

Chapter 7

Domestic Medical Tourism to Study the Expectations of Domestic Medical Tourists

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ABSTRACT

The objective of the study was to document the features of the medical tourism sector in the state and analyse its possible implications on domestic healthcare in Jaipur, Rajasthan. In the present study, in-depth interviews were conducted with the key stakeholders in the state. The major finding that emerged from the study was that although there will be an improvement in the overall quality and availability of advanced healthcare services, accessibility to the services will be affected particularly for poorer sections due to increased cost of care. Policymakers believed the gradual growth of the private sector in healthcare and the decline of the public health sector will lead to the exclusion of a section of the domestic population from access to quality healthcare.

INTRODUCTION

In present era nation witness new type of rise in Indian hospital which is known as a medical tourism. Medical tourism is most important segment in health care segment. India has a unique combination of advanced facilities of skilled doctors with low cost of treatment which considered nation as most popular hub of medical tourism. Past studies report showed that India is growing as the most preferred destination of “medical tourist.” and added a value of around US\$6 billion dollar (IBEF Report).

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Health tourism is a multibillion-dollar industry which is promoted by the Indian Govt and nourished by the corporate boom in medical care. Medical tourism is an economic activity that entails trade in services and represents the mixing of two of the largest world industries: medicine and tourism.

Reasons for the rise of Domestic Healthcare tourism:

Unique trio combination of high-quality medical facilities, Proficient Regional-speaking medical professionals and low cost effective

Medical tourism is generally categorised into two section (a) Global Tourism and (b) Domestic tourism. The present chapter mainly focused on the issue face by a domestic's tourist. Domestic medical tourism is the practise of travelling from one city to another or within the country to able better medical treatment. Several past studies found that Domestic medical tourism is preferably found in rural India as compared to Urban areas. The main reason behind the medical tourism in rural India is due to improper medical facilities and poor health infrastructure.

IMPORTANCE OF RESEARCH TOPIC

Several studies in the global health tourism captured on the economic benefits which is created by the overseas tourist, but few studies have explored that domestic tourism. According to Ji Sook Han, 2017, highlights the demands for health tourism in domestic tourists. According to Simon Hudson And Xiang, 2012 highlights the consumers attitudes and beliefs towards the domestic medical tourism. The present research paper mainly identifies a) the pain points of the domestic tourist especially the patients from rural India who are in hope to get a better medical facility in Urban medical hospital and secondly it identify the “medical tourist” expectations choosing urban hospital as medical tourism destinations.

OBJECTIVES OF THE STUDY

1. To identify the major health care treatment methods adopted by domestic tourist patients
2. To understand the opinion of domestic tourist patients regarding the influencing factors like cost of treatment, doctors, staff of hospital and other legal and technical procedure.
3. To understand the factors which directly affect the decision of domestic tourists related to taking health care treatment in Indian hospitals.
4. To identify the reason or the expectations why domestic tourist prefer urban health tourism.

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