



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act, 1956)
(Vide Notification No. F.9-5/2000 - U.3, Ministry of Human Resource Development, Govt. of India, dated 4th July 2002)



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Chennai - 600 073. Tamil Nadu.

Ref No.SMS-2018-O-33

Date: 24/02/2020

TO
Mrs. Beenna Nethaji,
Asst. Professor/ MBA,
BIHER.



Thro: Concern Head of the Department

Greetings!!!

We are happy to announce that the Research Advisory Committee has approved your proposal for Seed Money Scheme-2018 which was presented by you. You are requested to complete the proposal and send the progress report to the Dean Research in the prescribed time period.

Title of the Project: A Study on Process, Problem and prospects of medical tourism in south India.

Seed Money Amount: Rs.1, 00,000/- (Rupees One Lakh Only)

Approved on: 20/02/2020

Payment details:

Voucher No.33

Dated: 28/02/2020

With Regards

Dean-Research

Bharath University

SELAIYUR, CHENNAI - 600 073, TAMIL NADU, INDIA.

CASH / PAYMENT VOUCHER

Date 28/02/20

V.No. 033

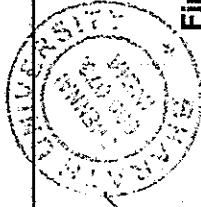
Debit _____ Amount _____

Rs. 4,00,000/-

PAID TO Mrs. K.S. Beena

RUPEES one Lakh only.

TOWARDS Seed Money Scheme - 2018



[Signature]
Authorised by

Finance Manager

Cashier/Accountant

[Signature]
Payee's Signature

PROPOSAL SUBMISSION

1. Details of Principal Investigator

Name : MS.BEENA NETHAJI
Designation : Assistant Professor
Highest Qualifications : M.Phil.
Department : TOURISM AND HOSPITALITY MANAGEMENT
E-mail : nbeena@gmail.com
Contact no : 9941513473
Date of Joining : 10.08.2013

2. Details of Co-Principal Investigator

Name : Dr. T.Milton
Designation : Dean, Tourism & Hospitality Management
Highest Qualifications : PH.D, NET (Tourism Management)
Department : TOURISM AND HOSPITALITY MANAGEMENT
E-mail : tmilton1971@gmail.com
Contact no : 9884143887
Date of Joining : 18.03.2019

Technical details

1. Introduction

Medical tourism is a process of travelling outside one's own country for the purpose of receiving medical care. The objective of this study is to study the factors which are attracting the international patients to Chennai, to study the satisfaction level of International Patients and to compare the cost of the treatment in south India with foreign countries. This study was conducted in a corporate multi-super speciality hospital at south India. Primary Data is collected using methods such as interviews, questionnaires and observations of the admit patients in the study hospital for the year 2015 randomly. Sources of Data Collection – Paper based sources, Electronic sources, Official or government sources, Unofficial or general business sources.

Medical tourism can be defined as the process of travelling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.

Ancient History- Indian Medical Tourism Some might have difficulty in categorizing yoga retreats, Buddhist pilgrimages, and meditation centres as medical tourism, but the unbelievable reach. Ever since yoga's birth more than 5,000 years ago. India has enjoyed a constant influx of medical travellers and spiritual students hoping to master and benefit from this most fundamental and revered branch of alternative medicine. When Buddhism came along roughly 2,500 years later, this only added fuel to the fire and helped position India as the epicentre of Eastern cultural, spiritual, and medicinal progress. Not only is India one of the world's oldest medicine tourism destinations, but it has now also become one of the world's most popular ones as well.

Medical Tourism Industry Overview 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. If industry estimates are to be believed, the size of the medical tourism industry stands at Rs.1, 200 – Rs.1,

500 crore (Rs.12-15 billion) A recent CII-McKinney's study on Indian healthcare says medical tourism alone can contribute Rs.5, 000- Rs.10, 000 crore (Rs.50-100 billion) additional revenue for tertiary hospitals by 2012, and will account for 3-5% of the total healthcare delivery market. This is a huge, untapped market, not just for the therapeutic medical tourism like Ayurveda, but also for curative treatment. India can lead the world in medical and health tourism since we have a tremendous advantage with a large pool of skilled manpower and technological edge. The south Indian states Telengana, Andhra Pradesh, Tamil Nadu, Kerala and Karnataka are emerging as medical tourism hub due to the influx of both foreign and domestic tourists.

2. Review of status of Research and Development in the subject

QUALITY IN HEALTH CARE

India the glorious country has found yet another way to contribute to the world through quality health care. Now is the time when it is giving its best through quality health care and medical tourism facilities. Increasing pressure on the medical facilities and the hike in the purchasing capacity of the Indians and the foreigners visiting India has led to the recent development in the quality healthcare and medical facilities. The geographic conditions as the increase in the quality healthcare services are all conducive to boost the medical tourism facilities in India.

IMPORTANCE OF ACCREDITATION

Obviously, we want to receive the best possible care. When we stick with medical facilities that have reputable credentials and accreditation, we can be reasonably sure that they adhere to certain standards, medical codes, and professional ethics. Having accreditation does not necessarily mean that your doctor or dentist is a miracle worker, but it helps to weed out undesirable medical practitioners. In addition, many insurance companies will not pay for medical services performed at non-accredited health care facilities.

ADVANTAGES OF COMING TO FOR MEDICAL TREATMENT

Large number of multi-and super specialty hospitals equipped with the latest medical equipment and facilities Dedicated doctors and treatments expertise of international standards Relatively at a very low cost No waiting time Fluent multi lingual speaking staff Facilities

available for private room, translators and other tailor maws services. Can combined with a holiday/business trip.

2.1 International Status: NIL

2.2 National Status: NIL

3 Progress/achievement so far,

- a) Reference papers were collected.
- b) Literature survey was studied.
- c) Proposal work has been started in medical tourism as a key factor.

4. Work Plan:

4.1 Methodology:

The main objectives of the hybrid renewable energy system fed micro-grid are as follows,

- To study the factors which are attracting the international patients to South India.
- To study the satisfaction level of International Patients
- To compare the cost of the treatments in India with foreign countries.

4.2 Time Schedule of activities giving milestones through BAR diagram.

Work plan (including detailed methodology and time schedule)

Sl. No.	Activity / Milestone	1 st Year	
1.	Literature review	1-6	
2.	Analysis of existing research		7-12

4.3 Expected outcome within the time period of Seed Money Scheme

- a) It can be implemented within the time period of Seed Money Scheme.

5. Suggested Plan of action stating the name of funding agency where the project will be communicated for financial support within the time period of project.

Nil

6. Bibliography: Nil

7. List of Projects submitted/implemented by the Investigators (Separate for Pi and Co-PI)

Nil

7.1 Details of Projects submitted to various funding agencies:

Sl. No.	Title	Cost in lakhs	Month of submission	Role as PI/ Co-PI	Agency	Status
	NA	NA	NA	NA	NA	NA

7.2 Details of Projects under implementation

Sl. No.	Title	Cost in lakhs	Duration	Role as PI/ Co-PI	Agency
	NA	NA	NA	NA	NA

7.3 Details of Projects completed during the last 5 years

Sl. No.	Title	Cost in lakhs	Duration	Role as PI/ Co-PI	Agency
	NA	NA	NA	NA	NA

8. List of publications published by the Investigators, if any:

a) Principal Investigator

1. **Beena K.S** (2014). " A Study on Sustainable Tourism in Coastal Area With Reference To Marina Beach". International Journal of Research in Commerce and Management ISSN 0976 – 2183, **Impact factor: 4.109**
2. **Beena K.S** (2014). "Tourism Progress In The Mountain – A Case Study." International Journal of Research in Commerce and Management ISSN 0976 – 2183, **Impact factor: 4.109.**
3. **Beena K.S** (2014). "Tourist Flow and Development of Tourism: A Study on Vaidtheeswaran Temple, Mayiladuthurai." Pezzottaite Journals. International Journal of Logistics and Supply Chain Management Perspectives. A Refereed Quarterly Journal, vol. 4 Number 2 ISSN 2319-9032 Issn 2319-9040 **Impact Factor: 7.175.**

4. **Beena K.S (2014).** “A Study on Customer Perception Process on Yatra.Com.” Pezzottaite Journals. International Journal of Applied Services Marketing Perspectives. A Refereed Quarterly Journal, Vol 4 Number 2 ISSN 2279-0977 ISSN 2279-0985, **Impact Factor: 7.056.**
5. **Dr.D.Venkataramaraju & Beena K.S (2014).** “A Study on Socio- Economic Issues of Third Genders in Tamilnadu.”. International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064 Index Copemicus Value (2013): 6.14, **Impact Factor: 4.438**
6. **Beena K.S & Dr.D.Venkatarama raju (2018).** “A Case Study on Medical Tourism In Chennai City.” IAEME Publication International Journal of Civil Engineering and Technology ISSN Vol.9 Issue 5pp.984-991, ISSN Print:0976-6308 ISSN Online: 0976-6359. **(Scopus Indexed)**
7. **Beena K.S & Dr.D.Venkataramaraju (2018).** “A Study on Ayurveda Medicines in Medical Tourism With Special Reference To Kerala .” IAEME Publication International Journal of Mechanical Engineering and Technology. Vol.9 Issue 5 pp.801-808, ISSN Print: 0976-6340. ISSN Online: 0976-6316. **(Scopus Indexed)**
8. **Beena K.S & Dr.D.Venkataramaraju (2018).** “A study on influencing factors that Lead Medical Tourists to choose Chennai Hospitals as Medical Tourism Destination.” TJPRC Publication International Journal of Mechanical and Production Engineering Research and Development ISSN Print : 2249-6890,ISSN Online:2249-8001. Impact factor 6.8765 **(Scopus Indexed)**
9. **Beena K.S & Dr.D.Venkataramaraju (2019).** “Bangalore as a medical tourist destination challenges and prospects.” IAEME Publication International Journal of Mechanical Engineering and Technology, ISSN Online: 09766340. Impact factor 6.8765 **(Scopus Indexed)**
10. **Beena K.S & Dr.D.Venkataramaraju (2020).** “Marketing Strategies in Promoting Medical Tourism in India.” Test Engineering and Management, vol. 82 pg 4846-4851 Issue Jan- Feb 2020, ISSN: 0193-4120 **(Scopus Indexed)**
11. **Beena K.S & Dr.D.Venkataramaraju(2020).** “Elements of Medical Tourism in India- A Microscopic Analysis.” Test Engineering and Management, vol. 82 pg 3966-3976 Issue Jan- Feb 2020, ISSN: 0193-4120 **(Scopus Indexed)**
12. **Beena K.S & Dr. D. Venkataramaraju (2020).** Enchanting Tamilnadu – Experience Yourself A Pull factor for Medical Tourism. Our Heritage Publication, Vol.68 Issue 30 Feb, ISSN; 0474-9030.**(UGC Care List).**

9. Budget

Sl. No.	Equipment	Quantity	Amount in INR
1.	Visiting different states in south India		50,000
2	Travel expenses and accommodation	As per requirement	35,000
3	Stationeries for the purpose of research work.	---	5,000
4	Contingency	---	5000
5	Others	---	5000
	Total		1,00,000

10. Name of at least two subject experts from the Institute and one from the outside Institute with their contact details:

a) Dr.T.MILTON– DEAN, Dept. of THM, BIHER, Chennai-600073. (9884143887, tmilton1971@gmail.com)

b) Dr.Eugene James– Sr.Lecturer, Institute of Hotel Management and Catering Technology, Chennai, email: ihm.eugene@gmail.com, Mobile No: 9445236984

CERTIFICATE FROM THE INVESTIGATOR

Project Title: *A STUDY ON PROCESS, PROBLEM AND PROSPECTS OF MEDICAL
TOURISM IN SOUTH INDIA*

It is certified that

1. I do hereby agree to submit a complete proposal for financial support to the external funding agency within the time period of SMS-2018
2. I undertake that spare time on equipment procured in the project will be made available to other users.
3. I agree to submit a certificate from Institutional Biosafety Committee, if the project involves the utilization of genetically engineered organisms. I also declare that while conducting experiments, the Biosafety Guidelines of Department of Biotechnology, Department of Health Research, GOI would be followed in to.
4. I agree to submit ethical clearance certificate from the concerned ethical committee, if the project involves field trails/experiments/exchange of specimens, human & animal materials etc.
5. I agree to abide by the terms and conditions of SMS-2018, BIHER, and Chennai.

N. Beena

Mrs. Beena Nethaji

Name and signature of
Principal Investigator

Dr. T. Milton

Dr. T. Milton

Name and signature of
Co-Principal Investigator

Date: 20.01.2020

Place: Chennai - 73

Sargatheer R
HOD
THM

Forwarded by Head of the Department

[Signature]

Signature of the Head

HOD
TOURISM & HOSPITALITY MGT
BHARATH UNIVERSITY
SPLAIVUR, CHENNAI-600 073

PROJECT EVALUATION FORMAT

Recommendation Sheet

Name of the Principal Investigator	Ms.Beena Nethaji
Name of the Department	Tourism and Hospitality Management
Title of project	A STUDY ON PROCESS,PROBLEM AND PROSPECTS OF MEDICAL TOURISM IN SOUTH INDIA
Recommendation of the evaluation committee	
Financial allocation recommended	Rs. 1,00,000/-

Sl. No.	Equipment	Quantity	Amount in INR
1	Visiting different states in south India		50,000
2	Travel expenses and accommodation		35,000
3	Stationeries for the purpose of research work.	---	5,000
4	Contingency	---	5000
5	Others	---	5000
	Total		1,00,000

Name and Signature of the Research Advisory Committee members with date

Recommended
[Signature]
[Signature]

(Greenchanhan)

