

Issues, Prospects, Opportunities and Challenges of Health Tourism in India

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Abstract

Generally, people living in one country, if travel to another country or another region of the same country, for the purpose of getting medical care including surgery, which is not available in their own country or region otherwise, is termed as Medical Tourism or Health Tourism. For this purpose generally people travel from under developed countries to highly developed countries in absence of the facilities in their own country or when getting cheaper and better options in alternative countries. Its popularity is growing fast across the globe, focusing primarily and predominantly on biomedical reasons, combined with tourism, if possible. Most of the medical tourists belong to Asian countries, and interestingly these tourists are visiting also to Asian countries, whose number is increasing very fast every year. In this field mainly four Asian countries India, Singapore, Thailand and Malaysia are leading and these are promoting and popularizing medical tourism aggressively.

India has great Prospects in the field of Medical Tourism by virtue of its core competence developed in cardiovascular surgery and organ transplant/surgery etc, along with low cost option and great reputation. Apart from generating employment opportunities, it will also increase our foreign exchange and cause socio-economic development, strengthening our country's economy. Apart from the treatment by allopathic system, other Indian systems of medicines, i.e. Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy and Naturopathy etc. also have gained great popularity in recent past. The Govt also has taken several initiatives through Ministry of Tourism to promote India as a Medical and Health Tourism Destination. Special provisions have been made for the foreign visitors coming to India for their treatment, issuing them a new category of visa "Medical Visa" for the purpose.

Apart from the Government initiatives, most of the private hospitals are also investing heavily, giving a facelift to their medical facilities, realizing the potential for Medical Tourism in India, in order to make them visible to not only to local elite but also to overseas clients. This paper reviews some key issues, prospects, opportunities, challenges and some other relevant aspects of Medical Tourism with respect to India.

1. Introduction

Globalization has promoted interactions among people of different countries, following which many more areas have emerged as possibilities from some business opportunities point of view. One such fast emerging area is of Medical Tourism which is a new form of a tourism market which has grown rapidly the recent years. Traveling to other countries for getting the medical and surgical care is called Medical tourism. Several other ways also, Medical Tourism has been defined by Experts in several ways. The term of Medical Tourism got coined and established as a travel from home to other destination to improve one's health condition as one type of leisure [1]. Medical tourism is the attempt to attract tourists by deliberately promoting its health-care services and facilities, in addition to its regular tourist amenities [2]. Also this includes getting indigenous and alternative medical services, and any other form of

tourism undertaken with the purpose of addressing a health concern. Medical tourism has been also described as a popular mass culture, in which people travel to other countries to get healthcare services and facilities along with getting the opportunity of visiting tourist spots of that country [3]. According to GATS (General Agreement on Trade and Services), medical tourism is the second mode of trade in health services, in which the patients leave their home country for acquiring health care services with high quality and affordable prices[4]. In this respect if we see in the Indian context, the Medical treatment in India is very cost effective. In recent past it has been seen that patient from developed countries like, USA, UK, and other such countries in a maximum number are coming to India for their treatment. As a part of medical tourism, India is recognized as the cradle for test tube babies and is popular for surrogacy services [5]

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2. Domains of Medical Tourism:

There is a diverse variety of medical services which has been favorite to the visitors coming to India for Medical Tourism. The medical services preferred by the visitors may be classified into following types.

2.1 Wellness Tourism:

Wellness Tourism is travel for the purpose of improvising health and promoting the feeling of well-being through some kind of psychological and spiritual activities. The medical tourists of his category are proactive towards improving or maintaining health and quality of life, and they often focus on prevention.

Wellness tourists opt for diverse services, like pursuing physical fitness, relaxation, stress relieving, meditation, yoga, healthy diet and weight management etc.

2.2 Alternative systems of Medicine:

There is a parallel system, which has been used for the treatment purpose since hundreds of year. National Rural Health Mission, the health project of Government of India right from its inception, has underlined important role to alternative systems of health care. In March, 1995 Ministry of Health and Family Welfare created the Department of Indian Systems of Medicine and Homoeopathy (ISM&H), which was re-named as Department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November, 2003. There is number of ailments e.g. Arthritis and Rheumatism etc which can be better treated by these alternative systems of Medicines.

2.3 Cosmetic surgery:

Indian hospitals have developed expertise in performing all kind of cosmetic surgeries, whose results are very encouraging and these are quite comparable with that of western hospitals. Out of these surgeries the plastic surgery or reconstructive surgery improves the facial looks (blepharoplasty) or it renders a confident look through nose surgery called Rhinoplasty. The weight reduction surgeries (liposuction), gastric bypass & gastric sleeve surgeries, Abdominoplasty (tummy tuck) and flap reducing surgery are some of the most commonly performed surgeries. This all could become possible because of the experienced medical professionals along with the help of the latest medical technology. Further, there has been increasing demand for breast augmentation, breast reduction and breast implants etc.

2.3 Advanced and life savings healthcare Open transplants:

Sometimes this kind of situation also arise when any medical treatment look futile as it is not likely to give any positive response, depending on the body's condition or because of physiological reasons. But even people involved do not want to loose hope and want to make an extra effort. Under such situations sometimes miracle kind of things also take place as the patient responds positive to the treatment and at times even it prove to be successful too. That's why sometime people want to take chance under such situations, which may be falling in the categories of cardio vascular surgery, chronic Eye ailment, Hip Replacement and in vitro fertilization.

3. Socio Political Realities and Government support

It was part of the basic commitment of the Indian government to provide basic healthcare to its citizens, irrespective of their socio-economic status up to so many years after independence. But on the advent of globalization and liberalization Indian policies also got changed and the government of India allowed voluntary and private parties to operate with their medical services for the foreign tourists as well as other citizens who can afford the expensive medical facilities. Following this lot many transformations took place in policies, planning and preparations.

It was done through offering subsidies in form of cheap land, providing concessions in equipment and drug import, placing these agencies/institutions on government panels and providing trained and expert medical professionals. In Indian context the estimate made on a literature review of healthcare business, policies and some academic papers, forecasting proved to be right and the business of the Medical Tourism in India touched a new height.

Looking into the national prospects a new Legislation of National Health Bill, Govt. of India 2009 was proposed to replace the provisioning obligations of the state, which clearly stated in the National Health Policy of 2002, Govt. of India 2002, by free access to healthcare "by any healthcare service providers, be it public or private" (Govt. of India 2009:13). This way not only legal provisions were made for public private partnership and medical tourism but also promises huge additional subsidies to the latter through third-party payments.

4. Medical Resources of India

India has been fortunate in having rich heritage of Medical facilities and resources. India is having very good infrastructure for producing trained and expert Medical professionals. There is series of good hospitals, medical research institutes and major service providers in this sector. However, with respect to Medical Tourism in India the hospitals which have emerged as favorite destinations may be named as mentioned below. Metro cities of Delhi, Chennai, Bangalore and Mumbai have been obvious places of choice as on these places medical facilities have developed intensively and so these places cater to the maximum number of health tourists. Other hospitals like Medanta, Apollo, Escorts, Max, Fortis, Breach Candy, Hinduja, Asian Heart Institute of Mumbai and AIIMS are also popular for Medical tourism.

5. Scope of Medical Tourism in India

Medical tourism in India has great prospects. Because of its favorable conditions the medical tourism industry in India has grown to multibillion dollar industry in a short span. Offering cheaper and reliable medical option, India has attracted millions of foreigners and natives to visit the rich incredible heritage of the country and also enjoying the medicinal advantages of traditional as well as contemporary medical practices. India is having good number of well qualified, trained and experienced medical professionals. Most of them have acquired their professional qualification from reputed institutes/universities and are having experience from good workplace. Medical professionals of our country are very competent and expert, which is have

potential of making India a very fast growing place in this sector. Although the business share of India in international market is not much but as Medical tourism in our country is growing fast, India will be soon a major destination on the world map of Medical tourism.

6. Conclusions

The sector of Medical Tourism has emerged as one of the fastest growing industry in recent past. However, Asian region has found many more suitability's in this sector. Within Asia, India has become a prominent destination for global medical tourists, by offering the reliable Medical services at very low prices, owing to development achieved in Medical field. It is because of the level of confidence developed by India, the patient from the developed countries like USA and UK are coming to India more frequently to finding it as an alternative and cost-effective destinations.

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