



Indian Medical/Health Tourism Service Sector Network Report

Sector Overview and SWOT Analysis

Within the initiative

Sustainable Industrial Networks and Its applications on Micro
Regional Environmental Planning (SINET)


**Partner
Organizations**



Project Team

International Council of Swedish Industry (NIR), Sweden	Mr. Andreas von der Heide, CEO,
	Mr. Shisher Kumra, Director EU Coordination
	Ms. Josephine Gustafson
	Ms. Mimmi Bergstorm
Network for Preventive Environmental Management (NetPEM) Public Trust, India	Mr. N. R. Kirshnan, Senior Advisor
	Dr. Rashmi Naidu, Programme Coordinator
	Mr. Shrirang Bhoot, Asst. Coordinator
	Mr. Anand Deshmukh, Junior Researcher
	Ms. Mrinmayi Chavan, Junior Researcher
	Ms. Sonia Pawaar, Administrative Secretary
Flemish Institute for Technological Research (VITO), Belgium	Mr. Walther Van Aerschot, Project Leader
Confederation of Indian Industry (CII), India	Mr. K. P. Nyati, Principal Advisor
	Dr. Aditi Haldar, Councillor
	Ms. Arvinder Kaur, Deputy Director
	Mr. Deepak Juneja, Event Manager

Asia Pro Eco Programme

Is a five years programme launched by European Union in 2002, The main target is to adopt policies, technologies, and practices that promote cleaner, more resource efficient, sustainable solutions to environmental problems in Asia. The programme provides support through grants to policy reinforcement, operational and practical dialogue, diagnostic studies, technology partnership and demonstration projects, in the field of environment. The programme supports non profit organizations from EU and Asia.

About SINET

The aim of sustainable industrial network and its application on micro regional environmental planning is to interpret and adapt an understanding of the natural system and apply it to the design of the man-made system, in order to achieve a pattern of industrialization that is not only more efficient, but which is intrinsically adjusted to the tolerances and characteristics of the natural system. An industrial system of this type will have built-in insurance against environmental surprises, because their underlying causes will have been eliminated at the design stage. A micro-region is a distinct territorial unit with clearly marked boundaries below the regional level, but above the village level. Micro-regional environmental planning attempts to coordinate the planning activities of the various actors within a limited territorial unit.

The project will look at analyzing and documenting various success and failure stories of industry networks from Sweden/Europe and India/Asia, and to ascertain their impacts on environment and sustainability aspects of the respective micro regions. Emphasis will also be placed on creating awareness on the influence of industry network (key economic activity) on the micro region's environmental and sustainability aspects.

Contact Us

SINET Conference Secretariat - India

(NetPEM) Public Trust,
301, 3rd Floor, Samved Sankul, Temple Road, Civil Lines,
Nagpur – 440001, India.
Phone: +91- 712 – 2552725/26,
Telefax: +91- 712 – 2562723
Email: coordinator@sinetinfo.org

SINET Conference Secretariat - Europe

Ms. Josephine Gustafson,
International Council of Swedish Industry (NIR)
P.O. Box 5501, S-114 85 Stockholm
SWEDEN
Phone: +46 8 783 80 00 Fax: +46 8 665 90 29
Email:josephine@nir.se

Table of Contents

Introduction to Tourism	4
Tangible elements	4
Intangible elements	4
Types of Tourism	4
Special forms of tourism	4
Medical Tourism: A new thrust area for tourism	6
Defining Medical Tourism	6
Medical tourism for developing countries	6
India and the medical tourism industry	7
India as one of the most favorable medical tourism destinations	7
India's strengths in Medical tourism	8
The Current Scenario	8
Cost Competitiveness – Facts and Figures	9
Probable Actors in Medical/Health Tourism	9
The Service Spectrum	10
Consumer Profile	10
Medical Facilities Available in India	11
Market Players	12
Medical Tourism Sector Potential	12
Benefits of Medical Tourism	12
Probable Medical tourism process flow	13
Medical Tourism in India – The Way Ahead	14
India in Medical Tourism – SWOT Analysis	15
Medical Tourism Network	16
REFERENCES	17

Medical/ Health Tourism Service Sector Overview

Introduction to Tourism

Tourism is a service industry, comprising a number of tangible and intangible components. The tangible and intangible elements of tourism are mentioned below.

Tangible elements

- Transport systems - air, rail, road, water and now, space;
- Hospitality services - accommodation, foods and beverages, tours, souvenirs; and
- Related services such as banking, insurance and safety and security.

Intangible elements

- Rest and relaxation,
- Culture,
- Escape from routine,
- Adventure,
- New and different experience

Types of Tourism

Tourism may be classified into the following major types:

- Inbound international tourism: Visits to a country by non-resident of that country
- Outbound international tourism: Visits by the residents of a country to another country
- Internal tourism: Visits by residents of a country to their own
- Domestic tourism: Inbound international tourism + internal tourism
- National tourism: Internal tourists + outbound international tourism

Special forms of tourism

In the past few decades other forms of tourism, also known as “niche tourism”, have been becoming more popular, particularly:

- *Adventure tourism*: Tourism involving travel in rugged regions, or adventurous sports such as mountaineering and hiking (tramping).
- *Agritourism*: Farm based tourism, helping to support the local agricultural economy.
- *Ancestry tourism*: It is also known as genealogy tourism and involves travel with the aim of tracing one's ancestry, visiting the birth places of these ancestors and sometimes getting to know distant family.
- *Armchair tourism* and *virtual tourism*: Not traveling physically, but exploring the world through internet, books, TV, etc.
- *Bookstore Tourism*: It is a grassroots effort to support independent bookstores by promoting them as a travel destination.

- *Cultural tourism*: It includes urban tourism, visiting historical or interesting cities, and experiencing their cultural heritages. This type of tourism may also include specialized cultural experiences, such as art museum tourism where the tourist visits many art museums during the tour, or opera tourism where the tourist sees many operas or concerts during the tour.
- *Dark tourism*: It is the travel to sites associated with death and suffering.
- *Disaster tourism*: Travelling to a disaster scene not primarily for helping, but because it is interesting to see. It can be a problem if it hinders rescue, relief and repair work.
- *Drug tourism*: For use of drug in that country, or, legally often extremely risky, for taking home.
- *Ecotourism*: Sustainable tourism which has minimal impact on the environment.
- *Educational tourism*: May involve traveling to an education institution, a wooded retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.
- *Gambling tourism*: Involves visits to Atlantic City, Las Vegas, Macau or Monte Carlo for the purpose of gambling at the casinos there.
- *Heritage tourism*: Visiting historical (Athens, Cracow) or industrial sites, such as old canals, railways, battlegrounds, etc.
- *Health tourism*: Usually to escape from the busy life of the cities and to relieve stress.
- *Hobby tourism*: Tourism alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby. Examples might be garden tours, ham radio expeditions or square dance cruises.
- *Inclusive tourism*: Tourism marketed to those with functional limits or disabilities. Referred to as "Tourism for All" in some regions.
- **Medical tourism**: Medical tourism is a term that has risen from the rapid growth of an industry where people from all around the world are traveling to other countries to obtain medical, dental, and surgical care while at the same time touring, vacationing, and fully experiencing the attractions of the countries that they are visiting

The drivers for medical tourism are:

- Advanced medical/healthcare that is not available in one's own country (in the less developed countries)
- Long waiting lists in the hospitals in one's own country
- Availability of affordable & quality health care organizations
- Opportunity to combine vacation with wellness
- Great reputation of Indian doctors and the high success rates compared to other countries
- Diversity of tourist destinations in India
- Availing services that are illegal in one's own country, e.g. abortion, euthanasia. For instance, euthanasia for non-citizens is provided by Dignitas in Switzerland.
- *Perpetual tourism*: wealthy individuals always on vacation; some of them, for tax purposes or to avoid being resident in any country.
- *Sport tourism*: skiing, golf and scuba diving are popular ways to spend a vacation.
- *Vacilando* is a special kind of wanderer for whom the process of traveling is more important than the destination.

Medical Tourism: A new thrust area for tourism

Defining Medical Tourism

Medical tourism is a term that has risen from the rapid growth of an industry where people from all around the world are traveling to other countries to obtain medical, dental, and surgical care while at the same time touring, vacationing, and fully experiencing the attractions of the countries that they are visiting.

Medical or Health tourism has become a common form of vacationing, and covers a broad spectrum of medical services. It mixes leisure, fun and relaxation together with wellness and healthcare. The idea of the health holiday is to offer an opportunity to get away from daily routine and come into a different relaxing surrounding. Here one can enjoy being close to the beach and the mountains and at the same time able to receive an orientation that will help improve one's life in terms of health and general well being. It is like rejuvenation and clean up process on all levels - physical, mental and emotional.

Overburdened healthcare infrastructure and high costs in the West are the key drivers for the boom in medical tourism. The healthcare infrastructure in Europe and the United States is under severe pressure. In Britain, the National Health Service (NHS) has a long wait list of patients for surgery. In US the healthcare crisis has different dimensions — it has 50 million uninsured citizens while the insured have to pay dearly for healthcare facilities. To add to this the stringent visa regulations imposed by US and European countries after 9/11 episode has led to a growing number of foreign patients from Middle East to visit Asian countries for treatment. All these factors have opened up avenues for hospitals in various Asian countries to promote medical tourism.

Medical tourism, especially in India has three main branches:

- Modern Treatment
- Ayurveda
- Yoga

Modern Treatment

Surgeries, joint replacements, organ transplants, diagnostic tests, cosmetic surgeries etc

Ayurveda

The healing touch of the magic of the invaluable Indian legacy is Ayurveda. Ayurveda is a unique health care system that was established in India in around 600 BC. Ayurveda is an indispensable branch of medicine, a complete naturalistic system that depends on the diagnosis of the body's ailments to achieve the right balance

Yoga

Yoga was propounded by the ancient Indian sage Patanjali and is derived from the Sanskrit word 'Yog' which means 'union,' presumably union with the divine being or God.

It is a secular and scientific methodology to experience the integration of the mind-body-spirit. Some of the most often practiced types of Yoga are: Karma Yoga, Jnana Yoga, Bhakti Yoga, Hatha Yoga, Tantric Yoga, Kundalini Yoga, and Raja Yoga. India is known as the country where Yoga & Meditation are a way of life.

Medical tourism for developing countries

Medical Tourism industry offers tremendous potential for the developing countries because of their low-cost advantage. The advantages of medical tourism include improvement in export earnings and healthcare infrastructure. Countries like— India, Thailand, Malaysia, Singapore, South Africa, Cuba, Jordan and Lithuania are fighting for a share of the market. In order to

realize the full potential of the industry, it is imperative for these countries to develop a strategic plan for coordinating various industry players –the medical practitioners, private hospitals, policy makers, hotels, transportation services and tour operators.

The figure given below depicts the leading countries in the field of Medical Tourism



Fig. 1. Leading countries in the field of Medical Tourism

India and the medical tourism industry

India with advanced medical services paired with exotic natural bounties has become a heaven for medical tourists. The Medical Tourism Industry in India is poised to be the next big success story after software. The Confederation of Indian Industry (CII) and McKinsey have predicted that the industry will grow to earn additional revenue of \$2.3 billion by 2012. 'Medical Tourism' can contribute Rs. 50 to 100 bn additional revenue for upmarket tertiary hospitals by 2012, and will account for 3-5 percent of the total healthcare delivery market, says the Confederation of Indian Industry (CII)-McKinsey study on healthcare.

The Indian medical tourism industry, growing at an annual rate of 30 percent, caters to patients chiefly from the US, Europe, West Asia and Africa. Although in its nascent stage, the industry is outsmarting similar industries of other countries such as Greece, South Africa, Jordan, Malaysia, Philippines and Singapore. In 2004, 1,50,000 medical tourists visited India.

India as one of the most favorable medical tourism destinations

India is considered the leading country promoting medical tourism and now it is moving into a new area of "medical outsourcing," where subcontractors provide services to the overburdened medical care systems in western countries.

India's National Health Policy declares that treatment of foreign patients is legally an "export" and deemed "eligible for all fiscal incentives extended to export earnings." Government and private sector studies in India estimate that medical tourism could bring between **1 billion and 2 billion US\$** (1.25 billion Euros and 2.50 billion Euros) into the country by 2012. The reports estimate that medical tourism to India is growing by 30 per cent a year.

India's top-rated education system is not only churning out computer programmers and engineers, but an estimated 20,000 to 30,000 doctors and nurses each year.

The largest of the estimated half-dozen medical corporations in India serving medical tourists is Apollo Hospital Enterprises, which treated an estimated 60,000 patients between 2001 and spring 2004. It is Apollo that is aggressively moving into medical outsourcing. Apollo already provides overnight computer services for U.S. insurance companies and hospitals as well as

working with big pharmaceutical corporations with drug trials. Dr. Prathap C. Reddy, the chairman of the company, began negotiations in the spring of 2004 with Britain's National Health Service to work as a subcontractor, to do operations and medical tests for patients at a fraction of the cost in Britain for either government or private care.

Apollo's business began to grow in the 1990s, with the deregulation of the Indian economy, which drastically cut the bureaucratic barriers to expansion and made it easier to import the most modern medical equipment. The first patients were Indian expatriates who returned home for treatment; major investment houses followed with money and then patients from Europe, the Middle East and Canada began to arrive. Apollo now has 37 hospitals, with about 7,000 beds. The company is in partnership in hospitals in Kuwait, Sri Lanka and Nigeria.

Western patients usually get a package deal that includes flights, transfers, hotels, treatment and often a post-operative vacation.

India's strengths in Medical tourism

The key competitive advantages of India in medical tourism stems from the following:

- Strong reputation in the advanced healthcare segment (cardiovascular surgery, organ transplants, eye surgery)
- Diversity of tourist destinations available in the country.
- Low cost of treatment and medicines in India.
- No compromise on the quality of medical services, which can confidently compete, with that of even the most developed nations.
- India has achieved universally acclaimed standards in complex and significant procedures such as cosmetic surgery, dentistry, joint care and heart surgery.
- And all this at 1/10th of the price compared to developed nations.
- India is unique as it offers holistic medicinal services.
- With yoga, meditation, ayurveda, allopathy, and other systems of medicines, India offers a unique basket of services to an individual that is difficult to match by other countries

The Current Scenario

The Confederation of Indian Industry (CII) and McKinsey have predicted that the industry will grow to earn additional revenue of \$2.3 billion by 2012. Five years ago, hardly 10,000 foreign patients visited India for medical treatment. Today India is a key player in medical tourism with 100,000 foreign patients coming in every year and revenue of **Rs.15 Billion**. The current market growth-rate is around 30% per year and the country is inching closer to major players like Singapore and Thailand.

Medical tourism will help create 40 million new jobs over the next few years. Following are some of the areas that are likely to witness huge growth in the coming years:

- Marketing – The leading hospitals offering medical tourism market their services through the internet, healthcare facilitators and sometimes personal visits to patients abroad for which efficient marketing personnel are required
- Linguistic services – For patients coming from the non-English speaking European, African and West Asian countries, translators are critical since the patient needs to understand the protocols around their medical treatment

- Back office operations – The back office functions in medical tourism are as demanding on talent as they are in the other service industries with good communications and interpersonal skills being the baseline requirements
- Hospitality Professionals – While high end clinical acumen is the foundation for good healthcare, there is immense demand for service and managerial talent too

The following sections discuss in detail the current state of the Medical Tourism in India.

Cost Competitiveness – Facts and Figures

The main reason for India's emergence as a preferred destination is the inherent advantage of its healthcare industry. Today Indian healthcare is perceived to be on par with global standards. Some of the top Indian hospitals and doctors have strong international reputation. But the most important factor that drives medical tourism to India is its low cost advantage. Majority of foreign patients visit India primarily to avail of "First World Service at Third World Cost".

Comparative cost of medical treatment in Euros

Type of Procedure	United States	India	Thailand
Bone Marrow Transplant	300,000 €	24,000 €	50,000 €
Open Heart Procedure	40,000 €	35,000 €	11,000 €
Knee Surgery	13,000 €	3,500 €	5,500 €
Eye Surgery	2,400 €	5,500 €	600 €
Facelift	6,500 – 16,000 €	8,000 – 16,000 €	2000 €

Table 1: Source: Business World India and Indian Brand Equity Foundation

As the table above shows, India has significant cost advantages in several health procedures making it a preferred destination.

Probable Actors in Medical/Health Tourism

The probable actors of the Medical/Health tourism sector are:

- The traveler
- Foreign tour operator
- Indian hospitals
- Insurance companies
- Indian Travel Agents
- Tourist destination/place
- Local tour operator
- Local guide
- Local hotels
- Local market

A most recent entrant in the field of medical tourism are the independent medical referral companies that review the individual's medical history and then recommend a doctor and hospital best suited for that particular patient. These medical referral companies use their knowledge of the medical community and institutions to ensure that the patient goes to a reliable medical facility with a proven track record of treating foreign patients. They also provide a complete service offering: visa and ticketing assistance, local transfers, complete

coordination of treatment and recuperation, holidays in India, etc. Aarex India in Mumbai is one such agency. Aarex India has received and treated patients from USA, Europe, Africa and Asia.

The Service Spectrum

India offers a variety of services for overseas patients. The table below presents a classification of the service spectrum.

	Wellness Tourism	Alternative Systems Of Medicine	Cosmetic Surgery	Advanced And Life Saving Healthcare
Services Offered	Spas, Stress-Relief, Rejuvenation Centers	Ayurvedics, Siddha, treatment for diseases e.g. arthritis	Dental Care, Plastic Surgery, Breast Enhancement, Tummy Reduction, Skin Treatment	Organ Transplants, Cardio-Vascular Surgery, Eye Treatment, Hip Replacement, In-Vitro Fertilization
Profit Margins	low	low	medium	high
Key Competitors	Thailand, South Africa	-----	South Africa, Cuba, Thailand	Singapore, Jordan, Thailand, Malaysia
India's Strength	Low – Thailand has captured a significant share of the market	High – Kerala is popular for this service	Low – South Africa and Thailand lead in plastic surgeries. Cuba specializes in skin treatments	High – India has strong brand equity. Jordan has a strong presence in middle-eastern market

Consumer Profile

The demand for Indian healthcare services primarily comes from three types of consumers. The table below presents the profile of these three consumer groups:

Group	Description	Countries	Demand Driver
--------------	--------------------	------------------	----------------------

I	Non-Residential Indians	Numbering 20 million across the world	Low Cost Healthcare Combined with trip back home
II	Patients from Countries with Underdeveloped Facilities	Nepal, Burma, Bangladesh, African Countries, Middle East Countries, Latin America	Quality Healthcare at Affordable Prices
III	Patients from Developed Countries	U.S, U.K, Canada	Low Cost of Healthcare, Capacity Constraints for Services in Home Country.

Though tourism is not the primary need of these consumers, it offers additional attraction particularly for people traveling for cosmetic surgery and less complicated procedures.

The visitors are pouring in from all over the world: Europe, Africa, Southeast Asia and Australia. At the same time, the number of Non-resident Indians traveling to India has also increased.

Medical Facilities Available in India

Indian corporate hospitals excel in cardiology and cardiothoracic surgery, joint replacement, orthopedic surgery, gastroenterology, ophthalmology, transplants and urology to name a few. The various specialties covered are Neurology, Neurosurgery, Oncology, Ophthalmology, Rheumatology, Endocrinology, ENT, Pediatrics, Pediatric Surgery, Pediatric Neurology, Urology, Nephrology, Dermatology, Dentistry, Plastic Surgery, Gynecology, Pulmonology, Psychiatry, General Medicine & General Surgery

The various facilities in India include full body pathology, comprehensive physical and gynecological examinations, dental checkup, eye checkup, diet consultation, audiometry, spirometry, stress & lifestyle management, pap smear, digital Chest X-ray, 12 lead ECG, 2D echo colour doppler, gold standard DXA bone densitometry, body fat analysis, coronary risk markers, cancer risk markers, carotid colour doppler, spiral CT scan and high strength MRI. Each test is carried out by professional M.D. physicians, and is comprehensive yet pain-free.

There is also a gamut of services ranging from General Radiography, Ultra Sonography, Mammography to high end services like Magnetic Resonance Imaging, Digital Subtraction, Angiography along with intervention procedures, Nuclear Imaging. The diagnostic facilities offered in India are comprehensive to include Laboratory services, Imaging, Cardiology, Neurology and Pulmonology. The Laboratory services include biochemistry, hematology, microbiology, serology, histopathology, transfusion medicine and RIA.

All medical investigations are conducted on the latest, technologically advanced diagnostic equipment. Stringent quality assurance exercises ensure reliable and high quality test results.

Market Players

The major market players in Indian medical tourism are:

1. Apollo Hospitals, Chennai
2. Escorts Heart Institute & Research Centre, New Delhi
3. Wockhardt Chain of Hospitals
4. Arvind Eye Hospitals, Madurai
5. Manipal Heart Foundation, Bangalore
6. Mallya Hospital, Bangalore
7. Shankara Nethralaya, Chennai
8. Narayana Hrudayalaya, Bangalore
9. Indraprasth Apollo Hospital, New Delhi
10. Tata Memorial Hospital, Mumbai
11. Hiranandani Hospital, Mumbai
12. AIIMs, New Delhi, a public -sector hospital is also in the fray.

In terms of locations – Delhi, Chennai, Bangalore and Mumbai cater to the maximum number of health tourists and are fast emerging as medi-tourism hubs.

Medical Tourism Sector Potential

- The present size of the medical tourism industry is pegged at \$ 299 Million.
- Revenues expected by the healthcare tourism industry is around \$ 1.7 Billion
- There are around 100,000 patients visiting India annually
- The expected growth rate of the tourism sector in 2006 is 8.4%
- There were 3.92 million foreign visitors in 2005
- International tourism receipts in 2005 was \$ 5.7 million

Benefits of Medical Tourism

Tangible

- Foreign exchange earnings which add to the economic wealth of a nation
- Cost advantage in tariff over the developed countries
- Improved information sharing
- Increase in efficiency of patient care process, cutting edge treatment.
- Improvement in hospital supply chain efficiency
- Strategic alliances with business partners within and outside the country
- Technology and knowledge transfer
- Better logistics performance both in internal and external
- Creation of employment opportunities in the industry
- Better utilization of infrastructure and skilled manpower
- Opportunity for development of infrastructure in Health, Tourism and Travel
- Economies of scale.
- Connectivity with air, road, rail and information and communication industries
- Clustering of medical travelers
- Increased wealth per capita
- Health opportunities for foreign patients may lead to better standards at home.
- Scope for Research and Development to offer comprehensive medical solutions

Intangible

- International acceptance of country as a global healthcare provider

- Social and cross cultural experience
- International customer relations
- Global marketing and medical trade relations
- Brand image of nation as world class healthcare destination.
- Competitive advantage
- Better coordination among the partners i.e. hospital and hospitality industry.
- Public and Private Partnerships
- Patient satisfaction

Probable Medical tourism process flow

i. Advertising of available treatments in a particular hospital /medical packages offered

This is done by tour operators as well as individual hospitals through advertising in papers, websites, media channels and other such methods. The patient may opt for package tour which will also include medical treatment as well sight seeing after recovery.

ii. Enquiries

The patients may have various enquiries related to treatment procedures , costs, other facilities, the range of doctors, specialized treatments ,insurance, duration of treatment transport ,hospital accreditations etc. The patient may want to interact with team of doctors to submit the diagnostic reports and to seek his consultation.

iii. Registration at the hospitals

The patient may directly get admitted to the hospital or he may come before the date of his treatment procedures. If he requires, reservation of hotels may be done by the hospitals /tour operators or directly by the medical tourist.

iv. Arrival of patient to the host country

Air ambulance may be provided for the patient if required by the hospitals, if required. Ticket bookings, facilitating the visa, etc can also be done through hospitals

v. Transport

Car rentals for the local transport can be arranged through hospitals or other agents in collaboration with hospitals .Various ranges of cars are available right from a simple taxi to the most luxurious and AC cars .

vi. Medical Assistance

The patient will discuss the history of his earlier treatments with the specialized team of doctors, he will be suggested a range of treatments that he can opt for. He can decide his own package of treatment according to his budget and suitability.

vii. Medical treatment

It is here that the actual process of treatment begins. The duration depends upon the treatment procedure being undertaken by the patient and the gravity of the problem.

viii. Patient recovery

The patient after the completion of treatment procedures goes through post treatment follow ups and various tests to ensure recovery. Depending upon the situation, patient may have to come back for his regular health check ups or some remaining procedures of his treatment as suggested by the stream of doctors. Then the patient may leave for his destination or opt for sight seeing.

ix. Alternative treatments

If required by the patient, alternative rejuvenating treatments can also be offered .It may include Ayurveda, health spas, yoga and other rejuvenating treatments

x. Sight seeing

Some patients may prefer going for sight seeing, rather than going for ayurveda, spas etc. The hospitals may individually arrange for some special travel packages of the famous places in the country or may connect the patients directly to the tour operators or travel agents.

Other activities related to sight seeing

- **Local transport** – when foreign patients visit other tourist places, historical monuments, national parks, religious places etc, they indirectly favor the growth of local transport facilities which also contributing to the economic growth of the micro region
- **Local vendors** – During the sight seeing the visitors buy various local handcraft items, food items, textile products, etc providing more employment opportunities to local artisans and increasing their income, indirectly contributing to the nation's economy

Medical Tourism in India – The Way Ahead

With a view to facilitating the medical tourism industry to achieve the expected targets and to give greater momentum for its growth, the Ministry of Health and Family Welfare together with the Ministry of Tourism of the Government of India has set up a Task Force. The Task Force will evaluate the opportunities in the industry and formulate a policy for accrediting healthcare institutions in the country. The accreditation programme is aimed at classifying health service providers on the basis of infrastructure and quality of services offered. It is expected to standardize procedures and facilitate foreign patients in selecting the best hospitals.

Meanwhile, several hospitals in the country are seeking to take advantage of the booming medical tourism industry. They are investing largely in acquiring equipments, size and skills.

To provide for brighter prospects for the industry, the hospitals can also acquire international accreditation, integrate traditional and clinical treatments and offer end-to-end value added services by tying up with tour operators, airline carriers and hotel companies. Hospitals can also allow foreign patients to pay through credit and ensure proper support services to foreign patients after they return to their native countries.

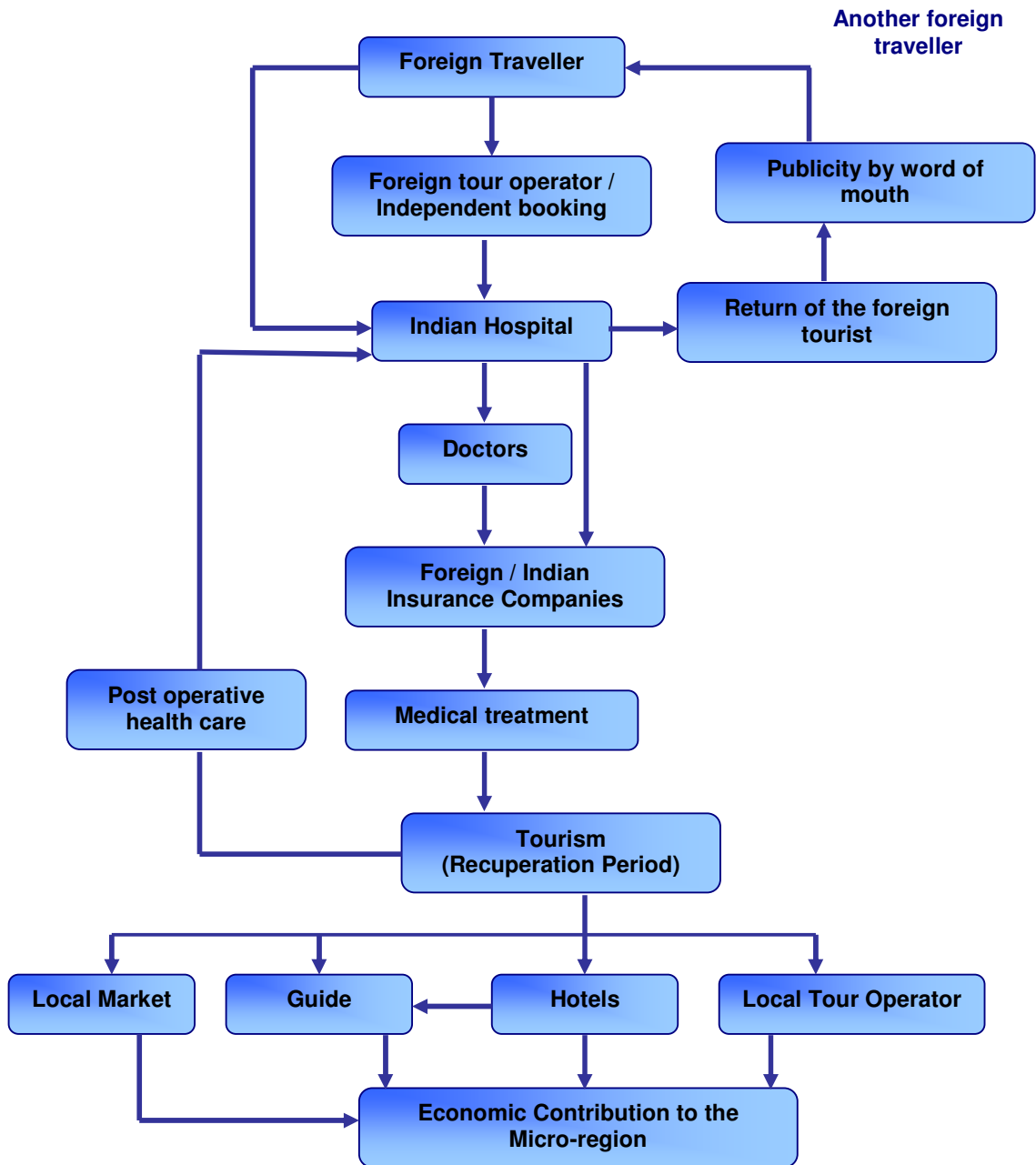
Lastly, the Government of India can also reinforce its support through quick visa processing, improved flight connectivity and infrastructure development.

India in Medical Tourism – SWOT Analysis

Given below is a SWOT Analysis of the Indian Medical Tourism Industry in its present state:

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> ▪ Quality Service at Affordable Cost ▪ Vast supply of qualified doctors ▪ Strong presence in advanced healthcare e.g. cardiovascular, organ transplants – high success rate in operations ▪ International Reputation of hospitals and Doctors ▪ High confidence level in Indian doctors ▪ Diversity of tourism destinations and experiences 	<ul style="list-style-type: none"> ▪ No strong government support /initiative to promote medical tourism ▪ Low Coordination between the various players in the industry– airline operators, hotels and hospitals ▪ Customer Perception as an unhygienic country ▪ No proper accreditation and regulation system for hospitals ▪ Lack of uniform pricing policies across hospitals
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> ▪ Increased demand for healthcare services from countries with aging population (U.S, U.K) ▪ Fast-paced lifestyle increases demand for wellness tourism and alternative cures ▪ Shortage of supply in National Health Systems in countries like U.K, Canada ▪ Reduced/competitive cost of international travel ▪ Demand from countries with underdeveloped healthcare facilities ▪ Demand for retirement homes for elderly people especially Japanese 	<ul style="list-style-type: none"> ▪ Strong competition from countries like Thailand, Malaysia, Singapore ▪ Lack of international accreditation – a major inhibitor ▪ Under-investment in health infrastructure ▪ Lack of proper insurance policies for this sector

Medical Tourism Network



REFERENCES

http://www.unctad.org/en/docs/c3em25d2_en.pdf

http://en.wikipedia.org/wiki/Category:Types_of_tourism

<http://www.gttp.org/docs/curricula/RussianCurriculum.pdf>

http://en.wikipedia.org/wiki/Medical_tourism

http://www.indiamedicaltourism.net/medical_tourism_india_news/index.html

http://www.asianhnm.com/magazine/current_issue/medical_tourism.htm

<http://www.cbc.ca/news/background/healthcare/medicaltourism.html>

<http://www.chillibreeze.com/articles/MedicaltourisminIndia.asp>

“Medicine without Borders”, The Times of India, Education Times 11th December’ 2006 article by Manisha Dhingra

Source: Hindustan Times, Business & World November 24, 2006)

<http://www.crisil.com/crisilyoungthoughtleaders2004/dissertations/GowriShankaNagarajanIIMBMedicalTourism.pdf>

<http://www.ibef.org/industry/tourismhospitality.aspx>

http://www.researchandmarkets.com/reportinfo.asp?rfm=rss&report_id=365816



Asia Pro Eco Programme

Is a five years programme launched by European Union in 2002, The main target is to adopt policies, technologies, and practices that promote cleaner, more resource efficient, sustainable solutions to environmental problems in Asia. The programme provides support through grants to policy reinforcement, operational and practical dialogue, diagnostic studies, technology partnership and demonstration projects, in the field of environment. The programme supports non profit organizations from EU and Asia.

About SINET

The aim of sustainable industrial network and its application on micro regional environmental planning is to interpret and adapt an understanding of the natural system and apply it to the design of the man-made system, in order to achieve a pattern of industrialization that is not only more efficient, but which is intrinsically adjusted to the tolerances and characteristics of the natural system. An industrial system of this type will have built-in insurance against environmental surprises, because their underlying causes will have been eliminated at the design stage. A micro-region is a distinct territorial unit with clearly marked boundaries below the regional level, but above the village level. Micro-regional environmental planning attempts to coordinate the planning activities of the various actors within a limited territorial unit.

The project will look at analyzing and documenting various success and failure stories of industry networks from Sweden/Europe and India/Asia, and to ascertain their impacts on environment and sustainability aspects of the respective micro regions. Emphasis will also be placed on creating awareness on the influence of industry network (key economic activity) on the micro region's environmental and sustainability aspects.



Contact Us

SINET Secretariat

c/o Network for Preventive Environmental Management (NetPEM) Public Trust,
301, 3rd Floor, Samved Sankul, Temple Road, Civil Lines,
Nagpur – 440001, India.

Phone: +91- 712 – 2552725/26, Telefax: +91- 712 – 2562723

Email: coordinator@sinetinfo.org Project Home Page: www.sinetinfo.org