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Factors influencing medical tourism in Chennai and its impact

Mr. R. Abilash

Ph.D. (Part-Time) Research Scholar, Department of Tourism and Hospitality Management, Bharath Institute of Higher Education and Research (BIHER), No. 173, Agaram Road, Selaiyur, Chennai, Tamil Nadu State. Pin Code – 600 073

Dr. T. Milton

Research Supervisor & Dean, Department of Tourism and Hospitality Management, Bharath Institute of Higher Education and Research (BIHER), No. 173, Agaram Road, Selaiyur, Chennai, Tamil Nadu State. Pin Code – 600 073

Abstract--Medical travel is the process of traveling outside the country of hearthstone to admit medical care. The country's advanced installations professed croakers, and low-cost treatment makes it an ideal destination for medical excursionists. Away from ultramodern medical practices, India has also promoted traditional practices similar to Yoga and Ayurveda that promote overall good health. It's the trip primarily to admit health care. Medical excursionists may be portable for a diversity of procedures, including new or experimental treatments. Medical excursionists may also travel to developing or developed countries, medical tourism unique conception in the trip and tourism assiduity. It plays an important part in the tourism sector. A great quantity of people travels for treatment every time. Medical tourism helps in the development of the frugality and living norms of mortal civilization. The Medical Tourism assiduity offers high eventuality for India primarily because of the low cost of treatment with high quality. To understand the factors developed in medical transportable and their impact on Chennai city. To identify the factors impacting the supporting services of the medical service sector in Chennai hospitals and the particular of Medical Travel excursionists, and probe the apparent excellence of medical treatment and Key Issues of Health Tourism in Chennai megacity.

Keywords--medical, tourism, treatment, travel, Chennai.

Introduction

India is a transnational medical trip destination for cases seeking world-class treatment at competitive rates. India is the favorite terminus for the Remedial Vacation industry in the world. The maturity of the cases coming to the State of India for action. India's cost advantage has significantly opened the doors to the US and Europe in the future, due to lower costs than the US and nearly half that of Europe. In India, the history of treatment energies spinal to the Vedic period. Vedas describes colorful remedies for numerous conditions. India has come the Medical Tourism capital of the ultramodern world. Lajevardi, M. (2016) Medical tourism has surfaced as a result of customers being bare to a broader range of selections of medicinal services and exponential growth in the global health care request. An amalgamation of the relationship between "medical" and "tourism", its main target is cases who other sections or countries for medicinal treatment. Medical tourism, as a part of health tourism, is developing attention. Thomas, F., & Gideon, D. J. (2013) itinerant abroad to gain medical treatment. In history, this generally appertained to persons who sight saw from lower-developed nations to main medical centers in large advanced countries for treatment unapproachable at home. The case seeks colorful types of treatment and cures for himself. The nature of these largely determines the sanitarium has chosen and the treatment entered.

Gupta, V., and Das, P. (2012) Globalization has led to the emergence of tourism as one of the swift-growing service diligence. Tourism when carried out for getting medical care is appertained to as medical tourism. There's a lot of eventuality in this subdivision and it can be the succeeding prime distant conversation earner for India. Medical tourism is profitable to not only the supplier but also the guests. The relative affordability of medical tourism brings numerous guests facing prohibitive out-of-fund charges in their home-grown republic because either their insurance doesn't cover/pay the demanded procedure or they're uninsured altogether. It's reported that nearly 50 of all insolvencies are due to medical reasons Bies and Zacharia (2007).

Chennai said to be the entry to the South Indian promontory, is also a place of major significance. It's a palpitating mega-city, ever-changing and ever-expanding. The megacity is presumably the most peaceful and green megalopolis in India and is a mix of tabernacles, churches, monuments, and several other high destinations. Its fascinating monuments and churches date back to the Portuguese and British ages with the spectacular Marina Beach stretching 13 km along with the megacity's eastern hand which is a favorite place for the megacity resides and callers forest George is another extensively visited spot in the megacity that depicts the social influence of the British megacity. Major places of deification are Parthasarathy Temple, Parameswara tabernacle, Wallajah synagogue, "Thousand lights" synagogue, and San Thomas Basilica (GoTN Portal, 2013). Chennai has been the most visited megacity in India by foreign excursionists (since 2008), catching New Delhi and Mumbai with callers flocking the heritage spots in Kanchipuram and Mahabalipuram and medical excursionists making up the largest figures TOI (2010).

Review of literature

Ray, S., and Mukherjee, A. (2007), the most popular treatments the country provides are a bone- gist transplant, indispensable drug, cardiac bypass, hipsterism relief, and eye surgery. Chennai is the most notorious megacity in India for medical tourism. Reed (2008) composition describes some of the motivating factors, contributing rudiments, and challenges in expounding trends, as well as counteraccusations for clinicians who give pre-travel advice and those who watch for ill returning trippers. The first operation primarily appears in the medical literature and is beyond the compass of this composition, which focuses on a trip to seek health care. Jotikasthira, N., (2010) exploration aims to dissect the influences that govern the provocation and implicit medical excursionists in choosing a destination, with particular emphasis on the part played by destination image. In pursuit of this ideal, the provocation of individualities to engross in homeopathic tourism, their evidence hunt, their reliance on colorful material foundations, and the noticeable criteria they use in measuring indispensable medical tourism terminuses. Smith, R., Álvarez, M. M., and Chanda, R. (2011) paper presents a methodical on well-being tourism, with a precise focus on-lateral trade, and the vital characteristics of medical tourism. A figure of the styles used in the review of the work is also presented. Pocock, N.S., and Phua, K.H. (2011) alignment calls for a worldwide description of medicinal tourism and remedial rubbernecks to be enunciated, as well as mutual data collection.

Peters, C.R., and Sauer, K.M. (2011) while traveling to gain medical care isn't a new conception itself, the practice of consumers from the United States traveling to developing nations for health care is new. Accurate data on the assiduity are scarce, the consequences of a check of healing tourism skill providers, and debates on the implicit impacts of medical tourism on mutually emergent nations. Ferrer, M., and Medhekar, A. (2012) consider that a medical tourism product is analogous to a consumer product in force chain operation, to a certain extent, numerous of the objects of the operation plant in a manufacturing force chain can also be force chain. We propose and test a model that's innovated on three force chain-related constructs - cost, staying time, and sequestration to inform the demand and also to ensure the smooth inflow between the force chain links for global medical services. Sarwar, A. (2013) the eventuality of the medical tourism assiduity is well proved. The destination competitiveness and quality service are linked as the main challenges of the medical tourism assiduity.

Thilakavathi, M. (2013) exposed the health insurance request and Public medical systems then are well developed, which is accessible for callers from the West and the Middle East. They also find the sanitarium charges veritably affordable, India's stylish medical installations (Allopathy, Ayurveda, Siddha, Unani, and so on). Seynma, S et al (2014) well-being holiday business destination, a study has implanted the major causative factors and their virtual significance in the appeal of the health tourism destination that's India from consumers' standpoints by surveying with an operation of the approach. Torabipour, A., Qolipour, M., and Qolipour, K. (2017) Medical Tourism is defined as furnishing cost-effective medical care with the backing of the tourism assiduity for cases taking surgery and other special treatment. This study was performed to collect literature on the

ground of the homeopathic service sector and dissect the service quality of this assiduity for unborn applied exploration.

Banerjee, S et al (2018) main end of this exploration paper is to concentrate on the development of the medical tourism assiduity, worldwide. Medical tourism incorporates multi-dimensional exertion but principally, it's a service assiduity, medical vacation industry is a vital profit-making source, particularly for emergent nations. Hence, it can be said that it's a tribute situation for both the cases as well as the terminus countries. Saipriya, B., and Priya, M.A.M. (2019) significance of hand erected upon a detailed inspection of training needs assessment and workers' effectiveness grounded on a development-grounded strategy in the health care sector in Chennai District. Medhekar, et al (2019) paper determines to discover the demand-side issues that impression the inbound therapeutic rippers' choice to portable overseas for health treatment/surgery.

Nishi, M et al (2019) showed that worldly and scientific factors are the most significant influence on medical tourism renunciation in Malaysia. The critical layers in the therapeutic holiday business assiduity to hypothetically assign reserves for medical tourism in emergent countries. Oberoi, S., and Kansra, P. (2019) study develops an abstract model on factors impacting medical tourism and discusses how the antecedents of the health vacation industry including individual-affiliated and provider-related produce the value for a destination. The confines of medical tourism are introductory coffers that are necessary for attaining inclusive growth. An apparent limitation of the present study was the virtuality of the benefactions grounded on the empirical data.

Gholami, M et al (2020) revealed to development in the arena of calming tourism is of precise significance. The foremost idea of this exploration was to identify and dissect the influences affecting the development of homeopathic travel in Iran. It could be a small step toward promoting entrepreneurship and adding on-oil earnings in the country. Gopalan, N et al (2021) explore the penalties of the-medical tourism station and its crash on stem cell tourism. The in-depth meetings of Malaysian politicians and the systematic review of academic papers and administration papers revealed that the existing legislature in Malaysia neglects numerous areas within medicinal tourism medical visa, insurance, and medical repatriation that protects the good of excursionists. Patil, S. (2021) effort to estimate the possibilities of Health Tourism in India and identify the challenges. Inline to dissect the diversity of health tourism in India this exploration composition continues to bandy literature reviews on the content and clarify the exploration styles used followed by a conclusion.

Objectives of the study

- To understand the factors developed in medical tourism and its impact on the Chennai megacity.
- To identify the factors impacting the supporting services of medicinal sightseeing in Chennai hospitals and the particular of medical travel excursionists.

- To probe the perceived quality of medical treatment and key issues of health tourism in the Chennai megacity.
- To overcome the issues and the development of the factors in medicinal tourism in Chennai.

Methodology

Prime data was collected through a questionnaire. The secondary data are those which take formerly been collected from websites. Data for the theoretical frame is grounded on secondary data. The sources of these secondary data are online accouterments, journals, books, and other exploration papers. A quantitative check was proposed in May 2022 conforming to 12 questions. First demographic profile of repliers; alternate Reasons for choosing Chennai, third perceived quality of Medical treatment and factors impacting the supporting service, Medical Travel Behavior of the repliers. The check was dealt with using the online check and offline check. The population of Chennai hospitals was 807. The trial size is 261 implicit actors who penetrated the online check was taken, through the software "Rao soft".

Analysis and Findings

Among the repliers, Manly members are 52 and ladies are 48, Majority of the repliers are from the age collection of 40 – 49 holding 33. Largely told the occupational status of the repliers in medical tourism, Administrative / Directorial position 33, Marital status percentage of the single respondents are 51.7 % and the married 48.3 %, Monthly Salary was dependent upon the person Less than Rs.10,000 was 75%, Rs.10,001 – Rs.25,000 was 31.8 %, Rs.25,000 – Rs.50,000 (18%), Rs.50,001 – Rs.1,00,000 (2.7%), More than Rs.1,00,000 (18.8 %). The type of medical service you are seeking for this medical trip was Dental surgery/treatment, Cosmetic/plastic reconstructive surgery carrying (39.8%), Sight treatment hold (27.2) %, and medical checkups (20.3%). From Table - 1, it's understood that the demographic outline of the repliers is given below.

Table 1
Socio status of the respondents

Mutable	Cataloging of the Variables	Frequency	Percent
Gender	Male	136	52.1
	Female	125	47.9
Age	19-29 years	38	14.6
	30-39 years	56	21.5
	40-59 years	86	33.0
	Above 60 years	81	31.0
Occupational Status	Executive / Managerial position	87	33.3
	Professional	77	29.5
	Clerical / Administrative / Secretarial	54	20.7
	Self-employed	24	9.2
	Student	19	7.3
Marital	Single	135	51.7

status	Married	126	48.3
Monthly Salary	Less than Rs.10,000	75	28.7
	Rs.10,001 – Rs.25,000	83	31.8
	Rs.25,000 – Rs.50,000	47	18.0
	Rs.50,001 – Rs.1,00,000	7	2.7
	More than Rs.1,00,000	49	18.8
Type of medical service you are seeking for this medical trip	Dental surgery / treatment	33	12.6
	Cosmetic / plastic / reconstructive surgery	104	39.8
	Sight treatment	71	27.2
	Medical checkup	53	20.3

Table 2
Mean and normal deviation of behaviour in medical travel tourism and source of information

Medical Travel Tourism	Mean	Standard Deviation
First time	4.46	1.002
2-5 times	4.41	.866
5-7 times or more	4.20	.936
Worth-of-mouth from friends or relatives	4.32	1.089
Website of the hospitals	4.07	1.188
Medical tourism intermediary's website	3.85	1.313
MEAN SCORE	25.31	6.394

From the top of the table, behavior in medical travel tourism and source of information, specify the behavior of the respondents and the source of information in the medical tourism area with the mean score of 4.46 (1.002), 4.41 (0.866), 4.20 (0.936), 4.32 (1.089), 4.07 (1.188), 3.85 (1.313) respectively. The highest mean score of 4.07 the variable was the website of the hospitals, the medical tourism intermediary's website Standard Deviation (1.313). Nowadays the Internet sounds good in the environment so that the people can easily grab the information from many resources. The overall mean score value is 25.31.

Table 3
Mean and average deviation of factors influencing the supporting services in medical tourism

Factors Influencing the Supporting Service	Mean	Standard Deviation
The hospital amenities (cafeteria, public phone) were conveniently located	4.57	.877
The hospital has a strong concern for patient safety	4.58	.649
The hospital's attention to patient's privacy, confidentiality, and disclosure	4.68	.591

The hospital has acceptable protection against medical malpractice and liability	4.57	.804
Package pricing with price transparency	4.37	.909
MEAN SCORE	22.77	3.83

From the below table, factors influencing the supporting services in medical tourism specify the supporting services in the medical tourism area with the mean scores of 4.57 (.877), 4.58 (.649), 4.68 (.591), 4.57 (.804), and 4.3 (.909) respectively. The highest factor of the mean is 4.68 which is the hospital's attention to patient privacy, confidentiality, and disclosure in the factors influencing the supporting services in medical tourism. The lowest value of influence supporting services is 4.37, Package pricing with price transparency is the lowest factor of supporting services in medical tourism. The overall mean score value is 22.77.

Table 4

Mean and usual deviation of factors affecting the key issues of medical tourism

Key Issues of Medical Tourism	Mean	Standard Deviation
Infrastructural facilities	4.57	.877
Lack of trust	4.58	.649
Community participation and awareness	4.67	.593
Concern for sustainability	4.57	.804
Good language translators	4.37	.909
Customer-oriented approach	4.44	.860
MEAN SCORE	27.2	4.692

From the top of the table, factors affecting the key issues of medical tourism, it is clear that the respondents specify the key issues of medical tourism area with the mean scores of 4.57 (.877), 4.58 (.649), 4.67 (.593), 4.57 (.804), 4.37 (.909), 4.44 (.860) respectively. The overall mean score value is 27.2. Depending upon all the factors that are key issues of medical tourism in Chennai, the greatest value means Community participation and awareness in the hospital sector.

Table 5

Mean and typical deviation of feature perceived quality of medical treatment in medical tourism

Perceived Quality of Medical	Mean	Standard Deviation
Coordination of arrangements between the patient, hospital, third party insurance companies, embassies, and other businesses	4.51	.901
The medical staff has good communication skill	4.17	1.091
The medical staff was polite and friendly	4.07	1.163
Ease of assembled and transmitted medical records/information	4.57	.877
The process of setting up the medical procedure and easy	4.58	.649

MEAN SCORE	21.9	4.681
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From the top of the table, featuring the perceived quality of medical treatment, it is clear that the respondents specify the Perceived Quality of the Medical tourism with the mean scores of 4.51 (.901), 4.17 (1.091), 4.07 (1.163), 4.57 (.877), and 4.58 (.649) respectively. The overall mean score value is 21.9. Beyond leading all the factors that feature perceived quality of medical treatment in medical tourism, the greatest value means 4.58, the process of setting up the medical procedure and easy in hospital tourism. The stumpy value of the mean is 4.07 the medical staff was polite and friendly Because they are having stress and pressure are high in volume.

Table 6
Mean and standard deviation reasons for choosing chennai for medical treatment

Medical Treatment	Mean	Standard Deviation
Low cost	3.86	1.505
Specialized doctors	4.02	1.432
Long waiting time in your country	3.93	1.408
Treatment not available in your country	4.43	1.085
Better technology and treatment	3.56	1.479
Good hospital	3.88	1.459
MEAN SCORE	23.68	8.368

From the top of the table, measuring competitiveness in tourism, it is clear that the respondents specify the reasons for choosing Chennai for treatment in the medical tourism area with the mean scores of 3.86 (1.505), 4.02 (1.432), 3.93 (1.408), and 4.43 (1.085), 3.56 (1.479), 3.88 (1.459) respectively. The overall mean score value is 23.68. Further, most important all the factors that are reasons for choosing Chennai for medical treatment, the greatest value means 4.43, Treatment not available in your country for health tourism.

Hypothesis: There's no modification amongst the occupational status and the trip of the repliers in medical tourism repliers.

Table 7
Difference between the occupational status and the time travel behaviour of the respondents in medical tourism

ANOVA		SS	Degrees of Freedom	MS	F	Sig.
First time	Between Groups	1.083	4	.271	.267	.899
	Within Groups	259.821	256	1.015		
	Total	260.904	260	--		
2-5 times	Between	12.853	4	3.213	4.513	.002

	Groups					
	Within Groups	182.281	256	.712		
	Total	195.134	260	--		
5-7 times or more	Between Groups	7.469	4	1.867	2.171	.053
	Within Groups	220.171	256	.860		
	Total	227.640	260	---		
Worth-of-mouth from friends or relatives	Between Groups	3.315	4	.829	.695	.596
	Within Groups	305.290	256	1.193		
	Total	308.605	260	--		
Website of the hospitals	Between Groups	7.029	4	1.757	1.251	.290
	Within Groups	359.729	256	1.405		
	Total	366.759	260	--		
Medical tourism intermediary's website	Between Groups	19.656	4	4.914	2.934	.021
	Within Groups	428.811	256	1.675		
	Total	448.467	260	--		

*Significant at 0.05% level

The below contact with the colourful features that control the trip of the repliers in medical tourism repliers. They're the first time, 2-5 times, 5-7 times or further, and the source of information for choosing the hospitals Worth-of- mouth from musketeers or cousins, Websites of the hospitals, and medical tourism conciliator's website. From the trip, it denotes two are more times three repliers are trip in medical tourism. There are six factors, three factors denote lower than 0.05 sig value remaining other factors determine the lesser than the p-value of 0.05 sig.

Hypothesis: There's no relationship between gender and the factors impacting the supporting service in medical tourism

- C1 - The sanatorium amenities (cafeteria, public phone) were accessibly located
- C2 - The sanatorium has a strong concern for patient safety
- C3 - The sanatorium's attention to case's sequestration, confidentiality, and exposure
- C4 - The sanatorium has respectable protection against medical malpractice and liability
- C5 - Package pricing with price translucency
- G - Gender

Table 8
Correlate between the gender and the factors influencing the supporting service in medical tourism

Correlations							
		G	C1	C2	C3	C4	C5
G	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	261					
C1	Pearson Correlation	.106	1				
	Sig. (2-tailed)	.087					
	N	261	261				
C2	Pearson Correlation	-.122*	-.105	1			
	Sig. (2-tailed)	.049	.089				
	N	261	261	261			
C3	Pearson Correlation	.042	-.010	-.104	1		
	Sig. (2-tailed)	.500	.871	.093			
	N	261	261	261	261		
C4	Pearson Correlation	-.032	.079	-.031	.469**	1	
	Sig. (2-tailed)	.605	.202	.618	.000		
	N	261	261	261	261	261	
C5	Pearson Correlation	.030	.034	.019	.023	.051	1
	Sig. (2-tailed)	.630	.587	.763	.711	.415	
	N	261	261	261	261	261	261

The below table corresponds to the Colourful factors that determine the factors impacting the supporting service in medical tourism, the factors are the sanatorium amenities (cafeteria, public phone) were accessibly located, the sanatorium has a strong concern for patient safety, the sanatorium's attention to case's sequestration, confidentiality, and exposure, the sanatorium has respectable protection against medical malpractice and liability, Package pricing with price translucency. Factors that are significant in lower than the p-value of 0.05, reject the null thesis.

Suggestions

Indian high directive in various republics about medicinal tourism as potential revenue and friendliness recipient. Set up public-private partnerships between hospitals providing medical treatment, as there are several government hospitals where treatment quality is on par with private hospitals. A good number understandable advantage that medical tourism destinations garner is the age group of proceeds. A considerable amount of revenue is generated for the destination countries when patients for healthcare services in their health check

amenities. Satisfactory health care substructures, climate, entertaining facilities, optimistic service quality of health care workers, and rational cost for lodging, transport, and therapeutic fees make the cities well-matched as global healthcare endpoint.

Conclusion

The medical service sector is careful a trending and niche market, which is gaining the attention of the emergent thrifths of the world. Although medical tourism careful being a thriving and profitable industry, still there is a shortage of literature in the Indian context. The medical leisure industry is a dissimilar kind of sq with its dedicated qualities. It may vary from the core well-being care facilities to additional infrastructural conveniences to additional extreme points like entertainment, amusement, and shopping. Becoming an extremely fruitful health tourism destination necessitates dissimilar types and stages of skilled persons along with eminence foodstuffs and facilities. Besides all these, even the weather of the realm and individual clients in silence can tune this industry's success.

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