



Cover Page



DOI: http://ijmer.in.doi./2022/11.04.54

## IMPACT OF TOURISM ON ECONOMY AND HEALTHCARE IN INDIA: A STUDY IN ANDHRA PRADESH

<sup>1</sup>Bhargavi Darapureddy and <sup>2</sup>Dr.P.Purnachandra Rao

<sup>1</sup>Research Scholar and <sup>2</sup>Associate Professor, HOD

<sup>1&2</sup>Department of Tourism & Hospitality Management

Acharya Nagarjuna University

Guntur, Andhra Pradesh, India

### ABSTRACT

In today's global economy, tourism is a major contributor. Tourists from around the world are flocking to India as the country's middle class continues to grow, as well as a coordinated government campaign to promote 'incredible India'. Touristic development is the ideal vehicle for an emerging economy like India, which is on the path to modern economic growth through structural transformation. As a result of its forward and backward links with a wide range of industries, India is ready to reap the full benefits of this vibrant sector. To put it another way, tourism is a major contributor to the economy as well as healthcare a source of employment. In this context the present research paper is very much needed to investigate the impact of tourism on economy and healthcare sectors in India. The main objectives of this study are: to study the perceptions of tourists on impact of tourism on economic aspects and to study the perceptions of tourists on impact of tourism on health aspects. In this purpose the study considered Krishna and Guntur districts of Andhra Pradesh as study area and data was collected from the 400 tourists, out of which 200 from each district. Hence, the study concluded that touristic development is the ideal vehicle for an emerging economy like India, which is on the path to modern economic growth as well as medical development through structural transformation technology.

**Keywords:** Impact, Tourism, Development, Economy, Healthcare.

### Introduction

Since the beginning, travel and tourism have been an integral part of the Indian culture and traditions. A multi-billion-dollar industry, tourism is India's most vibrant tertiary activity. India's tourism potential and performance must be assessed in terms of the country's socio-economic magnitudes. Indian tourism is growing in popularity as a result of its focus on innovation and creating value for visitors. Foreign tourists have always been held in high regard in India, so this emphasised the importance of treating them as such. Foreign and domestic tourists are also examined, as well as the impact of economic growth in India on tourism and its contributors. The paper also discusses how the government's policies and support from all levels have led to a massive increase in tourism in India. Events such as the 20/20 IPL cricket matches, the Commonwealth Games and President Obama's visit to India have all contributed to tourism in India, and the industry is expected to continue to grow at a rapid pace in the future.

### Requirements for the Sustainable Tourism Development

Generally, there are six requirements for a country

1. **Attractions:** These include beaches, mountains, forests, animals, people, archaeological ruins, shopping, among other things.
2. **Social Infrastructure:** A certain level of development that enables the provision of hospitals and transportation, as well as some economic stability and some protection against personal injury and theft.
3. **Political Organization:** Tourists are concerned about the existence of Stable Governments.
4. **Accessibility:** It is easy to reach the tourist destination
5. **Tourism Development Level:** Affordability and quality of lodging, sanitary conditions (including food and water), and the ability to communicate in the tourists' language.
6. **Labor:** Tourism development requires a low cost of labour and a large labour pool.

In order for a country's tourism industry to be profitable, it must include these six elements in its successful tourism development campaign. Each factor has a high degree of interdependency, and if one factor fails (or is perceived as a failure by tourists), the tourism industry can expect to experience negative economic consequences.

### Benefits of Tourism Development

Considering how India's economic growth affects tourism, it is necessary to look at this feature in the context of the developing world's overall contribution to this financial boost. Even though innovative marketing, brand-building, and strategic tour package planning may be blamed by some economists for India's economic success, other thinkers point to the growth of multinational corporations (MNCs) and the diversification of Indian open industries as the primary cause. The policies of the government and support



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

at all levels have resulted in a tremendous increase in Indian tourism. There has been a slew of recent events that have served as a major impetus for an increase in Indian tourism. Visits by President Obama and First Lady Michelle & Donald Trump and his daughter Ivanka to India and other international sporting events have boosted India's tourism industry, which is expected to continue growing and reach new heights in the future.

Significant growth in the Indian tourism market has benefited many supporting industries, including aviation, transportation, medical tourism and hotels and sports. An enormous increase in ecotourism in India was recorded in the year 2008. There is also a new concept in India tourism called "Rural Tourism," which has been very successful in promoting tourism through the provision of exclusive India travel packages for rural tourism.

In 2020, the Indian tourism sector accounted for 31.8 million jobs, which was 7.3% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs. International Tourists arrival is expected to reach 30.5 billion by 2028. e-Visa facility was offered to 171 countries as of March 2021. The government introduced a scheme to boost the tourism sector by providing one-month free tourist visa to 5 lakh tourists until March 31, 2022 (IBEF, 2021). Thus, a significant growth in the Indian tourism market has benefited many supporting industries, including aviation, transportation, medical tourism and hotels and sports.

No matter how much time has passed, the PALACE ON WHEELS continues to travel in grand style, as if it were still owned by the Maharajas of yore. Tourism in our country is impacted by the popular "PALACE ON WHEELS" train that travels through Rajasthan. This train is one of the world's ten most luxurious. In order to accommodate the large influx of tourists, the Indian tourism industry provided transportation, hotel reservations, and assistance with visas and other travel-related issues. Currently, there are signs pointing to a rapid increase in Indian tourism in the coming years. There is also a new concept in India tourism called "Rural Tourism," which has been very successful in promoting tourism through the provision of exclusive India travel packages for rural tourism.

### Impact of Tourism in India

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

#### Positive Impact

1. Generating Income and Employment
2. Source of Foreign Exchange Earnings
3. Preservation of National Heritage and Environment
4. Developing Infrastructure
5. Promoting Peace and Stability

#### Negative Impacts

1. Undesirable Social and Cultural Change
2. Increase Tension and Hostility
3. Creating a Sense of Antipathy
4. Adverse Environment and Ecology

### Literature Review

The production of goods and services is one of the primary goals of tourism. For the most part, it provides goods and services to tourists, while also providing employment and income for the locals in the area. India's tourism industry is a major source of long-term economic growth because of its forward and backward linkages with other prominent sectors of the economy. In recent years, the Indian tourism industry has grown tremendously, contributing to the country's GDP, foreign exchange earnings, and employment. Tourism is a booming business these days. In addition to the economic and social benefits, tourism provides a wide range of other benefits such as job growth, increased opportunities for foreign exchange earnings, recreation, socialising, constructive and humanistic exchange for better international relations, and of course, fun. Tourism can also improve your health and well-being. In the context of global trade, in addition to boosting foreign earnings, tourism provides employment opportunities for a wide range of people, and it serves as a means of cultural and social exchange. There are many indirect jobs created for every direct job in the tourism industry. In order to raise money for the tourism industry, there are a variety of options available. Domestic private investment, foreign direct investment, the government's budget, and foreign aid (bilateral and multilateral) are among the most critical. As a result, in this section we will focus on the economic and financial impacts of Indian tourism. (Arun Kumar, Gaurav Rana 2019)



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

**Vijayamabi, K S (2015)** her study "A study on trends in Medical Tourism in Chennai" identified the medical tourist destination hospitals in Chennai and compared the growth of medical tourist arrivals in the city. Other demographic factors of medical tourism were examined in the study, including the perception of foreign medical tourists toward Chennai. Medical tourism is now a multi-billion-dollar industry that includes wellness tourism, alternative medicine, cosmetic surgery, advanced life-saving healthcare, and more. There are many problems with medical tourism, such as a lack of trust from foreign patients due to a lack of proper infrastructure. According to the findings of the study, medical tourism is plagued by a lack of proper infrastructure and facilities such as inadequate power and water supply, poor hygiene, and unsanitary food handling, as well as inconsistent pricing and no established industry standards.

It is becoming more and more popular in the current world to travel to India for medical treatment because of the country's low cost of living and high quality of care. Recently, there has been a shift in the geographic location of medical travel in particular from advanced economies to Asia. It is a term used to describe travel abroad for medical, dental, and surgical treatment. For more information, see Connell (2006). There are many people who travel to other countries to receive medical, dental and surgical care while taking advantage of the country's tourist attractions. I describes medical tourism as a popular mass culture. It is the goal of this study to examine the current status of medical tourism in India, as well as its growth and impact on the hotel industry. As one sector grows, another sector grows as well. This is called "complimentarity." As a result of (Hirschman A.O.1958). According to the findings, medical tourism in India is on the rise, with a 30% growth rate in 2015. Medical care and hospital facilities have greatly improved in India, with 21 hospitals operating in the country. In India, JCI accreditation is already in place. World-wide, India is ranked second in medical tourism. As a result of globalisation, India's hotel and travel industries have seen an increase in demand for medical tourism. Data and reports from other sources were used to complete the investigation.

**Saravana Kumar, G. and Krishna Raj, R. (2015)** studied on "Status, Growth and Impact of Medical Tourism in India". It is becoming more and more popular in the current world to travel to India for medical treatment because of the country's low cost of living and high quality of care. Recently, there has been a shift in the geographic location of medical travel in particular from advanced economies to Asia. Since, the goal of this study is to examine the current status of medical tourism in India, as well as its growth and impact on the hotel industry, the findings indicate medical tourism in India is on the rise, with a 30% growth rate in 2015. Medical care and hospital facilities have greatly improved in India, with 21 hospitals operating in the country. In this regard medical tourism is ranked 2<sup>nd</sup> position. Thus, **Sujatha, M. (2013)** studied on "Health tourism with special reference to Kalari", which deals with the health tourism.

**Sujatha, M. (2013)** "Health tourism with special reference to Kalari" is the topic of her study, which deals with the topic of health tourism. The study examined the traditional martial art Kalari and the recent trends in Kalarichikitsa, the cost-effectiveness in Kerala, and the potential for tourism development of Kalarichikitsa.

**Udupa, A. R. (2015)** In his research, "A Study on Co-branding of Medical Tourism with Traditional Indian Therapies," noted the current status of medical tourism, marketing strategies, and the importance of Ayurveda and other traditional therapies. The availability of traditional Indian therapies in Karnataka state was found to be the core competency of medical tourism.

### Need for the study

Tourism and hospitality industry contributes 6.8% of GDP of India, contributes 7.7% in total employment generated and provides foreign exchange of US\$18.13 billion (IBEF, 2014). The tourism and hospitality sector are the third largest source of foreign exchange for India (make in India, 2015). Market size of tourism and hospitality sector is estimated to increase from US\$ 122.1 billion in 2013 to US\$ 418.9 billion in 2022 (IBEF, 2014). The investment in tourism creates more jobs as compared to other sectors of economy. An investment of Rs. 10 lakhs in tourism sector are estimated to create 89 jobs in hospitality industry as compared to 45 jobs in agriculture and 13 jobs in manufacturing sector (Planning Commission, 2007). Today the government sets the objective of improving the accessibility of tourism services to sensitize the interested parties to generate greater know-how on the demand and profiles of travelers with specific needs and to evaluate the economic impact of the age-friendly tourism and patient-friendly (European Commission, 2010). The tourism sector provides opportunities arising from the improvement of health services to residents, that could strengthen a personalized service offer targeting tourist as well. This could be exploited to increase attractiveness of internal areas as well as of out of season offers, more sustainably by including activities that positively impact health. In this context the present research paper is very much needed to investigate the impact of tourism on economy and healthcare sectors in India with the following objectives.

### Objectives

1. To study the perceptions of tourists on impact of tourism on economic aspects
2. To study the perceptions of tourists on impact of tourism on health aspects



Hypothesis

- 1. There is no significant difference among various demographic group tourists towards on impact of tourism on economic aspects
2. There is no significant difference among various demographic group tourists towards on impact of tourism on health aspects.

Methodology

The main aim of this paper is to study the impact of tourism on economic and healthcare sectors in India. In this purpose the researcher selected Krishna and Guntur districts of Andhra Pradesh for data collection from the tourists. Thus, a stratified random sampling method has been followed through which the sample size of tourists is limited to 400 (200 from each district) and respondents are selected by random sampling method.

Data analysis

The main objective of this paper is to study the impact of tourism on economic and healthcare sectors in India, for which the perceptions of the tourists from the study area have been collected with the help of a research questionnaire. Thus, the perceptions of the respondents on impact of tourism on economic and health care sectors have been presented in the following tables.

According to the Table-1 perceptions of the travel agents on role of technology in promoting tourism of economic aspects. In the statement of the heavy investments are needed to establish technical infrastructure at travel agency it is observed that that 40.0 percent of respondents said undecided and 23.0 percent of respondents said strongly agreed. Among them technology encourages many to establish travelling agencies which leads heavy competition it is found that 31.0 percent of respondents are perceived by agree and 25.0 percent of respondents are undecided about the travel agency. Due to heavy competition the profits will be marginalized it shows that 42.0 percent of respondents said undecided and 21.0 percent of respondents said disagree. Inadequate provision of financial incentives from the hosts makes financial difficulty it is found that 41.5 percent of respondents said undecided and 21.5 percent of respondents said agreed. Among the lack of financial support from government to establish technical equipments in tourism it shows that 40.0 percent of respondents are appearing undecided and 31.0 percent of respondents are appearing agreed.

Table-1: Perceptions of tourists on role of technology in promoting tourism on the various Economical Aspects

Table with 8 rows and 8 columns: S.L No, Economic Aspects, Strongly Disagree, Disagree, Undecided, Agree, Strongly Agree, Total. Rows describe various economic aspects like infrastructure, competition, profit margins, financial incentives, government support, price variations, decision making, and bargaining.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

9	The standard of living for the communities involved in tourism activities is increasing	42 (10.5)	52 (13.0)	142 (35.5)	68 (17.0)	96 (24.0)	<b>400 (100.0)</b>
10	The self-respect of the travel agencies is decreasing day-by-day due to technological development	100 (25.0)	78 (19.5)	130 (32.5)	58 (14.5)	34 (8.5)	<b>400 (100.0)</b>

According to the table, perceptions of the Travel Agents on Role of technology in promoting tourism with reference to various economic aspects is presented. In case of the heavy investments are needed to establish technical infrastructure at travels agency, it is observed by the study statistics that 40 percent of the respondents said undecided on it, and 23.0 percent of the respondents optioned strongly disagree in contrast on the aspect.

As far as technology encourages many to establish travel agencies which lead heavy competition, it is found that 31.0 percent of the respondents are perceived as agree and 20.0percent of them are strongly agreed on the aspect. Another 25.0percent of the respondents are undecided where as a significant 21.0 percent of them expressed disagree upon it.

Due to heavy competition the profits will be marginalized for which the respondent's opinion is decided that 42 percent of them are undecided but 17.0 & 11.0percent of them are agreed and strongly agreed upon the aspect. Inadequate provision of financial incentives from the hosts makes financial difficulty, on this aspect, it is found that 41.5 percent of the respondents are undecided as well as 21.5 percent of them disagree on it. Above 16.5&11.0 percent of them agreed and strongly agreed respectively.

In case of economical aspect 5 only 5.5 x 6.0 percent of the respondents disagree and strongly disagree respectively. But majority 40 percent of them undecided whereas under agreed and strongly agreed scale, 31percent and 17.5 percent of respondents are recorded. Coming to the 6<sup>th</sup> economical aspect, the undecided group of respondents are highest with 37.5percent under agree & strongly agreed scale, 25 x 23.0 percent of respondents are placed as per the study. In case of 7<sup>th</sup> aspect, undecided opinion is higher with 35.5 percent where as strongly disagree option is lower with 9.00 percent among the respondents by the study.

On the 8<sup>th</sup> aspect, here also undecided opinion is highest with 41.0 percent followed by agreed respondents with 32.0 percent upon it. As far as standard of living 9<sup>th</sup> aspect is concerned are undecided,24 percent are strongly agreed, as well as 17.0 percent are agreed, whereas 13.0percent are disagreed and 10.5 percent are strongly disagreed as per their opinion on this study aspect. In case of self-respect of travel agencies, strongly disagree scale with 8.5 percent in lowest among the study respondents, whereas undecided scale is the highest with 32.5 percent among the study sample respondents.

It is concluded that a missed respondents is found from the sample study tourists on various economic aspects. It is imaging that on all the 1 to 10 economical study aspects, the scale of undecided found significant as well as agree & strongly agree scales both together is also found significant.

**Table-2: Perceptive score analysis of tourists on role of technology in promoting tourism with respect to economic development**

S.L No	Economic Aspects	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
	Scale Value (SV)	1	2	3	4	5	
1	Heavy investments are needed to establish technical infrastructure at travel agency	36	34	160	78	92	400
	Frequency x Scale Value	36	68	480	312	460	<b>1356 - V</b>
2	Technology encourages many to establish travelling agencies which leads heavy competition	12	84	100	124	80	<b>400</b>
	Frequency x Scale Value	12	168	300	496	400	<b>1376 - IV</b>
3	Due to heavy competition the profits will be marginalized	36	84	168	68	44	<b>400</b>
	Frequency x Scale Value	36	168	504	272	220	<b>1200 - VIII</b>



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

4	Inadequate provision of financial incentives from the hosts make financial difficulty	38	86	166	66	44	400
	<b>Frequency x Scale Value</b>	38	172	498	264	220	<b>1192 - IX</b>
5	Lack of financial support from government to establish technical equipments in tourism	22	24	160	124	70	400
	<b>Frequency x Scale Value</b>	22	48	480	496	350	<b>1396 - II</b>
6	Due to availability of price variations in accommodation majority of the tourists unable to decide where to stay	22	36	150	100	92	400
	<b>Frequency x Scale Value</b>	22	72	450	400	460	<b>1404 - I</b>
7	Due to multiple options available through it is difficult to take quick decision in selecting travelling sources for tour	36	46	142	80	96	400
	<b>Frequency x Scale Value</b>	36	92	426	320	480	<b>1354 - VI</b>
8	Due to availability of technology on hand it is difficult to bargain with the customers about their tour plan	20	24	164	128	64	400
	<b>Frequency x Scale Value</b>	20	48	492	512	320	<b>1392 - III</b>
9	The standard of living for the communities involved in tourism activities is increasing	42	52	142	68	96	400
	<b>Frequency x Scale Value</b>	42	104	426	272	480	<b>1324 - VII</b>
10	The self-respect of the travelling agencies is decreasing day-by-day due to technological development	100	78	130	58	34	400
	<b>Frequency x Scale Value</b>	100	156	390	232	170	<b>1048 - X</b>
	Total score for Expectations of the employees from training and development programmes						<b>6521</b>
	Maximum Possible Score	5 (Maximum score points) 200 (number of respondents) X 10 (number of statements)					<b>10000</b>
	Percentage of score of Expectations of the employees from training and development programmes	Total score for general working condition display/Maximum Possible Score X 100					<b>65.2</b>
	Average						<b>652</b>

The Rank order priority given to the travel agents on economic aspects is presented in the Table-2. It is observed from the data that the first rank has been given to the statement ‘Due to availability of price variations in accommodation majority of the tourists unable to decide where to stay’ which secured the score of 702 followed by the second rank to the statements ‘Lack of financial support from government to establish technical equipments in tourism’ with a score of 698.

The third and fourth ranks are given to the statements ‘Due to availability of technology on hand it is difficult to bargain with the customers about their tour plan’ and ‘Technology encourages many to establish travelling agencies which leads heavy competition’ with the score values of 696 and 688 respectively. It shows that the fifth and sixth ranks are given to the statements ‘Technology encourages many to establish travelling agencies which leads heavy competition’ and ‘Due to multiple options available through it is difficult to take quick decision in selecting travelling sources for tour’ with a score of 678 and 677.

The seventh and eighth ranks are given to the statements ‘The standard of living for the communities involved in tourism activities is increasing’ and ‘Due to heavy competition the profits will be marginalized’ with the score values of 662 and 600 respectively. Finally, the ninth and tenth rank has been given to the statements of ‘Inadequate provision of financial incentives from the hosts make



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

financial difficulty’ and ‘The self-respect of the travelling agencies is decreasing day-by-day due to technological development’ with a score of 596 and 524.

According to the data it shows that the maximum possible score related to other services of banks 10000 is where the total score has been perceived by the respondents were 6521. With these scores the average score was 652 indicate 65.2 percent to the total score.

Thus, the statements showed in the above table have been divided into two groups, according to the average score. The statement which scored more than average score are considered as more positive statements and the statements which scored less than average score is considered as fewer positive statements.

From the above analysis, it can be implicit that due to perceptual score analysis of the travel agents on economic aspects there are ten statements. It is found from the data that highest number of respondents is given to the statement that availability of price variations in accommodation majority of the tourists unable to decide where to stay, with a scale value of 702, whereas the lowest number of respondents is given to the statement that the self-respect of the travelling agencies is decreasing day-by-day due to technological development, which is secured a scale value of 524.

**Table-3: Perceptive score differences among various demographic group tourists on role of technology in promoting tourism with reference to economic development**

Demography Profile	Variables	N	Mean	Std. Dev	Std. Err	f-value	p-value
Districts	Krishna	200	32.75	4.949	0.495	0.384	0.701
	Guntur	200	32.46	5.693	0.569		
Gender	Male	232	32.81	4.625	0.429	0.612	0.542
	Female	168	32.32	6.176	0.674		
Age – group	Below 30 years	126	32.27	6.157	0.776	0.192	0.825
	30-40 years	186	32.81	5.207	0.54		
	41-50 years	88	32.66	4.264	0.643		
	Total	400	32.60	5.323	0.376		
Education qualification	Under Graduation	148	33.18	4.975	0.578	0.738	0.479
	Graduate	188	32.17	5.361	0.553		
	Post Graduate	64	32.56	6.000	1.061		
	Total	400	32.60	5.323	0.376		
Marital Status	Unmarried	114	32.60	5.834	0.773	0.078	0.925
	Married	208	32.50	5.074	0.498		
	Divorced /Widowed	78	32.90	5.32	0.852		
	Total	400	32.60	5.323	0.376		
Annual income	Below 1 lakh	120	31.32	5.559	0.718	1.710	0.149
	1 - 2 lakhs	170	33.61	4.52	0.49		
	2-3. lakhs	28	32.00	6.771	1.81		
	3-5 lakhs	44	32.55	6.03	1.285		
	Above 5 lakhs	38	32.68	5.518	1.266		
	Total	400	32.60	5.323	0.376		

Perceptive score analysis of promoting tourism in India in various demographic profile on Influenced factors of economic aspects is presented in the Table-3. It is observed that between two district groups in economic aspects. The average perceptive score of Krishna is 32.75 found higher than the average perceptive score of Guntur (32.46), and their respective standard deviation are 4.949 and 5.693. Since the calculated f value 0.384 indicates that not have significant because p value is 0.701. This infers that there is no significant difference in the following economic aspects.

It is observed that between two gender groups in promoting tourism in India influenced factors of economic aspects. The average perceptive score of males is 32.81 found higher than the average perceptive score of females 32.32, and their respective standard



Cover Page



DOI: http://ijmer.in.doi./2022/11.04.54

deviation are 4.625 and 6.176. Since the calculated f value 0.612 indicates that not have significant because p value is 0.542. This infers that there is no significant difference in the following economic aspects.

According to the Age group wise analysis, it shows that the maximum average score of 32.81 perceived by 30-40 years age group found higher than the other age groups and the least average score of 32.27 perceived by below 30 years age group and their standard deviations are 5.207 and 6.157. Since the calculated f value 0.192 is not significant because the p value is 0.825. This indicates that there is no significant difference among age group in the following economic aspects.

According to the educational qualification wise analysis it shows that the maximum average perceptive score of under graduation is 33.18 found significantly higher than the remaining education groups and the least average score of 32.17 perceived by graduate and their respective standard deviations are 4.975 and 5.361. With these mean and standard deviation difference the calculated f-value 0.738 indicates that there is no significant difference because the p value is 0.479. This infers that there is no significant difference among the educational qualification in the following economic aspects.

It is observed that between marital status wise respondents promoting tourism in India. The average perceptive score of divorced/widowed is 32.90 found higher than the average perceptive score of married is 32.50 and their respective standard deviation are 5.320 and 5.074. Whereas the calculated f value 0.078 indicates that not have significant because p value is 0.925. This infers that there is no significant difference in the following economic aspects.

According to the annual income from promoting tourism in India, as analysis it shows that the maximum average score of 33.61 perceived by 1-2 lakhs income found higher than the other income groups and the least average score of 31.32 perceived by above below 1 lakhs income group and their respective standard deviations are 4.520 and 5.559. Therefore, the calculated f value is 1.710 it indicates not significant because the p value is 0.149. This observed that there is no significant difference in the following economic aspects.

Table-4: Perceptions of tourists on role of technology in promoting tourism with reference to medical development

SL. No.	Statement	Strongly Agree	Agree	Un Decided	Disagree	Strongly Disagree	Total
1	Create awareness on medical services at various tourism places	84 (21.0)	92 (23.0)	81 (20.3)	78 (19.5)	65 (16.3)	400 (100.0)
2	Some of the tourism places famous for its medical services	93 (23.3)	85 (21.3)	69 (17.3)	84 (21.0)	69 (17.3)	400 (100.0)
3	Technology helps to availability of medical services at various tourist places	65 (16.3)	105 (26.3)	69 (17.3)	92 (23.0)	69 (17.3)	400 (100.0)
4	Easy to brows hospitals and their medical services at various places in the world	84 (21.0)	103 (25.8)	33 (8.3)	97 (24.3)	83 (20.8)	400 (100.0)
5	Source to avail best hospitals in the world	71 (17.8)	115 (28.8)	55 (13.8)	97 (24.3)	62 (15.5)	400 (100.0)
6	Possible to contact and consult with best doctors in the world	83 (20.8)	103 (25.8)	67 (16.8)	82 (20.5)	65 (16.3)	400 (100.0)
7	Easy to get appointment from the doctors at distant places	75 (18.8)	116 (29.0)	47 (11.8)	83 (20.8)	79 (19.8)	400 (100.0)
8	Technology helps the patients and doctors in searching of medicine and its availability	89 (22.3)	104 (26.0)	52 (13.0)	92 (23.0)	63 (15.8)	400 (100.0)
9	Arrange admissions of patients in hospitals at distant places	80 (20.0)	121 (30.3)	48 (12.0)	90 (22.5)	61 (15.3)	400 (100.0)
10	Easy to brows the accommodation and available treatments at distant hospitals	73 (18.3)	128 (32.0)	55 (13.8)	83 (20.8)	61 (15.3)	400 (100.0)

The Table-4 represents the perceptions of the respondents on medical development. From this data, it can be implicit that majority group of 23.0 percent of respondents perceived by agree and 21.0 percent of respondents perceived by strongly agree respondents said that Create awareness on medical services at various tourism places. It is found from the data that 23.3 percent of group



Cover Page



DOI: <http://ijmer.in/doi./2022/11.04.54>

respondants are strongly agree and 21.3 percent group respondents are agree and said that Some of the tourism places are famous for its medical services. The data reveals that 26.3 percent of group respondents agree and 16.3 percent is strongly agree group respondents said that technology helps to availability of medical services at various tourist places. It is mentioned in the above table data that 25.8 percent is perceived by agree and 21.0 percent is perceived by strongly agree group respondents said that easy to brows hospitals and their medical services at various places in the world. It is observed that majority group of 28.8 percent are appearing agree group respondents and 17.8 percent are appearing strongly agree group respondents said that Source to avail best hospitals in the world. Concerning to the data that 25.8 percent is agree and 20.8 percent is strongly agree respondents said that Possible to contact and consult with best doctors in the world. It is noticed from the data 29.0 percent is perceived by agree group and 18.8 percent is perceived by strongly agree respondents that easy to get appointment from the doctors at distant places. It is observed that 26.0 percent is perceived by agree and 22.3 percent is perceived by strongly agree respondents. It is shows that 30.3 percent is perceived by agree and 20.0 percent is perceived by agree. It is observed that majority group of 32.0 percent is perceived by agree and 18.3 percent is perceived by agree respondents.

**Table-5: Perceptive score analysis of tourists on role of technology in promoting tourism with respect to medical development**

SL. No.	Statement	Strongly Agree	Agree	Un Decided	Disagree	Strongly Disagree	Total	
	<b>Scale Value (SV)</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		
1	Create awareness on medical services at various tourism places	84	92	81	78	65	400	
	<b>Frequency x Scale Value</b>	<b>420</b>	<b>368</b>	<b>243</b>	<b>156</b>	<b>65</b>	<b>1252 – IV</b>	
2	Some of the tourism places famous for its medical services	93	85	69	84	69	400	
	<b>Frequency x Scale Value</b>	<b>465</b>	<b>340</b>	<b>207</b>	<b>168</b>	<b>69</b>	<b>1249 – V</b>	
3	Technology helps to availability of medical services at various tourist places	65	105	69	92	69	400	
	<b>Frequency x Scale Value</b>	<b>325</b>	<b>420</b>	<b>207</b>	<b>184</b>	<b>69</b>	<b>1205 – IX</b>	
4	Easy to brows hospitals and their medical services at various places in the world	84	103	33	97	83	400	
	<b>Frequency x Scale Value</b>	<b>420</b>	<b>412</b>	<b>99</b>	<b>194</b>	<b>83</b>	<b>1208 – VIII</b>	
5	Source to avail best hospitals in the world	71	115	55	97	62	400	
	<b>Frequency x Scale Value</b>	<b>355</b>	<b>460</b>	<b>165</b>	<b>194</b>	<b>62</b>	<b>1236 – VI</b>	
6	Possible to contact and consult with best doctors in the world	83	103	67	82	65	400	
	<b>Frequency x Scale Value</b>	<b>415</b>	<b>412</b>	<b>201</b>	<b>164</b>	<b>65</b>	<b>1257 – III</b>	
7	Easy to get appointment from the doctors at distant places	75	116	47	83	79	400	
	<b>Frequency x Scale Value</b>	<b>375</b>	<b>464</b>	<b>141</b>	<b>166</b>	<b>79</b>	<b>1225 – VII</b>	
8	Technology helps the patients and doctors in searching of medicine and its availability	89	104	52	92	63	400	
	<b>Frequency x Scale Value</b>	<b>445</b>	<b>416</b>	<b>156</b>	<b>184</b>	<b>63</b>	<b>1264 – II</b>	
9	Arrange admissions of patients in hospitals at distant places	80	121	48	90	61	400	
	<b>Frequency x Scale Value</b>	<b>400</b>	<b>484</b>	<b>144</b>	<b>180</b>	<b>61</b>	<b>1269 – I</b>	
10	Easy to brows the accommodation and available treatments at distant hospitals	73	128	55	83	61	400	
	<b>Frequency x Scale Value</b>	<b>365</b>	<b>512</b>	<b>165</b>	<b>166</b>	<b>61</b>	<b>1269 – I</b>	
	Total score for						<b>12434</b>	
	Maximum Possible Score	5 (Maximum score points) 400 (number of respondents) X 6 (number of statements)						<b>20000</b>
	Percentage of score of	Total score for general working condition display/Maximum Possible Score X 100						<b>62.2</b>
	Average						<b>1243</b>	



Cover Page



DOI: http://ijmer.in.doi./2022/11.04.54

Perceptive score analysis of respondents on perceptions of tourists about technology for medical tourism are presented in the Table-44. There are ten statements and each one is secured a score on the basis of perceptions of the respondents. Based on the perceptual score the ranks have been generated and the rank order analysis has been presented as follows.

It is found from the data that 1<sup>st</sup> rank is given to the two statements that equal total that “Arrange admissions of patients in hospitals at distant places” and Easy to brows the accommodation and available treatments at distant hospitals”, with a scale value of 1269. From this data, it can be understood that 2<sup>nd</sup> rank has been given to the statement in which “Technology helps the patients and doctors in searching of medicine and its availability”, with a scale value of 1264, and the 3<sup>rd</sup> rank is given to “Possible to contact and consult with best doctors in the world”, with a scale value of 1257. The data reveals that 4<sup>th</sup> rank has been given to the statement in which “Create awareness on medical services at various tourism places”, which is carrying a scale value of 1252, and the 5<sup>th</sup> rank is given to “Some of the tourism places famous for its medical services”, with a scale value of 1249. It is observed that 6<sup>th</sup> rank is given to the statement that “Source to avail best hospitals in the world”, with a scale value of 1236, with the 7<sup>th</sup> rank is given to “Easy to get appointment from the doctors at distant places”, with a scale value of 1225. Concerning to the data that 8<sup>th</sup> rank has been given to the statement in which “Easy to brows hospitals and their medical services at various places in the world”, which is secured a scale value of 1208. As per the data that 9<sup>th</sup> rank is given to the statement in which “Technology helps to availability of medical services at various tourist places”, with a scale value of 1205.

According to the scores of the ten statements the total score obtained was 12434 and the average score is 1243. Hence, the statements are separated by more positive and less positive statements according to their individual scores.

From the above analysis, it is observed that due to perceptual score analysis of respondents on perceptions of tourists about technology for medical tourism there are ten statements. It is found that highest number of respondents is given to the two statements that due to Arrange admissions of patients in hospitals at distant places and Easy to brows the accommodation and available treatments at distant hospitals, with a scale value of 1269, whereas the lowest number of respondents is given to the statement in which they are technology helps to availability of medical services at various tourist places, with a scale value of 1205.

Table-6: Perceptive score differences among various demographic group tourists on role of technology in promoting tourism with reference to medical development

Demography Profile	Variables	N	Mean	Std. Dev	Std. Err	f-value	p-value
Districts	Krishna	200	31.04	11.505	0.814	0.079	0.937
	Guntur	200	31.13	11.398	0.806		
Gender	Male	200	33.77	11.103	0.785	4.824 **	0.000
	Female	200	28.40	11.159	0.789		
Age – group	16-25 years	70	29.83	13.767	1.645	3.139*	0.015
	26-35 years	139	29.68	10.128	0.859		
	36-45 years	116	31.86	11.581	1.075		
	46-55 years	29	37.38	11.29	2.096		
	56-65 years	46	31.33	9.846	1.452		
	Total	400	31.09	11.437	0.572		
Education	Below Secondary	60	33.32	10.815	1.396	1.473	0.210
	Secondary	61	30.70	13.00	1.665		
	Higher Secondary	105	29.27	12.483	1.218		
	Graduate	68	32.37	10.622	1.288		
	Post Graduate	106	31.02	10.057	0.977		
	Total	400	31.09	11.437	0.572		
Marital Status	Married	242	27.95	11.305	0.727	26.124**	0.000
	Unmarried	84	35.45	9.035	0.986		
	Divorces	74	36.39	10.823	1.258		
	Total	400	31.09	11.437	0.572		
Occupation	Government employee	121	29.88	11.766	1.070	17.619**	0.000
	Private employee	112	29.85	10.295	0.973		



Cover Page



DOI: http://ijmer.in.doi./2022/11.04.54

	Business person	52	31.92	12.383	1.717		
	Students	76	38.78	7.810	0.896		
	Unemployed	39	22.28	9.624	1.541		
	Total	400	31.09	11.437	0.572		
Monthly income	Below 5,000	96	31.47	7.483	0.764	1.904	0.109
	Rs.5,000-10,000	50	33.60	8.043	1.137		
	Rs.10,000-15,000	105	29.28	14.478	1.413		
	Rs.15,000-20,000	89	32.45	12.939	1.371		
	Above 20,000	60	29.52	10.239	1.322		
Total	400	31.09	11.437	0.572			

\* Significant level @ 5% \* \*Significant level @ 1%

According to the Table-45 indicates that perceptiveness score analysis of among various demographic group respondents on influenced factors of medical tourism are two districts. It is observed out of total respondents that maximum mean score is 31.13 perceived Guntur and the minimum mean score 31.04 is perceived Krishna, and their respective standard deviations are 11.398 and 11.505. Based on these mean and standard deviation values the calculated f-value 0.079 is not significant because the p-value 0.937. This infers that there is no significant difference on medical tourism towards in their districts.

It is observed out of total respondents that 33.77 are perceived by male group and 28.40 are perceived by female group, and their respective standard deviations are 11.103 and 11.159. Based on these mean and standard deviation values the calculated t-value 4.824 is found significant at 1% level because the p-value 0.000. It infers that there is a significant difference on impact of influence factors of medical tourism in their male and female.

It shows that above table data that highest average score 37.38 is perceived by 46-55 years of age-group and the least average score 29.68 is perceived by 26-35 years of age-group, and the standard deviations are 11.29 and 10.128 respectively. Based on these mean and standard deviation values the calculated f-value 3.139 is found significant at 5% level because the p-value 0.015. Hence, it can be accomplished that there is a significant difference on influenced of factors of medical tourism of promoting tourism in India respondents in their age-group.

It is mentioned in the above table data that minimum mean score 29.27 is higher secondary group respondents and the maximum mean score 33.32 is below secondary group respondents, and in that order the standard deviations are 12.483 and 10.815 respectively. Based on these mean and standard deviation values the calculated f-value 1.473 is not significant level because the p-value 0.210. Hence, the above analysis indicates that there is no significant difference on medical tourism towards influenced factors of promoting tourism in India in their education qualification.

It is found from the data that highest average score 36.39 is perceived divorced group respondents and the least average score 27.95 is perceived married group respondents, and the standard deviations are 10.823 and 11.305 correspondingly. With these mean and standard deviation values the calculated f-value 26.124 is found significant at 1% level because the p-value 0.000. This shows that there is a significant difference on influenced factors of medical tourism in their marital status.

It is observed out of total respondents that 37.78 are perceived by students' group and 29.85 are perceived by private employee group, and their respective standard deviations are 7.810 and 10.295. Based on these mean and standard deviation values the calculated t-value 17.619 is found significant at 1% level because the p-value 0.000. It infers that there is a significant difference on influenced factors of medical tourism in their occupational level.

Finally, it is noticed from the data that maximum mean score 33.60 are earning Rs.5,000-Rs.10,000 and the minimum mean score 29.28 are earning above Rs.10,000-15,000, with the standard deviations are 8.043 and 14.478 respectively. With these mean and standard deviation values the calculated f-value 1.904 is not significant because the p-value 0.109. It infers that there is not significant difference on influenced factors of medical tourism towards in their monthly income.



Cover Page



DOI: <http://ijmer.in.doi./2022/11.04.54>

## Conclusions

In today's global economy, tourism is a major contributor. Tourists from around the world are flocking to India as the country's middle class continues to grow, as well as a coordinated government campaign to promote 'incredible India'.

As a result of its forward and backward links with a wide range of industries, India is ready to reap the full benefits of this vibrant sector. To put it another way, tourism is a major contributor to the economy as well as healthcare a source of employment. The Tourism Ministry of India, the tourism ministers of various states, and the private sector have also taken a variety of initiatives to make India a desirable tourist destination. Hopefully, by 2022, Indian tourism will have a huge impact and to become a global leader.

## References

1. IBEF (Dec 3, 2021), Indian Tourism and Hospitality Industry Analysis.
2. Arun kumar &Gaurav Rana (2019). A Review of Economic Impacts of Tourism Industry on Growth of Indian Economy. Journal of Modern Management & Entrepreneurship (JMME). Volume 09, No. 03. pp. 104-112
3. Sowkarthika,V. (2017). Impact of Tourism on Indian Economy.
4. Vijayamabi, K S (2015). A study on trends in Medical Tourism in Chennai. (Doctoral dissertation, Madurai Kamaraj University).
5. Udupa, A R (2015). A study on Co-branding of Medical tourism with traditional Indian therapies (Doctoral dissertation, University of Mysore).
6. Saravana Kumar,G.& Krishna Raj,R.(2015) Status, Growth and Impact of Medical Tourism in India. Int. J. Pharm. Sci. Rev. Res., 34(1), Septemb Pages: 284-291
7. Sujatha, M. (2013). Health tourism with reference to Kalari. (Doctoral dissertation, Mahatma Gandhi University).
8. European Commission. Europe, the first tourist destination in the world: a new political framework for tourism in Europe. [Internet] 2010.