Research Paper Tourism

# Medical Tourism in India

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**ABSTRACT**

Medical Tourism is broadly defined as the act of travelling to obtain medical care in another country or region of the same country where specialised treatment is given to the patients at affordable cost without waiting for long time. India has become one of the main hub of Medical Tourism in the world. There are several reasons like world class technology and procedures, word class doctors and nurses are available in India at a very less cost. This Medical Tourism has boosted India's economy and increases its forex. In India, there is a vast scope for Medical Tourism. There is a need to explore this potential in full strength.

**KEYWORDS** CUTTINGEDGE TECHNOLOGY, FOREIGN DIRECT INVESTMENT, MEDICAL VISAS, SOFTWARE INDUSTRY, FOREX.

**INTRODUCTION:**

Medical Tourism is an old concept dating back to ancient Greece. Medical Tourism can be defined as the process of travelling outside the country of residence for the purpose of receiving medical care. Medical Tourism is broadly defined as cost effective private medical care in collaboration with the tourism industry for overseas patients needing specialised treatment. Originally, the term referred to the travel of patients from less developed countries to developed nations in pursuit of the treatment not available in their homeland. According to World Health Organization (WHO), Medical Tourism is defined as a tourism associated with travel to health Spas or resort destinations, where the primary purpose is to improve travellers physical well-being through a process comprising physical exercises and therapy, dietary control, and medical services relevant to health maintenance. As a result of globalization, increased number of people is travelling to other countries to get quality treatment at affordable prices. Health care attention i.e. both surgical and non-surgical procedures are another important factor for Medical Tourism. In developed countries, the cost of treatment is very high, further the patients have to wait for a very long time to get treatment or surgery. This has prompted people to look at other effective options. Among these options is looking for treatment in other countries having good treatment facilities at a very reasonable cost. Growth in the popularity of Medical Tourism has captured the attention of policy makers, researchers and the media.Today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less developed countries in order to access health services. The primary reason that clinics and hospitals in the developing countries are able to lower their prices is directly related to the nation's economic status. We can see that the cost of surgeries in these countries is 30% to 70% lower when compared to U.S.

**MEDICAL TOURISM IN INDIA:**

Medical Tourism in India also known as Health Tourism.India is the favourable destination for Medical Tourism in the world. In India the history of treatment goes back to Vedic period. Where in Vedas it is written about the remedies of many diseases. India has become Medical Tourism capital of modern world. Medical Tourism is growing sector in India and is expected an annual growth rate of 30%, making it a 2 $ billion by 2015. This is because of low priced health care procedures. The concept of Medical Tourism in India refers to visit by overseas patients for medical treatment and relaxation. The opportunities in India healthcare sector, in medical infrastructure and technology is as good as those offered in the western countries. India ranks among top three medical tourist destinations in Asia.in India we have a U.S and India based staff of specialists who focuses on Medical Tourism. The environment for most of the complicated surgeries is suitable in India. In India we have Appolo group of hospitals and research centres, Fortis hospitals, Tata memorial hospital and escorts group of hospitals and research centres, who cater these patients. A complete transplant or bypass procedures can be achieved for a tiny fraction of the cost for the same procedure in U.S. This lower cost includes significantly longer post-operative care in the hospital itself.

**COMPARATIVE COST OF TREATMENT CHART IN U.S AND INDIA (IN U.S $ APPROX.)**

| PROCEDURES | U.S.A | INDIA |
|---|---|---|
| HEART BYPASS | 133,000 | 7000 |
| HEART VALVE REPLACEMENT WITH BYPASS | 140,000 | 9500 |
| HIP REPLACEMENT | 57000 | 7020 |
| KNEE REPLACEMENT | 53000 | 9200 |
| FACE LIFT | 16000 | 4800 |
| LAP. GASTRIC BYPASS | 52000 | 9300 |

Besides allopathic treatment procedures, India is offering Ayurveda, yoga, and homeopathic treatments also.There are many states in India which are very famous for these type of treatments like Kerala, Uttarakhand, Goa, Udaipur etc. According to RNCOS market report, India is favourable medical destination in the world.

With the developed countries finding themselves over burdened with the task of providing cost effective healthcare, India has emerged as a popular global Health Tourism destination. Medical institutions in India are providing for an estimated 20,000 to 30,000 doctors and nurses each year complimented with medical facilities driven by advanced technology and high quality procedures at par with hospitals in developed nations and at price that could be a fraction of what one would spend in their country.Keeping in view the growing pace of Medical Tourism in India, many travel agencies are coming up with medical packages for foreign patients, e.g. heart surgery, cosmetic surgery, oncology, nephrology etc. There are so many factors which make India as a hub and favourable destination for Medical Tourism:

1.India has a very fast growing economy and it has led to

privatization in the field of healthcare.India allows 100% FDI (foreign direct investment) in the health sector.This results in the setting up of the world class hospitals with latest technologies and world renowned doctors at par with developed countries.

2. Due to advancement in software industry in India, it has also brought tremendous revolution in health care sector.

3. In India, there are world class pharmaceutical companies that provide the world class drugs at a very reasonable price as compared to developed nations.

4. India has excellent academic and research institutions.These institutions produce world class physicians, surgeons and nurses.

5. India offers state of the art and cutting edge technology, and highly advanced treatment at a very less cost as compared to developed countries.

6. Indian consulate's and embassies in different countries provide hassle free medical visas on priority basis, which also booms Medical Tourism in India.

7. Most of the developed countries are getting good values for their currencies in India, i.e. they are getting good exchange rates in India.

8. India has a very high qualified English speaking manpower, which also gives it edge over this industry.

Taking all this into account, India is turning out to be among one of the favourite health treatment destination at a fractional costs with minimal waiting period.

**CONCLUSION:**

Medical Tourism is becoming one the fastest growing industries in the world,with approximately a growth of 30% a year. Medical Tourism industry offers high potential for India primarily because of low cost of treatment with high quality. Medical Tourism will help in maintaining good relation with other countries and will help in exchange of manpower and technology among countries.Millions of people come every year to India and get satisfied with world class treatment done with the peace of mind.

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