

Role of Medical Tourism Provider Website in Medical Tourists Attraction in India

¹Alireza Nouri, ²Prof. S.Husain.Ashraf

¹Research scholar, Department of commerce, Aligarh Muslim University (AMU)

²Department of commerce, Aligarh Muslim University (AMU)

Abstract:

Tourism is the fastest developing industry in the world in terms of employment generation and addition to national income. Health tourism is one type of tourism that it consists of three parts: wellness tourism, curative tourism and medical tourism and the most profitable part of health tourism is medical tourism. The aim of this study was to investigate role of Medical tourism provider website to attract medical tourists. In medical tourism market, several sections are considered as effective factors for the decision of medical tourists to choose the destination of medical tourism that include medical tourism marketing companies or agency, medical tourism marketing websites, hospital and health clinics websites and medical broker. Medical market based on approximately 14 million cross-border patients worldwide spending an average of USD 3,800-6,000 per visit, including medically-related costs, cross-border and local transport, inpatient stay and accommodations. In this paper, deliberate or purpose sampling is used and researchers have used questionnaire that is filled in by 114 people of medical service providers in India. In this study the most important conclusion is that medical tourists believe the role of Medical tourism provider website to attract medical tourists is very important but those websites are not applicable for medical tourists. They need Multilanguage and convenient use website.

Keywords: health tourism, medical tourism, marketing, website, hospital.

Introduction:

Tourism has turned out to be an economic promoter contributing to the economic development of many countries over the last few decades. People need holidays, and for almost people it is not as luxury. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements such as destinations, attractions, sites, accommodation, and all ancillary services.

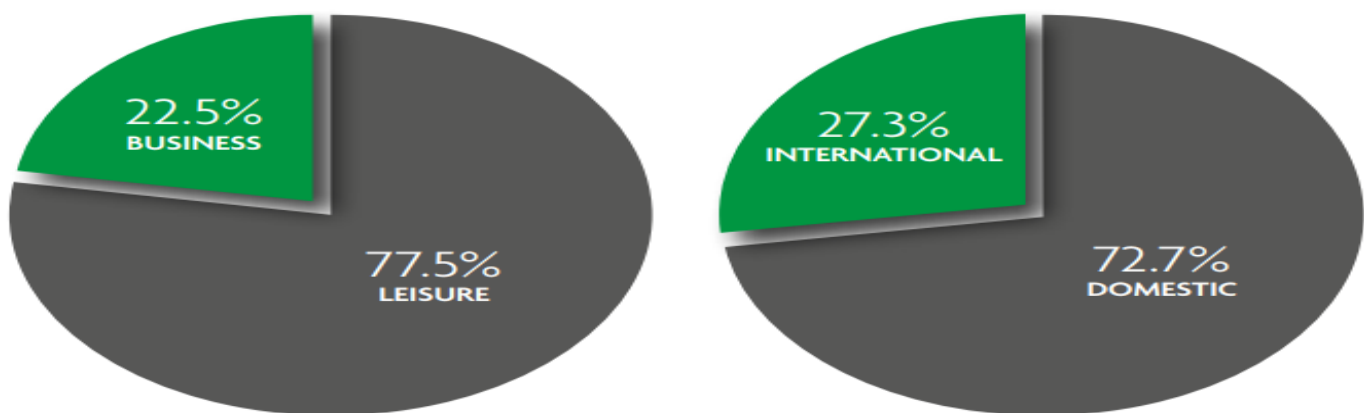
Tourism embraces nearly all aspects of our society. Apart from its importance to economic changes, human socio-cultural activities and environmental development, tourism is related to other academic subjects such as geography, economics, history, languages, psychology, marketing, business and law, etc. Tourism is one of the largest growing industries in the world today. In some countries with weak national economies tourism is regarded as a new primary industry. It creates employment and often brings in foreign currency to economically marginal areas. Olden days, travel was primarily for pilgrimage to the holy places and the countryside attracted people to travel and participate in meals, fairs and festivals.

According to WTTC (World Travel and Tourism Council-2017), travel & Tourism generated 118,454,000 jobs directly in 2017 (3.8% of total employment) and this is forecast to grow by 2.4% in 2018 to 121,356,000

(3.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. By 2028, Travel & Tourism will account for 150,139,000 jobs directly, an increase of 2.2% pa over the next ten years.

Travel & Tourism is a dynamic engine of economic development and job creation throughout the world. In 2017, Travel & Tourism directly contributed US\$2.6 trillion and nearly 119 million jobs worldwide. Taking its wider indirect and induced impacts into account, the sector contributed US\$8.3 trillion to the global economy and supported 313 million jobs in 2017. This was equal to 10.4% of the world's GDP, and approximately 1 in 10 of all jobs.

Figure 1: leisure vs business/domestic vs international



Source: Oxford Economics

Source: World Travel & Tourism Council report 2018

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements; destinations, attractions, sites, accommodation, and all ancillary services. Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes. The most common reasons for the people to travel away from home are:

- To spend holidays leisurely
- To visit friends and relatives
- To attend business and professional engagements
- To get health treatment
- To undertake religious pilgrimages
- Any other personal motives

With the advent of globalization and culture of consumerism, people begin to travel to make use of wide variety of alternatives that bring satisfaction and healthy living. Now a day's people are more aware of the importance of health. They are conscious in maintaining a healthy body, mind and soul. People visit tourism destinations normally for leisure and recreation. The purpose of visiting a tourism destination may vary

depending up on the nature and interests of tourists. Hence tourism destinations design variety of tourism products so as to cater the needs of tourists having different interests. Health tourism is a niche tourism developed by the competing tourism promoting countries in order to attract people travelling with the prime purpose of getting healthcare .Health tourism comprises of two terms healthcare and tourism and it involves a combination of resources of healthcare and tourism. A health tourism destination highlights its healthcare resources that give wellness and cure and tourism attractions that give peace of mind and relaxation. Health tourism is becoming a preferred form of vacationing as its covers a broad spectrum of medical services and mixes leisure, fun and relaxation together with wellness and healthcare. Health tourism is also known as medical tourism, wellness tourism, healthcare travel or medical value travel.

Medical tourism is the most important part of health tourism that it increase the benefit and employment in health tourism industry. Medical tourism is a challenging term because it is not defined and applied regularly. Generally speaking, medical tourism is travel across national borders with the aim of improving ones health (Bookman & Bookman, 2007). Although many definitions concur that medical tourism entails medical treatment via travel, there is no consensus over the types of treatments (TRAM, 2006). Bookman (2007) use the term medical tourism and health tourism interchangeably: the sale of high-tech medical care to foreigners has come to be called medical or health tourism .

Medical tourism often refers to travelling to other countries to obtain medical, dental and surgical treatment. It denotes the increasing tendency among people to travel in search of more affordable health options often packaged with tourist attractions. Wellness tourism is the sum of all the relationships and phenomena resulting from a journey and residence by -people whose main motive is to preserve or promote their health. They stay in a specialized hotel which provides the appropriate professional know how and individual care. They require a comprehensive service package comprising physical fitness/beauty care, healthy nutrition/ diet, relaxation/meditation and mental activity/ education .Medical tourism is highly promoted by big corporate hospitals in developing countries by providing high quality medical services at cheaper prices to patients from industrialized nations. Health tourism is projected as a new segment in travel and healthcare business. Globally, medical tourism is said to be US \$ 40 billion industry. The main attractions of health tourism are cost effectiveness and a chance to enjoy the tourist products of health tourism destination during recuperative period. We have luxury medical tourist also who request international five star hotel luxury car and luxury medical service and health care. The report highlights the global medical tourism market in accordance with the treatment type and geography. Based on treatment type, the market is categorized into cosmetic, dental, cardiovascular, orthopedic, neurological, cancer, fertility, and other general treatments. Major destinations for medical tourism include Thailand, India, South Korea, Barbados, Mexico, Brazil, Japan, Malaysia, Costa Rica, Singapore, Hong Kong, Israel, Iran, South Africa, France, Germany, Turkey, and the UK among others. Most of these destinations offer specialized treatment for specific medical conditions. For instance, Barbados is known for fertility treatment services while Singapore is famous for stem cell treatment and cancer treatment.

Medical Tour Operators/Facilitators form an important link between the medical tourists and the hospitals. Medical tourists often use the services of medical tour facilitators as they are unaware about the destination country and hospitals and want a hassle free arrangement. These facilitators sometimes have a tie up with the hospitals and some hospitals mentioned that around 30- 40% patients come through medical tour facilitators. The development of the medical tourism industry created a demand for travel- and care-coordinating institutions, which in turn opened a niche for agencies and brokerages to startup businesses. Intermediaries often offer individually tailored packages, which include arrangement of treatment, recuperation, flight, accommodation, leisure etc. The ones located in country of origin are more patient-oriented, whereas the ones



located in country of destination are more provider-oriented. Since brokers and agents do not hold any responsibility for patient's well-being and satisfaction, it may be that they do not investigate the competences, qualifications, quality and scope of provided services of the health care facilities they send patients to. Nonetheless, it is obvious that the position of facilitators in medical tourism mechanism is strongly present, since travel arrangements are challenging for patients, as well as for clinics - reaching clients directly in foreign markets is a very costly promotion and marketing approach.

Today, providing centers for medical tourism services to international patients have established international marketing division (IPD) and, through the collapse of contracts with governments of different countries or private sectors of those countries, they are attracting international patients. On the other hand, some companies or agencies that have activists in the field of medical tourism are also the countries that facilitate to transfer of international patients to concern destinations. In many cases, people who are referred to as the leader in medical tourism or translator and they have medical tourists independently collaborate with hospitals and treatment centers, and hospital will pay Commission for the introduction of the patient to it centers. That people will receive an amount that depends on the cost of the patient's payment. In this article, we have tried to examine the role and effect of medical tourism provider website in the medical tourist attraction.

According to the articles mentioned, one of the best ways to attract medical tourists with benefit for the hospital and the patient is to use the Internet website for international patients. Medical centers can advise their international patients without intermediaries and plan their travels with the help of travel agencies and receive high-quality patient with a travel destination and receive health care.

Literature review:

Medical tourism (MT), primarily a late twentieth century phenomenon, is said to have recently and rapidly boomed. Medical tourism is a challenging term because it is not defined and applied commonly. Generally speaking, medical tourism is travel across national borders with the aim of improving one's health (Bookman & Bookman, 2007). Although many definitions concur that medical tourism entails medical treatment via travel, there is no consensus over the types of treatments (TRAM, 2006). Bookman (2007) use the term medical tourism and health tourism interchangeably: the sale of high-tech medical care to foreigners has come to be called medical or health tourism.

According to Grennan (2003), medical tourism is when Western health care providers, including nurses, have seized the opportunity to combine travel with seemingly exotic work opportunities consisting of short-term medical work in countries of the global South. This practice is similar to physician volunteerism, which is usually considered a component of medical tourism. CBC (2004), on the other hand, defines medical tourism as: Patients going to a different country for either urgent or elective medical procedures. According to Hunter-Jones (2004), medical tourism is travel for recovery rather than travel for direct treatment. Carrera and Bridges (2006) define medical tourism as organized travel outside one's natural health care jurisdiction for the restoration of the individual's health through medical intervention. According to Bies and Zacharia (2007), medical tourism is simply the outsourcing of medical services, primarily expensive surgeries, to low-cost countries, such as India and Thailand. Marsek and Sharpe (2009) more recently define medical tourism as the practice of traveling abroad in search of high-quality, low-cost medical care.

Jenner (2008) emphasizes 'distant' locations, which is the assumption of most popular media coverage; however Ormond (2008) recognized most Medical tourism destinations as 'backyards', close to source countries, but with some more distant 'playgrounds'. This 'reverse' global flow is usually seen to be the basis of Medical tourism, though international mobility for medical care is more diverse and complicated, notably

in its cross-border and diasporic component. Medical tourism is said to have grown explosively since the late 1990s with thousands of patients moving to countries such as India, Thailand and Mexico, in search of medical care usually deemed too expensive, inadequate or unavailable at home. Multiple studies have subsequently documented the rise of Asian, European and Latin American destinations, as their economies have diversified and built on existing tourism industries and health care systems (e.g. Bookman & Bookman, 2007; Connell, 2006, 2008; Reisman, 2010). Increasing numbers of countries have enthusiastically marketed themselves as Medical tourism destinations, hundreds of medical tourism companies (MTCs) have become travel agents, brokering and facilitating medical travel, and extraordinary claims have been made for numerical growth, especially by industry participants and destination countries (Connell, 2011).

What might be regarded as medical tourism is far from obvious, and exaggerated statistics blend into marketing strategies and ‘success’ stories, notably in journalistic contexts where hospital and national estimates are unquestioned. Consequently estimates of market shares and revenue are equally problematic (e.g. Heung, Kucukusta, & Song, 2011). ‘By definition almost every official figure is flawed. They are often badly collected, imperfectly collated and spun to infinity. Some hospitals inflate figures by counting the number of patient visits rather than the number of patients’ (Youngman, 2009; see also Pollard, 2010). One overview ‘found a lack of hard data on the magnitude of medical tourism, with anecdotes, brokerage claims, and theoretical conjectures substituting for more deliberative study’ (Hopkins et al., 2010: 194; see also Glinos, Baeten, Helble, & Maarse, 2010). Some national data, like that of the UAE, are so inflated that even industry analysts disregard it: ‘the claimed medical tourism figures are so exaggerated as to be pure fantasy’ (Youngman, 2010a). Without arrival and departure cards there are no reliable and comparable international data on cross-border medical travel. Most data that are touted as measures of numbers, growth and economic impact are anecdotal, yet such data have largely eluded detailed analysis since Medical tourism is competitive and partly clandestine.

Dan Cormany and Seyhmus Baloglu (2013) examined The growing trend of traveling outside of one's country for medical services, commonly known as “medical tourism” is expected to continue to grow exponentially in the next ten years (Keckley, 2008).With multiple destinations from which to select, and available information representing this type of travel being of variable reliability, many prospective medical travelers turn to the use of a “medical tourism facilitator”, This study explores the services offered on medical tourism facilitators' websites to the prospective traveler. Through the application of correspondence analysis, it was discovered that differences in both website content and in services offered speckled by the continent upon which the facilitator operated. With little yet known as to the motivations of a medical traveler in the selection of a specific destination, these discovered differences may be a first insight into regional differences that may play a role in such destination selection

Sedigheh Moghavvemi , Meghann Ormond , Ghazali Musa ,Che Ruhana Mohamed Isa , Thinaranjney Thirumoorthi ,Mohd Zulkhairi Bin Mustapha , Kanagi A./P. Kanapathy and Jacob John Chiremel Chandy (2017) examined websites of private hospitals promoting medical tourism in India, Malaysia and Thailand. they analyzed the content and format of 51 hospitals across five scopes .they stated results provide pointers for hospital managers to improve their online presence .websites of private hospitals promoting medical tourism are important marketing channels for showcasing and promoting destinations' medical facilities and their collection of staff expertise, services, treatments and equipment to domestic and foreign patient-consumers alike. the authors examined the websites of private hospitals promoting medical tourism in three competing Asian countries (India, Malaysia and Thailand) in order to look at how these hospitals present themselves online and seek to appeal to the perceived needs of (prospective) medical tourists.Results show

differences between Indian, Malaysian and Thai hospital websites, pointing to the need for hospital managers to improve their hospitals' online presence and interactivity.

Medical tourism information-discussion:

The terms “medical tourism” and “health tourism” are not synonymous, although they are often confused and used interchangeably. Dr C. Constantinides from HealthCare Cybernetics distinguishes both terms and defines “health tourism” as services related to health and involving some travel. As a collective term “health tourism” covers services, which are classified into eight categories: medical tourism, dental tourism, spa tourism, wellness tourism, sports tourism, culinary tourism, accessible tourism, assisted residential tourism. K. Pollard, on the other hand, introduces similar distinction of, what he calls comprehensively, “health and medical travel”. He splits this market into five segments: medical tourism, dental tourism, cosmetic surgery (or esthetic) tourism, spa tourism, wellness tourism. It follows that all medical travelers are health travelers, but not all health ones are medical: regarding plastic surgeries, for example the aim is mainly esthetics, not health condition improvement. Hence, health tourism is a broader concept than medical tourism and should not be applied interchangeably.

Global medical tourism market is expected to garner \$143.8 billion by 2022, registering a CAGR (Compound annual growth rate) of 15.7% during the forecast period 2015 - 2022. Medical tourism can be broadly defined as travel across international borders with the purpose of availing medical treatment of some form, which may or may not be available in the travelers' home country. This treatment may include a wide array of medical services; however, the most frequently availed services include dental care, cosmetic surgery, elective surgery, and fertility treatment. The motives for making the travel could be one or more among the following major factors:

- High cost or affordability of medical services including the one the customer needs to avail.
- Non-availability or low quality of the necessary treatment due to lack of healthcare infrastructure or skilled service providers.
- Less waiting time for the available treatment such as organ transplant

Medical tourism includes people who travel to a different place to receive treatment for a disease, an ailment, a condition, or to undergo a cosmetic procedure, and who are seeking lower cost, higher quality, different or better access to care than what they could receive at home. The medical tourism market encompasses a large and broad number of categories of travelers. Based on treatment type, the market is categorized into cosmetic, dental, cardiovascular, orthopedic, neurological, cancer, fertility, and other general treatments.

McKinsey on the contrary, through conducted research, recognizes quality factors as the major ones that influence patient's decision on destination. They cover in order of importance: advanced technology, better quality, quicker access and at the very end – costs of care.

Glinos and Baeten assume that patients prefer to be treated “as close to home as possible in a system they feel familiar with, but under some circumstances they might be willing or even prefer to be treated abroad”. They distinguish five key drivers for patient's mobility:

- Familiarity/proximity, regarding culture, language, habits, religion, history. Patients feel more comfortable when they feel familiar with the system and are able to speak a mutual language.

- Availability with distinction on the services that are unavailable due to long waiting lists or because they are not all offered in the country of origin.
- Financial costs, the majority of medical tourist pursue treatment that is excluded from the national health care coverage and since patients are forced to pay out-of-pocket, they seek optimal value-for- money services.
- Perceived quality, patients think that foreign healthcare services are of higher quality than in their national systems.
- Bioethical legislation, patients seek treatment that is illegal, hence not provided in their home country.

K. Pollard introduced a “model of destination attractiveness”. The model covers the complex set of factors that determine patient’s ultimate decision where to pursue treatment abroad. It excludes technology and quality comparisons (as not contributing to being ultimate decision factors) and consists of seven key determinants.

- Geographical proximity, travel time, ease and barriers in reaching the destination. Patients are not willing to take long, indirect flights from/to deserted airports, nor are they willingly going through complicated visa procedures.
- Cultural proximity including language, religion, cuisine, customs and practices. Medical tourism seems to be influenced by familiarity and cultural similarity, for example former colonial connections (India-UK) and diaspora populations (coming back for treatment to a country people emigrated from).
- Destination image, reputation of a country and stereotypes, which are hard or even impossible to reverse. They influence patient’s perception of a particular treatment facility.
- Destination infrastructure on country or treatment facility level.
- Destination environment climate, tourism attractions, facilities compose factors that make the destination more attractive to a patient.
- Risk and reward. Medical tourists need to balance treatment outcomes against potential risks, considering safety, treatment guarantee, track records of particular medical services in destination countries etc.
- Price. Not only the treatment costs count, but also travel, accommodation and insurance expenses.

In the recent years, advertising and enhanced penetration of internet to the remote places has helped patients identify travel destinations that suit their need and budget for a particular medical service. Agencies, brokers, and international accreditation associations such as Joint Commission International (JCI) have helped medical service seekers to gain the necessary information and have provided a platform for medical service providers to convey their value offerings to the wide customer base.

Medical Tourism has become one of the latest trends in the tourism industry which has been and has the potential to continue growing exponentially every year. More travelers than ever before are now travelling abroad to get high quality medical treatments for less cost.

Medical tourism providers have a decisive role in attracting and retaining medical tourists. The satisfaction of medical tourists has a good and good service to medical tourism. Medical tourism has many factors, including

insurance, brokers ,Travel agency ,Medical tourism company, hospitals, Medical center, media ,conference, website, accommodation, catering and financial product Have a very important role in the development of medical tourism.

India has high potential for attracting medical tourists, and this country could become one of the best countries in medical tourism, as in 2018, according to the Medical Tourism Index, India ranked fifth in the world's leading medical tourism countries. India is ranked first in the field of medical tourism industry. India is one of the world's top destinations for the medical tourism industry because of potentials for up-to-date medical equipment, excellent doctor's knowledge, good doctor's experience, in treating certain diseases, updated hospitals with global credentials including JCI and NABH, a high-quality level Treatment, global standard labs etc.

In the field of medical tourism quality and services, India was the third, and in the field of destination environment India was the twelfth, which finally India ranked as the fifth largest international medical tourism provider of the world. Factors such as low cost, the possibility of obtaining medical visas, low cost of living and food, Indian tourist attractions, good airlines, and cultural and tourism events can provide a medical tourism perspective for 2020 as the first destination of medical tourism.

The Ministry of Tourism, Government of India is promoting medical tourism through numerous initiatives. It acts as a facilitator for supporting the private players in this industry. With the finest and experienced specialists and technological edge along with latest equipment and state-of-the-art infrastructure, Indian health tourism industry is gaining momentum. Some of the initiatives are taken by the Ministry of tourism to encourage medical tourism are:

Government support for medical tourism in India includes marketing, visa facilitation, promotion of some hospitals as centers of excellence, hospital accreditation and public-private sector partnership. The National Accreditation Board for Hospitals and Healthcare Providers (NABH) does its own accreditation of hospitals to guarantee service quality .The government improved airport infrastructure to smooth the arrival and departure of medical tourists. It has championed a public-private sector partnership (PPP) model at both central and state level to improve healthcare infrastructure to provide efficient services and innovative delivery models.

According to times of India report (2017), the Union commerce ministry, along with ministries of tourism and health, has already launched a portal, www.indiahealthcaretourism.com, in four languages – Arabic, Russian and French and English- to provide comprehensive information to medical travelers .A latest knowledge paper by FICCI (Federation of Indian chambers) and Quintiles IMS shows over 5, 00,000 foreign patients seek treatment in India each year. SAARC (South Asian association for regional) countries such as Bangladesh, Afghanistan, and Maldives are the major sources of medical value travel, followed by African countries such as Nigeria, South Africa and Kenya. Proximity, cultural connects and connectivity are the key reasons for inflow of patients to India from these regions.

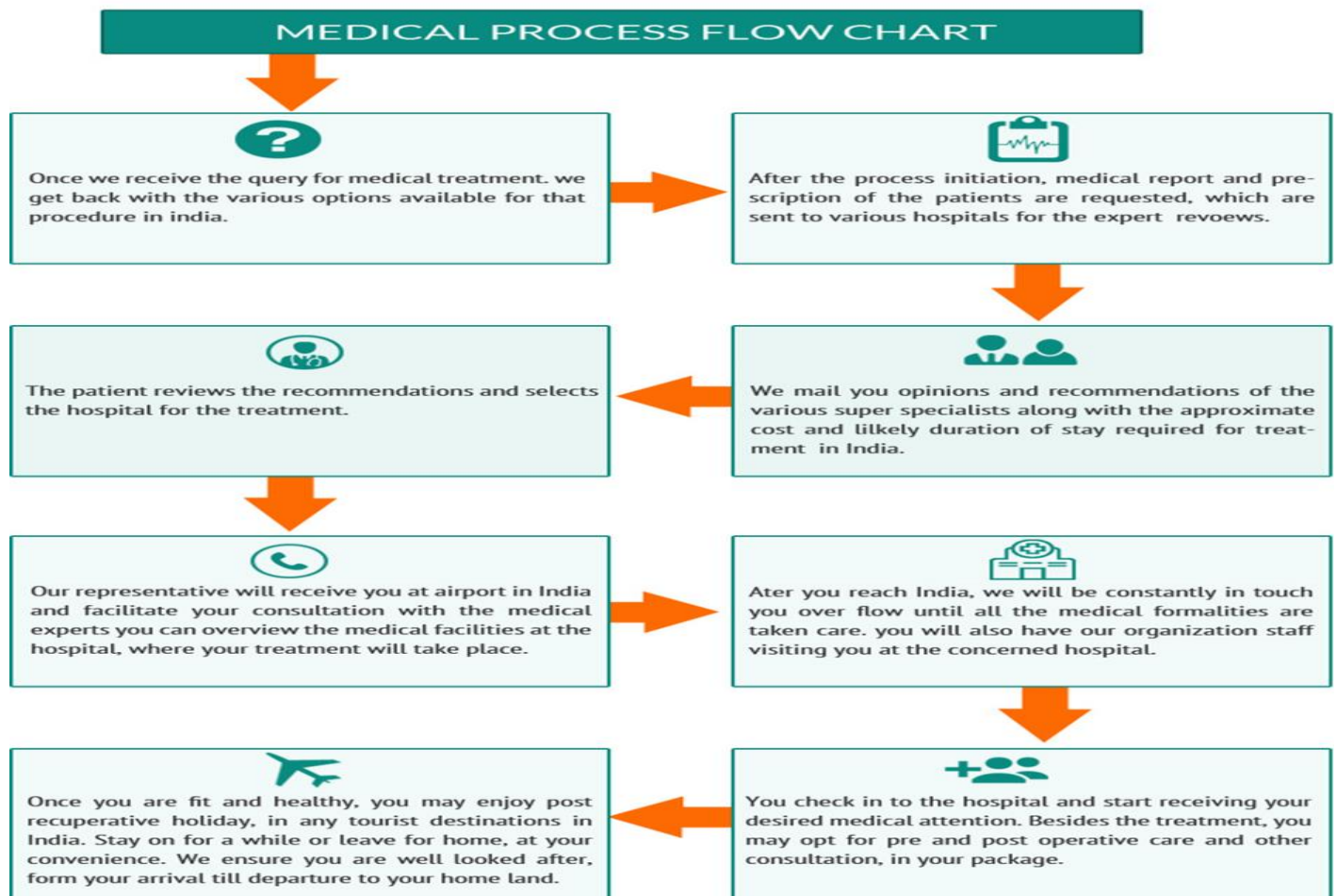
There are company, agency or some person that arrangement of treatment, recuperation, flight, accommodation, leisure for international medical patient. They have coordinated with the other factor in destination and they prepare package for demand patient .international patients find request information for their treatment from the medical tourism site, medical tourism company, medical tourism guide or directly from international patient market of hospital. strongly present, since travel arrangements are challenging for

patients, as well as for clinics - reaching clients directly in foreign markets is a very costly promotion and marketing approach.

According to importance role of hospitals to satisfy Medical tourists ,all hospitals with credit JCI or NABH that they service to international patient have to direct Medical tourists to pass process of travel, reception in hospital, treatment, surgery , city travel and visit sight seen. Apollo hospital chain is one of the biggest hospital chains in India and it has perfect program for Medical tourist .they inform their services in their internet website. In hospital's website international Patient Care Program gives complete support to patients and their accompanying family members such as pick and drop from the airport, accommodation, translator, medical Tour Plan, super-specialty treatments available, travel and hotel assistance and foreign Services Facilitation.

International patients have passed easy process to admit in Indian hospitals. this process almost is similar to all hospitals in India .Medical tourists can do process of reception themselves but they usually prefer to do this process with Medical guide who can service to Medical tourists separately or this can be one service of hospitals package. Hospitals inform to international patient about process of admission clearly in their website such as Max hospital that it explain very well for medical tourist about medical guideline.

Figure2: Medical tourism flow chart in Max hospital



Source: www.Maxhealthcare.in

Medical Tour Operators/Facilitators form an important link between the medical tourists and the hospitals. Medical tourists often use the services of medical tour facilitators as they are unaware about the destination country and hospitals and want a hassle free arrangement. These facilitators sometimes have a tie up with the hospitals and some hospitals mentioned that around 30- 40% patients come through medical tour facilitators. There were 407 approved inbound tour operators only in NCR (Government of India, Oct 2017). Government does not approve medical tour operators separately so official figure on them is not available but India Mart directory lists more than 100 medical tour operators having offices in and around Delhi. Medical tour facilitators were serving more than one hospital. They contract agreement with other medical tourism agencies in origin country. They provide all services to patient and inform to them by internet website.

According to the many problems that patients and hospitals have encountered from medical tourism leaders, most hospitals have established a division for medical tourism marketing. In this section, there are marketers specialize, translators familiar with the various languages needed by patients in the countries of origin. The provided services by this section in some hospitals include medical visa, medical services, airport transfer, accommodation, a meal, a public tourist attraction, a market, and everything that is needed by the medical tourist and their associates. But in some hospitals this section only issued an official medical visa invitation, Transfers and medical services.

On the other hand, some companies, by creating Internet websites attract medical tourists through virtual channels, and they do medical consultation, obtaining documents, examining and even sending official medical visas, and their representatives in the country support all relevant matters, including accommodation, treatment, Transfers and Food.

Research Methodology:

In this paper, the sampling method is purposive sampling, it is non-probability sampling .160 questioners were given to medical tourism provider such as international patient division(IPD) ,Medical Tourism company managers and medical travel guides. 114 questioners were returned by respondents.

This study Simple linear regression was used .It analysis is conducted in order to examine the relationship between efficiency medical tourism internet site and increasing the choice of India as a medical tourism destination. In regression, the dependent variable is increasing the choice of India as a medical tourism destination and efficiency medical tourism internet site is taken as independent variables

Table 1 shows that the correlation coefficient is 0.593 and it indicates relationship between Increasing the choice of India as a medical tourism destination and efficiency medical tourism internet site .

Table 1: Model Summary of Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
I	0.593 ^a	0.352	0.346	0.32392
a. Predictors: (Constant), Efficiency medical tourism internet site				
b. Dependent Variable: Increasing the choice of India as a medical tourism destination				



Source: *Developed by the Researcher*

R-square (R^2) measures the goodness-of-fit of the regression analysis. R^2 value varies in between from 0 to 1. R^2 value 0.3 and above considered as good model in case of regression analysis. In this case the value of R^2 is 0.352 and Adjusted R^2 is 0.346; the regression analysis employed here is appropriate to understand the relationship between Increasing the choice of India as a medical tourism destination and efficiency medical tourism internet site. The R^2 value multiplied by 100 tells the percentage of variance in the dependent variables accounted for by the independent variables.

In this case, R^2 value is adjusted for potential errors to 0.352 and it implies that efficiency medical tourism internet site could predict 35.2 percentage of the variance in increasing the choice of India as a medical tourism destination. Considering this regression analysis, it can be said that 64.8 percentage of the variance in Increasing the choice of India as a medical tourism destination is explained by something other than the efficiency internet site of medical center .

Therefore, on the basis of this regression analysis made, it is clear that the Increasing the choice of India as a medical tourism destination or medical tourist's attraction tends be efficient and effective if efficiency medical tourism internet site is adapted in organization.

According to Medical tourist's responders, researcher can state there is any impact of efficiency medical tourism internet site on increasing the choice of India as a medical tourism destination or medical tourist's attraction”

Conclusion:

Health tourism consists of three parts: wellness tourism, curative tourism and medical tourism, and medical tourism is the most profitable and most important economic sectors in all part of the health tourism. In the medical tourism market, several sections are considered as effective factors for the decision of medical tourists to choose the destination of medical tourism that include medical tourism marketing companies or agency, medical tourism marketing websites, medical tourism marketing of hospitals and health clinics and medical broker.

The Internet sites are often divided into two categories of sites of medical and travel agencies and hospitals. Hospital web sites are often in both Hindi and English language, which cannot be used by patients in non-English speaking countries. Registration and selection procedures. The doctor and the appointment are very easy and functional, but they need to be fluent in English or Hindi, and therefore most international patients go to medical guides or Medical Tourism companies. Although, a few websites of intermediary companies or medical travel agencies have translation facilities in Arabic language. However, Internet sites of hospitals and most Medical Tourism companies are not currently applicable to international patients and should be translated and available for patients in a variety of languages in order to eliminate intermediaries and their problems. Unfortunately the cost of running Internet sites was paid by medical service provider but it is not useful and effective, and it has a wrong strategy.

More than 400 travel agencies are active only in Delhi, and more than 100 companies in this area providing medical services to tourists. They can advertise and communicate with other travel agencies around the world about the Medical Tourism in their area. They can explain information and special conditions of the hospitals and its privileges and facilities in Delhi for other travel agencies around the world, and complete packages at reasonable prices for the medical tourist's .All that information can be available in internet website of travel agency.



There are various factors that will contribute to the flow of Medical Tourism in developing countries: opportunity to vacation, privacy and anonymity, fewer waiting lines, and some procedures that are not offered in developed countries. It will be fascinating to observe the trend set down by the next generation of medical tourist and the factors that they might consider more important than others. For example, online research was one of the major tools used for searching information on Medical Tourism, and it might continue to grow importance by the potential medical patients who will consider travelling in near future.

According to all discussion and review literature and results of data analysis, researcher provides some suggestion among:

1. Internet sites of hospitals and most Medical Tourism companies have to be applicable for international patients and should be Multilanguage.
2. Providing different packages of medical tourism for different seasons with regard to the variety of weather, for example, the offer of treatment in Kerala in winters and Kashmir in summer and present in website of travel agency.
3. Introduction of Medical Tourism in India through social media and Internet with the Introduction of Tourist Attractions in Different Sectors of India
4. Introducing Indian Tourism Festivals and Events in website of travel agency and medical tourism company and providing a variety of packages for Medical tourists to travels at that time to India, participating in events and using medical treatments in same time.
5. Joining Indian Travel Agents Company at International Exhibitions of Tourism, such as ITB in Germany and Fitur in Spain to Promote Indian Medical Tourism in India
6. Developing of channels for the introduction and promotion of India Medical Tourism services in the world according to strong and opportunity factors through internet sites, international Medical Tourism exhibitions
7. Participating in scientific conferences on Medical Tourism and presenting articles to show the qualities of Indian Medical Tourism.
8. To promote the characteristics of traditional Indian treatments based on herbal medicines with minor side effects such as Ayurveda for the treatment of various diseases in website of hospitals and medical tourism company.
9. Direct communication with Medical Tourism patients through multilingual internet sites with easy method to use and select treatment and doctors, international exhibitions and conferences and the removal of medical leaders.

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