Chapter IV

OBJECTIVES OF THE STUDY

In this Chapter the problem statement is developed, Objectives are set and hypotheses are formulated.

In the Today’s competitive world Global Service sector is the most promising and competitive sector. Medical Tourism sector is a Niche service Product which is earning Maximum foreign Exchange recently in India. . Sakhi Gupta (2012) Back Ground to a new concept of Indian Medical.

Medical tourism is the buzzword now. The government as well as private players are keenly assessing the potential and means to tap the same. The equation is ‘First World treatment’ at “Third World prices”. A CII-McKinsey report last year, postulating the opportunities in health tourism, states that the medical tourism market in the country pegged a 30 per cent growth in 2000 and it has been growing at the rate of 15 per cent for the past five years.

There is lot of studies about growing Medical Tourism Industry in India. There are negligible studies focusing on issues of Medical Tourism in Madhya Pradesh. Based upon the above discussion the present study will look into dimensions of Medical Tourism in Madhya Pradesh.

The present study unveils the relationship of Madhya Pradesh state and practicing Medical Tourism Concept. This study also studies the awareness and potential of Medical Tourism in Hospitals and Travel Agencies in Madhya Pradesh and efforts of state Government to promote Medical Tourism and also the capability and competence of Hospitals in Madhya Pradesh.
4.1 Objectives of the study

This chapter deals with the problem statement of this research study.

The research study is done to Objectives:

1. To Study the market potential of Medical Tourism in Madhya Pradesh.
2. To Study the competency and capability of existing hospitals to face the challenges of Medical Tourism.
3. To Study the awareness level of Medical Tourism in Consumers/ Market and Tourist Agents in Madhya Pradesh.
4. To Study the role of government in promoting Medical Tourism.

4.2 RESEARCH HYPOTHESES IS FORMULATED

Null Hypothesis $H_0_1$  
Medical Tourism Packages are not Significantly Economical.

Alternate Hypothesis $H_{a1}$  
Medical Tourism Packages are Significantly Economical

Null Hypothesis $H_0_2$  
Medical Tourism customers are not significantly Medically Insured.

Alternate Hypothesis $H_{a2}$  
Medical Tourism Customers are significantly Medically Insured.

Null Hypothesis $H_0_3$  
Medical Tourism customers are not significantly aware of Medical Tourism Concept.

Alternate Hypothesis $H_{a3}$  
Medical Tourism Customers are significantly aware of Medical Tourism Concept.

Null Hypothesis $H_0_4$  
Medical Tourism customers are not significantly safe in Medical Tourism Treatment.
Alternate Hypothesis Ha₄: Medical Tourism Customers are significantly safe in Medical Tourism Treatment

Null Hypothesis H₀₅: Medical Tourism customers are not significantly getting information from different sources of medical tourism concept.

Alternate Hypothesis Ha₅: Medical Tourism Customers are significantly getting information from different sources of Medical Tourism Concept.

Null Hypothesis H₀₆: Medical Tourism customers feel that there is no significant role of travel agencies in Medical Tourism Process.

Alternate Hypothesis Ha₆: Medical Tourism Customers feel that there is significant role of travel agencies in Medical Tourism Process.

Null Hypothesis H₀₇: Medical Tourism customers feel there is no significant role of Aviation in Medical Tourism Industry.

Alternate Hypothesis Ha₇: Medical Tourism Customers feel there is significant role of Aviation in Medical Tourism Industry.

Null Hypothesis H₀₈: Medical Tourism customers feel they will not significantly like to visit Madhya Pradesh Tourist Places in their Medical Tourism Packages.

Alternate Hypothesis Ha₈: Medical Tourism customers feel they will significantly like to visit Madhya Pradesh Tourist Places in their Medical Tourism Packages.
Null Hypothesis H_{0_{9.1}} \quad \text{Respondent opinion for Support services is not uniformly distributed}

Alternate Hypothesis H_{a_{9.1}} \quad \text{Respondent Opinion for Support services is uniformly distributed}

Null Hypothesis H_{0_{9.2}} \quad \text{Food Services are playing significant role in Medical tourism.}

Alternate Hypothesis H_{a_{9.2}} \quad \text{Recreation plays a significant Role in support services.}

Null Hypothesis H_{0_{10}} \quad \text{Medical Tourism customers feel there is no significant quality medical Care in Medical Tourism Services.}

Alternate Hypothesis H_{a_{10}} \quad \text{Medical Tourism Customers feel there is significant Quality medical Care in Medical Tourism Services.}

Null Hypothesis H_{0_{11}} \quad \text{Medical Tourism customers feel there will no significant growth of Medical Tourism Concept in Madhya Pradesh.}

Alternate Hypothesis H_{a_{11}} \quad \text{Medical Tourism Customers feel there will be significant growth of Medical Tourism Concept in Madhya Pradesh.}

Null Hypothesis H_{0_{12}} \quad \text{Medical Tourism customers feel they cannot significantly club the tourism services with Medical Services in Future also.}

Alternate Hypothesis H_{a_{12}} \quad \text{Medical Tourism Customers feel they can significantly club the tourism services with medical services in future also.}

Null Hypothesis H_{0_{13}} \quad \text{Medical Tourism customers feel there is not significant impact of Additional Services by Hospitals in Medical Tourism.}
Alternate Hypothesis $H_{a13}$: Medical Tourism customers feel there is significant impact of Additional Services by Hospitals in Medical Tourism.

Null Hypothesis $H_{014}$: Medical Tourism customers are not aware of Medical Tourism concept.

Alternate Hypothesis $H_{a14}$: Medical Tourism customers are aware of Medical Tourism concept.

Null Hypothesis $H_{015}$: Hospitals in Madhya Pradesh are significantly Practicing Medical Tourism Services.

Alternate Hypothesis $H_{a15}$: Hospitals in Madhya Pradesh are not significantly Practicing Medical Tourism Services.

Null Hypothesis $H_{016}$: Hospitals in Madhya Pradesh are not significantly planning for Practicing Medical Tourism Services in future.

Alternate Hypothesis $H_{a16}$: Hospitals in Madhya Pradesh are significantly planning for Practicing Medical Tourism Services in future.

Null Hypothesis $H_{017}$: Hospitals in Madhya Pradesh are not having Significant Infrastructure for Serving Medical Tourism International Patients.

Alternate Hypothesis $H_{a17}$: Hospitals in Madhya Pradesh are having Significant Infrastructure for Serving Medical Tourism.

Null Hypothesis $H_{018}$: Number of Patients per year in Hospitals in Madhya Pradesh are not significantly increasing.

Alternate Hypothesis $H_{a18}$: Number of Patients per year in Hospitals in Madhya Pradesh are significantly increasing.
Null Hypothesis H0₁₉ \hspace{1em} Hospitals in Madhya Pradesh are significantly applying for International Quality Accreditation.

Alternate Hypothesis Ha₁₉ \hspace{1em} Hospitals in Madhya Pradesh are not significantly applying for International Quality Accreditation.

Null Hypothesis H0₂₀ \hspace{1em} Global Medical Tourism Customers will not significantly may prefer to Visit Hospitals in Madhya Pradesh for treatment.

Alternate Hypothesis Ha₂₀ \hspace{1em} Global Medical Tourism Customers will significantly may prefer to Visit Hospitals in Madhya Pradesh for treatment.

Null Hypothesis H₀₂₁ \hspace{1em} Global Medical Tourism patients are significantly not interested in supporting services provided by hospitals.

Alternate Hypothesis Ha₂₁ \hspace{1em} Global Medical Tourism patients are significantly interested in supporting services provided by hospitals. Quality Treatment

Null Hypothesis H₀₂₁.₁ \hspace{1em} Medical Tourist is not Preferring Quality Treatment.

Alternate Hypothesis Ha₂₁.₁ \hspace{1em} Medical Tourist prefers Abundant Quality Treatment.

Null Hypothesis H₀₂₁.₂ \hspace{1em} Medical Tourist are not Preferring English Language

Alternate Hypothesis Ha₂₁.₂ \hspace{1em} Medical Tourist prefers English Language.

Null Hypothesis H₀₂₁.₃ \hspace{1em} Medical Tourist is not Preferring Abundant Tourist Places.

Alternate Hypothesis Ha₂₁.₃ \hspace{1em} Medical Tourist prefer Abundant Tourist Places.
Null Hypothesis $H_{01.4}$  
*Medical Tourist is not Preferring Economical Rates.*

Alternate Hypothesis $H_{a1.4}$  
*Medical Tourist prefers Economical Rates.*

Alternate Hypothesis $H_{a2.5}$  
to test uniformity in research opinions we apply goodness of fit.

Null Hypothesis $H_{02.4}$  
*Medical tourist significantly not prefers Madhya Pradesh tourism places.*

Alternate Hypothesis $H_{a2.4}$  
*Medical tourist significantly prefer Madhya Pradesh tourism places*

Null Hypothesis $H_{03.4}$  
*Medical tourists not prefer availing medical tourism services in minor Problems.*

Alternate Hypothesis $H_{a3.4}$  
*Medical tourists will prefer availing medical tourism services in minor Problems Medical tourists will prefer Madhya Pradesh tourism places.*

Null Hypothesis $H_{04.4}$  
*Hospital: Medical tourist’s criteria for not choosing hospitals for medical treatment.*

Alternate Hypothesis $H_{a4.4}$  
*Hospitals: Medical tourist’s criteria for choosing hospitals for medical treatment.*

Null Hypothesis $H_{05.4}$  
*Madhya Pradesh Hospitals are not providing various facilities to the Patients.*

Alternate Hypothesis $H_{a5.4}$  
*Madhya Pradesh Hospitals are providing various facilities to the Patients*
Null Hypothesis \( H_{026} \)  
*Hospitals in Madhya Pradesh are significantly getting Government Aid / help for development of Medical Tourism.*

Alternate Hypothesis \( H_{a26} \)  
*Hospitals in Madhya Pradesh are not significantly getting Government Aid / help for development of Medical Tourism.*

Null Hypothesis \( H_{027} \)  
*Hospitals in Madhya Pradesh are significantly not getting various factors in Government Aid / help for development of Medical Tourism.*

Alternate Hypothesis \( H_{a27} \)  
*Hospitals in Madhya Pradesh are significantly getting various factors in Government Aid / help for development of Medical Tourism.*

Null Hypothesis \( H_{028} \)  
*The Number of Tourist visiting a Travel Agencies are not increasing very fast.*

Alternate Hypothesis \( H_{a28} \)  
*The Number of Tourist Visiting Travel Agencies are increasing very fast.*

Null Hypothesis \( H_{029} \)  
*Travel Agencies in Madhya Pradesh are not providing attractive tourism variety packages to the Tourists.*

Alternate Hypothesis \( H_{a29} \)  
*Travel Agencies in Madhya Pradesh are providing attractive tourism variety packages to the Tourists.*

Null Hypothesis \( H_{030} \)  
*Travel Agencies in Madhya Pradesh are not providing Professional Service assistance to the Tourists.*

Alternate Hypothesis \( H_{a30} \)  
*Travel Agencies in Madhya Pradesh are providing Professional Service assistance to the Tourists.*
Null Hypothesis $H_{031}$: Travel Agencies in Madhya Pradesh are not aware of Medical Tourism Concept.

Alternate Hypothesis $H_{a31}$: Travel Agencies in Madhya Pradesh are Aware of Medical Tourism Concept.

Null Hypothesis $H_{032}$: Travel Agencies in Madhya Pradesh are not planning for Medical Tourism Packages in future.

Alternate Hypothesis $H_{a32}$: Travel Agencies in Madhya Pradesh are planning for Medical Tourism Packages in future.

Null Hypothesis $H_{033}$: Travel Agencies feel that there will not be growth in factors of Medical Tourism concept in Madhya Pradesh.

Alternate Hypothesis $H_{a33}$: Travel Agencies feel that there will be growth in factors of Medical Tourism concept in Madhya Pradesh.

Null Hypothesis $H_{034}$: Travel Agencies feel that there is no Support by Government support for Medical tourism in Madhya Pradesh.

Alternate Hypothesis $H_{a34}$: Travel Agencies feel that there is Support by Government support for Medical tourism in Madhya Pradesh.