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REVIEW OF HEALTH CARE TOURISM IN INDIA

Key Terms; Health, Care , Medical Tourism,Confederation of Indian Industry (CII),Medical Tourism Council (MTC)

INTRODUCTION:

India's tourism is well known for its weather ,food and cultureto attract foreigners .In current situation one important factor to increase our tourism is health care industry. Medical tourists are people travelling through international borders to receive health care or medical treatment.

As per Ministry of Tourism statistics, by 2020 medical tourism can increase 200% hitting 9 billion dollars.

The e-tourist visa regime has been expanded to include medical visits as well. Medical and medical attendant visas have been introduced to ease the travel process of medical tourists. The maximum duration of stay in India under the e-medical visa is a longer duration of six months,"(Tourism Minister KJ Alphons 2017)

Factors affecting India's health tourism is as follows:

- Skilled health care professionals like doctors, Nurses, and health care providers
- Advanced medical technology
- International standards of quality care and health facilities are provided at low cost
- Traditional practices of Siddha, Unani, Homeopathy , Yoga and Ayurveda

Evolution / Review of health care tourism :

In India 2.62 million foreign visit as against the 2.12 million in the corresponding period in 2003 from the period of January 2004 to October 2004 as per data of Indian government. During the ten-month period in 2003, Foreign, exchange earnings through tourism also increased from \$2.8 billion to \$3.85 billion in the corresponding period in 2004. The \$17 billion Indian healthcare industry comprised roughly 4% of the country's GDP according to India's Ministry of External Affairs. Hospital services, healthcare equipment, managed care and pharmaceuticals were expected to grow by 13% annually till 2010. According to the Insurance Regulatory and Development Authority, India's healthcare industry could grow exponentially like software and pharmaceuticals in the 1990s. The government believed that only 10% of the market potential was tapped- With global revenues an estimated \$2.8 trillion, healthcare \was the world's largest industry.

According to the "Frost & Sullivan Indian healthCare Industry Forecast 1996-2006", the industry's growth highly depended on India's continuing macroeconomic liberalisation, including further tax cuts, a broader tax base and reduced interest rates for borrowers. The forecast said that the introduction of product patents in India was expected to boost the industry by encouraging multinationals to launch specialized life-saving drugs. India's natural advantages of lower production costs and its skilled workforce would attract multinationals to set up research and development and production centre is been believed by some analyst. The export of bulk drugs and formulations was set to increase a compounded annual growth rate of 20% and 10% respectively between 2002 and 2006.

According to a report by Confederation of Indian Industry (CII) and McKinsey fit Co., medical tourism, which was growing at a rate of 30% could generate revenues of Rs.100 billion (\$2.1bn, €1.9bn, £1.3bn) by 2012 (compared to an estimated \$333 million in 2004) and would account for 3%-5% of the total Healthcare delivery market. India was unique as it offered Ayurveda, Allopathic, holistic medicinal services with yoga, meditation and other systems of medicines according to CIT. India offered a unique bundle of services to an individual which was difficult to match by other countries. In addition to this India was on par with the world's best centers and India possessed very experienced and internationally qualified specialists. According to case study done by CII with the population of 60 million Thailand was successful to attract one million health tourists in 2003. CII believed that India

should also capitalize on its inherent strengths to become a world player in medical tourism by replicating the Thai model.

Following suggestions made by Confederation of Indian Industry (CII) :

- Government of India should encourage medical tourism by increasing air connectivity linking major cities, and create health support infrastructure.
- Need to undertake an international marketing campaign targeted at selected countries, besides establishing one-stop centers in key markets to facilitate the inflow of foreign patients.
- For medical visitors, CII proposed the government to streamline immigration process.
- CII recommended the government to build adequate health infrastructure, create specialty tourist packages to include medical treatment and promote hospital accreditation and-standardization. The study indicated that private healthcare would be the largest component of medical tourism in 2012, reaching Rs.1560 billion from the existing level of Rs.690 billion.
- Indian Healthcare Federation along with CII has worked closely with the Government of India to develop a strategy to project India as a world-class healthcare destination. For the attractive packages for medical tourism, the CII along with Indian Healthcare Federation collaborated with tour operators. Together they suggested a list of reputed hospitals in major cities, which had good air connectivity, with details of their service to the Indian government to promote them for medical tourism. CII suggested uniform price band in major specialties, which were indicative pricing of the government. Industry experts believed that the initiatives would facilitate foreign patients seeking treatment in India.

Efforts were taken to promote medical tourism in the country by the Indian government. Renuka Chowdhury Union Minister of State for Tourism, stated in Parliament that medical tourism was an evolving concept and some states like Karnataka, Andhra Pradesh, Maharashtra, Delhi and Kerala with medical facilities of international standards were promoting it. A logo was developed to mark out ministry-approved centers of healthcare by tourism ministry. This department also offered and brought a CD on ancient healing

methods. To showcase medical facilities in India, the Federation of Indian Chambers of Commerce and Industry (FICCI) and the Federation of Indian Exporters Organization visited Malaysia, Indonesia and Singapore in August 2004.

To understand how they transformed medical tourism into a paying proposition, a team of CII, FICCI and representatives from private hospitals visited Thailand and Singapore. To discuss India's chances to emulate Thailand, a seminar was conducted. According to Sushil Jiwrajka, the head of FICCI's Western India council, The Thailand formula has a close coordination between the government and the healthcare industry, when the study revealed that each medical tourist brings in a revenue of \$600 as against \$230 from an ordinary Tourist. In eastern India, government-owned domestic carrier Indian Airlines teamed up with leading city hospitals in Kolkata to give air passengers a 30% discount on diagnostic and therapeutic services in city hospitals. Efforts were taken by the state governments also to promote medical tourism in their respective states. Patients from Gulf countries, Canada and the Maldives were attracted to Kerala while tourists from European countries were attracted by Mumbai. Gujarat emerged as a prime destination for medical tourists with cardio-logical problems.

The Karnataka government set up Bangalore International Health City Corporation, which catered to patients with a wide variety of Healthcare products and treatments. Among the metros, Bangalore was a searing destination as medical aid to be the cheapest.

To promote medical tourism in the state, the Maharashtra state government launched the Medical Tourism Council (MTC) of Maharashtra in collaboration with the state's business sector and private healthcare providers. It unveiled fixed price treatment packages including costs such as medical, transport and accommodation for foreign patients. The brochure produced by the MTC included a table listing the comparable costs of procedure. For example, the average price of private heart surgery in the West was \$50,000 whereas in Mumbai, it could be done for \$10,000. It also used the state's more conventional tourist attractions to encourage medical tourists.

The Gujarat government also set up a medical tourism council to facilitate medical tourism in the state. The state government organized two major events during Navratri 2004

on the global basis to promote medical tourism in the state. There was an exhibition on medical tourism, where top leading hospitals of the state displayed their facilities. A seminar on the issues and concerns related to medical tourism was also conducted.

Kerala, the pioneer city in India, also had health and medical tourism. The attraction for foreigners were focus on Ayurveda and its wide array of treatments and medications. Ayurveda Centres of Kerala were established at multiple locations highlighting the advantages of Ayurveda in health management. Kerala participated in various trade shows and expos to showcase the advantages of this traditional form of medicine.

The government Tamil Nadu also took efforts to attract foreign patients. The state held talks with the Airport Authority of India for a separate counter for people visiting the state for health tourism. Tamil Nadu Tourism Development Corporation (TTDC) collaborated with Apollo and launch a traveler's privilege coupon which is called the Apollo Hospitals—TTDC Preventive Health Care Package. The tourist were provided with 15% discount on Apollo preventive health check. The tourists taking advantage of TTDC tour packages could use the coupon and a health check could be conducted at any of the Apollo Hospitals or clinics across the country. This coupon came along with the ticket purchased for any of the tour packages organised by TTDQ."

Private Sectors' Role in Facilitating Medical Tourism:

Private hospitals, travel agencies and tour operators took initiatives to promote medical tourism in India. The Indian Healthcare Federation, an association of the healthcare delivery sector that included private hospitals like Apollo Group of Hospitals, Hinduja Hospital, *Max Healthcare*, the Fortis Heart Institute projected India as a healthcare destination. Services such as Internet-equipped private rooms, airport pick ups and package deals that combined standard medicine with yoga and other forms of traditional Indian healing services were provided by the private hospitals to attract foreign patients. Private hospitals coordinated with airlines, tour operators and car rental businesses to offer tourists a package deal that encompassed medical costs, hotel tariffs, airfares, airport pickup and tours to nearby popular tourist spots.

Among the private hospitals, Apollo Group of Hospitals (Apollo), the third largest health service provider in the world and the largest in Asia was the choicest destination for patients from Southeast Asia, Africa and West Asia. The group tied up with hospitals in Mauritius, Tanzania, Bangladesh and Yemen besides running a hospital in Sri Lanka, and was managing a hospital in Dubai. Sudan, Ethiopia, United Arab Emirates (UAE), and even Bangladesh, Nepal and Malaysia .

In addition, Apollo also initiated efforts to persuade Britain's NHS to bring patients from UK to India. Recognition from the NHS ensured international standards in terms of patient care, quality improvement and patient safety. Furthermore, Apollo was in the process of getting accredited with Joint Commission International, which facilitated better response from Europe and the US.

The Hinduja hospital had a coordination centre in London, which facilitated registration of patients from Europe. Manipal Hospital had set up information centres in several countries, including UK and UAE. The hospital planned to include two floors exclusively for foreign patients. Manipal Hospital was in the process of getting accredited with the US Joint Commission International Accreditation, an industry certification for quality standards. It already had an ISO certification for meeting European quality standards. Wockhardt also had tie up with Britain's National Health Service about outsourcing the treatment of British patients to India.

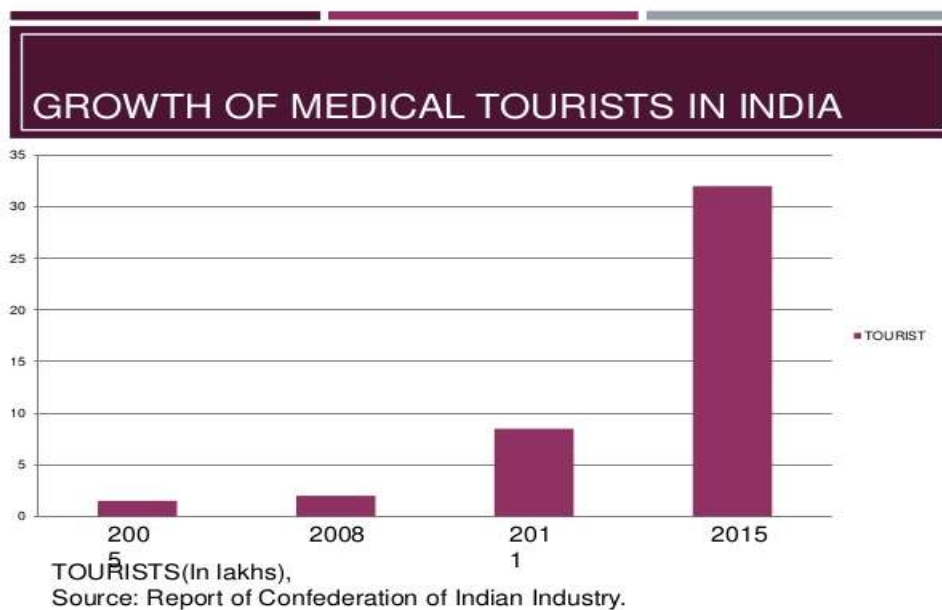
In addition, travel agents were aggressively promoting India as a destination for medical tourism. Cox and Kings India had a 2004 winter package that helped the patients anywhere in the world for visa arrangement, airport pick-up, transport, hotel and hospital. The Mumbai-based Jaslok Hospital had an informal tie up with Air-India and the Taj group of hotels. Mumbai-based Dr. Batra's Positive Health Clinic also had a tie up with Cox & Kings, Brighdand Holidays and Sterling Resorts, which offered discounts to its members.

In 2015, India has a third most popular destination for medical tourism. When the industry was worth \$3 billion. According to a 2018 report by the Federation of Indian Chambers of Commerce & Industry, India's AYUSH industry was estimated to be worth around \$2.4 billion in 2014-15.

The number of foreign tourists coming into the country on medical visas nearly 234,000 that year. By 2017, the number of arrivals more than doubled to 495,056.

Summary:

India's reputation in modern, western approaches, along with traditional knowledge of health care, is fueling the country's rise in medical tourism. (CNN's Subhrangshu Pratim Sarmah contributed to this report. Patients from abroad come for mainly for cardiac surgeries, including pediatric cardiac surgery, cancer treatments, neurosurgery, spine surgery, transplants, bariatric surgery, trauma-related orthopedic surgery and IVF," (Sonika Raina, a representative for Max Healthcare.) "Nearly 10% of the overall revenue comes from foreign patients."



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INDIAN TOURISM INCREASE

Foreign tourist arrivals				