

# A Study On Medical Tourism Focused On Treatment Quality and Superior Hospitality Services in Chennai

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## Abstract

This study explored medical travel as numerous countries deliberated on allowing more cross-border patient movement into their healthcare systems. There were various ways to define medical tourism, with people traveling from one country to another in search of efficient and affordable healthcare services. India's multicultural environment enabled it to attract patients from diverse nations. The study focused particularly on Chennai, recognized for its high-quality healthcare and superior hospitality. The research methodology adopted was a descriptive quantitative approach, using a structured questionnaire to collect primary data from international patients who received treatment in Chennai. The sample size of the study consisted of 117 respondents, selected from various countries to ensure diversity and representativeness. A simple random sampling technique was used to target participants with relevant experience in medical tourism. The study aimed to analyze how treatment quality, cost, hospitality services, and air travel accessibility influenced patients' satisfaction and their decision to choose Chennai as a medical destination. To find out the result, the study adopted Regression, correlation, Chi-square, Anova and percentage analysis by using the software tool MS Excel.

**Keywords:** Medical travel, Airlines, Patients, Healthcare, Hospitality, Treatments, Quality

## 1. Introduction

In recent years, the global healthcare landscape has witnessed a rapid transformation with the rise of medical tourism a phenomenon where individuals travel across international borders to obtain medical treatment. This trend is driven by various factors such as rising healthcare costs in developed countries, long waiting periods care. Among the key enablers of this trend is the air travel industry, which plays a pivotal role in facilitating medical mobility by providing accessible and efficient transport for patients and their companions across the globe.

India has emerged as a major hub for medical tourism, attracting patients from Africa, the Middle East, Southeast Asia, Europe, and even North America. Its advantages include highly skilled medical

professionals, state-of-the-art hospitals, cost-effective treatment options, and minimal waiting times. Within India, Chennai has positioned itself as a leading destination for medical travelers, often referred to as the "Health Capital of India." The city is renowned for its advanced healthcare infrastructure, multi-specialty hospitals, and a culturally inclusive environment that caters well to international patients.

This study aims to analyze the critical components that influence medical travel through air carriers, with a specific focus on treatment experiences in Chennai. It seeks to understand how factors such as air travel convenience, hospital quality, patient care services, and cost-effectiveness contribute to patient satisfaction, perceived health outcomes, and the likelihood of recommending Chennai as a medical tourism destination. By gaining insights into these aspects, the study hopes to contribute to the growing body of knowledge on medical tourism and offer valuable recommendations for policymakers, hospital administrators, and airline operators to enhance the medical travel experience.

## 2. Medical Tourism in India

India has emerged as one of the top worldwide medical tourism destinations, through its combination of world-class healthcare facilities, affordability, and traditional healing methods. The origins of Indian medical tourism date back thousands of years, when Ayurveda, Yoga, Siddha, and other indigenous systems drew visitors from all across Asia and the Middle East. Today, India combines its rich tradition with excellent contemporary treatment, resulting in a unique healthcare powerhouse. Modern medical tourism in India began to boom in the early 2000s, with private hospitals such as Apollo, Fortis, and Max setting international standards for service.

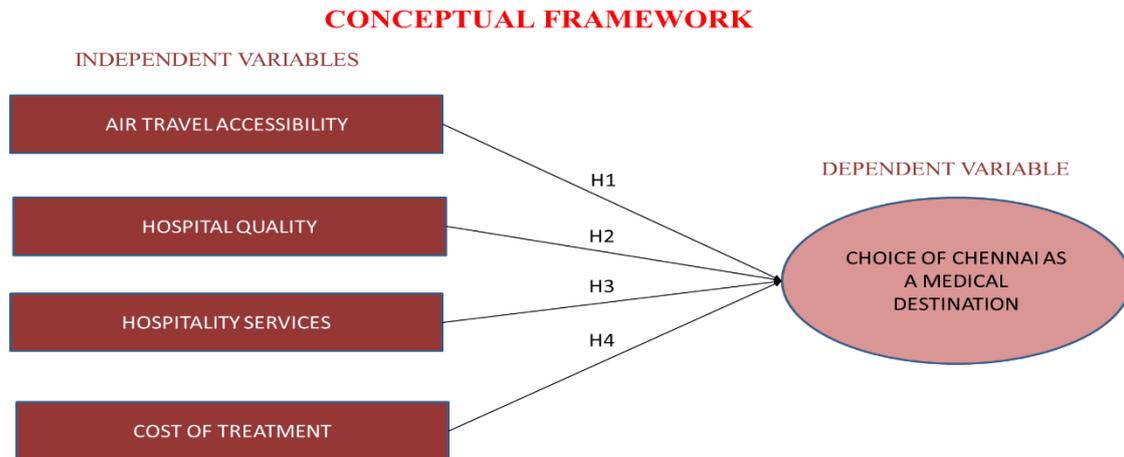
The major reasons patients choose India are low-cost but high-quality treatment, highly experienced doctors, availability of innovative equipment, shorter waiting periods than in Western nations, and English-speaking medical personnel. Heart surgery, organ transplants, orthopedic operations, cancer therapy, reproductive services, dental care, and cosmetic surgery are just a few of the many medical specialties offered in India.

International tourists looking for alternative and preventative healthcare are drawn to wellness tourism, which focuses on Ayurveda, yoga, and holistic medicine. Through programs like the "Heal in India" campaign, streamlined medical visas, and collaborations with recognized facilities, the Indian government aggressively encourages medical tourism. Millions of medical tourists visit India each year from nations including Bangladesh, Nepal, Afghanistan, Africa, the Middle East, Europe, and even the United States, according to recent studies.

## 3. Objectives of the Study

- To study the role of air travel in facilitating international medical tourism to Chennai.
- To analyze the factors influencing patients' choice of Chennai as a medical treatment destination.
- To evaluate the quality of medical services provided by specialty hospitals in Chennai from the perspective of international patients.
- To explore the impact of hospital industry and patient care on satisfaction and well-being.

#### 4. Conceptual Framework



#### Hypothesis of the Study

##### Hypothesis 01: Air Travel Accessibility

- $H_0$  (Null): There is no significant relationship between air travel accessibility and the choice of Chennai as a medical tourism destination.
- $H_1$  (Alternate): There is a significant relationship between air travel accessibility and the choice of Chennai as a medical tourism destination

##### Hypothesis 02: Hospital Quality

- $H_0$  (Null): Hospital quality has no significant effect on among international medical tourists in Chennai.
- $H_2$  (Alternate): Hospital quality has a significant effect on among international medical tourists in Chennai.

##### Hypothesis 03: Hospitality Services

- $H_0$  (Null): There is no significant relationship between hospitality services and perceived health improvement of medical tourists.
- $H_3$  (Alternate): There is a significant relationship between hospitality services and perceived health improvement of medical tourists.

##### Hypothesis 04: Cost of Treatment

- $H_0$  (Null): The cost of treatment does not significantly influence the intention of patients to recommend Chennai for medical tourism.
- $H_4$  (Alternate): The cost of treatment significantly influences the intention of patients to recommend Chennai for medical tourism.

#### 5. Review of Literature

**Dr. Garg et al., (2020)** in their study Low Cost, Quality Treatment and Excellent Hospitality Makes India the Best Destination for Medical Tourism highlighted that India attracts global patients due to its

affordable medical services, skilled professionals, and excellent hospitality. The study emphasized that India's blend of modern healthcare and traditional therapies like Ayurveda strengthens its position as a leading medical tourism hub.

**Mercy Toni et al., (2022).** This research looks on the Patient satisfaction and patient loyalty in medical tourism sector: A study based on trip attributes on patient satisfaction and loyalty shows trip attributes (travel, accommodation, logistics) shape re-visit intentions. Trip attributes mediate clinical outcome perceptions. Emphasizes hospitality and non-clinical services in loyalty models. Suggests measuring trip-level quality alongside clinical metrics. Useful for survey instrument development in your study. Aligns with hospitality-focused research questions.

**Kaur et al., (2020)** Medical tourism defined as the combination of affordable healthcare and travel has witnessed rapid global growth. Research emphasizes India's competitive advantages, such as cost-effective treatments. India specializes in areas like orthopedics, oncology, cardiology, and neurosurgery, while also offering traditional healing practices such as Ayurveda and Yoga.

**Shukla, R. (2019).** This study Focus on internationally accredited multispecialty hospitals and patient perceptions. Shows that hospitality elements (meals, housekeeping, Guest services) boost satisfaction. Finds differences in perceptions based on origin and expectations of patients. Suggests hospitality as a branding and differentiation tool for hospitals consumer surveys in Delhi NCR but implications apply to Chennai. Empirically testing transferability of these hospitality effects to Chennai's patient mix.

**K.S. Beena et al., (2018).** A Case Study on Medical Tourism in Chennai City, *International Journal of Civil Engineering and Technology*, 9(5), pp. 984–991. This research discusses the three main characteristics that attract patients from abroad: price, quality, and service. Compares costs and looks at patient satisfaction uses survey information from hospitals in Chennai. Recurring visits are influenced by hospitality and support services highlights how important an international patient center is pertinent to the enhancement of hospital-level services.

**Agarwal et al., (2017).** Treatment costs in India are 60–80% lower compared to Western countries, attracting patients from nations with weaker healthcare systems, including Afghanistan, Nigeria, and Uzbekistan. Gurugram has emerged as a key medical tourism hub, boasting world-class hospitals. However, challenges persist, including lack of medico-legal safeguards, and competition from other countries such as Thailand, Mexico, and Argentina Implementing stronger policies could further strengthen India's global position in medical tourism.

## 6. Conclusion

The study concludes that Chennai has emerged as one of India's leading destinations for medical tourism, attracting a large number of international patients due to its advanced healthcare infrastructure, skilled medical professionals, and affordable treatment costs. The findings indicate that factors such as air travel accessibility, hospital reputation, cost-effectiveness, and service quality play a significant role in influencing patients' choice of Chennai as a medical destination. Most respondents expressed high satisfaction with the availability of flights, quality of medical facilities, professionalism of doctors, and hygiene standards maintained by hospitals.

Overall, the research affirms that Chennai successfully integrates quality healthcare with supportive hospitality services, offering international patients a balanced, trustworthy, and cost-effective medical travel experience. With continued improvements in infrastructure, policy support, and promotional efforts, Chennai can strengthen its position as a global hub for medical tourism in the years ahead.

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