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MEDICAL TOURISM, A WORLDWIDE MARKET

Medical tourism is the process of roaming to other countries to gain medical, dental, surgical other critical treatment need. There were many factors like high cost of healthcare in developed countries, easily availability and economic rate of travel and tremendous changes in technology and level of service quality of healthcare affecting the development of medical tourism in developing countries like India.

MEDICAL TOURISM: INDIA

Philippines, India, Thailand, Malaysia and Singapore are playing a very significant role in the enormous expansion of medical tourism in Asia. The growth rate was computed as 24% annually in Asia. (International: Medical tourism will grow further, 2013). Among all countries like Philippines, Thailand, Malaysia and Singapore, India was first nation to identify the tremendous growth of medical tourism. Research study found that the number of medical tourists in India has grown-up by 30% from the year 2009 to year 2011. Study also found that India will obtain approximately half million medical tourists by the year 2015. (PR Newswire, 2012).

Government of India provided assistance for development of the private healthcare sectors which ultimately gained a share of the international medical tourism. (India: Medical tourist industry is set for global rise, 2010). Due to the superior quality of the travel facility across the India, healthcare tourism was also growing an emotional, physical, intellectual and also spiritual level. India's health tourism industry is to be expected to produce revenue of INR 315,497.0 million in 2016. Also, compound annual growth rate (CAGR) is to be increased by 25.6% in the year 2016. Also, India had a high and excellent level of the service quality of healthcare services as compared with other

developed nations. Indian private hospitals having the experienced and competent doctors and paramedical staff, implementation of advance technology and improving healthcare infrastructure were consider a very important factors for select a destination for patients all over the world. Also, research found that now a day in India, many private information agencies would offered an attractive packages to medical tourist include personalized treatments packages based on individual require and support during the stay.

GUJARAT STATE: A DESTINATION CHOICE FOR MEDICAL TOURISM

Gujarat has been become the preferred medical tourist destination because of with superior healthcare facilities to the patients, nil queuing moment and the majority significantly one tenth of medical expenses as compared with United State or United Kingdom and also corresponding the healthcare services available in various states likes Delhi, Maharashtra and Andhra Pradesh. Research study found that about every year 1,200 to 1,500 Non resident of India's, Nonresident of Gujarati's and a little proportion of foreigners come to Gujarat state for taking various kinds of medical treatments like Heart surgery, joint replacement, plastic surgery and In-vitro fertilization.

Total approximately more than 20 million Indians reach across the world. Among them Gujarati's population were nearly about 6 million. It was around about 30% of the entire Nonresident Indian population. Nonresident Gujarati's known as NRG's approaching to India, particularly to Gujarat State, for personal and medical treatments. The dedicated specialty hospitals particularly in the private sector were expanded its reputation through word of mouth of the medical tourists and considered for the inflow of medical tourists. The amenities and tools existing at the hospitals were equivalent with the best hospitals in the country and even the world. (Bhargav P., 2006).

(Research and market adds report: Association of the Asian medical tourism industry, 2011), In Asian markets countries like India, Thailand, Singapore, Malaysia, South Korea and China represents a fast growing market for medical tourism. However, considerably lower cost of treatments and right to use to medical infrastructure were important for the growth of medical tourism. Government initiatives in Asian countries also ensure implementation of high quality standards to attract the medical tourists from the developed countries like USA and UK.

Atkinson, William (2011), concluded in his study that Cost and quality were playing an important subject for medical tourists. Also, some insurance company were start to offer incentive to employer for attractive in medical tourism and the joint commission international, a body that accredits medical tourism site international. Medical tourism industry had brokers who sell health care coverage or insurance. For example, a heart procedure that would cost \$1, 00,000 in the US would

be enclosed at \$10,000 by the medical insurance plan. However, this \$ 10,000 advantage might actually pay the full cost of the surgery in another country like India. In some risky illness like heart disorders or malignancy that might wrap the full cost of the process at other developing country like India.

Kunal, (2010), in his study found that globe class health services, nil waiting time and most prominently one fifth to one tenth of medical costs spent in the US or UK, Gujarat is the most preferred medical tourist destination. More than 1,000 non-resident Indians (NRIs) and foreigners visit every year for medical procedures. India's emergence as the preferred Global Healthcare destination has attracted patients from the globe to come to India particularly Gujarat for treatment which has been estimated to contribute 25-31 % of the industry earnings of one hundred thousand crore.

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