

The Impact of Online Purchasing on Medical Tourism in Maharashtra State

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Abstract

The research Paper is exploring a emerging concept of on line purchasing growing in India and Maharashtra state. In the title of research paper “The Impact of Online Purchasing on Medical Tourism in Maharashtra State” main objective is to study the impact of Online purchasing which is becoming very popular these days in India and Maharashtra. Online purchasing is a very efficient, convenient style of purchasing and due to this the Performance of Medical Tourism Industry is soaring. The paper is trying to review the fantastic performance due to online Purchasing in tourism and tourism supporting services in Indian scenario. Then discuss the impact of online purchase in Medical tourism in Maharashtra as it is the third largest state of India both in area and population. Maharashtra state abound in various tourist attractions ranging from Ancient Cave temples, unspoiled beaches, ancient forts and monuments, forest and wildlife, unique hill stations, and a rich tradition of festivals, art and culture.

Key Word- Online Purchase, Internet, Medical Tourism, Maharashtra

Introduction:

Travelling and exploring newer things is the nature of every human being. Nowadays, every person is stressed out and wants some change from routine activities. People visit newer places to appreciate its beauty, in course of time it has given birth to modern industry of Tourism. The journey that a patient takes from his own country to another country to get cost effective, and efficient medical treatment followed by a great vacation at some of the most beautiful location is called as Medical Tourism. Two major services sectors i.e. Medical services and Tourism services are amalgamated to form the niche Medical Tourism service. Both these sectors are soaring not only in India, but also in all leading countries. Maharashtra state is the third largest state of India both in area and population. Maharashtra state abounds in various tourist

attractions ranging from Ancient Cave temples, unspoiled beaches, Ancient forts and monuments, Forest and wildlife, unique hill stations, and a rich tradition of festivals, art and culture.

Maharashtra is a favorite place of Domestic and Foreign tourists. In the period of globalization Maharashtra is ahead in health care. The research paper wish to study the impact of online purchasing on Medical tourism sector.

Maharashtra has one of the best qualified professionals in each field, and this fact is been realized by world over regarding medical facilities. Maharashtra has a pool of competent doctors and world class medical facilities with most competitive charges for treatment of certain medical problems. After carving a niche for itself on the global map, Maharashtra state is looking for creating a new identity by offering best health services to the tourists. Undoubtedly all the experts in medical tourism are comparing it as one of the best emerging medical tourism destination. After Bangalore(Karnataka), Andhra Pradesh, Kerala, Delhi ,Kolkata(West Bengal), Maharashtra has better scope in Medical Tourism in coming decade, be it Ayurved , Homeopathy, Naturopathy, Yoga or Allopathic medicines, local doctors are second to none. The state tourism has managed the tourism department very aggressively promoting tourism services in India and also in International Market.

Online transactions in the travel and tourism are very steadily increasing in Maharashtra; the sector is growing despite tough Economic problems in India. Traditional Industries are displaying a strong hold on traditional process. The tourism industry in Maharashtra has witnessed an acceptance of e-Commerce or online Purchasing to the extent that the entire structure of industry has changed. In new structure the internet is used for information collection and order processing of services. This new user is acting as his or her travel agent and decides about his or her preferred tourism product .The tourism industry is information based industry and since this is growing in the era of e-Commerce

Objective:

- To study the impact of online purchasing on Medical Tourism in Maharashtra

Defining Medical Tourism:

Goodrich & Goodrich (1987) - Medical Services is defined as ,”The attempt on the part of tourist facility or destination to attract tourist by deliberately promoting its health care services in addition to its regular tourist amenities.”

Connell (2006) - Medical Tourism is defined as “a mass culture where people travel often long distances to overseas destinations (India, Thailand Malaysia) to obtain medical dental and surgical care while simultaneously being holiday makers in a more conventional sense”.

Medical tourism is defined as “provision of cost effective private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment”. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry - both private and public. (India Medical Care 2007)

Online Purchasing Process:

In India a new trend of using online purchasing is emerging. Tourism Industry is the only sector who initiated to provide online purchasing services to the tourists. The different types of online purchase process are used in Medical tourism are

1. Brokerage-(Bring buyers on one platform)
2. Demand collection Model
3. Infomediaries(Information Providing services)
4. Advertising Model
5. E-Tailing

Brokers-These organisations are the main market makers who bring buyer and seller on one platform and provide facilities needed for the transaction. Marketplace+ Exchange+ full range of services covering the transactions process.

Demands Collection Model-Name your Price Model pioneered by www.priceline.com pro specific make a final bid for specified goods and services. Broker arrange to fulfillment and action for seller and charge fees for the services with the value of the transactions.

Infomediary-The firms function as information intermediaries, they assist buyer and sellers for understanding a given model. They are globally branded for virtual business. They are also

providing information about new sectors and create platforms where buyers and seller bargain holidays.

E-Tailing –The business operates exclusively in electronic retailing E-Store- A single tourism shop, E-Mall-Consisting many electronics store.

E-Broker- These firms are simply aid to the customer searching for the product and business in return of commission.Priceline.com

Priceline –Hotel Room +Flight+ Car +Personal variations system+ Cruise Finance also if needed by customer , Mortgage ,Loan. It offers the customer the services they demand .Priceline is coordinating with orbiz.com designing tailor-made products for customers.

The demand for online users in India is increasing because of the following reasons:-

- a) Young Buyers
- b) Diverse Product offering
- c) Increasing Income
- d) Increasing no of women working
- e) Multiple short trips / weekend trips.
- f) Innovative and personalized tourism Packages
- g) Increasing Internet penetration
- h) Usage of Smart Phone
- i) Fair prices and devices for wifi devices
- j) Affordable Data plans
- k) Growing demand in rural markets
- l) Purchasing capacity of Indians is increasing so they are travelling everywhere.
- m) Airline tickets are commoditized.
- n) Budget booking .
- o) e-Visas

Online Booking Services Tourism services in India

Internet technology has started in India in 1995 and this service in last 2 decades is changing the Indian consumer - The way they lived, the way they study , how they shop, how they bank

,how they work, how they communicate or connect with the people etc. aspects are governed by this technology. Mobile phones assure 24 hours connectivity at very affordable cost. Today Indian customers are enjoying lowest calling rates and low cost data cards in the world which, assure Facebook and WhatsApp connectivity .The trend of online purchasing is in boom in India, in this the companies are selling commodities from pin to carat one click. Flipcart, Amazon etc. are the companies who are generating revenue worth Crores of rupees.

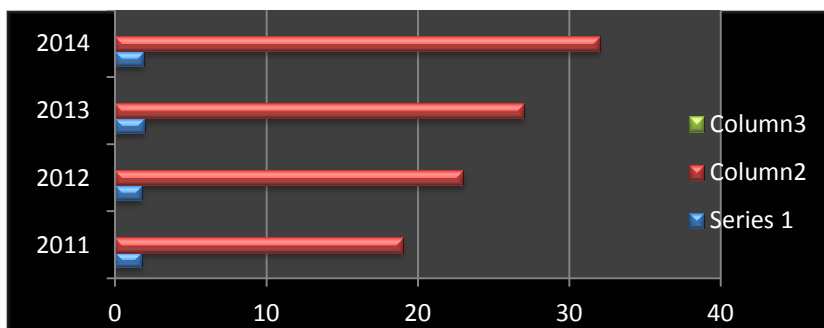
India is a country with large population with a high purchasing capacity, which is providing a large user base to companies like Amazon, Facebook or for any online product. After the decision of demonetisation all Indians are using e-Banking services for the e-purchases, e-transfers etc. Rural people are having access to Internet, due to affordability and convenience they are connected through mobiles. Government work is converted to online working. Every report is given to them is online .Due to this the work has become very transparent. It is very easy to get all information on one click.

5 years ago buying online in India was limited only up to purchasing railway Ticket, Air ticket or Bus Ticket. But nowadays there are stores who are offering wide choice for products viz. Flipcart, Snapdeal or tourism products provided by Maharashtra government. In the year 2016 Indian customers have purchased 61% of their total online purchases on Travel and Hospitality services. E-Retail market in India is estimated 17 billion\$, Snapdeal and Flipcart most preferred for online purchase in 2015.(Source

India has 102 billion population with average age is 24 years. Due to this huge customer base is available to the companies dealing in Indian Market.

Performance of online services users in India (Complementary to tourism sector)

*Figure 1:*No. of Debit and Credit Card users in India in 2014

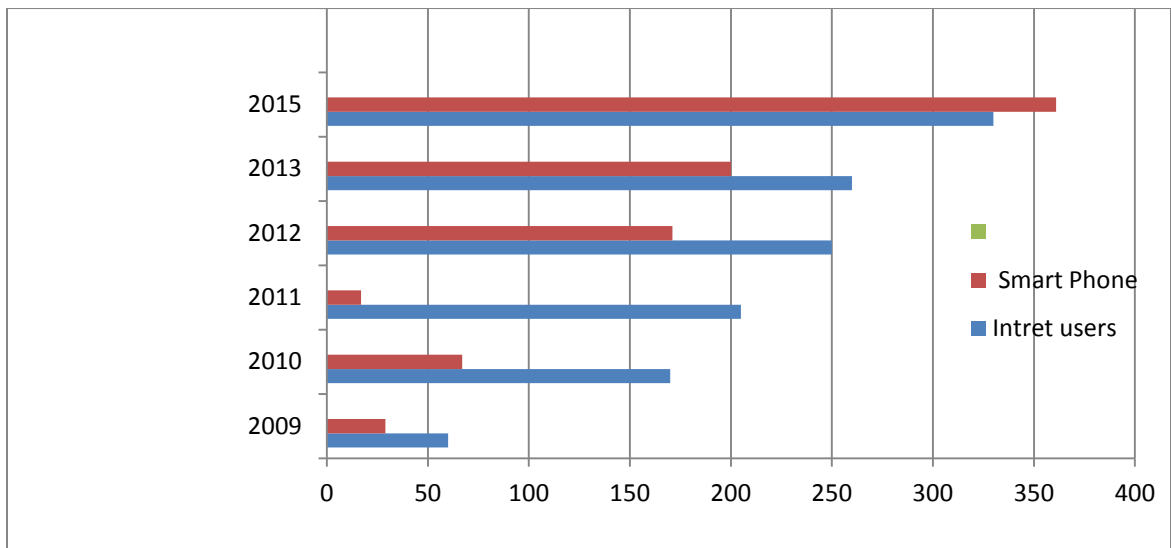


1. Figures in Millions Source www.travelbizmonitor.com

Figure 2: No. of People availing aviation services in India:

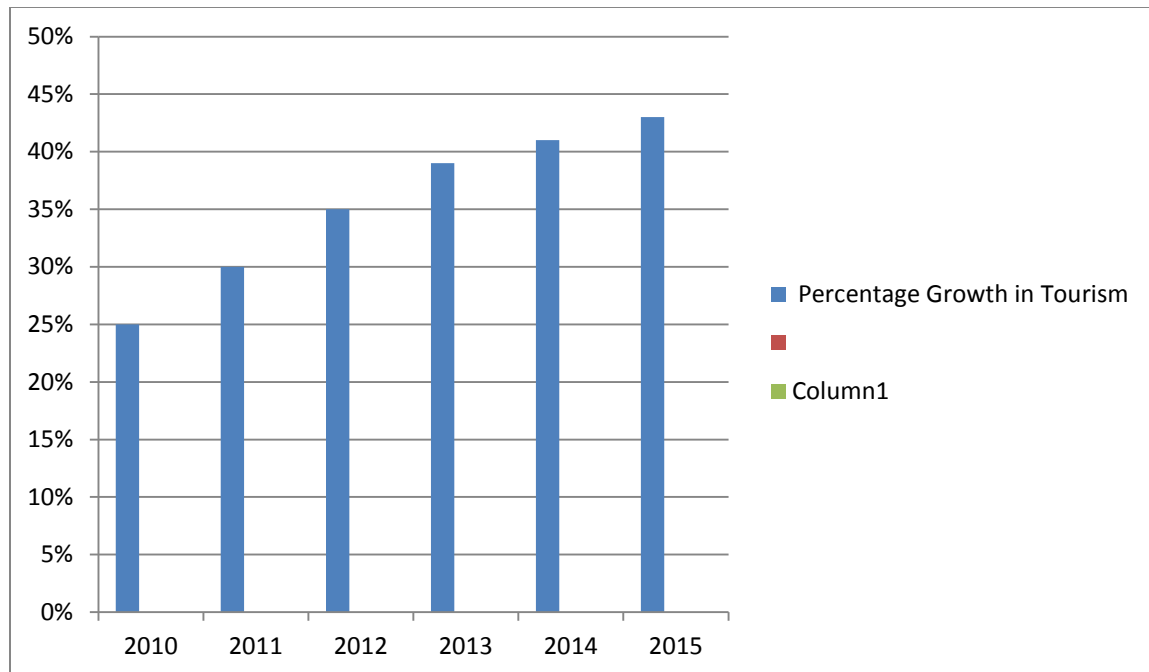
1. Figures in Millions Source www.travelbizmonitor.com

Figure 3: No. of Smart Phone and Internet Users in India :



1. Figures in Millions Source www.travelbizmonitor.com

Figure 4: Percentage growth in tourism service sector in India:



Maharashtra Online Booking Medical Tourism:

10 years ago buying online in India was limited only up to purchasing railway Ticket, Air ticket. But the tourism department in Maharashtra has started online Booking services on Dec 2006 for Tourism services. But nowadays there are stores who are offering wide choice for products viz. Flipcart, Snapdeal, tourism services. These online services are providing not only tourism services but also credit card, Debit card, Hotel services, rental cars, complementary products etc.

Tourism in Maharashtra has introduced E-ticket booking services of Railways ticket, Air ticket very early and after settling booking the tourism department has extended online room booking service to the tourists. Make my trip, Railway are trend setters in Maharashtra. In the year 2015 domestic tourist-103403934, foreign tourist- 4408916 visited Maharashtra. The number of the tourist is increasing every year due to efficient, smart and convenient online services given by tourism department. This year online booking - a high end service was used by 50% tourists. The percentage of users for online booking is increasing day by day. Maharashtra state is a favorite destination of most of the foreign tourists and it is in the top preference of all domestic

customers .The Government has introduced Online VISA Services due to which tourists who wish to visit Maharashtra don't have to wait.

Maharashtra state has a unique mix of tourism destinations. Due to this it is in the top preference of foreign tourist visiting India and also domestic tourist visiting from other states of India. There are places like Historical forts, Temples, Caves, wild life sanctuaries, Film Industry, beaches, Water Park, Tribal art, Hill stations etc. The state tourism is very professionally managing the tourism services. The department is investing heavily not only in infrastructure development i.e. hotel, roads, restaurant, transports, development of Airports but also in introducing the use of latest technology viz. e- ticket booking, online visas etc. Maharashtra tourism department is continuously striving to include new tourism services in there service Mix. In the state tourism policy 2016 the department has included Medical Tourism services.

Maharashtra tourism has invested Rs.300 Crores for Tourist infrastructure development. Recently e-Ticketing and e Visa, travelling facility is also provided by Maharashtra tourism. The tourism department is also spending heavy sum on infrastructure development and technology updating. Rs.50 Crores are being spent in professional marketing and advertising of their services. The numbers of domestic and foreign tourists are increasing due to such continuous and very aggressive efforts of Maharashtra Tourism Department.

Expert Consultation before Heavy Investment Source:

It is a strategy of Maharashtra Tourism department to interact with the experts , discuss with them in detail and then they are implementing the suggestions in their working .Tourism department has gone for number of surveys2013 in which they were trying to find out what updating is needed in the services provided by them. Total 2000 Experts working in Hotel Industries, Travel Agents working with tourism department, Domestic and Foreign Tourist Visitors, Employees of tourism department were interviewed. Everybody has given good inputs for betterment of the services. Following issues were discussed- Capacity Expansion (Hotels),Infrastructure, Technology For Communication, Marketing Strategies, Human Resource Development hiring and training, Branding, Promotion, Customer Satisfaction ,New tourism Services Websites/Apps.

Maharashtra tourism has investing Rs.300 Crores for Tourist infrastructure development. Recently e-Ticketing and e Visa, E-travelling facility is also provided by Maharashtra tourism. The tourism department is also spending heavy sum on infrastructure development, technology updating Rs.50 Crores professional marketing and advertising of their services. The number of Domestic and foreign tourist are increasing due to, continuous very aggressive efforts of Maharashtra Tourism Department. Leaflets-Printed Material, Why People travel ,How to promote new services like Medical Tourism, Bottlenecks in working, Multi cuisine canteens, Rood shows in India and Abroad. Source(ficci.in/spdocuments/20388/India)

For the betterment of the services the tourism department Maharashtra is continuously striving. They self analyse their current services and also interact with the experts in the field to design their best services to the tourists. When the department was supposed to decide about advance online booking technology , the department has gone for interactions with 250 Experts those who are using in India and out of India and with their expert suggestions the department has decided to design a special software which is giving assistance in Monitoring, Forecasting, Location ticketing , online purchase, payment , information gathering. Due to this the number of foreign and domestic tourist visiting Maharashtra is increasing every year.

Domestic and Foreign Tourist Arrivals in Maharashtra (in Millions)

Year	Domestic Tourists	Foreign Tourist Arrivals
2005 and	14329667	
2006	16880348	1654367
2007	19226716	1933189
2008	20553360	2056913
2009	30628394	2426362
2010	48465492	5083126
2011	55333467	4815421
2012	66330229	5120287
2013	NA	4156343
2014	NA	4389098
2015	103403934	4408916

2016		
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Sources- (ficci.in/spdocuments/20388/India).

Government of Maharashtra has recently introduced “Medical Tourism” services in their tourism Policy 2016. Maharashtra state tourism department is investing heavily for developing basic tourism infrastructure. The state tourism is promoting Medical tourism services in International markets by attending International Trade fairs in Australia, Saudi Arabia, and South Africa etc. For that they have introduced different variety of tourism products, introduced online booking (Air tickets and Railway) and Communication was introduced to increase convenience. Due to this the number of foreign and domestic tourists is increasing.

Rationale:

As a individual everyone is very curious about online purchasing. For years all of us used to spend hours for shopping, and during shopping a lot of petrol, Efforts , energy, money was utilised and then a product was purchased . As an individual when used the online shopping services for a mobile phone , it was impossible to believe that the phone is purchased. This is the most convenient way of purchasing .Due to the economy and convenience there is a change in buying pattern of Consumer Behaviour The trend of online purchasing is increasing in India and Maharashtra for products Ex.Book (Amazon) or services ex. Travel Services- Make my trip. The researcher wanted to study the impact of online purchasing on Medical Tourism in Maharashtra .

Review of Literature:

1. Future of Internet in India 2016 NASSCOM This a report published by telecom it is about a evaluation of Web and Internet services in India, How slowly the internet services is spreading in India and how that technology is used for generating online purchasing .Number of people using internet is increasing very fast.
2. The study of online Tourism Industries in India by 2014-2017 Dr.Navin In this thematic research report performance of online

Tourism Industry is discussed. The report is taking a overview of development of online services sector related to tourism. This report is discussion growth of tourism sector, Growth of Hotel Industries, Growth of Aviation Growth of online tourism services, total number of Internet users, Smartphone users in India, number of online debit card holder, online credit card holder .Performance of online tourism Industry in India. The growth of tourism sector in India.

Research Methodology:

Secondary data is collected from various reliable sources like Internet, Government reports, News Paper, Research Papers

Analysis: Analysis of secondary data is done for the purpose

Figure1 Debit and credit Card Users in India

The credit card users in India is stagnant till 2010 but after the number of Credit and debit card users is increasing.

The number of debit user is more popular than Credit card users in India

The growth business of credit and debit cards 2011 increased by 19%and in 2012 it increased to 29%and for next 3 years it is maintaining its pace.

Figure 2 Number of people availing Aviation services in India

Aviation sector in India is growing by percentage carriers in India. The industry in 2013 turnover is 59 Millions and in 2014 it crossed 64 Millions.

This sector is preferred by Domestic users more than Foreign users . In year 2011 the aviation sector catered their products to 54 MN Domestic users and 33MN foreign users.

Figure 3 Numbers of Internet and Smart Phone Users in India

Due to huge population in India it is home to Third largest internet users base worldwide.

The rate of growth of Internet industry in India is 17% is very less as compared to other nations the average is 34%.

After demonetisation the number of internet users is suppose to increase.

Due to Affordable and Availability the Internet services are going to increase

Cheap Smartphone –The rates are less and can access internet easily. So The popularity of Smartphone's is increasing by leaps and bounds. The percentage of growth of Smartphone 2012 29% in 2014 it is 116% and 2016 381%.So this is termed as revolution.

Figure 4 Percentage Growth of tourism Sector in India.

Due to online purchasing and Incredible India Campaign the tourism Sector is growing in leaps and bounds in India, this is the only sector which is contributing 7% in GDP of India. The tourism sector is growing by 30% in 2011,2012 is 35%,2014 41% and 2016-46%.

Findings:

- There is a growth of online Booking services in tourism industry in India and also in Maharashtra.
- The growth in online booking services is not in only tourism services but also in tourism allied services like Credit Cards, Aviation sector, Railways, Hotel services, online Banking
- There is growth in use of credit and debit cards in India
- There is growth of Aviation sector in India
- The users of Internet and smart phones is going to grow in Indian Scenario.
- There tourism Sector in India is very growing and potential sector in Indian economy. .This sector is growing with 60% growth rate and also one sector that is contributing 7 %GDP of India.
- Maharashtra tourism department is a very progressive, and is striving hard to provide best tourism services. The tourism department is very smartly and professionally managing the department. They are investing for development of existing infrastructure, expanding capacity of infrastructure, they are also attending International trade fares and also on adapting advance technologies i.e. e-visa, e-ticketing e-Banking, International ATM due to which the traffic of domestic and foreign tourist are increasing.

- The number of Domestic and Foreign Tourist Visiting Maharashtra is increasing every year.
- Maharashtra tourism has Online Booking services, are providing online tourism services and this year they are adding E-Visa Services.
- Maharashtra tourism department is trying to provide Novel tourism every year. They have included Medical tourism services in tourism policy 2016.
- Medical services in Maharashtra now are provided by best private hospitals owned by corporate like Tata, Max, Wockhardt, CHL Apollo, and Piramal etc. Some are NABH and some are JCI Accredited, QCI, ISO etc. All the hospitals have various Facilities like Body Pathology, Gynaecological Examinations, and dental check up, eye care; stress Mgt, X-Rays, colour Doppler, Eco, MRI etc.

Suggestions:

- Online Booring services in industry are in boom so the service providers should be trained to assist the tourists.
- In online Booking service the problems and suggestion of tourists must be solved efficiently and immediately.
- Medical tourism industry in increasing in India by leaps and bounds, and has enormous growth. Maharashtra tourism, hospitals can benefit from this trend.
- Maharashtra tourism department must promote Medical tourism services in India and abroad, in the advertisements and the write ups they should mention number of accredited hospitals and also mention large pool of hospitals, their area of specialization as well. Hospitals in Maharashtra must attend road shows.

Conclusion:

There is a growth of use of Online booking services in Medical tourism in Maharashtra.

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