MEDICAL TOURIST'S PERCEPTION TOWARDS VARIOUS DESTINATION CHOICE FACTORS AS A GUJARAT STATE FOR MEDICAL TOURISM

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ABSTRACT

Aim/Purpose: *To study the perception of medical travelers towards various destination choice factors as a Gujarat state for medical tourism, to study the perception of the medical traveler or tourists towards Gujarat state as a destination choice of medical tourism and to study the scope for medical tourism in Gujarat state.*

Research Design: *Nature of research is problem identification. The type of research will be exploratory and conclusive descriptive research, i.e. data analysis was quantitative and tests the specific hypothesis. Single cross sectional research design means one sample of respondent has been drawn from the target population and information has been obtained from this sample once. Survey method with a structured questionnaire using likert scale given to the sample of population and designed to elicit specific information from the respondents. Data was collected from existing traveler in the various private hospitals of the Gujarat state.*

Sample Design: *Target populations were samples, subgroups of a population selected for the study. Sample element would be medical travelers who come in Gujarat for taking a medical treatment, i.e. NRIs, Domestic and foreign travelers. For medical travelers, who are in private or civil hospital, non probability with convenience sampling has been used.*

Methods and Materials: *Descriptive analysis, One way Anova, Chi Square and Multiple regression model with the help of SPSS software.*

Research Outcome: *To identify the important variables for destination choice and perception of the medical tourists towards destination choice. Significance P value of F test is 0.000, which is less than 0.05 so, the regression model is significant. Multiple Correlation coefficients between Destination Choice and all predictors simultaneously is 0.955; it indicates strong relationship between the independent and dependent variables. The value of adjusted R Square is 0.911; this means that regression model is explains 91.1% of variance in Destination Choice.*

Key words: Destination choice, Medical tourism, medical tourist's perceptions.

1. INTRODUCTION:

Market value of health care sector was 68.4USD billion in 2011 and forecast market value of Healthcare sector will be 280 USD billion in 2020. India ranked 13th among 184 countries in terms of travel and tourism's total contribution to GDP is expected to grow 6.4% per annum during 2014-24. Presence of world-class hospitals and skilled medical professionals has strengthened India's position as a preferred destination for medical tourism. Medical tourism market is expected to expand at CAGR of 27% to reach USD 3.9 billion in 2014 from USD 1.9 billion in 2011. Inflow of medical tourists is expected tocross3.2 million by 2015 compared to 0.85 millions in 2012. Gujarat is evolving in terms of number of hospitals, healthcare centers, beds and is expected to continue a positive trend in future. A doctor to patient ratio is 1:10 and nurse to patients ration is 1:5. Healthcare is available at very competitive charges so, Gujarat has become lucrative destination for people wanting to undergo the best treatment at cost effective rates. There are excellent multi-specialty hospitals with ultramodern infrastructure which offers attractive options for foreigner and NRI.

1.1 INDIA: MEDICAL TOURISM:

India was one of the first countries had a 20% market share of the Asian market. The number of medical tourists in India has grown by 30% between 2009 and 2011. In India will receive nearly half million medical tourists annually by the year 2015. In India, about 10,000 to 12,000 foreign patients came for healthcare services annually. The medical tourists mainly visited India for diseases such as orthopedics, for non-trauma medical disease, replacement/corrective surgery, urology, dental surgery etc. The main reason to increase the inflow of medical tourists in India, were substantial cost and expertise advantage in comparison to western countries. The main demand for medical tourism came from the 20 million Indians who live abroad, but a growing numbers of foreigners were also, get medical treatment from India. Medical tourists had two kind of perception regarding India, firstly India had many world class private hospitals and secondly India had experienced highly qualified doctors. India, known a nation for dirt and killer diseases had been emerged as destination for medical tourism. People in the UK and the IS, South Africa, the middle East, the Gulf and South-east Asia were choose private Indian hospitals because the treatment was faster, cheaper and as good as anything in the west. In the UK, A heart bypass that would cost UK pound 5,000 and In India it would cost only 500 UK pound. In India for hip replacement surgery would cost 6,600 UK and in India it would be cost for 860 UK pound. An In-vitro fertilization cycle in the US would cost $ 6000 and In India, it would be cost around 1200$. Apollo chains

had treated 60,000 foreigner patients from 55 countries in the past five years. Another factor in India becoming a health destination was that patients in the UK and US cannot use their insurance for non critical treatment, such as knee replacement or cosmetic surgery (Dhillon A, 2003). India was most preferred destination for Kenya and has tremendous potential for Cardio logical treatments as well as India offered traditional form of treatments such as Yoga and Homeopathy. (Healthcare hospitals India emerges hot destination for medical tourism, 2011).

1.2 GUJARAT STATE AS A DESTINATION FOR MEDICAL TOURISM:

All tourist places of Gujarat state and tourists visiting these tourist places comprise the universe of the study. Tourist paces, from tourist resources point of view, have been stratified into twelve categories. They used multiple-choice questionnaire has been prepared to get comprehensive information about comparative study of tourism resources in Gujarat from tourists- both domestic and foreign tourists. The information analyzed provided an insight into the tourist traffic trends in Gujarat state. Gujarat state has emerged as an attracting tourist place and TCGL has been progressively looking towards marketing of tourism in Gujarat. They also studied important information regarding comparative study of tourist resources of Gujarat state according to nationality, gender and age group of selected respondents and respondents' opinion about facilities of tourist complexes, quality of food, price being charged for services and tourism promotion facilities (Viramgami and Patel, 2012).

World class health facilities, zero waiting time and most importantly one fifth to one tenth of medical costs spent in the US or UK, Gujarat has been becoming the preferred medical tourist destination. More than 1,000 non-resident Indians (NRIs) and foreigners visit every year for medical procedures. India's emergence as the preferred Global Healthcare destination has attracted patients from the globe to come to India particularly Gujarat for treatment which has been estimated to contribute 25-31 % of the industry earnings of one hundred thousand crores. The Gujarati community comprises of 32% of the total 20.1 million people of Indian origin worldwide. According to a study by Confederation of Indian Industry (CII), India has a competitive edge especially its cost advantage. The Cost of Medical treatment in India is less than 1/3rd of that in many European and US Hospitals (Kunal, 2010).

Gujarat State's Ahmedabad, India-With world class health facilities, zero waiting time and most importantly one tenth of medical costs spent in the US or UK, Gujarat has been become the preferred medical tourist destination and also matching the services available in Delhi, Maharashtra and Andhra Pradesh. Study shown that about 1,200 to 1,500 NRI's, NRG's and a small percentage of foreigners come

every year for different medical treatments, the majority being cardiac patients and a good number of patients coming for joint replacement, plastic surgery and In-vitro fertilization. Dr.Viren Shah, Medical Superintendent of Sterling Hospital, Ahmedabad said, about 500 to 700 patients visit us for cardiac problems, joint replacement and plastic surgery. The state has various advantages and the large NRG population living in the UK and USA was one of the major ones. Out of the 20 million-plus Indians spread across the globe, Gujarati's boasts 6 million, which is around 30 per cent of the total NRI population. Nonresident Guajarati's or popularly known as NRG's coming to India for personal and medical visits are also marketing the health services available in the state. The specialized clinics and hospitals especially in the private sector has been gain popularity through word of mouth, and this was contributing to the inflow of medical tourists. The facilities and equipment available at the hospitals were comparable with the best hospitals in the country and even the world.

2. LITERATURE REVIEW:

During pre-purchase stage, destination image was formed by personal factors (demographics and motivations) and stimulus factors (information sources and past experiences). Tourists created the image or had perception of the travel destination because of these factors. When tourists were on their trips, they experienced several attributes of the travel destinations such as hotels, restaurants, shopping outlets, airports, etc. They then compared their expectations to the destination with their actual experiences during the purchase stage. If the actual experiences met or exceeded the expectation, the tourists would be satisfied, or vice versa. Satisfied tourists were likely to return and willing to recommend the travel destinations in the post-purchase stage.

Choosing a destination was a multi-step decision-making process in which different individuals invest varying levels of effort, depending on their level of involvement. The crucial determining factor of a given individual's mode of decision-making is, therefore, the level of product involvement felt by that individual (Zaichkowsky, 1985, Hawkin et al., 2001, Sheth et al., 1999).

In terms of making a destination choice for medical tourism, it can be assumed that the level of involvement will be high and that people will usually engage in extended decision-making to reduce the risk of making a wrong decision about an important personal issue (Goosens,2000, Prentice, 2006).

Destination marketers therefore need to portray positive images that are consistent with the actual experience that will be enjoyed by visitors (Britton, 1979). If so, the satisfaction that results is likely to

lead to repeat visits and positive word-of-mouth recommendation (Zeithaml et al., 2006). Oppewal, Huybers and Crouch, (2010), studied the existing literature on destination choice addresses specific aspects of destination choice behaviour, such as travel motivations and destination image, as well as more general, overall models of the destination choice decision-making process. Woodside and Lysonski (1989) developed a general model of the destination choice process which recognized the central role of perceptions and preferences.

Crompton, (1993), a two stage approach to travel destination choice was developed based on the construct of an evoked set. The two stages were evolution of an evoked set from the awareness set; and destination selection from the evoked set. Attitude was operationalised as the difference between perceived inhibitors and perceived facilitators. Study concluded that attitude was influential in determining whether a potential destination was selected as part of the evoked set and in selecting a final destination.

Destination choice addresses specific aspects of destination choice behaviour, such as travel motivations and destination image, as well as more general, overall models of the destination choice decision-making process. The success of destination marketing lies in their ability to compete, brand a city, understand visitor perceptions and satisfaction, provide value, and manage the total visitor experience (Tasci, Gartner, & Cavusgil, 2007; WTO, 2005). The study on destination image reveals tourists' perceptions of travel destinations. It affects pre-visit, during-visit, and post-visit behavior of tourists on selection of travel destination preference, satisfaction, and intention to return (Tasci & Gartner, 2007). Therefore, a destination image study provides destination marketers with information regarding the tourists' expectations and satisfaction to see the strengths and weaknesses of the destination, which later will be used to improve the destination's attributes, develop relevant marketing strategies, and compete with other businesses.

3. RESEARCH OBJECTIVES

Objectives of research:

1. To study the perception of medical travelers towards various destination choice factors as a Gujarat state for medical tourism.
2. To study the perception of the medical traveler or tourists towards Gujarat state as a destination choice of medical tourism.

3. To study the scope for medical tourism in Gujarat state.

3.1 RESEARCH DESIGN:

Nature of research is problem identification. The type of research will be exploratory and conclusive descriptive research, i.e. data analysis was quantitative and tests the specific hypothesis. Single cross sectional research design means one sample of respondent has been drawn from the target population and information has been obtained from this sample once. Survey method with a structured questionnaire using likert scale given to the sample of population and designed to elicit specific information from the respondents. Data was collected from existing traveler in the various private hospitals of the Gujarat state.

3.2 SAMPLE DESIGN:

Target populations were samples, a subgroups of a population selected for the study. Sample element would be medical travelers who come in Gujarat for taking a medical treatment, i.e. NRIs, Domestic and foreign travelers. For medical travelers, who are in private or civil hospital, non probability with convenience sampling has been used. Sampling unit of in research would be major cities of the Gujarat state.

4. RESEARCH ANALYSIS:

Sr. No	Demographic profile of Respondents	Attributes	Frequency	Percentage
1.	Age	25 or Under 25	24	4.0
		Between 26-40	177	29.5
		Between 41-60	232	38.7
		61yr or older	167	27.8
2.	Gender	Male	424	70.7
		Female	176	29.3
3.	Occupation	Students	19	3.2
		Professionals	95	15.8
		Salaried employees	274	45.7
		Self employed	152	25.3

		Government employed	17	2.8
		Others	43	7.2
4(A).	Income (Domestic Medical Traveler)	Greater than Rs.1,00,000	7	2.3
		Rs.1,00,001 to 3,00,000	9	3.0
		Rs. 3,00,001 to 5,00,000	160	53.3
		Rs. 5,00,001 to 7,00,000	66	22.0
		Above 7, 00,000Rs.	58	19.3
4(B).	Income (NRI & FOREIGNER Medical Traveler)	Less than 50,000$,	7	2.3
		50,000 $ to 3,00,000$	247	82.3
		Greater than 5,00,000$	46	15.3
5.	Education Qualification	Undergraduate	43	7.2
		Graduate	465	77.5
		Post graduate	91	15.2
		M.Phil./PhD	1	0.2
6.	Marital Status	Single	85	14.2
		Married	507	84.5
		Widowed	8	1.3
7.	Types of Medical Tourist	NRI	250	41.7
		Foreigner	50	8.3
		Domestic	300	50.0
8.	From which region you come for treatment?	Asia	45	7.5
		Africa	13	2.2
		Australia	64	10.7
		North America	99	16.5
		South America	41	6.8
		Europe	38	6.3
		Other state of India	300	50.0
9.	With whom do you travel?	Family	258	43.0
		Friends.	84	14.0
		Alone	31	5.2

		Either husband or wife.	227	37.8
10.	Nature of your trip.	Medical Purpose only.	413	68.8
		Business & Medical Purpose	117	19.5
		Tour & Medical Purpose	47	7.8
		Spiritual & Medical Purpose	9	1.5
		Vacation/Leisure & Medical Purpose	14	2.3
11.	For which medical treatment you choose destination as a Gujarat?	Dental surgery	54	9.0
		Heart surgery &/or heart related problems	238	39.7
		Infertility	89	14.8
		Orthopedic Surgery	13	2.2
		Gynecological	72	12.0
		Cosmetic surgery	86	14.3
		Pediatric problems	23	3.8
		Cancer	25	4.2
12.	How long you stay for treatment?	1-3 nights	14	2.3
		4-7 nights	70	11.7
		8-10 nights	246	41.0
		11-14 nights	71	11.8
		15 nights or longer	199	33.2

4.1 DESCRIPTIVE ANALYSIS:

1. **Important Sources for Destination Choice.**

Sr. No.	Variables	Mean
1.	Family&/or friends	3.8683
2.	Internet	3.5217
3.	Travel magazine, Brochure	3.4400
4.	Travel agent	3.2833
5.	Commercial advertisements	3.1483

Interpretation:

Above table shows that family &/or friends, internet and travel magazines and brochure having high mean values, so there are an important sources of information for destination choice.

4.2 ONE WAY ANOVA TEST:

Sr. No.	**ALTERNATE HYPOTHESIS**	**(P) VALUE**	**RESULT**
H1	There is a significance impact of various age groups of the Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H2	There is a significance impact of various occupation groups of the Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H3	There is a significance impact of various education qualifications groups of the Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H4	There is a significance impact of various income groups of the domestic Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**

H5	There is a significance impact of various groups of the NRI & FOREIGN Medical tourists on destination choice for medical tourism.	**0.028**	**Accepted**
H6	There is a significance impact of various marital status groups of the Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H7	There is a significance impact of various types of Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H8	There is a significance impact of various region groups of Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H9	There is a significance impact of various numbers of staying of Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H10	There is a significance impact of various nature of trip of Medical tourists on destination choice for medical tourism.	**0.000**	**Accepted**
H11	There is a significance impact of various travels groups of Medical tourists on destination choice for medical tourism.	**0.028**	**Accepted**

RESULT ANALYSIS:

There is a significant impact of various demographic factors like Age, income (Domestic and NRI & Foreigner, occupation, Marital status and education qualifications etc. on destination choice. The significance values (P) at 95% are 0.000. Further, also there is significant impact of various types of medical tourists, regions, numbers of staying of medical tourists, nature of trips and various travels groups on destination choice.

4.3 CHI-SQUARE TEST

Sr. No.	**ALTERNATE HYPOTHESIS**	**P VALUE**	**RESULT**
H1	There is association between types of medical tourists and staying for treatment.	**0.000**	**Accepted**
H2	There is association between types of medical tourists and for which medical treatment you choose Gujarat as a destination.	**0.000**	**Accepted**

H3	There is association between types of medical tourists and nature of trip.	**0.000**	**Accepted**
H4	There is association between nature of trip and staying for treatment.	**0.000**	**Accepted**
H5	There is association between nature of trip and region from where medical tourists come for treatment.	**0.000**	**Accepted**
H6	There is association between types of occupation and nature of trip.	**0.000**	**Accepted**
H7	There is association between types of marital status and nature of trip.	**0.364**	**Rejected**
H8	There is association between income (Domestic Medical Tourists) and stay for treatment.	**0.000**	**Accepted**
H9	There is association between income (NRI & Foreigner Medical Tourists) and stay for treatment.	**0.106**	**Rejected**
H10	There is association between types of medical tourists and Age of Medical tourists.	**0.000**	**Accepted**
H11	There is association between staying of medical tourists and Age of Medical tourists.	**0.000**	**Accepted**
H12	There is association between staying of medical tourists and occupation of Medical tourists.	**0.000**	**Accepted**
H13	There is association between travel of medical tourists and marital status of Medical tourists.	**0.000**	**Accepted**
H14	There is association between staying of medical tourists and marital status of Medical tourists.	**0.000**	**Accepted**
H15	There is association between income (Domestic Medical Tourists) and nature of trip.	**0.000**	**Accepted**
H16	There is association between income (NRI & Foreigner Medical Tourists) and nature of trip.	**0.084**	**Rejected**
H17	There is association between types of occupation and nature of treatment.	**0.000**	**Accepted**
H18	There is association between types of Age and nature of	**0.000**	**Accepted**

	treatment for Gujarat as a destination.		
H19	There is association between types of Marital Status and nature of treatment for Gujarat as a destination.	**0.000**	**Accepted**

RESULT ANALYSIS:

There is association between types of medical tourists and staying for treatment, for which medical treatment you choose Gujarat as a destination and nature of trip. There is association between nature of trip and staying for treatment, region from where medical tourists come for treatment & types of occupation but there is no association between types of marital status and nature of trip. There is association between income (Domestic Medical Tourists) and stay for treatment but there is no association between income (NRI & Foreigner Medical Tourists) and stay for treatment. Similarly, there is association between income (Domestic Medical Tourists) and nature of trip but there is no association between income (NRI & Foreigner Medical Tourists) and nature of trip. There is association between staying of medical tourists and Age, occupations and marital status of Medical tourists Also, there is association between types of medical tourists and Age of Medical tourists. There is association between types of occupation, age, marital status of medical tourists and nature of treatment.

4.4 RELIABILITY TEST:

1. **Problem Recognition:**

Sr. No.	**VARIABLES**	**Cronbach's Alpha Value**	**Result**
1.	I feel excessive cost of treatment at my home destination.	**0.632**	**Accepted**
2.	My home place is lacks of appropriate medical facility.		
3.	My home place lacks special quality care in cardiac, plastic or other critical surgery.		

2. Motivation:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	I feel that my health treatment is very important for me.	**0.662**	**Accepted**
2.	There is a low cost of Medical treatments available at destination.		
3.	I want to meet the friends &/ relatives at destination place of choice.		
4.	I want to visit historical places, ancient ruins, temples after medical treatment.		
5.	There is no waiting line for medical treatment at destination place of choice.		

3. Information Search:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	I collect information from Brochures, Travel magazines, Newspaper for destination choice decision.	**0.740**	**Accepted**
2.	Relatives and friends, Personal experience is essential for destination decision making.		

4. Destination Image and Attributes:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	I feel that cleanliness require at destination.	**0.617**	**Accepted**
2.	There is a booking and reservation for treatment at destination.		
3.	There is an accessibility and comfort of transport services.		
4.	There is a hygiene level of food.		
5.	There is a facility for kids/family members.		

5. Marketing Mix:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	There are various ranges of products available at destination.	**0.613**	**Accepted**
2.	There are post medical treatment services at destination.		
3.	Destination is offering a competitive treatment prices for medical tourists.		

6. Tourists experience and satisfaction:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	I am satisfied with Personal and public safety at destination.	**0.651**	**Accepted**
2.	I am satisfied with accommodation services at destination.		
3.	Cleanliness and hygiene food services at destination.		
4.	Hospitality and customer care services of local people at destination.		
5.	I am satisfied with transport services at destination.		
6.	Pleasant experience with Doctors, nurses and other staff members at destination.		
7.	Wi-Fi/internet facility at destination.		

8. Destination Choice:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	There is a proper Language communication skill of Doctors, nurses and receptionists at destination.	**0.612**	**Accepted**
2.	Destination is equipped with cutting edge technology.		
3.	Destination has liberal Government's health policies.		

9. Intention to revisit and recommended to others:

Sr. No.	VARIABLES	Cronbach's Alpha Value	Result
1.	I met expectation with infrastructural & transportation services at destination.	**0.704**	**Accepted**
2.	I met expectation with cleanliness and proper hygienic food services at destination.		
3.	I met expectation with destination image and attributes.		
4.	I speak positive word of mouth to other about destination.		
5.	I will choose as a destination, Gujarat, again for medical treatments in future also.		
6.	I would recommend Gujarat, as a destination to others.		

5.0 MULTIPLE REGRESSION:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955[a]	.911	.910	.30193

a. Predictors: (Constant), TES_SUMMATED, IS_SUMMATED, MM_SUMMATED, MT_SUMMATED, DIA_SUMMATED, PR_SUMMATED

b. Dependent Variable: DC_SUMMATED

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	555.229	6	92.538	1015.090	.000[a]
	Residual	54.059	593	.091		
	Total	609.288	599			

a. Predictors: (Constant), TES_SUMMATED, IS_SUMMATED, MM_SUMMATED, MT_SUMMATED, DIA_SUMMATED, PR_SUMMATED

b. Dependent Variable: DC_SUMMATED

Interpretations:

1) Hypothesis for ANOVA test:

Ho: The regression model is not significant.

H1: The regression model is significant.

2) Interpretation of P value of ANOVA test:

P value of F test is 0.000, which is less than 0.05 so, the regression model is significant.

3) Interpretation of R:

Multiple Correlation coefficients between Destination Choice and all predictors simultaneously is 0.955; it indicates strong relationship between the independent and dependent variables.

4) Interpretation of R Square:

The value of adjusted R Square is 0.911; this means that regression model is explains 91.1% of variance in Destination Choice.

Coefficients[a]			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.089	.245
	PR_SUMMATED	.002	.012
	MT_SUMMATED	1.264	.017
	IS_SUMMATED	-.017	.019
	DIA_SUMMATED	-.032	.029
	MM_SUMMATED	-.079	.025
	TES_SUMMATED	-.186	.035

Coefficients[a]							
Model		Standardized Coefficients	t	Sig.	Correlations		
		Beta			Zero-order	Partial	Part
1	(Constant)		.361	.718			
	PR_SUMMATED	.002	.140	.888	-.132	.006	.002
	MT_SUMMATED	.983	72.492	.000	.950	.948	.887
	IS_SUMMATED	-.011	-.892	.373	.048	-.037	-.011
	DIA_SUMMATED	-.015	-1.128	.260	.252	-.046	-.014
	MM_SUMMATED	-.039	-3.125	.002	.121	-.127	-.038

Coefficients[a]							
Model		Standardized Coefficients	t	Sig.	Correlations		
		Beta			Zero-order	Partial	Part
1	(Constant)		.361	.718			
	PR_SUMMATED	.002	.140	.888	-.132	.006	.002
	MT_SUMMATED	.983	72.492	.000	.950	.948	.887
	IS_SUMMATED	-.011	-.892	.373	.048	-.037	-.011
	DIA_SUMMATED	-.015	-1.128	.260	.252	-.046	-.014
	MM_SUMMATED	-.039	-3.125	.002	.121	-.127	-.038
	TES_SUMMATED	-.079	-5.351	.000	.160	-.215	-.065

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PR_SUMMATED	.754	1.327
	MT_SUMMATED	.814	1.228
	IS_SUMMATED	.983	1.017
	DIA_SUMMATED	.835	1.198
	MM_SUMMATED	.941	1.063

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PR_SUMMATED	.754	1.327
	MT_SUMMATED	.814	1.228
	IS_SUMMATED	.983	1.017
	DIA_SUMMATED	.835	1.198
	MM_SUMMATED	.941	1.063
	TES_SUMMATED	.680	1.470

1) Hypothesis for t test:

Ho1: Problem recognition is not making significant contribution in destination choice decision, as a Gujarat State.

Ho2: Motivation is not making significant contribution in destination choice decision, as a Gujarat State.

Ho3: Information search is not making significant contribution in destination choice decision, as a Gujarat State.

Ho4: Destination image and attributes is not making significant contribution in destination choice decision, as a Gujarat State.

Ho5: Marketing Mix is not making significant contribution in destination choice decision, as a Gujarat State.

Ho6: Tourist's experiences and satisfaction is not making significant contribution in destination choice decision, as a Gujarat State.

Interpretation of P value of t test:

From above table, Problem Recognition, Destination image and attributes & information search are not making significant contribution in destination choice decision, as a Gujarat State. P values are 0.888 and 0.373, & 0.260 respectively. Motivation, Marketing Mix and Tourist's experiences and satisfaction are making significant contribution in destination choice decision, as a Gujarat State.

2) Simple Linear Regression Equation:

Destination Choice (DC)Y= .089+0.002X1+1.264X2-0.017X3-0.032X4-0.079X5-0.186X6 where X1 is Problem recognition, X2 is Motivation, X3 is information Search, X4 is Destination image and attributes, X5 is marketing Mix and X6 is Tourist's experiences and satisfaction.

3) Interpretation of equation:

From Above equation, Problem recognition X1 and motivation X2 have positive impact on Destination choice decision, while X3 is information Search, X4 is Destination image and attributes, X5 is marketing Mix and X6 is Tourist's experiences and satisfaction have negative impact on destination choice decision.

4) Standardized Coefficient:

To compare the different independent variables standardized coefficient value is used. 'Standardized' means these values for each of the different variables have been converted to the same scale so independents variables can compare. In this case, Problem reorganization, destination image and attribute, marketing mix and Tourist's experiences and satisfaction variables have unique contribution to explaining the dependent variable, Destination choice.

5) Multicollinearity:

There is no presence of multicollinearity because VIF value for all independent variables is less than 10 and tolerance value for all independent variables is more than 0.1.

6.0 FINDINGS OF THE STUDY:

1. Research shows that 70.7% of the medical tourists are male & remaining 29.3% of them are female.
2. 38.7% of the medical tourists fall between 41-60 age groups, 27.8% of them are fall more than 61 years or older and remaining 29.5% of them fall between age group of 26-40 year.

3. 45.7% of the medical tourists are salaried employees, 15.8% of them are professionals, 2.8% of them are government employed and remaining 25.3% of the medical tourists are considered as self employed and 7.2 % of the medical tourists are others and 3.2% of the medical tourists are students.
4. 77.5% of the medical tourists are Graduate, 15.2% of them are post graduate and remaining 7.2% of the medical tourists are considered as undergraduate.
5. 3% of the Domestic medical tourists fall between Rs.1,00,001 to 3,00,000 income groups, 53.3% of the medical tourists fall between Rs.3,00,001 to 5,00,000 income groups, 2.3% of the medical tourists are greater than Rs.1,00,001 income groups and remaining 22% of the medical tourists fall between Rs.5,00,001 to 7,00,000 income groups and 19.3% of the medical tourists are greater than Rs.7,00,000.
6. 82.3% of the NRI and Foreigner medical tourists fall between $.50,000 to $3,00,000 income groups, 15.3% of the NRI and Foreigner medical tourists fall greater than $ 5,00,000 income groups and remaining 2.3% of the NRI and Foreigner medical tourists are less than $ 50,000 income groups.
7. Research shows that 84.5% of the medical tourists are considered as married and remaining 14.2% of the medical tourists are single and 1.3% medical tourists are widowed.
8. Mainly 41.7% of the medical tourists are NRI, 8.3% of the medical tourists are Foreigners and remaining 50% of the medical tourists are Domestic.
9. Research shows that 23.3% of the medical tourists are come from USA region, 10.7% of the medical tourists are come from Australia region, 7.5% of the medical tourists are come from Asia region, 6.3% of the medical tourists are come from Europe region and 2.2% of the medical tourists are come from Africa region and remaining 50% of the of the medical tourists are come from other states.
10. 43% of the medical tourists visit along with family, 37.8% of the medical tourists visit destination along with husband or wife, 14% of the medical tourists visit destination along with friends and 5.2% of the medical tourists visit destination alone.
11. 68.8% of the medical tourists visit destination for medical purpose only, 19.5% of the medical tourists visit destination for business and medical purpose only, 7.8% of the medical tourists visit destination for tour & medical purpose only, 2.3% of the medical tourists visit destination for vacation/Leisure & medical purpose only and 1.5% of the medical tourists visit destination for spiritual & medical purpose only,

12. 41% of the medical tourists stay between 8-10 nights, 33.2 of the medical tourists stay between 15 nights or longer, 11.8% of the medical tourists stay between 11-14 nights, 11.7% of the medical tourists stay between 4-7 nights and 2.3% of the medical tourists stay between 1-3 nights.
13. 39.7% of the medical tourists visit destination for heart surgery and/or heart related problems only, 14.8% of the medical tourists visit destination for infertility purpose only, 14.3% of the medical tourists visit destination for cosmetic surgery purpose only, 12.0% of the medical tourists visit destination for gynecological purpose only, 4.2% of the medical tourists visit destination for cancer purpose only, 3.8% of the medical tourists visit destination for pediatric purpose only and 2.2% of the medical tourists visit destination for orthopedic purpose only.
14. 66% of the medical tourists received information from family &/or friends and remaining 34% of the medical tourists received information from travel magazines and brochure.
15. Research shows that family &/or friends, internet and travel magazines and brochure having high mean values, so there are an important sources of information for destination choice.
16. Variables like Destination's hospitals are having accreditations for maintain quality standards, There is Proper customer oriented approach at destination, hospitals are having proper pricing of services at destination, Doctors, nurses and paramedical staff are properly trained at destination, Destination's doctors are having a good communication and interpersonal skill, Destination's doctors are having a good language skills and practice standard services, There is proper water and power supply at destination, Destination's doctors are willing to initiative and having a thinking capacity, There is good hygiene awareness in medical attendants at destination, The destination having stability with respect to terrorism and communal tensions, Accessibility of Medical services is good at destination Gujarat, Destination is having quality of infrastructure facilities like connectivity, coordinating system and the staffs of hospitals are having good hospitality services at destination having mean values more than 4.0., Medical tourists highly agree with above variables.
17. At destination, Insurance market is developed, Government playing an important role to upgrade the medical tourism sector at destination and Destination's hospitals provide subsidiary accommodation for medical tourists and its family before, during and after the treatment, Medical tourists highly disagree with above variables.

18. I feel excessive cost of treatment at my home destination and there is always long waiting at my home destination, Medical tourists highly agree with above variables in problem recognition as a destination decision choice factor.
19. I feel that my health treatment is very important for me and there is a low cost of Medical treatments available at destination and there is no waiting line for medical treatment at destination place of choice, Medical tourists highly agree with above variables in motivation as a destination decision choice factor.
20. Travel agencies, travel guides and Government tourist information are essential for destination decision making, I collect information from Brochures, Travel magazines, Newspaper for destination choice decision and Relatives and friends, Personal experience is essential for destination decision making, Medical tourists highly agree with above variables in information search as a destination decision choice factor.
21. There is a facility for kids/family members, there is a hygiene level of food, I feel that quality of product and services necessary for the destination image, There is an accessibility and comfort of transport services and I feel that cleanliness require at destination, Medical tourists highly satisfied with above variables in destination image and attributes as a destination decision choice factor.
22. Destination is offering a competitive treatment prices for medical tourists, there are post medical treatment services at destination, there are various ranges of products available at destination and I feel that word of mouth advertising of service offer at destination, Medical tourists highly agree with above variables in Marketing Mix as a destination decision choice factor.
23. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination, Medical tourists were highly satisfied with above variables in tourists experiences and satisfaction as a destination decision choice factor.
24. Destination has trained medical specialists available, destination has qualified doctors with degree from well known overseas institutes and Destination is equipped with cutting edge technology, Medical tourists were highly agree with above variables in Marketing Mix as a destination decision choice factor.

25. I would recommend Gujarat, as a destination to others, I will choose as a destination, Gujarat, again for medical treatments in future also, I speak positive word of mouth to other about destination, I met expectation with infrastructural & transportation services at destination, I met expectation with destination image and attributes and I met expectation with cleanliness and proper hygienic food services at destination, Medical tourists were highly agree with above variables in intension to revisit and recommend to others as a destination decision choice factor.
26. Cronbach's alpha values for problem recognition is 0.632, Motivation is 0.662, information search is 0.740, destination image and attribute is 0.617, marketing mix is 0.613, Medical tourists experience and satisfaction is 0.651, destination choice is 0.612 and intention to revisit and recommended to others is 0.704. All are above 0.6, all data reliable.
27. Significance P value of F test is 0.000, which is less than 0.05 so, the regression model is significant. Multiple Correlation coefficients between Destination Choice and all predictors simultaneously is 0.955; it indicates strong relationship between the independent and dependent variables.
28. The value of adjusted R Square is 0.911; this means that regression model is explains 91.1% of variance in Destination Choice.

7. MANAGERIAL IMPLICATIONS AND CONCLUSION:

Our research has various implications towards the private hospitals. There is a significant impact of various demographic factors like Age, income (Domestic and NRI & Foreigner, occupation, marital status and education qualifications etc. on destination choice. The significance values (P) at 95% are 0.000. Further, also there is significant impact of various types of medical tourists, regions, numbers of staying of medical tourists, nature of trips and various travels groups on destination choice.

There is association between types of medical tourists and staying for treatment, for which medical treatment you choose Gujarat as a destination and nature of trip. There is association between nature of trip and staying for treatment, region from where medical tourists come for treatment & types of occupation but there is no association between types of marital status and nature of trip. There is association between income (Domestic Medical Tourists) and stay for treatment but there is no association between income (NRI & Foreigner Medical Tourists) and stay for treatment. Similarly, there is association between income (Domestic Medical Tourists) and nature of trip but there is no association between income (NRI & Foreigner Medical Tourists) and nature of trip. There is association between staying of medical tourists and Age, occupations and marital status of Medical tourists Also, there is

association between types of medical tourists and Age of Medical tourists. There is association between types of occupation, age, marital status of medical tourists and nature of treatment.

At destination, Insurance market is developed, Government playing an important role to upgrade the medical tourism sector at destination and Destination's hospitals provide subsidiary accommodation for medical tourists and its family before, during and after the treatment, Medical tourists highly disagree with above variables. So, Hospitals are more focus toward these variables.

For hospitals above variables are important under problem recognition, I feel excessive cost of treatment at my home destination and there is always long waiting at my home destination. Medical tourists highly agree with above variables in motivation as a destination decision choice factor, I feel that my health treatment is very important for me and there is a low cost of Medical treatments available at destination and there is no waiting line for medical treatment at destination place of choice. For Hospitals these variables are more important.

For hospitals variables like travel agencies, travel guides and Government tourist information are essential for destination decision making, I collect information from Brochures, Travel magazines, Newspaper for destination choice decision and Relatives and friends, Personal experience is essential for destination decision making are important variables under information search. For hospitals variables like there is a facility for kids/family members, there is a hygiene level of food, I feel that quality of product and services necessary for the destination image, There is an accessibility and comfort of transport services and I feel that cleanliness require at destination, these are important variables in destination image and attributes as a destination decision choice factor.

Destination is offering a competitive treatment prices for medical tourists, there are post medical treatment services at destination, there are various ranges of products available at destination and I feel that word of mouth advertising of service offer at destination, these are important variables in marketing mix as a destination choice factor. Hospitals should give more focus on these variables. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination, Medical tourists were highly satisfied with above variables in tourists experiences and satisfaction as a destination decision choice factor. Hospitals should have more focus on above variables.

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