

## **A Study of Awareness of Medical Tourism amongst Gen X Generation of Pune City.**

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### **Abstract**

Medical Tourism is Name Suggest Refers to the people traveling across the globe to obtain medical treatment. Couple of decades back this concept was only limited to people from non developed countries traveling to well developed countries to seek advanced and expertise medical services.

Although in recent past few years, this concept equally refers to the people from Highly developed countries traveling to developing countries to get lower priced cost effective medical treatments. Medical tourism is a wider term for travel that focuses on medical treatments, use of healthcare services ranging from preventive treatment to health conducting treatment. Medical tourists pursue diverse services including Beauty Treatments, weight Management, relaxing spa and massaging therapies. Study conducted by collecting the data from 100 participants of Gen X category. People prefer Pune as medical tourism destination as it is cost effectiveness; zero waiting period, higher success rate of the doctors and surgeons, high quality medical treatments, state of art facilities and many more.

### **Keywords**

Medical Tourism, Tourism Industry, India, Hospitals, Patients, Yoga, Ayurveda.

### **Introduction**

Medical Tourism is a fast growing part of the Indian tourism industry. India comes in Top 3 countries in Asia for best medical Tourism destination. The reason behind it is low cost of treatment which helps to save lots of money of International tourists. Medical Tourism contributed over 9 billion USD in Indian GDP.

In past 5-6 years India has become a most famous place for medical tourism because India gives one of the best medical treatment with low cost and which can be easily accessible for tourists. India provides all these facilities with exiting locations for excellent holidays.

To develop medical tourism in India the travel agents combined the medical packages with the leisure activities. It helped Indian tourism industry to grow very fast. The AYUSH sector of Indian wellness and health industry which includes Ayurveda, Yoga, Unani, Siddha and Homeopathy has yearly turnover of around 120 Billion INR. India is mainly popular in medical tourists for Ayurvedic and Yoga practices.

### **History of Medical Tourism World Wide**

The practice of travelling for health reasons and medical reasons has a long history worldwide. Indeed the ancient societies recognized the remedial goods of mineral thermal springs and sacred temple cataracts. For illustration, the Sumerians constructed health complexes around hot springs more than four thousand times ago, which included temples with flowing pools.

Ancient Romans started resorts with thermal health gymnasiums, and remedial temples during the Greek sphere. Ancient Greeks were known for their expedition to the sanctuary of the mending god, Asklepios, believed to reveal remedies for different affections in the dreams. This sanctuary was in fact a small home in the Saronic Gulf named Epidauria – moment considered as the motherland of medical tourism as we know it.

In the past history people have traveled long distances for health care. In senior Greece, for illustration, worshippers of Asclepius, the Greco- Roman god of drug, would make pilgrimages to his tabernacle in Epidaurus, where they would suffer mending through “incubation fashions,” which were embedded in prayer, fasting, and form. also, gyms and public cataracts have long been popular destinations for those seeking medical cures. In the 17th century the emergence of gym municipalities in appealing settings like the Pyrenees attracted fat people from each over Europe. In after centuries, as trip and tourism swelled, gyms and health resorts in nations worldwide frequently attracted clientele from overseas. In extension, the establishment of installations similar as the nonprofit Mayo Clinic in Rochester, Minn., handed new openings for cases in want of treatments and surgical procedures not accessible away.

The practice of touring internationally for surgery, still, is a fairly recent miracle. For illustration, Costa Rica endured an affluence of nonnatives seeking ornamental and dental surgery in the

1980s. By the 1990s croakers there laboriously worked out to attract foreign cases, offering colorful manners of plastic surgery, from face- lifts to liposuction, at low cost. That excrescency appeared to equal the worldwide smash in medical tourism that took position in the early 21st century. In 2010, for illustration, closely 1.5 million Americans traveled outside their country for medical care, closely twice the number from precisely three times before.

### **Why India is a Preferred Medical Tourism Destination?**

Low cost of treatment is that the leading factor encouraging many tourists to go to the country to hunt medical help. While other countries have elaborate processes to get a visa, India is consistently working towards making the method more streamlined and efficient, allowing more foreign medical tourists to enter the country. India has over 500+ accredited healthcare providers.

Even though India could be a developing country, it provides immediate service and care to patients. The country also gives world-class and standardized medical treatment and care with the assistance of the most recent technology. During the recovery period, patients can intercommunicate a mess of therapies like Ayurveda, Naturopathy and Yoga. Another major factor that produces India a desirable medical tourism destination is that the undeniable fact that it's English speaking doctors, reducing the roadblock for foreign tourists.

### **Medical Tourism in Pune City**

Pune City is one of the popular destinations for medical tourism in India. The city has several world-class hospitals and medical facilities that offer quality healthcare services to patients from around the world.

Some of the specialties for which Pune is known for medical tourism include:

1. **Cardiology:** There are several hospitals in Pune that specialize in cardiology and offer treatments for heart-related diseases such as angioplasty, bypass surgery, and pacemaker implantation.
2. **Orthopedics:** Pune has some of the best orthopedic hospitals in India that provide treatments for bone and joint-related problems such as joint replacement surgeries, fracture treatments, and spine surgeries.

3. Neurology: The city has several neurology hospitals that specialize in treating neurological disorders such as stroke, epilepsy, and Parkinson's disease.
4. Oncology: Pune has some of the best cancer hospitals in India that provide comprehensive cancer care, including diagnosis, treatment, and rehabilitation.
5. Ayurveda: Pune is also known for its Ayurvedic treatment centers that offer natural and holistic healing therapies for various ailments.

Some of the top hospitals in Pune include:

- Jahangir Hospital
- Deenanath Mangeshkar Hospital and Research Center
- Ruby Hall Clinic
- Apollo Jahangir Hospital
- Sahyadri Hospitals

Apart from the medical facilities, Pune is also a popular tourist destination with several attractions such as historical sites, museums, parks, and wildlife sanctuaries. The city's pleasant weather, cultural diversity, and vibrant nightlife make it a popular choice for medical tourists seeking a holistic healing experience.

### **Medical Tourism & Gen X**

Medical tourism is the act of traveling to another country or region to receive medical treatment or healthcare services. The awareness of medical tourism among the Gen X generation (born between 1965 and 1980) varies depending on various factors such as their socioeconomic status, education, and exposure to information.

Some members of the Gen X generation are aware of medical tourism and may have even traveled abroad for medical treatment themselves or know someone who has. However, many others may not be aware of this concept or may not consider it a viable option for various reasons, such as concerns about the quality of care or the cost of travel.

Medical tourism refers to the practice of traveling to a foreign country for medical treatment. India has emerged as a popular destination for medical tourism due to its affordable medical care and highly trained medical professionals. The country offers a range of medical treatments,

including cardiac surgery, joint replacement, cosmetic surgery, and dental care, among others. The Gen X generation, also known as the "sandwich generation," is typically defined as those born between the mid-1960s and early 1980s. This generation is known for being tech-savvy and independent, with a strong focus on work-life balance. With increasing healthcare costs and long wait times in many countries, medical tourism has become an attractive option for those seeking quality healthcare at an affordable price. Overall, medical tourism in India is a growing industry, and it is likely that awareness of this option among the Gen X generation will continue to increase in the coming years.

### **Objectives**

1. To understand the concept of Medical Tourism.
2. To find out various services provides for medical Tourism in India.
3. To know an awareness of medical tourism amongst Gen X Generation of Pune City.

### **Research Methodology**

The research is done through secondary data available through books, online portals, newspapers online and offline, various literatures available online and offline and also primary data collected from 100 respondents through structured questionnaire from Gen x of Pune city.

### **Literature review**

According to research paper "Medical tourism in India: progress or predicament?" by Reddy S and Qadeer In 2012, it is predicted that the country's medical tourism business will be worth Rs 1,95,000 crore. This article examines the potential for medical tourism in India and places it within the Asian context, drawing on an examination of the literature of healthcare business media, policy documents, and a few academic papers. It charts changes in policy as a result of the expansion of a tertiary corporate health sector that is concentrated in urban areas and is subject to little regulation and oversight. The State essentially serves as a guardian. The essay also looks at how regulatory changes like these affect health systems and how medical tourism affects general medical treatment. This analysis examines whether it is reasonable and highlights issues of accessibility, affordability, and ethics in medical care. [1]

According to Emerging trends and future prospects of medical tourism in India by Vithhal Patil, Rupesh Sharma, and M. Ramchandran. Around the world, tourists are increasingly choosing medical tourism as an option. The following are the main sources of India's competitive advantages in medical tourism. 1. The cost-saving benefit. 2. A wide range of tourism destinations are available within the nation, and the country has a good reputation in the sophisticated health care sector, including cardiovascular surgery, organ transplant, eye surgery, etc. The industry's main issues are: a lack of site initiative, a lack of coordinated marketing efforts, a lack of hospital certification mechanisms, and a lack of consistent pricing rules and standards among hospitals. The multibillion dollar industry with the fastest growth rate globally is medical tourism. It is a business venture that involves shifting services and combines two of the most popular. The paper indicates the strength of India's medical tourism service providers and points at form of problems which can reduce the expansion opportunity of this industry. [2]

According to Medical tourism in India: issues, opportunities and designing strategies for growth and development by Suman Kumar Dawn, Swati Pal, travelers from all over the world are increasingly choosing medical tourism as a vacation choice. India has several distinct advantages over other countries when it comes to medical tourism, including low costs, a solid reputation in the field of advanced healthcare (such as heart surgery, organ transplants, eye surgery, etc.), and a wide variety of travel destinations. The absence of a presidential initiative, a lack of a concerted effort to drive the industry, the lack of a system for hospital certification, and the disparity in pricing and quality standards among hospitals are the main issues facing the sector. A multimillion dollar sector, medical tourism or health tourism, is rapidly expanding globally. It is a commercial activity that involves the provision of services and combines two of the largest global industries: medical and technology. The paper recognizes the qualities of India's restorative tourism benefitsuppliers and focuses at assortment of issueswhich is ablediminish the development opportunity of this industry. This paper centers on the key issues and openingshad by Indian medical tourism segment that empower it to defeathousehold and worldwideobstructions on upgrading its therapeuticadministrations. At long last, this paper investigations and concludes the foremost reasons why the creatingnation like India draws inremotevisitors for the restorative treatment. [3]

Referring to the article Restorative tourism: its potential affect on the wellbeing workforce and

wellbeing frameworks in India by Indrajit Hazarika, distributed in Wellbeing Arrangement and Arranging, Universally there has been colossal development inside the wellbeing benefit division, catalyzed by lacking national open wellbeing administrations; the spiraling fetched of wellbeing administrations conjointly the accessibility of cheaper options in creating economies. This has driven to the globalization of wellbeing care around the world, outlined by developing cross-border conveyance of wellbeing administrations that's assessed to be in more than US\$140 billion (World Exchange Organization 2001). In India, wellbeing care is one in all the greatest segments, in terms of income and business, and this division is extending quickly. Amid the 1990s, the Indian wellbeing care division developed at a compound yearly rate of 16%. Nowadays the in general esteem of the world is over US\$34 billion. By 2012, India's wellbeing care segment is anticipated to develop to nearly US\$40 billion (PricewaterhouseCoopers 2007). A genuine extent of this development is anticipated to be much appreciated to the development inside the trade of therapeutic tourism. [4]

The article on “Medical tourism for millennials” says that millennial generation born between 1981-1996 is the generation which avoids going to the doctor because of the cost involved. It is observed that these generation have no or adequate health insurance. They are one of the generation who travel the most than any other generation, thus when things are combined together of love for travelling and not spending tendency on medical bills they become the perfect candidate for medical tourism. The article talks about the concept of the medical tourism and benefits to the users such as cost saving, popularity of cosmetic surgeries through medical tourism, international travel experience along with the treatments and insurances covered in order to avoid the burden in case of medical complications. [5]

The research article on “Improving Medical Tourism Services through Human behaviour and Cultural Competence” by Rokni L & et al States that medical tourism is a new trend in healthcare mobility in which people travel across borders to seek medical treatment or healing. Culture is an important factor in shaping the patterns of medical tourism, and providing a culturally-congruent service to patient-customers can lead to satisfaction, trust, and increased healthcare quality. The ability of healthcare providers to deliver culturally congruent services is dependent on the 'cultural competence' of the healthcare workforce, and a lack of this ability could lead to misdiagnosis. To provide a competitive advantage, the work of 'doctoring' needs

to be transformed to be 'physician-healers'. Medical tourism is highly affected by cultural factors and 'culture' plays a pivotal role in designing behaviour. Studying the associated aspects of culturally-oriented care would improve the quality of service and reduce tension of foreign patients. However, there is no consensus on how to deliver and implement cultural competence. This study aims to study the importance of human behaviour (cultural-oriented factors) in medical tourism and investigate the associated factors of delivering cultural competence. Three main themes were identified to focus on non-clinical service in medical tourism sector: personal characteristics, external supports, and skillfulness. Strategies are suggested to address the non-clinical challenges and conflicts in doctor-patient interaction. Cultural competence training can be an investment in marketing medical. In South Korea, it is logical to invest into healthcare workforce improvement in regard to their non-clinical abilities, and the government can reconfigure the policy.[6]

In the research "Identification of Factors for the Development of Medical Tourism in the World" by Vovk.V et. Al, the studies conducted show that different factors influence the formation of medical tourism destinations in different countries.

Countries with advanced socio-economic development (European countries, Canada, Japan) In, tourism, including the environment and medical care, has developed in a well-balance

and unilateral manner, contributing to the formation of resources for further development. Countries with

so-called "hypermodern development" (Asian, Arab and Middle Eastern countries) differ not only in their social and institutional characteristics, but also in the funding sources of their national health systems. But they are also strong enough and competitive markets for medical tourism. This fact indicates the presence of other, internal factors and their configurations, which form a positive image of countries for medical tourism development and, hence, substantiates further analysis in this direction in terms of individual countries or destinations. Each country has its own model of healthcare system functioning, which is the basis for forming export medical services, medical tourism development is caused by infrastructural and institutional factors formed under the influence of national socio-economic policy and government cooperation with businesses and households under financing activities.[7]



## **Data Analysis and Interpretation**

### **Demographics**

From the 100 Gen X respondents between in the age group of 42-58 years, 61% were male respondents and 39% were female respondents. Interpretation of age with male and female candidates shows that in 42-46 years of age there were 22% female and 19% male whereas in 47-51 age group 14% were female and 15% were male respondents. From the age group of 52-58 years 3% were female and 27% were male candidates.

When asked for the profession it was found that out of 100 Gen X respondents 43% were professionals (14% F, 29% M), 21% were in service (6% F 15% M), 16% were in Entrepreneur (5% F 11% M), 13% were homemakers (13% F) and 7% were self employed (1% F 6% M).

Amongst all the respondents 52% Male and 25% Female respondents were aware of the medical tourism in India whereas 9% Male and 14% Female were not aware of medical tourism in India.

### **Rating for the popular brands under medical tourism in India**

As per the Gen X respondents the popularity of the hospitals for medical tourism is rated from most popular to least popular as follows Indraprastha Apollo Hospital, Delhi being listed on top followed by Apollo Specialty Cancer Hospital, Chennai, Aditya Birla Memorial, Pune, Fortis Hospital, Bangalore and Nanavati Max Super Specialty Hospital, Mumbai.

### **Popular treatments under medical tourism in India**

The popular treatments for the medical tourism as per the Gen X respondents were Naturopathy (11% Female and 14% Male) being the top listed followed by Ayurveda (11% Female and 13% Male), Yoga and wellness (11% Female and 11% Male), Homeopathy (2% Female and 16% Male) and Allopathic (1% Female and 5% Male).

### **Challenges faced by medical tourists in India**

When the respondents of Gen X generation were asked about the challenges faced by tourists in India they rated the challenges from top most to least. As per the respondents Infrastructure was the challenge for the medical tourists followed by government policy, technology in hospitals, lack of information regarding medical tourism in hospitals and Accommodation.

### **Choosing India as a choice for medical tourism**

India is a popular country for the medical treatments, when the respondents were asked the choice to choose India for medical tourism respondents rated the choices from top most to least

popular choices. The respondents stated that higher success rate of the doctors were the most popular followed by reputation of the doctors and hospitals, the treatments are very much cost effective, waiting period is zero, less language barrier as most of the people who work with hospitals understand English language, easy accessibility for the transportation, good climatic conditions, and then the tourist destinations in India.

### **Conclusion**

Medical tourism is gaining popularity in India in recent years. Lot of work on government policies and building infrastructure has been on and the inclination of the tourists towards medical treatments along with tourism has been gaining since past 2-3 years. Gen X is the generation between the age group of 42-58 years and has the most disposal income to be spent on tourism. India is a popular destination choice for medical tourism due to various reasons such as cost effectiveness; zero waiting period, higher success rate of the doctors and surgeons, high quality medical treatments, state of art facilities and many more. Many initiatives are been taken by the government and hospitals to create awareness of medical tourism among the tourists of India and abroad. India is popular for alternative medical treatments like ayurveda, naturopathy, homeopathy, yoga and wellness & unani.

The capability of the hospitals in India to feed to the conditions of international cases has set them under the niche type of medical tourism hospitals. The hospitals like Medanta- The Medicity Hospital, Apollo Group Of Hospitals, Fortis Group of Hospitals, Miot Hospital, MGM Healthcare, Manipal Hospital, Aster Hospital, Wockhardt Group of Hospitals, Artemis Hospital, Lilavati Hospital, Nanavati Hospital are the main hospitals who provides the medical tourism installations to the excursionists.

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