
An Empirical study: An impact of various demographic factors and perception of decision making factors on destination choice as a Gujarat state for Medical tourism

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INTRODUCTION:

TOURISM AND HOSPITALITY IN INDIA:

Tourism and hospitality's total contribution to GDP, India was ranked 13th amongst various 184 countries in year 2013. Also, In India, tourism and hospitality sector's contribution to GDP is expected to grow 6.4% per annum during the year 2014 to 2024. The travel and tourism industry in India was contributed for 7.7% of total employment and also, created 35.44.million jobs in the year of 2013 and 43.8 million jobs in the year of 2014 respectively. Also, the number of estimated visitors to India is also expected to grow to 4.3 % annually during the year 2014 to 2024. The market size of the tourism and hospitality industry was 122.1 billion USD in the year 2013. The forecasting market size of tourism and hospitality will be 418.9 billion USD in 2023.

GUJARAT STATE: TOURISM AND HOSPITALITY:

Capital venture in tourism and hospitality sector has been increasing consistently and gradually. The deal in tourism and hospitality sector was 36 billion USD in the year of 2014 and is expected to increase 65 billion USD in the year of 2024 respectively. The Investment in tourism and hospitality sector is estimated to enhance at a CAGR of 16.3% from 2014 to 2024. The Government of Gujarat was spent approximately 2.0 million USD in the year of 2014 on the tourism and hospitality sector. The Government of Gujarat forecast spending on tourism and hospitality will be increasing 3.8 billion USD in the year of the 2024.

In June, 2014, the Government was approved 180 countries under VISA on arrival scheme to attract additional foreign tourists. The scheme of VISA on arrival was registered a growth rate CAGR, 45.8% over 2010 to 2013. Foreign tourist's arrivals are expected to increase as a CAGR of 16.1% during the

year 2013 and 2015. The forecast foreign tourist arrivals will be expected 9.2 million by the year 2015. Foreign exchange earnings from tourism are expected to increase at a CAGR of 5 percentages during the year 2013-2015. Also, foreign exchange earnings will be forecast to reach 20 billion USD in 2015.

INDAIN HEALTHCARE SECTORS:

Healthcare is the fastest growing industry around the world. Indian healthcare industry is expected to rise at a CAGR of 17% during year 2011 to 2020 and forecasts to near up to 280 billion USD. In India, there is a huge opportunity for development of health care industry. India's medical tourism industry was developed due to the low cost of medical services. Also, the growth and development of medical tourism industry was considered a vital to attract medical tourists from various countries as destination choice. In India, there is a liberal and favorable investment policy to encouraging Foreign Direct Investment (FDI). Increasing in income levels, growing healthcare will consider as an important factors for growth in health care services in future. Healthcare sector is comprises of Government Hospitals & private hospitals, Pharmaceuticals, Diagnostic businesses like laboratories, medical equipment & supplies and medical insurance. Total healthcare revenue in India was generated from hospitals measured for 71 percent, pharmaceuticals considered for 13 percent and finally medical equipment and supplies measured for 9 percent respectively. In India, private healthcare sector estimated for 72 percent of the total country's expenditure. Private healthcare sector's share in hospitals and hospitals beds was measured at 74 percent and 40 percent respectively. The private hospital market in India was valued at 54.0billion USD at the end of year 2014. The patient market is predictable to grow at CAGR of 14 percent over the year 2018 and outpatient market is projected to grow at CAGR of 8 percent during the year 2008 to 2018. Apollo Hospitals, Care hospitals, Fortis Healthcare limited, Max Hospitals and Manipal groups of hospitals are key players in Indian Healthcare sector. Also, In India, private healthcare service providers provided new innovative and better healthcare services to their patients.

INDIA, ALTERNATIVE HEALTHCARE DESTINATION CHOICE:

There are several consideration based on that India is become an alternative destination choice for healthcare service.

1. India has well trained medical professionals.
2. Cost advantages in medical treatment compared to other countries in Asia & Western countries.

3. In research and development as well as medical tourism, India was offered vast opportunities
4. In last three years, pharmaceuticals segment was estimated for more than 70% of Merger and Acquisition deals.
5. In India, treatment cost was one tenth as compared to US or Western Europe.
6. Healthcare, pharmaceutical & biotech sector in India was play a key role in attracting a number of private equity investors and which ultimately resulted into 14% deals in the year 2013.

GUJARAT HEALTHCARE SECTOR:

Gujarat state offered holistic medical services and cost valuable medical treatments during various private department hospitals. Gujarat state offered various medical treatment like heart surgery, neuro-surgery, orthopedics, infertility treatment, joint replacement and eye surgeries in super specialty private hospitals. Total number of the hospitals in Gujarat state was 1637 and 1073 primary health centers in the year 2006.

LITERATURE REVIEW:

(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.

MEDICAL TOURIST'S DECISION MAKING PROCESS FACTORS FOR DESTINATION CHOICE:

1. PROBLEM RECOGNITION:

The main important problems that caused some medical tourists travel to other countries for treatment aspects have been expressed below.

- Very expensive cost of treatment in the home country.
- Long waiting line in home country.
- No or minimal insurance coverage.
- Privacy (Anonymity).
- Lack of facility in home country.

- Possibility of holiday with healthcare.
- Specialist quality care is not available in home country i.e. cardiac, plastic or other surgery.

2. Motivation for traveler:

Uysal & Jurowski (1993), in their research study found that the motivation variables were played an important role to make travel decisions and how they pulled or attracted by destination attributes. There were two kind of motivational factors like "Push" factors such as wish to escape, rest and relaxation, adventure, healthiness and prestige and second, "Pull" factors such as beaches, accommodation and leisure facilities and cultural and historical resources.

Kanoknon, (2009), in his research study concluded that that demographic characteristic, cultural/heritage attributes, tourist's motivation were correlated with tourists' overall satisfaction. The overall tourist's satisfaction who visited Homestays in Thailand was measured by Tourists' motivation and cultural/heritage attribute.

3. Information search

Turne, (2003), in his research study concluded that web sites, email-lists, newsgroups, and online community were very important to market tourism related products and make relationship with their customers.

Pan, Xiang, Law and Fesenmaier, (2009) studied that the Internet was play a very vital in the tourism industry in a number of ways. Internet was found an essential source of information for any kinds of tourism and study concluded that search engine marketing (SEM) became an important strategic tool for destinations choice among various alternative available for medical tourists. Also, tourism organizations were promoted and advertise their tourism related products online.

Hamilton and Lau, (2004) concluded that the final choice of destination was the result of a decision-making process that involves the use of information, whether from personal experience or through an active search, to generate an image of the destination.

4. DESTINATION IMAGE AND ATTRIBUTES:

Marino (2007), also concluded that the studies regarding the image were fundamental to help destinations to compete with success over other destinations; and also destination image and attribute was play an important role to suggest the correct and implement proper measures and tools to retain and restore a positive image, or also helpful to restructure a weak and/or unhelpful destination image.

5. MARKETING MIX:

Rerkrujipimol and Assenov, (2006), in their research suggested marketing strategies for extra promote medical tourism in Thailand. These include building and promoting the image of Thailand as “High quality medical tourism destination”, creating and promoting new combination of medical tourism products, promoting Thailand as healthcare objective.

Dawn and Pal, (2011) discussed its key challenges and designing the suitable marketing mix strategies for developing medical tourism in India. The marketing mix strategy like proper price of the medical services, various kinds of the medical treatments offered by private hospitals to satisfy the various needs and wants of the medical tourists, also promote and advertise their products on various online media etc.

6. TOURIST SATISFACTION AND EXPERIENCE:

Choi and Chu (2000) evaluated Hong Kong hotels on staff service quality, room excellence, common facilities, industry services, worth, safety and International Direct Dialing (IDD) facilities. The study indicated that Asian travelers’ overall satisfaction was primarily derived from the perceived value factor, whereas the western travelers were satisfied by room quality factor.

Heung (2000) in his research study measured the satisfaction levels of mainland Chinese travelers with Hong Kong hotel services. The research study found that the tourists were satisfied with the availability of personal care amenities, quietness of the room and availability of food and beverage variety and dissatisfied with amusement facilities, availability of recurrent travelers’ plan, and the luggage usage service.

Kozak (2001) proposed a model of multiple relationships on level of overall tourist satisfaction and number of previous visits and an intention for repeat visits. The study found that first-time travelers were more likely to change to other destinations while repeaters have more loyalty to the destination.

7. DESTINATION CHOICE:

Urn, (1990), hypothesized at both stages that travel destination choice depends upon attitude toward each alternative. Destination choice viewed as a cognitive process involving perception of stimuli, associating stimuli with needs, evaluating alternatives and assessing whether expectations have been met.

Gill and Singh (2011), in their study explored the interest in US travelers in medical tourism. Research study concluded that “proficient doctors”, “high quality medical care facility” and “prompt medical treatment when needed” considered best three factors for destination choice for medical tourism.

8. INTENSION TO REVISIT AND RECOMMENDED TO OTHERS:

Chen and Tsai (2007) studied the effect of destination image and perceived destination’s values on the behavioral intention to revisit a destination. The study found that the more positive the feelings of tourists on the destination image, they would perceive higher the journey quality and the more positive their behavioral intention would be to revisit destination.

Brida, Pulina, Riano, and Aguirre, (2009) analyzed cruise visitors’ travel familiarity, their intention to return to a final location as land tourists and the probability to recommend. The findings of the study concluded that overall satisfaction is positively influences on customer’s destination loyalty. Finally, loyalty positively affects both the probability of return as land tourists and to recommend, though with a different level.

Marcussen, (2011) found that satisfaction was not the only factor determining intention to return. Other factors, such as proximity of the destination to the market, prior experience, socio demographics and additional trip characteristics, also played an important role in revisit a destination.

RESEARCH OBJECTIVES

The objectives of research:

1. To study the medical traveler’s perception of various decision factors on destination choice, as a Gujarat State.
2. To investigate the impact of various demographic of medical travelers on destination choice as a Gujarat State for medical tourism.
3. To study a contribution of independent decision making factors on destination choice.

METHODS AND MATERIALS:

An exploratory and conclusive descriptive research was used, i.e. data analyzed by using quantitative and tests the specific hypothesis. Single cross sectional research design means one sample of respondents selected from the target population and information was obtain from this sample once upon a time. Data collection survey method with a structured questionnaire using likert scale given

to the sample of population and planned to obtain precise information from the respondents. Data collected from accessible traveler in the various private hospitals of the Gujarat state. Target populations were sample, a subgroups of a population selected for the research. Sample element would be medical travelers who come in Gujarat for taking a medical treatment, i.e. NRIs, Domestic and foreign travelers. For medical travelers, who were in private hospital, non probability with convenience sampling method was used.

RESEARCH ANALYSIS:

Sr. No	Demographic profile of Respondents	Attributes	Frequency	Percentage
1.	Age	25 or Under 25	24	4.0
		Between 26-40	177	30.7
		Between 41-60	232	33.7
		61yr or older	167	31.7
2.	Gender	Male	424	68.3
		Female	176	31.7
3.	Occupation	Students	19	3.0
		Professionals	95	10.9
		Salaried employees	274	44.6
		Self employed	152	26.7
		Government employed	17	5.0
		Others	43	9.9
4(A).	Income (Domestic Medical Traveler)	Greater than Rs.1,00,000	7	3.0
		Rs.1,00,001 to 3,00,000	9	10.9
		Rs. 3,00,001 to 5,00,000	160	44.6
		Rs. 5,00,001 to 7,00,000	66	26.7
		Above 7, 00,000Rs.	58	5.0
4(B).	Income (NRI & FOREIGNER Medical Traveler)	50,000 \$ to 3,00,000\$	247	85.7
		Greater than 5,00,000\$	46	14.3
5.	Education Qualification	Undergraduate	43	11.9
		Graduate	465	75.2
		Post graduate	91	12.9
6.	Marital Status	Single	85	11.9
		Married	507	75.2
		Widowed	8	12.9
7.	Types of Medical Tourist	NRI	250	18.8
		Foreigner	50	8.9
		Domestic	300	72.3
8.	From which region you come for treatment?	Asia	45	5.0
		Africa	13	2.0
		Australia	64	4.0
		North America	99	7.9
		South America	41	5.0
		Europe	38	4.0
		Other state of India	300	72.3

9.	With whom do you travel?	Family	258	47.5
		Friends.	84	9.9
		Alone	31	5.0
		Either husband or wife.	227	37.6
10.	Nature of your trip.	Medical Purpose only.	413	77.2
		Business & Medical Purpose	117	19.8
		Tour & Medical Purpose	47	3.0
11.	For which medical treatment you choose destination as a Gujarat?	Dental surgery	54	5.0
		Heart surgery &/or heart related problems	238	39.6
		Infertility	89	18.8
		Orthopedic Surgery	13	4.0
		Gynecological	72	12.9
		Cosmetic surgery	86	8.9
		Pediatric problems	23	4.0
12.	How long you stay for treatment?	Cancer	25	6.9
		1-3 nights	14	4.0
		4-7 nights	70	15.8
		8-10 nights	246	45.5
		11-14 nights	71	13.9
		15 nights or longer	199	20.8

RELIABILITY TEST:

Sr. No.	Factors	Cronbach's Alpha Value	Result
1	Problem Recognition	0.655	Accepted
2	Motivation	0.713	Accepted
3	Information Search	0.762	Accepted
4	Destination Image and Attributes	0.609	Accepted
5	Marketing Mix	0.679	Accepted
6	Tourists experience and satisfaction	0.719	Accepted
7	Destination Choice	0.634	Accepted
8	Intention to revisit and recommended to others	0.708	Accepted
9	Overall reliability	0.828	Accepted

To attain a first objective of the research is to study the perception of the medical traveler on various factors for destination choice, as a Gujarat State. The below table shown the mean values of various variables.

Medical traveler's perception of various decision factors on destination choice, as a Gujarat State:

Sr. No.	Various factors	Variables	Mean Value
1.	Problem Recognition	I feel excessive cost of treatment at my home destination.	5.9406
2.	Motivation	I feel that my health treatment is very important for me.	5.9406
	Motivation	There is a low cost of Medical treatments available at destination.	5.6436
3.	Information search	Travel agencies, travel guides and Government tourist information are essential for destination decision making.	6.0891
	Information search	I collect information from Brochures, Travel magazines, Newspaper for destination choice decision.	6.0297
	Information search	Relatives and friends, Personal experience is essential for destination decision making.	5.8119
4.	Destination Image and attributes	There is a facility for kids/family members.	5.9703
	Destination Image and attributes	There is a hygiene level of food.	5.9703
	Destination Image and attributes	I feel that quality of product and services necessary for the destination image.	5.7525
5.	Marketing Mix	Destination is offering a competitive treatment prices for medical tourists.	6.3564
	Marketing Mix	There are post medical treatment services at destination.	6.0891
	Marketing Mix	There are various ranges of products available at destination.	6.0099
6.	Tourist's experiences and satisfaction	Pleasant experience with Doctors, nurses and other staff members at destination.	6.3465
	Tourist's experiences and satisfaction	Hospitality and customer care services of local people at destination.	5.8614

	Tourist's experiences and satisfaction	I am satisfied with transport services at destination.	5.8119
7.	Destination Choice	Destination has trained medical specialists available.	6.0198
	Destination Choice	Destination has qualified doctors with degree from well known overseas institutes.	5.9406
	Destination Choice	Destination is equipped with cutting edge technology.	5.6436
8.	Intention to revisit and recommend to others	I would recommend Gujarat, as a destination to others.	6.8515
	Intention to revisit and recommend to others	I will choose as a destination, Gujarat, again for medical treatments in future also.	6.4158
	Intention to revisit and recommend to others	I speak positive word of mouth to other about destination.	6.3960
	Intention to revisit and recommend to others	I met expectation with infrastructural & transportation services at destination.	6.0198

To attain the second objective is to study the impact of various demographic of medical travelers on destination choice as a Gujarat State for medical tourism. The below table shown the various hypothesis for attainment of second objective of the study.

ONE WAY ANOVA TEST:

Sr. No.	HYPOTHESIS	(P) VALUE	RESULT
H1	There is a no significance impact of various age groups of the Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H2	There is a no significance impact of various occupation groups of the Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H3	There is a no significance impact of various education qualifications groups of the Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H4	There is a no significance impact of various income groups of the domestic Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H5	There is a no significance impact of various groups of the NRI	0.028	Do not accepted

	& FOREIGN Medical tourists on destination choice for medical tourism.		
H6	There is a no significance impact of various marital status groups of the Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H7	There is a no significance impact of various types of Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H8	There is a no significance impact of various region groups of Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H9	There is a no significance impact of various numbers of staying of Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H10	There is a no significance impact of various nature of trip of Medical tourists on destination choice for medical tourism.	0.000	Do not accepted
H11	There is a no significance impact of various travels groups of Medical tourists on destination choice for medical tourism.	0.028	Do not accepted

RESULT ANALYSIS:

There is a significant impact of various demographic factors like Age, income (Domestic and NRI & Foreigner, occupation, Marital status and education qualifications etc. on destination choice. The significance values (P) at 95% are 0.000. Further, also there is significant impact of various types of medical tourists, regions, numbers of staying of medical tourists, nature of trips and various travels groups on destination choice.

The third objective was to study a contribution of independent factors on destination choice, a dependent factor, below table shown multiple regression analysis to understand this objectives.

MULTIPLE REGRESSIONS:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 ^a	.923	.919	.23751
a. Predictors: (Constant), pr_summat, mm_summat, mt_summat, is_summat, dia_summat				
b. Dependent Variable: dcc_summat				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.578	5	12.916	228.945	.000 ^a
	Residual	5.359	95	.056		
	Total	69.937	100			
a. Predictors: (Constant), pr_summat, mm_summat, mt_summat, is_summat, dia_summat						
b. Dependent Variable: dcc_summat						

Interpretations:

1) Hypothesis for ANOVA test:

Ho: The regression model is not significant.

H1: The regression model is significant.

2) Interpretation of P value of ANOVA test:

P value of F test is 0.000, which is less than 0.05, Hence, the regression model is significant.

3) Interpretation of R:

Multiple Correlation coefficients between Destination Choice and all predictors simultaneously is 0.961; it indicates strong relationship between the independent and dependent variables.

4) Interpretation of R Square:

The value of adjusted R Square is 0.923; this means that regression model is explains 92.3% of variance in Destination Choice.

FINDINGS OF THE STUDY:

1. Research shows that 68.3% of the medical tourists are male & remaining 31.7% of them are female.
2. 33.7% of the medical tourists fall between 41-60 age groups, 31.7% of them are fall more than 61 years or older and remaining 30.7% of them fall between age group of 26-40 year.
3. 44.6% of the medical tourists are salaried employees, 10.9% of them are professionals, 5.0% of them are government employed and remaining 26.7% of the medical tourists are considered as self employed and 9.9% of the medical tourists are others and 3.0% of the medical tourists are students.

4. 75.2% of the medical tourists are Graduate, 12.9% of them are post graduate and remaining 11.9% of the medical tourists are considered as undergraduate.
5. 4.1% of the Domestic medical tourists fall between Rs.1,00,001 to 3,00,000 income groups, 47.9% of the medical tourists fall between Rs.3,00,001 to 5,00,000 income groups, 2.7% of the medical tourists are greater than Rs.1,00,001 income groups and remaining 20.5% of the medical tourists fall between Rs.5,00,001 to 7,00,000 income groups and 24.7% of the medical tourists are greater than Rs.7,00,000.
6. 23.8% of the NRI and Foreigner medical tourists fall between \$.50,000 to \$3,00,000 income groups, 4.0% of the NRI and Foreigner medical tourists fall greater than \$ 5,00,000 income groups.
7. Research shows that 82.2% of the medical tourists are considered as married and remaining 16.8% of the medical tourists are single and 1.0% medical tourists are widowed.
8. Mainly 18.8% of the medical tourists are NRI, 18.8% of the medical tourists are Foreigners and remaining 72.3% of the medical tourists are Domestic.
9. Research shows that 12.9% of the medical tourists are come from USA region, 4.0% of the medical tourists are come from Australia region, 5.0% of the medical tourists are come from Asia region, 4.0% of the medical tourists are come from Europe region and 2.0% of the medical tourists are come from Africa region and remaining 72.3% of the of the medical tourists are come from other states.
10. 47.5% of the medical tourists visit along with family, 37.6% of the medical tourists visit destination along with husband or wife, 9.9% of the medical tourists visit destination along with friends and 5.0% of the medical tourists visit destination alone.
11. 77.2% of the medical tourists visit destination for medical purpose only, 19.8% of the medical tourists visit destination for business and medical purpose only, 3.0% of the medical tourists visit destination for tour & medical purpose only.
12. 45.5% of the medical tourists stay between 8-10 nights, 20.8% of the medical tourists stay between 15 nights or longer, 13.9% of the medical tourists stay between 11-14 nights, 15.8% of the medical tourists stay between 4-7 nights and 4.0% of the medical tourists stay between 1-3 nights.
13. 39.6% of the medical tourists visit destination for heart surgery and/or heart related problems only, 18.8% of the medical tourists visit destination for infertility purpose only, 8.9% of the medical tourists visit destination for cosmetic surgery purpose only, 12.9% of the medical tourists visit destination for gynecological purpose only, 6.9% of the medical tourists visit destination for cancer purpose only, 4.0% of the medical tourists visit

destination for pediatric purpose only and 4.0% of the medical tourists visit destination for orthopedic purpose only.

14. Research shows that family &/or friends, internet and travel magazines and brochure having high mean values, so there are an important sources of information for destination choice.
15. Cronbach's alpha values for problem recognition is 0.655, Motivation is 0.713, information search is 0.740, destination image and attribute is 0.609, marketing mix is 0.679, Medical tourists experience and satisfaction is 0.719, destination choice is 0.634 and intention to revisit and recommended to others is 0.708. All are above 0.6, all data reliable.
16. Overall reliability for the entire variable is 0.828.
17. At destination, Insurance market is developed, Government playing an important role to upgrade the medical tourism sector at destination and Destination's hospitals provide subsidiary accommodation for medical tourists and its family before, during and after the treatment, Medical tourists highly disagree with above variables.
18. I feel excessive cost of treatment at my home destination and there is always long waiting at my home destination, Medical tourists highly agree with above variables in problem recognition as a destination decision choice factor.
19. I feel that my health treatment is very important for me and there is a low cost of Medical treatments available at destination and there is no waiting line for medical treatment at destination place of choice, Medical tourists highly agree with above variables in motivation as a destination decision choice factor.
20. Travel agencies, travel guides and Government tourist information are essential for destination decision making, I collect information from Brochures, Travel magazines, Newspaper for destination choice decision and Relatives and friends, Personal experience is essential for destination decision making, Medical tourists highly agree with above variables in information search as a destination decision choice factor.
21. There is a facility for kids/family members, there is a hygiene level of food, I feel that quality of product and services necessary for the destination image, There is an accessibility and comfort of transport services and I feel that cleanliness require at destination, Medical tourists highly satisfied with above variables in destination image and attributes as a destination decision choice factor.
22. Destination is offering a competitive treatment prices for medical tourists, there are post medical treatment services at destination, there are various ranges of products available at destination and I feel that word of mouth advertising of service offer at destination, Medical

- tourists highly agree with above variables in Marketing Mix as a destination decision choice factor.
23. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination, Medical tourists were highly satisfied with above variables in tourists experiences and satisfaction as a destination decision choice factor.
24. Destination has trained medical specialists available, destination has qualified doctors with degree from well known overseas institutes and Destination is equipped with cutting edge technology, Medical tourists were highly agree with above variables in Marketing Mix as a destination decision choice factor.
25. I would recommend Gujarat, as a destination to others, I will choose as a destination, Gujarat, again for medical treatments in future also, I speak positive word of mouth to other about destination, I met expectation with infrastructural & transportation services at destination, I met expectation with destination image and attributes and I met expectation with cleanliness and proper hygienic food services at destination, Medical tourists were highly agree with above variables in intension to revisit and recommend to others as a destination decision choice factor.
26. There is a significant impact of various demographic factors like Age, income (Domestic and NRI & Foreigner, occupation, marital status and education qualifications etc. on destination choice. The significance values (P) at 95% are 0.000. Further, also there is significant impact of various types of medical tourists, regions, numbers of staying of medical tourists, nature of trips and various travels groups on destination choice.
27. Significance P value of F test is 0.000, which is less than 0.05 so, the regression model is significant. Multiple Correlation coefficients between Destination Choice and all predictors simultaneously is 0.961; it indicates strong relationship between the independent and dependent variables.
28. The value of adjusted R Square is 0.923; this means that regression model is explains 92.3% of variance in Destination Choice.

MANAGERIAL IMPLICATIONS AND CONCLUSION:

Research has various implications towards the private hospitals. Various demographic factors like Age, income (Domestic and NRI & Foreigner, occupation, marital status and education qualifications etc. had significant impact on destination choice. Further, various types of medical tourists, regions, numbers of staying of medical tourists, nature of trips and various travels groups had significant impact on destination choice.

There is association between types of medical tourists and staying for treatment, for which medical treatment you choose Gujarat as a destination and nature of trip. There is association between nature of trip and staying for treatment, region from where medical tourists come for treatment. There is association between income (Domestic Medical Tourists) and stay for treatment. Similarly, there is association between income (Domestic Medical Tourists) and nature of trip but there is no association between income (NRI & Foreigner Medical Tourists) and nature of trip. There is association between staying of medical tourists and Age, occupations and marital status of Medical tourists

For hospitals above variables are important under problem recognition, I feel excessive cost of treatment at my home destination and there is always long waiting at my home destination.

Medical tourists highly agree with above variables in motivation as a destination decision choice factor, I feel that my health treatment is very important for me and there is a low cost of Medical treatments available at destination and there is no waiting line for medical treatment at destination place of choice. For Hospitals these variables are more important.

For hospitals variables like travel agencies, travel guides and Government tourist information are essential for destination decision making, I collect information from Brochures, Travel magazines, Newspaper for destination choice decision and Relatives and friends, Personal experience is essential for destination decision making are important variables under information search.

For hospitals variables like there is a facility for kids/family members, there is a hygiene level of food, I feel that quality of product and services necessary for the destination image, There is an accessibility and comfort of transport services and I feel that cleanliness require at destination, these are important variables in destination image and attributes as a destination decision choice factor.

Destination is offering a competitive treatment prices for medical tourists, there are post medical treatment services at destination, there are various ranges of products available at destination and I

feel that word of mouth advertising of service offer at destination, these are important variables in marketing mix as a destination choice factor.

Hospitals should give more focus on these variables. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination, Medical tourists were highly satisfied with above variables in tourists experiences and satisfaction as a destination decision choice factor. Hospitals should have more focus on above variables.

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