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MAKING OF NEW INDIA :
CHALLENGES, WAYS AND MEANS

Editor

Dr. K. SUDARKODI
Controller of Examination,
Associate Professor of Economics,
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AN ECONOMIC STUDY ON HEALTH TOURISM IN TAMILNADU

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Abstract

Health tourism is an activity which connects the expectations of patient and a service provider, usually a hospital or a clinic. Growth in the popularity of medical tourism has captured the attention of policy maker, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatment not available in their homeland. Tamilnadu economy is showing a paradigm shift in its orientation from traditional retile to modern and corporate health care service provision centers. The trend is increased by phenomenal contribution of the health tourist arrivals every day. Traditionally, Tamilnadu health care service provider's particularly private hospitals are supported by other district and other state health care seekers. Health tourism has found a niche for itself as an effective instrument for health care service providers and health service seekers and these by facilitating the development of Tamilnadu economy. Tamilnadu is one of the fast growing health provision hubs in India. The health industry of Tamilnadu is known for its supremacy in ophthalmology and treatment of long term morbidity. After the introduction of economic reforms, health sector of Tamilnadu is booming. Now, it is widely accepted that health tourism and hospitals are the centres of acceleration of employment and income earnings. The number of

health care service seeker also enormously increased in Tamilnadu. This paper aims to present to the study An Economic Study on Health Tourism in Tamilnadu.

Keyword: Health Tourism, Meditour, Health care Seekers, Health Service Providers.

I. INTRODUCTION

Health tourism is an activity which connects the expectation of a patient and a service provider, usually a hospital or a clinic. If the patient is crossing the regional borders to obtain medical care, than that individual would usually be known as a health tourist. There are certain health care service provider specialises certain areas of health care, such as cosmetic surgery, dentistry or transplant surgery, while others are more generalised in their approach, providing multiple services over a wide range of medical specialties. Growth in the popularity of medical tourism has capture the attention of policy-maker, researcher and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.

Today we are experiencing both qualitative and quantitative shifts in the patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative

low cost of treatment in less developed countries, the availability of inexpensive flights and increased marketing and online consumer information about the availability of medical services. What really puts the word "tourism" in medical tourism concept is that people often stay in the foreign countries after the medical procedure. Traveller can thus take advantages of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities

Importance of health tourism

Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Health tourism is the synergy between the hospitals and the tourism industry gaining momentum in India. More number of people is estimated to travel across the districts and states in India for Health needs. Medical tourist from Germany, France, Switzerland and the US prefer ayurvedic treatments in India. India's potential to attract health tourists to India costs are Lower, health restorative alternative treatments like a combination of Ayurveda, Yoga, Acupuncture, herbal oil massage and nature therapies are available. Global medical tourism is 20 Billion. Health tourism is a booming industry and with the case of travel actors countries. It has become more and more a regular feature in the health plans of people to seek advanced medical treatment outside their own countries 150,000 medical tourist's travel to India for low-priced health care procedures every year.

Statement of Problem

Urbanization in Madurai has been at its peak in the past few years and is expected to continue in the forth coming years. Madurai economy is showing a paradigm shift in its orientation from traditional retail to modern and corporate health care service provision centers. The trend is increased by phenomenal contribution of

the health tourist arrivals every day. Traditionally, Madurai health care service provides particularly private hospitals are supported by other district and other state health care seekers. Health tourism has found a niche for itself as an effective instrument for health care service providers and health service seekers and these by facilitating the development of Madurai economy. The unquantifiable challenges faced by health tourists perhaps[s more severe than the tangible ones. The simplicity of yester year's health visit has disappeared an corporate form of health services present in Madurai city.

II. OBJECTIVES

The objective of the present study are;

1. To study the gender, ethnicity and socio-economic profile of the respondents;
2. To analyse the health status and well-being of health tourist arrivals in the study area;
3. To examine the inter-regional pattern of morbidity prevalence by the sample health tourists;
4. To expound the factor triggers of health tourists arrivals and their impact on Madurai economy;
5. To identify the determinants of health care service utilization and satisfaction perception by the health tourists;
6. To asses he type of health care utilization , health expenditure and health insurance among the health tourists; and
7. To offer strategies to promote health equity and eliminate health disparity for ensuring qualitative, affordable inclusive health system for health care service seekers.

Medical tourism

This is an industry with billions of dollars annual turnover and also called as health tourism too. Travelling from one place to another or one country to another, in search of an affordable and good medical treatment is the simplest definition

for the term "Medical Tourism". Yester years witnessed people travelling from developing countries in search of specialized treatments that were not available in their countries, to the developed countries, paying a very high cost. It was only affordable for the rich. The trend was reversed, when the developing countries started providing high class super specialty facilities at an affordable and reasonable cost.

Advantages for medical treatment in Tamilnadu include international standard hospitals, departmental experts to take care of everything this required, reduced costs availability of latest technologies, specially qualified medical practitioners, emergency treatment or treatment at short notice, availability of linguistic interpreters to make it more comfortable for patients puts the state of tamilnadu on top of this has recently spurred a new wave of medical tourism. As consumers are becoming aware of the high quality of these procedures in Tamilnadu and India insurance corporations have started offering medical cover in a multi dimensional format. Hence the flow of medical tourists has increased in tamilnadu. Projection of future development aims at very big targets.

Cost affordable destination

COST- it is an important factor in anything including the medical treatment all around the globe. The changing technologies, increasing classifications of treatment, escalating charges of Medical Professionals make the treatment affordability an Uphill task for ever increasing list of diseases. The Western countries are becoming exorbitantly expensive and the problem is compounded by the under insured or non-insured factor. India is the best available cost affordable option. Asian countries are the most cost affordable destination with excellent and latest technologies along with professionals, among the best in the

world. IBED study says India offers: open heart Surgery, liver transplant, hip replacement knee replacement packages at 30 to 50% lesser than Thailand, which is reported to be the only Asian competitor to India in Medical tourism. Apollo Hospitals first opened up at Chennai then followed by forties, max, escorts, wockhardt, sterling and global sankara nethralaya and agarwal eye hospitals are some of the group hospital services available at best affordable cost in Tamilnadu and in many other cities of India.

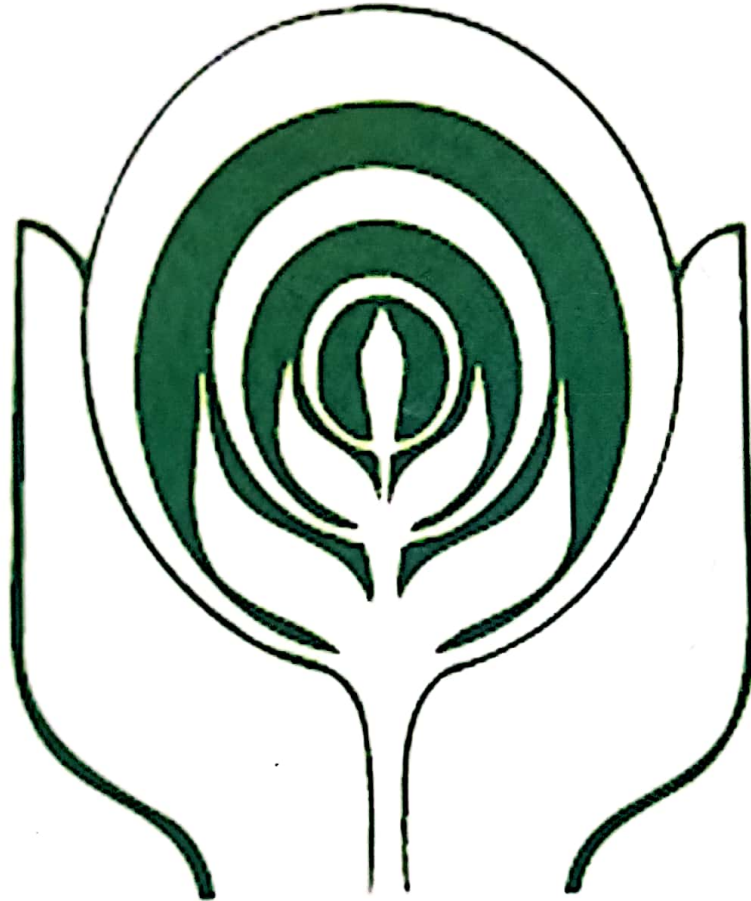
III. CONCLUSION

Health tourism is emerging trend in India essentially in Tamilnadu provide low cost treatment to the patient so other state peoples are come to medical or health tourism. They get treatment with tour some forfeit peoples are come to treatment. Than in Tamilnadu batten progress in the field of median than hospital. In Tamilnadu provide better treatment compared to other states.

IV. REFERENCE

- 1) Health tourism in world level
- 2) Health tourism in India
- 3) Health Tourism in Tamilnadu
- 4) Health tourism in Tamilnadu Government.
- 5) Health organization in Tamilnadu

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