Chapter VIII

IMPLICATIONS, SUGGESTIONS AND LIMITATIONS

8.1 THE MARKETING IMPLICATIONS OF THE STUDY

The chapter deals with the Implication, Suggestions and Limitation

The marketing implications of studying market potential of Medical Tourism in Madhya Pradesh are offered below. The Medical Tourism concept itself is very new in India and especially in Madhya Pradesh. There was no information available in Hospitals of Madhya Pradesh and Madhya Pradesh Tourism Department. The study decided to calculate

Implication of calculated market potential

Domestic tourist Arrivals

Foreign tourist Arrivals

Domestic population trend

Trend

8.1.1. The Study implies that the figures of foreign tourist arrivals in India are increasing every year. In last 2003-2008 years they were soaring by 14 % to 26% per annum 5.17 Million in 2010 in Recession in Indian & World. Domestic tourism has also Increasing at 18% Rate. Foreign Exchange Earnings from tourism (in dollar terms) increased at a rate of 18.1% in 2010 as compared to 2009.

The day by day increasing figures of Foreign tourist arrival indicates the faith and confidence the foreign Tourists are showing for India and Madhya Pradesh Tourism Department. This department can promote Medical Tourism Services to Foreign tourists and also in other countries.

8.1.2. Continuous growth in domestic tourism Industry in India: The study repercussions that this is a positive indication for growth of tourism Industry. It can be
said that Indians are eager to avail many novel tourism package happy after availing it in India. Population is very large, Purchasing power of Indians is increasing and they wish to explore new tourism places, and never tourism products. Like Medical Tourism may design niche tourism packages for this group.

8.1.3 The purchasing power of citizens of Madhya Pradesh and other states of India is increasing. The tourism departments of Madhya Pradesh Can plan some products for this group who loves tourism and also wish to spend on good quality Tourism Products. Example – Medical Tourism, Rural Tourism, Tribal tourism.

The positive soaring figures of Domestic and foreign tourist is assuring a growing business at present and also in future, lot of earning in Indian and foreign Currency to Madhya Pradesh and India.

8.1.4 Growth of Medical Tourist arrivals in India

The study inferences that the foreign tourist Arrivals are visiting India for visiting their family & friends 27.5 and others official visitors-27.2 (all over the world) this tourist are coming from mainly America, Australia. Then 24% are visiting India for leisure & Recreation purpose, 18.6% are visiting for business purpose mainly they are coming from Japan, China, Egypt & Korea. Out of the total Foreign Tourist Arrivals 2.7% foreign visitors are visiting India for getting Medical Treatment or Medical Tourism. This figure indicates that Foreign Tourist Arrivals all over the world are also trusting India for their Medical Treatment. And day by day this trust is increasing.

Indian states: Madhya Pradesh can Introduce and promote Medical Tourism Packages very easily. As India has very good hospitals and knowledgeable & experienced doctors. Medical services are provided in India very economical rates. Waiting lines for patients for meeting the doctors is very less. Hospitals staff is English speaking so lots of patients are inclined to visit India

8.1.5 The study inference that India is becoming Preferred Destination of Tourism there is increasing preference of India as their recreation destination by foreign travelers. There is a positive trend in increase of foreign tourist arrival in India. This
may be result of government’s continuous efforts-tourism policy, infrastructure & communication means, air connectivity and aggressive promotion. This tourist demand for novel tourism products ex. Medical-Tourism.

8.1.6 The study inferences that it is clear that the rate of foreign tourist arrivals is a growing sector in India. This is a positively growing sector in world and in India also so it can be stated that India is increasing in the preference of all foreign Tourist Arrivals. These figures have a positive trend of growth so we can say this is a promising sector from where India is earning foreign currency in quantity. So India should always invest in this sector to provide all facilities to foreign tourist like Medical Tourism..

8.1.7 The study implies that Tourism sector is also soaring very fast and this is an opportunity of world tourism, which is increasing. Government tourism department of India may find some Niche Areas, expertise to cater this International Tourist like Medical Tourism, Sports Injuries Rural tourism, Then 24% are visiting India for leisure & recreation purpose, 18.6% are visiting for business purpose mainly they are coming from Japan, China, Egypt & Korea. Out of these 2.7% foreign visitors are visiting India for medical treatment or medical tourism. This figure indicates that foreign tourist arrivals all over the world are also trusting India for their Medical Treatment like Medical Tourism.

8.1.8 The study implies that there is a Growth of Medical Tourist arrivals in India. This is opening a new avenue to attract foreign tourist arrivals to visit India. This is a niche tourism sector which can be developed in future in different states of India like Madhya Pradesh. Thus medical tourism can be promoted by government so that more numbers of foreign tourist arrivals are tempted to visit India for world class medical treatment at very reasonable rates.

India and states like Madhya Pradesh has very good hospitals and knowledgeable & experienced doctors. Medical services are provided in India very economical rates. Waiting lines for patients for meeting the doctors is very less. Hospitals staff is English speaking so lots of patients are inclined to visit India.
8.1.9 The study implies that there are unrecorded cases of Medical Tourism in Madhya Pradesh Medical Tourism cases diverted to Agra by (Tourist Agencies) Inbound Medical Tourism in Madhya Pradesh –Indore. Patients were satisfied after availing Medical Tourism Services in Madhya Pradesh. This travel agencies can stop diverting and start routing to Madhya Pradesh Hospitals.

8.1.10 The Study implies that the Role of Private Hospitals. Due to efforts of Private Hospitals and Corporate Hospitals Medical Tourism Industry in India is Growing very fast.

8.1.11 The Study implies that India is gaining advantage in Medical Tourism and this advantage can be encased by hospitals in India and eventually states like Madhya Pradesh.

8.1.12 The study implies that Madhya Pradesh in future can practice Medical Tourism services successfully. These may be Strengths of Madhya Pradesh state in practicing Medical Tourism? This state have hidden cases of Medical Tourism, good Scenic beauty and deep Kanha forest with Tigers, Good Climate condition, Reasonable Air Connectivity, Modern Communication facilities, Faster commutation, Good hospitals, Medical Treatment at Economical Rates, Travel Agencies combination of all Can lead growth in Medical Tourism in Madhya Pradesh. SWOT MP

8.1.13 The study implies that Government of Madhya Pradesh to promote awareness about the Medical Tourism and opportunity posed by it. So they should include Medical Tourism State tourism policy’s. Do efforts for the growth of this sector is done. All Travel Agencies in Madhya Pradesh may be trained to provide medical tourism packages. They should be trained to be professional and then may think of providing newer packages of tourism. Government may start International Marketing in tourism.

8.1.14 The study implies that in Madhya Pradesh there are some successful cases of inbound and intra-abound Medical Tourism found. But the number is less. This states that the Hospitals in Madhya Pradesh are good but no special efforts are done
by management for getting Medical Tourism Tourist. There is awareness of Medical tourism in Hospitals & Travel Agencies

8.1.15 The study implies that India is gating Medical Tourists for complicated health problems like Liver transplant, Kidney Transplant, Heart Surgeries, due to which very less chances of Tourism can be planed. There should be some medical tourism packages where there is more treatment and least tourism to be added.

8.1.16 The study implies that Relax Medical Tourism Visa process: Government of India and Madhya Pradesh to relax all rules & Regulation and then develop this sector. The Visa process to be made very easy and approachable. A clause of permission to visit India again after treatment to get doctors guidance should be added.

8.1.17 The study implies that regulation on organ transplant s should be relaxed by Central and state government then tourists will think for visiting India only.

8.1.18 The study implies that medical Tourism Packages can be sold to Domestic Indian Patients. Population is more, Affluent, Wish to travel, less complication as no VISA, Foreign Embassy involvement and les transportation Cost.

8.1.19 The study implies that Hospitals in Madhya Pradesh may think of entering in Niche Treatment Area- Sports injuries, Spastic treatment (Age Old) care, Psychological Treatment etc.

The study implies that multiple Business opportunity in Groups: There is a tendency of Medical Tourism Travelers they prefer to visiting in groups. They wanted to visit along with their friend or relatives. This is again an opportunity to earn in multiple. All Indian and Madhya Pradesh Hospitals to contact patients and promote group Medical Tourism Packages.

8.1.20 The Study inferences that develop Medical Tourism sector in Madhya Pradesh. It can be said that Hospitals core services of all Madhya Pradesh hospitals are performing the high score in this factor. This is strength of all hospitals in Madhya Pradesh so we can say that all respondents from hospitals say that they are providing best all the core services to their Patients. So we can sum up that core
Services i.e. Service Quality, Manpower and certification is best in hospitals of Madhya Pradesh. Hospitals in Madhya Pradesh can think of introducing Medical Tourism packages in future. They are providing best quality services, knowledge Manpower reasonable rates and this are the basic aspects of Medical Services in which all foreigners are interested.

8.1.21 The study implicates that the Facilitating Services, are not at present included by any Hospital of Madhya Pradesh. These services will be designed and catered in future according to Medical Tourists. All those hospitals who wish to cater Medical Tourism Services to the Foreign Tourists are really going out to design the Pleasant service experience. To make them at ease and relived from the tension of leaving their home country.

All these services are making them feel ‘at home’ so that they will spend more time in availing services without any problem & recommend these services to others. Among these services highest preference is given to providing translators services after that multi cuisine canteen then airport pick up facilities, then international communication and last international marketing. Without which a hospital cannot think about providing Medical Tourism Services according to the Administrators of Hospitals in Madhya Pradesh.

8.1.22 The study implies that medical Tourism Support Services are provided in Madhya Pradesh. The hospitals are providing latest techniques of treatment to their Patients. All the hospitals respondent has given their opinion that they should start including Medical Tourism Support services in their hospital In future. All this assistance is must to be included in Medical Services of Hospital intend to serve Medical Tourism Tourists.

8.1.23 The study implies that the Supporting Service is necessary. In Madhya Pradesh only 50% Hospitals having staff with proficiency in English. Administrators of Hospital say that India as tourism place is also have started growing so not popular in foreign tourist. All Hospitals to recruit new staff with English language proficient member sand train old staff in communication skills.
8.1.24 The study proposition that the Implicit Services, in Hospitals are good in Madhya Pradesh. Have well in scores of Ambience & Economic rates so this states that hospitals are now a day all hospitals are working on ambiances & rates of Services they are charging is also economical.

8.1.25. The study implies that the explicit Services: According to these respondents Madhya Pradesh has scored less as a choice of Tourist preference. Their hospital is less accessible to patients & tourist visiting from abroad visiting.

8.1.26 The study implies that hospitals in Madhya Pradesh can think of entering in Niche Treatment Area- Sports injuries, Spastic treatment (Age Old) care, Psychological Treatment, etc.

8.1.27 The study implies that all Hospitals in Madhya Pradesh who wish to provide Medical Tourism Opportunity should try to get JCI and NABH Accreditation so it will be easy to get Medical Tourism Tourist coming from various countries for treatment and may foreigners will be assured of the quality of services.

8.1.28 The study implies that the Hospital Management wish to avail Medical Tourism Opportunity in Madhya Pradesh should be oriented towards availing Medical Tourism Services. All Hospitals to be trained accordingly.

8.1.29 The study implies that hospitals who wish to avail Medical Tourism Opportunity in Madhya Pradesh may start International Marketing Department and promote their brand in foreign markets.

8.1.30 The study implies that all those Hospitals who wish to introduce complete Services Mix Medical Tourism services in future should be should provide all service factors to their Foreign Patients then only they can cater Medical Tourism Patients.

8.1.31 The Study implies that hospitals have also given good scores to the services which they would like to provide in future i.e. Medical Tourism Support Services. They feel Airport clearance, pickup, Visa are very important if hospitals who plan for Medical Tourism services.
The study implies that a hospital in Madhya Pradesh has to improve specially has to improve on areas i.e. Visa & Foreign Embassy assistant Airport Clearance police formalities, Travel Agency Assistance if they wish to cater Medical Tourism Tourist in their hospital in future.

The study reveals that hospitals in Madhya Pradesh can get Student Interns from various countries to work in their hospitals, so that after returning to their Country they can refer patients to the hospitals & also create good word of mouth.

The study implies that in an Eye Hospital in Madhya Pradesh daily there are many groups of 10 to 12 patients from different states of India. They are also visiting places nearby. Hospital has to provide facilities of food & Retiring. This is example of Intrabound Medical Tourism. Mentioned in Dhavale (2012) in introduction of this thesis.

The study implies that Hospitals in Madhya Pradesh are having taught knowledgeable staff Experience Doctors due to which Medical Tourism Tourists may think of visiting Madhya Pradesh in future.

The study implies Hospitals in Madhya Pradesh have their own canteen providing traditional Indian food. This Menu is decided by the dieticians. All those Hospitals who wish to introduce Medical Tourism services in future should be should provide all variety of food so they will easily entertain their Foreign Patients then only they can cater Medical Tourism Patients.

The study inferences that since the customers are aware of Medical Tourism packages provided by Indian hospitals. Customer feel the packages are very economical. So the medical tourism service can be taken to Newer Markets in India or newer Countries. Similar Economical Medical Tourism services could be by introduced in by Madhya Pradesh Hospitals.

The study inferences that since the customer are medically insured Verity of Medical Tourism services can be designed and marketed to the same customers.

The study implies that since the Customers are aware of Medical Tourism services and Concept. The Medical Tourism opportunity can be enchased by the
Newer and non provider hospitals in different states of India Example: Madhya Pradesh.

8.1.40 The study implies that since the NRI customer feels safe after availing Medical tourism services in India and Madhya Pradesh. This is a certification for the services provided by the Indian Hospitals. The hospitals in India and Madhya Pradesh can think of Introducing International Marketing of their Services.

8.1.41 The study implies that since the customer is searching a lot of implication regarding Medical Tourism services in different mediums. To check authenticity of the Provider hospitals. There should be ample information of the hospitals. So all those hospitals who are planning for

8.1.42 The study implies that the aware customers will demand for medical tourism products in Madhya Pradesh.

8.1.43 The study implies that since the customer are aware for medical tourism services, they have experienced it. The customers also will start searching for quality accreditations hospitals in Madhya Pradesh.

8.1.44 The study implies that once the travel agents are aware of Medical tourism concept and opportunity. The Agency would like to get technically oriented on Medical Tourism concept. And in future plan to include novel tourism services like medical tourism packaged in future.

8.1.45 The study implies that the agency will retrospect own performance and try to upgrade on issues needed for medical tourism services.

8.1.46 The study implies that once the travel agents get convinced of medical tourism services future it will extend visa assistance in their core services.

8.1.47 The study implies that once the tourist agents are of aware of Medical tourism services will try to get Positive Government policy support from government.

8.1.48 Madhya Pradesh Government is not aware about Medical Tourism Concept. So unable to see any major investments.
From all the above figures of awareness it is clear that still there are 40% hospitals and 53% Travel agents unaware of Medical Tourism. Females 50% are unaware of Medical Tourism opportunity .Age groups other than 38-58 in hospitals and Males in Travel Agents are 55% unaware. Other cities other than Indore do not know about the Medical Tourism.

8.1.49 Government Active Support for practicing Medical Tourism

The study implies that the Government of Madhya Pradesh to start attending International travel fairs regularly for many Years consecutively. Ex .Arab trade fair, Dubai trade fair, Australia trade fair along with different hospitals like Apollo health city. Madhya Pradesh Government to promote very aggressively medical tourism services in Indian and international market. Madhya Pradesh government has also built new international Airport with all international facilities with daily international flights for the convenience of medical tourism tourists. Madhya Pradesh Government is to taking initiative for growth of Medical Tourism development in Madhya Pradesh. There are no policies for the development of Medical tourism as there is no awareness in government of Madhya Pradesh state

Organizing Seminars & Workshops

8.1.50 The study implies that the Government of Madhya Pradesh Should designs a Medical Tourism Awareness Campaign in which Various Seminars, Lectures and Workshops to be organized in Madhya Pradesh for hospitals, Travel Agents and Government department so that awareness level will be increased and after that they will be in a condition to Provide Medical Tourism Services.

Promote Practicing Medical Tourism in Madhya Pradesh.

8.1.51 The Study implies that the Madhya Pradesh Government should identify the young and mature people who are aware and who can take risk provide assistance then this youngster will start practicing Medical Tourism in Madhya Pradesh.
Include Medical Tourism Development in Madhya Pradesh State Tourism policy.

8.1.52 The Study implies that Madhya Pradesh Government can include Development of Medical Tourism policy and cut plans to develop Medical Tourism. A joint effort from public and private would require for development of this sector. Special budgets to be allocated to Medical Tourism.

Government of Madhya Pradesh should actively and aggressively start promoting Medical Tourism in Madhya Pradesh. A Medical Tourism boosting packages to be implemented in Madhya Pradesh.

Provide Financial Assistance

8.1.53 The study implies that the Madhya Pradesh government should start providing financial assistance or subsidized Finance to all those hospitals in Madhya Pradesh who wish to promote Medical Tourism services.

Knowledge Consultancy

8.1.54 The study implies that the Madhya Pradesh government should start providing Knowledge Consultancy assistance to Hospitals in Madhya Pradesh to promote Medical Tourism. They should invite or go for tie up with experts to provide knowledge consultancy in implementing Medical Tourism Concept.

Economic Infrastructure

8.1.55 The study implies that the Madhya Pradesh government starts providing economic or subsidized infrastructure to all Hospitals who wish to provide Medical Tourism in Madhya Pradesh.

Foreign Promotion

8.1.56 The study implies that the Madhya Pradesh government starts providing Foreign Promotion of Medical Services of Hospitals in Madhya Pradesh who wishes to promote Medical Tourism.
Relaxed Rules and Regulations

8.1.57 The study implies that the Madhya Pradesh government may start providing Relaxed Rules and Regulations for all the Hospitals who wish to provide medical Tourism in Madhya Pradesh.

Tax Free Structure

8.1.58 The study implies that the government of Madhya Pradesh may provide Tax Free Structure for Hospitals in Madhya Pradesh who wish to provide Medical Tourism.

8.1.59 Medical Tourism Orientation Training

The study implies that Indian and Madhya Pradesh Government to hire consultants for Training in Implementing Medical Tourism Concept. This orientation of implementation of medical tourism concept for all doctors and Management of Madhya Pradesh Hospitals will boost the growth of medical tourism services.

8.1.60 International Quality Accreditations

The study implies that Government of Madhya Pradesh need to upgrade their medical services of Madhya Pradesh to satisfy foreign patients. Hospitals in Madhya Pradesh who plan for International Marketing, at first get International Quality Accreditations’.

8.1.61 Identify Medical Tourism Service Mix in Madhya Pradesh

The study implies that all Hospitals in India and Madhya Pradesh ( wish to cater Medical Tourism ) to design and adopt Medical Tourism Development Strategies. Identify Service Mix of Medical Tourism in Madhya Pradesh and motivate them to act. Hospitals, Travel Agencies, Translators, Madhya Pradesh Government can team up to assist medical tourism patients.

8.1.62 Appoint Market Mavens

The study implies that the Hospitals in Madhya Pradesh and India to appointing agent doctors in different countries as an Intern training. When he will return his country can recommend Medical Tourism patients from there.
8.1.63 Patients Satisfaction

The study implies that all Hospitals in India and Madhya Pradesh to provide additional services to satisfy foreign Patients. Like Air port pickup in Ambulance, Multi cuisine food, Attendants visa, All major debit cards acceptable, Translators, pre paid taxi, 5 star rooms, Aerobics, Attendant Luxury Room AC, Plasma TV, Refrigerator, Coffee Machine , Translators, world cash transfers, World class OT, Attendants' Visa n accommodation, Internet, Devoted staff. Special preferred food. This is the long list of services which Hospitals in Madhya Pradesh to include in their service package.

8.1.64 Intra bound Medical Tourists

As all the Inbound and Intrabound patients are fully satisfied with the medical services availed by hospitals in Madhya Pradesh. The study implies that the hospitals in Madhya Pradesh are to design separate Medical Tourism packages for Intrabound (Interstate) Indian patients.

8.1.65 International Marketing

Hospitals who wish to avail medical tourism in near future in Madhya Pradesh are not having International Marketing. The study implies that the hospitals in Madhya Pradesh to first decide target countries and start International Marketing of medical Services.

Use social Networks to promote Medical Tourism in India & Mp.

Those states who are leading in catering foreign tourist should provide additional facilities to tourists, so that number of foreign tourist are tempted to visit to Madhya Pradesh would increase

Tourism sector is also soaring very fast and this is an opportunity of world tourism, which is increasing. Government tourism department of India may find some Niche Areas, expertise to cater this International Tourist like Sports Tourism, Rural tourism, Then 24 % are visiting India for leisure & recreation purpose, 18.6% are visiting for business purpose mainly they are coming from Japan, China, Egypt &
Korea. Out of these 2.7% foreign visitors are visiting India for medical treatment or medical tourism. This figure indicates that foreign tourist arrivals all over the world are also trusting India for their Medical Treatment.

This is opening a new avenue to attract foreign tourist arrivals to visit India. This is a niche tourism sector which can be developed in future in different states of India like Madhya Pradesh. Thus medical tourism can be promoted by government so that more numbers of foreign tourist arrivals are tempted to visit India for world class medical treatment at very reasonable rates.

8.2 SUGGESTIONS

Increase Promotion

8.2.1 Government of Madhya Pradesh may spend 30-40% more funds in promoting Medical Tourism in Madhya Pradesh. They can hire Good Advertising agencies for promoting Medical Tourism in international market and also in India. Madhya Pradesh Tourism may attend foreign country tourism fest, International Road show to promote Medical Tourism in international market.

Market Mavens

8.2.2 Hospitals in Madhya Pradesh to appoint Intern Doctor from various countries, so when they will return to their countries they will recommend the hospital Services.

Brand Ambassador

8.2.3 Madhya Pradesh can hire a good brand ambassador to promote various tourism services. Example: Amitabh Bachhan for Gujarat. Madhya Pradesh, and India, is to be promoted as reliable brand of medical tourism.

8.2.4 The findings of the study states that these tourists are happy availing different tourism packages provided by Indian Tourism Department. ToAncash this increasing confidence and faith which is assuring, along with earnings, novel tourism products, better tourism infrastructure, and better assistance provided so that
foreigners will be interested in visiting India. Ex. Eco Tourism, Rural Tourism, Medical Tourism, Adventure sports, Sports Injuries Treatments.

8.2.5 By 2020 India is going to hit this hard target by including Niche Tourism Sectors i.e. Medical and Wellness Tourism, Adventure Tourism, Eco Tourism, Rural Tourism. India is also committed to the development of Safe and Responsible Tourism and Sustainable Tourism and there is a great focus on promoting these segments as well.

8.2.6 All those Hospitals who wish to introduce Medical Tourism services mix in future should provide complete package of Medical Tourism Services Mix in their hospitals to the Foreign Patients. Only thus can they satisfy Medical Tourism Patients.

8.2.7 So Nowadays, we see all leading hospitals locating their hospitals near Airports so that it is convenient for the patients coming from outside.

This is opening a new avenue to attract foreign tourists arriving to visit India. This is a niche tourism sector which can be developed in future in different states of India like Madhya Pradesh. Thus medical tourism can be promoted by the government so that more number of foreign tourist arrivals is tempted to visit India for world class medical treatment at very reasonable rates.

8.2.8 Those states who are leading in catering to foreign tourists should provide additional benefits, so that their performance can be improved. Some new tourism packages to be included so that additional tourists may visit. Example-Medical Tourism.

8.2.9 All the states of India can think about introduction of medical tourism packages.

8.2.10 Medical Tourism packages of minimum tourism to be designed for the patients coming for organ transplant tourism.
8.2.11 Hospitals in Madhya Pradesh may think of approaching Madhya Pradesh tourism department to plan to provide new products in medical tourism services in MP.

8.2.12 Future: By 2020 India is going to hit this hard target by including Niche Tourism Sectors i.e. Medical and Wellness Tourism, Adventure Tourism, Eco Tourism, Rural Tourism. India is also committed to the development of Safe & Honorable Tourism and Sustainable Tourism and there is a great focus on promoting these segments as well.

8.2.13 Hospitals in Madhya Pradesh have to improve, especially in the areas of international marketing, visa & foreign embassy assistance, airport clearance, police formalities, travel agency assistance, and international accreditation if they wish to cater Medical Tourism to the tourists in their hospitals in future. Hospitals in Madhya Pradesh can provide Student Intern Training to foreign students so that after returning to their countries, they can refer patients to the hospitals and also create good word of in females is 80% and in males it is 45% .We can say females are more aware about the concept of Medical Tourism. Once the awareness has increased in travel agencies among all the genders, then more and more travel agencies will think of designing and providing Medical Tourism packages in Madhya Pradesh.

8.2.14 Hospitals in Madhya Pradesh can provide Multi-Cuisine canteens along with traditional Indian food. This Menu can be decided by the dieticians to serve Medical Tourism patients.

8.2.15 Hospitals in Madhya Pradesh wishing to start Medical Tourism services in future may think about low investment compact advanced hospitals in India so they can provide services at lower rates.

8.2.16 Hospitals in Madhya Pradesh typically in recession should not think of building exclusive hospitals to cater to Medical Tourism tourists. They can cater to foreign patients along with their domestic patients.
8.2.17 Hospitals in Madhya Pradesh should promote their services in international market through foreign marketing.

8.2.18 Hospitals may change their focus and concentrate on Medical Tourism.

8.2.19 All Foreign patient treatment should be seriously recorded.

8.2.20 The graph of domestic tourism in India is very steep and growing at a fast pace. It can be said that the number of domestic Indian tourists visiting is increasing at a very fast speed and quantum. There are no major downfalls in these figures. Thus the growth of domestic tourism industry is galloping at a fast rate. This assures a huge business in future for Medical Tourism. Hospitals in Madhya Pradesh and the government of Madhya Pradesh can plan to cater the medical tourism product to domestic Indian tourists flocking from other states.

8.2.21 Economical medical service is the base for the development of Medical Tourism industry in India. Uniform rates policies to be designed and promoted in hospitals of Madhya Pradesh.

8.2.22 Hospitals that wish to avail Medical Tourism opportunity in Madhya Pradesh may start getting interns from foreign medical colleges. Hospitals in Madhya Pradesh can get student interns from various countries to work in their hospitals, so that after returning to their countries, they can refer patients to the hospitals and also create good word of mouth.

8.2.23 Hospitals in Madhya Pradesh to start international marketing department and promote their hospital brand in foreign markets.

8.2.24 All the Hospitals who wish to introduce Medical Tourism services in future should provide all the varieties of food so they can easily entertain their Medical Tourism foreign patients.

Madhya Pradesh hospitals wishing to start Medical tourism packages should upgrade their canteen services for serving various platters to foreign patients. As this is the basic need of the patients, this will increase the comfort zone of foreign patients during their stay in Indian hospitals.
8.2.25 Awareness of Medical Tourism among medical tourism customers are aware 60%, tourist agents is 47% and among hospitals it is 60%. This is a very positive indication for the growth of Medical Tourism in Madhya Pradesh. Hospitals and travel agents are aware of Medical Tourism concept, so Government of Madhya Pradesh can plan for providing Medical Tourism services in Madhya Pradesh near future.

8.2.26 To increase the awareness of medical tourism in all sectors is to be done. There should be efforts from state government to promote medical tourism in Madhya Pradesh through seminars for doctors, Hospitals, Travel Agents and normal population.

8.2.27 Madhya Pradesh Government may think of planning some Medical Tourism awareness program, especially for hospitals and travel agents in Madhya Pradesh. Travel agents may be motivated to promote Medical Tourism packages in future.

8.2.28 From all the above figures of awareness, it is clear that still there are 40% hospitals and 53% travel agents unaware of Medical Tourism.

Niche Treatment Area- Sports injuries, spastic treatment (age old) care, psychological treatment etc. separate packages to be developed in this areas.

8.2.29 Government of Madhya Pradesh should actively and aggressively start promoting Medical Tourism in Madhya Pradesh. A Medical Tourism boosting packages to be implemented in Madhya Pradesh.

Provide Financial Assistance

8.2.30 The Madhya Pradesh government should start providing financial assistance or subsidized finance to all those hospitals in Madhya Pradesh who wish to promote Medical Tourism services.

Knowledge Consultancy

8.2.31 The Madhya Pradesh government should start providing Knowledge Consultancy assistance to hospitals in Madhya Pradesh to promote Medical
Tourism. They should invite or go for tie up with experts to provide knowledge consultancy in implementing Medical Tourism Concept.

**Economic Infrastructure**

8.2.32 The Madhya Pradesh government should start providing economic or subsidized infrastructure to all the hospitals who wish to provide Medical Tourism in Madhya Pradesh. Attend International Travel fares (Example Australia tourism fare, Dubai tourism fare, Malaysia travel with fare etc.

**Foreign Promotion**

8.2.33 The Madhya Pradesh government should start providing Foreign Promotion of Medical Services of hospitals in Madhya Pradesh who wish to promote Medical Tourism.

**Relaxed Rules and Regulations**

8.2.34 The Madhya Pradesh government may start providing Relaxed Rules and Regulations for all the hospitals who wish to provide medical Tourism in Madhya Pradesh.

**Tax Free Structure**

8.2.35 The government of Madhya Pradesh may provide Tax Free Structure for hospitals in Madhya Pradesh who wish to provide Medical Tourism.

**Form a Medical Tourism Board**

8.2.36 Appoint a committee of hospitals, tourist agencies and government officers to jointly create awareness, promote and implement Medical Tourism in Madhya Pradesh. Develop a Medical Tourism sector in Madhya Pradesh

8.2.37 Nowadays, the number of patients visiting for complex problems (10%), for ex. - liver transplant is increasing in India. Hospitals should design a different Medical Tourism Package accordingly where tourism is minimal. Medical Tourism Patients also prefer to come in groups. The Group Medical tourism is going to add a new avenue.
8.2.38 All the hospitals to increase orientation towards medical tourism and start providing international best quality medical services to the Indian patients and also plan and invest for providing services to foreign patients. Many hospitals may apply for international quality certification and accreditation.

8.2.39 There is heavy investment in infrastructure development and technical upgradation in Medical sector and due to this all hospitals in Madhya Pradesh are providing the best super-specialized and experienced doctors' services, quality treatment at economical rates and with less waiting. All these resources may be diverted to international markets through Medical tourism.

8.2.40 There are knowledgeable, experienced and specialist doctors in India, English speaking doctors, who offer very less waiting time and international quality medical services for very economical rates. India has the culture of Aatithi Devo Bhava, due to which foreigners prefer visiting India for availing Medical Tourism services. All these strengths can be applied to Medical tourism in Madhya Pradesh.

8.2.41 The awareness about Customer (Patients) Experience Management Concept in Medical Tourism in Madhya Pradesh hospitals to be increased. The hospitals may start providing additional services to the international patients. Example: All major credit/debit cards acceptable, translators, pre-paid taxi, 5 star rooms, aerobics, attendant, luxury room, AC, plasma TV, refrigerator, coffee machine, world cash transfers, world class OT, attendants’ visa and accommodation, internet, devoted staff and special preference food.

8.2.42 4-5 lakh patients in Apollo Health City, and 2-3 lakh patients in Wokhardt Hospitals availed medical services. The study reveals that there are very few spontaneous cases of Medical Tourism in Madhya Pradesh. No plans were designed to get these patients. But the foreign medical tourism tourist was satisfied by the services. Madhya Pradesh hospitals can think in future to start practicing Medical Tourism professionally.

8.2.43 The Hospitals in Madhya Pradesh are not officially promoting medical services in international marketing. All the doctors frequently go abroad attend
international seminars, getting education, giving lectures, by these contacts there are international medical patients visiting Madhya Pradesh for availing medical services. But the number of such doctors and patients is very less. So hospitals in Madhya Pradesh should start International Marketing Departments and then may define the targets.

8.2.44 Madhya Pradesh Government is striving hard and investing and making a lot of effort for the development of tourism sector in Madhya Pradesh. The tourism department is promoting newer tourist places, aggressive promotion of earlier tourist places, infrastructure development, air taxi services in M P State, newer types of tourist packages, Ex. - Jungle Safari packages, Adventure sports. Village tourism, tourism fairs etc. Tourism department has also becoming very professional and responsive and responsible. Due to all this, more and more tourists are visiting Madhya Pradesh for tourism.

The government of Madhya Pradesh can take the initiative for growth of Medical Tourism development in Madhya Pradesh. There are no policies for the development of Medical tourism as there is no awareness in government of Madhya Pradesh state.

8.3 LIMITATIONS OF THE STUDY

This study provides insightful implications and suggestions on applicability of Medical tourism services in Madhya Pradesh. The implications of the study should be viewed in light of some limitations.

So it is necessary to incorporate them in the thesis to achieve a true perspective of the research topic. Accurate up-to-date information acquired by the Marketing researcher is of value to researcher in gaining & maintaining a competitive edge. Data quality can be compromised via a number of potential routes ex. unrepresentative samples, biased interviews, leading questions.
8.3.1 Focus

The Present Study had a focus only on Medical Tourism applicability in Madhya Pradesh but not focused on Rate structure

8.3.2 Region

The study may be applicable only to the prevailing social setup of the Madhya Pradesh, India. All Leading Cities of Madhya Pradesh i.e. Indore, Bhopal, Gwalior, Jabalpur state were included in this study. Selection of four only cities may limit the generalization of the concept.

8.3.3 Reservation of the respondents

To collect data from hospitals in Madhya Pradesh was a very tedious task so getting appointment of the Administrator was not easy. Some of them were aware of the Medical Tourism Concept but those who were unaware, getting their views was difficult.

8.3.4 Unprofessional Respondents

The Travel agents in Madhya Pradesh were not professionalized so getting their inputs & dealing with their co-operation was a challenge.

Finally, as India is a multilingual, multiethnic, multi-religious and hierarchical society comprising various economic groupings, research across all states in the country may result in more conclusive data.

8.3.5 Superficial Respondents

Many personal interviews had to be conducted to pull out the replies as it was experienced the respondents replied superficial

This study provides a new dimension to Medical Tourism Studies. The suggestions for the future researches should be considered taking into account the limitations of the study. No Authentic Government Data was available on Internet for Many years and No Medical Tourism details from Medical Tourism.
Chapter- IX

CONCLUSION AND FUTURE SCOPE

9.1 CONCLUSION

The Present Study implies through Trend Analysis that there is huge growth in Tourism Services in India and also in Madhya Pradesh. Both the sectors of tourism i.e. Domestic tourism and Foreigner Tourism are developing very fast.

9.1.1 Market Potential

The study shows that there is a positive trend growth of number of Domestic Tourists and Foreign tourists Arrivals in Madhya Pradesh. The Study reveals that there is growth of Medical Tourism sector in India. India & Madhya Pradesh state are highly potential medical tourism services. As per the Calculated Market potential of Medical Tourism services. Madhya Pradesh and India are very potential Markets for Medical Tourism Industry.

9.1.2 Competency And Capability of Hospitals

In this study it is found that hospitals in Madhya Pradesh is capable of satisfying Medical Tourism Patients. Hospitals in Madhya Pradesh is providing good quality Medical Services to their Patients.

The Hospitals in Madhya Pradesh to apply for International Quality Certificates i.e. accreditations then they can promote Medical Tourism services in International Market. The hospitals in Madhya Pradesh to co-ordination with Madhya Pradesh Government Tourism Department, for promoting Medical Services in International markets .

9.1.3 In this study six factors are identified for Medical Tourism Services in Madhya Pradesh. i.e

1. Core Services

2. Medical Tourism Supporting Services
3. Implicit Services

4. Explicit services

5. Supporting services

6. Facilitating Services

Hospitals who wish to cater Medical Tourism in near future can include this service Mix in their services.

9.1.4 Awareness

It is also found that there is awareness of Medical Tourism Concept in Travel Agencies, and Customers of Medical Tourism in Madhya Pradesh. The study reveals Madhya Pradesh Government is not aware about Medical Tourism Concept so no friendly policies are designed by them

9.1.5 Government’s Role

The study shows that the Government of Madhya Pradesh has not taken any efforts for orientation of Medical Tourism concept by providing Knowledge Consultancy to Hospitals, Travel Agents and Medical Tourism Government Department.

The Study reveals that medical Tourism sector can flourish with a boosting and Coordination with Madhya Pradesh State Government.
9.2 FUTURE SCOPE OF THE STUDY

The present study is of Study of Medical Tourism in Madhya Pradesh in which mainly three areas are covered 1. Hospitals 2. Travel Agents and 3. Consumers in this study the main objective is to study awareness of Medical Tourism, Calculate Market potential of Medical Tourism in Madhya Pradesh , Study the Capability and competence of Hospitals in Madhya Pradesh to provide medical tourism services in future, and finally Role of Government in developing Medical Tourism Sector.

Further research study might take up issues that present study have not included.

The future research might address on following issues.

The Rates charge for Medical treatment by different hospitals in Madhya Pradesh is to be included as a major factor of Medical Tourism study. The future study may address issues of comparison of the rates charged by Hospitals in Madhya Pradesh.

Future research might take up on an issue that analyzing the performance of competitors states who are dealing in medical tourism and recognizing advantages and disadvantages of these states in India.

Future research, the applicability of medical tourism for some other state of India example Sikkim Etc.