



REVIEW ARTICLE

AN ANALYTICAL STUDY ON MEDICAL TOURISM IN HYDERABAD

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ABSTRACT

Tourism worldwide, services as an important employment generator, source of foreign exchange and economic growth. Richly endowed with unique culture, heritage, lively markets, traditional hospitality, India has the tourism product in abundance. The need is to serve it in an attractive manner to the consumer. Tourism industry in any country flourishes on the basis of competitiveness of facilities like infrastructure, accommodation, transport and recreation and that is where the role of various stake holders right from central and state governments to entrepreneurs and society as a whole comes into play. There are many tourism products are attracting the particular tourists to various available resources. The United Nations World Tourism Organisation (UNWTO), the lion organisation in tourism and travel in the world addressed once new growing tourism products. Medical tourism is new growing types of tourism is attracting many health based tourists. The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country. The Indian healthcare market is Rs. 15 billion and growing at over 30% every year. Indian private hospitals are increasingly finding a mention in the travel itineraries of foreigners, with the trend of medical tourism catching up in the country. Hyderabadis Pearl City and also hub of health tourism in India also in Asia.

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INTRODUCTION

Tourism is travel for recreation, leisure, religious, family, health, and business purposes. Tourism is usually associated for limited period. The United World Tourism Organisation defines tourists as people "travelling to and staying in places other side their usual environment for more than one consecutive year for leisure, business and other purposes. Tourism has become a popular global leisure activity. Tourism can be either domestic or international, and international tourism can be classified as either inbound or outbound tourism. Today inbound tourism is a major service of income for many countries, especially in terms of foreign exchange earned by the country as whole. It also has a substantial impact on the local economy and employment of a place frequently visited by tourists. India is a magnificent country with a rich cultural heritage which has always fascinated travellers. It is a unique land of diversities where all kinds of natural beauty including desert, sea, forests, mountains, flowers, wildlife is present within a single geographical boundary of a country. Anybody visiting India will have experience of different cultures, dresses, cuisine, flora and fauna in different states.

India has tremendous destination and a hub of many type of tourists. Indian government really has made various efforts on tourism, travel and hospitality to take an advantage of those unique possession to promote tourism. Other such initiatives has taken on various rules and regulations for easy tourism in India. Medical tourism is one of the emerging area in tourism.

TOURISM IN TELANGANA: Telangana, formally recognized on June 2, 2014 is a treasure trove of tourist destinations. Telangana is known for its hospitality and multicultural and pluralistic society. Hyderabad, the capital city of this state is a thriving global services sector and film industry and known for its world famous Hyderabad Biryani. Constituting a major part of Deccan plateau, Telangana has a pleasing climate, with abundant natural and water resources. Telangana is here to take its rightful place in the country, as a highly developed state and society with a proud history and grand heritage. Telangana apart from the historical perspective of various dynastic and regional and cultural influences offers its visitors a plethora of places of pristine natural beauty. With serene lakes, verdant woods, rocky regions, abundant wildlife, flora and fauna, elaborately carved temples, magnificent palaces and forts reflecting architectural blends of Hindu, Pathan and Persian styles.

The artistic temper of the local people finds expression in the varied art forms of the different tribes and regions of Telangana in paintings, handicrafts in wood and metal and textile of International repute. Telangana is famous world-wide for its amazing Bronze castings that require exquisite skills for creating incredible idols. Nirmal town is world-famous for its varied range of handicrafts made using best traditional techniques to create masterpieces. Other prominent art works of the state include Nizamabad panels, Nirmal painted furniture, Dokra castings, Silver Filigree, Cheriya Scroll Paintings, Bidri craft, Pembarthi brassware etc.

The Pearl City, Hyderabad with its unmatched blend of history and modernity, hypnotizes everyone, whoever sets his/her foot in this beautiful city of Nizams. With a history as old as 400 years and the status of metropolitan city, Hyderabad promises a unique refreshing experience to all. From historical monuments to natural getaways to mouth-watering world famous cuisine to appealing shopping places and thrilling entertainment parks, this city has it all to keep you glued. There are many tourism places to visit in Hyderabad, from families, young group of friends, children to senior citizens, everyone will find something of their interest in Hyderabad. This city is a place worth visiting at least once in a lifetime. In fact, it is impossible for anyone to soak in the multifarious charms which the city has to offer in a limited time span. Located on the banks of the Musi River, the city of Hyderabad was established in 1591 CE by Muhammad Quli Qutb Shahs. The city is noted for its unique culture, a lineage which can be traced back to the AsafJahi rulers, who were great patrons of literature, art, architecture, culture, jewellery collection and rich food.

MEDICAL TOURISM:

Over the years, the term tourism has not simply limited to pilgrimage, leisure and recreation. In the last few decades with improving health awareness, infrastructure and ever growing expertise in the field of medicine has led to the development called, Medical Tourism. A term coined by travel agencies and mass media to address the rapid growth of Health and Tourism industry, it is a phenomenon, where people from all round the world travel to a different countries to obtain medical, dental, and other surgical care while at the same time at this time they roaming to various recreation and leisure places too. Medical Tourism, especially in India has various fields of modern, traditional and alternative medicine.

MEDICAL TOURISM IN HYDERABAD:

Indian healthcare industry has witnessed tremendous growth in the last decade or so, Indian doctors have always been valued. This given major cause of growth of medical tourism in India also Hyderabad. In Hyderabad there are number of public and private health care institutions are available for treatment and consultancy.

ADVANTAGES OF COMING TO HYDERABAD FOR MEDICAL TREATMENT:

COST COMPARISON IN HEALTH CHECKS/ TREATMENTS: Recent days, number of multi-and super specialty hospitals are started in Hyderabad with the latest medical equipment and facilities. There are dedicated doctors and treatments with of international standards relatively at a very low cost is available in hospitals in Hyderabad. Most of hospitals giving, No waiting time and staff also have to speak

Table 1.

SL. No	Name of the Hospital/ Diagnostic Centre	Address	Conditions for which recognized
1	Osmania General Hospital	Afjalung, Hyderabad	All Purpose
2	Gandhi General Hospital	Musheerabad, Hyderabad	All Purpose
3	Nilofer General Hospital R	Red Hills, Hyderabad	Gynaecology , Obst& paediatrics
4	Fever Hospital	Nallakunta, Hyderabad	All Purpose
5	institute of Chest Diseases	Erragadda Hyderabad	TB & Chest Disease
6	Gout. Maternity Hospital	Sultan Bazar,koti	Obst&Gynae
7	Govt. Mental Hospital	Erragadda Hyderabad	Mental Diseases
8	Govt. Dental Hospital	Afzalgunj, Hyderabad	Dental
9	Cancer Hospital	Red Hills, Hyderabad	Cancer treatment
10	Sarojini Devi Hospital	Secundarabad	Eye treatment
11	institute of Preventive Medicine	Narayanguda, Hyderabad	Lab Investigations
12	Nizam's Institute of Medical Science (NIMS)	Panjagutta, Hyderabad	The NIMS recognized by Govt. of India for full treatments
13	Indo – American Cancer Institute & Research Centre	Banjara Hills Hyderabad	General /Speciality, cancer-treatment/diagnostic procedures

Source: Ayush Department Publication, Government of Telangana

The following Hospitals recognized by World-Class treatment with credit facility:

1	Kamineni Hospital	L.B. Nagar, Hyderabad	Heart Renal/ Transplant/Dialysis, Lithotripsy, Kidney Urethral Stone, Prostate Surgery (TRUP), Total Hip/Knee Joint Replacement, Acute Phase Management of Stroke (CVA) and Arterial Surgery
2	Care Hospital	Banjara Hills, Hyderabad	General purpose
3	Sunshine Hospital	PG Road, Paradise SECLINDERABAD	General purpose
4	Krishna Institute of Medical Sciences Hospital(KIMS)	Minister Road SECUNDERABAD	General purpose
5	Apollo Hospital	BanjaraHills,Hyderabad	All treatment purpose
6	Deccan Hospital	Somagiguda, Hyderabad	All treatments
7	Gleneagles Global Hospitals	Panjagutta, Hyderabad	Multidiscipline care for all treatments
8	Pranaam Hospital	Modinaguda,Hyderabad	General /Speciality in Maternity aspects
9	Ankura Hospital	Hyderabad	Speciality in Woman and Child care
10	Omega Hospital	Banjara Hills, Hyderabad	Cancer treatment

Source: Ayush Department Publication, Government of Telangana

Table 2.

S.No	Type of Treatment	Price in India(Other than Hyderabad)	Price in Hyderabad
1	Knee replacement surgery	Rs.1,50,000 to 4,00,000	Rs.1,50,000 to 2,75,000
2	Hip replacement surgery	Rs.1,50,000 to 2,50,000	Rs. 70,000 to 1,25,000
3	Percutaneous coronary intervention	Rs.1,80,000 to 4,00,000	Rs.80,000 to 1,50,000
4	Arteriogram or angiogram	15,000 to 25,000	7,500 to 10,000
5	Hernia surgery	1,00,000 to 1,75,000	50,000 to 75,000
6	Bariatric surgery	2,25,000 to 4,75,000	1,50,000 to 3,00,000
7	Dialysis	3,500 to 6,000	2,500 to 3,500
8	Spine surgery	2,50,000 to 4,00,000	1,50,000 to 3,00,000
9	Cancer screening	20,000 to 30,000	10,000 to 20,000
10	Liver transplant	20,00000 to 24,00000	13,00000 to 18,00000

Source; Field Work Data

fluent multi lingual speaking staff and comfortable Facilities are available for private room, translators and other services

RESEARCH METHODOLOGY

The following research focus on Medical Tourism condition and its cost of various treatments comparatively with other cities in India

Data collection: This research study was conducted in a Government hospitals and selected corporate multi-super specialty hospital at Hyderabad.

Primary Data: Primary Data is collected using methods such as interviews, questionnaires and observations of the admit patients in the study hospital for the year 2021 randomly.

Secondary Data: All methods of collection can supply quantitative data (numbers, statistics or financial) or qualitative data. Secondary data is data that has already been collected by researcher for this purpose. Data has taken by Annual hospital reports, Government statistics.

ADVANTAGES OF MEDICAL TOURISM IN HYDERABAD:

Cost Benefit: The prime advantage is the cost savings with respect to medical consultancy or surgeries. Many of the Hyderabad hospitals, serving international patients, have state-of-the art infrastructure, highly educated doctors and top-notch services but the figure on that prices tag is a fraction of what it would be in developed countries. Even if the patient's insurance does not cover the costs of treatment in India, the final bill in an Indian hospital would most probably be lower than patient's out-of-pocket expenses.

Timeliness: Another Advantage is the possibility of getting immediate medical attention. There are no waiting lists or delays to contend with, due to insurance issues or unavailability of doctors etc.

Quality Health Care: Doctors and paramedics are well trained and one of the best in the world.

Personalized Care: Here patients are monitored closely with a personal care of all age group.

Technological Sophistication: All the corporate Hospitals in Hyderabad, are having state-of-the-art equipment and infrastructure for the best treatment and diagnosis.

CONCLUSION

Medical tourism primarily addresses the "poor health" end of the market, with patients traveling to another place for specific medical treatments or enhancements. Top medical tourism procedures include cosmetic surgery, orthopaedic surgery, cardiac surgery, and dental procedures. Patients and their families are attracted by the availability, better quality, and/or price of care at the destinations. Therefore, successful medical tourism depends upon the status of a country's broader medical sector, along with appropriate government regulations, patient safeguards, training standards, insurance frameworks, travel and visa restrictions, and other issues that drive the patient's experience and treatment outcomes. Hyderabad is a wonderful destination for Medical Tourism, the historical city is a pride for less-cost in various treatments in comparatively with other states and cities. The central government and state government want to make more schemes for attract globalised health tourism tourists.

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