

# Factors That Affect Selection of Health Tourism Places Amidst Tourists In Tamil Nadu

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## Abstract

India is the highly attracting health tourism place in Asian countries and tourists from India and abroad is traveling to various places in India to avail superior quality of medical treatments and value added services related to health and mind in the cost effective manner. The results elucidate that convenience, quality of medical service, cost of service and recommendation by peer are factors that affect selection of health tourism places amidst tourists. Significant difference is found in factors that affect selection of health tourism places amidst socio-economic condition of tourists. Quality of medical service, convenience and recommendation by peer are positively and significantly impacting revisiting intention of tourists, whereas, cost of service is negatively and significantly impacting revisiting intention of tourists in one per cent level. Therefore, health tourism places should provide good convenience, attractive basic amenities to tourists and they must give effective healthcare facilities and safety to tourists. Besides, they should offer superior quality of medical services to tourists and they must adopt rational and efficient cost strategies for services. Further, tourists should get suggestions from peer groups for selection of health tourism places.

**Key Words:** Factors, Health Tourism, Revisiting Intention, Tourists

## 1. INTRODUCTION

Health tourism is a mixture of health and tourism activities and is also denoted as medical or wellness tourism. Health tourism is the act of providing private healthcare in partnership with the tourism sector in the cost effective manner to tourists or patient who need medical treatments including surgery and other types of special treatments for them and it is including three dimensions namely inbound, outbound and intra bound health tourism (Sharma, 2012). Health tourism is growing very fast in the last two decades across the world including India. Tourists are traveling from various places in the globe to avail healthcare services and involve in entertainment and relaxation activities (Carrera and Bridges, 2006). Indian health tourism is largely famous and attracting huge number of tourists from different nations and it has annual growth rate of 30 per cent annum and it is going to reach US \$ 11 billion

by the year 2025 and it is significantly contributing to Indian economy and generating considerable quantum of employment opportunities to people in India (Sagar and Latha, 2014).

India is the most attracting health tourism place in Asian countries and tourists from India and abroad is traveling to various places in India to avail superior quality of medical treatments and value added services related to health and mind in the cost effective manner (Jindal and Yashika, 2019). Indian health tourism is witnessing huge demand from various types of tourists in recent time periods as it provides exceptional healthcare services, accommodation and food services and unique experiences to health tourists (Amiri and Safariolyaei, 2017). In addition, an array of factors is affecting tourists to select and visit health tourism places in order to meet their healthcare and tourism needs. Tamil Nadu is the main hub for medical tourism in India because of its competence, facilities and

peaceful and pleasant atmosphere. Therefore, it is important to understand factors that affect selection of health tourism places amidst tourists in Tamil Nadu.

## 2. REVIEW OF LITERATURE

Moghimehfar and Nasr-Esfahani (2011) stated that qualities of various services related to healthcare, cost of treatments, recommendation of doctors; waiting time and treatment availability were influencing tourists to choose health tourism places.

Lee et al (2012) mentioned that price and qualities associated with treatments, accommodation and transport facilities, atmosphere, behaviour of medical employees, image and place features were determining selection of health tourism places amidst tourists.

Gan and Frederick (2013) revealed that variety and qualities of different treatments, basic facilities, competence of medical professionals, cost of treatments and atmosphere were affecting tourists to select health tourism places.

Sultana et al (2014) found that qualities related with services of healthcare, competitiveness, cost of treatments, physical amenities and attitude amidst tourists were influencing selection of medical tourism places amidst tourists.

Henson et al (2015) concluded that variety and quality of healthcare services, price of health services, basic amenities, accessibility, information availability, atmosphere and security were affecting selection of health tourism places amidst tourists.

Kumar and Hussian (2016) revealed that quality of healthcare services, price, advertisements, location, atmosphere, security and features of tourism places were affecting selection of medical tourism places.

Falk and Prinsen (2016) pointed out that safety, cost, accessibility, local culture, legality and reputation were affecting choice of places for medical tourism among patients.

Najafi et al (2017) found that quality of services, cost and coverage of healthcare, infrastructure, behaviour of medical employees, travel and accommodation facilities, security and economic condition were affecting choice of medical tourism places.

Shahrokh et al (2017) stated that basic amenities, cost of treatments, responses,

accessibility, communication and travel facilities, local culture and safety were affecting choice of places for health tourism amidst tourists.

Zarei et al (2018) mentioned that standards of treatments, advertisements, marketing channels, security, religion, cost, familiarity, comforts in travel, services of physicians and financial condition of tourists were influencing selection of medical tourism places amidst tourists.

Azimi et al (2018) stated that basic health facilities, price, accessibility, responses, image and promotions were affecting choice of places for health tourism amidst tourists.

Alnakhi et al (2019) revealed that healthcare services, basic facilities, cost of medical treatments, atmosphere, information availability and suggestions from other were influencing tourists to select health tourism places.

Sankar (2019) stated that attractiveness, reputation, cost of treatments, local culture, medical amenities and easy to access were influencing choice of medical tourism places amidst tourists.

Capar and Aslan (2020) found that access to service of healthcare, safety and security, hygiene, quality of healthcare services, low cost and savings were affecting choice of health tourism places.

Lahiri et al (2020) made clear that reputation of place, assurance for quality, infrastructure, quick response, price of treatments and recommendation of peers were affecting selection of medical tourism places by tourists.

Zeng et al (2021) concluded that features of tourist places, competitiveness and satisfaction of health tourists were positively and significantly related with behavioural intention of tourists towards mountain based health and wellness tourism places.

Mishra and Sharma (2021) mentioned that cost of treatments, quality aspects of treatments, accessibility, communication and basic amenities were affecting choice of medical tourism places amidst tourists.

## 3. OBJECTIVES OF THE STUDY

- i) To discover factors that affect selection of health tourism places amidst tourists.
- ii) To scrutinize difference in factors that affect selection of health tourism places amidst socio-economic condition of tourists.

iii) To assess impact of factors that affect selection of health tourism places amidst tourists on their revisiting intention.

#### 4. RESEARCH METHODOLOGY

Tamil Nadu is chosen for conducting the current study. Random sampling technique is applied for selection of tourists. Data are collected from 320 tourists by using questionnaire method. Percentages are calculated to understand socio-economic condition of tourists. An exploratory factor analysis is employed to discover factors affecting selection of health tourism places amidst tourists. ANOVA and t-tests applied to scrutinize difference in factors that affect selection of health tourism places amidst socio-economic condition of tourists. Regression analysis is adopted to assess impact of factors affecting selection of health tourism places amidst tourists on their revisiting intention.

## 5. RESULTS

### 5.1. SOCIO-ECONOMIC CONDITION OF TOURISTS

The socio-economic condition of tourists is given in Table-1. The outcomes explicate that 55.94% of tourists are belonging to male category, whereas, 44.06 % of them are belonging to female category and 38.44 % of them are falling in to 41 – 50 years of age, whereas, 14.37 % of them are falling in to 21 – 30 years of age. The outcomes elucidate that 31.56% of them are having education of under graduation, whereas, 21.25% of them are having education of higher secondary and 36.88% of them are belonging to income of Rs.40,001 – Rs.50,000 per month, whereas, 13.43% of them are belonging to income of above Rs.50,000 per month and 84.37% of them are pertaining to the status of married, whereas, 15.63% of them are pertaining to the status of unmarried.

**Table-1. Socio-Economic Condition of Tourists**

Socio-Economic Condition	Frequency	Percentage
<b>Gender</b>		
Male	179	55.94
Female	141	44.06
<b>Age</b>		
21 – 30 Years	46	14.37
31 – 40 Years	95	29.69
41 – 50 Years	123	38.44
51 – 60 Years	56	17.50
<b>Education</b>		
Higher Secondary	68	21.25
Diploma	79	24.69
Under Graduation	101	31.56
Post Graduation	72	22.50
<b>Monthly Income</b>		
Below Rs.30,000	54	16.88
Rs.30,001 – Rs.40,000	105	32.81
Rs.40,001 – Rs.50,000	118	36.88
Above Rs.50,000	43	13.43
<b>Marital Status</b>		
Married	270	84.37
Unmarried	50	15.63

### 5.2. FACTORS THAT AFFECT SELECTION OF HEALTH TOURISM PLACES AMIDST TOURISTS

To discover factors that affect selection of health tourism places amidst tourists, the exploratory factor analysis is employed and the result is given in

Table-2. Value for KMO (Kaiser-Meyer-Olkin) test for measuring adequacy of sampling is 0.824 and Bartlett's test of Sphericity's chi-square value is 0.0052 and it is significant in 1% level revealing that method of factor analysis is appropriate. Principal Component Analysis method is used

with varimax rotation and it is converged in 9<sup>th</sup> iterations. Value of Cronbach' s Alpha is 0.86 explaining that all measures have internal consistency in the level of acceptance. The

derived four factors are having 77.37 of variations on variables used in the present study.

**Table-2. Factors that Affect Selection of Health Tourism Places amidst Tourists**

Factor	Variables	Rotated Loadings	Value of Eigen	Variation (in %)	Name
<b>I</b>	Location	0.65	3.70	23.92	<b>Convenience</b>
	Healthcare facility	0.70			
	Ease of access	0.63			
	Reputation	0.68			
	Basic amenities	0.61			
	Safety	0.60			
<b>II</b>	Medical intervention	0.68	2.03	21.25	<b>Quality of Medical Service</b>
	Clinical service	0.65			
	Continuity of medical care	0.63			
	Low waiting time	0.60			
	Evidence based medicine	0.71			
<b>III</b>	Cost of medical treatments	0.69	1.41	18.36	<b>Cost of Service</b>
	Cost of accommodation	0.67			
	Cost of food	0.62			
	Cost of transportation	0.64			
<b>IV</b>	Suggestions of friends	0.67	1.05	13.84	<b>Recommendation by Peer</b>
	Suggestions of colleagues	0.63			
	Suggestions of relatives	0.65			
	<b>Total</b>	-	-	<b>77.37</b>	-

**Factor - I** consists of location, healthcare facility, ease of access, reputation, basic amenities and safety. The first factor is denoted as **Convenience** and it is having 23.92 per cent of variation.

**Factor - II** includes medical intervention, clinical service, continuity of medical care, low waiting time and evidence based medicine. The second factor is described as **Quality of Medical Service** and it is having 21.25 per cent of variation.

**Factor - III** comprises of cost of medical treatments, cost of accommodation, cost of food and cost of transportation. The third factor is labeled as **Cost of Service** and it is having 18.36 per cent of variation.

**Factor - IV** contains suggestions of friends, suggestions of colleagues and suggestions of relatives. The fourth factor is named as **Recommendation by Peer** and it is having 13.84 per cent of variation.

Convenience, quality of medical service, cost of service and recommendation by peer are factors that affect selection of health tourism places amidst tourists.

### 5.3 SOCIO-ECONOMIC CONDITION OF TOURISTS AND FACTORS THAT AFFECT SELECTION OF HEALTH TOURISM PLACES AMIDST THEM

To scrutinize difference amidst socio-economic condition of tourists and factors that affect selection of health tourism places amidst them, ANOVA and t-tests are applied and the outcomes are given in Table-3.

**Table-3. Socio-Economic Condition of Tourists and Factors that Affect Selection of Health Tourism Places amidst Them**

Particulars	t / F-Value	Significance
Gender and Factors that Affect Selection of Health Tourism Places	4.532 (t-value)	.000
Age and Factors that Affect Selection of Health Tourism Places	4.976 (F-Value)	.000
Education and Factors that Affect Selection of Health Tourism Places	5.148 (F-Value)	.000
Monthly Income and Factors that Affect Selection of Health Tourism Places	5.284 (F-Value)	.000
Marital Status and Factors that Affect Selection of Health Tourism Places	4.740 (t-value)	.000

The F-values and t-values are explaining that there exists significant difference amidst socio-economic condition of tourists and factors that affect selection of health tourism places amidst them in 1% level.

#### **5.4. IMPACT OF FACTORS THAT AFFECT SELECTION OF HEALTH TOURISM PLACES AMIDST TOURISTS ON THEIR REVISITING INTENTION**

**Table-4. Impact of Factors that Affect Selection of Health Tourism Places amidst Tourists on their Revisiting Intention**

Factors	Regression Coefficients	t-Value	Sig.
Constant	1.126	12.984	.000
Convenience (X <sub>1</sub> )	.398	7.870	.000
Quality of Medical Service (X <sub>2</sub> )	.452	8.578	.000
Cost of Service (X <sub>3</sub> )	-.434	8.125	.000
Recommendation by Peer (X <sub>4</sub> )	.365**	7.436	.000
R Squared	0.55	-	-
Adjusted R Squared	0.53	-	-
F	19.237	-	.000

Quality of medical service, convenience and recommendation by peer are positively and significantly impacting revisiting intention of tourists, whereas, cost of service is negatively and significantly impacting revisiting intention of tourists in one per cent level. Keeping other factors constant, if one per cent increases in quality of medical service, 0.45 per cent will be increased in revisiting intention of tourists, if one per cent increases in convenience, 0.40 per cent will be increased in revisiting intention of tourists and if one per cent increases in recommendation by peer, 0.37 per cent will be increased in revisiting intention of tourists, where as if one per cent increases in cost of service, 0.43 per

To assess impact of factors that affect selection of health tourism places amidst tourists on their revisiting intention, regression analysis is adopted and the outcomes are given in Table-4. R Squared is 0.55 and adjusted R Squared is 0.53 and these measures are implying that the regression model has good fit. F-value of 19.237 is demonstrating that the model has significant in 1% level.

cent will be decreased in revisiting intention of tourists.

#### **6. CONCLUSION**

The above analysis elucidates that convenience, quality of medical service, cost of service and recommendation by peer are factors that affect selection of health tourism places amidst tourists. Significant difference is found in factors that affect selection of health tourism places amidst socio-economic condition of tourists. Quality of medical service, convenience and recommendation by peer are positively and significantly impacting revisiting intention of tourists, whereas, cost of service is negatively and significantly

impacting revisiting intention of tourists in one per cent level. Therefore, health tourism places should provide good convenience, attractive basic amenities to tourists and they must give effective healthcare facilities and safety to tourists. Besides, they should offer superior quality of medical services to tourists and they must adopt rational and efficient cost strategies for services. Further, tourists should get suggestions from peer groups for selection of health tourism places.

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