

A COMPARATIVE STUDY ON THE GOVERNMENT SUPPORT TO ALLOPATHIC AND AYURVEDIC MEDICAL TOURISM PROVIDERS IN KERALA

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ABSTRACT

Travel and the tourism industry is the biggest service industry in India and the second most astounding remote trade worker, representing almost nine percent of the aggregate work in the nation. A noteworthy and progressively forthcoming fragment of this is the multibillion dollar medicinal and wellbeing the travel industry which has recorded astounding development in the ongoing years. A few highlights, for example, financially savvy and propelled social insurance frameworks, accessibility of specific and gifted human services experts, and expanding ubiquity of customary mending frameworks and elective drug, have all situated India as a positive goal for wellbeing and medicinal services in the worldwide situation. This article is an endeavor to disentangle the issues and prospects in restorative the travel industry and an examination on the degree of government bolster that therapeutic the travel industry is at present benefiting. Medicinal the travel industry is additionally seen as an interim of holidaying, and it covers wide scope of medical and human services administrations. The legislature can help in the general advancement of a nation as a medicinal the travel industry goal through visa assistance, exchange fairs association and support and promoting endeavors by its consular workplaces abroad, or assistance of inbound cross-outskirt development of therapeutic experts.

KEYWORDS: Medical Tourism, Government, Allopathic, Ayurveda.

1 INTRODUCTION

In Medical travel people were known to have crossed fringes to exploit fixes like hot showers, famous chemists, or incredible prophets performing wonderful treatments. Be that as it may, while beforehand, the bearing and stream of medicinal explorers has been, by and large, from poorer to cutting edge nations where refined restorative methods were all the more promptly

accessible, today therapeutic travel is set apart by a turnaround stream of patients from cutting edge economies to developing nations.

Medical industry can be commonly characterized as a mix of cost control and the travel industry for customers (patients) requiring careful and every other sort of treatment. Facilitated administrations are offered by the friendliness sector to differentiate the travel industry items from the general travel and the travel industry field. Medical tourism industry is upheld by corporate doctor's facilities rendering phenomenal restorative and medicinal services administrations with powerful system and neighborliness. Private clinics have even proceeded in commercializing their items (administrations) through top of the line refinement in the universal market. Therapeutic the travel industry is a quickly sprouting segment in the worldwide market, which is currently effectively created by both open and private the travel industry divisions and social insurance associations. Expanded remote entries in India have constrained partners to think about the travel industry at an a lot more elevated amount. The idea of the medicinal gateways is to give the travelers a chance to move out of one every day schedule and could unwind into a calming situation. Here one could get both the things at once i.e. getting a charge out of the shoreline and mountains and in addition could enhance certain medical problems. It resembles remaking and developing procedure on profound, substantial and nostalgic dimensions.

2 GOVERNMENT INITIATIVES IN MEDICAL TOURISM

Service of Tourism has distributed limited time material brochures on medical tourism industry and data has been put on site. Point by point data has been given in the brochures which is exceptionally appealing and educational where restorative visitor will get data about the human services specialist organizations in India, forte, super claim to fame administrations accessible in India. It additionally incorporates data about Cardiology, Orthopedics, and Oncology, Minimally intrusive medical procedure, Cosmetology, Rejuvenate, wellbeing and patient tributes. Album is progressively appealing and various media advancing exceptionally Ayurveda and Wellness item all-encompassing therapeutic administrations with yoga, contemplation, Ayurveda, allopathic and other arrangement of medications. It offers a one of a kind bin of administrations to a person that is hard to coordinate with different nations. The handout by Ministry of the travel industry administration of India gives an index full location and contact quantities of suppliers with the goal that the medicinal visitor can get in touch with them. Copies of these brochure is broadly accessible at all Indian and abroad workplaces of India Tourism, Govt of India.

The Ministry of Health in this way holds certain government expert over medicinal the travel industry in respect to proficient licensure, offices accreditation, and checking of administrations for human services quality control. This partition of the business or exchange government side of medicinal the travel industry from that of the human services direction, as

one private social insurance supplier noted, can advantage medical tourism industry division engineers regarding getting limited time bolster from non-wellbeing partnered services, for example, the Ministry of Economy and the Ministry of External Relations. It was thought improper for a wellbeing service in a poor nation with an underfunded general wellbeing framework to be seen advancing a private area framework serving wealthier worldwide patients.

The Role of Government Tourism is a multi-sectorial action and the business is influenced by numerous different segments of the national economy. The State needs to, in this manner, guarantee intergovernmental linkages and co-appointment. It likewise needs to assume a critical job in the travel industry the executives and advancement. The explicit job of the government incorporates:

- Initiate explicit measures to guarantee wellbeing and security of sightseers and effective help administrations.
- Plan the travel industry improvement as a piece of the overall region advancement system.
- Create core foundation in the underlying phases of advancement to exhibit the capability of the region.
- Provide fundamental infrastructural offices including nearby arranging and zoning plans.
- Provide the needed help offices and motivating forces to both residential and outside speculators to empower private interest in the travel industry division.
- Rationalize tax assessment and land arrangements in the travel industry part in every one of the States and Union Territories and in regard of the land claimed by government offices like railroads.
- Ensure that the nearby network is completely included and the advantages of the travel industry accumulate to them.
- Undertake look into, get ready ground breaking strategies, and encourage plan of promoting methodologies.
- Organize abroad advancement and promoting together with the business.
- Ensure that the sort and size of the travel industry improvement is perfect with nature and socio-social condition of the zone.

- Facilitate accessibility of prepared labor especially from among the neighborhood populace together with the business.
- Introduce government measures to guarantee social, social and natural manageability and additionally wellbeing and security of voyagers.

3. GOVERNMENT SUPPORT FOR MEDICAL TOURISM

The government support can energize the overhauling of medical offices through different financial motivating forces. The administration can likewise strengthen the medical tourism industry by tending to foundation bottlenecks particularly those firmly identified with the travel industry, for instance air terminals, streets and transport that encourage access to traveler goals. Airplane terminal foundation is especially essential as it goes about as an 'advertising' instrument giving the underlying ideal or horrible impressions to remote sightseers. Other than the above help, there are likewise other government strategies that can encourage medicinal the travel industry. For instance, if interest in doctor's facilities and different administrations identified with the area is shut to nonnatives, the government may need to evaluate if there is a proceeding with advantage of such an arrangement. The experience of Singapore, Malaysia and India, for instance, focuses to the huge lift to the medicinal the travel industry part from huge outside speculations from healing center chains that have the assets to construct present day doctor's facilities and also the experience managing extensive worldwide remote protection bunches which, as talked about in this paper, is a main consideration that encourages the stream of progressively outside patients to creating nations. The development of more goal resorts and spas, lodgings and different facilities, moreover require drawing in extensive capital assets, some of which are likely should have been sourced from abroad.

3.1 Support of Ministry of Tourism to Promote Medical Tourism

3.1.1 Exhibition Space for Medical Tourism

So as to advance the situating of India as a Medical goal and increment the nearness of the restorative club in the global travel shows, a devoted space must be given to the therapeutic crew inside the India Pavilion at various nations.

3.1.2 Road Shows for Promotion of Medical Tourism

Road shows concentrating on Medical Tourism is a constant procedure and is composed in meeting with the Stakeholders every once in a while. The last road show was sorted out in West Asia (Dubai, Riyadh, Kuwait and Doha) which should drive by the Minister of State for Tourism.

3.1.3 Production of Publicity Material

Brochure, CDs and other exposure materials to advance Medical and wellbeing the travel industry have been created by Ministry of Tourism and have been generally flowed for attention in target markets.

3.2 Financial Inducements Provided by Ministry of Tourism for Development of Medical Tourism

In promoting the wellbeing the travel industry, financial motivating forces offered by the Government can have an influence. As of now, the Government has just given different assessment motivators to the wellbeing the travel industry. Further finding for advancement of fare of administrations where social insurance specialist co-ops are causing use for the advancement of fares for the medicinal services benefits, the organization would be qualified to appreciate a further conclusion advantage. Costs with the end goal of fare of administrations which will be qualified for the further finding include:

- Medical tourism market research
- Budget of preparing technical information
- Travel passages to a nation outside India embraced for the advancement of fare of administrations.
- Expenses for the cost of retaining sales offices out of the country.

4. METHODOLOGY

The study is descriptive in nature. The perceptions of the local and foreign tourist regarding various factors of medical tourism were determined and analyzed using statistical techniques.

(a) Sample Size

The universe of the study was the medical tourism providers in Kerala.

(b) Tools for Data Collection

The tool employed for data collection was a questionnaire.

(1) Primary Data

The primary data were collected through questionnaire from 54 respondents. Questionnaires and interview schedules were used for this.

(2) Secondary Data

The study also made use of various types of secondary data including studies, reports and data collected by government and non-governmental organizations.

C. Data Analysis - Tools

Statistical tools such as percentage, Mean score and 't' Test were used for analyzing the data.

5. ANALYSIS AND INFERENCE

Table 1

LOCALITY OF THE MEDICAL TOURISM PROVIDER IN KERALA

Sl. No.	Locality	Frequency	Percentage	Cumulative Percentage
1	Thrissur	12	22.22	22.22
2	Thiruvananthapuram	9	16.67	38.89
3	Ernakulam	9	16.67	55.56
4	Kozhikode	5	9.25	64.82
5	Kollam	4	7.41	72.23
6	Malappuram	4	7.41	79.64
7	Alappuzha	3	5.56	85.20
8	Kottayam	3	5.56	90.76
9	Palakkad	2	3.70	94.46
10	Kannur	2	3.70	98.16
11	Idukki	1	1.85	100.00
	Total	54	100.00	

Inference

From the Table 1 it can be seen that majority of medical tourism providers are in the district of Thrissur with the percent of 22.22 followed by Thiruvananthapuram and Ernakulam with 16.67 percent of each. The least number of medical tourism providers are in the district of Idukki with 1.85 percent.

Table 2

TREATMENT TYPE OF MEDICAL TOURISM PROVIDER IN KERALA

Sl. No.	Treatment Type	Frequency	Percentage	Cumulative Percentage
1	Allopathic	37	68.52	68.52
2	Ayurveda	17	31.48	100.00
	Total	54	100.00	

Inference

From the Table 2 it is evident that out of 54 medical tourism providers, 68.52 percent of the medical tourism providers are of Allopathic category followed by Ayurveda with 31.48 percent.

Table 3

EXPECTATION OF GOVERNMENT SUPPORT AMONG ALLOPATHIC AND AYURVEDA MEDICAL TOURISM PROVIDERS

Sl. No.	Expectation	Mean Score		
		Allopathic Group	Ayurveda group	't' statistics
1	Foreign Exchange Support	3.49	2.76	2.41*
2	Govt. to Govt. tie-ups	3.24	3.35	-0.31
3	Conducive Legal Environment	4.24	3.76	1.74
4	Reduction in Import Duty	3.84	3.88	-0.23
5	Land Subsidy	2.41	2.53	-0.45
6	Equipment Subsidy	2.65	3.12	-1.48
7	Income Tax exemption	3.95	3.76	0.93*
8	Clear Policies and Guidelines	3.86	4.12	-1.06*
9	Governmental Interventions	2.24	2.18	0.23
10	Promotional Measures	4.08	3.94	0.56
11	Infrastructure Ecosystem	4.05	3.88	0.87*
12	Capital Gain Exemptions	3.97	3.76	0.79

* Significant at 5 percent level.

Inference

Majority of the allopathic medical tourism providers have expectation from government under foreign exchange support, income tax exemption and infrastructure ecosystem with the mean scores of 3.49, 3.95 and 4.05 respectively. Ayurveda medical tourism providers have expectation from government under clear policies and guidelines with the mean scores of 4.12. The significance difference among allopathic and Ayurveda groups were identified in foreign exchange support, income tax exemption, clear policies and guidelines, infrastructure ecosystem since their respective 't' statistic are significant at five percent level.

FINDINGS

- Most of the medical tourism providers are located in the district of Thrissur followed by Thiruvananthapuram and Ernakulam.
- Majority of the Medical tourism providers are belongs to the Allopathic medical treatment category followed by Ayurvedic.
- The government acts as a facilitator of tourism by providing the basic infrastructure conducive for tourism and allows the private sector to play the lead role in tourism promotion and development.
- The revenue and employment impacts of tourism analyzed and found out that there is a positive relationship with economic effects of tourism on Kerala.
- It is found that majority of allopathic medical tourism providers have expectations from government under foreign exchange support, income tax exemption and infrastructure ecosystem. However, Ayurveda medical tourism providers have expectation from government under clear policies and guidelines.

SUGGESTIONS

- Medical Tourism advancement and promoting will help in abusing the regular capability of Kerala the travel industry as opposed to putting fake limitations on the travel industry improvement in the state through government intercessions.
- There should be a solid technique for examining traveler database in the express that recognizes vacationers dependent on the kind of visa and reason for visit.
- Tourism arrangements should be defined and created dependent on solid measurements rather than expanded qualities.
- More concentration should be given in the government support factors such as Govt. to Govt. tie-ups and Reduction in import duty.

CONCLUSION

The government should take increasingly dynamic job for the development of the medial tourism industry. It should work as a facilitator and impetus. The essential job of direction is to serve the general population. With regards to medical tourism industry, this stretches out to three essential 'publics': the worldwide patient, the subjects of the goal nation, and the natives of the global patient's source nation. There has been a proposal that Hospitals ought to be given industry status for power, import of hardware, types of gear and so on. It is prudent to pursue a Private-Pubic-Partnership Model (PPP) in advancing Medical Tourism as proposed in the investigation directed by CII. The Central Government could likewise help promote Medical Tourism through Embassies and through Health Ministries in different outside nations. Progressively budgetary and financial concessions require likewise be offered to this division which has colossal work and outside trade gaining potential. At exactly that

point they can be urged to make the vital ventures required for up gradation, institutionalization and accreditation of the therapeutic offices/foundations. Different zones which will require government/statutory help is in the field of protection offices, visa on landing with unique offices for restorative visas, quality control and affirmation/accreditation.

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