

GROWTH & DEVELOPMENT OF HEALTHCARE TOURISM IN INDIA

Shilpa Sontakke

Research Scholar, Dept of business management, RTMNU, Nagpur

*Corresponding Author: tigresssha@gmail.com

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ABSTRACT:

Healthcare tourism a new aspect of niche tourism is emerging as a hottest destination in India. The affordable costs & the services provided which are of global standards has helped India's emergence in clinical care sector, (G. Saravana Kumar Jan 2015). JCI has already given 21 hospitals accreditation in India. India is 2nd in healthcare tourism business. The multiculturalism has not only affected healthcare, but other industries such as hotel aviation & travel industries have also been favored the increasing rise of healthcare tourism. This report is based on secondary data.

Key words: -healthcare tourism, Foreign Traveler Arrivals (FTAs), Clinical Travel, Wellbeing, health tourism.

INTRODUCTION:

Two fastest growing industries Tourism and healthcare when combined together gives rise to another fastest growing sector "Healthcare tourism". For some it may seem that it's a new word but the truth is that Healthcare tourism was prevalent during the ancient times also. The difference being during the ancient times the wealthy people from under developed country travelled to the developed country to avail all the new technologically advanced benefits. Now the scene has completely changed. The people unable to avail options due to high costs, seek option in those countries which gives quick response, better costs affordability, and world class facilities/services at an affordable rate.

The varied ethnic inclusiveness and rich heritage of India is attraction for people everywhere. The best team of doctor's, world class facilities, medical infrastructure low cost attracts lot people for availing health care facilities. By seeking healthcare options in India, it also gets to see world famous exotic sightseeing destinations while recovering from whatever procedure they have undergone.

Globalization has not only increased rise in healthcare tourism further, it has also brought all nations on one platform. The new technological innovations and information easily available on the internet, people find it easy to search destinations of their choice for their health-related issues.

Objectives:

The objective:

- (i) To review the status of healthcare.
- (ii) To evaluate the effect and growth of healthcare.

Literature Review:

The healthcare tourism is divided into three types. Out-bound, Inbound, Intra bound. Out-bound is where patients travel to other countries for treatment. In In-bound patients from foreign countries travel to the home country for treatment. Intra-bound, in these patients of the home country travel to the center of excellence, which is located in some other state. Healthcare tourism is the rising star of international and domestic tourism (Arunmozhi, & Panneerselvam, 2013)⁶. Advanced by the public authority and suffused by the rise in the corporate structure with

clinical consideration, India is neoterically seen as the biggest supporter of "clinical sightseers" who cross public limits to look for treatment that is less expensive than in their nations of origin. Clinical travel is a multibillion-dollar industry advanced by governments and the clinical and the travel industry ventures. Patients who visit other countries for clinical treatment do as such for an assortment of reasons. Subsequently private medical clinics are seeing a deluge of patients from Bangladesh and the Gulf. MuralidarTrivedi (2013)⁷ Since Yoga's introduction to the world (more than 5,000 years prior), clinical voyagers and understudies have marched to be familiar with and other types of elective medication. Also, in any event, India stayed the best objective for elective medication specialists from everywhere the world. John Connell (2006)⁸ says healthcare travel industry has developed quickly during the previous decade and a few Asian nations have gotten predominant, bye-result of this development, regardless of its visit bundling and generally speaking advantages has been significant. Ascent of clinical travel industry has underlined privatization of medical care. Various factors have impacted the development of clinical travel industry, counting the significant expense of operations, long holding up records and maturing populaces in the 'rich world nations', more noteworthy moderateness, such that individuals are more okay to pay organizations for clinical benefits. Consequently, it is demonstrated that clinical travel helps in boosting the travel industry. Vincent C. S. Heung (2010) quickest developing travel industry areas globally and numerous nations are arranging lawfully and for all this market. Non-industrial nations are progressively offering cutting edge clinical offices and administrations to unfamiliar clients. A. Whittaker (2008)¹² developing wellbeing area exchange under the Exchange administrations (GATS) and expanded corporatization of medication

with Asian nations are purposes behind the clinical and wellbeing travel industry in Asian nations. Rao(2005)¹⁴ depicts that a generous number of outsiders availing benefit for themselves of quality clinical treatment at an expense a lot less than other nations, especially in cardiology, cardiovascular medical procedure, etc. Medical care industry started arising as a superb objective for clinical sightseers by updating its innovation, acquiring more noteworthy experience with western clinical procedures. The critical justification India's rise as a significant objective for medical services is because of Indian specialists who are eminent world over. US has more than 35,000 strength specialists of Indian genesis. Additionally, Indian medical caretakers for mindful methodology. As still developing nations, India offers minimum expensive estimating alternatives decent occasion, and no holding up records or lines to stand in.

RESEARCH METHODOLOGY:

Researcher collected the relevant data from academic to professional institutions, Government reports, survey data, Govt. annual and research reports, tour operators' research, agencies' reports and newspapers. Updates from the period of inception of COVID-19 pandemic January, 2020. These data were meticulously reviewed constantly. The study design included detailed record reviews available in public domain. This is descriptive study. The study has collected and considered data up to July, 2020.

Growth of healthcare tourism

Purposes behind development of clinical travel is to create a pace of 30 % in 2015. India's choice to offer clinical M-visaon-appearance to residents of 180 nations. This industry is acquiring speed and will give business of \$ 5 Billion as predicted according to Mc. kinskey study (2002)¹⁹.

Innovation: People visit India for various kinds of transplants, for e.g. eye a medical procedure and muscular medical procedure. India's heart medical

procedure, hip reemerging and different spaces of cutting-edge medication. All clinical assessment is directed utilizing the innovatively progressed and updated indicative hardware. Rigid quality affirmation practices reliably guarantee dependable.

Quality: Practically all India Emergency clinics overhauling health care visitor are certified of a best quality, keeping international wellbeing norms. India stays a protected and favored clinical travel industry objective. The figures demonstrate that foreign traveler visit is expanding each year and correspondingly the clinical sightseer's appearance is increasing by 30% annually. Allow us likewise to dissect the unfamiliar vacationer appearances.

No waiting period: In comparison to others waiting period for major surgeries is considerably less.

Language: English is generally spoken. All emergency clinics have incredible huge pool of great English talking specialists, medical attendants and other clinic aides. It simpler for outsiders to convey the specialists in case English isn't their local language; they organize interpreters in most significant worldwide dialects which would help patients.

Data accessibility through web: Web has made accessible all data identified with medical clinics accessible and therapy. Individuals chose objective on the data and offices advertised. Chennai knowns as medical capital of India receives around 45% patients. Chennai hotels have tied up with hospitals in Chennai for follow-up counsel. Maharashtra is flourishing in the travel Industry.

Government's role: Promoting the country as a site for healthcare. MoH, Family Welfare and MoT are working for people and to empower them too profitably. The point is to extend the travel industry items both for home and worldwide market. To do this, smoothing out of movement measure for medical guests is important. Another classification of M-Visa is given for explicit period to unfamiliar sightseers coming for therapy.

Findings and discussion: As the raw numbers gathered, India is gaining foothold for medical vacationers. It is a developing area and encounters a 30% yearly development pace, converting it into Rs. 9,500-crore business by 2015. 6.97 million with a development rate of 5.9% FTAs came in 2013, 6.58 million during 2012 enlisting a development of 4.3% more than 2011. Indian medical services foundations are progressively going for global accreditation of emergency clinics and medical labs. The 21 JCI certify medical clinics are: Artemis, Asian heart, Ahalia Eye emergency clinic, Aster Medicity, Apollo Gleneagle clinics (Kolkata, Bangalore, Punjab, Hyderabad Chennai), Institute of Asian heart, mainland medical clinics restricted, Fortis Escorts emergency clinics (Mohali, Bangalore, Mumbai, Indraprastha), Moolchand Hospitals, Medanta-the Medicity, Narayana Multi-claim to fame medical clinic, Shroff Eye clinic and Sri Ramachandra Medical Center (Chennai). The 63 medical clinics are supported by NABH and 395 clinics are waiting to be added.

Difficulties Faced:

1. There is some discomfort regarding universalization of their profession, as doctors that they will lose the close interaction in the doctor patient relationship.
2. Secondly, while restorative or dental medical procedure probably won't need much aftercare, ortho or heart procedure may require the patient post-surgery treatment, from the specialist who is completely mindful of patient's condition.
3. There is protection cover issue, insurance agencies in certain nations give cover for certain diseases in different nations. the patient's home nation. A few nations give protection cover just for treatment.
4. Irregular power supply.
5. Negligence in maintaining Industry standards hospitals.
6. Rise in dissimilarity services in organization.

7. Migration of doctors from one sector to another sector.

8. Affordability issues for local community.

CONCLUSIONS:

In this examination, we closely seen the colossal development of medical travel industry accomplished greatness in offering quality assistance and execution. Globalization has helped the numerous unfamiliar travelers. India's medical expense are very low and it stands second in attracting Foreign medical travelers. Fundamentally best English-speaking specialists available in medical clinics. The cost-effective lodging and boarding coupled with attractive destinations to visit is an additional benefit. It was discovered that Tamilnadu has best clinics. This industry has not only added revenue to tourism sector but also helped in generating employment for the local community. Numerous lodgings and hotels have connected themselves effectively with certain clinics for the capability & profitability of business. The few difficulties over looked by medical industry like less strategic post-surgery care when required, imbalances, absence of industry principles, etc. If we consider the numbers of FTA and forex earned until now and if the high-quality service is maintained India can reach the zenith of success.

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