ABSTRACT

Medical Tourism is defined as "Provision of 'Cost Effective' private medical care in collaboration with the tourism industry for patients," Medical Tourism involves travel for purpose of receiving medical, dental, surgical care treatment and also Ayurvedic therapies, Homeopathy treatment, Naturopathy, Reiki, yoga. Medical tourism is rapidly growing within the healthcare tourism and hospitality industries. Medical tourism includes outbound, inbound and Intrabound medical tourism. Outbound Medical Tourism Refers to patients travelling out of a country. Inbound Medical Tourism Refers patients coming into a country. Intrabound Medical Tourism:- Refers to patients travelling within a country. It is also called as domestic medical tourism.

Keywords: Medical Tourism

INTRODUCTION

Every human being possesses the right to life and health, and to necessities of life including proper medical services. The change is a natural phenomenon, people cannot have a command on the cyclic order of taste, fashion, dislikes, needs requirements and levels of expectations. This process of change transformation brings change. This change influences our decision making behavior force to welcome a change to place.

For this changing trend, today, the service sector has made significance contribution to the process of economics transformation. Consumption of services such as education, Healthcare, transport and communication, civil services, entertainment are considered vital. The implications of globalization, technological and economic development trends throughout the world. The world is moving very fast on its way to becoming service dominated.

History of Medical Tourism

The concept of Medical Tourism is not new one. Medical Tourism is actually thousands of year old. In ancient Greece, pilgrims and patients came from all over the mediteranean to sanctuary of the healing god, Asklepios at Epidaurus. In Roman Britain, patients took the waters at a shrine at bath, a practice that continued for 200 years. From the 18th century wealthy Europeans travelled to space from Germany to the Nile. In the 21st century, relatively low-cost jet travel has taken the industry beyond the wealthy and desperate. Spa towns and Sanitariums may be considered an early form of medical tourism. In this century, Medical Tourism expanded to a much larger scale. Thailand, India, Puerto-Rico, Argentina, Singapore, and Bangkok, Cuba are the most popular destinations for medical tourism.

Medical Tourism

Tourism is a composite industry. It consists of various segments which can produce a wide range of product and services. In Medical Tourism "tourists" primarily seek medical treatment and afterwards...
The conventional tourism experience related to leisure and relaxation in tourist places. Medical Tourism is also known as Medical travel, Health tourism, Surgical tourism.

Medical Tourism is defined as "Provision of 'Cost Effective' private medical care in collaboration with the tourism industry for patients."

Medical Tourism involves travel for purpose of receiving medical, dental, surgical care treatment and also Ayurvedic therapies, Homeopathy treatment, Naturopathy, Reki, yoga. Medical Tourism rapidly growing within the healthcare tourism and hospitality industries. Medical tourism include outbound, inbound and Intrabound medical tourism.

Outbound Medical Tourism: Refers to patients travelling out of a country. Inbound Medical Tourism: Refers patients coming into a country.

Intrabound Medical Tourism: Refers to patients travelling within a country. It is also called as domestic medical tourism

**Medical Tourism in India**

Medical Tourism in India has emerged as the fastest growing segment of tourism industry despite the global economic downturn. High cost of treatments in the developed countries particularly in the USA and UK has been forcing patients for alternative and cost effective destinations to get their treatments done. Medical treatment is the latest reason to visit India because of the low cost with world class services and quality treatment. The ministry of tourism encouraging medical tourism operators to sell the idea of travelling to India for low cost but world class treatment. Medical treatment in India is a combination of traditional and modern treatment and several factors which makes India unique healthcare destination. Over 60,000 cardiac surgeries are done every year with outcome at par with international standards. Multi-organ transplants are successful performed at 1/101 the costs in comparison to the western countries. Patients from over 55 countries are treated at Indian hospitals.

The Indian healthcare industry is undergoing a phenomenal expansion and India is now looked upon as the leading country in the promotion of medical tourism with an annual growth rate estimate at 30%, while India's top-rate education system provides an estimated 30,000 doctors and nurses each year to meet this demand. The Indian government spend on the health care sector is expected to around 8% of its GDP by 2010.

**In Maharashtra**

Maharashtra is the third largest state of India, both in area and population. It is located on the west coast of India with a 720 km long coastline along the lush green Konkan Region. Nested in the Western Ghats and Sahyadri Mountains range are several hill stations and water reservoirs with semi evergreen and deciduous forests. The Vidarbha Region of Maharashtra with its dense forests is home to several wild life sanctuaries and natural parks. Thus all the three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in numerous tourist alternatives ranging from ancient cave temples, unspotted beaches, ancient forts and monuments, forests & wildlife, unique hill stations, pilgrimages centers and a rich tradition of festivals, art and culture.

Now in the period of globalization, Maharashtra is also ahead in health care. Maharashtra has the best qualified medical professions in each and every specialized field and this fact has now been realized the world over regarding medical facilities with most competitive charges for treatment of certain medical problems. After carving a niche for itself on the global tourism map, Maharashtra is now looking for creating a new identity by offering best health services to tourist. Maharashtra offer affordable treatment compared to other part of India & foreign countries. In Maharashtra metropolitan cities like Mumbai & Pune, medical tourism is going on big way. Tourist destination of Maharashtra also has potential for medical tourism and these are the upcoming Medical Tourism destination in Maharashtra.
STATEMENT OF PROBLEM

Economic reform after 1991 has been start globalization process step by step & this process creating the opportunity and also will be create faster growth and indication for future trend in medical tourism. Medical tourism may continue to build bridges of communication, understanding and medical cooperation throughout the world. And also changing population structure, improvement in living standard, more disposable income, fewer working hours and long leisure time, better educated people, more advanced technology, quick access, higher quality care, ageing population factors contribute to the growth of medical tourism industry and continuing trend towards growth in the future. This study will explore the current global trend affecting the medical tourism industry in western Maharashtra and to find out the scope of medical tourism within the states (Intrabound Medical Tourism) and outside boundaries (inbound Medical Tourism) by referencing cases and examples (destinations). To study the doctor, patients (tourist) and common people level of awareness and attitude towards concept of Medical Tourism in W.M.

Hence the study entitled "A study on trends and opportunities of medical tourism in Western Maharashtra" is undertaken. The study would cover period of 5 year and special area of specialty hospitals & super specialty hospitals and Specialty Auyurvedic centers and Rejuvenations centers.

RELEVANCE OF THE STUDY

Selection of the topic is most important work before one can carry out a research work in a particular filed. The selection of research topic entitled "A Study of Medical Tourism in Western Maharashtra" is not very arbitrary. Since no study on Medical Tourism in Western Maharashtra has been carried out so far from the point of view of its trends & opportunities in Western Maharashtra. The proposed Research is primarily aimed in assessing the trends and opportunities of medical tourism in western Maharashtra. The Proposed Study is going to find out scope and favorable destination in western Maharashtra and suggest action plans, which will helps the hospitals in promoting medical tourism in western Maharashtra.

OBJECTIVES OF THE STUDY

The Objectives or the goals have to be obtained by the researcher that must be full filled during the analyses The Present Study has following Objectives to be fulfilled

1. To review the current scenario of medical tourism in India and Maharashtra.
2. To Study analysis the profile of medical tourism products provided in western Maharashtra.
3. To study western Maharashtra situation and circumstances for attracting medical tourists in western Maharashtra.
4. To assess the level of awareness, attitude and behavior of doctors, patients towards (the concepts of) medical tourism.
5. To identify favourable places and current trends and opportunities in the medical tourism industry in Maharashtra.
6. To study the factors influence in Maharashtra tourism to seek treatment in western Maharashtra.
7. To identify the bottlenecks of organization and management in Medical tourism in western Maharashtra.
8. To review the Got. Policy and know the role of govt. in promoting Maharashtra Medical tourism in western Maharashtra.
Justification of the Objectives

The above Stated objectives can be justified on the ground that today India is considered the leading Country promoting medical tourism. Medical tourism will expand greatly in future mainly due to the revolution that is taking place on both the demand and supply side. Medical Tourism is influenced by geographical, technological, demographical, globalization, economic, political environments and also consumer demand, cost factor, local and regional factors, infrastructure, capital investment factors.

The study will focus on intrabound and inbound medical tourism in Western Maharashtra. Understanding the nature and anticipate future trends is very important for study. So realize the true potential of Medical Tourism encourages selecting the topic of medical tourism for research.

By knowing the potential of Medical Tourism in India, the ministry of tourism has adopted the Sustainable tourism route and incorporated it into the innovative rural tourism project.

STATEMENT OF HYPOTHESIS

The proposed study is guided by the following hypothesis

1) H1 - In Western Maharashtra Medical tourist has mostly preferred Allopathic treatments.
2) H2 - Geographical factors and Infrastructure Services and Technological Factors attracts medical tourist to western Maharashtra.
3) H3 - Development of medical tourism industry has positive impact on social and economic growth of respective district.

FINDINGS

Tourism: - Tourism is temporary and short term movement of people from one place to another place.

Medical Tourism: - Medical Tourism refers to travel undergone for the purpose of medical treatment and rejuvenation.

Medical Tourist: - Tourist one those who avail healthcare services from hospitals. They are the ultimate users of hospitals services.

Allopathy (Greek) :- allos- othrpahos- suffering, a terms invented by Hahnemann, the promulgator of homeopathy, to describe that method of treatment of disease that consists of using medicines whose action upon the body in health produces morbid phenomena different from those of the disease treated.

Ayurveda: - Ayurvedic medicine is an ancient system of health care that is native to the India subcontinent Ayurveda is also one among the few traditional system of medicine to contain a sophisticated system of surgery.

Homeopathy: - It is a treatment that seeks to stimulate the body's defense mechanisms and processes so as to prevent or treat illness.

Hospital: - An institution for the temporary reception of the sick. An organization where patients get medical advice treatment for curing their illness or ailments.

Hospitality: - It is the art of making people / patients feel at home.

Product: - A product is anything that can be offered to a market to satisfy a need. It includes physical objects, services, persons, places, organizations & Ideas.

Satisfaction: - Satisfaction is a state of mind felt by a tourist / patient who has experienced a medical performance (or outcome) that has fulfilled his or her expectations.

Technology: - Mechanical devices, pharmaceuticals and techniques used in medical, surgical, diagnostic and therapeutic procedures. These devises and techniques are often related to innovations in treatment methods and advances in patient care.
Classes of Respondents Contacted

The respondents includes:

1. Hospitals in Western Maharashtra regions. (Specialty and Super Specialty Hospitals)
2. Doctors in Western Maharashtra (Specialty Doctors)
3. Medical tourists in Western Maharashtra
4. Maharashtra Medical Association, v) Medical Tourism Association
5. Hotels, tours and travels operators in Western Maharashtra
6. Indian Medical Association
7. Non medical people (journalist, pharmacist, politician, businessman, common person)

Sample Size

For the purpose of the study western Maharashtra State has been selected because Maharashtra has contributed much to the field of medicine. Medical Tourism has gained momentum in India and significantly in Maharashtra. These entire aspects researcher select the geographical area of Western Maharashtra.

The total number of district in Maharashtra is 36. These districts are grouped into six administrative divisions. From out of six divisions for study only Pune division has been selected. In Pune division includes Pune (Pune-Head Quarter), Sangli, Satara, Kolhapur, Solapur.

Area of Contact

1) Hospitals- specialty and super specialty Hospitals (Allopathy, Ayurvedic)
2) Ayurvedic centers / Rejuvenation centers
3) Hotels / Tour Operates
4) Tourist / Patient
5) Non-Medical peoples

DATA ANALYSIS

Table 1. Classified list of Hospitals in Western Maharashtra and universe and sample size

<table>
<thead>
<tr>
<th>Classified Name Of District</th>
<th>Total No. of Hospitals</th>
<th>Sample Size in no.</th>
<th>Sample size in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune</td>
<td>2889</td>
<td>116</td>
<td>4%</td>
</tr>
<tr>
<td>Solapur</td>
<td>941</td>
<td>28</td>
<td>3%</td>
</tr>
<tr>
<td>Sangli</td>
<td>669</td>
<td>13</td>
<td>2%</td>
</tr>
<tr>
<td>Kholapur</td>
<td>1386</td>
<td>42</td>
<td>3%</td>
</tr>
<tr>
<td>Satara</td>
<td>621</td>
<td>06</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>6506</td>
<td>205</td>
<td>13%</td>
</tr>
</tbody>
</table>

Table 2. Classified list of medical tourist respondents in Western Maharashtra

<table>
<thead>
<tr>
<th>Classified Name Of District</th>
<th>Sample Size in no.</th>
<th>Sample size in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune</td>
<td>345</td>
<td>555%</td>
</tr>
<tr>
<td>Solapur</td>
<td>74</td>
<td>12%</td>
</tr>
<tr>
<td>Sangli</td>
<td>45</td>
<td>08%</td>
</tr>
<tr>
<td>Kholapur</td>
<td>132</td>
<td>21%</td>
</tr>
<tr>
<td>Satara</td>
<td>21</td>
<td>04%</td>
</tr>
<tr>
<td>Total</td>
<td>627</td>
<td>100%</td>
</tr>
</tbody>
</table>
Table 3. Classified list of non-medical people in Western Maharashtra

<table>
<thead>
<tr>
<th>Classified Name Of Non-Medical Peoples</th>
<th>Sample Size in No.</th>
<th>Sample size in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacist</td>
<td>50</td>
<td>26%</td>
</tr>
<tr>
<td>Journalist</td>
<td>20</td>
<td>11%</td>
</tr>
<tr>
<td>Politician</td>
<td>20</td>
<td>11%</td>
</tr>
<tr>
<td>Businessman</td>
<td>25</td>
<td>13%</td>
</tr>
<tr>
<td>Common Person</td>
<td>75</td>
<td>39%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>190</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 4. Classified list of Hospitality service providers in Western Maharashtra

<table>
<thead>
<tr>
<th>Classified Name of the district</th>
<th>Sample Size of Services provides</th>
<th>Sample size in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pune</td>
<td>10</td>
<td>36%</td>
</tr>
<tr>
<td>Solapur</td>
<td>04</td>
<td>14%</td>
</tr>
<tr>
<td>Sangli</td>
<td>05</td>
<td>18%</td>
</tr>
<tr>
<td>Kholapur</td>
<td>05</td>
<td>18%</td>
</tr>
<tr>
<td>Satera</td>
<td>04</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Justification**

The survey conducted only on the target population of hospitals. The details regarding hospitals were obtained from Indian medical Association of Sangli, Satera, Solapur, Pune, Kholapur with regard to the selection of sample hospital stratified random sampling was adopted out of 13% hospital have been selected.

With regard to the selection of sample doctors, patients of the hospital in the respective districts. Doctors, patients have been selected by using stratified random and convenience sample technique. 790 Doctors have been selected. 627 patients have been selected. Three patients from each such sample hospitals have been selected using convenience sampling technique.

**Techniques of Analysis of Data**

The data collected from districts of hospitals, doctors, and medical tourist, hospitality services providers, non-medical people will be systematically presented, analyzed and classified to draw meaningful conclusions. Simple statistical techniques like percentage, ratios, growth rate, charts and for analyzing data envelopment techniques or multiple regression analysis technique will be used.

**FINDINGS**

To understand the importance, background and present position related to the subject select for the research work. Many scholars, authors, researchers have made substantial contribution on the various aspects of Medical Tourism. The study has covered various aspects of Medical Tourism like Medical Tourism policy Govt. Role.

**LIMITATION**

1. The concept of medical tourism is new one to Western Maharashtra hospitals & accordingly the literature available in this area is limited.

2. This study is considered only allopathic and aurvedic specialty & super Specialty hospitals.

**CONCLUSION**

India is one of the major democratic nations of the world. It has achieved considerable progress after initiation of economic reforms in 1991. It has emerged as the fourth largest economy in purchasing power and it is amongst the fastest growing nation in the world. In India, service sector is the fastest...
growing sector in an economy. The share of services in India's GDP at factor cost is nearly 65% during 1990-91 to 2011-12 (the GDP factor cost). At 2004-05 services grew faster than GDP for the last nine years (2003-04 to 2011-12). Tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. In tourism, Medical Tourism is a recent phenomenon. This industry grows exponentially and emerges as major force for the growth of services exports worldwide.

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