HEALTH TOURISM IN KERALA - PROMISES AND PROSPECTS

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INTRODUCTION

• Health tourism is the synergy between the hospitals and the tourism industry
• gaining momentum in developing countries
• Half a million people are estimated to travel across the globe for health needs
• Medical tourists from Germany, France, Switzerland and the US prefer ayurvedic treatment
• India’s potential to attract health tourists is expected to contribute US$ 5 billion to the economy in the long run
• medical tourists to India costs are lower
• health restorative alternative treatments like a combination of Ayurveda, Yoga, acupuncture, herbal oil massage and nature therapies are available.
• Global medical tourism is $20 billion
• Health Tourism is a booming industry and with the ease of travel across continents, it has become more and more a regular feature in the health plans of people to seek advanced medical treatment outside their own countries.
• 150,000 medical tourist’s travel to India for low-priced health care procedures every year
• responsible for 39.3 million jobs, 7.9% of its total employment
• The GDP of the tourism sector has expanded 229% between 1990 and 2011.
The present paper tries to capture

- Medical Tourism Industry’s Present Status, Prospects and Problems in rendering Medical services to International Tourists in Kerala.
MEDICAL TOURISM INDUSTRY’S PRESENT STATUS

• Revenue Generated Through Medical Tourism Worldwide

<table>
<thead>
<tr>
<th>YEAR</th>
<th>REVENUE (IN BILLION US$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>40</td>
</tr>
<tr>
<td>2006</td>
<td>60</td>
</tr>
<tr>
<td>2008</td>
<td>80</td>
</tr>
<tr>
<td>2012</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: -www.health-tourism-india.com
India is beginning to recognize the huge potential of health tourism.

Already, the country has proved its prowess in Space Science, Information Technology, Genetic Science and Pharmaceutical Manufacturing. Business Process and Technology outsourcing have already caught on.

The next boom should be in health tourism.

India perceived as a tourism draw for its spirituality, closeness to nature, low cost-structure and relative freedom from health scares like SARS.

Top-notch healthcare facilities like cardiology, joint replacement, orthopaedic surgery, transplants and urology at a low price.
Health tourism scenario in India

• States like Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Maharashtra and New Delhi are fast emerging as India's best medical centres with several hospitals and specialty clinics coming up in the cities.

• India attracts large number of medical tourists from the Middle East, America, Europe and also from neighbouring countries like Bangladesh, Pakistan and Afghanistan.

• India is a popular destination for medical tourists across the globe because of its infrastructure and technology is on par with western.

• India is having double digit number of Joint Commission International (JCI) accredited hospitals.
India’s medical tourism market

- a boon for several associated industries, including the hospital industry, the medical equipment industry, and the pharmaceutical industry
- India has been ranked among the top five destinations for medical tourism
- Yes Bank forecasts that there will be an increase in domestic tourist movements over the period (2008-2020) by 118% and foreign tourist inflows over the same period will increase by 71.87%.
- The recent FICCI-Yes Bank study has projected that there are over 3,371 hospitals and around 750,000 registered medical practitioners.
- Fortis Hospitals has tie-ups with guest houses which ensure pick-up and drops for patients and their attendants who get special rates and discounts
- India is not only cheaper but the waiting time is almost nil
<table>
<thead>
<tr>
<th>Year</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Rs. 1500 crore</td>
</tr>
<tr>
<td>2009</td>
<td>Rs. 1950 crore</td>
</tr>
<tr>
<td>2010</td>
<td>Rs. 2535 crore</td>
</tr>
<tr>
<td>2011</td>
<td>Rs. 3295.5 crore</td>
</tr>
<tr>
<td>2012</td>
<td>Rs. 4284.15 crore</td>
</tr>
<tr>
<td>2013</td>
<td>Rs. 5569.39 crore</td>
</tr>
<tr>
<td>2014</td>
<td>Rs. 7240.21 crore</td>
</tr>
<tr>
<td>2015</td>
<td>Rs. 9412.28 crore</td>
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The following table shows the size of the medical tourism industry for the period 2008 to 2015 in India

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<thead>
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<td>2015</td>
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</tr>
<tr>
<td>Nature of Treatment</td>
<td>Treatment Approximate Cost in India ($) *</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Open heart Surgery</td>
<td>4,500</td>
</tr>
<tr>
<td>Cranio-facial Surgery and skull base</td>
<td>4,300</td>
</tr>
<tr>
<td>Neuro-surgery with Hypothermia</td>
<td>6,500</td>
</tr>
<tr>
<td>Complex spine surgery with implants</td>
<td>4,300</td>
</tr>
<tr>
<td>Simple Spine surgery</td>
<td>2,100</td>
</tr>
<tr>
<td>Simple Brain Tumor -Biopsy -Surgery</td>
<td>1,000 4,300</td>
</tr>
<tr>
<td>Parkinsons -Lesion -DBS</td>
<td>2,100 17,000</td>
</tr>
<tr>
<td>Hip Replacement</td>
<td>4,300</td>
</tr>
</tbody>
</table>
Role of the Government

- Government of India has been promoting Medical Tourism as part of Wellness Tourism, which is being marketed as a separate product in overseas markets.
- Indian government issues an exclusive Visa – M Visa – for foreign citizens who wish to travel to India for serious ailments like neurosurgery; ophthalmic disorders; heart related problems; renal disorders; organ transplants; plastic surgery; joint replacement etc., after considering their ailment history.
- The government also issues MX Visa for maximum of two people who accompany the patient.
- India is granting various incentives and tax rebate to various pharmaceuticals industries to provide medicines, surgical equipments, and other medical facilities.
• Kerala, the beautiful Southern State of India, is a tourists’ paradise
• Kerala as one of the top three tourism destinations in the world
• one of the fifty "must-see" places in the world.
• ideally suited for medical tourism because of its moderate weather throughout the year
• advanced hospitals with world-class facilities, renowned doctors specialized in major disciplines, trained Para medical staff and technicians, and International connectivity.
• Health tourism was one among the 10 key areas that former Indian President A P J Abdul Kalam suggested to develop Kerala.
• Kerala has strongly focused on Ayurveda and its wide array of treatments and medications, world-class facilities are also available in other traditional forms of medicine as well as in modern medical treatment.

• Specialty hospitals in Kerala are at the forefront of medical tourism.

• Kerala has a reputation for being a cost-effective destination for modern medicine and Ayurveda.

• The lengthy coastal belt, geographical location, backwaters, large number of beaches, serene hillocks, moderate climate throughout the year and a highly literate population are among the attractions

• Kerala tourism is marketing several Ayurveda & health packages

• got tremendous potential to boom in the medical tourism arena.
Treatment cost saving

- Treatment cost saving is the reason why patients avail medical tourism in Kerala
- Indian hospitals offer low treatment cost for various surgeries at different standard hospitals in India
- Different hospitals in Kerala seem to offer surgeries at cheap cost and reliable services
- The standard of treatment procedures at different Indian hospitals are at per to the international standards.
- So, the patients can ensure best treatment facility in Indian hospitals
<table>
<thead>
<tr>
<th>Procedure</th>
<th>Cost in Singapore ($)</th>
<th>Cost in Kerala ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiac Surgery</td>
<td>14,000</td>
<td>4,000</td>
</tr>
<tr>
<td>Liver transplant</td>
<td>75,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Heart Bypass</td>
<td>12,000</td>
<td>10,000</td>
</tr>
<tr>
<td>Hip Replacement</td>
<td>12,000</td>
<td>9,000</td>
</tr>
<tr>
<td>Gastric Bypass</td>
<td>13,000</td>
<td>11,000</td>
</tr>
</tbody>
</table>
DANGERS /CONCERNS OF HEALTH TOURISM IN KERALA

• Although there are countless advantages and benefits to medical tourism, there are also a few disadvantages, dangers, and concerns of which one should be aware of

• Though receive personalized attention, quality health care, convenience, affordable pricing, and a chance to experience a new culture

• Occasionally sacrifice familiarity and certain legal guarantees
Issues

- Medical Malpractice Suits - have medical malpractice insurance to cover any unforeseen events, seeking damages can sometimes be difficult in cases of negligence, misdiagnoses, or incompetence.

- Insurance Laws may vary - In the past, medical tourism was largely relegated to the cosmetic surgery industry, and thus, insurance usually wasn't a major factor since elective procedures aren't normally covered.

- Postoperative Treatments - by receiving treatment abroad, it becomes prohibitively expensive to consult with whatever doctor or dentist provided you with primary care.

- It's Best Not to Travel Alone - have major surgery done, it's always good to have a friend or family member present both during and after the procedure. Have to book flights and hotel reservations for at least two people.
• Finding the Best Medical Facility Possible-When shop around for hospitals and dental clinics in neighborhood, can easily visit them in person, check out the facilities, and meet with hospital staff. But with medical tourism, this type of in-person reconnaissance becomes a little harder to manage.

• Legal issues-While some countries currently presenting themselves as attractive medical tourism destinations provide some form of legal remedies for medical malpractice, these legal avenues may be unappealing to the medical tourist.

• Ethical issues -For example in India, some argue that a "policy of 'medical tourism for the classes and health missions for the masses' will lead to a deepening of the inequities" already embedded in the healthcare system, Doctors in Thailand have become so busy with foreigners that Thai patients are having trouble getting care.
The other disadvantages are:

- Cultural destruction, (modernization (world mono-culture), freezes culture as performers, loss: language, religion, rituals, material culture.)
- Land controlled by the elite (people relocated, agriculture eliminated, prohibited from N.P.)
- Negative lifestyle's (STD's, substance abuse, begging, hustling)
- Diverted and concentrated development (airport, roads, water, electricity to tourist destinations, development not accessible to locals)
- Little for ex stays in country (airplanes, vehicles, booze, hot air balloons, generally have foreign owners)
- Package programs
- Cruises (eat and sleep on board so the economic benefits to the ports-of-call is very thin and limited.)
- Unstable market (fickle, affected by local and world events, generally highly elastic)
- Set of unique challenges, which include: Determining the credential, skills and quality of the facility and personnel.
- Primary products (sun, sand, surf, safari, suds, ski, sex
• Environmental destruction (game drives, resorts: golf, ski, beach, desert, world as play ground, SUV.)
• Earginal employment (low skill, low wage, menial services, prostitution, drug trade, gambling, hustlers.)
• Low benefits (no job security, no health care, no organizing, no work safety rules or environment standards.)
• Development of illegal and/or destructive economic activities (markets for drugs, endangered species, etc.)
• Outside hiring (skilled middle and senior management recruited out of the area and transferred in.)
• Concentration employment (walled resort enclaves.)
• Seasonal employment
• Outside decision making (decisions made outside of the area, corporate dollars corrupt government.)
• Unrealistic expectations (divert young people from school and brighter futures.)
• Anti-democratic collusion (industry support of repressive governments)
• Environmental Impact
Solutions

• Act to support cultural diversity
• Engage in activities that add value to the community
• Don’t do activities that deteriorate the environment
• Don’t engage in illegal activities
• Act to disperse the benefits
• Patronize locally (community) owned enterprises.
• Support the traditional cultural legacy
• Training and education in local culture, history, natural science, etc.
• Select development and activities that draw from local traditions and add value to the community
• Don’t promote activities that deteriorate the environment
• Don’t engage in illegal activities
• Adopt a program to disperse the benefits
• Patronize locally produced products and locally (community) owned enterprises.
• Make business and foreign exchange transactions transparent and efficient.
Conclusion

• health tourism is really a boon to India. but it have some demerits too.
• Even though it attracts a lot of foreigners to India, it will led to our cultural declination. we will try to imitate their culture ignoring our valuable culture.
• its due to the arrival of this foreigners that our India had seen a phase of development
• but today we had been really influenced by their language style [for ex: today in Kerala instead of Malayalam a new language had born "Manglish"!], dressing style, cultures and even our firm family relationships were vanishing today.
• The activities of the tourist detrimental to the values, environment and culture of the community to be taken care by all