List of Charts, Graphs and Pictures

Chart 1.1: Map of Kerala ..................................................................................................... 9
Graph 3.1: 7 P’s of Services Marketing ............................................................................... 54
Graph 3.2: International Tourist Arrivals, 1950-2004* ......................................................... 68
Graph 3.3: WTO Vision-2020 ............................................................................................. 69
Graph 3.4: Region Wise Growth of Tourism .......................................................................... 70
Chart 3.5: Elements of Tourism Industry ............................................................................. 71
Chart 3.6: A Model for Discussing Technology in Tourism .................................................. 86
Chart 3.7: The Distribution Channel of Airlines in Tourism .................................................. 87
Chart 3.8: Tourism products ................................................................................................ 115
Chart 3.9: Tourism Products and Price ............................................................................... 115
Chart 4.1: Health ............................................................................................................. 122
Chart 4.2: Health and tourism Destinations ........................................................................ 125
Picture 4.3: Cardiac care ..................................................................................................... 139
Picture 4.4: Orthopedic ...................................................................................................... 140
Picture 4.5: ENT ................................................................................................................ 142
Picture 4.6: General Surgery .............................................................................................. 143
Picture 4.7: Urology .......................................................................................................... 146
Picture 4.8: Ophthalmology ............................................................................................... 146
Picture 4.9: Fertility Treatment ......................................................................................... 147
Picture 4.10: Yoga and Meditation ...................................................................................... 148
Picture 4.11: Ayurveda ...................................................................................................... 148
Picture 4.12: Naturopathy ................................................................................................. 149
Chart 4.13: Health Tourism Products .................................................................................. 153
Chart 4.14: Ps in health tourism marketing mix .................................................................... 160
Chart 4.15: Product life cycle of health tourism products .................................................... 162
Chart 4.16: Ten determinants influence service quality ....................................................... 163
Chart 5.1: Year of starting Business .................................................................................... 170
Chart 5.2: Area of Operation ............................................................................................. 171
Chart 5.3: Health Tourism Products Providing ................................................................... 173
Chart 5.4: Accessible Health Tourism Market to Business ............................................... 174
Chart 5.5: Concentrated Targeting Highly Effective ............................................................ 175
Chart 6.8: Influence of Pricing Policies on Nature of Product and Season ..........217
Chart 6.9: Customers Perception on Pricing ..........................................................219
Chart 6.10: Relationship between Flexible Pricing Policy and Seasonal Demand ....220
Chart 6.11: Influence of Customer Arrival on Health Tourism Providers Location ..221
Chart 6.12: Amount Spent for Promotion ..............................................................223
Chart 6.13: Effectiveness of Promotional Activities .................................................224
Chart 6.14: Role of Promotional Activities on Health Tourism Marketing ..............225
Chart 6.15: Essentials of Promotional Activities .......................................................226
Chart 6.16: Effectiveness of Advertising Budget ......................................................227
Chart 6.17: Influence of Cost of Advertising Budget on Pricing Policies ..............228
Chart 6.18: Role of Social Networks in Promoting Health Tourism Products ..........229
Chart 6.19: Essentials of Branding on Sales Promotion ..........................................231
Chart 6.20: Essentials of Traditional Media on Sales Promotion ............................232
Chart 6.21: Direct and online Marketing Techniques for Health Tourism Products ....233
Chart 6.22: Type of online Marketing Methods ......................................................234
Chart 6.23: Effectiveness of online Marketing Channels ..........................................235
Chart 6.24: Communication Tools for Promoting Health Tourism Products ...........238
Chart 6.25: Types of Promotional Activities Undertaken ........................................239
Chart 6.26: Methods to Determine the Promotional Budget ....................................240
Chart 6.27: Rate promotional variables-Opinion on the Amount Spend for Promotion ..241
Chart 6.28: Effectiveness of Promotional Activities Undertaken for health tourism products ......................................................242
Chart 6.29: Role of Promotional Activities to Health Tourism Industry ...................243
Chart 6.30: Need of Promotional Activities for the Development of Health Tourism ......244
Chart 6.31: Schedule of Promotional Activities Undertaken .....................................245
Chart 6.32: Assistance from Government for Promoting Health tourism ..................246
Chart 6.33: Threats from Competitors as a Major Problem in Health Tourism ...........248
Chart 6.34: Role of Physical Evidence in the Customer’s Satisfaction .......................249
Chart 6.35: Physical Evidence and Pricing ...............................................................250
Chart 6.36: Essential of online booking for Health Tourism Process .......................251
Chart 6.37: Essential of Price Quotation for Health Tourism Process .......................252
Chart 6.38: Effectiveness of People Oriented Service ...............................................254
Chart 7.1: Demand for Health Tourism Products ................................................................. 257
Chart 7.2: Age group and Demand .................................................................................. 258
Chart 7.3: Demand for Health Tourism Products ............................................................. 259
Chart 7.4: Demand for Health Tourism Products in the Last 12 Months ......................... 260
Chart 7.5: Balancing of Demand and Supply .................................................................. 261
Chart 7.6: Demand Exceeds Capacity, Rent or Share Extra Facilities ............................... 262
Chart 7.7: Demand Levels Change Randomly ................................................................... 263
Chart 7.8: Reservation System Essential for Controlling Demand ..................................... 264
Chart 7.9: Marketing Mix Elements can be used to Shape Demand Pattern in Health Tourism Marketing .......................................................... 265
Chart 7.10: Unoccupied time Larger than Occupied ....................................................... 267
Chart 7.11: Complaint Handling and Service Recovery Procedures are Effective ............. 268
Chart 7.12: Financial and non Financial Rewards Required to Increase Performance ............ 269
Chart 7.13: Health Tourism Service Accommodated ....................................................... 270
Chart 7.14: Business as a health tourism specialist ........................................................... 270
Chart 7.15: Training and Monitoring Essential .................................................................. 271
Chart 7.16: Staffing cost Influence the Profitability of the Organization ......................... 272
Chart 7.17: Recruiting Specialist Staff is Time Consuming and Expensive ....................... 273
Chart 7.18: Strategies and Tactics for Recruiting, Training and Safeguarding Relationships ................................................................................................................. 274
Chart 7.19: Quality of Personal Relationship between Company and Clients Become Vital .................................................................................................................................. 276
Chart 7.20: Gap between Customer’s Expectation Perception of Service ............................ 277
Chart 7.21: Consumers’ Expectations and Management Perceptions on Service Quality .......................................................... 278
Chart 7.22: Customer Expectations and Quality Specifications set for Service Delivery ................................................................................................................. 279
Chart 7.23: Gap between Actual and Expected Quality of Service Delivery ....................... 280
Chart 7.24: Service Quality and Firm’s External Communication ...................................... 282
Chart 7.25: Customer Satisfaction and Service Quality are Pre Requisites for Brand Loyalty ................................................................................................................. 283
Chart 7.26: Providers feel that the Quality has been improved .......................................... 284
Chart 7.27: Quality Pricing Policy in Sustaining Income ..................................................... 285
<table>
<thead>
<tr>
<th>Chart 8.1:</th>
<th>Occupation Wise Classification of Respondents</th>
<th>292</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chart 8.2:</td>
<td>Annual Income wise Classification of Respondents</td>
<td>293</td>
</tr>
<tr>
<td>Chart 8.3:</td>
<td>Gender Wise Classification of Respondents</td>
<td>294</td>
</tr>
<tr>
<td>Chart 8.4:</td>
<td>Age wise Classification of Respondents</td>
<td>295</td>
</tr>
<tr>
<td>Chart 8.5:</td>
<td>Overall Customer Service</td>
<td>296</td>
</tr>
<tr>
<td>Chart 8.6:</td>
<td>Customer Support</td>
<td>297</td>
</tr>
<tr>
<td>Chart 8.7:</td>
<td>Satisfaction of Health Tourism Products</td>
<td>299</td>
</tr>
<tr>
<td>Chart 8.8:</td>
<td>Satisfactions of Health Tourism Providers</td>
<td>300</td>
</tr>
<tr>
<td>Chart 8.9:</td>
<td>Satisfaction of Cost and its Benefits</td>
<td>301</td>
</tr>
<tr>
<td>Chart 8.10:</td>
<td>Product Recommend to a Friend</td>
<td>302</td>
</tr>
<tr>
<td>Chart 8.11:</td>
<td>Repeated use of Health Tourism Product</td>
<td>303</td>
</tr>
<tr>
<td>Chart 8.12:</td>
<td>Customer Service Exceed Expectation</td>
<td>304</td>
</tr>
<tr>
<td>Chart 8.13:</td>
<td>Health Tourism Providers Provide Good Customer Service</td>
<td>305</td>
</tr>
<tr>
<td>Chart 8.14:</td>
<td>Standard and Criteria Improve Marketing of Health Tourism Products</td>
<td>306</td>
</tr>
<tr>
<td>Chart 8.15:</td>
<td>Perception of Health Tourism Product</td>
<td>307</td>
</tr>
<tr>
<td>Chart 8.16:</td>
<td>Helpfulness of Treatment</td>
<td>308</td>
</tr>
<tr>
<td>Chart 8.17:</td>
<td>Friendliness from Providers</td>
<td>309</td>
</tr>
<tr>
<td>Chart 8.18:</td>
<td>Easy to Get Intimation</td>
<td>310</td>
</tr>
<tr>
<td>Chart 8.19:</td>
<td>Talent of the Professionals</td>
<td>311</td>
</tr>
<tr>
<td>Chart 8.20:</td>
<td>Efficiency of the Organisation</td>
<td>312</td>
</tr>
<tr>
<td>Chart 8.21:</td>
<td>Regular Consumer of Health Tourism Products</td>
<td>313</td>
</tr>
<tr>
<td>Chart 8.22:</td>
<td>Promotional Measures Influence Health Tourism Products’ Selection</td>
<td>314</td>
</tr>
<tr>
<td>Chart 8.23:</td>
<td>Shift in Consumption of Health Tourism Marketing</td>
<td>315</td>
</tr>
<tr>
<td>Chart 8.24:</td>
<td>Period of Consumption of the Health Product</td>
<td>316</td>
</tr>
<tr>
<td>Chart 8.25:</td>
<td>Promotional Aspect of the Health Tourism Product is Easily Understood</td>
<td>317</td>
</tr>
<tr>
<td>Chart 8.26:</td>
<td>Promotional Aspect of Health Tourism Products</td>
<td>318</td>
</tr>
<tr>
<td>Chart 8.27:</td>
<td>Price Affordable to Consumers</td>
<td>319</td>
</tr>
<tr>
<td>Chart 8.28:</td>
<td>Degree of Satisfaction while Using the Health Product</td>
<td>320</td>
</tr>
<tr>
<td>Chart 8.29:</td>
<td>Behaviour of Health Tourism Provider is Satisfactory</td>
<td>321</td>
</tr>
<tr>
<td>Chart 8.30:</td>
<td>Team Spirit is of High Order in Organisation</td>
<td>322</td>
</tr>
<tr>
<td>Chart 8.31:</td>
<td>Usage of Same Health Tourism Products</td>
<td>323</td>
</tr>
<tr>
<td>Chart 8.32:</td>
<td>Price and Quality of Health Tourism Products</td>
<td>324</td>
</tr>
</tbody>
</table>
Chart 8.33: Rate Quality of Health Tourism Product ............................................................. 325
Chart 8.34: Opinion about Health Tourism Products Brand.............................................. 326