

A Study on Challenges and Opportunities of Health Tourism in India with Reference to Public Health

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Abstract--- *Tourism business is not restricted to hotel, restaurants, sightseeing & adventure business. The meaning of it goes much beyond then this. When it comes to health tourism, it is not a new word. It has its roots from ancient history in India. Health tourism industry is having two components. (i).Health and (ii).Tourism, which is growing at a very rapid pace. Medical Industry or Health tourism is considered to be one of the fastest growing sector of the world consisting of promising sectors of medical and health tourism. This paper highlights on the scope, growth and challenges of medical tourism in India. From traditional value based medical systems to modern medical infrastructure development. The cost component, availability of resources, govt. guidelines, infrastructure development, research in medical science are some of the determining factors for the growth of medical tourism. This paper also focus on various challenges and opportunities available in India related to this sector.*

Keywords--- *Health Tourism, Medical Tourism, Challenges & Opportunities.*

I. INTRODUCTION

Health tourism industry is having two components. Health and Tourism, which is growing at a very rapid pace. Medical industry or Health tourism is considered to be as one of the fastest growing sector of the world consisting of promising sectors medical and health.

Literature Review: References where taken related to the literature review which provides us the incite information about the scope and challenges of health tourism sector.

Objective

- To study the determining factors & challenges exist in medical tourism industry in India
- To study the challenges which are involved in the global tourism industry
- To analyse the major drivers and challenges involved of global medical tourism industry in India

Originality:- Although the content is based upon secondary sources, very few papers have been written on Health Tourism and its application. This paper is an attempt to bring incite the hidden trends of Health Tourism sector. **Material & Methods:** Secondary data is analyzed by using Trend Projection techniques to analyse the future trends. **Results & Discussion:** - Medical Tourism tends to generate 40 million Jobs in India by 2030. Around 1,00,000 jobs are projected and are required to be created under National Health Protection Scheme, under the Ministry of Health (MOH). This is going to change the public Health Outlook of India which is going to setup global example. India is considered to be one of the most promising market & the Hospital Industry in India is around 4 lakh crore (US \$132.84 billion) by the Year, 2022. Govt. initiative in public health not only fulfills the ambitious plan of Govt. coverage to provide Health services at low cost to its masses but also to set an example for providing

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better or rather world class healthcare amenities which can transform it into Global destination of Health. The private sector in India seems to be equally developed and its creating National and International repute. It accounts for 74% of the country's health care expenditure. Govt. has projected one of the fastest growth in health care sector, accounts to 370% growth in health expenditure.

Applications: This paper is having wide application in projecting the emerging trends of Global and Indian Health Tourism sector, It also defines the various determinants and factors responsible for affecting the Health sector.

Development of Health care system and Creation of PPP in India

The private sector in India seems to be equally developed and its creating both National and International repute. It accounts for 74% of the Country's Health care expenditure. Govt. has projected one of the fastest growth in Health care sector, which accounts to 370% growth in Health expenditure^[1].

II. LITERATURE REVIEW

Medical Tourism is the word which is a combination of product and services, The success of it depends upon ensuring the value chain at all its levels.

Emanuel EJ, (1996), Accountability has created a major Challenge in Health care system. The concept of accountability depends upon various factors which include loci of accountability, activities involved in Health care. Models to test accountability features. The part of Accountability on stakeholders, Association of groups which are formally or informally engaged ^[2].

Reddy (2000), studies have suggested that similar type of challenges exist in Health Tourism Sector which are quite similar to Software and Pharmaceutical Industry. Health care Industry is regarded as one of the largest service sector Industry which is having a volume of approximately \$ 4 Trillion and \$ 750 billion globally ^[6].

Rao (2005) analyses the cost component variant and the Medical treatment cost all across the world and observed that the cost of quality treatment in India is one of the lowest in the World. India is emerging as major destination for Health services in the field of Cardiology, Joint replacement, Cardiac surgery, Pathology, Ophthalmology, and other traditional systems of Medicines. Foreign tourist who are coming to India are getting the better services mainly due to the low cost, high quality access of Medical treatment^[5].

Mohanty, Sengupta and Madhav (2006), has explained that Indian Healthcare business is being considered as a one of the major hub of Medical Tourism and a famous destination for Medical Tourism in the World, With upgradation of skills, Knowledge, modern practices and a fusion of modern and Traditional Medical practices India is emerging as a hub for Global Health Centre^[8].

Baxi (2004) and Pankaj Mochi (2013), explains the Global Health care Industry has grown to the extent of \$ 3 trillion due to the investment and amenities developed across the World, India is fast matching the pace of this reform. Brand India was known for Traditional medical expertise across the world, It was considered as a favourite destination for better health services at low cost. In US alone Indian contribute to the largest pool of

Medical practitioners after Americans. This presence is mainly felt due to the better services provided Indians across the world. In USA itself alone, 35,000 expert doctors of Indian origins are serving the Economy which is one of the biggest asset^[4].

Objectives of the Study

- To study the determining factors & challenges exist in Medical Tourism Industry in India
- To study the challenges which are involved in the Global Tourism Industry
- To analyse the major drivers and challenges involved of Global Medical Tourism Industry and India

Mechanism of Medical Tourism Industry at the Global Level

Medical Tourism, at the Global level depends upon many characteristics, which include logistics, Diverse demographics, Population variants, Climate variants, various types of Technological variants, Cultural and Social roots,

Determinants, Challenges and Opportunities

- Life style Changes
- Disease Pattern World wide
- Disease Pattern India
- Govt. Policies
- Infrastructure Creation by Govt.
- Infrastructure Creation by Private Sector
- Business Opportunities
- Business Challenges

Challenges Related to Medical Tourism

India is a country of contrast where the extremities of both the ends of society co- exist so as the opportunities and challenges. Our Traditional value system has provided excellent and advanced version of Medical systems to the world which was primitively known to us for Ages. During the time of transition of power, during the Mughal era, & Britishers the fusion of Healthcare system was developed which resulted in a culmination of Traditional, Neo, Classical and Modern approach of Medical systems in the Country, which resulted in the existence of Modern as well as Ancient systems of highly effective Medical systems often regarded as the rare & one of the best by world standard^[7].

There are many Challenges related to the Medical Tourism which can be classified in to 7 As :-

- Awareness
- Access
- Acceptance
- Affordability
- Availability

- Absence
- Accountability

Awareness

Critical studies have indicated that not only the world population, but also Indian Population lacks the awareness level mainly because of many factors, Urban rural divide, Infographic divide, The demographic divide, awareness divide which has resulted in the lack of knowledge dissemination among the population. The level of the health awareness among the population is quite less among the rural segments of Population.

Access or the Lack of It

Health care access in India is again considered as one of the biggest challenge due to lack of infrastructure in semi-urban and rural proximity. Other factor also include Quality of Health care support extended by Govt. There are various barriers related to utilization of Health care access. Other barriers also include financial, social, Cultural domain which limit the access of services. Physical reach is also one of the determining factors.

Acceptance

Changes are taking place in Health sector, both in Urban peripheries as well as in Rural areas, Globally India is emerging as a hub of Medical tourism destination, With better services in Health domain at a cheaper Cost, the services has improved. India is changing its image as a global hub of Health Tourism destination.

Affordability

India health care system can be broadly classified in to two types One which is dominated by private players and the public Health system developed by Govt. Sector. The cost component of Private player are bit higher than the services which are provided by Govt. Players. Health care system has developed a new concept based on PPP approach which emerge as an alternative, affordable to the public domain.

Availability

Availability, is considered as one of the major determinants of Health Care Services. Infrastructure requirements is the key factor for the success of any Health care Services. According to Govt. estimates Health care facilities should be available within 5 km, within the place of work/ residence. Which is considered to be one of the trickiest issues.

In India, two types of Health care systems exist, One is Public Domain facility and another one is participation of PPP Infrastructure OR Privately owned entities. Quality of Health care benefits is also being considered as a major issue related to access of Health care services. Physical reach of Public Health network is one of the factor of success for developed Health Services.

Absence or the Human Power Crisis in Healthcare

The success or failure of effective Health care and Medical Tourism, depends upon effective utilization of Human workforce. Whether the Human Resources are trained or not that is again considered as one of the major

determining factor. Indian Traditional value system has already provided a unique value system of Health care services for Society for generations. Health sector, has posses challenge due to diversity in providing the services.

Accountability

For Centuries, Medical Tourism is associated with civilization, but the major transformation was witness in the 40 years. Countries of emerging economies including India has posed challenge to developed Markets, India along with Singapore, Brazil, Argentina, Mexico, Greece, Costa Rica, Dominican Republic, Isreal, Jordan, Lithuania, Malaysia, Peru, Hungary, South Africa, Thailand,& Philippines are some of the emerging market with speciality treatment and emerging as a major competitor of India.

Material and Methods - The Study is based on Secondary data is analyzed by using Trend Projection techniques to analyse the future trends. Data related to the details of Passenger/ Patients coming to India was gathered from web sources which clearly indicated the growth and in flow of Patients.

III. RESULTS AND DISCUSSION

From Table 1, Gradual increase was recorded from the year 2010 till 2019, with a certain variation in some Months, which is considered to be of minor nature.

Table I: Medical Tourism in India: An Analysis, (Fig in Millions)

Months	2010	2011	2012	2013	2014	2015	2016	2017	2018
Jan	568	622	681	720	757	790	792	796	767
Feb	552	627	681	688	755	761	755	756	734
March	512	535	606	639	690	729	740	745	754
April	371	446	447	450	535	539	540	542	561
May	332	383	374	417	465	510	514	524	530
June	384	405	433	451	502	513	525	540	565
July	466	475	485	506	568	633	645	670	673
August	422	428	445	486	575	589	590	593	595
September	369	417	411	453	509	540	542	549	562
October	507	559	556	598	668	680	682	687	690
November	608	669	701	733	765	815	821	835	840
December	680	736	752	821	885	820	881	890	894

Source: Bureau of Immigration, India, Govt. Of India for Jan -Dec, 2019, Ministry of Tourism

Table 2: Share of Top 10 Indian States in Foreign Tourists Arrivals in India, (Fig in Millions)

States	2010	2011	2012	2013	2014	2015	2016	2017	2018
Tamil Nadu	280	337	356	399	465	470	475	480	497
Maharashtra	508	481	512	415	438	445	460	465	470
Uttar pradesh	173	188	199	205	290	310	312	325	345
Delhi	189	215	234	230	231	235	240	245	256
Rajasthan	127	135	145	143	152	160	175	180	184
West Bengal	119	121	121	124	137	140	143	154	160
Kerala	659	732	793	858	923	945	960	967	970
Bihar	635	972	1096	765	829	850	860	889	894
Karnataka	380	574	595	636	561	564	570	576	580
Haryana	106	130	233	345	547	550	567	570	572
Goa	441	445	450	492	598	610	624	635	660

Table-2, States like Kerala, Goa, Maharashtra has significantly contributed to the growth of Foreign Tourist irrespective of variation in demographic and geographic dimensions. The reason behind the upsurge of volume of Business of Medical Tourism in the following states can be linked to development of Tourism sector in these states.

Table 3: Pattern of Disease and Health Tourism Sector

Wellness	Treatment	Rehabilitation
Nature tourism	Eye surgery	Dialysis
Community Tourism	Cosmetic surgery	Elderly care programs
Resorts	Elective surgery	Counseling services
Herbal Treatments	Diagnostic services	Addiction programs
Spas	Reproductive Treatment	
Complementary Healing	Cancer treatment	
Lifestyle/Healthy vacations	Joint replacement	
Ecotourism	Cardiothoracic services	
	Delivery	

Table-3, Health Tourism sector can be classified in to 3 specific categories, based upon the pattern of Disease, These are Wellness Category, Treatment category and Rehabilitation category. There are many reasons for the same, mainly due to development of Medical Infrastructure, Cost and Rehabilitation benefits.

Medical Tourism tends to generate 40 million Jobs in India by 2030. Around 1,00,000 jobs are projected and are required to be created under National Health Protection Scheme, under the Ministry of Health (MOH). This is going to change the public Health Outlook of India which is going to setup global example. India is considered to be one of the most promising market, & the Hospital Industry in India is around 4 lakh crore (US \$132.84 billion) by the Year, 2022. The private sector in India seems to be equally developed and its creating both National and International repute. It accounts for 74% of the Country's Health care expenditure. Govt. has projected one of the fastest growth in Health care sector, which accounts to 370% growth in Health expenditure.

Tele-Medicine is one of the most emerging trends in India, Major Hospitals include Escorts, Fortis, Vedanta, Apollo, AIIMS, Narayana Hrudayalaya are some of the prominent destination which are providing Tele- Medicine Facilities through PPP.

Another major initiative taken by the Govt. include Modi care, One of the largest initiative by Govt. to provide the coverage of Health benefits. Under the Health sector domain, scheme has enrolled 16,039 hospitals, which included 8059 private Hospitals, and 7980 public Hospitals with the objective of providing the 125.7 million families who are enrolled under PMJAY (Pradhan Mantri Jan Arogya Yojana). The Govt. has announced Rs. 63, 000 crore outlay in the Health sector FY20.

Medical Tourism is going to get tremendous amount of boost in various domains which include Traditional concepts of Indian Medicines, like Ayurveda, to Aarogyaam concept of Traditional healing.

Conflict of Interest –This study is an descriptive research based upon secondary data therefore conflict of interest is hard to find out. But the study can be extended for the other socio-economic variables to identify the trends defining the Health Tourism sector.

Source of Funding – Not required.

Ethical Clearance –As secondary data has been used for the research, available on public domain, therefore ethical clearance is not required.

IV. CONCLUSION

Medical Tourism is going to get tremendous amount of boost in various domains which include Traditional concepts of Indian Medicines, like Ayurveda, to Aarogyaam concept of Traditional healing.

Medical Tourism tends to generate 40 million Jobs in India by 2030. Around 1,00,000 jobs are projected and are required to be created under National Health Protection Scheme, under the Ministry of Health (MOH). This is going to change the public Health Outlook of India which is going to setup a global example. India is considered to be one of the most promising market, & the Hospital Industry in India is around 4 lakh crore (US \$132.84 billion) by the Year, 2022.

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