in India also being circulated at goal locations and audience.
- ✓ The Government is running on simplifying the processes of granting a scientific visa to significantly ill sufferers from overseas countries. Also, the supply for granting “E-Medical Visa” has additionally been introduced for a list comprising of 161 international locations.
- ✓ The Knowledge of Medical and health tourism have been especially promoted through the method of practical seminars, conferences, workshops at various countrywide and international Platforms global platforms which include World Travel Mart and other similar organizations.
- ✓ The Ministry of tourism has additionally constituted a professional board namely “National Medical & wellbeing and Tourism board”. The Concerned Minister of tourism will act as chairman. The board could be responsible to pursue the targets of flourishing medical tourism possibilities in India and to promote Indian System of Medicine which includes Allopathic, Ayurveda, Unani, Homeopathy, Siddha, and Yoga.
- ✓ The Ministry of tourism is also offering financial help to scientific tourism service carriers beneath MDA (advertising and marketing Development Assistance) scheme and additionally to those health center chains that have been diagnosed via ICI (Joint Commission for International Accredited Hospitals and NABH (National Accreditation Board of Hospitals).

Few Among Many Medical Tourism Companies in India

S.No	Company	Description
1.	Indi Cure Health Tours	<ul style="list-style-type: none"> ✓ The Tata Nen Hottest Start-ups ✓ India at the World Medical Tourism Conference organized by FAFTA, ✓ Every detail of medical services listed on website ✓ IndiCure Health Tours Pvt. Ltd. was started with an aim of providing unique solutions to medical tourists on their visit to India.
2.	Mediconnect India	<ul style="list-style-type: none"> ✓ Awarded National Tourism Award twice in two years 2009-10 & 2010-11 by Ministry of Tourism, ✓ Government of India - Mediconnect India ✓ Mediconnect India is a reputed medical tourism company providing complete assistance to medical tourists,
3.	Vaidam	<ul style="list-style-type: none"> ✓ Vaidam is the only ISO registered Medical Tourism Company ✓ Excellent Transparency in costs ✓ Every medical procedure is listed on their website
4.	Tour2India4Health	<ul style="list-style-type: none"> ✓ Being India's first government perceived Medical Value Provider, Tour2India4Health ✓ The specialists who have a universal recognition.
5.	TourMyIndia	<ul style="list-style-type: none"> ✓ Transparent and lower priced ✓ Accommodation to necessary transport facility,

Source: <https://www.frankit.in/blog/list-top-medical-tourism-companies-india>

New policy on the cards to boost medical tourism

Medical tourism is a growing sector in India. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020.

- ✓ **Collaboration among stakeholders and Government:** Working in collaboration with authorities, the specific stakeholders who are Medical tourism provider providers can position India into international's satisfactory hub for a low fee and pleasant healthcare offerings. Efforts directed that allows you to set up an prepared and favourable environment to enhance Medical Tourism in India can transform India's healthcare region and hence can region India into emerging exceptional care economies.
- ✓ **Creating a culture of fitness and health:** The policymakers and worried companies need to revise rules and as a consequence want to create a draft that addresses the troubles of health shipping, get right of entry to health offerings, first-class of health offerings and fee-effective treatment which in~ flip will boost Medical healthcare tourism.
- ✓ **Respecting Healthcare expertise:** In India, the docs have occupied the status of God who in case of any emergencies has the mastery and experience to address essential and lifestyles-threatening conditions. Hence we want to acknowledge our treasured present in form of medical doctors who're giving their day and nights to the betterment of society.

- ✓ **Access to new technology:** The creation Information and communication and the concept of Digitization have reduced the distance between all international locations and it has made a world extra unified. It has also inculcated an advantageous competition among diverse international locations to be pleasant and in flip generation is the key to the success of any kingdom. Investment ought to be made in scientific research that can create best innovations and technology. Best possible technology has the potential to detect the critical diseases at early stages and which can in-turn can reduce the mortality burden against life threatening diseases.

Marketing Ayurveda for Medical Tourism:

In beyond couple of years the Medical tourism industry in India had grown considerably clue to the driving elements like first-rate remedy in low cost fee, skilled docs, rich cultural heritage which gave a tourism enterprise to flourish and above all of the opportunity form of treatment in form of exercise of (Ayurveda, Homeopathy, Siddha, Unani) which offers the specialized applications of complete well-being software that contains offerings like rubdown, acupuncture, Nature remedy, yoga and many greater services . According to Government **Make in India's document**, it became stated that the Ayurveda sector has an annual turnover of INR one hundred twenty billion. As the tendencies of the weight of non-communicable sicknesses like cardiovascular diseases, Cancer and different unwell-dealt with neurological conditions are on a constant upward thrust globally. This traditional yet maximum beneficial variety of a remedy version in form of Ayurveda and yoga gives a possibility to enhance Medical tourism perspectives in India. They have the potential to treat critical diseases like that of most cancers and cardiovascular ailment. The sickness of most cancers is posing a high-quality danger amongst society and has made a reason for concern amongst Medical fraternity. In simplified phrases the disease of cancer entails ordinary mobile boom because of genetic variations and this extraordinary unfold had the capability to unfold in other parts and for this reason, can create a lifestyles-threatening state of affairs. In Ayurveda to treat the ailment of most cancers the factors which might be taken care of encompass Nature of disorder, the part of body tissues that got affected and aggravated frame energies. The recognition of the remedy through Ayurveda promotes for restoring the regular functioning of the frame system as opposed to concentrating at the affected frame element in which most cancers cells influences. The holistic technique in treating most cancers consists of the following dimensions:

- ✓ Administration of blood purifier herbs.
- ✓ Adaptation towards a healthful eating regimen.
- ✓ Administration of circulatory stimulants herbs to take away the pollution and recuperation the effects tissues Of the frame.
- ✓ Strengthening the immune device as an entire
- ✓ Promotion toward Healthy Lifestyle and Prevention in opposition to meals that reasons tridosha in the frame (Vata, Pitta, Kapha).
- ✓ The treatment thru Panchakarma to cast off dangerous toxins from the body.
- ✓ To treat Digestive imbalances capabilities (Jatharagni),
- ✓ Restore the normal functioning of the frame thru rasanayas.
- ✓ The ayurvedic shape of remedy can act as co-remedy alongside with the methods of chemotherapy and Radiotherapy.
- ✓ Ayurvedic herbs can prove to be considerable in minimizing the side consequences of Radiations and every other form of strategies of treatment by means of strengthening the immune gadget.
- ✓ Disadvantages of Medical Tourism in India
- ✓ Post Operation Follow up: In instances of illnesses which require surgical interventions the medical doctor's recommendation recurring checkups which could take time typically longer than the recovery period. So in that section, the overseas tourists must bear the expenses related to hotel lodges, Food that won't be part of health insurance cowl.
- ✓ Limited information on prison problems: In some instances, the patients face the complications that may get up due to Misdiagnosis of the ailment that can cause death to the medical vacationer. Hence it's miles very crucial to recognize the prison guidelines of specific nations before arriving for taking treatment. Due to the constrained focus of felony technicalities, the carrier providers take undue advantages and patients are forced to spend tough stored cash.

- ✓ Company's Profile: In a few cases, the scientific tourists are duped in lure of fake facts given by using the organization's representatives. So it's miles important to test the testimonials of the organization's profile.

Reference

1. Chennai, R., 5: Goswami, R. (2007). Medical visas mark growth of Indian medical tourism. *Bulletin of the World Health Organization*, 85, 164-165.
2. Dawn, S. K., & Pal, S. (2011). Medical tourism in India: issues, opportunities and designing strategies for growth and development. *International journal of Multidisciplinary Research*, 1(3), 7-10.
3. Biswas, W. (2016). Medical Tourism- A Growing and potential segment in Indian Senario. *Journal of Management*, 1(3), 19-26.
4. <https://www.manipalinternationalpatientcare.com/NewsandBlog/what-are-the-types-of-medical-tourism-in-india/>
5. https://www.business-standard.com/article/companies/medical- tourist-arrivals-in-india-up-25-117041900577_1.html
6. <https://www.tourmyindia.com/medical-tourism/blog/5-medical-tourism-factors-help-choose-right-hospital-india/>
7. http://tourism.gov.in/sites/default/files/annualreports/MoT%20Annual%20Report%202018-19_English.pdf.
8. <http://www.allonmoney.com/health-care-cost/medicaltourism-in-india/>

