

---

**Medical tourist's perception towards destination choice as a Gujarat state for Medical tourism****Prof. Nirav R. Joshi****School of Management, RK University, Rajkot, India, Research Scholar of RK University, Rajkot.****Assistant Professor, V.M. Patel Institute of Management, Ganpat University, Gujarat, India****Dr. Jaydeep Badiyani.****Assistant Professor, Department of Management, Bhavnagar University, Bhavnagar, Gujarat, India****INTRODUCTION:****MEDICAL TOURISM, A WORLDWIDE MARKET**

Medical tourism is the process of roaming to other countries to gain medical, dental, surgical other critical treatment need. There were many factors like high cost of healthcare in developed countries, easily availability and economic rate of travel and tremendous changes in technology and level of service quality of healthcare affecting the development of medical tourism in developing countries like India.

**MEDICAL TOURISM: INDIA**

Philippines, India, Thailand, Malaysia and Singapore are playing a very significant role in the enormous expansion of medical tourism in Asia. The growth rate was computed as 24% annually in Asia. (International: Medical tourism will grow further, 2013). Among all countries like Philippines, Thailand, Malaysia and Singapore, India was first nation to identify the tremendous growth of medical tourism. Research study found that the number of medical tourists in India has grown by 30% from the year 2009 to 2011. It is to be estimated that India will obtain almost half million medical tourists yearly by the year 2015. (PR Newswire, 2012).

Government of India provided assistance for development of the private healthcare sectors which ultimately gained a share of the international medical tourism. (India: Medical tourist industry is set for global rise, 2010). Due to the superior quality of the travel facility across the India, healthcare tourism was also growing an emotional, physical, intellectual and also spiritual level. India's health tourism industry is to be expected to produce revenue of INR 315,497.0 million in 2016. Also, compound annual growth rate (CAGR) is to be increased by 25.6% in the year 2016. Also, India had a high and excellent level of the service quality of healthcare services as compared with other developed nations. Indian private hospitals having the experienced and competent doctors and

paramedical staff, implementation of advance technology and improving healthcare infrastructure were consider a very important factors for select a destination for patients all over the world. Also, research found that now a day in India, many private information agencies would offered an attractive packages to medical tourist include personalized treatments packages based on individual require and support during the stay.

#### **LITERATURE REVIEW:**

##### **GUJARAT STATE: A DESTINATION CHOICE FOR MEDICAL TOURISM**

Gujarat has been become the preferred medical tourist destination because of with superior healthcare facilities to the patients, nil queuing moment and the majority significantly one tenth of medical expenses as compared with United State or United Kingdom and also corresponding the healthcare services available in various states likes Delhi, Maharashtra and Andhra Pradesh. Research study found that about every year 1,200 to 1,500 Non resident of India's, Nonresident of Gujarati's and a little proportion of foreigners come to Gujarat state for taking various kinds of medical treatments like Heart surgery, joint replacement, plastic surgery and In-vitro fertilization.

Total approximately more than 20 million Indians reach across the world. Among them Gujarati's population were nearly about 6 million. It was around about 30% of the entire Nonresident Indian population. Nonresident Gujarati's known as NRG's approaching to India, particularly to Gujarat State, for personal and medical treatments. The dedicated specialty hospitals particularly in the private sector were expanded its reputation through word of mouth of the medical tourists and considered for the inflow of medical tourists. The amenities and tools existing at the hospitals were equivalent with the best hospitals in the country and even the world. (Bhargav P., 2006).

#### **RESEARCH OBJECTIVES**

The objectives of PhD research:

1. To study the perception of the medical traveler or tourists towards Gujarat state as a destination choice for medical tourism.
2. To find out an important factors considering Medical service providers toward Gujarat state as a destination choice for medical tourism.

**METHODS AND MATERIALS:**

An exploratory and conclusive descriptive research used in our research. Single cross sectional research design applied in our research. Data collected with a structured questionnaire to the respondents. Data collected from accessible traveler in the various private hospitals of the Ahmedabad city. Sample element were, NRIs, Domestic and foreign travelers. Non probability with convenience sampling method used.

**RESEARCH ANALYSIS:**

Sr. No	Demographic profile of Respondents	Attributes	Frequency	Percentage
1.	Age	25 or Under 25	24	5.0
		Between 26-40	177	31.7
		Between 41-60	232	36.6
		61yr or older	167	26.7
2.	Gender	Male	424	70.3
		Female	176	29.7
3.	Occupation	Students	19	5.9
		Professionals	95	11.9
		Salaried employees	274	42.6
		Self employed	152	22.8
		Government employed	17	5.9
		Others	43	10.9
4(A).	Income (Domestic Medical Traveler)	Greater than Rs.1,00,000	7	25.7
		Rs.1,00,001 to 3,00,000	9	2.0
		Rs. 3,00,001 to 5,00,000	160	3.0
		Rs. 5,00,001 to 7,00,000	66	37.6
		Above 7, 00,000Rs.	58	19.8
4(B).	Income (NRI & FOREIGNER Medical Traveler)	Less than 50,000\$,	7	3.8
		50,000 \$ to 3,00,000\$	247	80.8
		Greater than 5,00,000\$	46	15.4
5.	Education Qualification	Undergraduate	43	9.9
		Graduate	465	81.2
		Post graduate	91	8.9
6.	Marital Status	Single	85	11.9
		Married	507	87.1
		Widowed	8	1.0
7.	Types of Medical Tourist	NRI	250	21.8
		Foreigner	50	4.0
		Domestic	300	74.3
8.	From which region you come for treatment?	Asia	45	5.9
		Africa	13	1.0
		Australia	64	6.9

		North America	99	6.9
		South America	41	3.0
		Europe	38	2.0
		Other state of India	300	74.3
9.	With whom do you travel?	Family	258	53.5
		Friends.	84	15.8
		Alone	31	4.0
		Either husband or wife.	227	26.7
10.	Nature of your trip.	Medical Purpose only.	413	73.3
		Business & Medical Purpose	117	18.8
		Tour & Medical Purpose	47	4.0
		Spiritual & Medical Purpose	9	2.0
		Vacation/Leisure & Medical Purpose	14	2.0
11.	For which medical treatment you choose destination as a Gujarat?	Dental surgery	54	3.0
		Heart surgery &/or heart related problems	238	47.5
		Infertility	89	13.9
		Orthopedic Surgery	13	4.0
		Gynecological	72	10.9
		Cosmetic surgery	86	12.9
		Pediatric problems	23	5.0
		Cancer	25	3.0
12.	How long you stay for treatment?	1-3 nights	14	2.0
		4-7 nights	70	13.9
		8-10 nights	246	46.5
		11-14 nights	71	13.9
		15 nights or longer	199	23.8

The first objective of the research is to study the perception of medical tourists towards destination choice as a Gujarat State for medical tourism. The below table explained the mean values of the various variables. The medical tourists were highly agree on this variable. The 5 point likert scale, ie, 5- highly agree and 1- not agree at all, used in the research.

Sr. No.	Variables	Means Values
1.	There is Proper customer oriented approach at destination.	4.7030
2.	Destination's doctors are having a good communication and interpersonal skill.	4.5842
3.	Destination's hospitals are having accreditations for maintain quality standards.	4.5446
4.	Destination's doctors are having a good language skills and practice standard services.	4.5050

5.	Doctors, nurses and paramedical staff are properly trained at destination.	4.5050
6.	There is good hygiene awareness in medical attendants at destination.	4.4257
7.	Destination's doctors are willing to initiative and having a thinking capacity.	4.4059
8.	There is proper water and power supply at destination.	4.3762
9.	The destination having stability with respect to terrorism and communal tensions.	4.3267
10.	Hospitals are having proper pricing of services at destination.	4.2574
11.	Destination is having quality of infrastructure facilities like connectivity, coordinating system.	4.2475
12.	Accessibility of Medical services is good at destination Gujarat.	4.2376
13.	The staffs of hospitals are having good hospitality services at destination.	4.2079
14.	Hospitals having highly organized and proper coordinating system at destination.	4.0396
15.	Hospitals are providing adequate insurance facility at the destination.	3.9901
16.	Hospitals do follow the industry standards at destination.	3.8020

#### INTERPRETATION:

There is Proper customer oriented approach at destination, Destination's doctors are having a good communication and interpersonal skill, Destination's hospitals are having accreditations for maintain quality standards, Destination's doctors are having a good language skills and practice standard services Doctors, nurses and paramedical staff are properly trained at destination, There is good hygiene awareness in medical attendants at destination, Destination's doctors are willing to initiative and having a thinking capacity, There is proper water and power supply at destination, The destination having stability with respect to terrorism and communal tensions, Hospitals are having proper pricing of services at destination, Destination is having quality of infrastructure facilities like connectivity, coordinating system, Accessibility of Medical services is good at destination Gujarat, The staffs of hospitals are having good hospitality services at destination, Hospitals having highly organized and proper coordinating system at destination, Hospitals are providing adequate insurance facility at the destination and Hospitals do follow the industry standards at destination having high mean value, so, medical travelers are highly agree on this variables.

The second objective is to find out important factors considering Medical service providers toward Gujarat state as a destination choice for medical tourism. The below table explained the mean values of the various variables. The 5 point likert scale, i.e., 5- highly important and 1- not important at all, used in the research.

Sr. No.	Important variables for Hospitals	Mean Value
1.	Service quality at destination	5.0000
2.	Highly qualified & trained doctors and paramedical staff.	4.8000
3.	Security at destination.	4.7500
4.	Positive word of mouth with others regarding treatment and facility available.	4.7500
5.	Accreditation of hospitals at destination.	4.7000
6.	Good infrastructure facility at hospitals.	4.6500
7.	Paramedical staff behavior at destination's hospitals.	4.5000
8.	Proper communication with other staff of hospitals at destination.	4.5000
9.	Food & hygienic conditions at destination.	4.4500
10.	Ease of Visa process at destination.	4.4500
11.	Various medical products offered at destination.	4.4500
12.	Destination image and government initiatives.	4.3500
13.	Communication languages at destination.	4.3000
14.	Affordable low cost for medical tourism at destination.	4.2000
15.	Exhibition & trade fare at other countries &/or states.	4.1500
16.	Proper air connectivity at destination.	4.0000
17.	Waiting line problems at Medical tourist's destination.	4.0000
18.	Proper insurance coverage of medical tourists at destination.	3.8500

#### INTERPRETATION:

Service quality at destination, highly qualified & trained doctors and paramedical staff, Security at destination, Positive word of mouth with others regarding treatment and facility available, Accreditation of hospitals at destination, Paramedical staff behavior at destination's hospitals, Destination image and government initiatives, Communication languages at destination, Affordable low cost for medical tourism at destination, Exhibition & trade fare at other countries &/or states, Proper air connectivity at destination, Waiting line problems at Medical tourist's destination and Proper insurance coverage of medical tourists at destination are very important variables for the hospitals or healthcare service providers.

**FINDINGS OF THE STUDY:**

1. Research shows that 70.3% of the medical tourists are male & remaining 29.7% of them are female.
2. 36.6% of the medical tourists fall between 41-60 age groups, 31.7% of them are fall more than 61 years or older and remaining 26.7% of them fall between age group of 26-40 year.
3. 42.6% of the medical tourists are salaried employees, 11.9% of them are professionals, 5.9% of them are government employed and remaining 22.8% of the medical tourists are considered as self employed and 10.9% of the medical tourists are others and 5.9% 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. 3.0% of the Domestic medical tourists fall between Rs.1,00,001 to 3,00,000 income groups, 37.6% of the medical tourists fall between Rs.3,00,001 to 5,00,000 income groups, 2.0% of the medical tourists are greater than Rs.1,00,001 income groups and remaining 19.8% of the medical tourists fall between Rs.5,00,001 to 7,00,000 income groups and 11.9% of the medical tourists are greater than Rs.7,00,000.
6. 20.8% of the NRI and Foreigner medical tourists fall between \$.50,000 to \$3,00,000 income groups, 4.0% of the NRI and Foreigner medical tourists fall greater than \$ 5,00,000 income groups and remaining 1.0% of the NRI and Foreigner medical tourists are less than \$ 50,000 income groups.
7. Research shows that 87.1% of the medical tourists are considered as married and remaining 11.9% of the medical tourists are single and 1.0% medical tourists are widowed.
8. Mainly 21.8% of the medical tourists are NRI, 4.0% of the medical tourists are Foreigners and remaining 74.3% of the medical tourists are Domestic.
9. Research shows that 9.9% of the medical tourists are come from USA region, 6.9% of the medical tourists are come from Australia region, 5.9% of the medical tourists are come from Asia region, 2.0% of the medical tourists are come from Europe region and 1.0% of the medical tourists are come from Africa region and remaining 74.3% of the of the medical tourists are come from other states.
10. 53.5% of the medical tourists visit along with family, 26.7% of the medical tourists visit destination along with husband or wife, 15.8% of the medical tourists visit destination along with friends and 4.0% of the medical tourists visit destination alone.
11. 73.3% of the medical tourists visit destination for medical purpose only, 18.8% of the medical tourists visit destination for business and medical purpose only, 4.0% of the medical

- tourists visit destination for tour & medical purpose only, 2.0% of the medical tourists visit destination for vacation/Leisure & medical purpose only and 2.0% of the medical tourists visit destination for spiritual & medical purpose only,
12. 46.5% of the medical tourists stay between 8-10 nights, 23.8% of the medical tourists stay between 15 nights or longer, 13.9% of the medical tourists stay between 11-14 nights, 13.9% of the medical tourists stay between 4-7 nights and 2.0% of the medical tourists stay between 1-3 nights.
13. 47.5% of the medical tourists visit destination for heart surgery and/or heart related problems only, 13.9% of the medical tourists visit destination for infertility purpose only, 12.9% of the medical tourists visit destination for cosmetic surgery purpose only, 10.9% of the medical tourists visit destination for gynecological purpose only, 3.0% of the medical tourists visit destination for cancer purpose only, 5.0% of the medical tourists visit destination for pediatric purpose only and 4.0% of the medical tourists visit destination for orthopedic purpose only.
14. There is Proper customer oriented approach at destination, Destination's doctors are having a good communication and interpersonal skill, Destination's hospitals are having accreditations for maintain quality standards, Destination's doctors are having a good language skills and practice standard services Doctors, nurses and paramedical staff are properly trained at destination, There is good hygiene awareness in medical attendants at destination, Destination's doctors are willing to initiative and having a thinking capacity, There is proper water and power supply at destination, The destination having stability with respect to terrorism and communal tensions, Hospitals are having proper pricing of services at destination, Destination is having quality of infrastructure facilities like connectivity, coordinating system, Accessibility of Medical services is good at destination Gujarat, The staffs of hospitals are having good hospitality services at destination, Hospitals having highly organized and proper coordinating system at destination, Hospitals are providing adequate insurance facility at the destination and Hospitals do follow the industry standards at destination having high mean value, so, medical travelers are highly agree on this variables.
15. Service quality at destination, highly qualified & trained doctors and paramedical staff, Security at destination, Positive word of mouth with others regarding treatment and facility available, Accreditation of hospitals at destination, Paramedical staff behavior at destination's hospitals, Destination image and government initiatives, Communication languages at destination, Affordable low cost for medical tourism at destination, Exhibition & trade fare at other countries &/or states, Proper air connectivity at destination, Waiting



line problems at Medical tourist's destination and Proper insurance coverage of medical tourists at destination are very important variables for the hospitals or healthcare service providers.

#### **MANAGERIAL IMPLICATIONS AND CONCLUSION:**

Proper customer oriented approach at destination, doctors are having a good communication and interpersonal skill, hospitals are having accreditations for maintain quality standards, doctors are having a good language skills and practice standard services, Doctors, nurses and paramedical staff are properly trained at destination, hygiene awareness in medical attendants at destination, doctors are willing to initiative and having a thinking capacity, proper water and power supply at destination, stability with respect to terrorism and communal tensions, proper pricing of services at destination, proper infrastructure facilities like connectivity, coordinating system, Accessibility of Medical services is good, staffs of hospitals are having good hospitality services at destination, highly organized and proper coordinating system at destination, adequate insurance facility at the destination and follow the industry standards at destination having high mean value, so, medical travelers are highly agree on this variables and hospitals are also concentrate on this important variables.

Service quality at destination, highly qualified & trained doctors and paramedical staff, Security at destination, Positive word of mouth with others regarding treatment and facility available, Accreditation of hospitals at destination, Paramedical staff behavior at destination's hospitals, Destination image and government initiatives, Communication languages at destination, Affordable low cost for medical tourism at destination, Exhibition & trade fare at other countries &/or states, Proper air connectivity at destination, Waiting line problems at Medical tourist's destination and Proper insurance coverage of medical tourists at destination are very important variables for the hospitals or healthcare service providers. So, private specialty healthcare service providers also put more emphasis on these important variables.

#### **REFERENCES:**

1. Emerging opportunities and growth prospects of health and wellness tourism in India,(2012), PR newswire, Available on [URL:http://search.proquest.com/docview/917839141?accountid=39452](http://search.proquest.com/docview/917839141?accountid=39452).
2. Healthcare outlook "A quarterly report by technopak" February, 2007, World Bank.

3. Bhargav, (2006). Medical Tourism in India Gujarat becomes the preferred medical tourism destination: More than 1,000 NRI's and foreigners visit every year By Freelance Journalist, Thursday, December 7.
4. Research and markets add reports: Assessment of the Asian medical tourism industry, (2011), "WIRELESS NEWS", Business and Economics, available on Document [URL:http://search.proquest.com/docview/906846773?accountid=39452](http://search.proquest.com/docview/906846773?accountid=39452).
5. Research and markets add reports: Booming medical tourism in India, (2014), "Close up media", Business and Economics, available on Document [URL:http://search.proquest.com/docview/1497302521?accountid=39452](http://search.proquest.com/docview/1497302521?accountid=39452).
6. Research and markets add reports: Booming medical tourism in Singapore outlook 2017, (2013), Business and Economics, available on Document [URL:http://search.proquest.com/docview/1433429915?accountid=39452](http://search.proquest.com/docview/1433429915?accountid=39452).
7. Sandhya R Anvekar, (2012), "Medical tourism in India: A strategic approach towards effective branding for health care services marketing", American journal of management, Vol-20, Issue-3, Pp. 108-116.
8. <http://www.onicra.com/images/pdf/Healthcare-industry-report Transparent.pdf>