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REVIEW OF LITERATURE

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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OPPORTUNITIES OF INDIAN TOURISM INDUSTRY (WITH SPECIAL REFERENCE OF MEDICAL TOURISM)

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ABSTRACT

Developed country people are willingness to take medical treatment with inexpensive vacation, while they were traveling to developing countries. It's developed day-by-day as a medical tourism and its providing more opportunity to every field of its connected one. This paper focused on the opportunities of Indian Tourism industry particularly Indian medical tourism attraction in world-wide. Tourism is one of the largest part worthwhile industries in world-wide and is providing huge employment, generating income, improvement in overall quality of life as well as helping to our economic development. It contributes more foreign exchange earnings as well as it attracting yearly four million tourists visiting in India and making its one of the favourable medical tourism destinations. This industry is providing the jobs around 19 million, plus it's creating jobs directly/indirectly in its associated works and this industry ministry spending nearly US \$8.9 billion. It is attracting the business people and travel by foreign and domestic tourists in medical tourism; in and out bound tourism etc. There is a vast scope for medical tourism in India due to its cost advantage and no waiting time or queue for process of medical treatments. It is currently growing at around 30% per annum. In the near future Indian medical tourist arrival is expected to reach one billion marked soon. The cost of healthcare in India not only cheaper than many countries such as U.K, U.A.E or U.S but the waiting time is nil for process of healthcare services. The treatment of various medical services in India is less expensive than the European countries.

KEYWORDS

Medical Tourism, Health Care, Surgery Cost, FEE.

INDIAN TOURISM INDUSTRY

Indian Tourism sector is one of the most crucial sectors of the economy in the world. It is not only a significant contributor to GDP and foreign exchange reserve of the country, but also it provides widespread employment. Indian economy is growing rapidly and has dramatically impacted the world change of business enterprises, service industries and outsourcing solutions. Even though, it's going as a strong economy in the world wide changes. Indian economy is going as an upward stage, particularly in service sector tourism playing a vital role. Tourism sector can also be considered the backbone for allied sectors, like hospitality, transport and civil aviation etc. Sensing the importance of the sector, Indian Government has invested plentifully in the past for infrastructure development. It has been partially successful with increase in foreign tourist arrivals over the last decade, courtesy "Incredible India Campaign." Infrastructure in the hospitality sector is still a matter of concern amongst other factors like season-based tourism in some states.

India's inbound tourist expenditure is the third highest in the world for per head and tourism spending above the global average. Indian healthcare tourism is also promoting and providing the visitors both public and private healthcare facilities. These tourist visitors are expected more than one million in 2012 for the purpose of medical treatment.

OBJECTIVES OF THE STUDY

- To see the opportunities of Indian tourism industry and its foreign exchange earnings and travel receipts from the tourist visitors.
- To view the importance of Medical Tourism in India and its Opportunities

RESEARCH METHODOLOGY

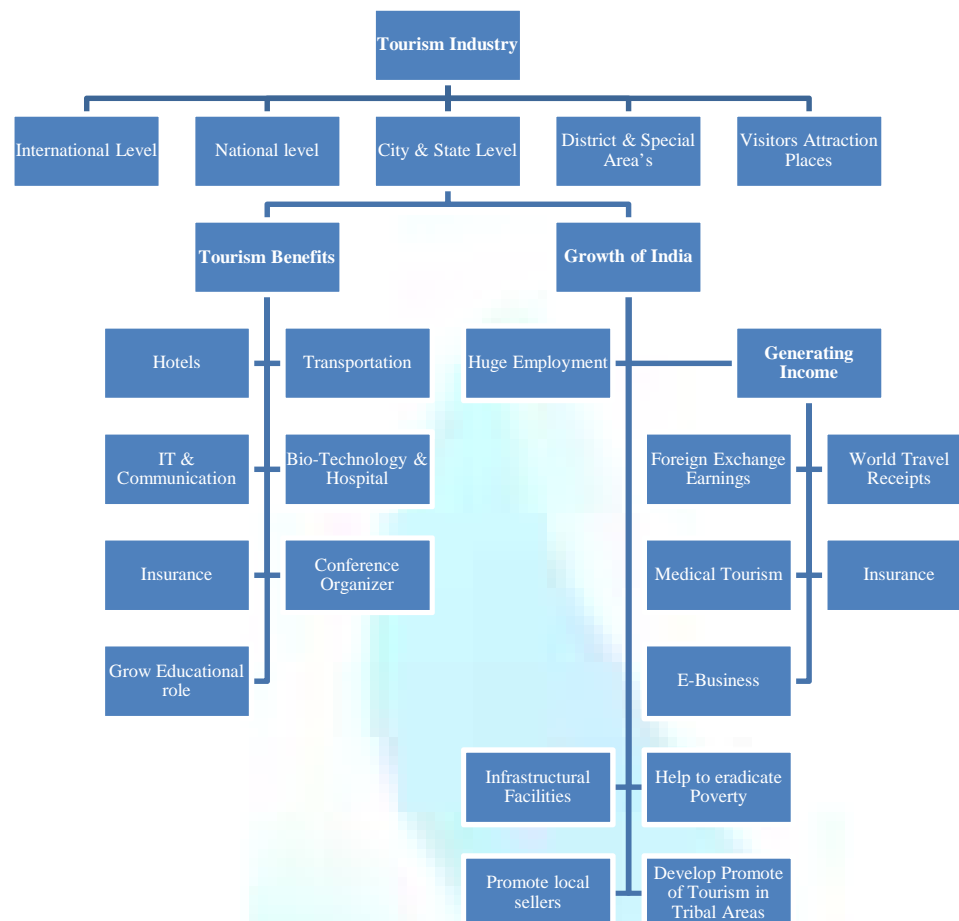
The study is based on the secondary data collected from various books, journals, published materials, ministry of tourism, indiastat.com and other website, from the year 1990 to 2010. It shows the foreign tourist visitors, exchange earnings, travel receipts, medical tourism and its marketing products etc.

TOURISM

Tourism is a human activity of great meaning. It involves a temporary break from normal routine to engage with experiences that contrasts with everyday life, with the mundane. Over the years, the definition of tourism has undergone a change along with the historical changes. According to Himziker and Krapf tourism is "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as it does not lead to permanent residence and is not connected to any earning activity."

TOURISM MARKETING

When making the choice to take a vacation, when information able to get easily along with location. Further, people frequently look to chambers of commerce or a city Web site for this detail. These are extremely useful tools for what is known as tourism marketing. This one to be successful and effective plus it needs to serve the desires of the visitor and its creation attraction on organization producing material etc. The point of these marketing resources is to promote what the resort, city, state or region has to offer in an appealing, yet honest manner. It provide economic benefits for those who living visitors attracting near places, new citizens and businesses etc.



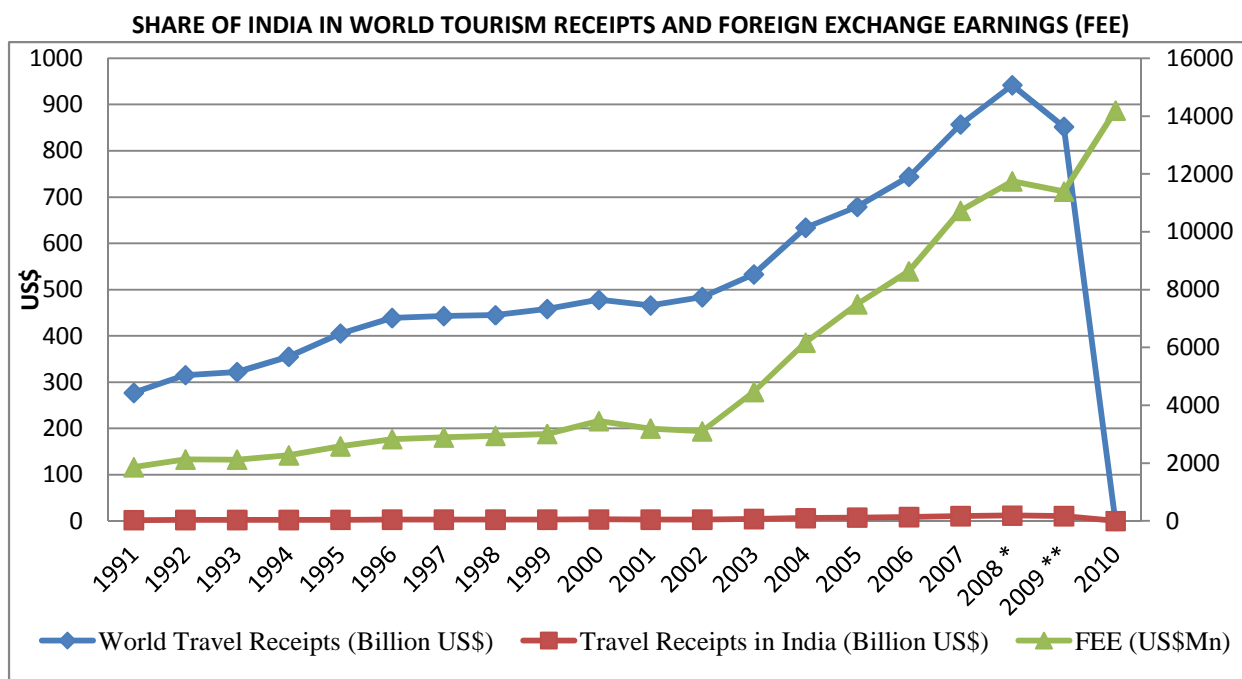
Tourism destinations level are; national tourism organizations, regional tourism boards, city and state tourism bodies and conventions centers in the district and special areas further visiting attraction places etc. Tourism Industries suppliers are airlines, hotels, tour operators, cruise companies, train operators, incentive operators and conference organizers etc.

Domestic tourism is two important types like pilgrim and vacation tourism sector and it's very vast in the country promoted by various intents. A lot of scope is available for new businesses to enter and tap the segment. New business is having the high scope to enter and knock the part on this sector. Recent growing economic status of the middle class and rich population, outbound travel is on the mount. Though Thailand, Malaysia, and Singapore circuit the most favored destinations among the tourists, interest for off-track destinations are also increasing. Foreign tourist arrivals in the country have increased substantially during the past decade motivated by both, business and leisure needs and are further expected to grow at a CAGR of around 8% during 2010-2014, as per the new research report "Indian Tourism Industry Analysis."

TOURISM IN INDIA

Indian tourism sector is witnessing an extraordinary growth; visiting more no. of high-spending foreigners with lofty purchasing power of Indian middle class as well as promoting Incredible India of influential government campaigns etc. every state and districts are appreciate/launching tourist corporation through Indian governmental bodies.

India's amazing diversity offers to everyone everything could ever want in a holiday. The rate of success in the tourism sector is highly influenced by the instrumentality of supporting industries, such as hotels, transportation, IT and communication, banking, bio-technology and hospital, insurance or so. Hence, due to the possibility of vast development in these fields, here is a tremendous scope for this. Banks are opening/operating many international transaction from the foreigners, hotel and transportation facilities for move one place to another tourist place with international standards to attract the traveler savvy world-wide. India is the cynosure of Medical Tourists (MTs) amongst its competing countries, such as Thailand, Malaysia, Singapore, South Africa, Hong Kong, Philippines, Cuba, Hungary, Israel, Jordan, Lithuania, etc. Ahmadabad in the State of Gujarat is one of the major centers in India, in addition to Mumbai, Chennai, Bangalore, Delhi, Kolkata, etc.,



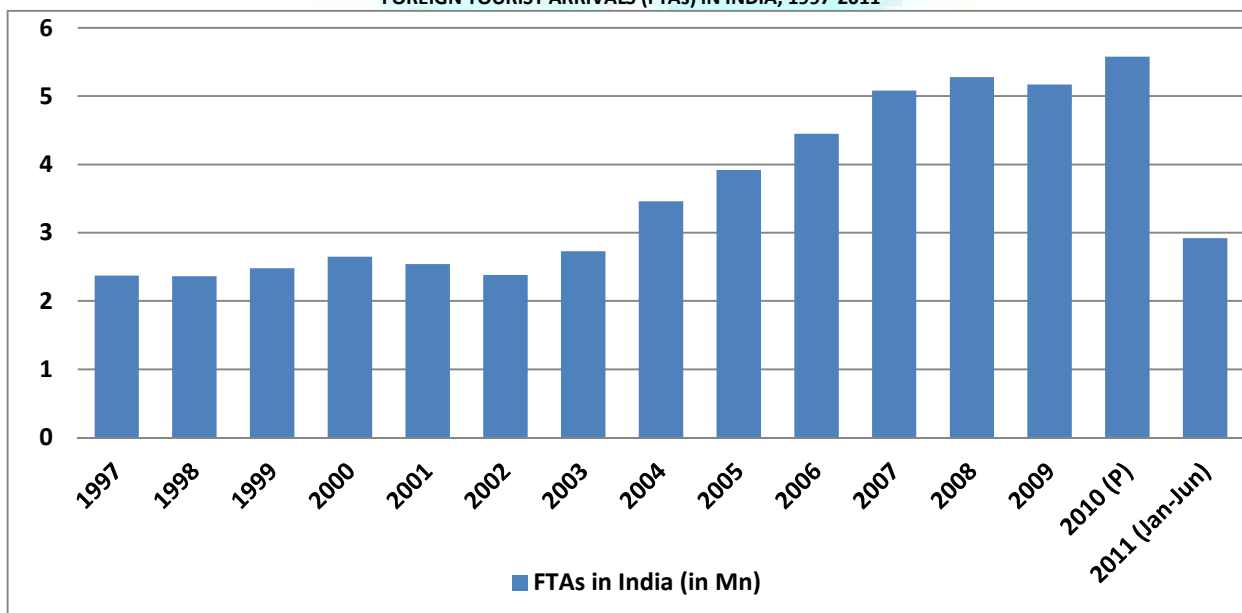
Note: * Revised Estimates, ** As per RBI estimates quoted in UNWTO Barometer June 2010. As per advance estimates of Ministry of Tourism

Source: Ministry of Tourism Govt. of India

TOURISM INDUSTRY IN INDIAN ECONOMY

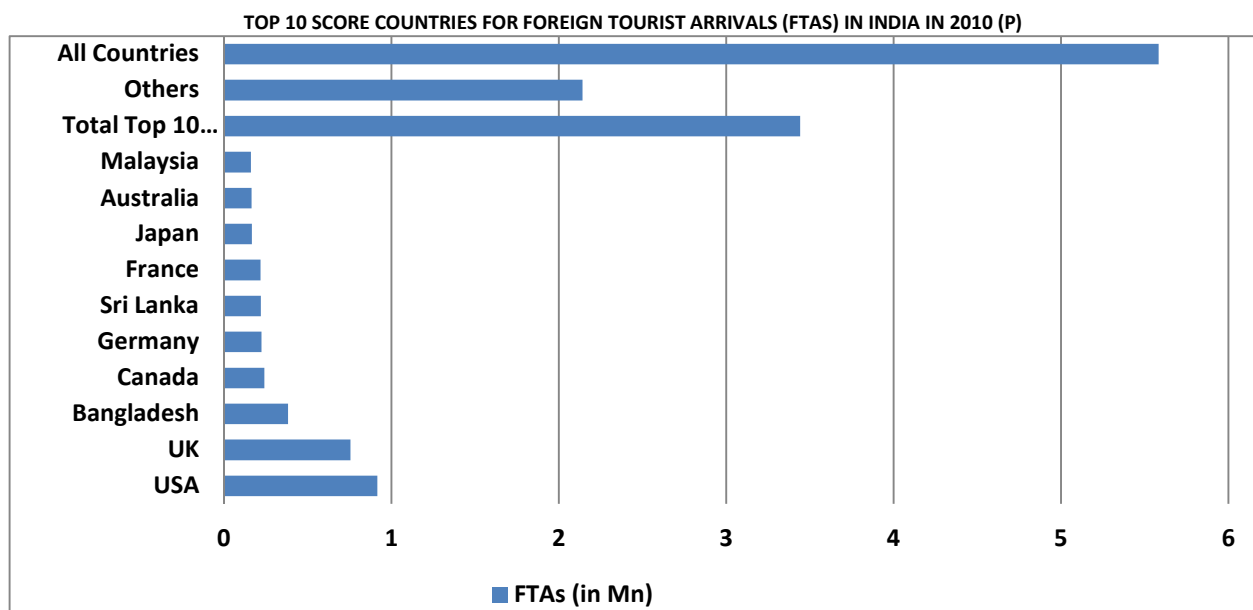
The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India will be top most tourism hotspot as per World Travel & Tourism Council. The Foreign Tourist Arrivals (FTA) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%. Foreign exchange earnings from tourism during 2010 were 64889 crores as compared to 54960 crores during 2009, registering a growth rate of 18.1%. In addition, this industry has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. Further, it contributing 6.23% to the national GDP and 8.78% of the total employment in India and almost 20 million people are now working in the Indian tourism industry. A number of reasons are cited for the growth and prosperity of India's travel and tourism industry. Economic growth has added millions annually to the ranks of India's middle class, a group that is driving domestic tourism growth.

FOREIGN TOURIST ARRIVALS (FTAs) IN INDIA, 1997-2011



Source: Bureau of Immigration & Ministry of Tourism, Govt. of India

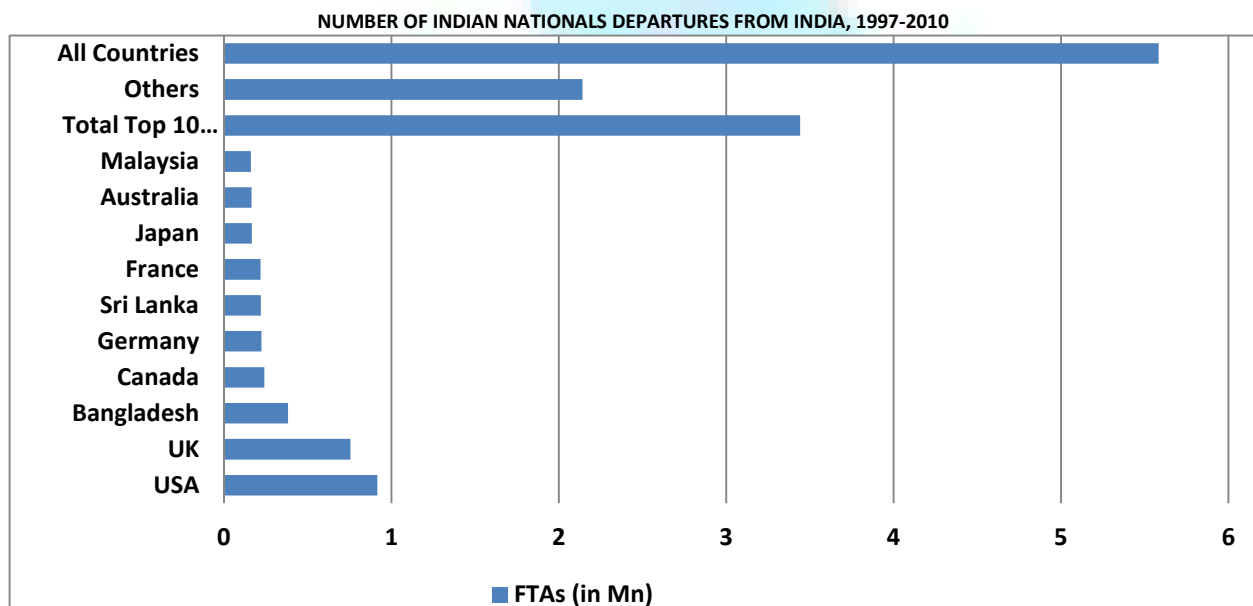
(P) Provisional, @ Growth Rate over Jan-June, 2010



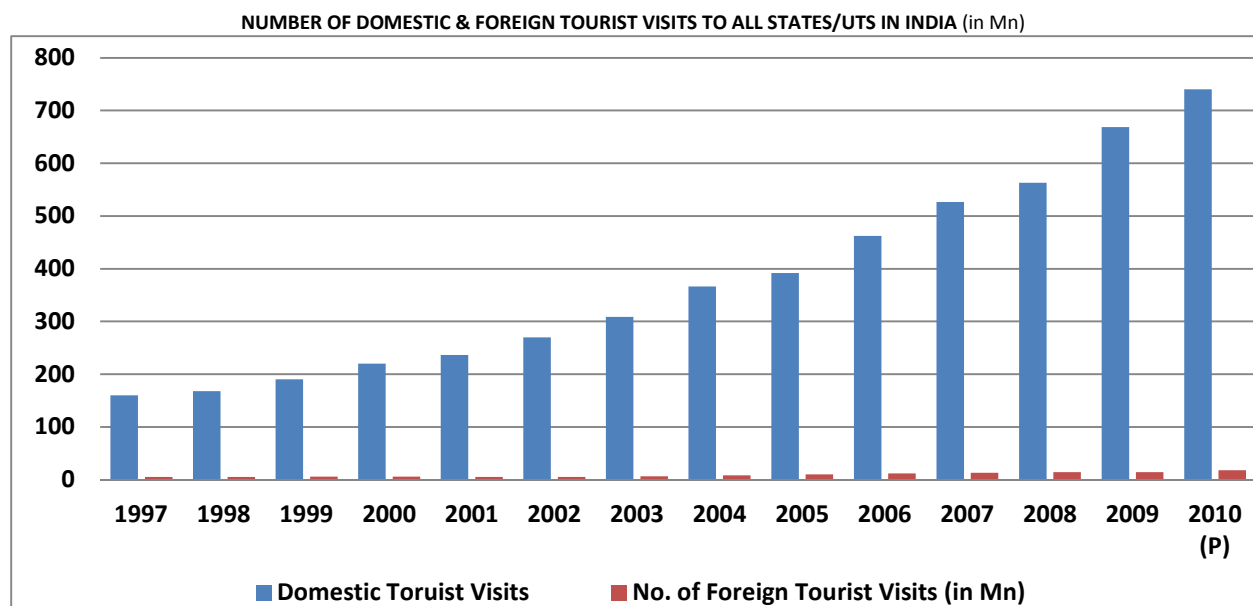
Source: Bureau of Immigration, Govt. of India: (P)-Provisional

MEDICAL TOURISM IN GLOBAL SCENARIO

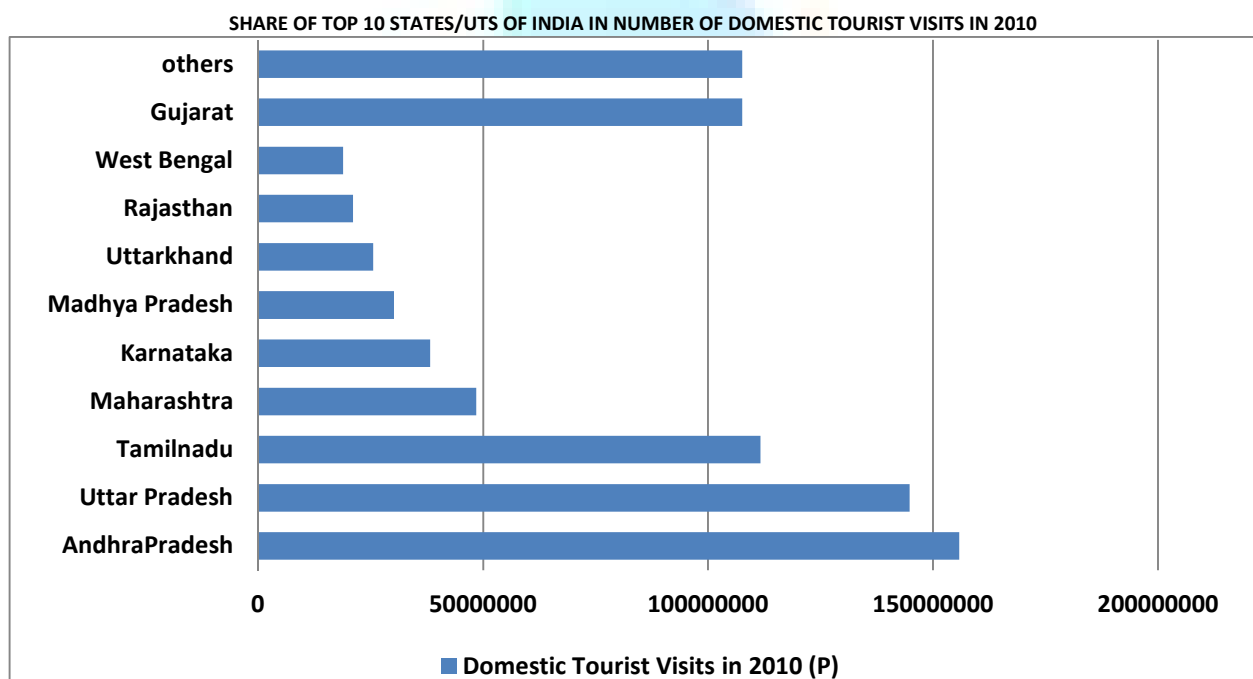
Many countries people head for India are UK, Bangladesh, Oman, Sri Lanka, Indonesia, Mauritius, Nigeria, Kenya, and Pakistan etc. The international patients can make decision by looking at the following chart, which shows their willingness to come to India for many type of surgery. India offers a real good cost advantage over the western countries. The below cost factor with other country becomes very important while formulating schemes to attract the Indian Diaspora as they generally compare the relative costs before going for treatment.



Source: Bureau of Immigration, Govt. of India: (P)-Provisional

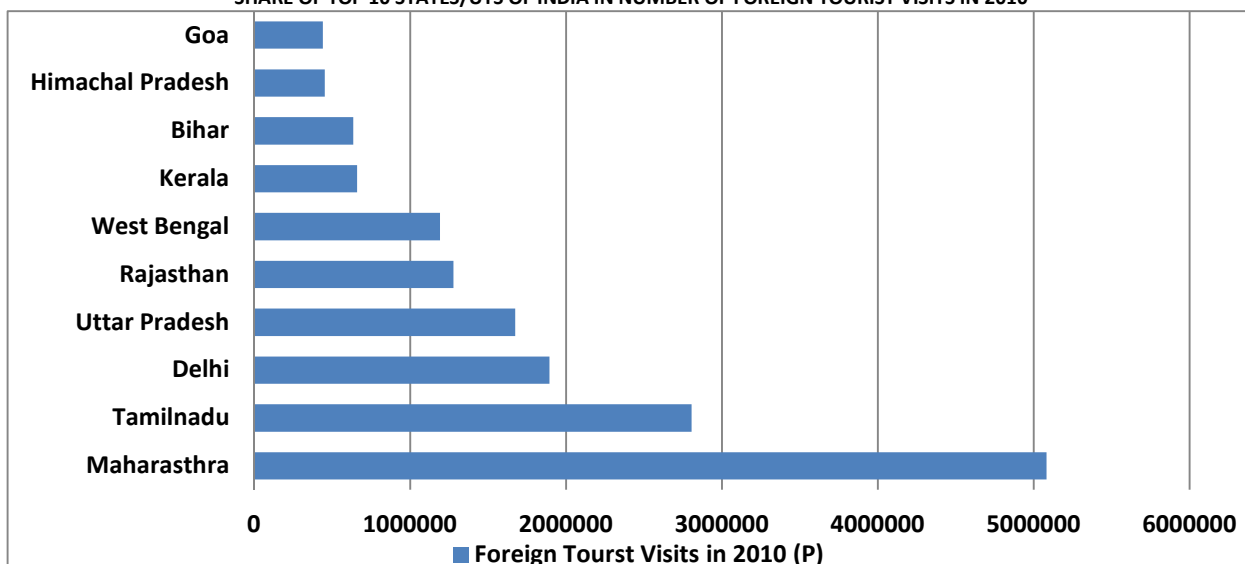


Note: Figures for Chhattisgarh has been estimated, ii. For some states data adjusted using the information with Ministry of Tourism, Source: State/UT Tourism Departments: (P)-Provisional



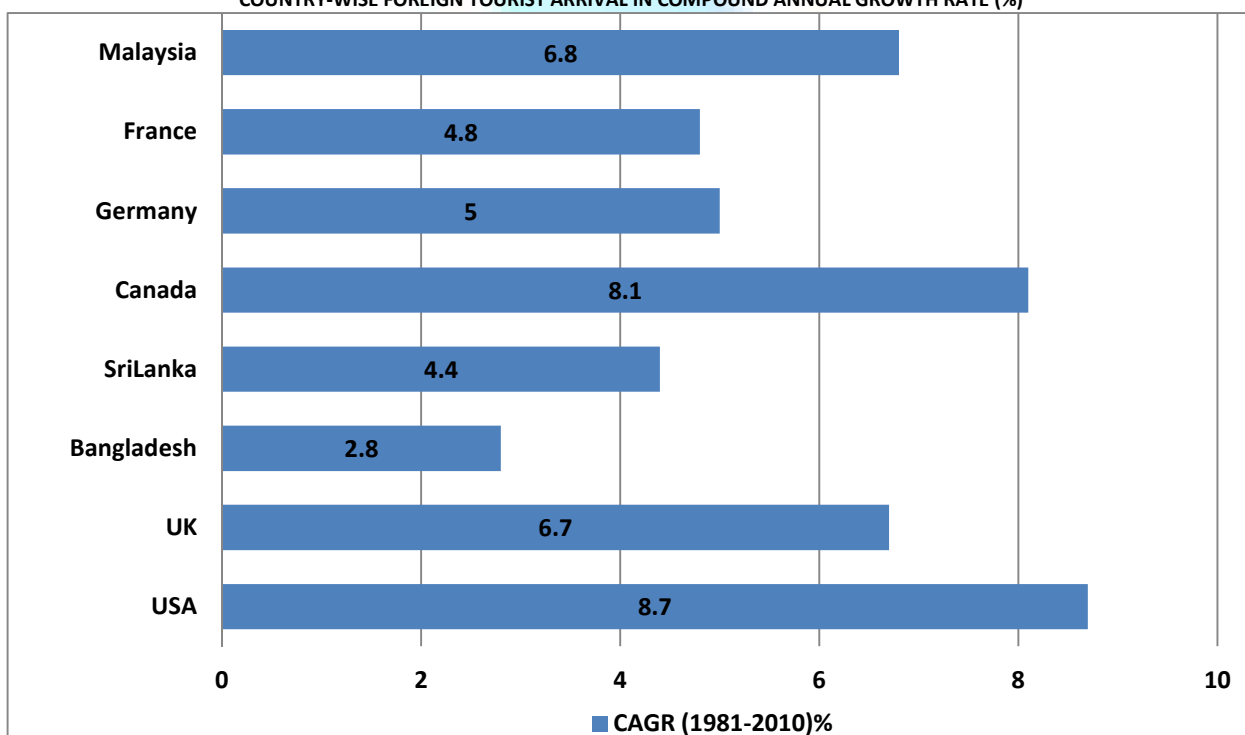
Note: Figures for Chhattisgarh has been estimated, ii. For some states data adjusted using the information with Ministry of Tourism, Source: State/UT Tourism Departments: (P)-Provisional

SHARE OF TOP 10 STATES/UTS OF INDIA IN NUMBER OF FOREIGN TOURIST VISITS IN 2010

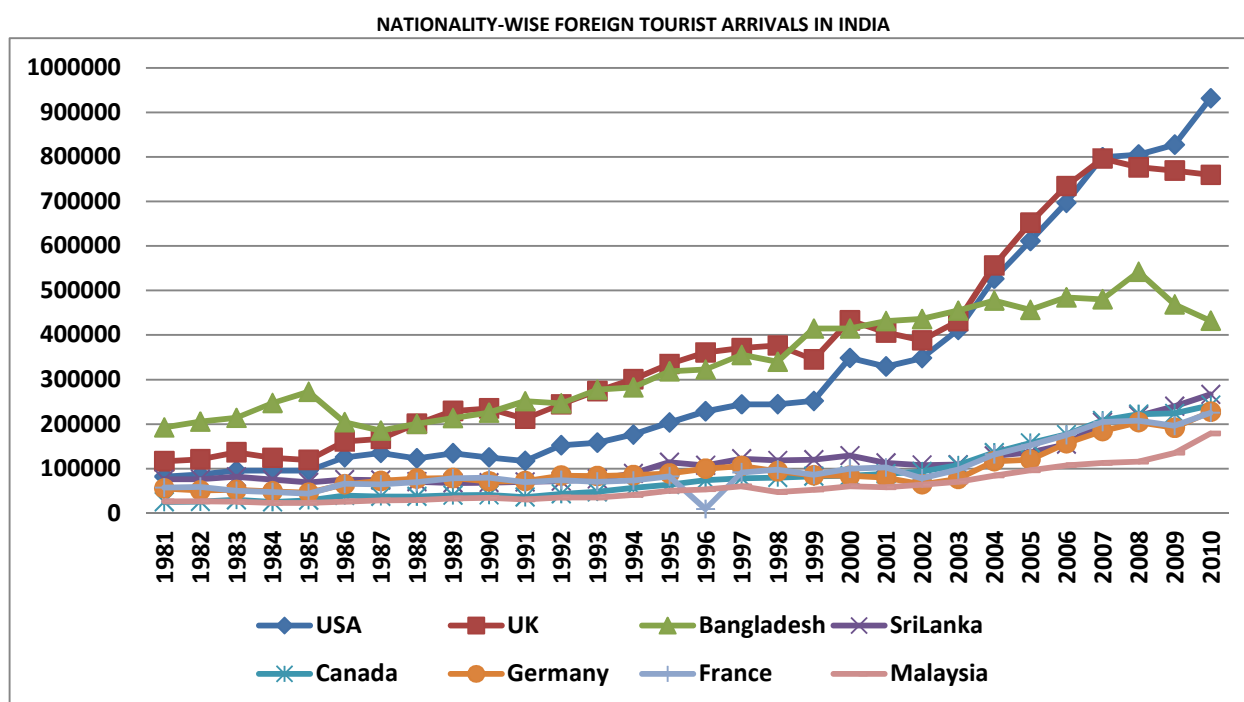


Source: Bureau of Immigration, India

COUNTRY-WISE FOREIGN TOURIST ARRIVAL IN COMPOUND ANNUAL GROWTH RATE (%)



Source: Bureau of Immigration, India



MEDICAL TOURISM IN INDIA

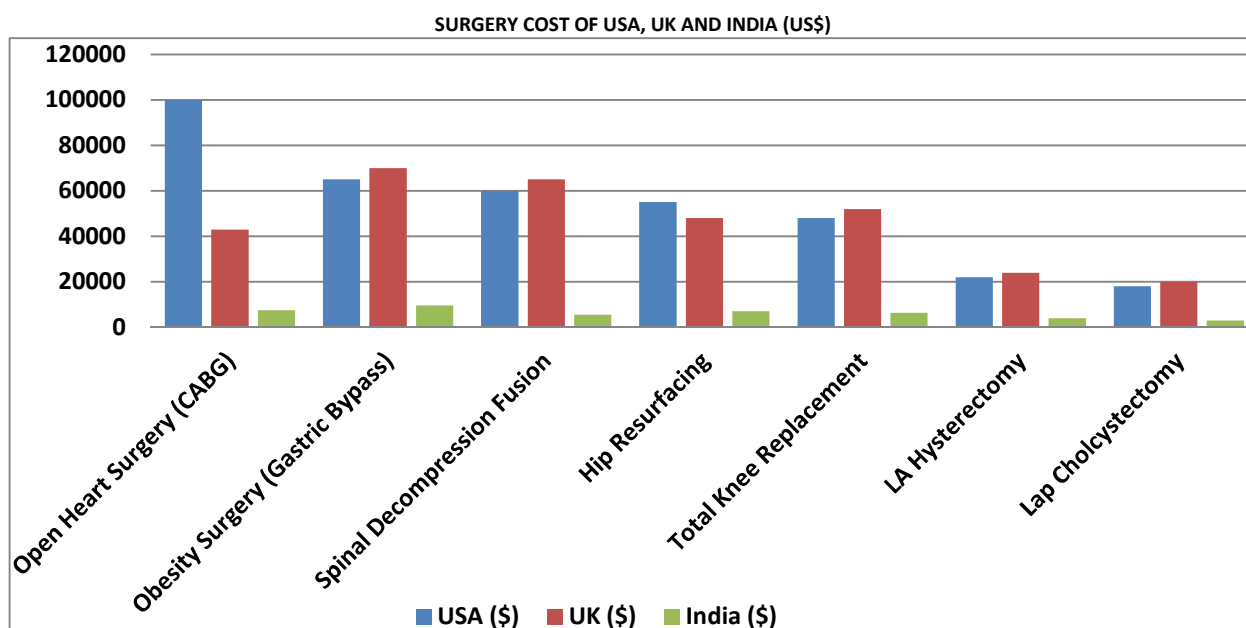
Medical tourism in India (medical travel, health tourism/global healthcare) is a rapidly-growing practice of traveling across international borders to obtain health care. India is one of the best places for the medical treatment as well as for health care in the world-wide. Every year thousands of visitors are coming to India from around the world just for the medical checkup and other type of surgery related to bone or liver or others diseases. At the same time, India is providing Thailand stiff competition in healthcare services for overseas patients with low cost of surgery by over 30% and in fact cheapest in entire Southeast Asia. Medical tourism is the fast emerging one, as well as big opportunity for India with its low cost advantage, high quality healthcare providers and English speaking populaces. Statistics suggest that the medical tourism industry in India is worth \$333 million (Rs.1450 crore) while a study by CII-McKinsey estimates that the country could earn Rs 5,000-10,000 crore by 2012. As per the prediction that, "by 2012, if medical tourism were to reach 25 per cent of revenues of private up-market players, up to Rs 10,000 crore will be added to the revenues of these players". According to the Government of India, India's \$17-billion-a-year healthcare industry could grow 13 per cent in each of the next six years, boosted by medical tourism, which industry watchers say is growing at 30 per cent annually. Probably realizing the potential, major corporate such as the Tatas, Fortis, Max, Wockhardt, Primal, and the Escorts group have made significant investments in setting up modern hospitals in major cities. Many have also designed special packages for patients, including airport pickups, visa assistance and board and lodging.

MEDICAL TOURISM ATTRACTION WITH LOW COST AND HEALTHCARE

This sector is a propelling growth in the travel & tourism industry for the reason of heritage attraction, medical tourism and steady southward movement, etc. Another reason is travel of foreigner to India, offering surgery with the 30% discount, plus India has got the benefit of English speaking populace. India has got the specialist in around the world and in India as well and also has got the world eminent doctors & hospitals where all the services are provided to the patients. So when you can get the best health care in India then why not opt for India as the destination for medical treatment tourism. Medical Tourism is nothing but the provision of 'cost effective' personal health care in association with the tourism industry for patients needing surgical healthcare and other forms of dedicated treatment. It facilitated as both public and private hospitals. Medical tourism/Health treatment package has become a recurrent form of vacationing, covering a broad range of medical services. Plus, it mingles free time, amusing and recreation together with wellness and healthcare packages. Main thought, health holiday is offering a good chance to get away from your daily habitual and come into a dissimilar calming neighboring, concurrently to take pleasure from the close place of beach and the mountains. It is like reconstruction and cleans up process on all levels physical, psychological and expressive way. Foreigners are highly coming to India for upgrading promised by yoga and ayurvedic massage, but few of them consider, it a target for hip substitute or brain surgical procedure. However, a nice blend of top-class medical expertise at attractive prices is helping a rising number of Indian corporate hospitals attract foreign patients, including from developed nations such as the UK and the US. US and other well heeled nations with high Medicare package costs look for effectual options; India is rutted against Thailand, Singapore and some other Asian countries, which have good hospitals, salubrious climate and visitor destinations, most patients from Europe. While Thailand and Singapore with their advanced medical amenities and built-in medical tourism options have been drawing foreign patients of the order of a couple of lakhs per annum, the quickly growing Indian corporate hospital sector has been able to get a little thousands for cure. But, things are going to change radically in favor of India, particularly in view of the high eminence expertise of medical professionals, backed by the fast improving tools and nursing amenities, and above all, the cost-effectiveness of the pack up.

INDIAN MEDICAL TREATMENT WITH TOURISM

Once a year incalculable number of visitors from every corner of the map stream in India to respond to the call of inner sole, every calendar year telling authentic source. Medical treatment packages and their cost effectiveness is the main factor that makes India the health check up magnet in the map of global medical science. Once in India you can be rest assured about your proper diagnosis and medication. Furthermore, if situation demands, surgery packages are also within your reach. Medical Treatment in India is amid the best in the world, facilitated by the most skilled doctors and up to the minute super sphere hospitals of India. The fantastic specialty hospitals are the best in the world, offering treatments ranging from cardiology to cosmetic surgery packages. The Indraprastha Apollo Group of Hospitals is one of the most excellent in India, offering treatments ranging from ENT to neuro surgery packages to ophthalmology treatment packages to cancer treatment as the Official Healthcare facilitator for Apollo Hospital (medical tourism in India), plus Escorts Heart Institute that offers brilliant cardiac surgery packages, to the LV Prasad Eye Institute, famous for its proficiency in ophthalmology, etc (medical tourism in India). Indian medical treatments packages follow all the medical and legal guidelines, making for Indian medical tour comfortable and easy, and causing the least difficulty. From this reason, India is a clear winner when it comes to choosing a medical tour destination, particularly, outstanding pre and post operative care. Apart from, surgical and allopathic medical treatments, Ayurveda Resorts and Luxury Spa are available in India. It offers medical tour packages for Alternative medicine in India.



Indian treatment cost is very less compare with other countries like USA, UK and other European countries. The above chart will prove the expenses of various surgery treatment costs from the wackhardt private hospital results. An open heart surgery cost in USA and UK costs US\$100000 and US\$43000 respectively which are 12 times more in case of USA and in case of UK it is 8 times more compare with India. As other treatment below can be seen where the cost has at least 5 times more in USA and UK. India is providing services at a low cost and has been a reason for rising medical tourism due the cost difference in both the countries.

OPPORTUNITIES

India is the amazing country among the world with lot of offers in tourism parts in different variety of tourism opportunities like; cultural tourism, educational, family, medical, religious tourism, nature based, adventure and many more. India having the more opportunities compare with other countries on the basis of lot of attractive places, high-tech facilities, good transport, attractive infrastructural development, multi-specialty hospital, medical facilities, international standards to attract the traveler savvy world-wide, low cost treatment compare with other countries like Thailand, Malaysia, Singapore, South Africa etc. statistical data suggests that the tourism industry making up 12% of GDP in the global scenario plus, more than 250mn people are engaged with tourism industry in the world-wide

- Future earning is highly from this tourism industry without huge investment, because India having naturally few tourist places with its geographical area.
- Tourism will bring foreign high-technology to our country from those, we have an improvement lot.
- Further it will bring good educational knowledge to our people from the foreign visitors
- Tourism directly or indirectly is providing more employment and its contributing very positively to our economic growth
- Tourism may develop high-tech infrastructural development to our country as well as it will help to eradicate the poverty in many ways
- It will create good network facilities with international level with local cuisines, local seller get a chance to sell their handloom products
- Estimates World Tourism Organization, international tourists will reach 1.56bn in its vision 2020
- India having the lot of opportunity in the e-business/e-banking tourism through payment facilities, skill availability, security, competitor's technology, mistrust and Infrastructure cost.
- Furthermore, booming Indian IT and outsourcing industry has appreciative many foreigners to visit India on business purposes.

SUGGESTIONS

- Indian government should allow more MNCs in India as a global perspective
- Indian Tourism industry should take more pro-active role in framing the policies
- Indian Tourism should highly concentrate on the domestic tourist parts as well as concentrate on the infrastructural facilities like hotels, resorts, spas good roads, transport etc.
- Develop and promote the tribal area's tourist places with lot of attraction particularly in north eastern states.
- India should maintain better relationship with neighboring countries for its zenith and global newer networks
- India should face the critical success factors in e-tourism like; target right customer, continuous innovation, tourism plan with clear vision, motivated team, foster customer loyalty, ability to sense and respond quickly etc.

CONCLUSION

Indian medical Tourism Industry having a lot of opportunities plus, it providing the major source of earnings, foreign tourist visitors to India with high travel receipts in the international patient market. Most of the foreigners are looking for the treatment with low cost, from this way only; India is concentrating to provide all facilities in various schemes as well as on budget also. Tourism industry overlooking on air travel, local transportation, translation services, air-conditioned five-star hotels with accommodation, jointly with their personalized choice of global food. India attracting the tourists in the way of providing the patients through healthcare services using expertise and professionalism of Indian medical staff etc. The medical tourism industry offers high potential for India primarily because of its inherent advantages in terms of cost and quality. Compare with competition countries like USA, UK and other Asian countries, Indian healthcare providing the low cost surgery with good patients. In the future it may be attract whole over the world in this Indian medical tourism industry and it will provide better long run revenues.

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