

## Prime Components Influencing the Foreigners Towards the Medical Tourism in India –A Factorial Approach

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### KEYWORDS

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### ABSTRACT

The prevalent of universal corporate sectors and government initiatives in India have enhanced the service sector venture in recent years. To draw more medical tourists, the Indian government and the medical sector have substantially spent in enhancing the Indian healthcare abroad. However, it's also crucial to consider the traits of the patients who select India for their medical care. Medical Tourism in India has peculiar traits and special abilities, specialized services and platforms, expertise and well-equipped hospitals and medical staff, a culturally rich region, cutting-edge facilities, supportive individuals, and overall warmth and hospitality. Previous studies focus on the problems faced by the tourists, study in other nations and how people choose their destinations for treatments especially Americans'. With a sample of 600 respondents, the data is directly observed at the hospitals from the international patients in the six states of Kerala, Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Pondicherry. In order to produce a unique dataset that may be utilized to address more inquiries about India's tourism in general, the study compiles data from also the other secondary sources. To study and predict patients' intentions to return to India and their loyalty, it is and to frame the hypothesis assess their opinions of the various facilities and services provided during medical tourism. Factorial analysis, a multivariate statistical technique, has been used to analyze the data and identify the top ten factors motivating the tourists to India. The current study throws light to identify the key areas on which hospitals should concentrate in order to promote medical tourism in the current, cut throat climate.

### 1. Introduction

Medical tourism is being promoted by developing nations with specialized medical facilities and tourism-related resources. The growing economies like India, Mexico, Malaysia, and Turkey are along with those that are popular for medical tourism. India has a long history of being known for its

reputation for natural medicine and spirituality, which has attracted travelers looking for peace to our nation. However, over the past ten years, foreign tourists have started to opt India for cutting-edge medical actions. The Indian healthcare industry, particularly the private institutions, has cutting-edge facilities and skilled staff. In addition to promoting a nation's appeal, combining the medical and tourist sectors effectively supports high-quality education, highly educated personnel, kind visa rules, and accessible and well-developed infrastructure.

The Indian Ministry of Tourism has made a number of actions to market the nation as a destination for medical and health tourism. Patients from Europe and North America are starting to choose India as their destination for medical care as India's image as a worldwide medical tourism hotspot rises. Also, India is establishing itself as the comprehensive destination for alternative medicine due to its strength in AYUSH, or Ayurveda, Yoga, Unani, Siddha, and Homeopathic treatment, and has established a solid reputation for curative treatment. Over several other countries including the Asian neighbors', India holds many distinct advantages being a favorite medical tourism destination. One of the foremost factors is that Indian healthcare practitioners use English as a common language. Next, India is a very appealing location for health tourists due to its affordable healthcare when compared to regional rivals like Singapore.

### **Review of literature**

Neha Malhotra, Kartik Dave (2022) had made an attempt to study the prime dynamic forces behind the Indian medical tourism business and the problems that Indian stakeholders need deal with in order to develop a successful strategy. As part of a qualitative study strategy, information was acquired from practitioners and senior hospital administration through semi-structured in-depth interviews. The research study attempted to evaluate the current status of Indian medical tourism market and its potential future. With more dynamism, competition and other obstructive factors, still India has been gaining popularity as the prominent centre for medical tourism substantially.

According to Bagga et al., 2020 stated that India has been making unheard-of progress in this medical tourism area. Since from the year 1990s, India's health structure has seen a rapid transformation as it could able to take initiatives in responding to the new health problems. India has been positioned as the top competitors in the worldwide medical tourism market as the country is rich in clinical and technical skills, high global standards, and costs that are quite affordable.

Ayşe, et al., 2019 examines how Americans choose a destination and medical institution while seeking treatment overseas based on the following elements: national atmosphere, travel destination, cost of medical tourism, and health checkup amenities and services. An online study was conducted with 541 legitimate examples of Americans who had explored and travelled overseas for medical tourism. According to research, the five preferred treatment locations— Thailand, India, Mexico, China, and Turkey—should offer patients the premium medical and tourism amenities in order to compete for international medical tourists. Finally, the research revealed four key variables that can affect the medical tourism destinations selected by Americans. These include aspects of the foreign country, the appeal of the travel destination, and the price, facilities, and services associated with medical tourism. The constructs' convergent and discriminant validities were established. Based on a variety of measures, the measurement-model-fit results fell within the advised cut-off ranges (Girimurugan et.al., 2023).

Ghosh and Mandal (2019) pointed out in their study on medical tourism in India that factors such as the standard of care received, the cost of the trip, the infrastructure in place for it, the allure of the destination and its culture, and the ease of travel all contribute to patients' pleasure and loyalty.

### **Research Gap**

The reviews give a clear picture that so far, the study focuses on the problems faced by the tourists, study in other nations and how people choose their destinations for treatments especially Americans'. So, this research is done in India by taking 6 states and it is need to identify the important components

which influence the medical tourists.

### Statement of Problem

Medical tourism has the potential to promote high-class education, well skilled workers, positive visa policies, the support of a country's good look, and strong infrastructure facilities within the country. Countries have recognized these opportunities as a mechanism for overall societal and economic progress. An online hospital directory has been created by the non-governmental Indian Healthcare Federation, and several pamphlets and other promotional materials have been distributed to target markets. In order to compete with other countries that offer medical care combined with tourism services, India's medical tourism industry must function at its current level. In order to predict patients' intentions to return to India and their loyalty, it is critical to assess their opinions of the various facilities and services provided during medical tourism. In this context, the study has been carried out to examine the various factors influencing the Foreigners towards Indian Medical Tourism.

### Objectives of the study

1. To analyze the socio- economic and demographic outline of the medical tourists.
2. To categorize the factors influencing the medical tourist's opinion towards India for their treatments.

### Sources of data and Sampling

600 tourists from various countries who are visiting the six states like Tamilnadu, Kerala, Karnataka, Telangana, Andhra Pradesh, and Pondicherry are the respondents of the analysis. The data for the research were obtained from those 600 tourists. The study was conducted with the help of a Interview schedule including Demographic details, travel details of the respondents, healthy medical tourism in India, Factors attracting medical tourism, Reasons for medical tourism in India, Problems, List of Treatment and Services connected to Medical Tourism. The secondary data was collected from Internet web resources and from reputed journals.

### Tools for Analysis

Factor analysis is applied in this study analyses the variables that determine the medical tourists to opt India for treatment.

## 2. Results and discussion

In order to explore the major factors encouraging medical tourism in India, twenty variables are loaded as manifest variables in this analysis. The opinion regarding the factors attracting the patients towards Indian medical Tourism are collected using a five-point scale - (Very High-5; High-4; Moderate-3; Low-2; Very Low -1)

Table 1. Factors attracting Medical Tourism

S.No	Factors attracting medical tourism	5	4	3	2	1
1	Basic infrastructure and financial support extended by the medical centres					
2	Food and hospitality arrangement at the medical centres					
3	Affordable and appropriate costs of health services being offered					
4	Establishing relationship and arrangements with international tourism and travel agencies					
5	Online accessibility of physicians and surgeons for consultations and appointment in respective health centers					
6	Attracting medical tourism will be greatly aided by the availability of foreign speakers to provide guidance throughout the course of treatment.					

7	Providing foreigners with health insurance services is a good way to draw medical tourists.					
8	Foreign currency conversion and payment services					
9	Transparency in medical treatment procedures and proper <del>data</del> with explanations for each treatment history					
10	Ensuring easy entry and exit from the country is effective in attracting the medical tourists					
11	Verifying the patient's visa in line with the duration of a specific course of treatment					
12	Simplifying the medical visa application process quickly reduces medical tourism satisfaction					
13	Establishing cooperation with foreign embassy for the safety provisions of the people seeking medical aid					
14	Establishing cooperation with insurance agencies both local and foreign in claiming the insurance services to offer financial assistance					
15	Designing combo package with the combined support of medical centres and tourism and travel agencies					
16	Appropriate promotion of availability of health and medical tourism through proper ministry to other nations					
17	Information regarding various facilities, services and type of treatments extended by the medical centres through brochures, websites, and advertising campaign					
18	Cultural heritage and ethnic platform are attracting medical tourism					
19	Different climate conditions and travel places are important elements that draw medical tourism.					
20	<b>Post-treatment services offered through the online and website to patients</b>					

KMO Bartlett's test was conducted to analyze the fitness of data for Factor analysis.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.864
Bartlett's Test of	Approx. Chi-Square	237.561
Sphericity	df	190
	Si	.011
	g.	

*a. Based on correlations*

From the above table, it is observed that the significant value of Bartlett's Test of Sphericity is  $p=.011$  and KMO test value is 0.864, which ranges between 0 and 1. The values closer to 1 are observed as better. A value of 0.6 is suggested as minimum requirement so the sampling adequacy permits to perform factor analysis for factors attracting medical tourism services in India. Based on the responses, a correlation matrix was created. An analysis of this matrix is analyzed in order to show that the factor analysis is valid and shows that the variables are correlated. The variance in each variable derived by the components is estimated using extraction communalities. Principal component extraction with Varimax Rotation was applied to examine the 20 variables chosen for factor analysis. The total variance explained for the above variables is shown in Table below.

Table 3. Total Variance Explained

Component	Initial Eigen values <sup>a</sup>			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.629	6.566	6.566	1.317	6.585	6.585	1.228	6.142	6.142
2	2.580	6.444	13.010	1.252	6.259	12.844	1.219	6.093	12.234
3	2.569	6.416	19.427	1.277	6.383	19.226	1.202	6.008	18.242
4	2.475	6.182	25.608	1.230	6.149	25.375	1.173	5.863	24.105
5	2.299	5.741	31.349	1.144	5.718	31.093	1.134	5.669	29.773
6	2.266	5.661	37.010	1.129	5.644	36.736	1.124	5.621	35.394
7	2.224	5.555	42.565	1.087	5.435	42.171	1.119	5.597	40.992
8	2.183	5.454	48.019	1.109	5.545	47.716	1.111	5.554	46.546
9	2.097	5.239	53.258	1.025	5.127	52.843	1.111	5.553	52.099
10	2.059	5.142	58.400	1.046	5.231	58.074	1.110	5.550	57.649
11	2.008	5.015	63.416	.992	4.958	63.032	1.077	5.383	63.032
12	1.936	4.837	68.252						
13	1.915	4.784	73.036						
14	1.735	4.334	77.370						
15	1.701	4.249	81.620						
16	1.632	4.076	85.696						
17	1.553	3.878	89.574						
18	1.478	3.693	93.267						
19	1.435	3.586	96.853						
20	1.260	3.147	100.000						

The Eigen values are given by the 'Initial Eigen values' in Table 4. And the factors for which the initial eigen values more than is selected and the first component accounted for a variation of 6.142 percent, and the rest accounted for a variation of 6.093, 6.008, 5.863, 5.669, 5.621, 5.597, 5.554, 5.553, 5.550 and 5.383 respectively according to the extraction sum of squared loadings. When these eleven components were added together, the total percentage of variance accounted for 63.032 %.

Table 5. Rotation Component Matrix

Variables	1	2	3	4	5	6	7	8	9	10	11
Transparency is medical treatment procedures and proper document with explanations for	.749										

each treatment history											
Foreign currency conversion and payment services		.714									
Online accessibility of physicians and surgeons for consultations and appointment in respective health centers		.607									
Basic infrastructure and financial support extended by the medical centres			.681								
Food and hospitality arrangement at the medical centres			.315								
Information regarding various facilities, services and type of treatments extended by the medical centres through brochures, websites, and advertising campaign				.635							
Providing foreigners with health insurance services is a good way to draw medical tourists.				.471							
Affordable and appropriate costs of health services being offered				.433							
Establishing relationship and arrangements with international tourism and travel agencies					.891						
Ensuring easy entry and exit from the country is effective in attracting the medical tourists						.867					
Simplifying the medical visa application process quickly reduces medical tourism satisfaction						.237					
Cultural heritage and ethnic platform is attracting medical tourism							.852				
Attracting medical tourism will be greatly aided by the availability of foreign speakers to provide guidance throughout the course of treatment.							.474				
Validating the patients' visa in accordance to the time span time for certain treatment							.117				
Appropriate promotion of availability of health and medical tourism through proper ministry to other nations								.825			
Post-treatment services offered through the online and website to patients									.881		
Designing combo package with the combined support of medical centres and tourism and travel agencies									.255		
Establishing cooperation with foreign embassy for the safety provisions of the people seeking medical aid										.727	
Different climate conditions and travel places are important elements that draw medical										.589	



tourism.											
Establishing cooperation with insurance agencies both local and foreign in claiming the insurance services to offer financial assistance											.878

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 22 iterations.

The rotated factor loadings depict the extent the variables are weighted for each factor along with the correlation of the variables and the factor ranges from -1 to +1, are contained in the rotated factor matrix. Twenty variables are aggregated and categorised into eleven components loaded as a result of rotational component analysis. There is only one variable in the first factor, and it is Transparency is defined as "**Transparency**" in medical treatment protocols and accurate documentation with justifications for each treatment history. The second aspect, referred to as the "**Arrangement**" factor, consists of two elements: foreign currency conversion and payment services; online availability of doctors and surgeons for consultations and appointments in respective medical facilities. Two factors make up the third factor, namely. The third factor consists of two variables namely Basic infrastructure and financial support extended by the medical centres and Food and hospitality arrangement at the medical centres, it is known as "**Infrastructure**" factor.

Information on various facilities, services, and types of treatments made available by medical centres through brochures, websites, and advertising campaigns is one of the third factor's three factors. Offering foreigners' health insurance services and having affordable and suitable costs for health treatments is a successful way to draw medical tourists. This is known as the "**Financial Information**" factor. Establishing relationships and agreements with foreign tourist and travel agencies, often known as "**Third Party services**," is the only variable represented by the fifth element. The sixth component consists of two elements: "**Visa Formalities**," which include making it simple to enter and exit the country, and "**Ensuring Easy Entry and Exit from the Country**," which is effective in luring medical tourists.

The availability of foreign speakers to be led during admission, hospitalisation, and the subsequent steps of care and action is very beneficial in enhancing the medical tourism. The seventh component is loaded with three variables cultural heritage and ethnic platforms that attract medical tourism. Comfort is the process of validating a patient's visa in line with the duration of a particular therapy.

The eighth component can be explained by a single variable called "**Promotion Campaign**," which is an appropriate promotion of the availability of health and medical tourism through proper ministry to other nations. The post-treatment services provided to patients via the internet and websites and the creation of combo packages with the assistance of medical facilities and tourism and travel companies, is collectively referred to as "**Combo Services**" serve as excellent explanations for the ninth element.

The two variables that control the tenth factor are cooperating with foreign embassies to ensure the safety of those seeking medical attention The term "**Physical elements**" refers to the varied climatic conditions and tourist places that can be visited and are powerful factors in luring medical tourists.

The final element, referred to as the "**Insurance**" factor, is also explained by a single variable: establishing collaboration with domestic and international insurance agencies in the hope that the insurance services will provide financial help. As a result, the newly discovered eleven components are utilized to describe the twenty variables which are used to explain the reasons attractive to medical tourism in India.

## Findings

The Crucial Factors which influence the Foreigners towards the Medical Tourism in India were analyzed and found to facilitate out of 20 variables considered by the foreign tourists regarding medical

tourism 11 factors have been extracted and were named Transparency, Arrangement, Infrastructure, Financial Information, Third Party services, Visa Formalities, Promotion Campaign, Combo Services, Entry-Exit formalities, Physical elements and insurance. Apart from all these eleven factors insurance for financial assistance, promotional campaigns, Entry-Exit formalities and arrangements are the prime factors that attract them more and prefer India for medical tourism.

### Suggestions

The hospital management can focus on arrangement facilities including comfortness, financial arrangements through loan and other service facilities. The hospital administration can focus on transparency in treatments, charges levied and easy visa formalities for attracting more foreigners towards India for medical tourism. It will also increase the reputation of hospitals and medical treatment in India. Indian Government can also improve the promotional campaigns to create more awareness across the world to promote medical tourism

### 3. Conclusion and future scope

India has been one of the main centres for offering patients medical tourism services. When compared to other nations in the world, the better quality of infrastructure in healthcare facilities can further strengthen the Indian medical tourism business. Patients-centric tourism, friendliness with a secure and safer atmosphere for the patients, and facilities for accompanying persons are other aspects that need to be improved in the medical tourism facility. Hospital management will advance in constructing a strong integrated front end for marketing that draws in foreign patients by segmenting the possible markets, concentrating on the core specialties, and growing the overseas corporate referral business.

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