



## A STUDY ON PERCEPTION ON MEDICAL TOURIST IN TAMILNADU

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### ABSTRACT

Tamilnadu is one of the states which provide advanced medical treatments. Domestic health care is dominated by government hospital but foreigner search advanced medical facilities is taken care of private sector multi specialty hospitals namely Appollo, Chettinadu Medical Centre, Kaveri Medical Centre, and more number of hospitals are providing international standard treatment with reasonable cost. In recent survey in the financial year 2017-18, total growth is increased 30%, especially more than 27% of the medical tourist are visiting TamilNadu alone for their treatments. But in our state medical tourism has some problems and challenges like good care from doctors and medical practitioners, infrastructure, safety measures, and staff behavior etc. The convenient sampling is used to adopt the respondents. The sampling size is confined as 50 respondents. Data were collected based well structured and scientifically designed questionnaire. Medical tourism is depends on prices of drug and medicines. The government officials take necessary initiatives to reduce prices of drugs and surgical medicines. It is helps to motivate the medical tourist to revisit to our country.

**KEYWORDS:** Chettinadu Medical Centre, Kaveri Medical Centre , medical tourist.

### INTRODUCTION

Medical tourism is not a new concept but it is practiced in earlier days of history. Human needs good medical facilities and search where it is available. There are numerous codes in bible people search good medical treatments throughout world. There are more number of medical treatments is available namely allopathic (modern medicine), homeopathic (our traditional medicine), sidhdha medicine, and so on.

In recent days medical developments are growing enormously due to the impact of technological developments. This technological development is leads to medical surgical have developed with quality medical services. Organ donation namely heart transplantation, kidneys, brain, liver, lungs, pancreas, intestine, and thymus. Medical science has facilitates extent of the human lives. People also search good quality medical treatments with affordable cost.

India has good quality medical treatments with affordable cost compare to European and American countries. With high technical knowledge doctors provides quality medical treatments with high technological equipments. Most of the successful organ transplantation were conducted and successful operations is key factor which influence other countries patient prefer India.

In our country more number of multispecialty hospital which provides world class treatments with high technical knowledge medical practitioners. Medical tourist is expected to get world class treatment



but also there are factors which determines growth medical tourism namely safety, staff care, medical knowledge of the doctors and nurse, affordable cost, quality services and so on.

### IMPORTANCE OF THE STUDY

Tourism is one of the sectors which contribute economic growth of the nation. Our country also has more numbers of historical monuments. In recent days India become very familiar among the tourist. India is well known place for medical treatments. Most of the European and American people came to India for medical treatments. Heart transplanted and major organ of the human body were successfully transplanted and major diseases were cured with advanced medical sciences.

Not only for medical treatments but our country is providing homeopathic, sidhdha medicinal treatments, varma treatments in kerala and so on. Medical tourist is availed more number of natural sceneries, historical monuments, two century ago museum to be part of their tourism planning. They are availing more services namely good cuisine, world class infrastructure, well equipment hotel and accommodation, good transport facilities namely railways, road way and airways etc.

In India medical treatments is conducted in more successful and the most difficult operations like cardiac care, dental and cosmetics, eye care, fertility treatment, neuro surgery, and general surgery are done on regular basis. The most eminent and medical knowledgeable practitioners were providing international standard treatment with affordable cost.

### REVIEW OF LITERATURE

Vimitha and Shobana (2015) attempts to bring out the advanced facilities in Chennai, about multispecialty hospitals that are providing best treatments to abroad patients and the development procedures that are adopted. The current medical tourism in Chennai attracts most of the other country patients who become aware of many hospitals in Chennai through websites and Indian doctors who work abroad. Medical tourists choose Chennai because of low costs of health care with international high standard. It also has hospitals minimal acceptable high standard of care minus the ambience for extremely cost conscious patients who need urgent medical care but with limited financial resources<sup>1</sup>.

Sankar (2016) find the factors influencing the attractiveness of Chennai as a health tourism destination. The policy implications described are of particular relevance for policymakers and industry practitioners in other Southeast Asian countries with similar health systems where governments have expressed interest in facilitating the growth of the medical tourist industry<sup>2</sup>.

### STATEMENT OF THE PROBLEM

The present study is an attempt to know patient perception about medical tourism. Tamilnadu is one of the states which provide advanced medical treatments. Domestic health care is dominated by government hospital but foreigner search advanced medical facilities is taken care of private sector multi specialty hospitals namely Appollo, Chettinadu Medical Centre, Kaveri Medical Centre, and more number of hospitals are providing international standard treatment with reasonable cost. In recent survey in the financial year 2017-18, total growth is increased 30%, especially more than 27% of the medical tourist are visiting TamilNadu alone for their treatments. But in our state medical tourism has some problems and challenges like good care from doctors and medical practitioners, infrastructure, safety measures, and staff behavior etc.

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<sup>1</sup> Vimitha and Shobana (2015) "Current Scenario of Medical Tourism in Chennai its Aspects and Strategies", International Journal of Science and Research, vol.6(7), pp.1158-1161.

<sup>2</sup> Sankar (2016) "An Empirical Study on Medical Tourism in Chennai" International Journal of Pharmaceutical Sciences Review and Research, vol. 36(2), pp. 190-193

**OBJECTIVES OF THE STUDY**

The following objectives are framed to achieve desired results of the study

- 1) To study the medical tourist perception of quality medical services in Tamil nadu
- 2) To know the factors determines medical tourist satisfaction
- 3) To offer suitable suggestions to improve medical tourist satisfaction and motivate for repeated visit in Tamil nadu.

**RESEARCH METHODOLOGY**

The present study is descriptive and analytical in nature. This study covers as universe in tamilnadu state. The convenient sampling is used to adopt the respondents. The sampling size is confined as 50 respondents. Data were collected based well structured and scientifically designed questionnaire.

**Classification of the respondents based on their monthly income in Rupees**

S. No	Monthly income	No. of Respondents	Percent
	Rs. 50,000 – 1,00,000	18	36.0
	Rs. 1,00,001 – 5,00,000	17	34.0
	Rs. 5,00,001 – 10,00,000	6	12.0
	Above Rs. 1000000	9	18.0
	Total	50	100.0

The above table shows that 36% of the respondents are earning as their monthly income Rs. 50,000 – 1,00,000. 34% of the respondents are earning as their monthly income of Rs. 1,00,001 – 5,00,000. 18% of the respondents are earning as their monthly income of above Rs.10,00,000. 12% of the respondents are earning as their monthly income of Rs. 5,00,001-10,00,000.

	Mean	Std. Deviation	Sum of Squares	df	Mean Square	Statistical Inference
Hospital infrastructure						
Between Groups			25.416	3	8.472	F = 0.600 Df = 3 .618 > 0.05 Not significant
21 - 30 years (13)	15.9231	5.04086				
31-40 years (18)	14.5000	2.79179				
41-50 years (12)	15.3333	3.86907				
above 50 years (7)	16.4286	2.82000				
Within Groups			649.804	46	14.126	
Doctors care						
Between Groups			142.536	3	47.512	F = 2.326 Df = 3 .087 > 0.05 Not significant
21 - 30 years (13)	20.6923	4.36625				
31-40 years (18)	22.4444	4.44869				
41-50 years (12)	23.7500	4.53522				
above 50 years (7)	26.0000	4.96655				
Within Groups			939.464	46	20.423	
Security measures						
Between Groups			91.755	3	30.585	F = 2.156 Df = 3 .106 > 0.05
21 - 30 years (13)	18.8462	3.67074				
31-40 years (18)	18.1111	3.42807				
41-50 years (12)	16.8333	3.53768				

above 50 years (7)	21.2857	5.05682				Not significant
Within Groups			652.565	46	14.186	
Affordable cost						
Between Groups			97.466	3	32.486	F = 1.921 Df = 3 .308 > 0.05
21 - 30 years (13)	17.9930	3.5678				
31-40 years (18)	18.2543	4.9893				
41-50 years (12)	15.9409	3.4948				
above 50 years (7)	16.8790	3.6953				
Within Groups			868.796	46	16.984	Not significant
Overall satisfaction about medical tourism						
Between Groups			419.660	3	139.887	F = 1.664 Df = 3 .188 > 0.05
21 - 30 years (13)	55.4615	10.76735				
31-40 years (18)	55.0556	7.74196				
41-50 years (12)	55.9167	8.89799				
above 50 years (7)	63.7143	9.87783				
Within Groups			3866.520	46	84.055	Not significant

### RESEARCH HYPOTHESIS

There is a significant difference between age of the respondents and Overall satisfaction about medical tourism .

### Null Hypothesis

There is no significant difference between age of the respondents and Overall satisfaction about medical tourism .

### Tools used

One way ANOVA test was used in the above tale.

### Findings

The above table shows that there is no significant difference between age of the respondents and Overall satisfaction about medical tourism. Hence the calculated value is greater than the table value. So that research hypothesis is rejected and null hypothesis is accepted

### SUGGESTIONS

- Medical tourism is generating revenue to the tourism sector. Government officials are taking necessary initiatives to facilitate medical tourism in terms of marketing campaign, registered dealers, authorized guides and other necessary services to the medical tourist.
- Hospitals are take initiatives to create website about special treatment facilities and explaining details about treatment like cardiac care, eye care, neuro surgery, general surgery, and so on. It helps to medical tourist came to know details and medical centre.
- Government officials of tourism sector take necessary initiatives to provide important services like insurance, banking services and transport services. These services attracts medical tourist and gives maximum level of satisfaction.

- Medical tourism is depends on prices of drug and medicines. The government officials take necessary initiatives to reduce prices of drugs and surgical medicines. It is helps to motivate the medical tourist to revisit to our country.

### CONCLUSION

Medical tourist is contributing to economic development. It also gives direct and indirect employment opportunities to our nation. Medical tourism is one of the indicator to our nation develops the health care facilities. Government takes initiatives to have public – private partnership in the developments of health care sector which motivates the medical tourism. Private ownership has quality services but they charged high cost. So public private partnership is leads to quality services with affordable cost. Medical facilities is very important for human being; if it is available their affordable cost otherwise no use such advanced medical facilities. Affordable cost is incurred in medical treatment in India that is the reason global consumer or patients prefer India for their medical treatment.

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