ABSTRACT

1-Introduction
One of the most important industries in the developed country is tourism. Tourism can be a keeper of natural resources. It can interact with communities; it establishes conduction and develops communication among different cultures. By traveling, people can learn a lot of things about the cultures, traditions and customs of other countries and enjoy their free time. This industry may attract people of all age; young people can experience pleasure and excitement. Elderly people can enjoy a relaxed and convenient atmosphere from natural landscapes and experience different culture. Tourism can bring peace to communities. Tourism can also bring benefits for local communities and create direct and indirect job opportunities for them.

Tourism has turned out to be an economic promoter contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, not as luxury in the present scenario. Tourism calls for coordination and cooperation among travel agents, tour operators, and tourists. Tourism has a few major elements; destinations, attractions, sites, accommodation, and all ancillary services. Tourism involves the activities of people travelling and staying in places away from their home environment for leisure, business or other purposes.

With the arrival of globalization and culture of consumerism, people begin to travel to make use of wide variety of alternatives that bring satisfaction and healthy living. Nowadays people are getting more aware of the importance of a good health. They are conscious in maintaining a healthy body, mind and soul. People visit tourism destinations normally for leisure and recreation. The purpose of visiting a tourism destination may vary depending upon the nature and interests of tourists. Hence, tourism destinations design variety of tourism products so as to cater the needs of tourists has different interests. Health tourism is a niche tourism developed by the competing tourism promoting countries in order to attract people travelling with the major purpose of getting a good healthcare and treatment. Health tourism comprises of two terms healthcare and tourism and it involves a combination of resources of healthcare and tourism. A health tourism destination highlights its healthcare resources that give wellness and cure and tourism attractions that give peace of mind and relaxation. Health tourism is becoming a favored form of vacation as it covers a
broad spectrum of medical services and mixes leisure, fun and relaxation together with wellness and healthcare. Health tourism is also known as medical tourism, wellness tourism, healthcare travel or medical value travel.

Medical tourism is a composite term consisting of tourism or leisure and medicine or health thereby known as ‘health or medical tourism or leisure tourism’. In general, it is defined as ‘a provision of economically effective’ medical care in the private or public sector in collaboration with the leisure or tourism industry for those who need surgical and other forms of specialized treatment. It includes three dimensions which are indicated in terms of directions: inbound, outbound and intra-bound medical tourism. Tourists, travelling for medical care, are called as ‘medical or health tourists’. Tourists cross their national borders searching for world class medical treatment so that, the treatment could be done on cost effective manners. They are called as ‘medical tourists’.

Medical tourism is the most important part of health tourism that it increases the benefits and employments in health tourism industry. Medical tourism is a challenging term, because it is not defined and applied regularly. Generally speaking, medical tourism is a travel across national borders with the aim of improving one’s health (Bookman & Bookman, 2007). Medical Tour Operators/Facilitators form an important link between the medical tourists and the hospitals. Medical tourists often use the services of medical tour facilitators as they are unaware about the destination country and hospitals and want a hassle-free arrangement. These facilitators sometimes have a tie up with the hospitals and some hospitals mentioned that around 30- 40% patients come through medical tour facilitators. The development of the medical tourism industry created a demand for travel and care-coordinating institutions, which in turn opened a niche for agencies and brokerages to start-up businesses.

Today, providing centers for medical tourism services to international patients have established international marketing division (IPD) and, through the collapse of contracts with governments of different countries or private sectors in those countries, they are attracting international patients. On the other hand, some companies or agencies that have activists in the field of medical tourism are also the countries that facilitate to transfer international patients to concern destinations. In many cases, people who are referred to as the leader in medical tourism or translator and they have
medical tourists independently collaborate with hospitals and treatment centers, and hospital will pay commission to it centers for the introduction of the patient.

India’s medical tourism sector is expected to experience an annual growth rate of 30%, making it a $2 billion industry by 2015. It has been among the front runners in this industry. (Michael D. Horowitz, 2012). During the year 2016-17 (till December 2016), the Ministry of Tourism established Market Development Assistance (MDA) that it had scheme to provide a financial assistance of 2.38/- lakh to the Medical Tourism Service Providers.

India has a number of Top Hospital Chains which are now increasingly providing services to the health tourist which gives them higher revenue as compared to the local patient. One of the most important things to look out for in the best medical tourist hospitals is whether they have an international accreditation because it is used by insurance companies to given out health coverage. The most prominent certifications are prominent the Joint Commission International (JCI) and ISO 9001:2000, which is the generic standard for Quality Management System across the world.

Medical costs, high insurance premiums, increasing number of uninsured and insured people in developed nations, long waiting period in the home country, availability of high quality healthcare services at affordable rate, and internet/communication channels in developing countries, cheaper air fares, and tourism aspects are the driving forces of the outbound medical tourism. Indian medicine as well as allopathic treatments and surgeries are known to be offered in low costs, yet, deemed to have world class facilities, advanced technology, expertise and quality etc. These features are viewed globally, as those offered at a competitive rate but with high quality. According to Medical Tourism Index, now India has a fifth rank in Medical Tourism in the world.

2-Statement of the problem:
Medical tourism is growing in the world but Asia, especially South East Asia, is emerging as a popular destination for medical tourism. Asia is one of the first regions in the world to promote medical tourism and has created a brand name for itself for having affordable and high-quality healthcare. The medical tourists’ arrivals to Asia are expected to cross 10 million by 2017. Three countries, Thailand, India and
Singapore, are expected to control more than 80 percent market share in 2017. India had 170,000 international patients from Bangladesh, Maldives, Afghanistan, Iraq and Nigeria to get treatment such as Cardiology, orthopedics, nephrology, oncology, and neuro surgery.

Nowadays, the country is known as one of the best and most sought after medical tourism destinations. The medical services rate chart in India and its comparison with other countries show that the cost of medical surgeries such as bypass, Angiography, cardiac valve surgery. Knee surgery and spine are less than one-fifth of the developed countries. While medical services in India are equal or even better than of the other countries. Medical tourists have different motivation for traveling other country such as low cost, less waiting, time availability of treatment and extensive treatment options, regulations in home country, privacy and confidentiality, combination with vacation and quality treatment and care.

Medical facilities are paramedical services in India with the most advanced facilities available globally, and all medical service providers have NABH credit doctors and some with a JCI global brand, all hospitals providing medical tourism services are parts of the private sector. Intermediaries, medical tourism websites and hospital marketing departments have an important role in attracting medical tourists. In order to attract more medical tourists to the world's first global medical tourism destination and to generate higher incomes, which can create many jobs, the need for strategic planning and identification, is one of the factors that can contribute to the advancement of medical tourism in India.

Considering the above, India has the potential to become the top destination of medical tourism but does not have the highest number of medical tourists. According to the Medical Tourism Index, it is the fifth destination of world medical tourism, while India has decent infrastructure facilities, including excellent national and international hotels, convenient transfers, excellent airlines etc. it is also necessary to provide all the services of important medical treatment for medical tourists, but India doesn’t have the best position in the Medical tourism industry. NCR has almost all big hospitals along with specialized standalone ones. Many developed hospitals with updated technology such as Indraprastha Apollo, Max, Fortis Escort, Artemis, Medanta, Maharaja Agrasen, Moolchand are available in NCR that they help to attract Medical tourist in this Geographical area.
3-Research gap

By reviewing the results of medical papers, thesis, and medical plans, it is observed that the industry is growing day by day. Today, the diseases caused by the expansion of industries in the world are on the rise, and the discovery of new drugs that can cure them is also booming. It is very important for many patients to be encouraged to use traditional and herbal medicines that have fewer complications, and this can be a good opportunity for India with different treatments and low risk herbal medicines.

The advancement of India in the development of world-class hospitals and the use of technology to date, with the excellent knowledge of physicians and medical and paramedical services have been able to attract many tourists to India, even preventing Indian patients from visiting other countries to receive medical services. It also serves as a domestic medical center for these services and prevents the flow of wealth and money from India.

Still, India has not yet been recognized as the world's top medical tourism destination, while it has good potential. Countries such as Singapore, Canada and the United Kingdom, are costlier in compare to India, still, have a lot of tourists who can afford cheaper and more affordable services in India.

There are some research works in articles, thesis and books in progress, identification of problems and the future of medical tourism, but these studies have not provided a specific program for the advancement of tourism in NCR, which is the most important political and international region in India, including the capital of the country. This area has many potential, strengths and opportunities in attracting medical tourists there is a need to identify those tourists and their needs and expectations in order to plan better for the development of the medical tourism in this area, identifying the requirements needs of International patients is not covered in the researches while it is very important for development future of medical tourism in this area. Medical tourism in India needs to determine applicable strategies to improve in future. There weren’t any research about Medical Tourism in NCR. There are some researches about Health Tourism in NCR or Medical Tourism in other regions of India.

Therefore, this research gap has not been thoroughly investigated and further research is needed. The researcher in this thesis seeks to resolve this gap by identifying the factors that influence the development of medical tourism in India,
especially in NCR, to provide solutions, strategies and plans. In this study researcher has suggested new category for Medical Tourism related to findings.

4-Scopes of the Study (Research area)
To obtain the necessary data for this research, a specific geographic area is considered. This area, which is referred as the case study, it is the NCR, which consists of four states that include Delhi, Haryana, Uttar Pradesh and Rajasthan.

In this area, there are 109 hospitals and medical centers have NABH accredit which are serving medical tourists. Due to the existence of large hospital chains in this area, researcher has to choose seven specialist hospitals in the three provinces of the NCR region, which have the highest number of medical tourists and JCI credit.

Medical tourism in National Capital Region (NCR) is especially in Delhi the capital of India, so it is well known in other countries. There are some hospitals that they provide medical services for international patient but they don’t have JCI and one of the most popular of them is BLK hospital. NCR has technology, knowledge, experience, environmental condition and hoteling services in those hospitals.

Some hospitals in India have JCI credentials (Join Commission International), there are 31 hospitals in India with JCI credit. Out of which in the NCR area have seven hospitals that have JCI degrees. All of those hospitals including Indraprastha Apollo, Max, Fortis Escort, Artemis, Medanta, Maharaja Agrasen, Moolchand are the samples cluster. Other hospitals in this area do not hold a JCI accredit but have a NABH accredit from the government of India. Most of these hospitals are private, and through their own intermediaries or websites or the medical tourism companies with medical pedagogues are in communication. Considering that the study area is very wide, this section removes sampling from other NCR constituencies such as Haryana, New Delhi and Uttar Pradesh. All of these hospitals are currently accepting and providing health care services to Medical tourists.

5-Objective of the study
The main objective of the present study is to evaluate progress and prospect of Medical Tourism in India. The following are the specific objectives of the study:
1- To study the issues and challenges faced by patients in respect of Medical Tourism
2- To explore the modern trends of Medical Tourism in the global scenario
Abstract

3-To study the major features of Medical Tourism in India
4-To examine government initiatives and legal aspects for promoting Medical Tourism in India
5-To find out the treatment options, services and accommodation available in NCR for Medical Tourists
6-To explore the existing major Hospitals and the treatment options available for Medical Tourist in NCR
7-To suggest strategies may develop India as a prominent Medical Tourism Destination.
8-To analyze the progress and prospect of medical tourism in India

6-Research design

The selection of research design is based on the research objectives. The present research work was taken under descriptive research design to arrive at the desired objectives and to test various hypotheses developed for the study. In this research, the data has been used and according to their statistical operations and the hypothesis has been done.

The first part of the data is related to secondary data, obtained through the websites of the Indian Tourism Ministry, India Visa Policy, etc. The number of tourists and their arrival at the time of the five-year period has been reviewed and the modalities for the growth or decline of Indian medical tourism based on it are depicted.

The second part was used using the questionnaire. The data were collected from two types of questionnaires. The first type of questionnaire was for Medical Tourism service providers with clustering method. At first researcher specify hospitals, travel agencies and medical guides (intermediaries) and then samples are identified by non-random sampling method, and data are obtained from them.

The second type of questionnaire is related to international patients who are randomly selected in the specified hospitals and the necessary data were obtained from them. All questionnaires are analyzed with statistical tools. The results are explained in the last section.

The researcher has interviewed with some of the managers of the hospitals and organizations and according to the results of that, some of the articles and issues related to the research topic, the researcher identified weaknesses, strengths,
opportunities and threats of medical tourism in India and through analysis of them and use of SWOT analysis, he has determined way to growth and develop of medical tourism in the future in India.

In this research, the researcher is seeking to identify the major factors and potential of medical tourism in India, and to identify and assess the weaknesses of the industry in the country, through which the country's advancements to the world's top tourist destination provide an appropriate view of medical tourism for India.

7-Research sample
The necessary data in this research are obtained through questionnaire. Two types of questionnaires are used for this purpose. The first type of questionnaire is distributed non-random (purpose sampling).

At first, seven hospitals are selected from three provinces of Haryana, New Delhi, Uttar Pradesh, and then questionnaires were sent to IPD department managers, their deputies and hospital marketing directors and doctors, travel agency managers and medical guides. Questionnaires were delivered by hand or e-mail to the responders. After they fill them in, the number 79 of questionnaires from hospitals and 35 from travel agencies concern to medical tourism and medical guides have been completed and sent back. The researcher has measured related hypothesis on the basis of them. The second type of questionnaire was distributed non-randomly among the medical tourist that was distributed in all the above mentioned seven hospitals. The seven hospitals are identified in terms of regional or cluster sampling.

8-Hypotheses
H₀₁. There is no significant impact of government initiative on promoting Medical Tourism in India
H₀₂. There is no significant impact of medical tourism facility on increasing the choice of India as a medical tourism destination
H₀₂ₐ. There is no significant impact of medical tourism facility on increasing the choice of NCR as a medical tourism destination
H₀₂₅. There is no significant impact of the length of treatment and recovery on increasing the choice of India as a medical tourism destination
H\textsubscript{02}. There is no significant impact of the patient's waiting time for surgery on increasing the choice of India as a medical tourism destination

H\textsubscript{03}. There is no relationship between urban amenities and increasing number of medical tourists in India

H\textsubscript{03a}. There is no relationship between cleanliness of the environment of the destination with the increasing number of medical tourists in India

H\textsubscript{03b}. There is no relationship between the official language of the destination and the increasing number of medical tourists in India

H\textsubscript{03c}. There is no relationship between the climate or whether and the number of medical tourists in India

H\textsubscript{04}. There is no significant impact of accommodation facilities and services and attractions on increasing the choice of NCR as a medical tourism destination

H\textsubscript{04a}. There is no significant impact of tourism attraction on increasing the choice of NCR as a medical tourism destination

H\textsubscript{04b}. There is no significant impact of hotel services quality on increasing the choice of NCR as a medical tourism destination

H\textsubscript{04c}. There is no significant impact of professional guide with same language on increasing the choice of NCR as a medical tourism destination

H\textsubscript{05}. There is no significant effect of legal aspect especially Medical Visa and other formalities on increasing the choice of India as a medical tourism destination

H\textsubscript{06}. There is no significant impact of the medical tourism marketing factors on increasing the choice of India as a medical tourism destination

H\textsubscript{06a}. There is no significant impact of medical branding and international fame on increasing the choice of India as a medical tourism destination

H\textsubscript{06b}. There is no significant impact of efficiency internet site of the medical center on increasing the choice of India as a medical tourism destination

H\textsubscript{06c}. There is no significant impact of medical services costs on increasing the choice of India as a medical tourism destination

H\textsubscript{07}. There is no significant impact of government support strategy of Medical Tourism on promoting of Medical Tourism in India

H\textsubscript{08}. There is no significant impact of perceived quality of medical treatment on increasing the choice of India as a medical tourism destination
H_{08a}. There is no significant impact of quality of clinical and paramedical services on increasing the choice of India as a medical tourism destination.

H_{08b}. There is no significant impact of Communication and Post-Patient Support of Medical Center on increasing the choice of India as a medical tourism destination.

9- Organization of Thesis

The thesis has been organized into five chapters which are briefly explained:

**Chapter one** deals with Introduction which gives an overview of the main points of the study and its background. This chapter illustrates research gaps, statement of the problem, scope and significance of the study and motivation for the study. This section of the thesis presents the research objectives along with research hypothesis that have been considered as central to the present study. This chapter intended to describe research design, research procedures and research instrument. It also, discusses the data collection methods and procedures, sampling design and procedure for data analysis. Various limitations faced by the researcher are also, discussed here. Finally, Organization of the present study has been discussed and outline of every chapter was presented.

**Chapter two** discusses an extensive review of literature exploring the theoretical constructs of the research. At the beginning, a revisit to the available literature on Medical Tourism, and its stakeholders’ analysis has been considered, in general. Further in the subsequent sections, the published literature on Medical Tourism in India is presented.

**Chapter three** is about a brief literature, history, category, motivation and effective factors about tourism, health tourism and medical tourism. in this chapter, researcher explains some identification of medical tourism, some model of medical tourism, medical visa, medical resource, medical tourism process, medical tourism in India, medical tourism markets and medical tourism plans for future.

**Chapter four** Includes data obtained through questionnaires as well as secondary data from articles, interviews and books related to medical tourism. In this chapter, the data collected through a questionnaire are summarized using the software and the result obtained through this software indicates the rejection or acceptance of the theory. In this section, SWOT method is also used and all the strengths, weaknesses, opportunities and threats in the field of Medical Tourism are defined and related
strategies were determined. Some related aspects of the survey such as questionnaire development, its administration, validity, descriptive and related statistics have also been discussed in this chapter.

Chapter five brings out major conclusions of the research work and their implications for the key stakeholders of the research domain. In this concluding chapter, findings of the research are presented, keeping in view our objectives of the research, based on which suitable recommendations have been put forward to determine progress and prospect of medical tourism in India. Finally, the significant contributions and the limitations of this research are also listed leading to possible directions for future research.

10-Finding of the research for Medical Tourism in India:

According to the result of testing hypothesis \( H_{01} \), development of medical infrastructure for Indian patients as well as international patients will generate more income and employment for India. The Indian government support Medical tourism because the unique components of the Medical Tourism, such as long stay, high costs, simultaneous use of medical services and tourism and transportation and etc. It can generate more national income, identify India as a tourist destination and increase in employment and involvement of the local community in Medical Tourism.

Therefore, the government of India has been providing legal protections, including tax reduction and investment guarantees, and facilitating the enforcement of standards and make easier the provision of medical visa services to international patients. It is clear that there is impact of government initiative on promoting Medical Tourism in India.

According to result of testing hypothesis \( H_{02} \) and \( H_{02a} \), considering the facilities of the Medical Tourism include the facilities of both the two branches of medical and tourism, therefore, the availability of up-to-date and validity medical facilities and international hospitals, using modern therapies and advanced technology and experienced practitioners and with good knowledge, as well as the presence of tourist centers and tourist attractions, shopping malls, transportation, international amenities, and suitable accommodation and catering facilities attracted Medical Tourists to India specially NCR. According to Medical Tourists responded to
questioners. It is clear that there is impact of Medical Tourism facility on increasing the choice of India as a Medical Tourism destination.

According to result of testing hypothesis \( H_{02b} \), one of problems facing Medical Tourist in their countries is the length of treatment. This impact is not very effective in attracting Medical Tourists, but reducing the length of treatment can reduce the cost of treatment, food, and other medical expenses for tourists, which can be effective in satisfying the international patient and choosing India as a tourist destination. So it is clear that there is impact of length of treatment and recovery on increasing the choice of India as a Medical Tourism destination.

Result of analyzing hypothesis \( H_{02c} \): one of reasons for choosing the destinations for Medical Tourism by the Medical Tourists is reduce the patient's waiting time for surgery. This is especially important for African patients referring to India. There is a long waiting time for certain treatments such as heart surgery and organ transparent. Therefore, international patients who travel and receive medical treatment in other countries may have other countries with less waiting time and preferably less cost and better quality. It is showed that there is impact of the patients waiting time for surgery on increasing the choice of India as a Medical Tourism destination.

According to result of testing hypothesis \( H_{03} \), medical Tourists usually spend a lot of time on a tourist destination and they connect with the local community. They need to use local community facilities such as the Internet, metro and transformation, shopping malls, hotels, restaurant, etc. Therefore, there is relationship between urban amenities and increasing number of Medical Tourists in India.

According to result of assessment hypothesis \( H_{03a} \), one of the most important factor and motivation to choose the destination of the Medical Tourism is environmental health security. If the cleanliness and beauty of the environment are observed in a country, international patients also make sure a high level of safety and health in medical care as well as high quality of services in the medical destination and choose that area as a therapeutic destination. So there is relationship between cleanliness of the environment of the destination with the increasing number of Medical Tourists.

According to result of testing hypothesis \( H_{03c} \), one of the factors that Medical Tourists believed in choosing the destination of the Medical Tourism is the climate of
destination. Many Europeans and Americans in the equal cost and quality of treatment searched tropical regions to enjoy good climate and Suitable for sunlight, and India is one of those destinations. Generally, international patients visit the country in winter when India's climate is highly desirable. Therefore there is relationship between the climate and number of Medical Tourists.

Result of assessment hypothesis $H_{02}$: considering that the Medical Tourism is a combination of the tourism and medical industry, the role of hotels, guesthouse, hostels and even restaurants in tourist attraction is very important. Sometimes International patients accommodate in guest house or hotel. Sometimes marketing department of hospital provide international accommodation to the closest hotels and guest houses near the hospital. There are international chain restaurants in India and Medical Tourists prefer to eat their food. So Medical Tourism facility has an impact on increasing the choice of India as a Medical Tourism destination.

According to result of measurement hypothesis $H_{04a}$, the presence of tourist attractions is also important in choosing a tourist destination. This is the most important motivation for the traveler's journey. Therefore, countries such as India (incredible Indian) with a lot of historical and cultural attractions, tourist attractions and tourism events, can have a greater chance of selected by the Medical Tourists. There are attractions such as Taj Mahal, Akshardham and Humayuns Tomb that they can introduce the NCR region as the destination of the tourism and Medical Tourism with magnificent tourist attractions. Therefore tourism attraction has an impact on increasing the choice of NCR as a Medical Tourism destination.

According to result of testing hypothesis $H_{04c}$, a survey of questionnaires has shown that most Medical Tourists get their information about the treatment of their illness through the medical guide of their community. Some Medical Tourists such as Afghans, Africans, and Iraqis do not have the ability to communicate with doctors and the Indian community with English language and they need counseling and direction on choosing a doctor, so they are helped with medical guide. So professional guide has an impact on increasing the choice of NCR as a Medical Tourism destination.

According to result of testing hypothesis $H_{06a}$, the Medical Tourism market has various factors. Most countries try to identify specific surgical procedures or medical services. In India the surgeries such as heart surgery, nerve surgery, cancer treatment and organ transparent are more popular. This reputation is an opportunity
for India, because the cost of this type of surgery is very high and the length of patient's treatment and surgery is long, but on the other hand it is a threat because of the risk of doing this Surgery is high and patient may have a lot of problems during the procedure, so that's why the choice of a tourism destination is very difficult for those surgeries. It is clear that there is impact of medical branding and international fame on increasing the choice of India as a Medical Tourism destination.

The result of testing hypothesis $H_{06b}$, internets sites of hospitals and most Medical Tourism companies are not currently applicable to international patient’s. They are not available for patients in a variety of languages in order to eliminate intermediaries and their problems. Hospital web sites are often in both Hindi and English language, which cannot be used by patients in non-English speaking countries. Registration and selection procedures doctor and the appointment are very easy and functional, but they need to be fluent in English or Hindi, and most international patients go to medical guides or Medical Tourism companies. Therefore the cost of running Internet websites was paid by Medical Tourism providers but it is not useful and effective for Medical Tourists, and it has a wrong strategy.

Result of testing hypothesis $H_{06c}$: one of the most important reasons for the presence of Medical Tourists in India and Asian countries is the low cost of treatment instead of advanced countries. The comparison of surgical costs in India over developed countries such as the United States shows that these costs account for even one fifth of the cost Surgery in the United States. It is also affordable for African, Americans, and many of other developed countries. The cost of accommodation and food in India also is suitable and Medical Tourists choose India because of all those reasons. So medical services cost has an impact on increasing the choice of India as a Medical Tourism destination.

According to result of testing hypothesis $H_{08}$, quality of treatment is one of the most important factors contributing to the development of the Medical Tourism. The quality of treatment is related to the experience and the knowledge of physicians. India has an internationally qualified specialist and the private sectors have paid good salary to specialist and physicians. India has unique herbal medicines, which it is great interest to many international patients because it has fewer risks than chemical drugs. Medical insurance also has a special impact on the quality of services provided
to patients. It is clear that there is impact of perceived quality of medical treatment on increasing the choice of India as a Medical Tourism destination.

According to result of testing hypothesis $H_{08b}$, the most important professional features in the Medical Tourism are patient support and counseling after leaving India. During this period, doctors are associated with the patient and give him post-treatment counseling to prevent the return of disease or increasing post-surgical problems. This service will be accompanied by increased satisfaction of the patient and the recommendation of India as the destination of the Medical Tourism to other international patients. Therefore Communication and Post-Patient Support of Medical Center has an impact on increasing the choice of India as a Medical Tourism destination.

11-Finding of the research for Medical Tourism in NCR:

Result of assessment hypothesis $H_{03a}$: NCR is one of the urban and advanced areas of India, and a large number of its residents are literate. Therefore, this part of India is cleaner than rural areas and small cities, and there are better facilities available to choose medical destinations for international patients. It is appropriate and assures them of providing safe medical services in NCR. It is clear that there is relationship between cleanliness of the environment of the destination with the increasing number of Medical Tourists in NCR.

According to test of hypothesis $H_{04}$, more than 400 travel agencies are active in NCR, and more than 100 companies in this area providing medical services to tourists. They can explain information and special conditions of the hospitals and its privileges and facilities in NCR for other travel agencies around the world, and complete packages at reasonable prices for the Medical Tourists. So accommodation facilities and services and attractions have an impact on increasing the choice of NCR as a Medical Tourism destination.

According to test of hypothesis $H_{02a}$, the existence of 109 hospitals and medical centers in NCR represents the right opportunity to turn this area into the most important area of Medical Tourism in India. Some of these hospitals do not have JCI, but with regard to the quality of health care, they service to large number of international patients such as BIK. All of these hospitals are specialized hospitals that use well-experienced and learned doctors. In this study the views of respondents
showed more than 90% of the Medical Tourists being satisfied and suggest NCR to other countrymen for treatment. Therefore, medical tourism facility has an impact on increasing the choice of NCR as a medical tourism destination.

According to the result of testing hypothesis $H_{03}$, the availability of convenient urban amenities can help to choose NCR as a Medical Tourism destination. Existence shopping malls with great prices and great deals and global brands and traditional shopping center are a great attraction for international patients and their entourage. Then urban amenities are related to increasing number of Medical Tourists in India.

According to the test of hypothesis $H_{04}$, one of the most important facilities for the tourism industry is the availability of appropriate transportation to reach the destination of tourism. The Indira Gandhi International Airport and numerous salons, beautiful and well-equipped facilities and excellent service cause NCR are one of the most important attractions for Medical Tourists. Delhi is the political capital of India, so there are embassies of all countries that have political ties with India in NCR. Medical Tourists can easily go to the embassy of their next travel and get visa and do all process related to obtaining visas, and also, if necessary, they can get consular services and its support at their embassy in NCR. The existence of chain hotels like Hyatt, Hilton, Marriott, etc., as well as chain restaurants like McDonalds and KFC whose services are often regarded by tourists as a source of trust and confidence, are effective in attracting Medical Tourists. So accommodation facilities and services and attractions have an impact on increasing the choice of NCR as a Medical Tourism destination

12-Suggestion and strategies for Medical Tourism:
According to the findings and SWOT analyses of internal and external factors, suggestions and strategies to develop Medical Tourism in India and particularly in NCR are stated:
1- Developing channels for introduction and promotion of India Medical Tourism services in the world through internet websites and international Medical Tourism exhibitions(direct communication with Medical Tourists)
2- Government cooperation with the private sector for prompt and expeditious medical visa
Abstract

3- India's branding in the treatment of certain diseases, such as cancer, heart surgery, liver transparent, kidney treatment.

4- Participating in scientific conferences on Medical Tourism and presenting articles to show the qualities of Indian Medical Tourism.

5- To promote the characteristics of traditional Indian treatments based on herbal medicines with minor side effects such as Ayurveda for the treatment of various diseases.

6- Advertising Indian Medical Tourism features such as high quality, low cost, low waiting times and modern technology in the world.

7. Provision of direct flights with touristic countries considering the high capacity of the airports and the quality of the airline

8- Building health villages with cheap accommodation, high quality, and suitable environment

9. Providing free translator services for medical tourists in hospitals and medical centers.

10- Providing more facilities and salary to doctors and specialists in Indian hospitals.

11. Providing tourism services such as food and accommodation of the international level to the Medical Tourists.

12. Provide legal solutions to reduce environmental pollution, such as restrictions on vehicles, city cleanliness

13- Strengthening the medical knowledge of the medical staff of hospitals in NCR

14- Strengthening the English language staffing of hospitals and the provision of translators' services in hospitals with JCI

15. Establish information centers in other destination countries to attract Medical Tourists to remove intermediaries

16- Establish universal health insurance networks with great discounts on the basis of India's Medical Tourism and communicate with international insurance to support medical treatments cost of international patient

17. Reducing the fees of visa such to medical tourists, the cost of paramedical services and others costs should be reduced.

18. Maintaining the technological superiority and knowledge of Indian specialists in specific diseases
19-Establishing super-specialty hospitals in the suburbs of big cities, such as Gurgaon and Noida in NCR, especially close to the airport, as these locations have a lower cost of living and accommodation compared to the center of the city.

20-Providing local Medical Tourist Guide training and monitoring their activities by the government and identifying special features for this type of training.

21-Participation of Indian Travel Agent Companies at International Exhibitions of Tourism, such as ITB in Germany and Fitur in Spain, to Promote Medical Tourism in NCR.

22- Medical Tourists travel to other countries to get medical services because of four reasons and researcher suggested a new classification for Medical Tourist: Availability –oriented, Cost-oriented, Time-oriented and Quality oriented. These are the main reasons for Medical tourists to go to other countries for treatment.

Figure 5-1: Medical Tourist Category

![Medical Tourist Category Diagram]

Source: Developed by the Researcher

13- **Limitations of the Study**

The present study suffers from certain limitations:

1. Since modern medical tourism is an emerging concept in India, availability of published data and information related to, was quite limited.

2. For the part of the study which is based on secondary data, there is no suitable measure to judge their reliability. Subjectivity in analysis cannot be ruled out.

3. Qualitative analysis based on expert inputs may bring in some personal biases.

4. Given the time and cost constraints, the empirical survey is confined to some stakeholder segments in medical tourism.
5. Further due to lack of available record, the unrecognized segment of Hospitals could not be considered.
6. The study was highly time consuming and difficult as the hospitals considered all data as confidential. It was difficult to convince hospitals even after providing an agreement of confidentiality. This made data collection difficult and the sample size could not be increased. Almost all the hospitals didn’t cooperate with the researcher and didn’t give email addresses of their previous patients and didn’t allow the researcher to speak with their patients.