

“Scope as Medical Tourism Destination at Nagpur City in Central India.”

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Abstract

Medical tourism is travel from one place to another to obtain medical treatment. People travel for medical treatment within the country or out of the country; it depends on the availability of medical facilities at the affordable cost or at the low cost. In India Medical tourism is growing fast because of the availability of the same medical treatment at low cost. In the past some developed nations of world like America, England, France, Germany, Italy and Japan etc had monopoly for the some speciality of treatment for the particular type of diseases, physical or mental disability and abnormality of any organ. As a central part of India Nagpur city has great importance due to connectivity by Air, Road and Railway and attached national sanctuaries in the region. It is a second capital of Maharashtra and government has start some infrastructure project like metro rail, cement road construction are in progress and new private companies are taking interest in Nagpur city because of its geological structure and opportunities in the area for future. Due to availability of specialist doctors, specialised medical services availability of allied and supporting manpower it is one of the prefer destination for getting the medical treatment.

Keywords: Medical Tourism, destination, Nagpur city, Scope, central India

I. Introduction

Medical tourism (MT) also called medical travel, health tourism or global healthcare. It is patient movement from highly developed nations to other areas of the world for medical care, usually to find treatment at a lower cost. As the time passes the people of developed nations have started travel from their own country to another country for the purpose of medical treatment because the same treatment of same quality is getting them in other countries at a very low cost.

In India medical tourism was estimated US\$3 billion in the year 2015 and it is projected to grow at a CAGR of 200% and touch to US\$9 billion by the year 2020. Mostly Andhra, Karnataka, Delhi, Kerala, Tamilnadu and Maharashtra are most benefited states in India. The moment of the patients of developed countries are taking place because of some benefits like they don't have to wait for long time to take the appointment of the specialist doctor secondly the medical tour operator are providing the details of the available options in the world. As far as the quality of doctor and the paramedical staff is concerned it is at par. All well known hospital of the world are following or try to following the international standards and getting the require accreditations. All allied services are linked or they have done tie ups, some acquisition and mergers took place in the healthcare sector and some "The tourism ministry has been consistently pitching for higher allocations with the finance ministry to protect, preserve, promote and restore its rich heritage of over 5,000 years of Indian history and indications are suitably impressive and, therefore, the aspirations and expectations of the tourism ministry have already enlivened so that with the higher allocations, organizations are trying for the same. Some small or developing countries of the world like India, China, Malaysia, Thailand and Dubai of Asia and some countries of Europe and American subcontinent have developed themselves as a medical tourism centres. Mostly people travel for cardiac surgery, orthopaedic surgery, cosmetic surgery, dentistry, organ transplantation and oncology etc. Now days the medical tourism sector is growing very fast and some countries have taken initiatives to develop themselves as a medical treatment hub. The development of information & technology, low cost airlines, policies of government, International standards of quality, accreditations, Population of the country, standard of living, infrastructure, economic development of the countries, global scenario, education and knowledge, currency valuation and exchange rate these are some factors which are responsible for the development of the medical tourism in the world. The medical tourism industry in India is one of the fastest growing healthcare markets across the globe adding medical tourists from Asia, GCC, Africa and the SAARC regions are increasingly opting for India as the preferred destination for advances medical treatments and services. And, for those coming to India for medical treatment, India will provide immediate medical visa for the patient and one attendant.

II. Literature Review

Several studies have suggested strategy orientations for development in terms of positioning and value propositions. Research papers have discussed perspectives scope for Nagpur city as medical destination in central India. Several reports and newspapers have discussed the MTCM in terms of setting up the body and its role to some extent. Connell (2006) describes medical tourism as a popular mass culture where people travel to overseas countries to obtain healthcare services and facilities such as medical, dental and surgical care whilst having the opportunity to visit the tourist spots of that country. Bookman & Bookman (2007) have defined medical tourism as travel with the aim of improving one's health, Travel itself exposes travelers to various mental and physical challenges in their new environment as part of their experience (Freedman and Woodhall 1999; Cetron, et al. 1998; Isaacson and Frean 1997; Lederberg 1997; Morse 1995; Wilson 1995). This component of the tourism and healthcare tourism is traditionally most associated with the tourism and leisure industry. The 'wellness' segment of medical and healthcare tourism promotes healthier lifestyles (Bennett, King and Milner, 2004). Intex Care, which is currently present in five cities -- Delhi (NCR), Mumbai, Chennai, Bengaluru and Kolkata -- through its network of partner hospitals, would expand into tier II & III cities besides rural parts of the country. Commenting on the development, "With Intex Care it is our Endeavour to create the strongest bonds ensuring wellness and healthy life cutting across the age groups of people in India and the world." "With this, we are committed to facilitating globally acknowledged medical care at the most affordable prices with a network of our partner multi-super speciality hospitals." the company would ensure quality care in visa, transportation for medical treatment, surgery, hospitalization, travel and stay at the treatment location. "This move will allow the Smartphone giant to create a nationwide footprint and be known not only as a mobile device company but, a leading healthcare player too," he added.

III. Objectives Of The Study

To understand scenario of medical tourism in India.

Importance of Nagpur city for medical tourism in central India.

Scope of medical tourism in Nagpur city.

As far as Nagpur city is concerned it is also called Orange city because the district is famous for its orange production, it has the population of more than 24 lakhs, it is second capital of the Maharashtra state which is situated in the centre of the country and connected by national highways, Railway root and by air. Some industrial belts, natural and artificial resources like plenty of available land, water resources and some forests are available in the district or in neighbouring districts.

IV. Scope Of The Study

If we look back for 15 years we find that there were very few options for the people to get medical treatment for the major health problems or for the major surgeries in the Nagpur city. People were travelling to Hyderabad, Mumbai or Delhi to get medical treatment now the scenario has changed we can find the people of neighbouring district and states, other parts of the country and some people of the foreign country also visit to Nagpur for the medical treatment. This is happened because of the development of the infrastructure of the Nagpur city and the development of new hospitals and changing of self image. As the time passes the hospitals of Nagpur city changed their image by adopting new technologies, new multispecialty divisions, and recruitment of new specialist doctors, consultants and staff. In Indian economy travel and tourism is one of the important industries in terms of employment generation and earning foreign currencies. This study will help for studies on similar smaller destinations of India.

Healthcare services for medical tourism in Nagpur

Nagpur city has also a historical importance and the city is in developing stage where the development is going on for various large projects like Mihan and metro rail and some big investments are coming into the city. Service sector is growing in the city specially IT industries, Transportation, Storage, Hospitality sector and healthcare sectors are growing fast. Apart from Government Medical Colleges some private organizations like, National cancer Institute, Wockhardt heart and multispecialty, Care hospital, CIIMS hospitals, Orange city hospital, Vasan eye care, Meditrina Institute Of Medical Sciences and many reputed medical colleges and hospitals along with private hospital chain, various critical care and diagnostic centres etc are available in the city. Nagpur city is well known in central India for the treatment of cardiac, oncology, dentistry, neurology and some other speciality of medical field. Some specialist or consultants are also well-known in the field of Homoeopathy, Ayurvedic and some alternative medical treatments. Some reputed medical institute and private hospitals are planning to establish their branches in Nagpur city.

Change in Nagpur city and hospitals

As per Census India, population of Nagpur in 2011 was 2,405,665; in 2018 is forecast to be 2,900,000 approximately. In addition to being the ‘second capital’ of the state of Maharashtra, Nagpur is also the commercial and political centre of the state’s Vidarbha region. In fact, it is the largest city in a 500km radius and acts as an educational, health and trading hub not just for smaller cities and towns in Maharashtra, but also for those in the neighboring states of Andhra Pradesh, Chhattisgarh and Madhya Pradesh. An energetic and entrepreneurial culture is beginning to pervade the city. One of the catalysts of this change is the ambitious Multimodal International Hub and Airport at Nagpur (MIHAN) project coming up just outside the city limits, which, taking advantage of Nagpur’s unique geographical location, places the city as the logistics nucleus of India.

Utilisation of online and offline services for 24 hours in a day are useful for the people to get quick medical aid and on the other hand hospitals are trying to prove themselves as a first medical aid provider in case of emergency to save the life of the patient. At present the Nagpur is a centre for medical care for all types of major diseases. Many new hospitals are available to serve the people with the high class global standard services. Some hospitals have done their expansion to full fill the demand of the people. Some hospitals have done tie ups with other allied service providers to provide the services to the people and to face the competition among themselves. Apart from these things, reasons to the development of the city are availability of qualified doctors and paramedical staff, availability of education institutions high literacy rate and Maharashtra state is connected so some neighbouring states like Goa, Karnataka, Andhra Pradesh, Chhattisgarh, Madhya Pradesh and Gujarat and it is bordered by the Arabian sea to the west. It also draws majority of its patient load, both in government as well as in private sector hospitals from within the state and neighbouring states. This medical reach can be extended to other states like Odisha etc, which are not medically well-equipped, provided the city gets the state-of-the-art infrastructure in all branches, specialities and super specialities hospitals and the expert doctors in these fields.

Government Support towards Medical Tourism

Nagpur city is declared smart city it is showing high population growth population increases by approximate 0.062 Million people per year Hence, Realizing the potential to develop and promote wellness and Medical Tourism as the niche tourism products among international tourists, the government of Maharashtra in collaboration with Ministry of Tourism, Government of India has formulated some guidelines. The wellness tourism service providers including wellness centres, travel agents and tour operators. Travel Agents and Tour Operators engaged in Medical Tourism as per eligibility will be provided financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme administered by the Ministry of Tourism, Government of India for the Fairs/ Events/ Road Shows approved by the Ministry of Tourism, Niche Tourism Division. The Medical Tourism Council of Maharashtra will underline the additional qualification criteria for units which can be classified under medical tourism. The department of tourism DoT will decide the quantum of additional incentives to be provided. As on 19 November 2003, the Government of Maharashtra, in collaboration with the Federation of Indian Chamber of Commerce and Industry (FICCI), launched the Medical Tourist under the medical tourism and will create individual profiles for medical m Council of Maharashtra (MTCM) Department of Tourism (DOT) will revive MTCM and initiate projects tourism viz. wellness and Spa, Ayurveda, Vipasana and Meditation etc. across the state. Government of Maharashtra under Tourism Policy of Maharashtra 2016 developed by Tourism and Cultural Affairs Department has laid down the objectives for Medical Tourism that India has been continuously benefitting from medical tourist from South Asia and African region

V. Conclusion

People are getting more options for a treatment, more opportunities for businesses and commercial activities related to the products and services of medical tourism. Other products and services related to tourist are growing fast. It is now very much clear that medical tourism is on boom in various countries and all of them are trying to utilise it as an attracting too for tourist in order to enhance their economic growth. India naturally is enriched with a rich cultural heritage, tourism potential and reputation for age-old medicines. Therapies such as Ayurveda, Homoeopathy, Unani, Naturopathy, and Yoga are a haven for wellness tourism. However, in terms of market share the India enjoys very few percent of the global medical tourism market which clearly points at the under-utilization of the potential and wellness quotient that India reserves. Fortunately with regard to medical tourism, India is quite successful to a large extent in positioning itself as a viable destination for cost-effective and qualitative advanced healthcare hence we can say that there will be positive effect on the overall Nagpur city which include the people, multispecialty private hospitals and the development of the city.

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