

EXPLORING THE ELEMENTS THAT INFLUENCE THE CHOICE OF DESTINATION FOR MEDICAL TOURISM IN ANDHRA PRADESH

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ABSTRACT

The tourism industry is currently making enormous financial gains. This extends to medical tourism, which is the phrase for the global use of health care services, in addition to hotels, restaurants, and historical sites. The global market for healthcare services and medical tourism is expanding quickly. It is a fusion of two economic activities, or the blending of the tourism and medical industries. The huge demand for high-quality healthcare services at reasonable prices has recently drawn foreign travellers to emerging nations like India, who have the necessary resources, skilled medical professionals, employees, and facilities to meet these demands. With the aid of data analysis, this research focuses on the benefits of medical tourism in Andhra Pradesh and examines the variables that affect people's decisions to make Andhra Pradesh as the choice of destination for medical treatment. The study also identifies the elements which influence the choice of destination (Hospital) for Medical Tourism in Andhra Pradesh.

Keywords: Medical tourism, Healthcare services, Patient satisfaction, Hospitality, Tourism industry

1. INTRODUCTION

It is impossible to deny the tourist industry's rising importance as a driver of economic growth and its potential role as an instrument in socio-economic development. Because of its ability to generate large-scale employment opportunities of a variety of types, the tourism sector not only drives economic expansion but also raises the standard of living for local residents. It promotes the preservation of the environment, defends the rights of varied cultural heritages, and works to make the world a more peaceful place. The Ministry of Tourism in India has set its primary focus on both the facilitation and strengthening of the country's tourism industry. Both domestic tourism and international tourism have emerged as

significant contributors to economic growth in recent years. In the year 2022, India had a total of 6.19 million (provisional) Foreign Tourist Arrivals (FTAs), which was a rise of 305.4% compared to the same period in the previous year. This resulted in Foreign Exchange Earnings (FEEs) of Rs. 135,543 crore (provisional estimates), which was a growth of 106.77%. In addition, there were 677.63 million Domestic Tourist Visits (DTV) all over the country during the year 2021, which is according to the data that was provided by the State/UT Government as well as other information that is accessible with the Ministry of Tourism.

The conventional health care industry has been revolutionized by medical tourism, which has also established a new standard for the entirety of the world's nations. Treatments such as transplant surgery, general surgery, cancer therapy, dental implant, stem cell therapies, liposuction and face implant to mention a few, are among the many medical procedures that patients fly abroad to receive since they are far less expensive elsewhere. The number of patients receiving these treatments has increased significantly in recent years. Both industrialized countries and emerging countries are contemplating making investments in their respective infrastructures in this nascent business in order to maintain their position at the forefront of the cutthroat rivalry. People travel often vast distances to foreign nations in order to seek medical, dental, and surgical care while also being a tourist in the traditional sense. This practice has given rise to a new niche market known as medical tourism, which has evolved as a result of the rapid growth of what has become an industry. The conventional method of healthcare travel is distinct from the contemporary practice of medical tourism. On the other hand, the paradigm that is currently being used for medical tourism sees a movement of patients in both directions, that is, from developed to underdeveloped countries and vice versa.

2. BACKGROUND OF THE STUDY

Tourism industry is one of the economic sectors that expand at the fastest rate, having a substantial effect on employment and helps to speed up regional development by having a multiplicative effect on the activity of linked industries. Over the course of the last few decades, tourism's importance to the economy of the entire world has grown. Tourism is seen by developing nations as an ally that may help boost economic growth; hence, the sector's expansion is encouraged across a variety of sectors. This is despite the fact that tourism is associated with a number of negative impacts and the state of Andhra Pradesh is not an

exception to this rule. However, in recent years, in an effort to improve the sector's revenue, this activity has developed to incorporate new topics such as culture, conference venues, adventure, and health and medical services. The tourist market is focused along seaside attractions and metropolitan areas.

Today, Andhra Pradesh is able to compete on a worldwide scale by advertising the availability of the most cutting-edge technology for performing delicate treatments, such as complex surgery and cutting-edge radio-surgery (radiation therapy) cancer treatment for tumours undergoing non-stationary therapy. This helps the state attract patients from all over the world. Andhra Pradesh now has an advantage over other states because of the phenomenal success rates and decreased mortality rates at world-class infrastructures that exceed global norms. The topic of this study is medical tourism; specifically, the investigation of the factors that have a role in the choice of destination and scrutinizing those factors. The purpose of this work is to demonstrate the factors that influence the choice of destination for medical tourism in Andhra Pradesh using a quantitative-qualitative methodology, at Likerts' scale – in order to demonstrate the impact that medical tourism has on the state of Andhra Pradesh.

3. INDIAN TOURISM INDUSTRY

Some of the most major economic benefits supplied by the tourist sector include the creation of jobs, the generation of income and foreign exchange, and the development or extension of other businesses such as agriculture, construction, and handicrafts, amongst others. Additionally, expenditures in infrastructure facilities such as transportation, hotel, and other tourism-related services lead to an overall development of infrastructure within the economy, which is a positive economic outcome. According to Ministry of Tourism, Over 6.19 million and 1.52 million foreign tourists arrived in India in 2022 & 2021 respectively compared to 10.93 million in 2019, representing a -44% degrowth. India has bigger domestic tourist population so it's not dependent on foreign tourist much.

4. TOURISM IN ANDHRA PRADESH

The state of Andhra Pradesh is known as the State of Opportunities. The current goal for the state is it to be a developed state by the year 2029. With 974 kilometres of coastline, a rich historical and cultural legacy, quiet valleys and hills, ancient and spiritual temples, the new state of Andhra Pradesh with its 13 districts holds tremendous tourist potential, heretofore. It also has the country's second longest coastline. The tourism industry in India has expanded

tremendously over the past several decades, and each of India's diverse regions has made a unique contribution to the countries overall splendour and exuberance. Andhra Pradesh holds the distinction of being a top tourist spot in India and is currently the third most visited state in terms of India's own domestic tourism industry. The state is a miniature universe within itself, and it provides investors and visitors with an opportunity for tourism that is unparalleled. It presents a plethora of opportunities to investigate a variety of topics spanning its whole length and breadth. As a strategic component of its Tourism Mission, the State provides the following nine primary tourism themes: Beach and water-based tourism, Buddhist and religious tourism, ecotourism, heritage tourism, meetings, incentives, conferences, and exhibitions (MICE) and recreation and adventure tourism, infrastructure development, spiritual and wellness tourism, and medical tourism are some of the types of tourism that are supported by the country. These nine primary themes are broken down even further into a total of 42 sub-themes.

5. MEDICAL TOURISM - CONCEPT

The term "medical tourism," which also goes by the names "medical travel," "health tourism," and "global healthcare," refers to the rapidly expanding practice of travelling across international borders in order to receive medical treatment. Elective operations and complex specialist surgeries, such as joint replacement (knee or hip), dental surgery, cardiac surgery, and cosmetic surgery, are examples of the kinds of services that travellers often look for while seeking medical care. In spite of this, nearly every medical specialty, including psychiatry, alternative treatments, and convalescent care, may be found in India. The Ministry of Tourism has developed a National Strategy and Roadmap for Medical and Wellness Tourism in order to increase the amount of medical tourism that takes place within the country. The following essential pillars have been established as part of the Strategy:

- Establishing a name for Andhra as a destination for wellness tourism
- Strengthening the ecosystem for medical and wellness tourism
- Enabling digitalization by establishing an online portal for medical value travel (MVT)
- Improving accessibility for medical value travel
- Promoting wellness tourism
- Framework for Governance and Institutional Structure

6. COMPETITIVENESS OF DESTINATION

The ideal location for medical tourism should be seen of as a kind of product that contains essential benefits, such as well-developed commercial infrastructure and favourable environmental conditions. Comparative advantage may encompass factors such as climate, surroundings, flora and fauna, whereas competitive advantage may connect to manufactured things such as health and medical care areas, events, heritage/historic attractions, transport sites, the real quality of management, government policy, and the abilities of workers. In order to remain competitive in the field of medical tourism, a resort cannot merely provide lower prices than its peers. In addition to this, it should be acceptable on multiple fronts, including politically, culturally, socially, and environmentally. For this reason, it is always indicated that the most desirable location may be the one where medical tourists acquire a welcoming atmosphere. This is because this is the most accepted preferred destination. Andhra Pradesh has been able to reach a desired position in the field of medical tourism as a result of its capacity to adapt to the shifting needs of the global healthcare market and its increased level of competitiveness.

7. FACTORS INFLUENCING THE CHOICE OF MEDICAL TOURISM

Medical tourism, today, is considered as one of the most sort-out Potential tourism. The sector has been experiencing development on a day-to-day basis with various currency exchanges across the world. It possesses one-of-a-kind characteristics and features that compel patients from their country to travel to other countries for treatment, and they stay there for a relatively long time for purposes of medical tourism, while also taking in the sights and sounds of the surrounding area. The following is a list of the most important features that are associated with medical tourism:

Cost: The expenses might vary widely depending on the region, the materials and equipment that are used, and the specific needs of particular patients. Patients are able to have access to medical facilities of a world-class standard in foreign locations thanks to the significant cost disparity that exists there as well as the accompanying value for their money. If the therapy involves a longer term of hospitalization and the utilization of recuperative therapies following treatment, then the cost of the medical facilities becomes an essential element in the decision-making process.

Less Time Spent Waiting: Patients are required to wait in line for their turn in order to receive quality medical care. They are even required to wait for an appointment with a

professional. Sometimes the patient is unable to tolerate the discomfort or desires to receive therapy and relief as quickly as possible. Patients believe that it is in their best interest to spend out of pocket in order to obtain relief from their discomfort, frustration, and anxiety. As a result, people opt for medical care in other countries. In nations where people have access to medical care, the waiting time is typically short or nonexistent. The patient is able to quickly make an appointment with a specialist and receives treatment in a timely manner.

Privacy and Confidentiality: Another reason why people travel outside of their home country for medical care is so that they can receive it in private and without being observed by others. For instance, people who wish to get rid of excess fat through bariatric surgery, cosmetic surgery, or plastic surgery typically desire to be away from home for the procedure. It is more convenient for them to take a trip and come back with a fresh appearance after being away. For the same reason, celebrities often choose to undergo these treatments in a foreign country. They are able to avoid the public eye by engaging in medical tourism, which provides them with that opportunity.

Regulatory Framework of the Country of Origin: There are some diagnoses and treatments that are not allowed by law in some nations. These countries include the United States of America. In a lot of nations, things like sex change surgeries, deciding what gender a baby will be at birth, baby gender determination, egg donation, sperm donation, abortions, stem cell treatment, and so on are illegal. Therefore, the only option available to the patients is to relocate to a nation in which such practices are legal.

Combination of tentative & Visits: While travelling to another state or nation for medical treatment, it is possible to also visit the landmarks and attractions of the location to which you are travelling. Therefore, it presents medical tourists with two benefits in one package. Hence, countries that offer medical tourism are also advertising their tourist destinations, which are adding to the country's collateral earnings.

Treatment and Care of the Highest Standard: The hospitals that serve as destinations for medical tourism create their brands by offering treatment and care of the highest standard to visitors from other countries. Hospitals typically provide their patients with amenities such as VIP lounges, premium hospital rooms, affiliations with hotels offering special discounted rates, and low-cost meal programs. Patients have the ability to take the direct phone numbers of their doctors and connect with them.

8. GOVERNMENT INITIATIVES IN MEDICAL TOURISM

As part of ongoing efforts to sell diverse Indian tourist locations and products abroad, the Ministry of Tourism regularly launches print, electronic, and internet media campaigns with the tagline "Incredible India." Through the Ministry's social media accounts, digital marketing are frequently carried out on a variety of topics, including the topic of medical tourism.

- A medical visa has been introduced, which can be granted to foreign visitors travelling to India for medical treatment for a specific reason. Additionally, the terms "E-Medical Visa" and "E-Medical Attendant Visa" have been introduced. The TT Division may be able to offer an updated count of the nations for whom this visa category has been introduced.
- Medical tourism service providers accredited by NABH receive financial support from the Ministry of Tourism under the Market Development Assistance Scheme in order to attend medical/tourism fairs, medical conferences, wellness conferences, wellness fairs, and related road shows.
- Medical tourism is the practice of travelling with the main objective of obtaining, promoting, and sustaining optimal health and well-being. The majority of hotels and resorts are developing Ayurveda Centers. The top tour companies have Ayurveda listed in their brochures.

9. REVIEW OF LITERATURE

Mir Mohamad Asadi et al (2023) stated that one of the appropriate activities for the elderly to restore and improve their physical and mental features is medical tourism. The relationships between dimensions and factors influencing the choice of health tourism destination from the perspective of elderly medical tourists have been determined in this study using the analytical methodology of "interpretive structural modelling," as understanding the destination selection process of elderly medical tourists is very important for governments, tourism organizations, and tour operators in the field of global competition. The findings of this study suggest that medical centres must have specialized human resources who are trained in diverse medical-psychiatric elements.

Hasim Çapar, ozgur Aslan (2020) examined the key elements influencing how potential medical tourists decide on a place. A population of 1700 persons participated in this descriptive, cross-sectional study that was carried out in Turkey, with a sample size of 317

participants chosen using purposive sampling. Data were gathered using a demographic information form and the medical tourism scale. According to the study's findings, 56.5% of participants were men and 43.5% were women. The accessibility of medical services, the calibre of medical services, the standard of hygiene, the possibility of cost savings, and the availability of tourism opportunities were shown to be the elements most important in influencing the choice of medical tourism locations. To sum up, it is anticipated that the current study would significantly advance the field of medical tourism, both practically and theoretically.

RESEARCH METHODOLOGY

10. SCOPE OF THE STUDY

The study findings are anticipated to offer useful information to all parties involved in medical tourism in Andhra Pradesh, particularly policymakers and service providers. The study's conclusions are an important contribution to the Ministry of Tourism for formulation of policy for the medical tourism industry. The study's findings have important ramifications for travel agencies, hospitals, medical tourism businesses, and other key stakeholders that are focusing on building medical tourism strategies and incorporating medical tourism practices into their daily business operations. Additionally, the empirically supported concept of the growth of medical tourism adds value to the academic field. No other study of this scope has been conducted in Andhra Pradesh; therefore, this study will fill the gap in the literature. It will also provide a macro perspective on medical tourism in the chosen study area that can assist business leaders and policymakers in developing region-specific policies. With regard to WTO medical tourism policy, it will assist in making wise decisions. The findings of this study are pertinent to further medical tourism research.

11. STATEMENT OF THE PROBLEM

Compared to other in world nations, India offers cost-effective medical tourism. With the help of technological advancements, the Indian health care sector is expanding significantly. Indian physicians were masters at performing difficult operations. Even while there are many benefits to visiting doctors in India, there are also certain difficulties that have an impact on the country's economy. Another factor in our country's economic growth is medical tourism. However, customer insight also has an impact on elements like cost effectiveness, minimal legal requirements, advanced medical services, international standard quality services, safety and security, and other services. In a developing state like Andhra Pradesh, healthcare sector

provides quality of treatment, hospitality and patient satisfaction among other services. The goal of the current study is to comprehend these factors that enable the individuals to choose Andhra Pradesh as the choice of destination for medical tourism.

12. OBJECTIVES OF THE STUDY

- To identify the benefits of visiting India for medical tourism
- To investigate factors responsible for influencing people to choose Andhra Pradesh as a travel destination for medical tourism
- To provide suggestions that may help Andhra Pradesh to improvise and sustain as the leading medical tourism destination of India

13. FORMULATED NULL HYPOTHESIS

H₀₁ – The age of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

H₀₂ – The qualification of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

H₀₃ – The monthly income of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

H₀₄ – Cost effectiveness has no significant influence on Patient satisfaction

H₀₅ – Quality of Treatment has no significant influence on Patient satisfaction

H₀₆ – Hospitality has no significant influence on Patient satisfaction

H₀₇ – Patient satisfaction has no significant influence on Choice of Destination

14. Methodology: - The study is analytical and descriptive in nature. This study took into account a total of 218 individuals who were able to acquire information about Andhra Pradesh as a destination for medical tourism from outside sources such websites, social media platforms, and medical tourism organization sites. The target demographic of the current study included doctors, healthcare professionals, tourists, and patients who were looking for information regarding medical tourism in Andhra Pradesh. The respondents for this survey

are chosen using the purposive sampling method. The population that satisfies the researchers' own criteria for a particular objective is chosen as a sample in this sampling technique. Both primary and secondary data were collected for this investigation.

A structured questionnaire was then created and given to 218 respondents who had expressed interest in taking part in the research study. All of the issues were evaluated based on the respondents' responses on a five-point Likert scale, where "1" denotes "Strongly Disagree" (SD) and "5" denotes "Strongly Agree" (SA). The underlying factors that are thought to affect medical tourists' choice of location in Andhra Pradesh were extracted using SEM analysis. SPSS 20.0, Statistical software, was used to code, tabulate, and analyse the responses that were gathered from the respondents. One way ANOVA and SEM (Structural Equation Modelling) have been used in this study's data analysis.

15. DATA ANALYSIS

One –Way ANOVA between Age and Study Variables

H₀₁ – The age of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

Table – 1

Factors	F-Value	Significant	Inference
Cost Effective	2.106	0.124	NS
Quality of Treatment	9.671	0.000	S
Hospitality	7.995	0.000	S
Patient Satisfaction	16.526	0.000	S
Choice of Destination	3.263	0.040	NS

*5% Significant Level; S- Significant/ NS – Not significant

Inference:

The research variables of patient satisfaction, hospitality, and treatment quality are all significantly associated with age, as shown in Table 1. The null hypothesis is rejected for the age factor and the variables quality of treatment, hospitality, and patient satisfaction since the significant value is less than 5% level. As a result, it seems that patient satisfaction,

hospitality, and quality of treatment vary significantly depending on the respondents' ages. In terms of cost-effectiveness and choice of destination, the null hypothesis is accepted.

One –Way ANOVA between Qualification and Study Variables

H₀₂ – The qualification of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

Table – 2

Factors	F-Value	Significant	Inference
Cost Effective	3.823	0.023	NS
Quality of Treatment	4.582	0.011	S
Hospitality	9.565	0.000	S
Patient Satisfaction	12.470	0.000	S
Choice of Destination	0.552	0.576	NS

*5% Significant Level; S- Significant/ NS – Not significant

Inference:

The research variables of patient satisfaction, hospitality, and quality of treatment are all significantly associated with qualification, as shown in Table 2. The null hypothesis is rejected for the age factor and the variables quality of treatment, hospitality, and patient satisfaction since the significant value is less than 5% level. As a result, it seems that patient satisfaction, hospitality, and quality of treatment vary significantly depending on the respondents' qualification. In terms of cost-effectiveness and choice of destination, the null hypothesis is accepted.

One –Way ANOVA between monthly income and Study Variables

H₀₃ – The monthly income of the respondents does not have a significant relationship among the study variables cost-effective, quality of treatment, hospitality, patient satisfaction, and choice of destination.

Table – 2

Factors	F-Value	Significant	Inference
Cost Effective	0.052	0.949	NS
Quality of Treatment	3.420	0.034	S
Hospitality	1.148	0.319	NS
Patient Satisfaction	2.028	0.134	NS
Choice of Destination	2.995	0.042	S

*5% Significant Level; S- Significant/ NS – Not significant

Inference:

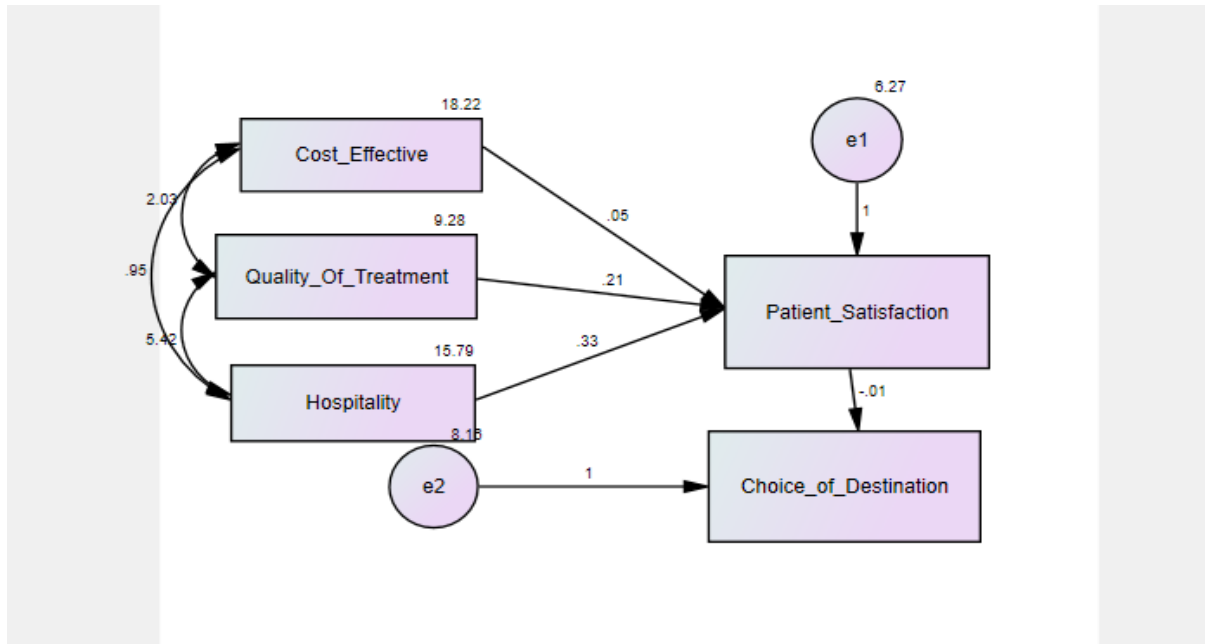
The research variables of quality of treatment and choice of destination are all significantly associated with monthly income, as shown in Table 2. The null hypothesis is rejected for the monthly income factor and the variables quality of treatment and choice of destination since the significant value is less than 5% level. As a result, it seems that quality of treatment and choice of destination varies significantly depending on the respondents' monthly income. In terms of cost effective, hospitality and patient satisfaction, the null hypothesis is accepted.

SEM (Structural Equational Modelling)

A multivariate statistical analytic technique called structural equation modelling is used to examine underlying linkages. This method, which combines component analysis and several regression analyses, is used to examine the fundamental relationship between estimated variables and latent constructs.

SEM Analysis

Figure No - 1



Source-Amos Output

Table – 4: Hypothesis Testing

Variables Relationship	Estimation	SE	CR	P-Value
Cost Effectiveness <--- Patient Satisfaction	0.047	0.040	1.156	0.248
Quality of Treatment <--- Patient Satisfaction	0.206	0.063	3.271	0.001
Hospitality <--- Patient Satisfaction	0.326	0.048	6.818	0.000
Patient Satisfaction <--- Choice of Destination	0.007	0.064	0.105	0.916

*Significant at 1% level

Discussion

H₀₄ – Cost effectiveness has no significant influence on Patient satisfaction

The null hypothesis is accepted since the p-value in the preceding table is larger than the significant value (0.01). Cost effectiveness so has a negative impact on patient satisfaction.

H₀₅ – Quality of Treatment has no significant influence on Patient satisfaction

From the table – 4 it is shown that p- value is lesser than the significant value (0.01), thus null hypothesis is rejected. So, Quality of treatment has significant influence on patient satisfaction.

H₀₆ – Hospitality has no significant influence on Patient satisfaction

From the above table it is clear that p - value is lesser than the significant value (0.01), thus null hypothesis is rejected. So, hospitality has significant influence on patient satisfaction.

H₀₇ – Patient satisfaction has no significant influence on Choice of Destination

The null hypothesis is accepted because, as indicated in table 4, the p value is higher than the significant value (0.01). Therefore, the choice of destination is not significantly influenced by patient satisfaction.

Result:

The study evaluated the measures representing the overall fit absolute goodness of fit (GFI = 0.991), comparative fit indices (CFI = 0.984), Tucker Lewis index (TLI = 0.947), and absolute badness of fit or root mean square error of approximation (RMSEA = 0.057) in order to determine the suitability of the overall model. Although there are no set numbers for these SEM fit measures, there are general principles that may be used to make a judgement. Based on research, it was discovered that the preferred RMSEA value is less than 0.08, with a range of 0.06 to 0.08, CMIN/df less than 3.0, GFI, CFI, and TLI measurements all higher than 0.90. Thus, the score above indicates that the model is well-fit.

16. FINDINGS

- One way ANOVA is done among the respondents' age, qualification and monthly income with study variables portrays that that patient satisfaction, hospitality, and treatment quality differ considerably depending on the respondents' ages and educational backgrounds. As a consequence, it seems that the respondents' monthly income considerably affects the quality of treatment and their choice of destination.
- The desired RMSEA value was found to be lower than 0.08 with a range of 0.06 to 0.08, lower than 3.0 for CMIN/df, and higher than 0.90 for GFI, CFI, and TLI measures. The model is thus well-fitted, as shown by the aforementioned score.

17. SUGGESTIONS

- Standard pricing practices regarding the cost of services throughout various hospitals in Andhra Pradesh should be implemented.
- A strong marketing and intense advertising approach to counter the fierce competition from neighbouring nations should be adopted.
- Hospitals should strengthen their connections with foreign governments, medical tourism associations, international hospitals, and international operators.
- Hospitals' official websites must be regularly updated with the most recent information.
- The medical tourism visa process should be regularized and streamlined.
- By creating a special department for inbound medical tourism under the ministry of tourism, the government should support in all respects to promote medical tourism.

18. CONCLUSION

The practice of travelling to other countries in order to receive medical treatment is a rapidly expanding industry that will only continue to spread its fascination across the medical sector. The ever-increasing prices of medical treatments are likely to be one of the primary motivating factors for individuals to seek care outside of their own country, particularly when travelling from a developed to a developing nation. This study has shed light on the significance of the image of the destination, the reliability of the sources that provide information about the destination, and the factors that influence the choice of destination, among other things. Because of its reasonably priced, high-quality medical services, the state of Andhra Pradesh has emerged as a leading destination for patients seeking medical treatment abroad. Health tourism is something that many travellers from other countries are interested in partaking in during their time off. As a result, they are able to receive the necessary medical attention as well as, simultaneously, amusement and leisure, all of which can be more expensive in their own nation or in other places around the world.

It is clear from the findings of the study that hospitals in Andhra Pradesh are providing cost-effective and quality treatment, and patients are satisfied with the treatment they receive in Andhra Pradesh hospitals. It is also evident that the aspects that influence the medical tourism sector are favourable for the expansion of the industry in Andhra Pradesh. This is because Andhra Pradesh is home to some of the best medical facilities in the world. The expansion of the medical tourism business all over the world is nothing short of astounding. The industry of medical tourism has a significant opportunity for Andhra Pradesh, especially due to the

inherent benefits it provides in terms of affordability, quality, and the absence of any waiting period. Andhra Pradesh will be able to build a significant advantage and a leadership position in the industry if it strengthens the coordination between the major players like airlines, hotels, and hospitals, improves the hygienic conditions in public places, practices a uniform pricing policy, formulates a competitive strategy, and establishes in the state.

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