

Chapter VI

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Worldwide, healthcare is expected to be a \$3-trillion industry, and India is in a position to tap the top-end sector by highlighting its facilities and services, and exploiting the brand equity of leading Indian healthcare professionals across the globe. Over the past few years, the medical tourism has changed intensely in India. Private enterprises, hospitals have created a very favourable atmosphere for patients with varying degrees of illness to avail of the best facilities for their care. In this endeavour a few corporate hospitals, chemists, freelance agents all are working in tandem to build a thriving ecosystem that educates, facilitates and ferries medical tourists from across the world. Preliminary literature review shows that, the term 'Medical Tourism' was unknown until a few years ago but now many countries have adopted a proactive approach for medical tourists and are facilitating it as a revenue generating business. The Indian government has begun to recognize the potential of tourism to Indian economy and has begun to invest in tourism infrastructure.

Tourism is a leisure activity that has become global and is slowly emerging as one of the fastest growing economic activities the world over. The World Tourism Organization defines tourists as people who 'travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Many new destinations have risen challenging the traditional ones of Europe and North America. With the spread of tourism categorization too have taken place, especially now there are different kinds of niche tourisms like birth tourism, culinary tourism, extreme tourism, heritage tourism, Medical Tourism, slum tourism,

and war tourism, just to name a few. The travel and tourism industry throughout the world have come together and helped man to travel for different activities and bring varied dimensions to the world of travel and tourism. Medical Tourism is one such activity which has brought a new dimension to health care. Tourism commands an important role in financial development and creation of employment in India. The Planning Commission has identified tourism as the second largest sector in the country providing employment opportunities to low and semi-skilled workers. As per the 12th five year plan approach paper, India's Planning Commission estimates confirm that 78 jobs per million rupees of investment are created by the tourism sector compared to 45 per million rupees in manufacturing sector.

Tourists from all over the world have been thronging India to avail themselves of cost-effective but superior quality healthcare in terms of surgical procedures and general medical attention. There are several medical institutes and corporate in the country that caters to foreign patients and impart top-quality healthcare at a fraction of what it would have cost in developed nations such as USA and UK. The city of Chennai attracts around 45% of medical tourists from foreign countries. Two booming sectors of the world economy are joined and then a new sector is formed called as medical tourism which is able to generate million dollar business. Medical Sector now a days is treating patients with latest miraculous advance techniques, less rates, backed by more latest pharma research, Stem Cell technology, so the treatment is able to cure health complex problems like heart surgery, cancer, liver transplant, kidney transplant etc.

Tourism is also a biggest sector of world economy. The world and Indian tourism Sector is earning foreign currency, and also growing very soon, in turnover. The combination of these two sectors is Medical Tourism which is started growing very fast in Indian and International Scenario. It can be stated that this combination sector of medical Tourism is a specific type of tourism where tourist primarily is taking medical treatment and then exploring the tourism. Thus a new product is created called Niche Tourism or medical tourism. In this original idea the medical services are very nominal or uncomplicated and hence can be clubbed with tourism. Example- Dental Treatment, minor surgeries. But now a days tourists are visiting other countries for complicated surgeries like organ transplant etc. Medical tourism is growing in world but Asian countries Ex-Singapore, Malaysia etc are having a clear domination on these markets for the reason that most of the south and far East Asian countries cheaper in terms of medical treatment and tourism as well. Now a day's lots of countries are venturing in this medical tourism sector. The main reason for the growth of Medical Tourism are long waiting lines for surgeries treatment, costly healthcare in developed countries, no insurance cover, open communication, globalized markets. Asian countries are providing alternative medicine like yoga, naturopathy, ayurvedic etc along with the Medical tourism package. India has also entered in Medical Tourism Industry very aggressively and successively within a very short span of time this sector is growing rapidly. In this juncture it is worthy to map out the significance of medical tourism and the perception of the foreign medical tourists in Chennai about the medical tourism.

Summary of the study

The first chapter contains the basic contextual background of the study importance of the health care, Medical Tourism, the features of the health care sectors, background of the study, methodology, objectives, hypotheses, and methodology.

The second chapter consists of literature review pertains to the medical tourism both Indian and international studies, consists of health care service availability, accessibility and challenges.

The third chapter examined the various theoretical insights of the health care, schemes and measures to pertain to medical tourism, growth and importance of medical tourism across global level, India and Tamil Nadu.

Fourth chapter describes the profile of the study area, it deals the historic significance of the Chennai climatic conditions of the study area, tropical, demographic situation of the Chennai, details of the administrative set-up, Medical and educational infrastructure, rain fall, information on industries and medical facilities and educational infrastructure .

Fifth Chapter describes the analyses of the primary data and the inferences derived from the analysis.

Chapter six exemplifies the summary and conclusion which includes the major findings and general observation made by the researcher apart from the empirical insights, suggestions, policy recommendations and scope for future research.

Major findings of the study

I. Socio-demographic information

- ❖ Around 41 percent of male and 59 percent of female have interviewed for the study
- ❖ Nearly 14 percent of the respondents represents from the age group upto 30 years. Around 12.3 percent from the age group between 31-40. It is observed that around 30 percent of the selected samples represented from the age group between 41-50. Nearly 29 percent hails from the age group between 51-60 and 14.7 percent from above 60 years age group categorization
- ❖ Nearly 7 percent of the respondents were got the education up to primary level, 27 percent of the respondents have completed high school education, 15 percent of the respondents have studied graduation, 7.7 percent studied post-graduation, around 26 got the diploma in various disciplines and 17.3 percent got the professional degree in which most of them were engineering graduates
- ❖ Nearly 41 percent of the selected respondents belong to Muslim religion followed by 31.3 percent hails from Christianity, nearly 17.3 percent are Hindus and 10.3 percent of the selected respondents are Buddhist
- ❖ Nearly 34.3 percent of the respondents are in business followed by 32.7 percent are professional, around 21.7 percent of the respondents engaging themselves in service activities and 11.3 percent working in other jobs like skill respondents, semi-skilled respondents and farmers etc.
- ❖ Out of 300 patients, 44.3percent of the selected patients were earning annual income of 10,001 - 30,000\$, followed by 26.3percent of the patients are earning annual income below 10,000\$, nearly 17percent of the selected

patients are earning 30,001 - 60,000\$ and 12.3 percent of the selected patients are earning above 60,000\$ as their annual income

II. Information pertaining to foreign medical Tourist

- ❖ Nearly 41.7 percent of the selected respondents hail from middle east countries in which significant portion hail from Saudi Arabia, Qatar, UAE and Iran. Nearly 21.3 percent hail from European countries in which significant portion from France and Hungary. Nearly 25.7 percent represents from US and Latin American countries and 11.3 percent represents from African countries in which major proportion hail from Libya, Nigeria, Senegal and Sudan.
- ❖ Out of the total 300 samples it is observed that 30.4 per cent of the patients were travelled abroad to obtain treatment for the illness in order to cure the same followed by 29 per cent of the patients were travelled for periodical medical check-up, around 24.4 per cent of the patients were travelled for cosmetic surgery and 16.2 per cent of the patients were travelled to improve health
- ❖ Out of the total samples nearly 42 percent of the selected respondents stated that tour agents facilitated them to visit Chennai under medical tourism followed by 30 percent of the respondents opined that they have visited on their own, nearly 24 percent stated their friends persuaded them to visit Chennai for medical treatment and nearly 4 percent stated their companies have given the chance to visit Chennai for medical treatment.
- ❖ Out of the total samples it is observed that, 67.3 per cent of the patient expressed that the present treatment are not covered in their current health plan, 25 per cent of the patient conveyed that the present treatment is partially

covered by the current health plan and 7.7 per cent of the patients opined that the present treatment is covered by the current health plan

- ❖ Nearly 38 percent of the respondents opined that they have obtained the information about the hospitals through internet followed by 25.1 percent stated that through advertisement either by internet or other mode of mass communication, 21.1 percent of the respondents came to know about the hospitals through health camp conducted by the hospitals or medical fairs and 15.8 percent collated the information about the hospitals through private practitioners in their respective areas
- ❖ Nearly 41 percent of the selected foreign tourists have undergone treatment in Chennai earlier and 59 percent have visited first time for the treatment. It is clear from the empirical verification that majority of the respondents have visiting Chennai for the first time for the said purpose

III. Significant factors pertaining to the health consciousness of the foreign medical Tourist

- ❖ With regard to Regular checkups, less health problems around 62.4 percent of the respondents stated very important, 30.6 percent opined rather important,
- ❖ With regard to good food culture around 59.4 percent of the respondents stated very important, 34.8 percent opined rather important,
- ❖ In connection to Periodical checkup around 60 percent of the respondents stated very important, 28.8 percent opined rather important,
- ❖ With regard to Good habits and exercise around 65.8 percent of the respondents stated very important, 30 percent opined rather important,

- ❖ With respect to Stress free work environment around 75.6 percent of the respondents stated very important, 29 percent opined rather important.

IV. Perceptions of the respondents' Level of familiarity selected foreign respondents visited Chennai for medical treatment

- ❖ Around 27.8 percent of the respondents strongly agree with the statement, 39.3 percent agreed statement that Procedures involved with treatment is conducive for the treatment.
- ❖ Around 26.4 percent of the respondents strongly agree with the statement, 40.7 percent agreed that Chennai as a medical destination ,
- ❖ Around 26.7 percent of the respondents strongly agree with the statement, 41.8 percent agreed that Cost for the treatment low in Chennai which perpetuate the selected respondents to opt Chennai for medical treatment.
- ❖ Nearly 33.8 percent disagree and 27.3 percent strongly disagree with the statement that Doctors profile is fully known before get the treatment from the specific hospital.
- ❖ Around 31.5 percent of the respondents strongly agree with the statement, 44.2 percent agreed that Hospital reputation is high in Chennai.
- ❖ Around 24.2 percent of the respondents strongly agree with the statement, 35 percent agreed that health insurance coverage is less to combat the expenditure incurred during the treatment for the foreign tourists.

V .Perceptions on the preference given to Chennai for overseas treatment

- ❖ Nearly 42.0 percent of the respondents strongly agreed the statement and 23.2 percent of the agreed the proclamation that availability of International standard hospitals influenced the selected foreign tourist to choose Chennai for the treatment.
- ❖ Around 31.4 percent of respondents disagree and 34.5 percent of the respondents strongly disagree the statement that Transportation cost low which influence the selected respondents to choose Chennai for the treatment.
- ❖ Nearly 33.2 percent of the respondents strongly agreed the statement, 25.7 percent of the agreed the proclamation that Treatment at a lower cost compared to other destinations
- ❖ Nearly 27.7 percent of the respondents strongly agreed the statement, 24.8 percent of the agreed the proclamation that Health care providers which are compatible
- ❖ Around 40.3 percent of the respondents strongly agreed the statement, 44.9 percent of the agreed the proclamation that accommodation costs low in Chennai.

VI. Perceptions on selected respondents on various components of health infrastructure

A) Opinion on Image of the Hospitals

- ❖ Around 33 percent of the selected respondents strongly agreed the statement, 24.1 percent of the agreed the proclamation that Hospitals are accredited by Joint Commission on Accreditation of Healthcare Organizations (JCIO).

- ❖ Around 33.2 percent of the selected respondents strongly agreed the statement, 29.6 percent of the agreed the proclamation that hospitals area accredited National Accreditation Board for Hospitals & Health care Providers (NABH).
- ❖ Nearly 20.1 percent of the selected respondents strongly agreed the statement, 26.5 percent of the agreed the proclamation that hospitals Guarantee the treatment and abide by laws.
- ❖ Nearly 35 percent of the selected respondents strongly agreed the statement, 38 percent of the agreed that multi-specialty with high-tech treatment hospitals enhances the comfort to choose Chennai for treatment.

B) Opinion on cost of treatment in Chennai

- ❖ Around 32.1 percent of the strongly agreed the statement, 34.1 percent of the agreed the proclamation that cost of bed charges in Chennai which induced the selected respondents to choose Chennai for the medical destination.
- ❖ Around 33.5 percent of the selected respondents strongly agreed the statement, 36.2 percent of the agreed the proclamation that charges for consultation and surgery is low in the hospitals in Chennai which perpetuate the selected respondents to choose Chennai as medical destination.
- ❖ Nearly 29.7 percent of the selected respondents strongly agreed the statement, 32.1 percent of the agreed the proclamation that cost of laboratory investigation is low in Chennai hospitals which endure the selected respondent to opt Chennai for the medical treatment by the selected respondents.
- ❖ Nearly 32.1 percent of the selected respondents strongly agreed the statement, 35.6 percent of the agreed the proclamation that overall impatient

hospitalization charges is low which enhances the comfort to choose Chennai for treatment.

C) Opinion on safety and security of the hospitals in Chennai

- ❖ Around 32.1 percent of the strongly agreed the statement, 34.2 percent of the agreed the proclamation that Good security systems in hospital premises.
- ❖ Around 35.7 percent of the selected respondents strongly agreed the statement that lower scope for terrorists attack in the hospitals in Chennai.
- ❖ Nearly 34.2 percent of the selected respondents strongly agreed the statement, 38.7 percent of the agreed the proclamation stable political climate in Chennai hospitals.
- ❖ Nearly 36.5 percent of the selected respondents strongly agreed the statement, 39.4 percent of the agreed the proclamation that lesser crime rates in the area.

D) Opinion on maintenance of the hygiene of the hospitals in Chennai

- ❖ Around 36.2 percent of the strongly agreed the statement, 38.1 percent of the agreed the proclamation that lower environment hazards in the hospitals.
- ❖ Around 36.2 percent of the selected respondents strongly agreed the statement, 39.1 percent of the agreed the proclamation that low incidence of natural disasters in the hospitals in Chennai .
- ❖ Nearly 35 percent of the selected respondents strongly agreed the statement, 38.1 percent of the agreed the proclamation that no epidemic diseases spread in the region periodically.

- ❖ Nearly 36.4 percent of the selected respondents strongly agreed the statement, 40.3 percent of the agreed the proclamation and indoor and outdoor air pollution is low.

E) Opinion on tourism spots in Chennai

- ❖ Around 36.2 percent of the strongly agreed the statement, 38.1 percent of the agreed the proclamation that lower environment hazards in the hospitals.
- ❖ Around 36.2 percent of the selected respondents strongly agreed the statement, 39.1 percent of the agreed the proclamation that low incidence of natural disasters in the hospitals in Chennai.
- ❖ Nearly 35 percent of the selected respondents strongly agreed the statement, 38.1 percent of the agreed the proclamation that no epidemic diseases spread in the region periodically.

F) Opinion on commuting facility to Chennai

- ❖ Around 37.4 percent of the strongly agreed the statement, 41.2 percent of the agreed the proclamation that individual can safely travel with anybody's accompany.
- ❖ Around 36.5 percent of the selected respondents strongly agreed the statement, 40.9 percent of the agreed the proclamation that safer mode of transportation system available in Chennai.
- ❖ Nearly 33.5 percent of the selected respondents strongly agreed the statement, 36.7 percent of the agreed the proclamation that appropriate proximity of transportation.

- ❖ Nearly 36.1 percent of the selected respondents strongly agreed the statement, 39.2 percent of the agreed the proclamation that safe travel modes like auto and taxi are easily available.

G) Opinion on entertainment and recreation facilities

- ❖ Around 38.9 percent of the strongly agreed the statement, 41.6 percent of the agreed the proclamation that Good shopping facilities available.
- ❖ Around 33.8 percent of the selected respondents strongly agreed the statement, 39.3 percent of the agreed the proclamation that sound good quality Net café available .
- ❖ Nearly 35.8 percent of the selected respondents strongly agreed the statement,41.7 percent of the agreed the proclamation that Good bars is available.
- ❖ Nearly 34.6 percent of the selected respondents strongly agreed the statement, 37.9 percent of the agreed the proclamation that amusement and theme parks are available.

VII .Degree of Satisfaction on the Infrastructure of the Hospitals

- ❖ With regard to the degree of satisfaction on availability of room 16. 7 percent feel satisfied and 80 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on Cleanliness of the rooms18.7 percent feel satisfied and 74 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on Drinking water facility25.1 percent feel satisfied and 68.2 percent are highly satisfied.

- ❖ With regard to the degree of satisfaction on Hygienic conditions of the room 14.4 percent feel satisfied and 81.9 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on Provisions for security, 14.1 percent feel satisfied and 83.2 percent are highly satisfied.

VIII. Degree of Satisfaction on the treatment given in the hospitals

- ❖ With regard to the degree of satisfaction on response of the doctors, 15.2 percent feel satisfied and 80.6 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on explanation about patients, 17.5 percent feel satisfied and 76.1 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on formalities for registration, 23.2 percent feel satisfied and 72.2 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on intensive care space, 14.1 percent feel satisfied and 81.7 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on facility availability intensive care, 15.2 percent feel satisfied and 80.3 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on availability of specialist 13.1 percent feel satisfied and 83.2 percent are highly satisfied.

IX. Degree of Satisfaction on the dietary system followed in the hospitals

- ❖ With regard to the degree of satisfaction on hygienic conditions of the canteen, 15.8 percent feel satisfied and 78.6 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on cost of the food, 16.3 percent feel satisfied and 78.2 percent are highly satisfied.

- ❖ With regard to the degree of satisfaction on quality of the food, 22.6 percent feel satisfied and 73.2 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on taste of the food, 14.8 percent feel satisfied and 79.8 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on room services, 14.7 percent feel satisfied and 79.5 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on delivery time, 12.7 percent feel satisfied and 82.7 percent are highly satisfied.

X. Degree of Satisfaction on the service of nurses in the hospitals

- ❖ With regard to the degree of satisfaction on approach taken in consultation 14.3 percent feel satisfied and 80.6 percent are highly satisfied.
- ❖ With respect to the degree of satisfaction on Assistance by the nurses, 14.8 percent feel satisfied and 81.1 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on medication given by the staff, 21.1 percent feel satisfied and 73.3 percent are highly satisfied.
- ❖ With regard to the degree of satisfaction on availability of the nurses, 13.6 percent feel satisfied and 80.2 percent are highly satisfied.

Policy Suggestions

- ❖ Cost is a big consideration for medical tourists to journey external their nation in search of medication. Chennai hospitals have to present aggressive applications in relation to other scientific locations in order to retain the present medical tourists' base and to attract new clients.

- ❖ Majority of scientific tourists should not bring in a couple of associates. This indicates little scope for entertainment tourism after therapy. The short period stay in Chennai additionally indicates that they return residence immediately after remedy sparing very little time for enjoyment. This is to be taken be aware of and techniques to attract medical tourists to 'after-remedy pleasure trips' will have to be deliberate.
- ❖ Programs should be such that the companions who accompany the sufferers get a cozy trip if the healing present process by means of the scientific tourists is not severe and after remedy too, scientific tourists should be encouraged to remain for longer time to experience place and style.
- ❖ It is comprehensible that older generation may have better demand for wellbeing care as noticeable from the study however the share of younger generation of medical tourists are not able to be not noted. The be taught means that scientific Tourism advertising and marketing which presently focuses on the older iteration should make a conscious effort to promote medical Tourism among younger new release as these corporations will be more fee aware and extra willing to travel. These younger tourists can be reached without difficulty through internet centered advertising and marketing. Chennai have got to market more of its forte in Gynaecology, beauty surgery and so forth. Which appeals to younger iteration which ensures better price ultimately.
- ❖ Chennai has the expertise to emerge as a satisfactory medical Tourism vacation spot, but the executive has not put in the required effort. Irrespective of age, nationality, occupation and schooling medical tourists are worried with the terrible general infrastructure. Hospitals too realise this main issue and

have made it a factor to beat. Coordination amongst specific government departments and time bound completion of initiatives are endorsed at this factor.

- ❖ Chennai really planning to venture itself as the ideal medical Tourism destination, it is advocated that the medical tourists acquire the attention and care they deserve. It is desirable to have a separate wing for admission of international scientific tourists.
- ❖ Government's efforts to promote medical Tourism are enough. It is discovered that our medical sector is blessed with extremely skilled and specialised physicians and paramedical employees. This excessive level competence just isn't projected accurately.
- ❖ The federal government must act as a catalyst to convey a synergy of promoting pursuits amongst medical Tourism stakeholders. An organization of scientific Tourism stakeholders can be a welcome suggestion in this direction. These stakeholders together must plan pursuits in order that promoting is done on a larger scale and dimension reaching the target scientific sufferers in a loud and clear method.
- ❖ The hospitals must now not hesitate to take capabilities of scientific Tourism and should come ahead with end to end worth added services via tying up with scientific Tourism companies, tour operators, airline provider and hotel corporations.
- ❖ Correct process of handling and managing these patients is utterly absent. This trouble should alternate. Scientific Tourism administration will have to gain knowledge of in schools and professionals will have to come up on this subject providing A to Z value introduced offerings. Appropriate

administration of patients protecting the whole approach of scientific Tourism establishing from guiding patients in determining hospitals to pre-treatment methods, treatment strategies and post-operative patient administration unless the sufferer leaves the shores of Chennai must be taken care and should be completed systematically so that picture of Chennai as wellness destination is strengthened.

- ❖ Despite the fact that majority of respondents expressed confidence in medication and were not very keen about accreditation, the medical fraternity should take extra measures to get themselves permitted via global accreditation agencies. Executive must motivate exclusive avid gamers in wellness care sector to get authorised. Internationalization of health care implies tougher competitors and publicity and Chennai should equip itself with worldwide standards and offerings.
- ❖ Chennai has the advantage to offer each mainstream and substitute patterns of treatment. When you consider that the tour options side, Chennai has quite a few variety to offer. So the positioning must be a detailed combination of medical treatment and tourism facet reflecting the warmth of Indian care, cure and remedy providing a first-rate expertise to the vacationer.
- ❖ Low price healthcare offerings coupled with internationally applicable medical practices would function Chennai as an appealing healthcare vacation spot. Indian hospitals are price efficient than many developed international locations equivalent to u.S. And Europe. Even when in comparison with other South-East Asian international locations, corresponding to Thailand and Singapore, India rankings higher, with the price of tactics more cost effective

by way of round 20 percentage. One of these scenario provides possibilities for Indian healthcare sector.

- ❖ Chennai's coolest months are from November to mid-March and the hottest are from April to June. The monsoon rains are skilled from mid-July to September. For tourists, Chennai presents abundant opportunities to participate in diverse movements in exclusive parts of the country.
- ❖ Naturopathy is also some of the traditional Indian systems of treatment. Many nutritionists and consultants expert in the naturopathy are advocating distinct average means of diets for more than a few ailments. Consultancy offerings are furnished through nationalists which is a nice opportunity for individuals engaged in that field. The quantity of scholars enrolling for the vitamin and dietetics course is also witnessing a rise because of the various opportunities that the field supplies.
- ❖ The govt and Tourism authorities have to take initiatives and formulate correct systems for enhancing up medical tourism in the city. Measures like joint promotions with confidential entrepreneurs and multiplied communique and advertising aid for brand new products/offerings would prove precious to the enterprise. Efforts in the path of conservation and sustainability of assets, institutional development programs, training and enforcement of service employees and tourism advertising and marketing progress are critical strikes to be initiated in this discipline.
- ❖ At industry degree, several initiatives are taken to platform Chennai as a healthcare vacation spot. Healthcare firms are additionally working closely with different stakeholders such as hotels, journey agents, tour operators and airlines to present healthcare tourism as a composite service. While

doing so, sufferer safety is being ensured via joint efforts of various stakeholders.

- ❖ Some healthcare provider vendors have fashioned strategic alliances with predominant healthcare businesses on the planet. Efforts are being made to tie-up with country wide healthcare programs overseas and social / business insurance vendors. Few of them have additionally situated alliances with academic and research associations overseas to replace on medical applied sciences and practices.
- ❖ Executive has additionally been supportive of the initiatives taken by using the healthcare and tourism industry to realize the capabilities. The core and many state governments are encouraging healthcare / tourism firms to participate in international gala's and promotional programmes to platform the capabilities of India.
- ❖ Multi-language ability, which is one of the distinguished interfaces for availing healthcare tourism services overseas, is an extra skills for Chennai. In addition to skill in English, Indians are informed in talking Hindi, Urdu, Bangla, Arabic, and Tamil, which can be broadly spoken in neighboring international locations of West Asia, South and South East Asia.
- ❖ Progress in the healthcare tourism market lies with the ability in delivering personalized merchandise/offerings for the global sufferers. Abroad advertising and marketing of vacation spot will have to lift the message of being a vacation spot that has lots to present. Exact segments should be recognized headquartered on the selection of trip options at the side of therapies and dedicated communicate tactics will have to be developed to highlight the elements of those wonderful applications. Replacement varieties

of medicine like Ayurveda and Yoga coupled with tour programs is an subject to be focused upon.

- ❖ Lengthy waiting time in a few international locations works in want of progress in healthcare tourism in establishing countries. International locations, comparable to UK and Canada that provide free healthcare offerings to their citizens grow to be a supply for big number of healthcare tourists travelling India. Chennai avid gamers would leverage fine in services rendered beside with low fee healthcare options, to attract more number of patients from these international locations.
- ❖ There are also opportunities in the infrastructure sectors, due to greater demand for journey (airways, street / rail transport, hotels, hospitals) and conversation (cell, internet). Newer units of campaigning and promotions furnish industry opportunities for media and mass-verbal exchange segments. Consultants, in extensive variety of areas protecting healthcare, tourism, infrastructure, communications, media, marketing and promotions, are prone to get trade possibilities with the development of healthcare tourism in Chennai.
- ❖ The researcher had listed out precise challenges that Chennai used to be facing in triumphant positioning as a medical vacation spot. The tour operators had commented that, abroad marketing efforts of India had now not reached the expected phases. Other main challenges could be to improve suitable products/offerings for scientific tourists and components of right principles, laws and rules to preserve interests of scientific tourists. Some vacation spot issues like cleanliness/hygiene, protection/safety and transportation issues additionally pose challenges.

- ❖ Together with exclusive participation of entrepreneurs, tourism places of work can maintain curiosity and relevance of the vacation spot by means of aggressive promotional efforts. This could be succeeded by using increasing presence to these markets which aren't being represented currently.
- ❖ With a view to make sure sustainability in medical tourism, even successful medical techniques and results require popular comply with-up. Complications, part-results and post-operative care are more often than not the responsibility of the hospital therapy in the sufferers home nation. This might avoid medical tourism progress as it is going to provide rise to new expenses. Strong law enforcement policies to help international patients should be formulated to furnish improved entry to regional courts and medical boards. Meals and Drug Administration approval of therapies and remedies is anticipated to emerge as a global benchmark in proving first-rate and credibility of medical practices.

Scope for future studies

- ❖ The charges levied for scientific healing by one of a kind hospitals in Chennai is to be integrated as a predominant aspect of medical Tourism learn .The long run study could tackle issues of comparison of the rates charged with the aid of Hospitals throughout India.
- ❖ Future study might take up on an drawback that examining the efficiency of opponents states who're dealing in scientific tourism and recognizing benefits and downsides of these states in India.
- ❖ Future study, the applicability of scientific tourism for every other state of India example Kerala etc