

A Study on Medical Tourism Providers and Social and Political Risks in Kerala

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ABSTRACT

The study intends to survey the social and political performing artists for medical and the travel industry in Kerala from the medical tourism providers' point of view. Medicinal Tourism has changed varying backgrounds. Independent of the age and sexual orientation factors, the industry reinforces the economy of the nation and tops off the trade hold of the country. It is a path through which the nation ventures itself to world. Interest for Medical service is expanding because of Continuous increment in Population and future. Most recent innovation and aptitude learning is added favourable position to nation. Consequently it winds up important to ponder the new measurements in the travel industry that can procure remote trade and produce work by giving incredible administration. In the present globalized world there is need of persistent learning and execution of new thoughts like medicinal the travel industry by wellbeing industry. Medical and the travel industry is moderately more established idea however nations comprehended the significance of this idea presently aftereffect of which Medical Tourism is developing quickly. Real favourable position of India according to as Medical Tourism concern is that India offers top class medical facilities at standard with any of the western nations. Indian clinics are having great framework, exclusive Medical facilities, well qualified doctors and very important competitive cost of treatment. The main focus can be on expanding the quantity of medicinal tourists just as keeping up and upgrading the nature of social insurance administrations at sensible expenses and furthermore guaranteeing moral issues.

Keywords: Medical Tourism, Social, Political, Kerala.

INTRODUCTION:

The fast development in the travel industry business can be ascribed to increment in disposables, enhanced offices, weight on urban families, enhanced network to vacationer goals, and so forth. There is high need and extension to draw in these guests to the different vacationer goals in Kerala. Because of increment in number of Medical travelers number of private hospitals offering administrations to these patients increments naturally. Vital thing for these private doctor's facilities to pull in patients from abroad is a quality "authentications" and few of these hospitals get such endorsements from bodies that give them to clinics in the country. Essential thing to include this is a portion of the doctor's facilities in India have significantly higher quality administrations than the clinics in the country. The Medical the travel industry of India is one of the biggest administration segment businesses which produce immense totals of cash and later on time it is required to gain significantly more. In next five years. Indian Medical Tourism business can contribute 25% to GDP. India is developing as favored goal by remote patients over the globe because of different reasons. Training framework in India is extremely solid and India has made vast upgrades in advanced education. Important in Ayurvedic medication, India has included preferred standpoint over different nations. In most recent ten years proficiency

level in India expanded quickly. Because of its familiarity over English India is having included favorable position over other Asian nations particularly like Pakistan, Shri Lanka and so forth.

India is honored by rich traveler goals which patients wish to visit and in some cases exhorted Doctors in order to increase recuperating vitality. Shape most recent couple of years because of increment in no. of remote patients, hospitals in India are truly attempted different practices to draw in them, for instance couple of doctor's facilities are utilizing the establishment display though few of them working together with centers and nursing homes from different nations to build brand image. Kerala has spearheaded wellbeing and restorative the travel industry in India. They have tried to advance wellbeing the travel industry bigly, which has brought about a significant increment of guest landings into the state. Notwithstanding, Kerala has emphatically focussed on Ayurveda and its wide cluster of medicines and drugs, great offices are likewise accessible in the other customary types of medication just as in present day medical treatment. The inclination towards wellbeing the travel industry in Kerala is strong to the point that Kerala Ayurveda Centers have been set up at numerous areas in different metro urban communities, in this manner featuring the upsides of Ayurveda in wellbeing the executives. The wellbeing the travel industry center has seen Kerala take an interest in different public exhibitions and expos wherein the upsides of this customary type of drug are displayed. Kerala, has extraordinary compared to other qualified experts in every single field, Allopathic, Dental, Ayurveda and so forth and this reality has now been understood the around the world. As to offices Kerala has the most equipped specialists and world class restorative offices. With most aggressive charges for treatment, Kerala is an extremely worthwhile goal for individuals needing to experience treatment of certain medical treatment issues who don't require quick crisis treatment.

Travel and Tourism is one of the vital enterprises in the Indian economy as far as remote cash procuring and business age. In the travel industry field medical tourism and the travel industry is a recently discovered chance, which is yet to be created to its maximum capacity. Due to its marvelous potential, it merits the consideration of the approach composers, analysts just as people in general. Consequently, this investigation opens up those vistas that are fundamental for an expand insightful research. It endeavors to recognize all the allopathic treatment choices accessible in India when all is said in done and Kerala specifically under medical and the travel industry. The Government of India is additionally promising to advance medical treatment and the travel industry through different ways like the presentation of a National Health Policy in 2002, encircling of the Statutory Regulations and Standards to Healthcare Providers (National Accreditation Board for Hospitals and Healthcare Providers), Creating a Department of AYUSH for the Complementary and Alternative Medicines and Treatments, starting the Marketing Development Assistance Scheme for Travel Agents to advance therapeutic the travel industry and empowering the Public-Private Partnership activities.

LITERATURE REVIEW:

Milica Z. Bookman and Karla R. Bookman (2007) revealed that recently, the concept of medical tourism is gaining eminence in the field of health and medicine. "Medical Tourism" is a term involving people who travel to a different place to receive treatment for a disease, ailment, or condition, and who are seeking lower cost of care, higher quality of care, better access to care, or different care than they could receive at home. Currently, Taiwan government also declares its ambitions to become one of the best choices of cross-country medical care for international visitors. The government believes that Taiwan offers excellent medical care, so can take advantage of business opportunities in medical tourism as it has gained a reputation in the world and is particularly respected by the Chinese. A recent economic cooperation framework agreement (CEFA) between China and Taiwan will encourage trade and tourism between two entities across Taiwan Strait. The paper finds that medical tourism policy in Taiwan is a growing industry with government and hospitals' participation. Thus, efforts should be made to encourage collaboration between the government, medical care providers, and tourism industry.

Bies and Lefteris, (2007) opines that a trend emerging in recent years has been travel from industrialized nations to developing countries such as India and Thailand for purposes of undergoing medical procedures, a phenomenon we call medical tourism. In order to determine whether medical tourism should be encouraged, and if so in what form, an ANP model for medical tourism is developed. Findings revealed that self-selected medical tourism is preferred over employer- or government-sponsored programmes and over the status quo. 7 subnets were developed in respect of benefit, opportunity, cost and risk relating to medical tourism. These subnets are: medical benefit, economic benefit, social benefit, social opportunity, economic cost, medical risk and political risk. A sensitivity analysis with respect to benefit, opportunities, costs and risks is also conducted.

Robert B. Richardson. (2010), has revealed that Tourism is a principal export for 83% of developing countries and it is the most significant source of foreign exchange after petroleum. The rate of tourism growth in lower

middle income developing countries and in the least developed countries has been approximately double the world average growth rate in recent years, and almost triples the growth rate for high income countries. Other challenges to effective tourism development include shortages of skilled local staff, conflicts of interests and safety conditions in the area or in the county. As an engine for economic growth, tourism has been found to be resilient and associated with positive impacts in terms of generating foreign exchange earnings, creating employment and income and stimulating domestic consumption. A tourism policy that builds upon the existing foundation of cultural heritage, respects social and cultural traditions, minimizes economic leakages, and adheres to the pro-poor tourism development strategies that are described above is likely to produce economic benefits.

Anupama Sharma, Sumita Kukreja, Anjana Sharma (2012) have analyzed tourism protects and maintains the natural and cultural resources of the country, helps in avoidance of migration of the local population, and brings about improvement in the economic and socio cultural level of the local community. Social interaction between tourist and host community enhances the mutual appreciation, tolerance, understanding, awareness, family bonding, learning, respect and likings. On the one hand tourism industry is helping in socio-economic development of India: on the other hand it is degrading the culture, environment and belief system of the society by giving birth to several social problems like increased use of narcotics and drugs, sex tourism, child labor, seasonal employment, commercialization of cultural products, environmental degradation, increased pollution, extinction of rare species and increase in the price of commodities.

M. Sarngadharan and V.S. Sunanda, (2009) has analyzed that the quality of healthcare services, coupled with comparatively low charges for common surgeries, has made India an attractive destination for medical-value travel. The main clientele comes from neighboring countries, but an increasing number of non-resident Indians - who have settled in the US and the UK - have also been taking advantage of the healthcare services in India. Additionally, there is a good prospect of future patients coming from the Middle East. The competitiveness of India in health tourism is enhanced by the attractiveness of the alternative systems of medicine, Ayurveda in particular. A large number of tourists, both domestic and foreign, undergo treatment under Ayurveda, not only for improving their fitness and well-being, but also for curing many types of chronic diseases. The unique position that the Indian state of Kerala enjoys with respect to Ayurveda is due to the fact that treatment has proven effective in dealing with certain diseases. Kerala is well supplied with herbs and medicinal plants, which are used for treatment. This book looks at India's successful efforts in marketing health tourism products internationally, highlighting the country's effective health traditions. With yoga, meditation, allopathy, and natural herbal treatments, India offers a unique combination of services to foreign patient-tourists that are difficult to match by other countries.

Social and Political Issues Which are Affecting Medical Tourism:

A social issue is an issue that impacts an impressive number of people inside a general public. Usually the outcome of variables stretching out past a person's control, and is the wellspring of a clashing supposition on the grounds of what is seen as an ethically simply close to personal life or societal request. Social issues are recognized from monetary issues; in any case, a few issues have both social and financial angles. There can be differences about what social issues merit settling, or which should come first. Distinctive people and diverse social orders have diverse observations. Significant social variables are;

- Social classes and their effect on the society,
- Average disposable income level,
- Economic disparities,
- Level of education,
- Level and access to health-care,
- Health consciousness in society,
- Consumer preferences.

Political components are government controls that impact business task decidedly and contrarily. These variables might be present and approaching enactment, political dependability and changes, the right to speak freely, assurance and segregation laws are factors influencing business task and exercises. Political components can affect medical tourism in different ways. These outside ecological elements can include a hazard factor which can prompt a noteworthy misfortune in medicinal the travel industry business. These variables can change the whole outcomes and consequently, organizations ought to have the capacity to manage both nearby just as worldwide political results. With an adjustment in organization arrangements, there emerge political elements that can change the whole business situation. These progressions can be monetary, legitimate or social and can incorporate the following factors:

- Political strength: Lack of political soundness inside a nation can fundamentally affect the tasks of a business. This can particularly be valid for organizations that are working on the worldwide scale. For example, a threatening takeover can assume control over an administration. In the end, such a circumstance will prompt pillage, disturbances and general issue inside the medical business environment. Such circumstances can upset business tasks and exercises which can majorly affect its main concern.
- Tax and monetary strategies: Increasing or diminishing rate of expenses is a genuine case of a political segment. Government controls may raise the assessment rate for a few organizations and can bring down the equivalent for others because of explicit reasons. This choice will specifically affect organizations. This is the reason keeping up a methodology which can manage such circumstances is imperative.
- Employment Laws: Employment laws are made to secure the privileges of representatives and incorporate each part of business/worker relationship. Work law is a very complex and involves several pitfalls as well.
- Foreign Trade Regulations: Every business has a need to grow business activity to different nations. In any case, political foundation of a nation can impact the longing for a business to extend its tasks. Expense approaches that are especially controlled by the legislature can initiate a specific business to extend tasks in various districts while; other duty strategies can prevent the procedure of business extension for a few ventures. Government activities, which have been intended to help nearby organizations, may neutralize universal organizations when the inquiry is of their intensity in a remote district.

METHODOLOGY:

The study is descriptive in nature. The perceptions of the local and foreign tourist regarding various factors of medical tourism were determined and analyzed using statistical techniques.

Sample Size: The universe of the study was the medical tourism providers in Kerala.

Tools for Data Collection: The tool employed for data collection was a questionnaire.

Primary Data: The primary data were collected through questionnaire from 54 respondents. Questionnaires and interview schedules were used for this.

Secondary Data: The study also made use of various types of secondary data including studies, reports and data collected by government and non-governmental organizations.

Data Analysis – Tools: Statistical tools such as percentage, Mean score, Standard Deviation and Anova test were used for analyzing the data.

ANALYSIS AND INFERENCE:

Table 1: Locality of the Medical Tourism Provider in Kerala

Sl. No.	Locality	Frequency	Percentage	Cumulative Percentage
1	Thrissur	12	22.22	22.22
2	Thiruvananthapuram	9	16.67	38.89
3	Ernakulam	9	16.67	55.56
4	Kozhikode	5	9.25	64.82
5	Kollam	4	7.41	72.23
6	Malappuram	4	7.41	79.64
7	Alappuzha	3	5.56	85.20
8	Kottayam	3	5.56	90.76
9	Palakkad	2	3.70	94.46
10	Kannur	2	3.70	98.16
11	Idukki	1	1.85	100.00
	Total	54	100.00	

Inference:

From the Table 1 it can be seen that majority of medical tourism providers are in the district of Thrissur with the percent of 22.22 followed by Thiruvananthapuram and Ernakulam with 16.67 percent of each. The least number of medical tourism providers are in the district of Idukki with 1.85 percent.

Table 2: Mean and the Standard Deviation Comparing Association Between Size of Medical Tourism Providers and Social and Political Risks in Kerala

Sl. No	Size of Medical Tourism Providers	N	Social Risk		Political Risk	
			M	SD	M	SD
1.	Upto 250 patients	43	2.04	0.40	3.84	0.06
2.	251 to 500 patients	10	1.80	0.44	3.95	0.12
3.	Above 500 Patients	1	2.25	0.00	4.00	0.00
	Total	54	2.00	0.41	3.86	0.05

Inference:

Above table shows that the highest mean value is for larger medical tourism providers and the lowest mean value is for small medical tourism providers under the variable social and political risk. The following Table 3 provides the result for the overall F test for social and political risk variables.

Table 3: Anova Summary Table Comparing Size of Providers Groups with Social and Political Risks

Sl. No.	Social and Political Risk	Df	Sum of Squares	Mean Square	F	P
1	Social Risk					
	Between Groups	2	0.534	0.267	1.632	0.206
	Within Groups	51	8.341	0.164		
	Total	53	8.875			
2	Political Risk					
	Between Groups	2	0.123	0.061	0.458	0.635
	Within Groups	51	6.835	0.134		
	Total	53	6.958			

Inference:

As per the above table it is evident that social and political risk variables are significant for the size of medical tourism providers groups. Based on the p values, social risks and political risks are not significant and hence the null hypothesis is accepted. Now, it may be concluded that there is no significant difference among size of medical tourism groups and political and social risks. In other words, all categories of medical tourism providers perceive similar political and social risks while operating in Kerala.

FINDINGS:

- From the study it has been observed that the 22.22 percent of the medical tourism providers are located in the district of Trissur. The second majority goes to the districts of Thiruvananthapuram and Ernakulam with 16.67 percentages each.
- Medical tourism centers in Kerala can be classified as small, medium and large. Considering Anova test p values of social and political risks 0.206 and 0.635 it has been identified that there is no such impact difference on the size of medical tourism groups and political and social risks.
- With regards to the benefits of medical tourism in Kerala, the most influencing variable of large medical tourism providers are adopting a new technology, attracting new customers and expand market internationally with T values of 6.246, 6.129 and 5.001.
- According to the discriminant analysis the adoption of new technology in treatment has a 0.806 correlation with the discriminant function followed by reaching new customers with 0.804 correlations with the discriminant function.
- As per the analysis there is a significant impact among the large and small medical tourism providers with respect to reach new customers and adopt new technology for treatment.

SUGGESTIONS:

- As most of the service providers are not aware about medical tourism concept, hospitals should run promotional drive to generate awareness amongst Service providers as well as common public and this will lead to a better social and political image of medical tourism.

- Govt. also should consider the major social and political factors which directly affect the medical tourism business of Kerala.
- Success of every business depends on continuous business from the same customers or if the customers generate new business for you by giving references or recommendations.
- Awareness about Medical Tourism concept amongst only doctors is not important rather awareness amongst all stakeholders associated with this business is also important, if we really develop particular place as Medical Tourism center.

CONCLUSION:

Developing the medical tourism and the travel industry would help Kerala's economy. Medical tourism methodology in Kerala cost only a quarter when contrasted with the states and nations and furthermore the qualities are matches with the worldwide models. Hence it is fundamental to take in the social and political elements that assume the significant job so as to prevail in this industry from the perspective of medical or wellbeing tourists. Hence other developing nations can learn and make appropriate strides as needs be. In the meantime the nation, India can underline on the most imperative issues to keep up and to improve the flourishing of medical and the travel industry. So as to wind up a profoundly fruitful wellbeing the travel industry goal, it requires distinctive sorts and dimensions of talented individuals alongside quality items and services. Next to all these even the favorable political and social atmosphere of the nation and individual client frame of mind can tune this current industry's prosperity. The significant disadvantage of this industry is a few sorts of wild components prevailing in the social and political areas which can't be changed. In any case, yet there is opportunity to adapt to them to endure and to sparkle in this overall incredible part of the medical tourism industry.

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