

# Elements of Medical Tourism in India -A Microscopic Analysis.

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## **Article Info**

**Volume 82**

**Page Number: 3966 - 3976**

**Publication Issue:**

**January-February 2020**

## **Abstract:**

Medical Tourism, has been created as a quickly developing sections of the travel industry with a huge commitment for outside trade profit, pay and business multiplier. Medical tourism covers vacationers from outside nations visiting India for getting different medical treatments and procedures holding a substantial restorative visa issued by legislature of India. The Indian and worldwide restorative the travel industry measurements uncovers that India has been perceived as an a standout amongst the most proffered therapeutic the travel industry goals by numerous nations including nations from European and American main lands. While dissecting the Indian and worldwide therapeutic the travel industry situation a few inquiries are observed appropriate and huge to be replied and to be assessed, for example, What is the pattern of therapeutic the travel industry in India and for what reason does India being chosen as a favored medicinal the travel industry goal? This think about intends to assess the restorative the travel industry patterns of India and furthermore to comprehend the explanations behind choosing India as a medicinal the travel industry goal by global medicinal vacationers. The investigation has been directed by breaking down the secondary information sources distributed by different Medical tourism journals. The study uncovers that there are numerous purposes behind picking India as a favored therapeutic the travel industry goal and the prime reason is cost favorable circumstances and closeness to the medicinal the travel industry producing nations.

## **Article History**

**Article Received:** 18 May 2019

**Revised:** 14 July 2019

**Accepted:** 22 December 2019

**Publication:** 21 January 2020

**Keywords:** Medical Tourism, Foreign Exchange, Income and Employment Multiplier, Medical Visa, Medical Treatments and Strategies

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## **Medical Tourism**

Therapeutic the travel industry all things considered is an as of late created specialty fragment of the Indian the travel Industry. It covers the remote sightseers who visit India for

different social insurance medications holding a Medical Visa. It is a piece of the undetectable wellbeing administration send out business of India. "Medicinal Tourism is a term used to depict the quickly developing routine with

regards to heading out crosswise over global outskirts to look for Medical administrations. Administrations commonly looked for by explorers incorporate elective and fundamental techniques just as mind boggling medical procedures and so forth" (Ministry of The travel industry, Government of India report 2015). Medicinal the travel industry can be characterized as movement crosswise over universal outskirts with the reason for profiting therapeutic treatment of some structure, which might be accessible in the explorers' nation of origin (Binoy T A, 2007). This treatment may incorporate a wide exhibit of therapeutic administrations; be that as it may, the most every now and again profited administrations incorporate malignant growth treatment, orthopedic treatment, neurological infection treatment, elective medical procedure, richness treatment, and others. Visit to India for Health characterizes restorative the travel industry as "Medicinal the travel industry can be extensively characterized as the arrangement of 'financially savvy' private therapeutic consideration in coordinated effort with the travel industry for patients requiring careful and different types of particular treatment. The procedure of human services the travel industry is mutually encouraged by the corporate segment associated with therapeutic and medicinal services just as the travel industry - both private and open".

### **The Global Scenario**

"Over the globe, numerous nations have been tricked by the fascination of restorative the travel industry gold, trusting it to offer a rich wellspring of pay for the nation's economy." (Keith Pollard 2017). The Medical Tourism Industry is one of the rewarding imperceptible fare industry on the planet. With the goal that numerous nations on the planet are distinguished Medical Tourism industry as a key financial action to help the economy by drawing in

increasingly remote trade to the nation. The best precedents are Turkey, Korea and Malaysia. They have concoct gigantic limited time procedures to draw in the worldwide therapeutic voyagers towards them. the Malaysian Health Travel Council and Korea Health Industry Development Institute (KHIDI) are such associations only created by the administration for therapeutic the travel industry advancement in the nation concerned. Turkey has redirected an amazing piece of their open venture to the wellbeing area to support the restorative the travel industry.

The opposite side of the financial aspects is the infra and superstructure offices in the medicinal services area produced for providing food the necessities of the outside medicinal voyagers likewise can be utilized by the residents of the nation. It is "appraisals of the span of the medicinal the travel industry advertise have differed fiercely, from \$15 billion to near \$50 billion"(Keith Pollard 2017).

### **Indian Scenario**

India has risen as one of the critical Medical and Wellness Tourism goal in the World. It is an as of late created specialty section of the Indian the travel Industry where the Medical Tourism covers the remote visitors who visit India holding a Medical Visa. It is a piece of the imperceptible wellbeing administration trade business of India. "The Indian Medical Tourism showcase is relied upon to develop from its current size of USD 3 billion to USD 7-8 billion by 2020," (Keith Pollard 2017). The Medical Tourism Market Report: 2015 found that India was "one of the most minimal expense and most astounding nature of all therapeutic the travel industry goals, it offers wide assortment of strategies at around one-tenth the expense of comparative methodology in the United States.

Shockingly India is among the most favored medicinal the travel industry goals on the planet.

The Medical Tourists making a trip to India for different restorative medications is appearing two digit development rate. Generally the majority of the medicinal sightseers to India were from United States of America, United Kingdom and other European Countries. In any case, as per a CII-Grant Thornton Report discharged in October 2015, Bangladesh and Afghanistan accounted 34% of remote patients might be expected to nearness with India and poor medicinal consideration offices in the concerned nations. Russia and Common Wealth Independent States (CIS) accounted 30% of the remote patients. other significant source nations are Africa and Middle East. Different emergency clinics situated in Chennai, Mumbai, Bangalore, Hyderabad and Delhi got most elevated remote patients and Chennai being considered as the India's health capital.

"The Presence of World Class emergency clinics and gifted medicinal professionals has reinforced India's situation as favored therapeutic the travel industry goal. The treatment for significant medical procedures in India costs just a division now and again as low as 10% of that in created nations". "Lion's share of the patients coming to India for treatment are from the Center East, Africa, Bangladesh, Afghanistan, Maldives, Pakistan, Bhutan and Sri Lanka. India's cost preference will essentially open ways to the US and Europe over future, because of lower cost than the US and practically a large portion of that of Europe." Dental the travel industry represents 10% of the medicinal the travel industry and the legislature is quick to advance it. "India gives aggressive cost advantage at one tenth of the expense of the US and Europe. By 2020, restorative the travel industry industry of India is required to contact

\$8 billion," (Confederation of Indian Industries (CII) Report 2017).

The real Indian Hospitals who assumes an imperative job in the Indian Medical Tourism Industry are the Apollo Group of Hospitals, Fortis, Narayana Health Care, Manipal Hospitals and Max Healthcare. "...the normal income per involved bed in Apollo medical clinics (the biggest Indian medical clinic gathering) is around USD 400 and the normal length of stay is 4.17 days" (Keith Pollard 2017). The Fortis medical clinic

measurements says that around 10% of their income is created from International Medical Tourism and Narayana Health holds 5% of their income from remote patients. Manipal medical clinic likewise gets a decent number of outside patients for different medications. The best ten Indian medical clinics create an income of USD 155 million and USD 2.845 billion. There are around 6,00,000 emergency clinic beds accessible in India in multi year including both private and open medical clinics. Inside the main five globally perceived hey tech emergency clinics in India create an income of USD 5 million for every inpatient bed every year.

### **Research Problem**

India has been developed as a standout amongst the most sort after goal for restorative the travel industry on the planet. Patients from different mainlands visit India and get restorative medicines and Indian government additionally advancing therapeutic the travel industry in its dimension best. The created nations of Europe and America and numerous Asian nations are having entrenched and profoundly propelled medicinal services and restorative foundations with all around prepared and experienced specialists and staff. After a basic examination of the current restorative the travel industry

writing a barely any inquiries are discovered unanswered.

- What is the present status and patterns of Indian Medical Tourism?
- For what reason does India is favored as a Medical Tourism Destination?
- What are the open doors before Indian Medical Tourism?

### **Objectives**

The fundamental goal of the examination is to comprehend the status and patterns of Indian therapeutic the travel industry and to appraise the chances before Indian average the travel industry to be all the more all inclusive perceived. The examination likewise intends to discover the reason behind determination of India as a Medical Tourism Destination by numerous restorative vacationers. The goals of the examination are expressed underneath.

- To comprehend and survey the present status of Medical Tourism Industry in India.
- To discover the justification behind choosing India as a restorative the travel industry goal by numerous therapeutic vacationers.
- To evaluate the open doors before Indian restorative the travel industry to extend as worldwide pioneer.

### **Research Methodology**

The examination is directed dependent on auxiliary information accessible from different sources. Therapeutic Tourism Reports distributed by different associations, articles, books, web assets, site data of different emergency clinics and so forth are gathered, broke down and fundamentally assessed to respond to the exploration questions and to meet

the targets of the investigation. Telephonic meetings and individual perceptions are additionally conveyed a few surmisings appropriate to the exploration questions. Tables, Graphs and Diagrams were set up for better introduction and comprehension.

### **Significance of the study**

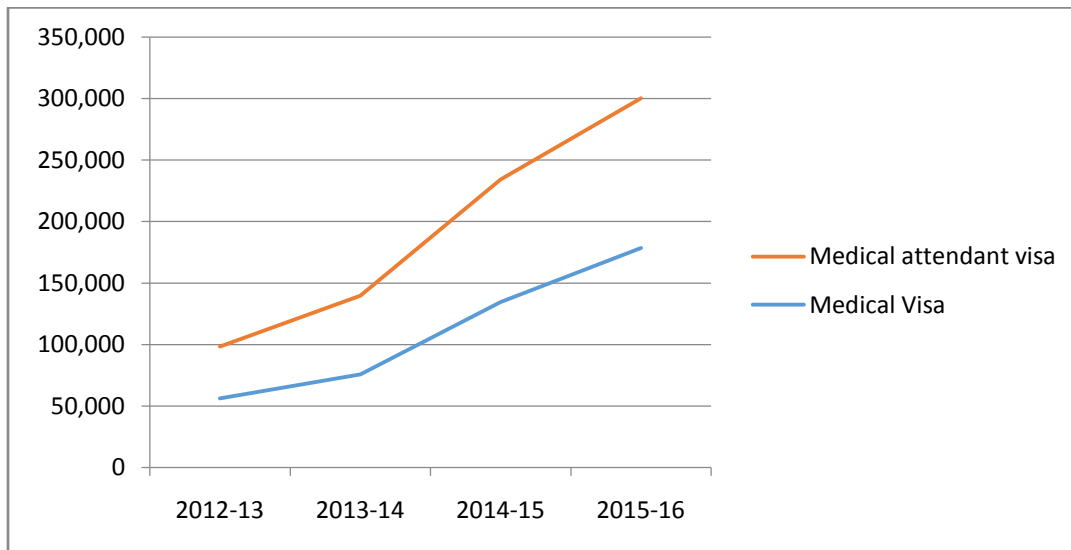
Restorative the travel industry is a quick creating and gainful fragment of a travel Industry having bunches of multiplier impact. It helps for business creation, destitution mitigation and infra and superstructure advancement of the nation on the loose. The restorative and wellbeing care framework existing in the nation can be utilized as the asset for restorative the travel industry too with least speculation. Besides, medicinal the travel industry is an undetectable fare industry having the enormous potential to lead the nation to flourishing. There is a need to comprehend the present status of Indian therapeutic the travel industry and to evaluate the open doors before it to tap this immense potential for the socio-social and monetary development of the nation.

### **Medical Visa in India**

India issues Medical Visa to a patient who is searching for therapeutic treatment in presumed/perceived specific emergency clinics/treatment focuses in India with a limit of two orderlies who are blood relatives are permitted to go with the candidate under discrete Therapeutic Attendant visas. This visa isn't relevant for surrogacy. India issued more than 1.78 lakh therapeutic visas in 2016, including for follow up treatment, as against 1.34 lakh in 2015. India currently has an improved e-therapeutic visa office which enables three visits to the nation.

Details of Medical and Medical Attendant Visa issued in India from 2013-16		
Year	Medical Visa	Medical Attendant Visa
2012-13	56,129	42,017
2013-14	75,671	63,776
2014-15	1,34,344	99,574
2015-16	1,78,320	1,21,820

Source: Ministry of Tourism, Government of India reports

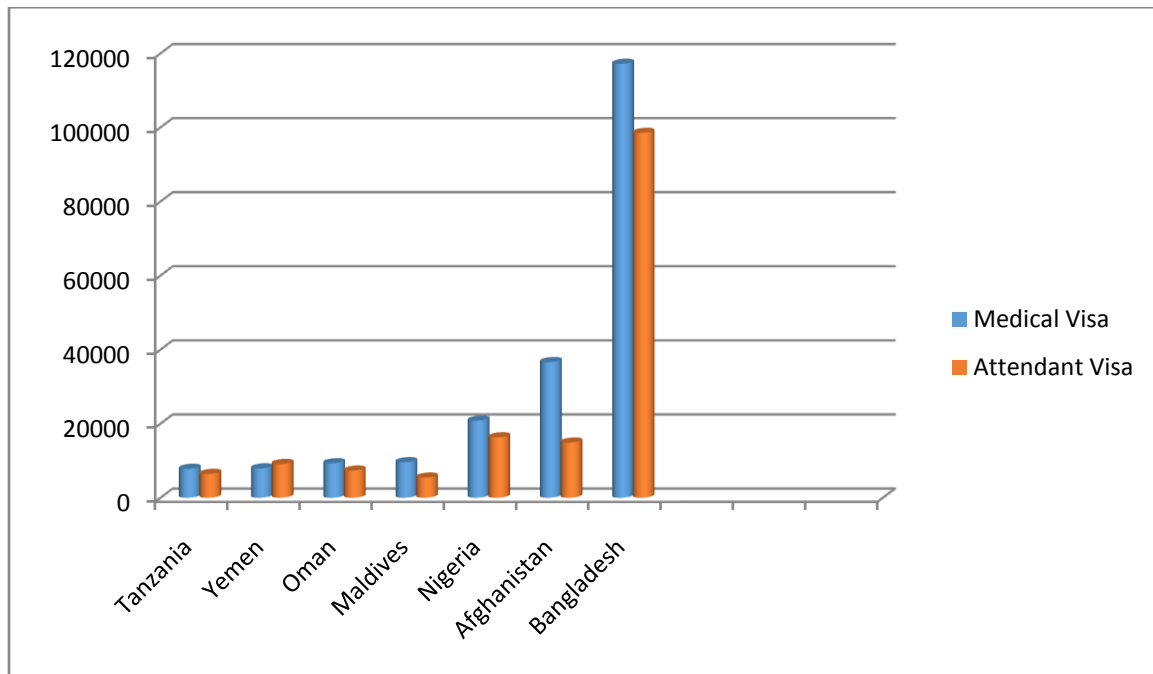


The above table and graph give an understanding to the therapeutic the travel industry development in India throughout the previous four years. The medicinal the travel industry from 2012-13 to 2015-16 has developed to 317% development. It is vital that the therapeutic vacationers are went with restorative orderlies. So that the medicinal the travel

industry typically twofold by number because of the nearness of the assistant. The Indian Medical Visa rules licenses limit of two goes with every patient. These goes with and patients take an interest in different the travel industry exercises further leads to development of the travel industry segment.

The Indian Medical and Attendant Visa issued to various countries from 2013-15		
Country	Medical Visa	Attendant Visa
Tanzania	7793	6435
Yemen	7918	9110
Oman	9299	7317
Maldives	9581	5429
Nigeria	20795	16297
Afghanistan	36619	14892
Bangladesh	117161	98512

Source: Ministry of Tourism, Government of India reports



The above table and graph demonstrate that from 2013 to 2015, inside three years, India has gotten 2.66 lakh therapeutic voyagers and out of which 1.76 lakh medicinal sightseers were from three nations in particular, Bangladesh, Afghanistan and Nigeria. It is 69%, 2/3 rd of the aggregate landings, of the restorative traveler entries in India. The Bangladesh alone has contributed 44% of the medicinal visitors to India amid this that is all. This measurements demonstrates that the primary explanation behind choosing India as a medicinal the travel industry goal is a direct result of closeness and low expensive medicinal treatment. The purpose behind the goal choice by the restorative

voyagers may be poor medicinal and wellbeing offices at the medicinal visitors producing nations. the insights demonstrates that from restorative voyagers from around 160 nations have visited India for medicinal medications.

Cost Analysis of vital Medical Procedure in India and different nations One of the real motivation to pick India as the medicinal the travel industry goal by numerous worldwide patients is the cost adequacy.

The accompanying table gives an elevated view on the cost correlation of different restorative system among Asian players with that of USA.

Medical Procedure	USA	India	Thailand	Malaysia	Singapore
Heart Bypass	\$123,000	\$7,900	\$15,000	\$12,100	\$17,200
Angioplasty	\$28,200	\$3000	\$5,200	\$8,000	\$13,400
Heart Valve Replacement	\$170,000	\$12000	\$19,200	\$15,500	\$16,900
Hip replacement	\$40,364	\$10000	\$18,000	\$10,800	\$13,900
Knee replacement	\$35,000	\$6,600	\$14,000	\$7,900	\$16,000
Spinal Fusion	\$110,000	\$10,300	\$9,500	\$6,000	\$12,800
Dental	\$2,500	\$900	\$1,720	\$1,500	\$2,700



Implant					
Gastric Bypass	\$25,000	\$7,000	\$16,800	\$9,900	\$13,700
Facelift	\$11,000	\$3,500	\$3,950	\$3,550	\$4400
Tummy Tuck	\$8,000	\$3,500	\$5,300	\$3,900	\$4,650
LASIK (both)	\$4,000	\$1,000	\$2,310	\$3,450	\$3,800
Cataract Surgery (per eye)	\$3,500	\$1,500	\$1,800	\$3,000	\$3,250

The figures in the table gives a relative explanation of cost of different restorative systems India with US and neighboring Asian nations, for example, Malaysia, Singapore.

Thailand. The announcement demonstrates that Indian costs least expensive than US and even least expensive in Asia. Value shrewd Singapore is a little closer to India.

Country	2012-13	2013-14	2014-15
Afghanistan	9482	7493	19644
Austria	6	5	9
Bangladesh	17814	31313	68034
Belgium	12	16	16
Bulgaria	10	21	21
Czech	1	3	3
Denmark	9	7	8
Ethiopia	-	540	898
Finland	6	11	5
France	16	26	39
Germany	35	28	38
Iran	34	39	39
Iraq	271	439	5656
Ireland	24	60	73
Israel	49	89	59
Italy	21	22	26
Kenya	1371	2263	3137
Lithuania	4	3	3
Maldives	6743	1706	1132
Netherlands	31	10	38
Norway	12	14	15
Nigeria	7679	7351	5765
Oman	1634	2937	4728
Pakistan	1372	1811	1816
Poland	11	12	3
Portugal	3	4	16
Romania	1	2	1
Russian Federation	26	46	77
Spain	8	6	5
Saudi Arabia	200	602	897
Somalia	129	680	1932

Sri Lanka	1105	1345	1933
Sweden	38	26	15
Switzerland	8	10	23
Tanzania	1341	3100	3352
Uzbekistan	830	2354	3406
United Kingdom	290	383	487
USA	313	515	475
Yemen	1435	3933	2550

The entry Statistics of Indian Medical Tourists dependent on their beginning nation from 2013-15 gives a thorough thought regarding the interest of Indian medicinal the travel industry on the planet therapeutic the travel industry advertise. India has been accepting medicinal sightseers from everywhere throughout the world yet generally from neighboring nations of India. From South America, Central America,

South East Asian Countries, Australian mainland and so forth are unexplored therapeutic the travel industry markets for India. China, Japan, Korea, Malaysia, Singapore, and so forth are additionally have not pulled in to India for therapeutic methods. Indian neighboring states, for example, Myanmar and Nepal likewise unexplored market for Indian restorative the travel industry.

### Key Players in Indian Medical Tourism Industry

The table underneath gives a thorough data about the real emergency clinics in India which are assuming an indispensable job in Indian therapeutic the travel industry improvements.

Apollo Hospitals Enterprise Ltd	9,215	Chennai, Madurai, Hyderabad, Karur, Karim Nagar, Mysore, Visakhapatnam, Bilaspur, Aragonda, Kakinada, Bengaluru, Delhi, Noida, Kolkata, Ahmedabad, Mauritius, Pune, Raichur, Ranipet, Ranchi, Ludhiana, Indore, Bhubaneswar, Dhaka, Bachel, Bellary, Goa, Lavasa, Nashik, Nellore, Trivunnamalai, TrichiAravind Eye Hospitals 3,649 Theni, Tirunelveli, Coimbatore, Puducherry, Madurai, Amethi, Kolkata, Dindigul, Tirupur, Salem, Tuticorin, Udumalpet CARE Hospitals 2,100 Hyderabad, Vijayawada, Nagpur, Raipur, Bhubaneswar, Surat, Pune, Visakhapatnam, Jabalpur, Raigarh
Fortis Healthcare Ltd	10,000	Mumbai, Bengaluru, Kolkata, Mohali, Noida, Delhi, Amritsar, Raipur, Jaipur, Chennai, Kota,



		Faridabad, also the company present in Singapore, Dubai, Mauritius and Sri Lanka
Max Hospitals	2016	Delhi, NCR, Punjab, Uttarakhand
Manipal Group of Hospitals	4,900	Udupi, Bengaluru, Manipal, Attavar, Mangalore, Goa, Tumkur, Vijaywada, Kasaragod, Visakhapatnam
Narayana Health	7452	Ahmedabad, Bengaluru, Berhampore, Davangere, Dharwad, Durgapur, Guwahati, Hyderabad, Jaipur, Jamshedpur, Kolar, Kolkata, Kuppam, Mahuva, Mysore, Raipur, Shimoga, Bellary, Palanpur

According to the measurements distributed by Directorate General of Commercial Intelligence and Statistics of India, in the year 2015-16, there was 4, 60, 000 outside patients have different medications in India. The genuine number of outside vacationers who acquire restorative treatment in India is considerably more than that of the complete number of Medical Tourist Visas issued by the focal government. The reason is vacationers who are visiting India for different purposes additionally may get some treatment in India yet their essential intention isn't medicinal the travel industry. So the universal patients who want relaxation, entertainment, sports, instruction, business and so forth are not considered medicinal voyagers since their essential thought process isn't therapeutic the travel industry and furthermore they may not hold a restorative visa. For example, one of every three global patients in India are from Bangladesh. It is around 1,65,000 patients however the complete number of Medical Visas issued to Bangladesh residents are just 58,300. The other significant Medical Tourists producing nations for India are Afghanistan (29,492), Iraq (9,131), Nigeria (5,994), Kenya (3240) and Pakistan (1921).

#### **Monitoring System for Quality and Standard in Indian Medical Health care framework.**

The fate of Medical Tourism in India is totally vested on the quality and standard of medicinal administrations offered to universal patients. The administration of India is exceptionally worried about keeping up quality and standard. National Accreditation Board for Medical clinics and Health Care Providers known as NABH is such an association resolved to screen the quality and standard in Indian therapeutic framework, shaped by the Government of India. It is a constituent leading body of Quality Council of India, set up to set up and work accreditation program for human services associations. The board is organized to oblige much wanted requirements of the customers furthermore, to set benchmarks for advancement of wellbeing industry.

NABH is an institutional individual from the International Society for Quality in Health Care (ISQUA). ISQUA is a universal body which awards endorsement to Accreditation Bodies in the zone of medicinal services as characteristic of comparability of accreditation program of part nations. Universal Society for Quality in Healthcare (ISQua) has authorize Standards for

Hospitals created by NABH. the endorsement of ISQua confirms that NABH guidelines are in consonance with the worldwide benchmarks set by ISQua. Along these lines, those emergency clinics are certified by NABH depends on the rules of ISQua guarantee a universal acknowledgment and therapeutic visitors may confide in additional what's more, India procures validity over the therapeutic offices. Presently NABH has licensed 491 emergency clinics in India dependent on the ISQua rules.

The Ministry of Tourism, Government of India gives money related and showcasing backings to social insurance establishments, for example, authorize Medicinal and Wellness Tourism Service Providers, Chamber of Commerce and different organizations. It likewise offers help to arrange different occasions identified with restorative and health the travel industry, for example, workshops, occasions, courses and advancement appears.

India has some key edge over its rivals on Medical the travel industry because of certain worthwhile and novel qualities, for example,

- India has a long history and convention in the field of social insurance and medications. A considerable lot of its year old conventions and practices are still followed in a similar style or in a changed variant.
- Indians are customarily and mentally raised in a demeanor of administration and cordiality mind setup. The subtitle like Athidi Devo Bhava is the best case for declaring Indian accommodation mind.
- India has a wide range of Health care establishments with universal norms and State of the Art offices.
- Most of the Indian medicinal professionals and specialists at Indian Hospitals are all around prepared or contemplated or have worked or uncovered with universal emergency clinics and driving medicinal organizations on the planet.

- Indian therapeutic experts are exceptionally experienced because of dealing with numerous cases.
- The English language and open aptitudes are one more explanation behind individuals lean toward India. The majority of the Doctors and Medical caretakers talk great English language and many even talk unknown dialects as well.
- Indian clinics holds the best and exceptionally propelled medicinal and analytic supplies imported from developing nations.
- The expense of Medical treatment and techniques are especially reasonable and shabby contrasted and some other nations in the world. This cost favorable position has made India as number one therapeutic the travel industry goal on the planet.
- Less holding up period, less procedural conventions, accessibility of e-therapeutic visa and on line enrollment, offices for pre enlistment dialog and so on are extremely critical vital favorable circumstances of Indian Medical Tourism.
- The Government backing and help is one more purpose behind the development of restorative the travel industry in India. Indian restorative the travel industry arrangements and patient amicable.
- The openness, settlement and transportation offices are likewise standard with global norms in lion's share of the
- Indian metropolitan urban areas. Wide scope of transportation net work of Airlines, streets, trains and so on guarantees wellbeing and quick development in India.
- Many neighboring nations of India particularly Bangladesh, Pakistan, Afghanistan, Sri Lanka, Middle East Countries and African nations have extremely weakness care offices is one

of the benefits of Indian Medical the travel Industry.

### **Conclusion**

Restorative Tourism in India is a standout amongst the most critical the travel industry movement where the outside sightseers from various nations visit India for getting different therapeutic medications and methodology. This section of the travel industry contribute altogether for the remote trade profit and pay age. The medicinal sightseers who visit India must have a substantial restorative visa. The measurements uncover that the vast majority of the therapeutic sightseers who visit India are from the neighboring nations of India, for example, Bangladesh, Afghanistan, Sri Lanka, Pakistan, Maldives and so forth the real purpose behind their determination of India as medicinal the travel industry goal is because of ease for medicines and vicinity. The presentation of Medical Visa, exceedingly progressed and all around prepared clinics are additionally an explanation behind their choice. it is additionally understood that the pushing factor for their basic leadership is the poor therapeutic offices accessible in their concerned nations. While the European and American therapeutic sightseers are concerned, the cost factor in addition to the simple and quick medicinal systems are the purposes behind determination. Indian therapeutic medications are one of the low-evaluated items on the planet with great quality having a tremendous potential for improvement.

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