CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

Tourism thrives on the history of country. It cannot be isolated from history, especially in a country like India whose cultural heritage has a wealth of attractions. Besides its cultural heritage, India is noted for its natural surroundings, the architectural masterpieces, paintings, music, dance, customs, mountains, valleys, beaches and rivers. All these go to make India a tourist paradise.

Though India had attained very great reputation as a tourist centre during the days of the early Maharajas of various dynasties, planned efforts to systematize the process of growth of the tourism industry, were made only by the British Government towards the close of their reign. They made organized efforts towards the promotion of tourism in 1945. To start with, they set up a high smokeless Committee under the Chairmanship of Sir John Sargent, the then Educational
Advisor to the Government of India, to study the problems of tourist traffic in the country.\textsuperscript{1}

### 1.2 TOURISM INFORMATION CENTERS AT THE NATIONAL LEVEL

Tourist Information Centers, at the national level, play a pivotal role in promoting the growth of tourism. They have been responsible for the opening of a chain of tourist offices in the country. Steps were taken to set up Regional Offices at important points of entry. Tourist Offices were opened in Delhi, Bombay, Calcutta and Madras. This chain was followed by establishing information centers all over the country so much that by the end of the year 1955, nine such offices were opened. Some of the main functions of the tourist centers in India were the supply of the latest information on places of tourist interests to tourists after they had arrived in India, keeping in close contact with all the segments of the travel trade, assisting the tourists in the clearance of various travel formalities, distribution and display of tourist literature and periodic inspection of various facilities available to the tourists.

Tourist Centers were also to make sure that various facilities were provided, amenities developed and maintained in each region. The tourist offices in India not only catered to the requirements of the domestic visitors but they also attended on the foreign tourists.

1.3 THE DEPARTMENT OF TOURISM AT THE STATE LEVEL

Since November 1967, the Department of Tourism became an attached but non-participating office of the Ministry of Tourism and Civil Aviation, headed by the Director General of Tourism. The Director General of Tourism carried the ex-officio status of an Additional Secretary to the Government of India. Although the Department is an attached office, the Department is both a policy making and an executive unit. It corresponds directly with the other ministries and departments of the Central Governments and the State Governments. The Director General is assisted by one Additional Director General, one Joint Director General, Deputy Secretary and five Deputy Director Generals.

The functions of the Tourism Development are both promotional and organizational, which are conducted by the following seven divisions:

i) Planning and Programming
ii) Publicity and Conference
iii) Travel Trade and Hospitality
iv) Supplementary Accommodation and Wild Life.
v) Tourism Administration in India
vi) Market Research
vii) Administration
Functions of the Tourism Department

The Department of Tourism has several main functions to perform. The manifold functions fall under the broad heads, as given below:

i) Collection, compilation and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, tour operators and travel industry like airlines, steamship companies and hotels.

ii) Co-operation with international travel and tourist organizations at government and non-government levels.

iii) Development of facilities of tourist interest to international tourists.

iv) Publicity, at home and abroad, with the object of creating an overall awareness of the importance of tourism.

v) Simplification of frontier formalities in respect of international tourists.

vi) Regulations of activities of the various segments of the travel trade, such as hotels, youth hostels, travel agents, wild life sanctuary guides, tourist car operators and shopkeepers catering to the needs of the tourists.

vii) Compilation of statistics and market research on international tourists traffic to India and their utilization for more effective tourist promotion.

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India Tourism Development Corporation (ITDC)\(^3\)

The role of ITDC in promoting tourism is significant. In 1963, the Government of India appointed a committee to suggest the ways and means for the development of tourism under the Chairmanship of Justice Jha. It recommended the establishment of three separate corporations such as 1) Hotel Corporation of India Limited, 2) Indian Tourism Development Corporation Limited, 3) Indian Tourism Transport Undertaking Limited.

The main functions of these corporations were to promote tourist amenities such as construction of star hotels in Public Sector, arranging easy transport facilities to the tourists and making arrangements for amusement as well. Subsequently, in October 1966, for the effective functioning of the Department of Tourism, it was decided to start the Tourism Development Corporation, with headquarters at Delhi. According to the original plan, it should function under the Director of the Department of Tourism.

The activities of the ITDC can be classified into the following:

1. Promotion of tourism by construction and management of hotels, motels, restaurants, tourist bungalows, guest houses, beach resorts and the like.

2. Making suitable arrangements for providing easy means of transport facilities.

3. Making provision for entertainment to tourists by organizing cultural shows, music and dance.

4. Establishing shopping facilities for the tourists.

5. Provision of publicity about the tourist potentiality of India.

6. Establishing an Institute to undertake research on tourism.

After the establishment of ITDC, the promotion of tourism got a boost and it provided a wide range of services.

**Year of Tourism**

The Government of India declared the year 1991 as the ‘Visit India Year’, with the intention of giving the greatest importance to tourist promotion. It directed State Governments to reduce heavy taxes on tourist goods and also the Indian Airlines to accommodate tourists on a priority basis. Further, it announced many concessions and privileges to the tourists who visited India during the year 1991. As a result, tourism in India made a remarkable progress during the subsequent years.

**Tamil Nadu Tourism Development Corporation (TTDC)**
In 1968, the Government of Tamil Nadu established a separate Department of Tourism at Madras. The Government initially allotted Rs.50 lakhs to this Department. It also provided umbrella as an emblem and initiated suitable measures for its rapid progress. In 1971, the Government created the Tamil Nadu Tourism Development Corporation, with the main objective of promoting tourism in Tamil Nadu.

Its main objectives were:

1. Construction of Star Hotels, Rest Houses, Youth Hostels, Boat Houses and Wildlife Sanctuaries.

   1. Establishment of Information Offices at important places within the State and also at Delhi, Bombay, Calcutta and other Tourist Offices at Madurai, Chidambram, Kanyakumari, Madras, Mamallapuram, Ooty, Trichy and Salem.

   The Department of Tourism in Tamil Nadu is now functioning under a Cabinet Minister, assisted by a Secretary and one Director, few Joint Directors, Deputy Directors and Assistant Directors. The services offered by TTDC are much sought after by domestic as well as foreign tourists. Further, TTDC offers a number of coach tours at reasonable cost. It operates more than 27 types of coach tours from Chennai. The Corporation runs luxury coaches which include A/C
coaches. Also during tourist seasons, the State Transport Corporation operates special bus services to the tourist places and places of fairs and festivals.

The TTDC operates hotels for the benefit of tourists. It established ‘Hotel Tamil Nadu’ in important cities and tourist centers.

The TTDC is a pioneer in providing inexpensive, clean and comfortable dormitory accommodation for the tourists. It maintains Youth hostels and Travellers’ bungalows at many places. It also provides boating facilities at Ooty, Yercaud and Pichavaram.

Apart from these activities every year the TTDC celebrates the Trade Fair at Chennai, the Summer Festival at Courtallam, Flower Show at Ooty and Kodaikanal, Pongal Festival at Tanjore and Tourist Week throughout the State. These festivals attract lakhs of people from every part of the world.

The TTDC also brings out every years brochures, guides, poster pictures, post cards, pamphlets, magazines and films of outstanding quality. It has opened Information Centers at Malaysia and Mauritius. It intends to open similar centers at Simla, Singapore and African countries.

As the TTDC treats tourism as an industry, for all practical purposes, tourism has flourished beyond measure in Tamil Nadu.
Smokeless Industry

Tourism is, in fact, a Smokeless Industry. It earns over Rs.3300 crores annually for India.

Tourism and Five Year Plans

India adopted a policy of development through planning in 1952. During the First Five Year Plan, programmes of tourism development were brought to the notice of people. During the Second Plan in 1957-62, the strides of progress made by the tourism industry were quite moderate. Development had to begin with the provision of basic infrastructure, especially at important places of tourist interest where there were little or no facilities. The plan was divided into three parts. Part I Schemes dealt with the development of accommodation at places of international tourist interest, where foreign tourist could be attracted. The expenditure on such projects was incurred entirely by the Central Government. Part II Schemes included development of tourist facilities at places of interest to domestic tourists, which could also interest overseas visitors. On such projects, the Central Government would share half of the expenditure and the States would meet the balance. Part III Schemes included projects which were primarily of local interest and were financial in nature. A number of tourist bungalows were constructed all
over the country under the Part I Scheme, now named ‘Travelers Lodges’ and managed by India Tourism Development Corporation.

During the Third Plan (1962-67) also, the same programmes were continued. It resulted in the growth of a network of tourist facilities in areas where facilities were negligible. Bodh Gaya, Khajuraho, Bhubaneswar, Konarak, Mahablipuram, Sanchi, Tiruchirappalli, Kanchipuram, Madurai and several other places were provided basic facilities, acceptable to foreign tourists.

The highlights of the Fourth (1967-74) and Fifth Five Year Plans were the beginning of two major projects in the Central Sector to attract destinational tourist traffic ie, those who come primarily to stay in India. Another charge noticed in the pattern of traffic was the predominance of teen agers among international tourists visiting India. Sixteen Youth Hostels of international standard were constructed and furnished in different parts of India, to serve as models to the States for constructing similar Hostels in their states. Several forest lodges, tourist bungalows and major resorts like the Kovalam beach resort and the Gulmarg Winter Spots Resort were nothing but an outcome of the programme of tourism development, during the Fourth and Fifth Plans.

The preamble to the Fifth Five Year Plan for tourism, explained the role of the Central and State Governments. The centre would undertake projects, related to
the promotion of international tourism while the States were advised to confine their projects to serve the needs of domestic tourists.

The Sixth Five Year Plan envisaged very high target for tourism development. The concept of Janata Hotels developed by the Janata Government, during the brief period 1977-79, was given up later under the new plan.

In the Seventh Plan (1985-90), tourism received considerable attention. It provided Rs.326.16 crores for tourism development.

The Government has been offering fiscal and financial incentives to the private sector for hotel and restaurant development. It has also set up numerous agencies to function in co-operation with the government, especially in fostering the growth of tourism. The package of incentives and concessions being offered by the Government, includes a tax rebate up to 25 per cent of profits for a period of eight years, with respect to approved hotels which commenced operations between the 31st March 1981 and 1st April 1990. There are separate provisions with regard to the opening of new hotels in backward areas. A Tourism Finance Corporation was started to provide loans for tourism promotion purposes at attractive rates of interest. Further, hotels have also been exempted from the Monopoly Restrictions Trade Practice (MRTP) Act. Apart from concessional imports for new hotels, items to be imported for the modernization of the existing hotels, were covered by
concession packages. The Government announced a new package of incentives in April 1990 to promote tourism. It included, among other things, exemption from expenditure tax for 10 years and 50 per cent concession in income tax for all newly approved hotels set up before December 1993 in hilly and rural areas as well as identified pilgrimage centers.

The efforts of the Government to develop tourism have met with spectacular success. These efforts have paid handsome dividend to the Government by contributing to the growth of tourist arrivals.

1.4 TRENDS IN MEDICAL TOURISM IN CHENNAI

Medical Tourism is where “tourists” primarily seek medical treatment abroad and afterwards, the more conventional form of tourism experience related to leisure and relaxation in tourist places (Caballero et al., 2006). In the past decades, several Asian countries dominate this industry but most countries, are yet to enter the market (Connell, 2006).

Medical Tourism is rapidly growing all over the world by raising many health management issues. Many countries, including India, are very much interested in developing this type of tourism industry.

Traveling abroad for one’s health has a long history. The ancient Greeks and Egyptians went to hot springs and baths to improve their health. During the 18th
and 19th centuries, Europeans and Americans also flocked to health spas, sanatorium and remote places in the hope that they would get cured for diseases such as tuberculosis, gout, bronchitis or liver diseases. As travel became expensive, only selected and wealthy people used to go to the Swiss lakes, the Alps, spas, mineral baths, innovative therapies in the Mediterranean and special tuberculosis sanatoriums where professional and specialized medical care was offered.

1.5 MEDICAL TOURISM INDUSTRY AND INDIA

India has always been a regional health care hub for the health care tourists from the neighboring countries like Afghanistan, Bangladesh, Pakistan, Nepal, Bhutan, UAE and Maldives. Recently India has emerged as one of the most important global destinations for medical tourism or health care travel. Now international patients from the developed countries like USA, Canada, UK, Europe etc. travel to India for the low-cost medical surgery treatments like knee joint replacement, total hip replacement, hip resurfacing, weight loss procedures, gastric lap band, RNY gastric bypass, heart procedures, select surgeries and also for rejuvenation therapies promised by yoga and Ayurveda. However, a nice blend of top-class medical expertise at attractive prices is helping more and more corporate hospitals in India to lure global foreign patients for high end surgeries like organ transplants.
As more and more patients from Europe, North America and other affluent nations, with very high medical costs and long wait lists, look for effective options of immediate, low-cost, affordable treatments, medical health care travel to India is definitely on the cards for most of them and the fast growing Indian corporate health sector is fully geared to meet that need. Medical Tourism in India is not just cost savings or the high standard of medical care facility, but also the waiting time for medical surgery treatment procedures in India is much lower than in any other country. India offers a growing number of private centers of excellence, where the quality of care is as good as or better than that of big-city hospitals in the United States or Europe.

The medical care sector in India has witnessed an enormous growth in infrastructure in the private and voluntary sector. The private sector, which was very modest in the early stages, has now become a flourishing industry, equipped with the most modern state of the art technology at its disposal. It is estimated that 75 per cent of healthcare services and investments in India are now provided by the private sector. Health and medical tourism is perceived as one of the fastest growing segments in tourism in India. India could earn $2 billion annually and create 60 million new jobs by subcontracting work from the British National Health Service, the head of India’s largest chain of private hospitals.

The Emerging Market for Medical Tourism
Medical Tourism is growing and diversifying. Estimates vary but McKinsey & Company\textsuperscript{4} and the Confederation of Indian Industry put gross medical tourism revenues at more than $40 billion worldwide in 2004. Others estimate the worldwide revenue at about $60 billion in 2006. McKinsey & Company projects the total to rise to $100 billion by 2012.

**Worldwide Medical Tourism Industry**

According to the Confederation of Indian Industry, India has the potential to attract 2 million tourists per annum, which could contribute to $5 billion to the economy. India must leverage its competitive edge especially the cost advantage. It is only one fifth of the cost in the West and India enjoys a unique position as it offers holistic medicinal services. With yoga, meditation, ayurveda, allopathic and other systems of medicines, India offers a unique basket of services to an individual that is difficult to match by other countries. Also, clinical outcomes in India are at par with the world’s best centers, besides having internationally qualified and experienced specialists. The equation in India to promote the industry is First

World Treatment at Third World Prices. CII – McKinsey Report, postulating the opportunities in health tourism industry, states that the medical tourism market in the country is projected to reach a 30 per cent growth in 2000 and it has been growing at the rate of 15 per cent.

**Scope**

There is no doubt that the Indian medical industry’s main appeal is low cost treatment. Most estimates claim treatment costs in India to be around a tenth of the price of comparable treatment in leading countries of the world. AIIMS is a destination for patients from Nepal, Bangladesh, Bhutan, Myanmar, Mauritius and Pakistan, besides regular patients from the Middle East, and an occasional patient dropping from US and other European countries. Patients from Pakistan, especially children with heart affiliation, have been regularly coming to the All India Institute of Medical Science. When baby Noor Fatima, a two and a half year old Pakistani girl, successfully underwent an open heart surgery in India, she opened new vistas for medical tourism. In 2003, the number of patients who visited the hospital was 5000 and about 1500 was itself. CII, along with IHCF (International Healthy Cities Foundation), is working with tour operators to promote attractive packages for medical tourism. Last year, according to rough estimates, India was able to attract approximately 2.5 lakh patients to the country and it has potential for much more. CII and IHCF suggests a list of reputed hospitals in major cities, having good air
connectivity, with details of their service to the Government. The trade body also suggests uniform price band in major specialties, which are indicative of pricing. This facilitates foreign patients seeking treatment in India. The Indian Government predicts that India’s $20 billion a year health-care industry, could grow 13 per cent, in each of the next six years which industry watchers say, is growing at 35 per cent annually.

In India, the Apollo Group alone has so far treated 100,000 international patients many of whom are of Indian origin Apollo has been a forerunner in medical tourism in India and attracts patients from Southeast Asia, Africa and the Middle East. The Group has tie up with hospitals in Mauritius, Tanzania, Bangladesh and Yemen, besides running a hospital in Srilanka and managing a hospital in Dubai. Another corporate group, running a chain of hospitals, Escorts, claims that it has doubled its number of overseas patients from 1000 in 2000 to 3000 in 2006. In India, the strong tradition of traditional systems of healthcare in Kerala, attracts Medical Tourism. Kerala Ayurveda Centers have been established, at multiple locations in various metro cities, thus highlighting the advantages of Ayurveda in health management.

Kerala is the pioneer State in Medical Tourism, ‘Gods own country’, as its corporate slogan goes, has successfully organized medical tourism in India. They have made a concentrated effort to promote health tourism in a big way, which has
resulted in a substantial increase of visitor arrivals into the State. Maharashtra offers tremendous potential to develop Medical Tourism. The latest addition in Mumbai is the Asian Heart Institute at Bandra Kurla Complex which offers state of the art facilities, for all types of heart complications and even offers preventive cardiological treatment to avoid heart ailments and also to keep under control a host of heart problems. The Government of Karnataka has reportedly set up a Bangalore International Health City Corporation to attract patients for all sorts of healthcare and treatments. Karnataka produces the maximum number of doctors, nurses and medical technicians in the country. Karnataka is an ideal health tourism destination with the best healthcare facilities and tourist destinations. The State also boasts of having the unique property called the Golden Palms Spa and Resort which is the one and only resort in the country, where a guest can have a complete range of pathological, dental, cardiograms, X-rays and even sonography tests.
1.6 REVIEW OF LITERATURE

During the last decade, a number of studies have been undertaken on various aspects of tourism in India. The Investigator makes an attempt to review the most outstanding among them.

Domestic Tourism

The factors determining domestic tourism, have been dealt with at length by Kunal Chellopadhyay\(^5\). According to him, domestic tourism develops and assures a significant proportion of total tourist trade as long as two conditions prevail. A large number of tourism-minded people and availability of well-connected tourist sites are essential for domestic tourism. Kunal holds that these two factors are present in an abundant measure in India. However, what is unique about the Indian tourists is that Indians travel thousands of miles on pilgrimages in spite of their very low-earning potentials.

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International Tourism

Francesco Frangialli\textsuperscript{6} puts forward five challenges before international tourism up to the turn of the century. To benefit from socio-demographic factors favourable to international tourism, to incorporate technological changes that foster development in order to take advantage of the current trends in consumer behaviour, to opt for a strategy of sustainable development and to develop and improve human resources, are the important challenges before international tourism.

Uses of Tourism

The uses of tourism have been dealt with, in great detail, by P.R. Roy.\textsuperscript{7} In his opinion, tourism is endowed with the potential to generate employment opportunities to the literates and the illiterates, the skilled and the unskilled population of a country. Further, it can rejuvenate certain dying cottage and handicrafts industries as well. In fact, it is a complex industry which is closely interrelated with every other sector of the economy.

\textsuperscript{6}Francesco Frangialli, “Five Challenges for International Tourism up to the Turn of the Century”, \textit{Monthly Commentary – Blue Supplement}, Vol. XXXV, No.11, June 1994, p.6.

Pangi,⁸ who has made an in-depth study on the uses of tourism, points out how during the last two decades tourism has emerged as the world’s largest and fastest growing industry. He argues that the importance of tourism rests more on its contribution to the national income. It is known as the multiplier effect associated with the turn over of tourist expenditure. He emphatically adds that every unit of money spent on tourism circulates in the economy and creates greater and greater benefits to the general public. The economic study conducted by him on this aspect, led him to conclude that each tourist rupee spent in India tends to create transaction worth Rs.3.50. In addition to this, the tourism industry, according to Pangi, plays a vital role in the development of tourist spots and the creation of infrastructure and marketing facilities.

Vivek Sharma⁹ adds one more dimension to this analysis. In his opinion, apart from the advantages of better interactions with the people of other countries, tourism is beneficial as foreign tourists spend about 30 per cent of their money on shopping. The tourist traffic gives a boost to production of handicrafts and

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products of small and village industries and has its spin-off effects on all village industries. These ideas have also been upheld by K. Shiva Shankar Bhat.\(^{10}\)

Rabindra Seth\(^{11}\) and Prakash Narain\(^{12}\) have undertaken detailed studies pertaining to the foreign exchange-earning potentials and commercial aspects of tourism industry, with special reference to India.

In the field of heritage factors in tourism, L.K. Bakhshi\(^{13}\) has made a comprehensive study on the heritage aspect of tourism industry. In his opinion, the heritage factor is central to tourism. As he has put it, it is essential to strike a balance between the environment and heritage consideration of the tourism industry, in order to usher in an era of plenty and prosperity to the growing millions of a country like India.

Gains of Tourism


\(^{13}\)L.K. Bakhshi, “Tourism Promotion in Haryana”, *Yojana*, June 16, 1980, pp.11-12.
Vivek Sharma\textsuperscript{14} makes a study about the socio-economic importance of tourism. Notably, tourism has come to be accepted as a catalyst to economic development and as a potent tool for social integration and foreign exchange earner. The author stresses that economic importance of tourism can be studied in relation to its contribution to increase in income, foreign exchange earnings, employment, return on investment and conservation of resources.

Ameen A.M. Al-momani\textsuperscript{15} points out the economic gains of tourism industry. The economic gains of tourism include the direct as well as indirect effects of expenditure on tourism. Tourism generates foreign exchange for the host countries and it has emerged as the largest single item in the world’s foreign trade. Tourism provides employment on a large scale.

Moreover, provision of infrastructure- communication systems, shops, hospitals, civic amenities etc, made for tourists, also benefit the local population and their living conditions continue to improve substantially.

Strategy and Beneficiaries of Tourism Sector

The new strategy for Indian tourism industry was pointed out by A.Vijayakumar.\textsuperscript{16} According to him, it should evolve an integrated strategy for the promotion of tourism in a big way. This need assumes considerable importance with a proper emphasis on a comprehensive, long-term approach in order to

\textsuperscript{14}Vivek Sharma, “Tourism: It’s Socio-Economic Importance”, \textit{Southern Economist}, Vol.24, No.14, November 15, 1985, p.11.


achieve sustainable development in harmony with the country’s overall development objectives.

Tourism industry needs promotion, according to Navin Chandra Joshi. He calls for widening the areas of interest, creation of more tourist destinations and improvement of infrastructural facilities. He welcomes the move to allow foreign airlines to add to their fleet of passenger-cum-cargo combination.

Concerning the beneficiaries of tourism sector, M. Sarangadharan\(^\text{17}\) gives an account of the various categories of beneficiaries in the Indian economy through the systematic development of tourism, which include travel agents, airlines, banks, hotels, transporters, guides, artists, artisans and manufacturers.

Tourism and Environment

Tourism, in any nation, is inextricably connected with its environment. According to Sharma\(^\text{18}\), unplanned tourism will always hold the environment of a nation in total jeopardy. In other words, tourism sans planning will ruin the entire environment. Hence, as Sharma has put it, tourism industry must respond to the aspirations of the environmentalists in a positive way.


\(^{18}\)Indar Sharma, *Travel Industry in the Year 2000*.
Vijaya Kumar and M.K. Bhagavan,\textsuperscript{19} while adding to what Sharma has pointed out regarding tourists' contributions to environmental degradation, are of the view that tourists are totally responsible for the ruined flowerbeds, polluted lakes, accumulation of garbage in tourist centres and defecation in tourist spots that actively contribute to nuisance. The alien culture and negative habits are so infectious that they can easily vitiate the social environment. Herbmankham\textsuperscript{20}, the well-known futurologist, has treated tourism next only to atomic power as far as its potentials for environmental destruction is concerned. Taking these strands of thoughts still further, Shrutidhar Paliwal\textsuperscript{21} stresses the need for eco-friendly tourists who can protect not only environment but also contribute sizably to the material growth of a nation. The eco-friendly trips promote a keen sense of goodwill between the tour participants and the people whom they come into contact with. Thus, according to Paliwal, eco-friendly tourism can add to one’s personal awareness about the world and the people.


According to the National Committee\textsuperscript{22} on Tourism, tourism industry will have its spin-off effects on the all-round economic and social development of a country, only if environmental changes like better transportation facilities and communication system are brought about with systematic care. In the absence of such environmental changes, the tourism industry would always remain under developed.

M.I. John,\textsuperscript{23} while supplementing this view, points out how environmental factors like fresh air, natural landscapes and flora and fauna, attractive beaches, perennial rivers and waterfalls play a vital role in the increased strength of tourists. This idea has been upheld by S.L.N. Singa.\textsuperscript{24}

Current Scenario of Tourism

M.P. Bezbaruah\textsuperscript{25} dwells on the current scenario of tourism. Tourism generates tax revenues to the tune of $655 billion. It employs 10.6 per cent of the global work force. It contributes 10.2 per cent to world’s GDP. It is the largest industry with $3.4 trillion gross output. Tourism accounts for 10.9 per cent of all-consumer spending, 6.9 per cent of all government spending and also 10.7 per cent of capital investment in the world.

\textsuperscript{22}National Committee, “Tourism Industry Needs Revamp”, \textit{Southern Economist}, Vol.29, No. 2& 3, May 15 and June 1, 1990, pp.3-4.


S. Dharmarajan\textsuperscript{26} is of the view that tourism is an instrument for
development. The most significant feature of tourism industry is the contribution to
sustainable human development through poverty alleviation, employment
generation and environmental regeneration in remote as well as backward areas.

Tourism and Hotel Industry

The hotel industry forms an integral part of the tourism industry in any
country. According to S. Dharmarajan and Rabindra Seth,\textsuperscript{27} hotels in India yield
more than 300 crores of rupees by way of central tax alone.

Implications of Tourism

There are three kinds of implications of tourism, as observed by P. Wilson\textsuperscript{28}
which affect the Indian economy. They are the economic, social and environmental
implications. Economic implication pertains to tourism as a creator of jobs,
multiplier effect, balance of payment and national income. Social implication of
tourism relates to bringing together people belonging to different countries,
practicing different lifestyles and speaking different languages. There is a great
mingling of cultures as a result of tourism and naturally this has its effect on the
environment.

\textsuperscript{26}S. Dharmarajan, “Tourist – An Instrument for Development”, p.19.

\textsuperscript{27}S. Dharmarajan and Rabindra Seth, “Hotel Industry Persisting Shortage of Rooms”,

\textsuperscript{28}P. Wilson, “Implications of Tourism in India”, \textit{Indian Journal of Marketing}, Vol.XI,
No.4, December, 1980, pp. 7-10.
Profile of International Tourism in India

The profile of International Tourism in India has been traced by Kumar B. Dass and P.M. Mohanty. Tourism is the second largest industry of the world and the sixth largest in India. The historic and cultural mosaic it presents to foreign tourists is indeed unique. There is an abundance of fairs and festivals in India. ‘Product India’ boasts of being exceptional and unique in many ways.

O.P. Sosamma finds Indian tourism at crossroads of development. The parameter of growth points to the fact that the eighties constituted the defining period to decide whether we can consolidate and improve upon this single largest foreign exchange earner or not. The importance of tourism as a primary activity in the economy of the nation can never be overemphasised.

The Ills of Indian Tourism

R.B.L. Garg, in his study on the ills of Indian tourism, shows how Indian tourism is confronted with certain very serious problems. Among the major problems listed down, growing insecurity to the lives of tourists occupies a place of predominant significance. In the course of his discussion on this point, Garg refers to the scare among tourists about rail travel. The incidents such as the looting of foreign tourists that occurred in a train near Agra, are still fresh in their

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memory. Then he goes on to deal with problems such as poor hygiene and sanitation in hotels and restaurants, unscrupulous shopkeepers, foreign exchange racketeers, dishonest tax collectors and sneers of religious fundamentalists and fanatics.

Prospects and Problems of Tourism

L.P. Singh\textsuperscript{32} comments on the problems and prospects of tourism marketing in India. The author explains the problems of tourism in the following series of questions:

Why is it that we do not have a fair share in the overall tourist spectrum?
Why is it that only one out of every 250 tourists worldwide wants to visit India despite her enormous tourist potential?

Is there something fundamentally wrong with our tourism development programme?

The author also offers some suggestions of special significance in this context. Considering India’s vast potential in tourism industry, the Government should accord to tourist sector a high priority. The second factor that deserves attention is that of developing our beach resorts, hill resorts and resorts at isolated and faraway places, to encourage a balanced development of all regions.

Due stress must be placed on the development of infrastructural facilities for promoting tourism in the country. For this purpose, we require a substantial injection of funds which may be obtained through local borrowings at concessional rates of interest, from financial institutions. Apart from undertaking vigorous and effective publicity campaigns, efforts must be made to ensure a favourable impression given to all the tourists landing at our airport and make them feel more at home.

Ritu Galati\textsuperscript{33} observes the prospects and problems of tourism in Uttaranchal. The hilly terrain of Uttar Pradesh, known as Uttaranchal, comprises of eight districts. The author explains that the U.P. Government has announced some special packages for promoting tourism in this area.

Encouragement to hotel industry, Loan Grant Scheme, Luxury Tax, Registration of excursion agencies, the Kailash Mansarovar Yatra and also Tourism Development of Puri and Sheetlakhat are some of them. According to the decision taken by the Government, special measures are being taken to develop Puri and Sheetlakhat as new tourist cities.

Rabindra Seth\textsuperscript{34} points out the seven major hurdles to foster tourism growth in India. They are land and land laws, power, telecoms, roads, road transport, airports and aviation policy. The author says that these are the most striking hurdles facing our tourism industry.

P. Wilson\textsuperscript{35} states that certain factors affect the Indian tourist image. He presents the factors contributing considerably to the downsizing of tourists visiting India. Major parameters that can promote tourism and encourage people to visit India are the recommendations of friends and relatives, enriching previous touring experience, enlightening travel books, stimulating newspaper articles and eye-catching advertisements etc.

Important factors that militate against the tourist image are poor publicity, inadequate transport facilities, shortage of hotel accommodation, lack of tourist resources and prohibition.

\textbf{Tourist Attraction}

\textsuperscript{34}Rabindra Seth, “Tourism: Problems and Prospects”, \textit{Yojana}, Vol.43, No.8, August 1999, pp.21-24.

Tourist attraction has been the main focus of those who specialise on the economics of tourism industry. B.V.K. Joseph, who has evinced a very great interest on this area of research, has focused on fourteen major attractions. They include beach resorts, back waters, scenic beauty, historical monuments, cultural performances, handicrafts, wildlife sanctuaries, mountain resorts, natural vegetation, waterfalls, beaches, temples, sanctuaries and others.

Infrastructure for Tourism Growth

Brij Bhardwaj makes the following remarks about the infrastructure for tourism growth. The steps taken so far include grant of export house status to tourism. With this policy decision, the tourism industry will get the benefit of special import license, waiver of bank guarantee for imports and income tax exemption for reinvestment in tourism industry, which will help in building the infrastructure.

According to K. Shiv Shankar Bhat, tourism is a major foreign exchange earner and hence the industry can make a very strong case that it should be treated on par with export oriented industries and the same benefits be extended to it. The outlook for tourism is bright if the Central and State Governments decide to step in and help this industry to grow by leaps and bounds. Bhat thinks of some ways to

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promote tourism in India. It is necessary to create a new environment. Also a new package of infrastructure facilities should be devised.

Tourist Marketing

Tourist marketing has been a fascinating subject for research purposes, R.K. Krishna and M. Govindaswamy\textsuperscript{39} have made an extensive study on tourist marketing. According to them, tourist product is marketed at two levels. i) The national or regional tourist organisation must promote a marketing campaign to persuade the potential tourists to visit our country or a specific region for which it is responsible and the various individual firms providing tourist services can be allowed to market their own components of the total tourist product after the national tourist organisations launch marketing campaigns in order to persuade potential tourists to visit the country or region of their interest.

Marketing in Tourism

The evaluation of K.V. Joseph\textsuperscript{40}, about the potential of the tourist market of Kerala, suggests measures for the expansion of the same. In summer, tourist potential of Kerala has emerged as a resource, yet to be fully exploited. Sound policies have to be evolved and implemented, if resources are to be tapped to the

fullest extent possible. Provision of cheap but neat accommodation and facilities for entertainment would be some of the measures to be taken as a starting point to cater to the needs of tourists.

Social Impact of Tourism

The tourism industry is noted for its tremendous social impact. According to M. Selvam\(^1\), promotion of national integration is possible through tourism development. Unity in diversity could be easily promoted through tourism. As tourists, people forget their own creed, caste, community and religion and increasingly tend to mix with all. Standard of living improves with the development of tourism. Foreign tourism brings precious foreign exchange into the nation. Domestic tourism also results in income transfer. There is a faster rate of growth of employment generation. Tourism promotes many wage goods industries and the lower strata of people get additional income transferred to them.

Development of people’s knowledge about a region is a social benefit. International understanding is promoted through tourism. Exchange of cultural values and protection of flora and fauna constitute a few other social benefits of tourism. Tourism involves grooming of the youth, harnessing their talents and channelling their energy in the right direction. Youth tourism, sport tourism and adventure tourism will encourage the youth to come closer and contribute to the common good. Ecological degradation results from unplanned tourism. Tourism is considered as a Smokeless Industry. But, of late, smoke has begun to surface over and above the flora and fauna of the land, which is increasingly exposed to tourist

population. Similarly, there seems to be the over exploitation of community resources like water and power for the exclusive use of tourists.

Integrated Tourism Planning

The need for integrated planning for tourism has been felt very much in the modern age. According to Chopra ¹⁴², tourism is a multicomposite activity and planning for it involves an integration of knowledge at different levels of policy making.

Tourism and Development

R. Veera Sekaran ¹⁴³ advocates development through tourism sector. According to him, tourism has become a major global activity. Countries like Philippines, Hong Kong, Singapore, Malaysia, etc., have considerably enhanced their economic development through tourism. Thus, tourism has emerged as a special type of development planning. As a result, tourism has given rise to a special branch of knowledge in economics which will generate direct and indirect employment opportunities.


According to R.A. Padmanabha Rao\(^4^4\), tourism is an important medium of social and cultural development. It builds lasting goodwill and friendship among different nations. Tourism also helps in regional development of the country and acts as a measure of social education and better understanding.

Cees Goossens\(^4^5\) focused on the motivational aspects of destination choice behaviour. In a marketing context, a conceptual model using push, pull and hedonic factors was developed for research on evaluation of destination attributes. In this context, tourists are pushed by their emotional needs and pulled by the emotional benefits. Consequently, emotional and experiential needs are relevant in pleasure-seeking and choice behaviour. From an information processing point of view, it is suggested that mental imagery is an anticipating and motivating force that mediates emotional experience evaluations and behavioural intentions. The conceptual model is relevant for managers who want to know the effective and motivational reaction of customers to promotional stimuli.


Simon Wong Chak Keung\(^{46}\) investigated the tourists’ perceptions of hotel frontline employees' questionable job-related behaviour. Tourists were asked to indicate their perceptions on hotel employee’s ethics in three service encounters (Front Office, Housekeeping and Food & Beverage). Four dimensions were identified by factor analysis. Listed in a descending order, from “Wrong” to “Not Wrong”. They were: 1) Infringement of guests' privacy 2) unethical behaviour; 3) benefiting at the expense of guest supplementary service, and 4) working against company work rules. Pearson’s correlation analysis revealed certain relationships between the four dimensions and six independent attitudinal statements. An attempt was carried out to investigate whether any significant differences existed between the tourists. Demographic variables were analysed using independent t-test and ANOVA with the four identified dimensions. It was found that gender exerted significant difference, while age, education, nationality and purpose of stay scored differently in some factors. Recommendations to hotel practitioners were given in the areas of protecting guests’ privacy, ethical education, disciplinary rules, and equitable rewards for catering to tourists’ needs.

Kuo-Ching Wang, An-Tien Hsieh and Tzung-Cheng Huan⁴⁷ identified the critical service features of the group package tour. In many countries, especially in Asia, the group package tour is the mainstream mode of outbound travel. Little effort has been devoted to improve our understanding of the grounded service features of the group package tour. In order to fill this gap and thereby enhance the foundations of group travel theory, this study was conducted. Based on the data, 25 distinct ground service features were identified. At the end, the authors also discussed implications for future systematic investigation model development, and made recommendations for tour operators.

Manjula Chaudhary⁴⁸ conducted research for the purpose of determining pre-and post-trip perceptions of foreign tourists on India as a tourist destination. A gap analysis between expectation and satisfaction levels was made to identify strengths and weakness of Indian tourism-related image dimensions so that necessary efforts could be made to meet the tourists' expectations. Along with the overall comparison of the expectations and satisfaction levels of the total sample of three groups of tourists (German, British and Dutch) were compared to find out whether these segments differed regarding India’s image attributes as measured in


the study. These three segments were considered important markets by leading travel agencies.

J. Enrique Bigne and M. Isabel Sanchez\textsuperscript{49} focused on the relationship between the image of a destination as perceived by tourists and their behavioural intentions, and their post-purchase evaluation of the stay. The authors also examined the relationship between quality and satisfaction and between these variables and the tourist’s behaviour variables. They placed the accent on a joint analysis of these relationships, using a structural equation model. The results of the empirical study showed that tourism image was the direct antecedent of perceived quality, satisfaction, intention to return and willingness to recommend the destination. The role of image as a key factor in destination marketing was thus confirmed. With reference to the other relationship, on the one hand, it was confirmed that quality had a positive influence on satisfaction and intention to return and that satisfaction determined the willingness to recommend the destination.

Christina A. Joseph and Anadam P. Kavoori\textsuperscript{50} focused on the mediation of tourism, by the host community, in the pilgrimage town of Pushkar, India. This


study provided a framework for understanding the impact of Western Tourism in
the context of a Hindu religious community. Locally, tourism was perceived as a
threat to tradition and religion, even while a segment of the population gained
economic benefits. This ambivalence was resolved through three types of rhetoric-
exclusionary, political and religious. This strategy of rhetorical resistance termed
here as mediated resistance allowed the host community to condemn tourists
collectively while participating in tourism on an individual basis. The theoretical
focus of the study drew from cultural anthropology, religion and communication of
research.

The crux of the argument was that the relationship between tourism and
culture was a complex and subtle one, while it was resisted rhetorically. This
matrix of culturally-derived rhetorical strategies which constituted mediated
resistance, functioned to transform an ambivalent society and it was culturally
acceptable to the host community.

Carson L. Jenkins\textsuperscript{51} considered three aspects of international tourism. First,
he examined the contribution that tourism had made to the development process in
the third world countries. Secondly, he considered as to what extent this
contribution had been real rather than nominal. Thirdly, he examined some of the

\textsuperscript{51}\textit{Carson L. Jenkins, \textit{Tourism in Third World Development – Fact or Fiction}, Deep and
criticisms of tourism in this process and asked whether or not the criticisms had
substance. The author regarded tourism as a viable means of aiding development.
In this sense, it was felt that tourism was recognised as having made a substantial
contribution to the development process in many third world countries. Its benefits
have been real and are increasingly sought by many such countries. There are
problems and areas of concern but it would be a fiction to deny the reality of
tourism’s contribution.

Maneet Kumar\textsuperscript{52} highlighted the existence of a great potential in the
Himachal State, which was still untapped and which provided ample scope for
growth. He was of the opinion that an integrated approach, encompassing product
identification, infrastructure needs and support services, could lead the State to
make it a paradise for tourists.

G.C. Verma\textsuperscript{53} examined the challenges and opportunities of promoting
tourism in India. He highlighted the fact that the time had come to promote leisure
tourism, in addition to cultural tourism. For long, we have been selling Taj Mahal,
Red Fort and Jama Masjid, the Burning Ghats of Varanasi, our temples, history,
culture and classical dances.

\textsuperscript{52}Maneet Kumar, \textit{Tourism Today - An Indian Perspective}, Kanishka Publishing House,
New Delhi, 2003, pp.127-139.

\textsuperscript{53}G.C. Verma, \textit{Tourism in Indian Context: Experiences and challenges}, Deep and Deep
Ecotourism is a concept which is gaining popularity in many developed western countries. India can be an ideal destination for lovers of ecotourism because of its vastness, salubrious climate and abundance of landscapes. The future of tourism belongs to those who have the courage to move away from the beaten track and traditional itineraries.

According to Dimblebey\textsuperscript{54}, a Dutch Travel Writer, “there is no country in the world, where you can experience this amazing diversity of food and culture and festivals and the people. It is the natural warmth and immense hospitality of the Indian people that makes all the differences”.

John Ap.\textsuperscript{55} says, “This study examines residents' perceptions towards ecotourism travel, their level of interest in it as a form of pleasure travel, and the barriers involved in undertaking this type of tourism activity. Ecotourism provides the way to help educate the community to protect and conserve the environment through travel, and also creates and maintains a sustainable environment for both residents and tourists. However, a lack of community awareness and positive attitude towards ecotourism and the environment is likely to lead to misrepresentation and abuse of the concept, and further depletion of the environment especially with mass tourism”. It was found that with a sample of Honk Kong respondents, there was a low level of awareness and knowledge of


ecotourism. Over half of the respondents were not aware of it and even if they were, they possessed limited knowledge about it. While most were aware of its environmental aspects, little or no recognition was given to the other aspects of ecotourism mentioned by Honey (1999). Furthermore, most respondents also expressed indifference towards ecotourism and were unlikely to take such a trip in near future. Implications of these findings are discussed and addressed.

Hubb Gayman\textsuperscript{56} says, “before discussing the parameters of ecotourism success that it is necessary to discuss first the parameters of ecotourism itself. Ecotourism has almost as many meanings as the number of people who use the term. Therefore, it may be more fruitful to accept that there are many forms and degrees of ecotourism, as opposed to dividing the tourism world into eco and non-eco. Proposed here is a rating system, based on five parameters. Just as hotels and restaurants receive a rating of one-to-five stars, ecotourism attractions could be judged on a system of butterflies, with respect to their environmental policies. The proposed parameters are: Reduced impact on environment/environmental sustainability policies, interaction with nature, community involvement and interaction with people, environmental activities, and economic sustainability. We

then ask to what extent an ecotourism venture is able to score high on each of the parameters, on a continuous or sustainable basis”.

Santhosh P. Thampi\textsuperscript{57} explains tourism as a major phenomenon of the modern society. Ecotourism is a new concept in tourism which was originally sparked off by the idea of making harmonious co-existence with nature, a reality once again. This paper explains the characteristics of ecotourism, social, economic, cultural and environmental impact of ecotourism and moderating the impacts. Ecotourism has the potential to alleviate some of the pressures and problems of travellers, which have included environmental stress, economic dependency and societal disruption. Many protected areas in the country have enormous potential for ecotourism. Tourism Department and Forest Department should work together in co-operation and understanding for the development and management of ecotourism destinations in the country. There needs to be significant attitudinal changes among the policy makers, the private entrepreneurs, tour operators, destination managers, the visitors and the local community in order to make ecotourism successful.

James Macgregor\textsuperscript{58} considers that ecotourism has been promoted as a significant contributor to resource conservation and environmental protection. However, the typical ecotourism trip usually includes a number of transportation, accommodation and food service components that are not necessarily environmentally responsible but which promote sustainable tourism. Nevertheless, the tourism industry is possibly one of the industry sectors that can avert the constant environmental destruction caused by such phenomenon as global warming. A concerted effort by all stakeholders in tourism to adopt sustainable tourism policies and practices at the national and international levels could achieve substantial results over the next generation. The Bahamas Government, in cooperation with the Organisation of American States, commissioned the most comprehensive set of sustainable tourism policies yet prepared.

Katrina Brandon and Richard Margolvis\textsuperscript{59} argue that the distinguishing feature of ecotourism should be that it benefits biodiversity conservation. We prepare a set of five benefits to conservation, which should be evident in any tourism activity which claims to be ecotourism. These benefits will not happen spontaneously. They will only result from first specifying a clear framework for


analysing the linkages between project-level activities and conservation. It identifies a series of steps which need to be undertaken as part of project design, which help to identify the logical link between the project design cycle and measuring project success. When such methodological rigour is introduced into ecotourism initiatives, there will be a much greater chance for success to be verifiable and measurable in relation to real world impacts. It can then provide better sources of learning for other projects and places and genuinely benefit biodiversity conservation.

Geoffrey Wall\textsuperscript{60} claims ecotourism to be an agent of change. Measurement of the impact of tourism is brought about with similar challenges to those involved in assessing impacts in general and tourism in particular. Research on the impact of tourism has not been cumulative because of the adoption of an inappropriate paradigm and inadequate attention to the contexts in which impacts occur. It is suggested that aggregated information is more useful than summary measures and the characteristics of useful indicator for measuring impacts and monitoring change are described.

\footnotesize{\textsuperscript{60}Geoffrey Wall, “Ecotourism: Change Impacts and Opportunities”, www.environmet_yale.edu, 2005.}
George N. Wallace\textsuperscript{61} discusses a systematic approach to evaluating ecotourism operations in a given locale. It employs a set of six principles as the basis for evaluation. Indicators and standards are site-specific and agreed upon by managers and stakeholders. When possible, tour operators, protected area managers, visitors and local people participate in the evaluation. The paper gives its definition of ecotourism, discusses how the principles and valuative methods are derived and describes the evolution of methodology by looking at ecotour operations in both Brazilian and Ecuadorian portion of Amazon basin. Suggestions are then offered for improving the approach.

Lori A. Gould\textsuperscript{62} looks at the role of ecotourism in achieving sustainable community development. Since the focus of the paper is on the developing a less developed world, there is a detailed discussion outlining the differences in sustainability between the two global areas. The purpose of this paper is to specifically examine ecotourism and sustainable community development with emphasis on the developing world. There are three main focuses - to examine the differences in sustainable development between the developed world and the developing or less developed world, to discuss the variety of types of tourism,


paying particular attention to the objectives, benefits and drawbacks of ecotourism and thirdly, to address what role ecotourism plays in sustainable community development in the developing and less developed worlds.

**Medical Tourism**

Choosing a destination is a multi-step, decision-making process in which different individuals invest varying levels of effort, depending on their level of involvement. The crucial determining factor of a given individual’s mode of decision making is, therefore, the level of product involvement felt by that individual (Zaichkowsky, 1985, Hawkin et al., 2001, Sheth et al., 1999)\(^{63}\).

In terms of making a destination choice for medical tourism, it can be assumed that the level of involvement will be high and that people will usually engage in extended decision making to reduce the risk of making a wrong decision about an important personal issue (Goosens, 2000, Prentice, 2006)\(^{64}\).

Destination Marketers therefore, need to portray positive images that are consistent with the actual experience that will be enjoyed by visitors (Britton, 1979). If so, the satisfaction that results is likely to lead to repeat visits and positive

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word-of-mouth recommendation (Zeithmal et al., 2006). Oppewal, Huybers and Crouch, (2010)\textsuperscript{65} studied the existing literature on destination choice which addresses specific aspects of destination choice behavior, such as travel motivations and destination image, as well as more general, overall models of the destination choice making process. Woodside and Lysonski (1989)\textsuperscript{66} developed a general model of the destination choice process which recognized the central role of perceptions and preferences.

Crompton (1993)\textsuperscript{67} developed a two stage approach to travel destination choice, based on the construct of an evoked set. The two stages were evolution of an evoked set from the awareness set and destination selection from the evoked set. Attitude was operationalised as the difference between perceived inhibitors and perceived facilitators. Study concluded that attitude was influential in determining whether a potential destination was selected as part of the evoked set and in selecting a final destination.

The success of destination marketing lies in their ability to compete, brand a city, understand visitor perceptions and satisfaction, provide value, and manage the


total visitor experience (Tasci, Gartner, & Cavusgil, 2007; WTO, 2005). The study on destination image reveals tourists’ perceptions of travel destinations. It affects pre-visit, during-visit and post-visit behavior of tourists on selection of travel destination preference, satisfaction and intention to return (Tasci & Gartner, 2007). Therefore, a destination image study provides destination marketers with information regarding the tourists’ expectations and satisfaction to see the strengths and weaknesses of the destination, which later will be used to improve the destination’s attributes, develop relevant marketing strategies, and compete with other businesses.

1.7 STATEMENT OF THE PROBLEM

Medical Tourism has grown dramatically in recent years primarily because of the high costs of treatment in developed countries, along with long waiting lists.

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With the relative affordability of international air travel and favourable economic exchange rates, it has not only become easier for the patients of developed countries but also for the patients of the developing countries to travel to other countries, like India, for treatment.

India has emerged as one of the favourite destinations for most of the travelers due to its diverse cultural, spiritual and medicinal characteristics. The mass influx of medical tourists was further helped by India’s deep commitment to technology, health care infrastructure, skilled professional manpower, rich historical culture and monuments. India is not only one of the world’s oldest medical tourism destinations but it is also one of the most popular ones as well. According to a CII-Mckinsey Report, Indian Medical Tourism, is growing by 30 per cent per annum. The Indian Government also framed objectives under the reforms of health care system to “develop and promote India as a destination for affordable and high quality medical services, keeping pace with the changes in the global health care industry”. The success of such a programme depends on the initiatives undertaken by the administrators and managers in the healthcare system. However, there are hardly any research studies available about the views of administrators of hospitals for promoting medical tourism, both in public and private sector hospitals. Hence this research study was designed to study the
opinion and initiatives undertaken by the tourists and perception towards hospitals to develop and promote Medical Tourism in Chennai.

1.8 OBJECTIVES OF THE STUDY

The main objectives of the study were:

1) To undertake a comprehensive study on select medical tourist destination hospitals in Chennai.
2) To analyse and compare the trend and growth of medical tourist arrivals in India and Chennai.
3) To discuss the various demographic factors of the medical tourist, both foreign and domestic.
4) To examine the relationship between various demographic factors and destination choice as Chennai.
5) To study the perception of the Medical Tourists towards Chennai as a destination choice of Medical Tourism.

1.9 METHODOLOGY

Designing a suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem. Methodology included sample design, period of study, collection of data and tools of analysis.
Sample Design

Both primary and secondary data were collected for the present study. In order to collect primary data, 300 medical tourists nearly 5 per cent of total medical tourists arrived 2013-14, were randomly selected from the list of medical tourists, both foreigner and domestic, obtained from the selected hospitals, namely, MIOT, Apollo, Adayar Cancer Centre and Ramachandra Medical and Research Institute at Chennai. Total number of medical tourists who arrived in the selected four hospitals during 2013-14 and the sample medical tourists selected for each hospital, are shown in Table 1.1.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Hospital</th>
<th>Total number of Medical Tourists</th>
<th>Sample</th>
<th>Foreigner</th>
<th>Domestic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Apollo</td>
<td>1748</td>
<td>75</td>
<td>41</td>
<td>34</td>
</tr>
<tr>
<td>2.</td>
<td>MIOT</td>
<td>1572</td>
<td>75</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>Adayar Cancer Centre</td>
<td>1713</td>
<td>75</td>
<td>24</td>
<td>51</td>
</tr>
<tr>
<td>---</td>
<td>----------------------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>4.</td>
<td>Ramachandra Medical and Research Institute</td>
<td>1496</td>
<td>75</td>
<td>19</td>
<td>56</td>
</tr>
<tr>
<td>---</td>
<td>---------------------------------------------</td>
<td>------</td>
<td>-----</td>
<td>-----</td>
<td>-----</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>6529</td>
<td>300</td>
<td>122</td>
<td>178</td>
</tr>
</tbody>
</table>


Secondary Data were obtained from journals, books, records and official bulletins of the head quarters of Tourism Department, Chennai. Literatures were also collected from websites.

**Period of study**

The field survey was conducted from September 2013 to March 2014 for the collection of primary data. The reference period for the survey was 2013-14.

**Collection of Data**

On the basis of information gathered from the experts, officials of Tourism Department and administrators of hospitals, a well designed pre-tested interview schedule was drafted and used in the field survey to collect primary data. Two separate schedules were prepared for medical tourists and hospital administrators. Before undertaking the main survey, two types of tentative interview schedules...
were prepared and administered in order to test the validity of the interview schedules. It facilitated the removal of the ‘no-response’ and unwarranted questions and the modified final schedules were prepared on this basis.

The selected sample respondents both medical tourists and hospital administrators, were met in person and the objectives of the study were clearly explained to them and their co-operation was ensured. The details regarding the general characteristics of the sample respondents, hygienic environment, standardization and quality of services and the like relating to the overall objectives of the study, were collected from the sample respondents through the direct personal interview method.

Method of Analysis

Keeping in view the objectives, 300 sample medical tourists were divided into two categories, namely, foreign and domestic medical tourists. Out of the 300 sample respondents, 178 respondents (59.33 per cent) came under the category of foreign medical tourists and the remaining 122(40.67 per cent) came under the category of domestic medical tourists.

Tools of Analysis
In order to study the tourist arrivals over time, a statistical model\textsuperscript{69} of the following type was used.

\[ Y_t(A/P) = T.S.C.I. \]

Where

\[ Y_t(A/P) \] – denotes the time series data on arrivals.

T – denotes the trend component

S – denotes the seasonal variation

C – denotes cyclical movements

I – denotes the irregular variation.

In order to analyse the trend, the data on tourist arrival were subjected to 12 months moving average so as to remove seasonal effect from the time series. Further, to test the significance of the trend over time, the following linear regression equation was applied.

\[ Y = a + bt \quad \ldots \ldots (1) \]

Where,

\[ Y \] – indicates the tourist arrivals

\[ t \] – indicates time (years)

Exponential growth rates were worked out by using the following formula

\[ Y = ab^t \quad \ldots \ldots (2) \]

Where

\[ Y \] – indicates the arrivals

t – indicates time (years)

Compound growth rate is \((\text{Antilog } b - 1) \times 100\)

Cyclical, irregular, variations were computed with the help of the residual method.

\[ C = \frac{TC}{T} \] \hspace{2cm} ..........(3)

\[ I = \frac{SI}{S} \] \hspace{2cm} ..........(4)

In order to measure the variability due to trend, cyclical, seasonal and regular fluctuations, co-efficient of variations was worked out separately for tourist arrivals in Chennai.

Chi-square test was applied to examine the relationship between domestic factors and choice destination.

A multiple linear regression model was used to determine the medical expenditure of tourists.

A five-point scale was devised for measuring the perception of tourists towards service quality of medical tourism in Chennai.

1.10 SCHEME OF WORK

The present study on, “A study on trends in Medical Tourism at Chennai”, has been organized under seven chapters.
Chapter I introduces the subject, importance of medical tourism, medical tourism and health tourism, medical tourism in India, strategies on Indian medical tourism, review of literature, statement of the problem, objectives of the study, methodology and scheme of work.

Chapter II deals with an overview of medical tourism in the world and India.

Chapter III discusses the profile of selected hospitals, namely, Apollo, MIOT, Adayar Cancer Institute and Ramachandra Research and Medical Institute.

Chapter IV analyses the trend and growth of tourists and medical tourist flow in India and Chennai.

Chapter V analyses the demographic profile of sample medical tourists, choice of destination and determinantes of expenditure.

Chapter VI examines the perception of environment, hotel accommodation and hospitals.

Chapter VI presents the summary of findings, conclusion and suggestions.

CHAPTER II
MEDICAL TOURISM – AN OVERVIEW

2.1 INTRODUCTION

In this Chapter, an attempt has been made to overview the Medical Tourism.