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STUDY OF MOTIVATIONAL PARAMETERS OF FTAS (FOREIGN TOURIST ARRIVALS) FOR MEDICAL TOURISM IN INDIA

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ABSTRACT

This research paper analysed the major motivational parameters for foreign tourists to visit India. There are various motivational parameters like beach tourism, heritage tourism, medical tourism etc. attract lots of tourists from all over the world to India but this literature is mainly focused on the medical tourism as one of the major motivational parameters for the foreign tourist to visit India. Literature also mention, with the help of secondary data, the various reasons like cheap medical services, speedy medical procedures, government support to medical tourists, simple visa procedure for foreign medical tourists, world class health care, specialised and educated doctors, Ayurveda therapy, yoga's etc. which helps INDIA to become the global destination for medical tourism.

KEYWORDS

Foreign Tourist, Medical Tourism, Medical Tourist.

INTRODUCTION

Motivation is the act of stimulating for someone or oneself to get the desired course of action. Travel motivation is the psychological construct which holds a multidimensional underlying structure. People are travelling to various places to meet different needs. Travellers may hold different sets of motivations when travelling to different destinations, for different occasions and with different companions. Individual travel motivators are influenced by their culture, background and previous experiences. It is believed that all the travellers are different. They all must identify as the different segment. All the tourists have different attitudes, perceptions and motivations. Motivations have an important influence on travel decisions. There are two types of travel motivators.

- Intrinsic motivators.
- Extrinsic motivators.

The intrinsic travel motivators recognise that each individual has unique personal needs and wants that stimulate them to pursue travel. Some of them needs are associated with to satisfy their personal needs. For example: - becoming a tourist for self improvement as to achieve a state of happiness. It may also help boost one's ego because of the personal confidence building that travel can encourage. One the other hand extrinsic motivation approach views the broader conditioning factors that shape individual attitudes, preferences and perceptions. There are lots of various travel motivators which encourage individual to travel domestic as well as international. These travel motivators are as under:

- A desire to escape from routine environment.
- The hunt of relaxation and healing functions.
- Prestige.
- The escalation of family bonds.
- Social interactions.
- Educational opportunities.
- Wish fulfilment.
- Shopping etc.

MOTIVES TO TRAVEL TO INDIA

India has for so long been the sightseer's paradise. India offers three oceans, five thousand years of history and external sun. The Arabian Sea, the Indian Ocean and the Bay of Bengal evade multitude of magic names, the Malabar Coast, the coast of Coromandalam, Kerala, Mahabalipuram and Konark. Cape Comorian or kanniyakumari where all the seas join beneath the world's most incredible sunset. The entire coastline is stretched thousand kms. is laced with the rich history of ancient cultures, palace, temples, villages and great cities. India is the mixture all 5 A's which consist of Attraction, Accommodation, Accessibility, Amenities and Activities which attracts hundreds of foreign tourist as well as domestic tourists. According to provisional statistics 6.29 million foreign tourists arrived in India in 2011, an increase of 8.9% from 5.78 million in 2010. This ranks India as the 38th country in the world in terms of foreign tourist arrivals.

LITERATURE REVIEW

A number of tourist approaches have been posited for understanding tourist motivations. Some researchers believe that tourist has multiple motivations while some believes that tourists have a single motivation at one particular point of time while they travel. This literature describes about the motivational functions of Foreign Tourists to visit India and how medical tourism is one of the major motivations for Foreign Tourists to visit India.

DATA

All the data about foreign tourists arrival, top 10 source country, top 10 state/U.T. of India where most foreign tourists visit, and about month wise foreign tourist arrivals are collected from the govt of India's website i.e. is Secondary data.

TABLE 1: FOREIGN TOURIST ARRIVAL IN INDIA (FTAs) IN INDIA [1997-2012]

| FOREIGN TOURIST ARRIVAL (FTAs) DURING THE YEARS 1997-2012 | | |
|---|---------------------------------------|--|
| Year | Foreign Tourist Arrivals (in million) | Percentage (%) Change over the Previous Year |
| 1997 | 2.37 | 3.8 |
| 1998 | 2.36 | -0.7 |
| 1999 | 2.48 | 5.2 |
| 2000 | 2.65 | 6.7 |
| 2001 | 2.54 | -4.2 |
| 2002 | 2.38 | -6 |
| 2003 | 2.73 | 14.3 |
| 2004 | 3.46 | 26.8 |
| 2005 | 3.92 | 13.3 |
| 2006 | 4.45 | 13.5 |
| 2007 | 5.08 | 14.3 |
| 2008 | 5.28 | 4 |
| 2009 | 5.17 | -2.2 |
| 2010 | 5.78 | 11.8 |
| 2011 | 6.29 | 8.9 |
| 2012 (Jan-June) | 3.24 | 7.4 |

Source: [http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS\(ENGLISH\).pdf](http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS(ENGLISH).pdf)

TABLE 2: MONTH WISE FOREIGN TOURISTS ARRIVALS (FTAs) IN INDIA 2010-2012

| MONTH-WISE FOREIGN TOURIST ARRIVALS IN INDIA, 2010-2012 | | | | | |
|---|--|---------|---------|-----------------------|-----------|
| Month | Foreign Tourist Arrivals (FTAs) in India | | | | |
| | 2010 | 2011 | 2012 | Percentage (%) Change | |
| | | | | 2011/2010 | 2012/2011 |
| January | 568719 | 623885 | 681282 | 9.70 | 9.20 |
| February | 552152 | 635527 | 677472 | 15.10 | 6.60 |
| March | 512152 | 550051 | 622658 | 7.40 | 13.20 |
| April | 371956 | 437792 | 452239 | 17.70 | 3.30 |
| May | 332087 | 355333 | 371678 | 7.00 | 4.60 |
| June | 384642 | 412336 | 432128 | 7.20 | 4.80 |
| July | 466715 | 513853 | | 10.10 | |
| August | 422173 | 444548 | | 5.30 | |
| September | 369821 | 401995 | | 8.70 | |
| October | 507093 | 562873 | | 11.00 | |
| November | 608178 | 636762 | | 4.70 | |
| December | 680004 | 715364 | | 5.20 | |
| Total | 5775692 | 6290319 | 3237457 | 8.90 | |
| Subtotal (Jan-June) | 2721708 | 3014924 | 3237457 | 10.80 | 7.40 |

Source: [http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS\(ENGLISH\).pdf](http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS(ENGLISH).pdf)

Foreign tourists mostly prefer to visit India in the months between October to March because of the pleasant weather and less tourist arrivals between March to September because of the hot and humid weather.

TABLE 3: TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURISTS ARRIVALS (FTAs) IN INDIA IN 2011

| TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURISTS ARRIVALS (FTAs) IN INDIA IN 2011 | | | |
|---|---------------------------|-------------------|----------------------|
| Sr. No. | Source Country | FTAs (in million) | Percentage (%) Share |
| 1 | USA | 1.004 | 15.97 |
| 2 | UK | 0.791 | 12.57 |
| 3 | Bangladesh | 0.399 | 6.34 |
| 4 | Sri Lanka | 0.305 | 4.85 |
| 5 | Canada | 0.255 | 4.05 |
| 6 | Germany | 0.253 | 4.02 |
| 7 | France | 0.237 | 3.76 |
| 8 | Malaysia | 0.218 | 3.46 |
| 9 | Japan | 0.189 | 3.01 |
| 10 | Australia | 0.186 | 2.96 |
| | Total of Top 10 Countries | 3.837 | 60.98 |
| | Others | 2.453 | 39.02 |
| | All Countries | 6.29 | 100 |

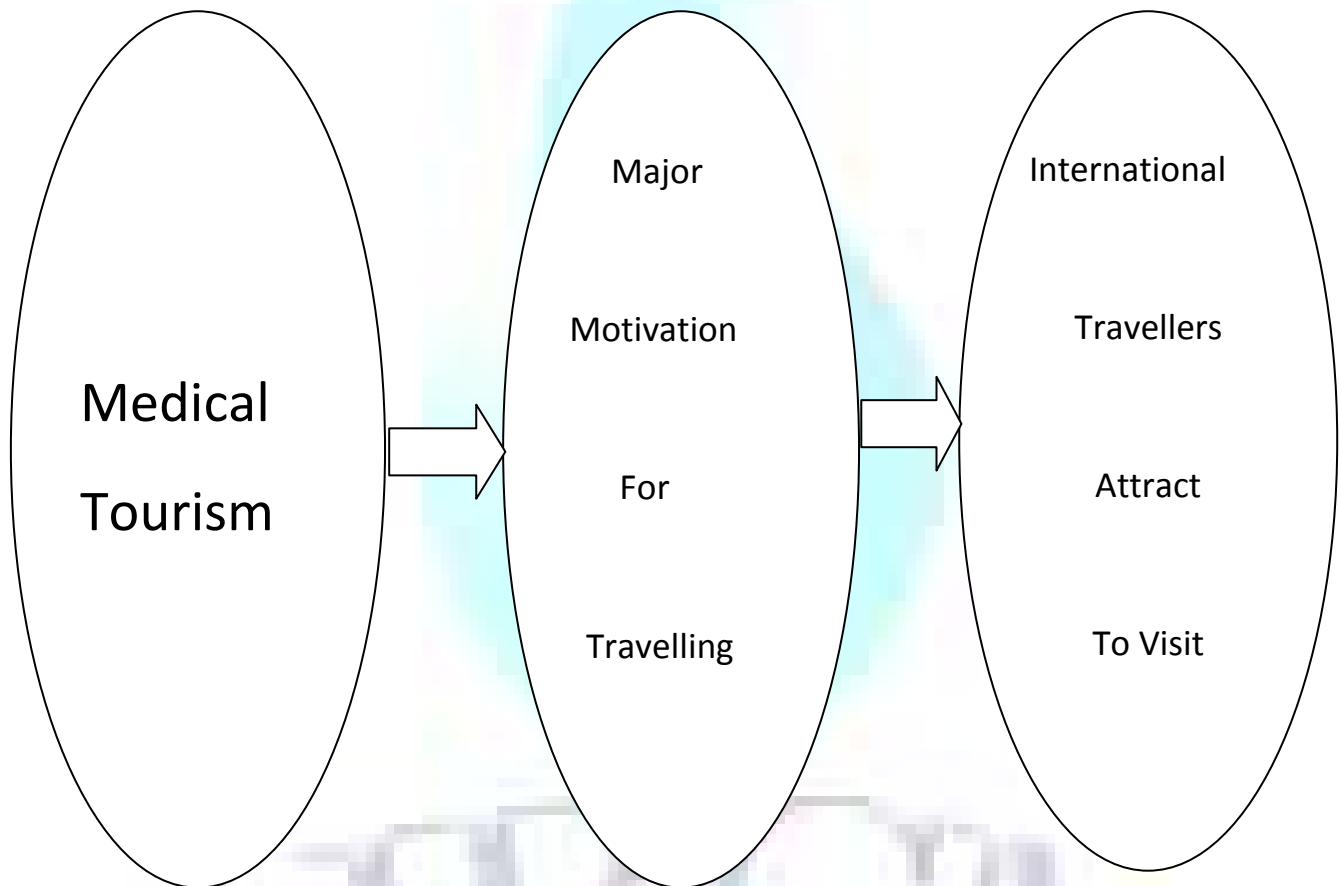
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TABLE 4: SHARE OF TOP 10 STATES/ U.T.'S OF INDIA IN NUMBER OF FOREIGN TOURISTS VISIT TO INDIA IN 2011

| SHARE OF TOP 10 STATES/U.T.S OF INDIA IN NUMBER OF DOMESTIC TOURIST VISIT IN 2011 | | | |
|---|------------------------|---------------------------------|----------------------|
| Rank | State/UT | Domestic Tourist Visits in 2011 | |
| | | Number | Percentage Share (%) |
| 1 | Maharashtra | 4815421 | 24.70 |
| 2 | Tamil Nadu | 3373870 | 17.30 |
| 3 | Delhi | 2159925 | 11.10 |
| 4 | Uttar Pradesh | 1887095 | 9.70 |
| 5 | Rajasthan | 1351974 | 6.90 |
| 6 | West Bengal | 1213270 | 6.20 |
| 7 | Bihar | 972487 | 5.00 |
| 8 | Kerala | 732985 | 3.80 |
| 9 | Karnataka | 574005 | 2.90 |
| 10 | Himachal Pradesh | 484518 | 2.50 |
| | Total of top 10 states | 17565550 | 90.10 |
| | Others | 1929329 | 9.90 |
| | Total | 19494879 | 100.00 |

Source: [http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS\(ENGLISH\).pdf](http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/INDIATOURISMSTATICS(ENGLISH).pdf)

CONCEPT MAP



All the circles are interrelated like the first two circles shows that medical tourism is one of the major motivations to travel to India and last two circles shows that because of this motive Foreign Tourists are mainly attracted to travel India.

OBJECTIVES

1. To study the various motivational factors which attracts the foreign tourist to India
2. To study parameters which make India an important medical tourism destination

REASERCH DESIGN

This research is designed to measure various motives of Foreign Tourists to visit India. Data are collected from the government website, various journal articles and books. Research method is quantitative because literature includes people counts, surveys etc. The research design into two parts, part 1 described about the motives for Foreign Tourists to visit India in general and 2nd part is more focused on medical tourism as the major motivational function for Foreign Tourists to visit India.

LIMITATIONS

The main limitation of this literature is that, it does not include personal interviews of international tourist who visit India.

DATA ANALYSIS & FINDINGS

PART 1

India attracts mostly tourists who are male and unmarried between 30 to 50 years. The largest proportions of tourists are from North America, Western Europe, Australia and Middle East. The western Europeans and North American tourist contribute over 54%. The average stay of tourists in India is six times longer than

its neighbouring countries. The average stay of international tourist in India is 28 days. There are 58 destinations which are mostly patronized by international tourists with the TajMahal of Agra and Delhi amongst the cities as the prime destinations [know India: news letter of India tourism, 1989]. The foreigners also visit to Goa, Rajasthan, and Kerala etc... In search of exotic beaches, ancient forts and palaces as well as rich heritage and culture, deserts. India is famous for the "TajMahal" – the symbol of love, which is considered as the one of the Seven Wonders of the World. 92% of the foreigners who visiting to India belongs to non packaged category, while remaining 8% use packages and stay for relatively shorter period 14 days. The non packaged category tourists arranged their own lodging and boarding facilities. Mostly 40-45% foreign tourist visits India for pleasure purpose, 20-25% tourist visit to India for business purpose and 10-15% travellers visit their friends and relatives.

India is a vast country with a large variety of tourist attractions which is yet to make its presence felt on the world tourism map. India always appeared to a class of international tourists for its oriental charm and mystery and this class visited India to know it. India is the destination which having enough charisma for every type of tourists. Like most developing countries India's major tourism generating markets are distant. Most travellers came from North America and Western Europe. Most travellers visit India between October to march because of the pleasant weather and less number of tourist arrivals between April to September because of hot and humid weather. International tourist arrivals in India have increased gradually in the last 15 years. India is a land of spectacular landscapes, enchanting coastlines, colourful seasons, wildlife paradise, aesthetic and exquisite traditions of architecture and land of rich music and dances. There are other motives like medical tourism, beach tourism, scenic tourism, heritage train tourism, heritage hotel tourism, shopping tourism etc.

PART 2

Nowadays medical tourism also becomes the major motivational factor for the foreign tourist to visit India. Medical tourism is the term refers to people who travel to other countries for health care and relaxation. Medical tourism in the western countries is so much costly and so much time consuming, but in the case of India it is cheaper and less time consuming. Nowadays India has become the hot medical tourism destination in the world. Medical tourism is becoming the most niche products in today's world scenario. India is referred as the global centre for the tourism. It offers everything from alternative Ayurvedic therapy to coronary bypass. India has also upgraded technology, absorbed western medical protocols, emphasised low cost and prompt attention. The Indian medical industry is growing by leaps and bounds. India is also referred as the contender for the top global medical tourism destination. The Indian medical tourism sector provides health care to 1, 00,000 to 1, 50,000 patients a year. The tourist arrivals in India for medical surgeries are increasing at the rate of 25%. Medical tourism is likely to increase even faster in future. There were almost 5, 00,000 medical tourists visit India [Indian express, www.Expresstravelandtourism.com]. India also offers holistic medical services with yoga, meditation, Ayurveda, allopathy etc. Foreign tourists also attract so much because of those diverse specialised services. The Indian government also educates and encouraged the travel agents to publicise certain specialised hospitals and medical treatment centres for promoting tourism.

There are several factors which encouraged the international tourists to visit India for medical tourism. The factors are as under.

1. COST OF SURGERIES

Medical procedure in India is much cheaper than the western countries. So that it attracts so many Foreign Tourists to visit India for medical surgeries. Lots of international patients come to India for cardiac surgery, dental treatment or hip replacement operations. The cost these operations are less than half of amount than their home country without any compromising in health care facilities. For example: - A small child of the united states with the hole in his heart was faced with a bill around \$70,000, but the operation carried out in India at cost of \$4400.

| PROCEDURE | U.S.A | INDIA |
|------------------|------------|----------|
| CORONARY BYPASS | \$1,76,000 | \$10,000 |
| SPINAL FUSION | \$90,000 | \$5500 |
| ANGIOPLASTY | \$82,000 | \$11,000 |
| KNEE REPLACEMENT | \$58,000 | \$8500 |
| MASTECTOMY | \$43,000 | \$7500 |

SOURCE:http://www.surgicalpatientsafety.facts.org/news/medical_tourism.html

2. THE QUEUE

One of the tempting reasons to visit India for a medical procedure is that the patients need not to spend months or even a year waiting turn for treatment and compromise on your health. Waiting list for non-essential surgery such as knee-reconstruction may be as long as 18 months in the U.K. but in India whole procedure can be done in under a week and patients sent home after 10 days. The treatment begins in India even as soon as the day after you arrive in India. Indian hospitals provide immediate attention to medical tourists or have a minimal waiting period. So the international tourists need not to spend more time in hospitals and they can enjoy the rich Indian heritage as well as culture.

3. HIGH QUALITY OF HEALTH CARE

There are lots highly trained doctors and other health care professional in different specialists in India. These professionals provide world class Medicare facilities to the patients. The doctors of Indian hospitals are mostly trained abroad, in the U.K. and U.S.A. so that they are mostly aware about the international standards of medical procedures, so that an international traveller get benefitted and feels like they are in their home environment. Many doctors are also members of international professional organisation.

4. PERSONALISED HEALTH CARE FACILITIES

In India all guests referred as the God. In terms of medical tourism the entire international tourist group refereed as the most important segment. Indian hospitals provide superior nursing care to the patients. Senior consultants also provide personalized attention towards patients than hospitals in the west. So the international patients feel like home away from home. One patient from USA named Mrs. Nilonfer Rozario recommends that the nursing staffs are kind, efficient, and affectionate.

5. TECHNOLOGICAL SOPHISTICATION

Indian hospitals provide world class facilities and high quality Medicare. There are lots Indian hospitals e.g. Apollo Hospitals in Chennai, breach candy hospitals in Bombay are well equipped with modern technologies.

6. GOVERNMENT SUPPORT

Government of India has identified the tremendous potential of the medical tourism industry. Government also encourage hospitals to offer world class treatments by offering tax breaks and other incentives. There are lots of insurance companies which provide lots of benefits to foreign tourists. E.g.:- Canadian patients now get 75% of their expenses reimbursed after treatment in India. In the present span of time Government of India offers medical visas to avoid any travel delays. Government of India is always ready to help Foreign Tourists in several ways, so that travellers never feel any inconvenience.

7. EASE OF COMMUNICATION

Sometimes language becomes the major barrier in communication for travellers while they visit internationally. But in India's case English is widely spoken in all major cities in India. All the doctors and other health care staff in corporate hospitals speak English. So that it is so much convenient for international patients to communicate about their health care problems with doctors and health care staff.

8. AVAILABILITY OF DRUGS

The pharmaceutical industry in India is one of the largest in the world and India exports drugs to several countries. Most medications are available at a comparatively lower cost than in western countries.

9. A COMBINATION OF MODERN AND TRADITIONAL MEDICINE

India offers both modern as well as traditional medical treatments in a high class manner. Indian hospitals also provide the best treatments in modern medicine for some of the most complex medical procedures in relatively lower prices than western countries with no compromising in services. Indian doctors also specialise in cardiology, orthopaedic surgery, cancer therapy, dental surgery etc...These hospitals also provide rejuvenation and holistic treatments in alternative

medicine such as Ayurveda, Homeopathy, meditation and yoga. Kerala [southern state of India] is so much popular for the Ayurvedic therapy. There are lots of resorts who provide Ayurvedic therapy as well as Vedic astrology.

For example: - Nirmalayam Ayurvedic retreat in Kerala attracts lots of international tourists and tourist enjoys the Ayurvedic treatment and scenic beauty together in god's own country.

10. EXPERIENCE INDIA

Medical tourism in India is all about combining medical procedures with a luxury vacation to experience the beauty and rich cultural heritage of India. This is possible when the international patient came to India for minor surgery and if the doctor allows than the tourists visit to sun kissed beaches, beautiful hill stations, heritage monuments etc... There are lots of travel agencies who provide special packages for medical tourists. It includes medical treatments and sightseeing.

CONCLUSION

Lastly we would like to conclude that India is the mixture of culture, heritage, scenic beauty, palace hotels etc...India is always referred as the incredible India. India can easily attract lots of foreign tourists from all over the world. India has lots of things to offer. India has a rich heritage culture, wellness of spa, amazing hill stations, ancient temples etc. But nowadays medical tourism is becoming the most prime motivation for international traveller to visit India. Medical tourism sector is a growing source of foreign exchange as well as prestige and goodwill outside the country. Indian consulates and missions abroad face a growing number of inquiries about "M"- medical visas. Government also improve airport infrastructure to smooth the arrival and departure of the guest. There are lots of factors like cheap medical services, speedy medical procedures, govt. Support to medical tourists, simple visa procedure for foreign medical tourists, world class health care, specialised and educated doctors, Ayurvedic therapy, yoga's etc. will mainly motivates foreign medical tourists to visit India and experience medical treatments and rich cultural heritage of India.

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