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## **HEALTH TOURISM: AN EXPLORATORY STUDY OF THE PERCEPTION OF HEALTH TOURIST ON THE QUALITY OF HEALTH SERVICES**

**Dr.T.Elanchezhian\***

**M.KUMARAN\*\***

***Abstract:** The globalization create one more important source to the National economy of each country worldwide. Because of the increasing importance of tourism. Tourist are the resources of giving economy to the nation. Tourist needs to take of their health. It is the responsibility of the concern state and the nation where these tourist places are located. Tamil Nadu is the state of India where there are several places where day-by-day increasing number of tourist places and tourist visitors. The soft-ware industries, medical industry, IT industries etc. are most popular sectors of Chennai. There is major role of Medical industry in Chennai. The current study aims to the level of health caring of tourism in Tamil Nadu, especially Chennai as well as factors of affecting the patient at international level.*

***Keywords:** Economy, national policy, tourist, health, Tamil Nadu etc.*

**Introduction:** Today being a part of rich heritage of cultural and historical development, in India tourism is growing business sector. Therefore with giving one more facility of health insurance with VISA, Indian government has started beneficial activities for tourist. Chennai, one the district of Tamil Nadu, now has established a large sector in medical infrastructure. It can be called as a medical hub to tourist which provided adequate facilities for tourist patients. They are providing facilities to tourist patients in government hospitals, medical colleges. Moreover, in medical industries of Chennai, English is used as an official language for the convenience of tourist patients.

In India, Medical Tourism is the foremost health tourism sector established for the tourist patients. In the domestic and international market, there is a team of Health Care Professionals with having experience of around 40 years in Pharmaceutical and Healthcare industry. The Chennai city receives 200 patients per day in medical hospitals with high quality medical treatment and proper medical services. The report given by Vimitha and Shibhana in the year 2011 8.5 lacs tourist visited to medical industries at Chennai.

Medical tourism is receiving major source of economy to the nation in the twenty-first century. In Chennai, the medical hospitals has appointed the employees as the rich medical

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\* Assistant Professor, Department of Business Administration, Annamalai University.

\*\* Assistant Professor cum Liaison Officer, DDE, Annamalai University

professionals. Moreover, there are well developed private hospitals. These hospitals in Chennai offers a high quality medical care and with economical treatments.

### The Aims of the Health Tourism in Chennai

- a. To guide the patients for choosing the Right medical consultant Right Hospital at an affordable cost through the network hospitals in Chennai and other major cities in India.
- b. To guide the patients for the Right Hospital at an affordable cost through the network hospitals in Chennai and other major cities in India.
- c. To provide the required medical services and non-medical services to the tourist patient to patient in Chennai and other major cities in India.
- d. To offers a flexible approach regarding the health issues of the tourist patients in Chennai and other major cities in India.
- e. To provide the comfort level of Home away from Home to the tourist patients in Chennai and other major cities in India.
- f. **Chennai Health Industries:** There is a network with main corporates and super specialty hospitals which works to provide the world-class treatment facilities with friendly approach to tourist patients. Therefore tourism is called as complex industry due to its area of work. Tourism included the activities of travelling, economy, services provide including guide to medical treatment. Current era is witness of notable growth in tourism. Chennai has become a specialised centre for numerous treatments. Even in earlier days, initial Indian were here explained by Dr. Kamala Selvara. Initial optical device surgery was done here. Not only tourist but across the country patients come here for treatment due to good facilities and offeredable cost of treatment. Open heart surgeries were done here. Such a lot of firsts and also the facilities are smart. Therefore, there are various popular health industries in Chennai. Few of them are



**Apollo metropolis**



**Gleneagles world Hospital metropolis**



**Fortis Malar, Chennai**



**Frontier Lifeline, Chennai**



SIMS Hospital, Chennai



Sri Ramachandra centre, Chennai



Rajan Dental, Chennai



Dr disc Mohan Dental Clinic, Chennai

(Source Internet)

The above pictures are of popular hospital agencies of Chennai which provides the facilities to patients with minimum expenses and proper health care. The work that is completed in the field of medical industries, is notable at universal level. The role of health Industries in medical industries are given below.

### **Role of Globalization in Health Industries of Chennai**

Globalization of care has led to the chance of medical business enterprise, wherever medical treatment will be provided across border. Medical professionals from everywhere at the globe level with excursion developed countries to obtain the new technologies which has to be applied in their medical services for the best result. Due to globalization the concept of medical industries has now received a unique place worldwide in which involves of patients from developed and underdeveloped countries to hunt for the medical treatment abroad for numerous reasons. Because of the above mentioned well-known health industries Chennai is called as the hub of medical industries at universal level too.

### **Advantages for Health Industries in Chennai**

It is very hard to write and cover all the advantages of health Industries of Chennai yet researcher tries to cover few important advantages of it as below:

- a. **Convenience to all Tourist:** Tourist across the world visits to Tamil Nadu and even to Chennai due it importance at global level. Due this, international normal Hospitals, division consultants to require care of everything this needed such as:
  1. The reduced prices/offerdable cost of the medical treatment.
  2. Use of the latest Technologies in medical treatment.
  3. Specially qualified Medical Practitioners,
  4. Emergency treatment or treatment at short notice.
  5. Convenience of Linguistic interpreters to all kinds of patients.
  6. This has recently spurred a brand new wave of medical business enterprise.



## 7. Attentiveness for the customers

Because of these above all features, as customers the tourist patients have become attentive to the top quality of those procedures in Madras and India, insurance firms have started providing medical cover in a very multi-dimensional format. Therefore, the flow of medical tourists have multiplied in Madras. Projection of future development aims at terribly massive targets

### b. Offerable Cost

Increasing the cost of medical treatment is a crucial consideration for each patient i.e. native of tourist. Moreover, we can say, it is the problem of the Medical Treatment worldwide. There are several reasons behind it as:

1. The dynamical technologies,
2. Increasing classifications of treatment.
3. Rising charges of Medical Professionals.
4. The Western Countries have become exorbitantly costly and also the drawback is combined by the underneath insured or non-insured issue.

Because of such reasons as mentioned above, it creates affordability of the treatment a difficult task for ever growing list of diseases. India has the rate of medical treatment with the best obtainable price. India is the one Asian country of the foremost price which is reasonable destination with glorious and latest technologies at the side of professionals, among the most effective within the world.

IBEF Study says, India offers, "Open operation, Liver Transplant, Hip Replacement, Knee Replacement packages at thirty to five hundredth lesser than Thailand that is reported to be the single challenger of India in Medical industries. Phoebus Hospitals initially unfolded at metropolis then followed by Fortis, Max, Escorts, Wockhardt, Sterling and world; Sankara Nethralaya and Agarwal Eye hospitals are a number of the cluster hospital services which obtains at the best reasonable price in Chennai and in several alternative cities of India.

### c. Large Number of Multi-specialist Hospital

Chennai is considered as the best city with medical industries and medical care due to its large number of availability of multi-specialist doctors and multi-specialist hospitals. Patients' treatment will be easy if these facilities with minimum costs are available at one place. It's very hard for serious patients to move from one place to another for second opening or investigation. Because of the availability of large number of multi-specialist doctors and multi-specialist hospitals, the tourist feels comfortable for the treatment provided by the health industries of Chennai.

### d. Dedicating Doctors and Service in Time

In Chennai medical industries this is also one of the major advantages that doctor working in Health industries' are dedicated towards their work. They are well aware about their responsibilities. Moreover, they provide service in time to the patients. The patients recovery is fifty percent depend on the nature of the doctors. If doctors serve themselves for the patients from bottom of heart, with smiley faces, patients forget his pain of illness and feel faith that doctor will recover him/her soon.

### e. Accommodation Facilities

It is also one important factor of hospital management that there must be proper facility of accommodation for both patients and his near and close one. In the hospital industries, there

are the availability of accommodation to all kinds of peoples having economical backgrounds. Therefore, all people having different socio-economical background can pay the expenses of accommodation as per their capability and get medical treatment easily.

#### **f. High Turnover as a Supportive Matter to Indian Economy**

Tourism is the major source of Indian economy as well as Indian Health Industries work as main source of increasing National Economy. Following are the important features which increases the economy of the Nation:

1. This is a business with billions of greenbacks annual turnover and conjointly known as Health business enterprise too.
2. The journey t from one place to a different or one country to a different part of the world by tourist needs medical treatment due to changing in weather, living style and so on.
3. In search of an inexpensive and smart medical treatment is that the simplest definition for the term “Medical Tourism”, which is provided by the health industries of Chennai.
4. The researchers previously shown their study that the journey of tourist from developing countries in search of specialised treatments that weren't obtainable in their countries, to the developed countries with paying an awfully high price.
5. It had been really reasonable for the wealthy of the treatment provided by Chennai Health industries

Thus, with providing the reasonable cost to patients at Chennai, the Trend was reversed, once the developing countries started to provide high category Super Specialty Facilities at an expensive and reasonable price. They developed west and oil wealthy middle-East and lots of neighbour countries too, India for its best medical facilities. Furthermore, India is expected as to achieve the record of a half-hour growth during this phase of business enterprise in 2015.

#### **Quality Health Care**

In caring and nursing, India has no challenge. The demand of Indian Nurse in at high range. If this is scenario of worldwide, then the quality of service is naturally fine in India. Caring by doctor as well as other serving staff in the Medical industries is nice. The caring quality of Indian, due to India culture is one of the notable advantages and quality of Chennai Medical Industry.

#### **Separate Wings for International Patients**

Tourism health industries in India, especially Chennai received a good status in proving medical services to the tourist coming across the world. There are several notable features of Tourism health industries, Chennai. Out there all notable features the availability of separate wings for international patients' / tourist is one. Most of the hospital in Chennai have made available the facility of separate wings for the international patients.

#### **Tied-up with other Countries**

The medical health industries have tied-up with most of the foreign countries with their government. There are around fourteen person who are called as tourist visitors- visit the Medical health industries of Chennai; most of them are from the nations of East African countries. This is stated by the Representative of Madras Medical Mission.

## Conclusion

Thus, maintaining proper quality of service, Chennai health Industries are providing the health service to the tourist of India as well as abroad. Ramachandra hospital Porur itself treats around 100 international patients per day. I this is the record of one popular hospital them it is quite natural that around 1000 -2000 patients per day are received by various tourist hospitals in Chennai. This means a good reputation is earned and maintained by the health care centres of the medical industries of Chennai. They provide the qualitative service with minimum and offeredable cost, attending patients in time, given proper attention and service to the patients, proving a special wing to international patients. The study of Confederation of Indian Industries (CII) stated that now-a-days, around 40 percent of the country's medical tourists are attracted towards the Chennai medical industries.

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