

## AN EMPIRICAL STUDY ON AWARENESS LEVEL OF MEDICAL TOURISM IN TAMILNADU (CHENNAI)

S. Pougajendy\*

Dr. R. Senapathi\*\*

---

### ABSTRACT

*This study is the outcome of the title 'An Empirical Study on awareness level of Medical Tourism in Tamilnadu (Chennai). The main objective of the study is to find awareness and attraction of medical tourism customers to Chennai.*

*Over the last few decades, medical tourism has evolved into a full - fledged industry; medical tourism is the major driver of economic growth. It is to be one of the significant sectors of the economy for attracting investment and generating employment.*

*A survey was conducted to assess awareness towards medical tourism for which 50 respondents were selected for the study. The study was undertaken for a period of two months May-June 2011. Convenience sampling was adopted for collecting the information from the respondents in Chennai. Convenience sampling has its own limitation, because the chances of right person being selected can be less.*

*The questionnaire designed is a one consisting of closed ended, multiple choices, dichotomous, ranking and open ended questions .To find appropriateness the Questionnaire was tested among 10 respondents and found out no change needed , hence the existing questionnaire was used for the entire study.*

*The collected data are tabulated and analysed using Percentage analysis. From the study it is found that majority of customers are aware of Medical Tourism, some suggested to impress by means of advertisement and insurance benefits in order to attract medical tourist from different parts of world.*

**Keywords:** *Health Tourism, Services Marketing, Tourism Marketing.*

---

\*Senior Lecturer, Sriram Engineering College, Puducherry

\*\*Professor and Head, Department of Management Studies, Adhi Parasakthi Engineering College, Melamaruvathur

## INTRODUCTION

Medical tourism is defined as a cost-effective private medical treatment in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. The medical tourism process is facilitated by the corporate sector which involved in medical care as well as the tourism industry- both private and public.

Medical tourism is becoming a common form of vacationing. In olden days, people used to travel to see places of their own interest but why most people go for a vacation is for refreshment. Hence medical tourism is a mixture of leisure, fun and relaxation together with wellness and healthcare.

## OBJECTIVES OF THE STUDY

- To study the profiles and climate for traveling
- To study the perception of customers towards medical in Chennai

## RESEARCH METHODOLOGY

### Research design

Descriptive research design is used in this study, which simply describes something such as demographic characteristics of medical tourism. The descriptive study is typically concerned with determining the frequency with which something occurs.

### Data Collection

Both primary and secondary sources of data were utilized for this study. Fifty numbers of respondents from overseas were selected for this study. A questionnaire was designed to collect primary data. All filled up questionnaire was taken for the analysis. Data tabulation was done question wise. Percentage method of analysis was used for the collected data and interpreted. Secondary data had been collected from various publications, periodicals, journals, etc.

## SAMPLING DESIGN

For the purpose of the study, the data has been collected from different Hospitals and tourist places of Chennai. A sample of 50 respondents was selected in Chennai. In this method, the sampling units are chosen primarily in accordance with the investigators convenience.

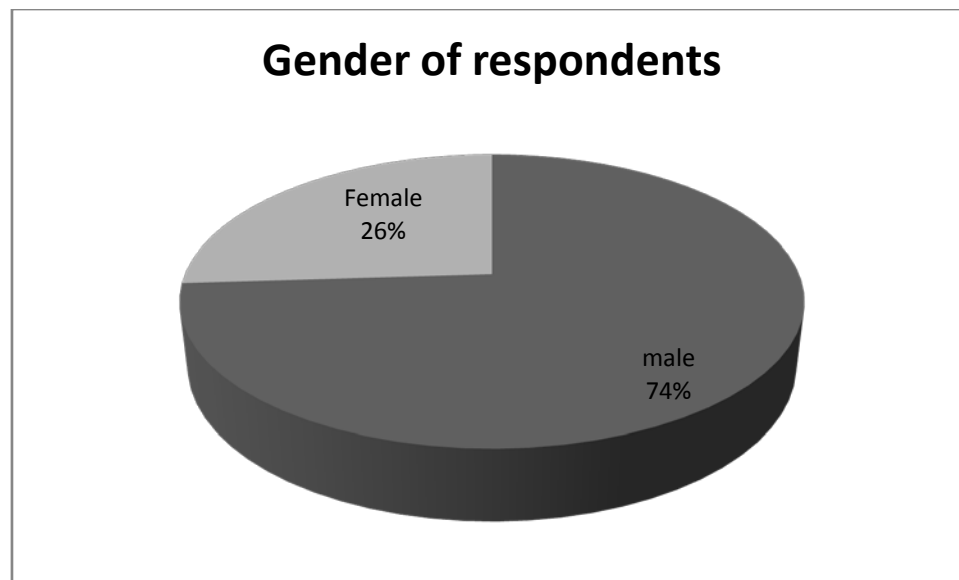
**TABULATION AND ANALYSIS**

## 1. Gender of the respondents

Gender	respondents	percentage
male	37	74
Female	13	26

Source: Annexure (Q1)

## CHART



## INTREPRETATION:

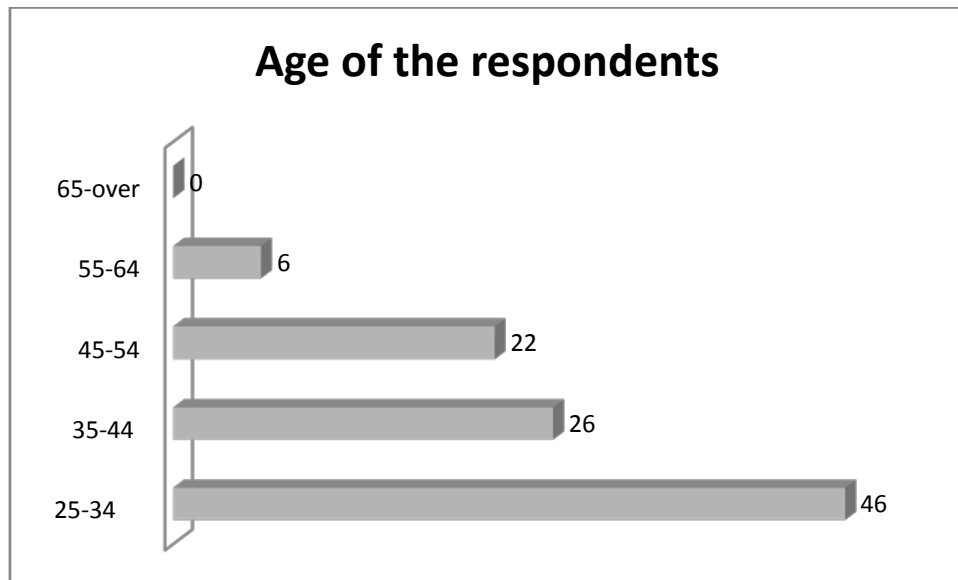
Among 50 respondents, 74% of the respondents are Male and 26% are female.

## 2. Age of the respondents

Age	respondents	percentage
25-34	23	46
35-44	13	26
45-54	11	22
55-64	3	6
65-over	0	0

Source: Annexure (Q2)

## CHART



Status	Respondents	Percentage
Single	22	44
Married	28	56

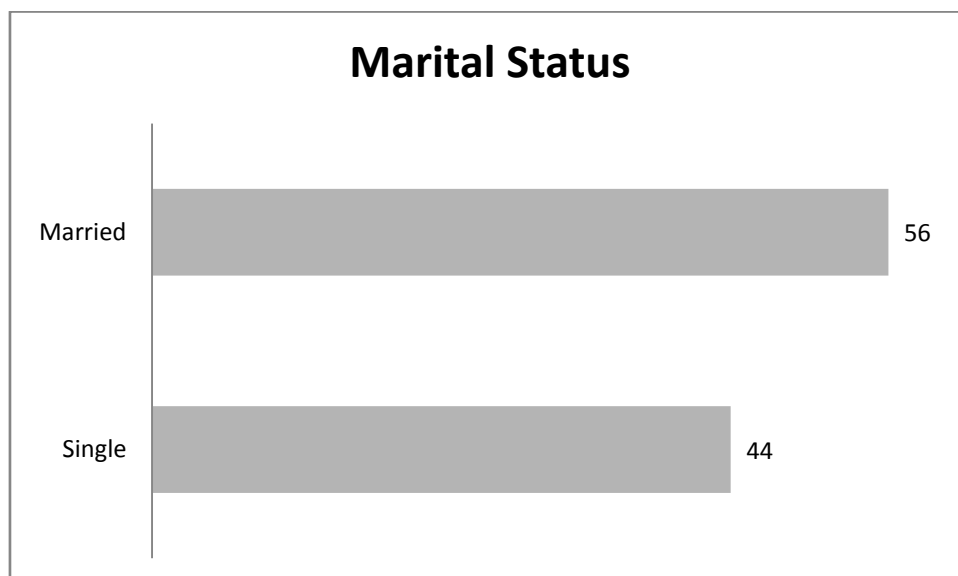
## INTREPRETATION:

Among 50 respondents, 46% of the respondents are in the age group between 25-34, 26% of the respondents are in between 35-44, and 22% are in between 45-54.

## 3. Marital Status of Respondents

Source: Annexure (Q3)

## CHART



## INTERPRETATION:

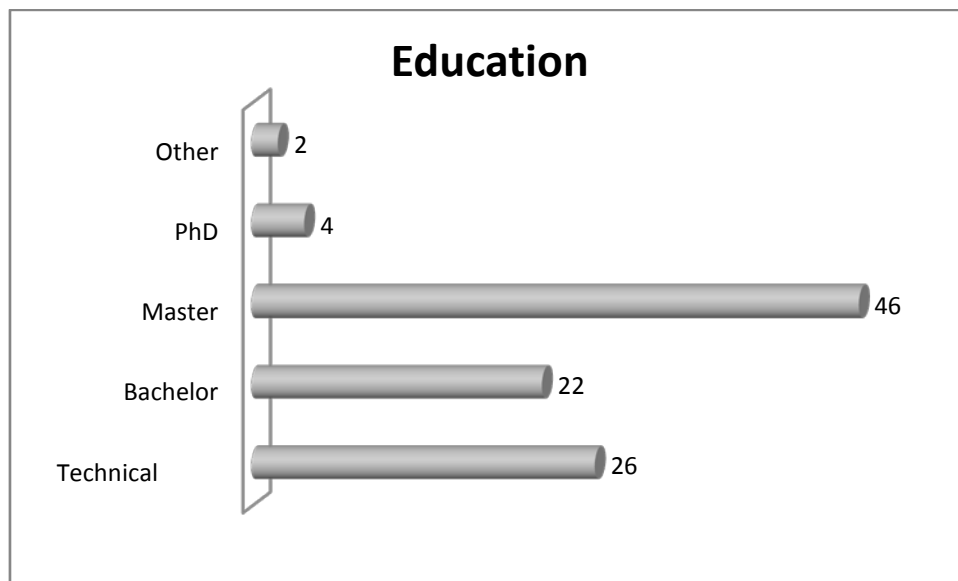
Among 50 respondents, 56% of the respondents are married, 44% of the respondents are unmarried.

## 4. Education of respondents

Status	Respondents	Percentage
Technical	13	26
Bachelor	11	22
Master	23	46
PhD	2	4
Other	1	2

Source: Annexure (Q4)

## CHART



## INTERPRETATION:

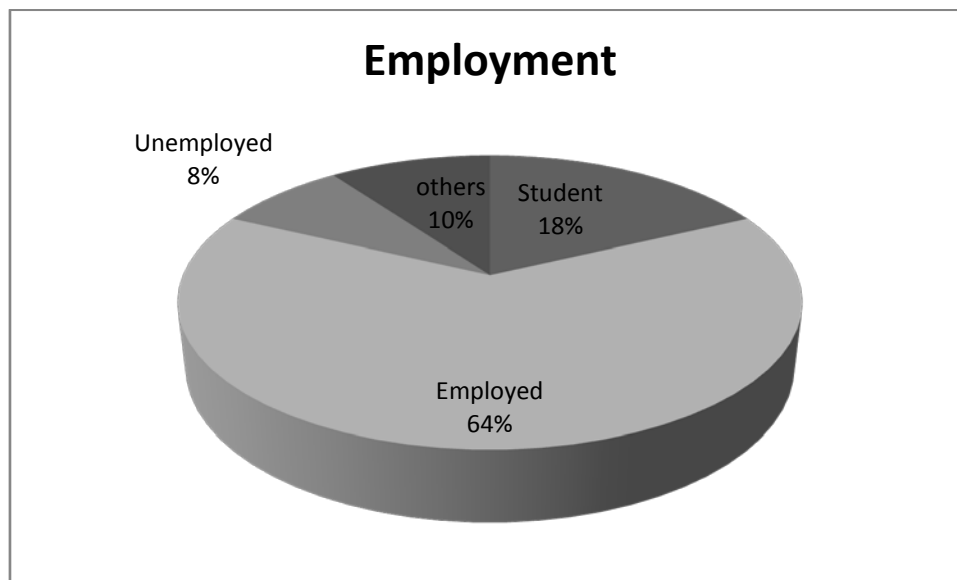
Among 50 respondents, 46% of the respondents are possessing master degree, 26% are possessing technical education, 22% are possessing Bachelor degree, 4% are Doctorates and 2% are possessing other qualifications.

## 5. Employment of respondents

Status	Respondents	Percentage
Student	9	18
Employed	32	64
Unemployed	4	8
others	5	10

Source: Annexure (Q5)

## CHART



## INTERPRETATION:

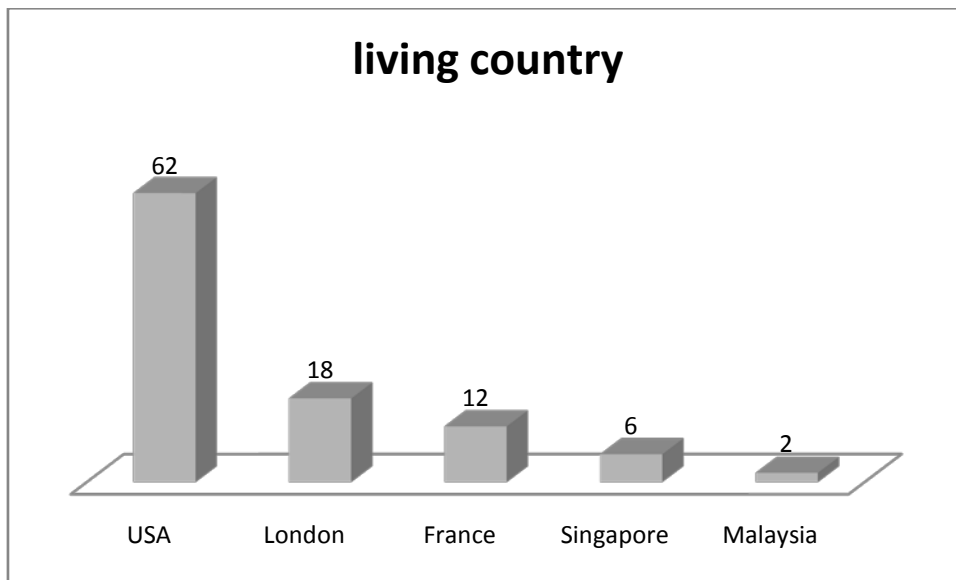
Among 50 respondents, 64% of the respondents are Employed, 8% are Unemployed, 18% are Student and 10% are in others category.

## 6. In which country do you live?

Status	Respondents	Percentage
USA	31	62
London	9	18
France	6	12
Singapore	3	6
Malaysia	1	2

Source: Annexure (Q6)

## CHART



## INTREPRETATION

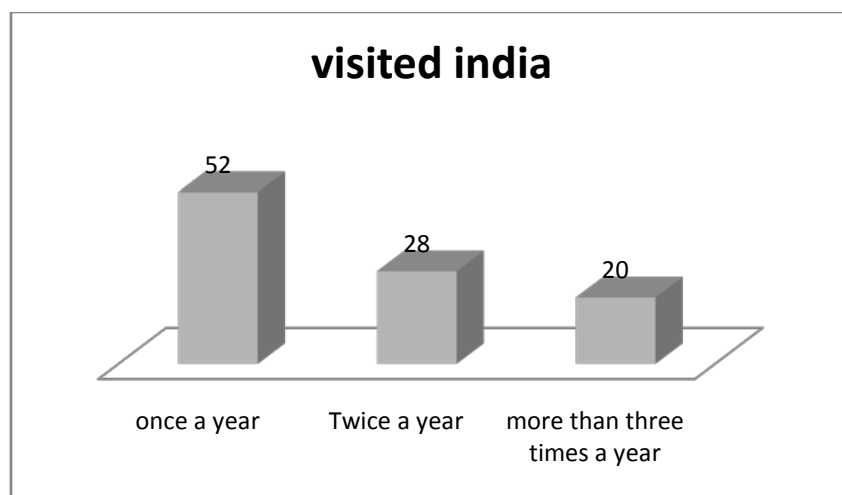
Among 50 respondents, 62% of the respondents are from USA, 18% are from London, 12% are from France, 6% are from Singapore and 2% from Malaysia.

## 7. How many times do you visited India per year

status	respondent	percentage
once a year	26	52
Twice a year	14	28
more than three times a year	10	20

Source: Annexure (Q7)

## CHART



## INTREPRETATION

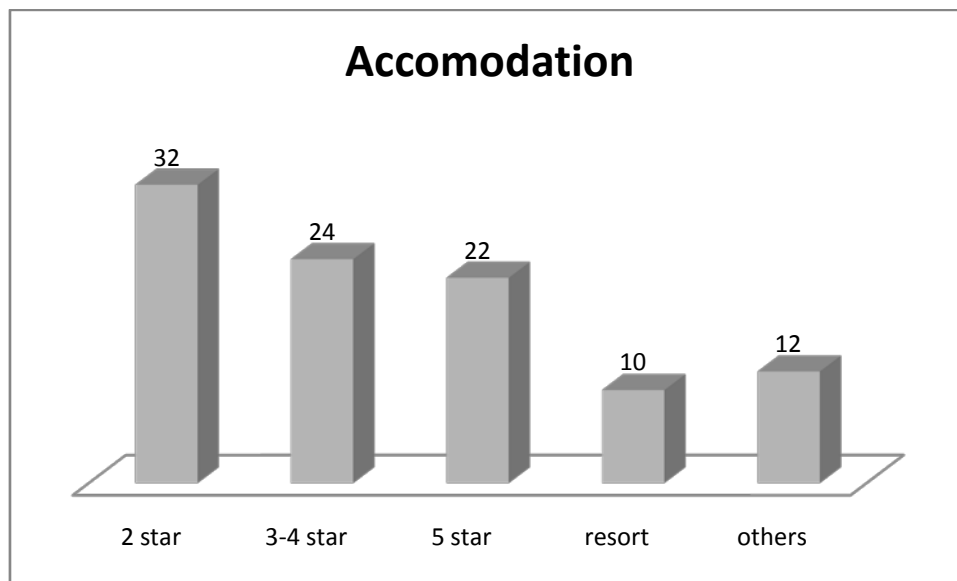
Among 50 respondents, 52% of the respondents are visiting India once a year, 28% are visiting twice a year and 20% are visiting more than three times a year.

8. Which kinds of accommodation do you prefer?

status	respondent	percentage
2 star	16	32
3-4 star	12	24
5 star	11	22
resort	5	10
others	6	12

Source: Annexure (Q8)

## CHART



## INTERPRETATION:

Among 50 respondents, 32% of the respondents are staying in 2 star hotels, 24% are in 3-4 star hotels, 22% are in 5 star hotels respectively.

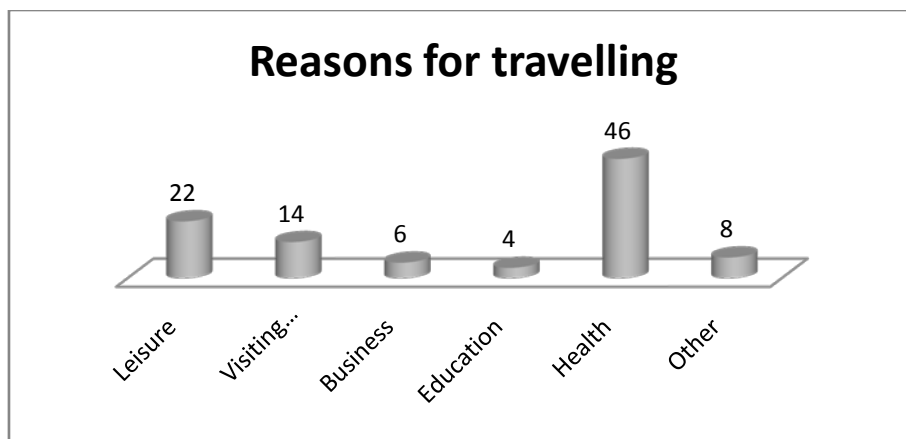


9. What are your main reasons for traveling?

status	respondent	percentage
Leisure	11	22
Visiting friends and relatives	7	14
Business	3	6
Education	2	4
Health	23	46
Other	4	8

Source: Annexure (Q9)

CHART



INTERPRETATION

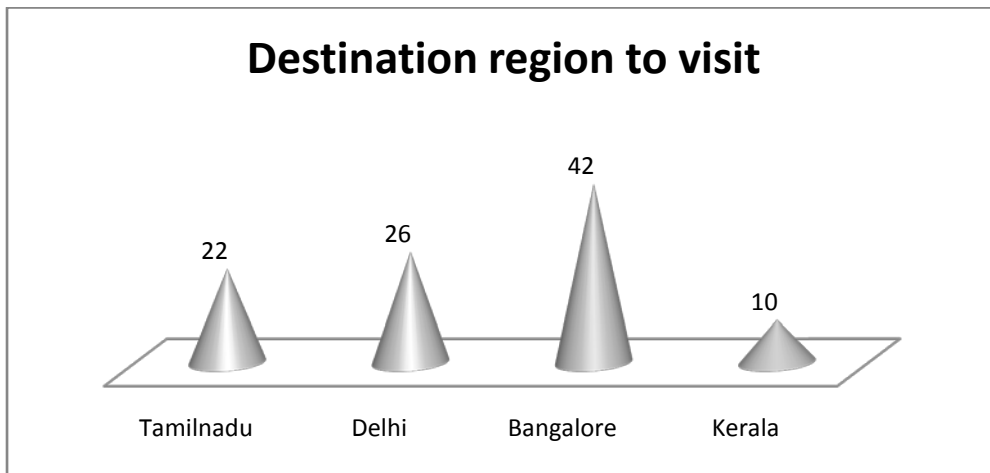
Among 50 respondents, 46% of the respondents are travelling for Health purpose, 22% of the respondents are travelling for leisure, and 14% are travelling for visiting friends and relatives, followed by other, business and education respectively.

10. In which destination region do you travel to India?

status	respondent	percentage
Tamilnadu	11	22
Delhi	13	26
Bangalore	21	42
Kerala	5	10

Source: Annexure (Q10)

CHART



INTERPRETATION

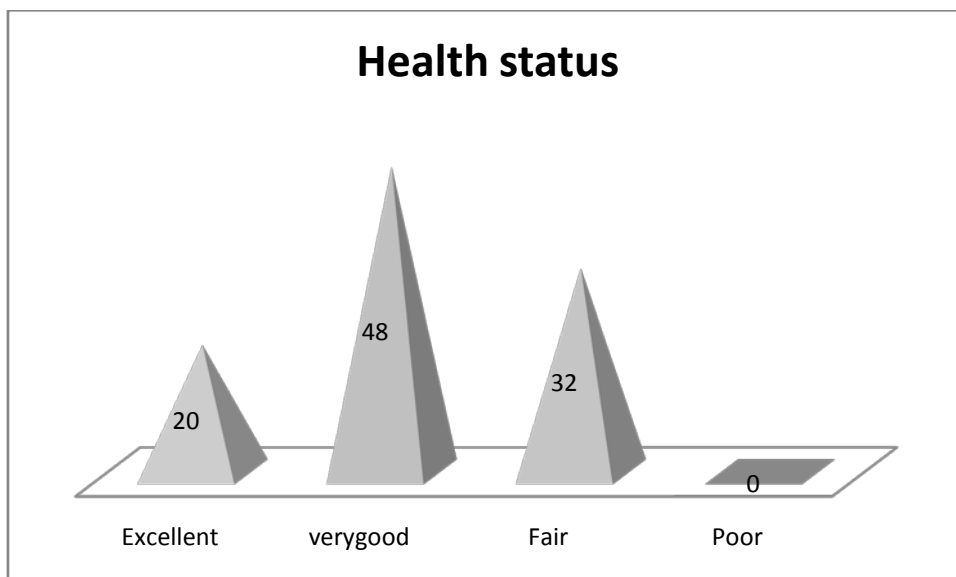
Among 50 respondents, 42% of the respondents were visited Bangalore, 26% of the respondents were visited Delhi, and 26% were visited Tamilnadu and 10% Kerala.

11. What is your health status?

status	respondent	percentage
Excellent	10	20
verygood	24	48
Fair	16	32
Poor	0	0

Source: Annexure (Q11)

CHART



## INTERPRETATION

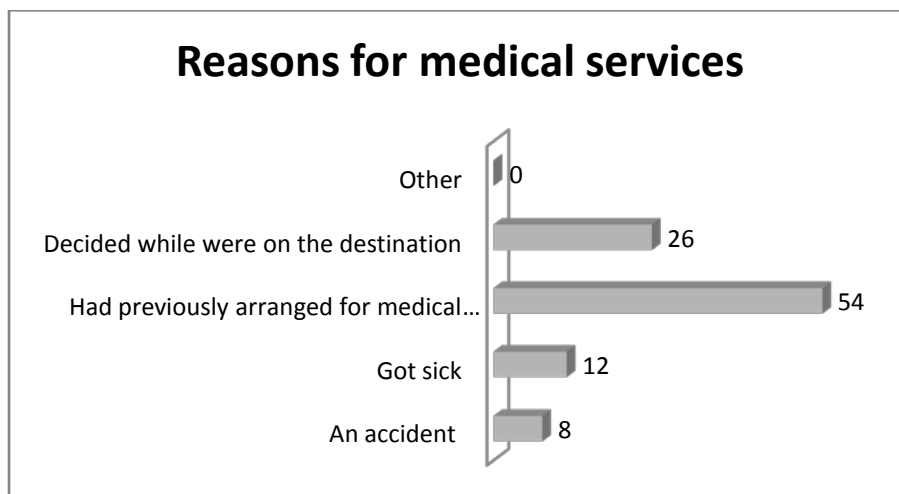
Among 50 respondents, 48% of the respondents are very good in health, 32% are fair, 20% are in excellent condition and 0% are in poor condition.

12. Have you used medical services in India?

status	respondent	percentage
An accident	4	8
Got sick	6	12
Had previously arranged for medical services	27	54
Decided while were on the destination	13	26
Other	0	0

Source: Annexure (Q12)

## CHART



## INTERPRETATION

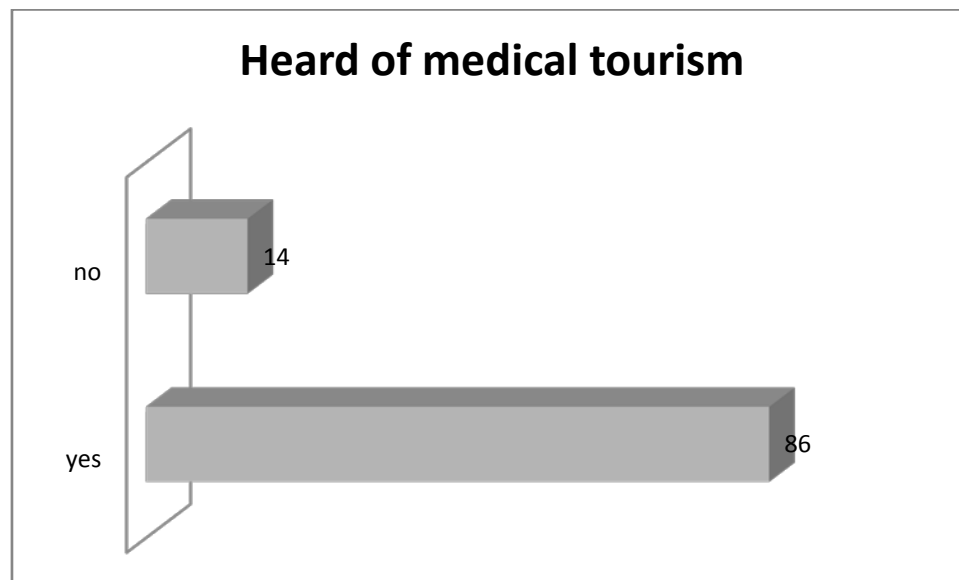
Among 50 respondents, 54% of the respondents had arranged previously for medical services, 26% of the respondents were decided while were in on the destination, 12% got sick, followed by an accident and other.

13. Have you heard of medical tourism, that is when people travel for health and recreational purposes?

status	respondent	percentage
yes	43	86
no	7	14

Source: Annexure (Q13)

## CHART



## INTERPRETATION

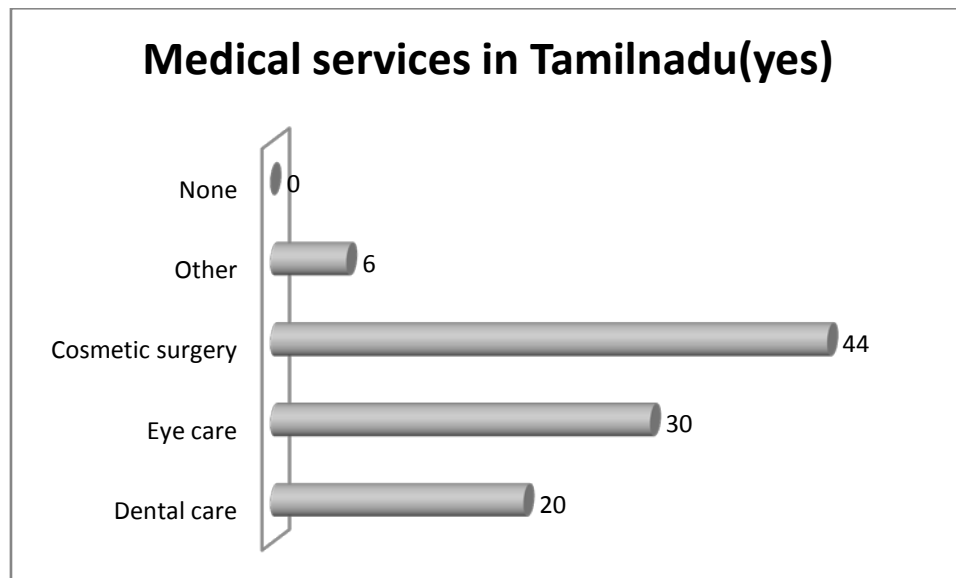
Among 50 respondents, 86% of the respondents heard about Medical Tourism and 14% not heard about Medical Tourism.

14. Have you considered taking any of the following medical services in Tamilnadu? Yes

status	respondent	percentage
Dental care	10	20
Eye care	15	30
Cosmetic surgery	22	44
Other	3	6
None	0	0

Source: Annexure (Q14)

## CHART



## INTERPRETATION

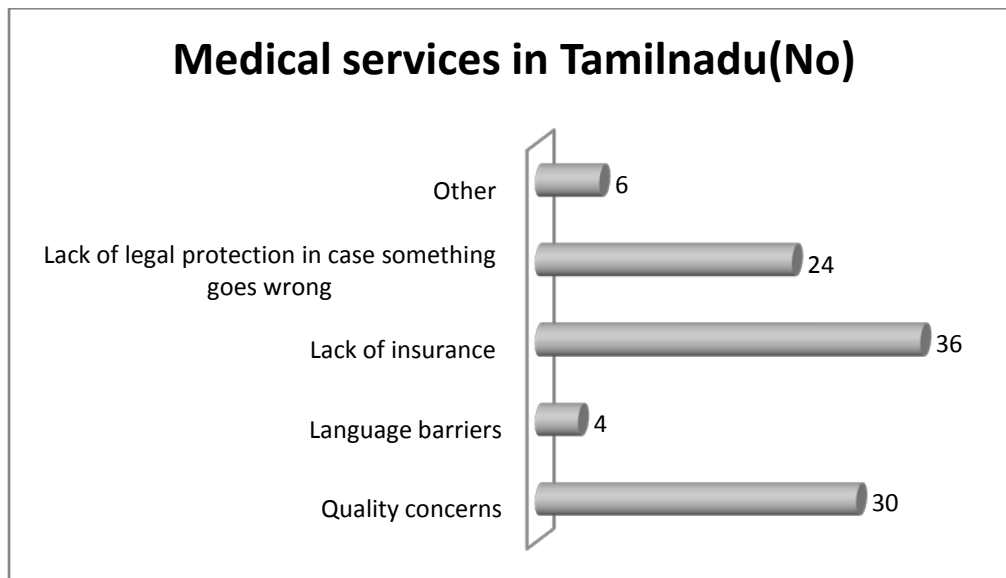
Among 50 respondents, 44% of the respondents are undergone cosmetic surgery, 30% of the respondents are undergone for eye care, and 20% are undergone dental care.

14.a. Have you considered taking any of the following medical services in Tamilnadu? (No)

status	respondent	percentage
Quality concerns	15	30
Language barriers	2	4
Lack of insurance	18	36
Lack of legal protection in case something goes wrong	12	24
Other	3	6

Source: Annexure (Q14.a)

## CHART



## INTERPRETATION:

Among 50 respondents, 36% of the respondents are not undergone medical services due to lack of insurance, 30% of the respondents are due to quality concerns , 24% are due to lack of protection in case something goes wrong.

**FINDINGS OF THE STUDY**

- 74% of the respondents are Male and 26% are female.
- 46% of the respondents are in the age group of 25-34, 26% of the respondents are in between 35-44, and 22% are in between 45-54.
- 56% of the respondents are married, 44% of the respondents are unmarried.
- 46% of the respondents are possessing master degree, 26% are technically qualified, 22% are Bachelor degree holders, 4% are Doctorates and 2% are having other qualifications.
- 64% of the respondents are employed, 8% are Unemployed, 18% are Student and 10% are in others category.
- 62% of the respondents are from USA, 18% are from London, 12% are from France, 6% are from Singapore and 2% from Malaysia.
- 52% of the respondents are visiting India once a year, 28% are visiting twice a year and 20% are visiting more than three times a year.
- 32% of the respondents are staying in 2 star hotels, 24% are in 3-4 star hotels, 22% are in 5 star hotels respectively.

- 46% of the respondents are travelling for Health purpose, 22% of the respondents are travelling for leisure, and 14% are travelling for visiting friends and relatives, followed by other, business and education respectively.
- 42% of the respondents were visited Bangalore, 26% of the respondents were visited Delhi, and 26% were visited Tamilnadu and 10% Kerala.
- 48% of the respondents are very good in health, 32% are fair, 20% are in excellent condition and 0% is in poor condition.
- 54% of the respondents had arranged previously for medical services, 26% of the respondents were decided while were in on the destination, 12% got sick, followed by an accident and other.
- 86% of the respondents heard about Medical Tourism and 14% not heard about Medical Tourism.
- 44% of the respondents are undergone cosmetic surgery, 30% of the respondents are undergone for eye care, and 20% are undergone dental care.
- 36% of the respondents are not undergone medical services due to lack of insurance, 30% of the respondents are due to quality concerns , 24% are due to lack of protection in case something goes wrong.

### **SUGGESTIONS AND RECOMMENDATIONS:**

- Medical tourism paves the way for promoting Indian economy, Govt has to initiate special schemes in welcoming medical tourist
- Majority of medical tourist are only youngsters, so packages can be made to attract other age category also.
- As more respondents are from USA, awareness can be created to other countries.
- Special attention has to be given in attracting Medical tourists to Chennai; Tourism department has to concentrate in this.
- As majorities are pre planning for their medical tourist, steps can be taken by leading hospitals in further attracting medical tourist.
- Insurance and other benefits for patients may be entertained in attracting medical tourist.

### **CONCLUSION**

The Medical tourism sector is now playing a major role in the economic development of many countries. The growth of private sector in emerging economies has resulted in better quality banking, hospitality, communication and transport facilities.

The ever changing customer preferences and shorter breaks make it essential for the medical tourism industry to constantly innovative its products and services inline with changing trends and customer requirements. Constant innovation is the key to sustain growth and enhance competitiveness in the market.

## BIBLIOGRAPHY

1. Aflatoon ,A.(2006).Medical Tourism and Opportunities for Tourism Industry in India, *Hamshahri News*.p.4.
2. Altes, M. (2005).The development Tourism services. *Annals of tourism research*, 32(1), 262-266.
3. Andaleeb, S.S. (1994) Hospital Advertising: The Influence of Perceptual and Demographic Factors on Consumer Dispositions *Journal of Services Marketing*, Vol. 8 No. 1, 1994, pp. 48-59. ProQuest 5000
4. Avijgan,S. (2007).Definition for traditional and complementary medicine. University of Esfahan,Center for Human Information Processing.
5. Caballero, S.D., Mugomba, C. (2006). Medical Tourism and its Entrepreneurial opportunities - A conceptual framework for entry into the industry. Dissertation of Master Degree .(Goteborg University ).
6. Chong, W. Y., Boey, T. S., & Vathsala, N. (2005).Promoting health tourism in Malaysia. Unpublished paper to Apacchrie conference, Kuala Lumpur.
7. Connell, J. (2006) Sun, Sea, Sand &...Surgery. *Tourism Management* School of Geosciences, University of Sydney, NSW 2006, Australia.
8. Edward.L.2004 tourism without Threat. *Annals of tourism Research*, Vol, 32, No.1, PP.266-268
9. Goodrich, G. & Goodrich J., (1987) Health care tourism – an exploratory study. *Tourism Management*. September. P217-222.
10. Graham, K. (2005). It was a big leap of faith. *Guardian*, 21 June, 8–9.
11. Gultinan, J., Paul, G. & Madden, T. (1997) *Marketing Management - Strategies and Programs*. U.S.A: McGraw-Hill.
12. Gupta, p. (2007).Medical tourism in Asia. *The Lancet Journals*, Volume 369, Issue 9574. Healthmedicaltourism ,(2009).WWW..Healthmediclatourism.org.<Accessed: 24/7/2011>



## ANNEXURE

## A STUDY ON AWARENESS LEVEL OF MEDICAL TOURISM IN TAMILNADU

## 1. Gender

Male  female 

## 2. Age

25-34  35-44   
45-54  55-64  65-over 

## 3. Marital status

Single  married 

## 4. Education

Technical  Bachelor  Master  PhD  Other 

## 5. Occupation

Student  Employed  unemployed  other 

## 6. In which country do you live?

## 7. How many times do you visited India per year

- a. Once a year
- b. Twice a year
- c. More than three times a year

## 8. Which kinds of accommodation do you prefer?

- a. 2 star hotels
- b. 3-4 star hotels
- c. 5 star hotels
- d. Resort
- e. Other

## 9. What are your main reasons for traveling?

- a. Leisure
- b. Visiting friends and relatives
- c. Business
- d. Education
- e. Health
- f. Other

10. In which destination region do you travel to India?

a. Tamilnadu

b. Delhi

c. Bangalore

d. Kerala

11. What is your health status?

a. Excellent  b. very good  c. Fair  d. poor

12. Have you used medical services in India?

a. Yes  b. No

If so, what was (were) the reason(s)

a. An accident

b. Got sick

c. Had previously arranged for medical services

d. Decided while were on the destination

e. Other

13. Have you heard of medical tourism, that is when people travel for health and recreational purposes?

a. Yes  b. No

14. Have you considered taking any of the following medical services in Tamilnadu?

a. Dental care

b. Eye care

c. Cosmetic surgery

d. Other

e. None

If not why

a. Quality concerns

b. Language barriers

c. Lack of insurance

d. Lack of legal protection in case something goes wrong

e. Other