

ISSUES, GROWTH AND CHALLENGES OF MEDICAL TOURISM IN INDIA

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ABSTRACT

Medical tourism is turning into a mainstream alternative for sightseers over the globe. It envelops basically and prevalently biomedical methods, joined with movement and tourism. The term medical tourism has been instituted by travel services and the broad communications to depict the quickly developing act of venturing out across worldwide outskirts to acquire howdy tech medical care. Different nations like Thailand, Malaysia, India, and so forth are advancing medical tourism forcefully. The key upper hands of India in medical tourism originate from the accompanying: ease advantage, solid standing in the serious healthcare fragment (cardiovascular medical procedure, organ transfers, eye medical procedure and so forth) and the variety of vacationer locations accessible in the nation. The main aim of this study is to discuss the issues, challenges and growth of the medical tourism in India. In the current set-up tourism business is increasing monstrous budgetary benefits. This isn't restricted to inns, cafés and recorded sight scenes, yet in addition stretched out to health care services internationally, introduced in term as medical tourism. Medical tourism or healthcare services industry is a quickly developing industry around the world. It is a mix of two financial exercises, which speaks to the mix of two enterprises for example tourism and medicine. In the ongoing occasions, the globalization of the medical tourism and the colossal prerequisite of value health services at moderate cost, draw in the unfamiliar traveler towards non-industrial nations like India, which sufficient assets, skill specialists, staff and emergency clinics to satisfy these needs. Presently a day's unfamiliar sightseers lean toward India forget-always as well as for health care services like medical procedure, knee transplantation, excellence medical procedure, hip substitution, dental issues and some more.

Keywords: *Ayurvedic Treatment, Medical Tourism, Health care services, Naturopathy, issues etc.*

1. INTRODUCTION

Medical Tourism is the union of unfamiliar traveler appearances with medical help. At the point when recognized from simple medical tourism, wellbeing relates to preventive while medical constantly alludes to corrective care. Indeed, even inside medical tourism, the

restorative drivers range from corrective or dental treatments to exceptionally complex transfers, heart and substitution methods. The worldwide medical tourism market size is relied upon to arrive at USD 179.6 billion by 2026, as indicated by another report by Grand View Research, Inc., enrolling a 21.9% CAGR

during the estimate time frame. Medical tourism produces direct unfamiliar trade pay and adds to the general advancement of any economy. It additionally gives work and business occasions to occupants. In addition, it helps the growth of related organizations, for example, drugs, medical gadgets, and tourism. Government backing to keep up the overall standing and political dependability of the host nation is a key factor driving the medical tourism market.

The worldwide medical tourism market will arrive at the market estimation of US\$ 40 billion by one year from now, 2020 at a CAGR of 17%. India alongside nations like Thailand, Malaysia, Singapore, Mexico and so forth assumes a vital part in forming this market opportunity. Accessibility of less expensive medical treatment choices alongside better quality care is the essential factor that drives inclination for seaward medical tourism. Patients can spare in the middle of 30% to 80% of the complete treatment costs in these objections. Also, advantages, for example, better healthcare, most recent advances, imaginative medicines, progressed gadgets, better cordiality and customized healthcare services are a portion of the significant powers driving the market.

Government specialists are happy to put resources into neighborhood ventures to profit by the growth of medical tourism. Such government bodies have been approving

ventures that help in the general advancement of foundation in a nation, for example, public vehicle framework and water gracefully offices, to draw in very good quality medical voyagers. Medical tourism has prompted an ascent in cutting edge medical offices in agricultural nations to draw in far off nationals, bringing about quick growth of healthcare framework in such nations. Besides, healthcare suppliers currently offer thorough medical tourism bundles that incorporate services going from ticket booking to lodging remain and medical insurance.

1.1 Medical Tourism in India

Medical tourism is a developing area in India. This is principally because of the cost, offices, advances just as skill of medical professionals. India is among the quickest developing medical tourism objections in Asia. In the BBIN sub-district, Bangladesh, Bhutan and Nepal rely upon India for claim to fame health services. Countless patients from Nepal, Bhutan and Bangladesh come to India for health treatment. In 2013, a sum of 56,129 individuals came to India on medical visas, of which 9,482 were from Afghanistan, 17,814 from Bangladesh, 1,090 from Pakistan. A large portion of these patients have been treated in hospitals situated in Kolkata, Chennai, Mumbai and Delhi.

India's medical tourism area is relied upon to develop at a yearly pace of 30% in the

following scarcely any years. In October 2015, India's medical tourism area was assessed to be worth US\$3 billion. It is extended to develop at a CAGR of 200% by 2020, hitting \$9 billion by 2020. In the BBIN sub-area, Bangladesh, Bhutan and Nepal rely upon India for forte health services. In 2013, a sum of 56,129 individuals came to India on medical visas, of which 9,482 were from Afghanistan, 17,814 from Bangladesh, 1,090 from Pakistan. The majority of these patients have been treated in hospitals situated in Kolkata, Chennai, Mumbai and Delhi. Rather than 2013, in the year 2017, 495,056 patients visited India to look for medical care. The main 10 source nations for patients were Bangladesh, Afghanistan, Iraq, Maldives, Oman, Yemen, Uzbekistan, Kenya, Nigeria and Tanzania. To support applications and facilitate the movement cycle for medical travelers, the administration has extended its e-tourism VISA system on February 2019, to incorporate medical visas. The most extreme span of remain under this visa is a half year. The advancement of Medical Tourism in India has helped private players benefit from this market opportunity. Private foundations, for example, Max Healthcare have treated up to 50,000 unfamiliar patients in its hospitals. Industrialist Sanjay Dalmia's healthcare organization Dalmia Healthcare on 2018, pronounced medical treatment meeting to worldwide patients.

Focal points of medical treatment in India incorporate decreased costs, the accessibility of most recent medical advancements, a developing consistence on global quality norms, doctors prepared in western nations including US and UK, just as English talking staff, because of which outsiders are more averse to confront language hindrance in India. Reddy (2000), from the ongoing examinations, investigates that the forthcoming of the healthcare business has same challenges and improvement that the product and drugs business which have appeared in the earlier years. Health care industry is arising and biggest assistance area in non-industrial nations.

2. GROWTH OF MEDICAL TOURISM IN INDIA

The responsibility to give far reaching healthcare to all residents, independent of their paying limit, was surrendered by the Indian government following 30 years of Indian freedom. After the globalization and progression of Indian economy on 1991, the administration of India has opened up medical support of the willful and private areas for unfamiliar travelers and different residents who can pay to get the innovative medical services. The fast growth of the private area over the 1980s and the development of a corporate health area during the 1990s was a piece of the exhaustive strategy that decides to advance these sections. This was done through

moving appropriations as far as modest land, concessions from gear and medication import, putting these establishments on government boards and making them a piece of government insurance plans notwithstanding giving prepared faculty and master doctors through state – upheld medical instruction.

As a piece of medical tourism, India is perceived as the support for unnaturally conceived children and is mainstream for surrogacy services. Over than these, India offers innovative heart, pediatric, dental,

restorative and muscular careful services just as the conventional recuperating frameworks. The medical tourism certainly doesn't take into account crisis services. The services gave are to a great extent knee joint substitution, hip substitution (generally muscular), bone marrow relocate, sidestep medical procedure and restorative medical procedure and so on Hospitals additionally promote for preventive health exams for relatives going with the patients notwithstanding elective medicine services.

Table 1: Cost assessment between India, USA, Thailand and Singapore

Procedure	US	India	Thailand	Singapore
Heart bypass	1,30,000	10,000	11,000	18,500
Heart valve replacement	1,60,000	9,000	10,000	12,500
Angioplasty	57,000	11,000	13,000	13,000
Hip replacement	43,000	9,000	12,000	12,000
Hysterectomy	20,000	3,000	4,000	6,000
Knee replacement	40,000	8,500	10,000	13,000
Spinal fusion	62,000	5,500	7,000	9,000

Quality care, generally less expensive services contrasted with the west, bundle bargains and

modest services from the tourism and hospitality sectors are the greatest fascination

of medical tourism in India. The value differentials of different strategies for Singapore, Thailand and India with the USA uncover the financial favorable position offered to intrigued patients by India. The health care sector in India has seen a huge growth in foundation in the private and willful

sector. The Indian government predicts that India's health-care industry of \$17 billion-a-year, could grow 13 percent in every one of the following six years, can be helped up to 30 percent every year whenever packaged with tourism sector.

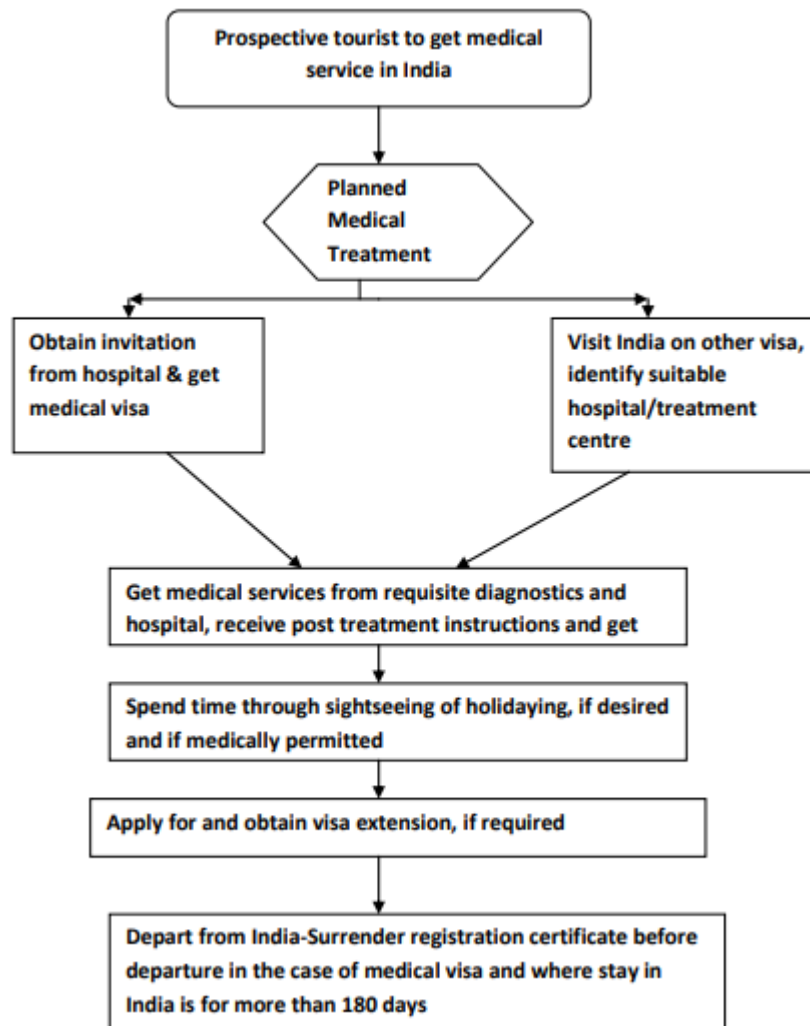


Figure 1: Process Indian medical tourism

3. ISSUES OF MEDICAL TOURISM INDUSTRY IN INDIA

As different nations are at loggerheads to get a more prominent offer in the medical tourism

industry, India needs to cut out a removed specialty for itself, by utilizing its current qualities and subsequently offering a novel

incentive. For the most part, there are three sorts of medical travelers.

- Foreigners coming for medical treatment
- Foreigners seeking treatment and leisure
- Expatriates

The nation like India is confronting the accompanying issues/challenges to turn into a vacationer location with skilled medical tourism industry. They are:

1. Lack of infrastructural offices like absence of network, absence of planning framework, helpless force flexibly and helpless water gracefully.
2. Most Indian hospitals are likewise confronting the absence of trust from the unfamiliar patients. The hospitals have noticed helpless cleanliness mindfulness in medical chaperons, unhygienic food taking care of, and absence of appropriate hospitality services, heterogeneous estimating of services and no industry norms.
3. The government can have a fundamental influence to redesign the medical tourism sector. However, the business is confronting the accompanying issues which are brought about by the legislatures.

They are: (a) no guidelines, (ii) tax assessment irregularities, (c) administrative barricades, (d) no chips away at land changes, (e) absence of long haul speculator agreeable strategies and (f) flimsiness as for illegal intimidation and public strains.

4. On the piece of insurance and associated services, the medical tourism industry in India is additionally confronting some key bottlenecks. They are: (a) deficient insurance cover, (b) immature insurance market in India, (c) insurance fakes and (d) abroad organizations declining repayment.
5. The after challenges, due to the infrastructural parts in medical tourism sector in India, are: (a) helpless availability, (b) absence of capital, (c) absence of Community interest and mindfulness, (d) absence of association from provincial sector, (e) absence of worry for manageability, (f) complex visa techniques, (g) absence of good language interpreters, and (h) helpless air terminal offices.
6. Apart from these, there are some particular issues to advance medical tourism in India. They are: (a) quality accreditations to the Indian hospitals

and specialist organizations, (b) preparing and Development to the Doctors, Nurses and Para medical staffs, (c) absence of client arranged methodology

4.ARRIVAL OF TOURISTS IN INDIA

As we have examined over that India is one of significant part in Medical Tourism as contrast with different nations and patients are excitedly way to deal with India because of cost, climate, culture, get-away. It will be all the more obviously from the information given

underneath from 2014-2019. In this we attempt to investigate month insightful, it says that the arrival of vacationer is expanding from earlier year and the vast majority of the patients come during the long stretch of October, November and December as the climate is lovely and cold during this month and they feel good and suits to them. Also, from May to September the admission of vacationer is less is only because of climate conditions, in light of the fact that in this month the atmosphere is sticky and hot.

Table 2 Month-Wise Arrivals of Foreign Tourist in India

Months	process	process	process	process	process	process
Jan	568.7	622.7	681.0	720.3	757.7	790.1
Feb	552.1	627.7	681.1	688.5	755.6	761.4
March	512.1	535.6	606.4	639.5	690.4	729.6
April	371.9	446.5	447.5	450.5	535.3	539.7
May	332.0	383.4	374.4	417.4	465.0	510.7
June	384.6	405.4	433.3	451.2	502.0	513.4
July	466.7	475.5	485.8	506.4	568.8	633.0
August	422.1	428.4	445.6	486.3	575.5	589.0
September	369.8	417.4	411.5	453.5	509.1	540.0

October	507.0	559.6	556.4	598.0	668.3	680.0
November	608.1	669.7	701.1	733.9	765.3	815.0
December	680.0	736.8	752.9	821.5	885.1	---
Total(in numbers)	5784.1	6308.7	6577.0	6967.0	7678.1	

5. FOREIGN TOURISTS IN INDIA - STATE-WISE

From the beneath table we can say that, these are 10 significant states where unfamiliar vacationers come for their medical treatment. India is known for pail of medical services, which incorporates all from allopathy to ayurvedic. In the event that we think about unfamiliar vacationer arrival in India, the most

noteworthy score is with Kerala because of its ayurvedic treatment. As unfamiliar patients needs to fix themselves with the assistance of common factors and medicines accessible on the earth and Kerala is one of the acclaimed state for ayurvedic treatment in India.

Table 3 Top 10 Indian States in Foreign Tourists Arrivals in India

States	2014	2015	2016	2017	2018
TamilNadu	280.4	337.3	356.1	399.0	465.7
Maharashtra	508.3	481.5	512.0	415.6	438.9
Uttar Pradesh	173.2	188.7	199.4	205.4	290.9
Delhi	189.3	215.9	234.5	230.1	231.9
Rajasthan	127.8	135.1	145.1	143.7	152.5
West Bengal	119.2	121.3	121.9	124.5	137.5
Kerala	659.2	732.9	793.6	858.1	923.3

Bihar	635.7	972.4	1096.9	765.8	829.5
Karnataka	380.9	574.0	595.3	636.3	561.8
Haryana	106.4	130.4	233.0	345.5	547.3
Goa	441.0	445.9	450.5	492.3	598.6

6. CHALLENGES OF MEDICAL TOURISM

Medical tourism is definitely not another field in today's' time yet today likewise it can possibly support. With developing capacity it additionally handles with numerous challenges that should be embraced. The challenges looked by medical tourism in India are as per the following:

1. **Brain Drain:** As our nation is brimming with master experts yet the fundamental issue is to hold them, which is one of the greatest challenges before our nation, on account of not offering great compensations to them. In different nations the professionalized and gifted experts are less so they recruit individuals from India by offering more significant compensation to them.
2. **Competition:** Medical tourism isn't just observing tremendous growth in India rather it is seeing broad growth even in other agricultural countries, for example, Malaysia, Singapore, Thailand, South

Korea, Brazil, Belgium, Cuba, Costa Rica, Hungary, and Jordan. With the assistance of best and high limit publicizing they are advancing and drawing in the greater part of patients who originate from many urbanized nations of the globe particularly Europe, the UK, Middle East, Japan, U.S. what's more, Canada where the cost of all these health care services is extremely extravagant in nature and one needs to sit tight for long occasions for treatment in these above said nations. Furthermore, desires for the unfamiliar clients are additionally expanding as they need customized services in moderate cost.

3. **Cultural Proximity:** One of the greatest boundaries in medical tourism is from cultural and language front. Numerous patients, doctors and nurses can't comprehend the language of one another, aside from the specific doctors and amazingly refined medical frameworks, numerous doctors and their staffs can't impart in their language which make the

framework frail and challenges emerge on both the side; patient just as on staff side.

4. **Follow-Up Problems:** As client is originating from another nation for treatment and on the off chance that they need to catch up, it turns out to be extremely hard for patient particularly if there should arise an occurrence of medical procedure, if any complexities happen after activity and patient has withdrawn to his own place/country, all things considered it's exceptionally hard to catch up with the patient, which is additionally costly in nature.
5. **Infrastructure:** Before choosing the nation, costumer likewise centers around the Infrastructure, which is a fundamental concern influencing India as an objective. Awful streets, inappropriate flight network everywhere on the nation, lighting issue, water accessibility are a portion of the downsides which lacking behind the India in the race of medical tourism.
6. **Quality:** Quality is the principle problem for patients while considering medical tourism industry as a substitute treatment. Patients need a secured and raised distinction in medical care. While choosing different nations for medical treatment their spotlight isn't just on the cost yet on the quality and wellbeing too.

While picking the hospitals and nations they likewise consider the nationalized and overall accreditation by quality checking bodies like National Accreditation Board for Hospitals and Healthcare Providers (Indian Accreditation Body) and global board, for example, Joint Commission International (JCI)/Joint Commission on Accreditation of Healthcare Organizations (JCAHO). However, it's dismal to state that still numerous Indian hospitals don't have this accreditation.

7. CONCLUSION

Subsequent to gathering the statistical data points, toward the end we presume that India is truly outstanding and wanted objections for medical travelers originating from outside nations. Medical tourism industry is a constantly creating and developing industry in India, as yearly improvement rate is about 30%, and the benefits made acquired were around Rs. 9,500 Crore toward the finish of 2015. Consistently an expected measure of 150,000 of clients travels to India due to financial healthcare services. It has been assessed that the current size of the Indian medical tourism industry is minimal over \$ 3 billion and anticipated that medical tourism will arrive at India by \$ 6billion by 2018. The arrival of traveler is expanding from earlier year and the majority of the patients come during the period of October, November and December as the climate is wonderful and cold during this month and they feel good and it

suits to them. Kerala is one of the renowned states for ayurvedic treatment in India, as it gives ayurvedic and regular treatment to the vacationers which is in extraordinary interest among the unfamiliar travelers. Despite the fact that there are different challenges looked by Indian medical tourism industry, similar to competition, infrastructure, brain drain, subsequent issues and so forth, the business still all the prospective to develop to number one situation to draw in unfamiliar sightseers by 2018, by chipping away at its issues and improving help quality and keeping up it all through. This way medical tourism can positively add to the financial growth of the nation on the loose.

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