

An Analytic Review Of Medical Tourism-Global And Indian Perspective

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Abstract

Medical or health tourism involves Patients who travel abroad seeking medical care or help. Such patients are said to be engaging in "health tourism," a type of tourism. It includes all tourism-related services, including travel, lodging, and hospitality. The present paper discusses the importance of medical tourism its growth across the globe and how it has been growing well within the Indian boundaries. The paper reviews global as well as local health tourism and say about major departments and how it flourished over the years.

Keywords: Health tourism, Medical Tourism

Introduction

Health tourism is one of the priority sectors of tourism. Patients who travel abroad seeking medical care or help are said to be engaging in "health tourism," a type of tourism. It includes all tourism-related services, including travel, lodging, and hospitality. According to John R.Walker & Josielyn T.Walker (2011) the major types of tourism are:

- Internal Tourism: means travel of visitors within the same country to explore the other part of it.
- Domestic Tourism refers to Inbound tourism and internal tourism together.
- International Tourism involves visits to a country by foreigners and non-residents of this country.
- Outbound Tourism means the travel of residents from one country to another country or region.

Health Tourism Across Globe

Medical tourism refers to the practice of people traveling for medical care in other nations. Many, many people took part in this medical tourism each year. People from all over the world frequently go to various rich and sophisticated nations for expensive but high-quality medical treatments. For

orthopedic surgery, for instance, patients from other nations are more inclined to travel to India since the country offers better-quality and more cheap procedures.

There are many types of medical tourism but could be mainly divided into

- ❖ Outbound medical tourism refers to patients who travel from their own nation to a foreign country for medical care.
- ❖ Inbound or Domestic Tourism: This involves no international travel and involves patients traveling from one part of their own country to another to seek medical assistance.
- ❖ Inbound Medical Tourism: When patients travel from a foreign country to their home country for medical treatment, this is known as inbound Inbound or Domestic Tourism.

In 2020, travel and tourism directly contributed over 4.7 trillion dollars to the global economy. The travel and tourism sector in the United States, with a direct contribution to the global GDP of 1.1 trillion dollars in 2020, ranked first among the nations. (Instata,2022)

The growing trend of health tourism in the travel industry has attracted more of their attention. The worldwide health tourism business has seen a steady expansion in recent decades. Patients are likely to experience increased costs as the population's awareness of wellness centers and healthcare alternatives grow and as the majority of people of all ages choose quality healthcare. pursue international healthcare. This multibillion-dollar health and wellness tourism market is divided into a large and rapidly growing section. It has seen impressive growth over the past few years in India. Several characteristics, including modern and affordable healthcare systems, availability of highly trained healthcare experts, and rising acceptance of alternative medicine and traditional healing methods, all portrayed India as a positive (Nveen,2017).

Review of related studies

James Manalel and Joseph M. Cherukara (2008) discussed the challenges faced by medical tourism in Kerala. The study revealed a few problems in medical tourism in Kerala: restriction for visas and delay in issue of visas for medical tourists visiting Kerala, poor marketing and promotion efforts representing medical tourism in Kerala, possible harassment from police, insurance issues, risk of legal actions, limited participation by the Government in Medical tourism that is limited only by the accreditation of Ayurveda hospitals awarding them two types of classification: Green Leaf and Olive Leaf as well as low incentives for Medical tourism for their foreign exchange earnings.

Subbaraman Kumaran (2008) focuses on Ayurvedic treatment in Kerala. He stresses on benefits of the Ayurveda tour for rejuvenation for tourists and Kerala became a Medical Tourism spot at the international level. As proof of the growing attention of local and international visitors to Kerala as the hospitality and Ayurvedic health care destination, the author cites several Ministers of India and visitors from abroad who were highly satisfied with the natural attractiveness of Kerala and health-friendly spa resorts of Kerala. The author suggests a number of ways to

contribute further to the medical tourism development in Kerala and mentions the application of modern technology along with biotechnology.

Aishwarya Biju (2019) dental tourism is an emerging segment of health tourism. Optimal pricing is the main reason behind the choice of dental tourists. The study discusses the quality and pricing strategy of countries in the dental business taking into account dental tourists. As the author opinions in the article, Kerala attracts tourists from over the globe who enjoy both beach tourism and at the same time benefit from high-quality dental services and less waiting time. Hence, Kerala may boast of its advantage in dental tourism. Popularization of dental tourism through diplomatic missions abroad, application of the Public-Private Partnership (PPP) Model, arranging medical/dental tourism fairs, and visa on arrival with appropriate facilities for medical visa holders would facilitate and accelerate the promotion of dental tourism in Kerala is suggested in the article.

Mohanty and Madhav (2006), have observed that the Indian medical industry started to establish itself as a major medical tourism destination when compared with the other nations around the world primarily because it is adapting the advanced knowledge and technology in the medical treatment field. India is quite successful in upgrading to each and every advancement in the field of medicine and giving a humanitarian approach as far as proficiency and cost are concerned.

Béland, D., Zarzeczny, A. (2018). The comparative studies on the subject are still too narrowly focused, despite the fact that a significant body of literature has evolved to investigate medical tourism and address the policy difficulties it poses for national health care systems. In this article, we explore a comparative research approach on medical tourism that emphasizes the multidimensional link between medical tourism and the institutional features of national health care systems. We do this by drawing from the current literature. On the one hand, we contend that these elements influence how popular medical travel is in every nation. On the other hand, the institutional features of each country's healthcare system might influence the way in which medical tourism affects that specific nation. This paper develops a systematic institutionalist research agenda to investigate these two linked aspects of the medical tourism-health care system nexus with a goal to influence future policy work in this area using the examples of Canada and the United States.

From these reviews, it can be clearly observed that countries across the globe have been influenced by policies and state-of-the-art facilities available for medical tourism. (Anthem Blue Cross and Blue Shield in Wisconsin, 2008). Medical tourism is not limited to any particular region of the globe it wags around the globe based on economics and infrastructure.

Medical tourism in India

Medical tourism in India is not a new phenomenon, From the olden days, medical tourism has flourished in the vast stretches of the Indian sub-continent. India has built and shared medical knowledge with most of the countries across the world directly or indirectly. Most of the

knowledge in the medical field was transferred to the west through the traders and many have come to India for the treatment of ailments in the past. The different hospitals and physicians have helped generations across the globe. (Gray, H. and S. Poland, 2008). The health care system is now well connected in the global village. India holds about two percent of global health tourism. In India, the medical tourism industry is expanding. India's medical tourism industry is anticipated to be worth \$5–6 billion in the middle of 2020. 495,056 people traveled to India in 2017 to receive medical attention. The majority of medical tourists who arrived in India in 2019 came from Southeast Asia, the Middle East, Africa, and the SAARC area, according to research from the Federation of Indian Chambers of Commerce and Industry and Ernst & Young. Australia, Canada, China, Russia, the United Kingdom, and the United States are among the countries that send a sizable number of medical tourists to India. The center of medical tourism is in Gurgaon, followed by Chennai, which is regarded as India's healthcare capital. (Rogers,2016)

Motives for Medical Tourism being getting voluminous acceptance worldwide are many. Health or medical tourism can occur for many different causes. But the majority is because of:

- ✓ Lack of access to reputable medical professionals with the necessary training or to cutting-edge technology for treatment
- ✓ Delay in the process leading to treatments
- ✓ People believe in international care to be very superior to those within the country
- ✓ Delay in Treatment
- ✓ Nonavailability of experts in particular treatments in a certain country
- ✓ After treatment delay the in-hospital procedure for discharge
- ✓ rejection of a certain therapy in a given country

The most important top medical tourism categories are:

1. Dental or Dentistry: Individuals frequently seek out dental treatment facilities outside of their own nations or regional healthcare networks. It's possible that their own nation lacks modern amenities.
2. Orthopedics: In the top ten categories of medical tourism, orthopedics is one of the most often requested specialties. To treat their musculoskeletal system, people may travel for medical care.
3. Cardiology: Medical tourism may be used to treat congenital heart conditions, coronary artery disease, heart failure, Bueller heart disease, and electrophysiology. It's possible that a nation lacks qualified cardiologists or the right training. Therefore, a person might travel abroad for heart disease treatment.
4. Bariatric surgery: Highly qualified professional specialists or surgeons are required to perform bariatric or weight reduction surgery. However, not every nation has the necessary tools or even a specialist who is fully qualified to do this sort of operation. Therefore, in the event of this procedure, the majority of patients choose medical tourism.

5. Fertility treatment:

People often seek medical tourism in the case of fertility treatments. So, the main reason is when it is a question of fertility treatment people want the best option and don't want to take risks. (Grant, L.,2009).

6. Cosmetic/Plastic surgery: In cosmetic or plastic procedures, surgeons focus on a person's appearance to modify or improve it, erase age signs, or otherwise. This calls for very sophisticated technical processes and tools. These treatments might not be done in every hospital. Therefore, a person who needs this kind of surgery typically travels to other nations.

7. Rehabilitation Medical tourism is the only choice because the majority of nations lack adequate rehabilitation facilities.

8. Eye surgery: Surgery involving the eyes is particularly risky. Surgeons with advanced training and dexterity are trusted by the public. All nations lack the necessary equipment or medical professionals to carry out such surgery. People must thus travel to foreign nations to get the greatest possibilities.

9. Transplanting organs:

Surgery should be performed using the best tools possible since organ transplants require a lot of risk-taking.

10. ENT surgery- The throat, nose, and ears, Modern tools and technology are essential for ENT procedures. As a result, most patients who need these operations fly abroad.

India is the most sought-after Destination in medical tourism. (Rutherford, A. S., 2009). The following are some of the main reasons for this:

1. The medical infrastructure in India is in par with those of the world
2. The cost of critical and vital surgeries is very low considering international costs
3. The availability of medical practitioners in any facet of the medical division
- 4, The changing face of India as a global leader
- 5, The stable political leadership in the central government
6. Efforts of both the central and state governments to bring in the needy from around the globe
7. The provisions of VISA and relaxation in terms of medical emergencies

The government amended its e-tourism VISA system to include medical visas in February 2019 in order to promote applications and streamline the travel procedure for medical tourists. The

maximum stay allowed with this visa is six months. Since 30 August 2019, foreigners do not need a medical visa to obtain any medical treatment in India, with the exception of organ transplants.

Conclusion

With the new medical technologies emerging day by day India has become a sought-after place for medical tourists to come in for their treatment at a lesser price without compromising the quality. The only possible reason is the availability of good infrastructure and facilities in the government, private and public-private partnership hospitals. World Health Tourism Congress, 2008) The physicians and surgeons of India have noteworthy expertise in any field of medicine of the modern era. The availability of medicines at cheaper rates, good doctors, and ample facilities have increased medical tourism in recent years which is expected to touch 10% of all medical tourism across the globe by the year 2025. Medical tourism is benefiting from the policies and emergent standards set by the government.

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