# Foreign Patient's Satisfaction from Hospitality Services—Medical Tourism at JCI Accredited Hospitals of Delhi-NCR, India

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ABSTRACT-- This study is done to understand the scope of the hospitality services provided to foreign patients admitted at JCI accredited hospitals at Delhi-NCR. This study evaluates the satisfaction of foreign patients from hospitality services provided to them at these hospitals. A review of existing literature and focus group discussions were conducted to explore the scope of hospitality services and facilities offered to foreign patients coming to these hospitals. Primary data through questionnaire was collected and statistically analysed to get some meaningful insights about the patient satisfaction from these services. Study finds that JCI accredited hospitals at Delhi NCR deliver considerably good patient's care and pay attention to hospitality style non clinical services to foreign patients. These hospitals consider hospitality services as an opportunity to bring brand excellence and also use it as a differentiator for better patient satisfaction. However this study found some neglected areas of services offered and some unattended needs and desires of the foreign patients. Study explores the foreign patient satisfaction from such services and findings are going to be valuable to the hospitals trying to do their best in achieving higher patient satisfaction. The study offers a first-hand review of hospitality services and targeting to benefit from the growing scope of medical tourism where the patient's expectations from non-clinical services are higher are going to benefit at large.

Keywords-- Hospitality at Hospitals, Hospitalle Hospitals, Hospital Service Quality, Patient Satisfaction.

### I. INTRODUCTION

All corporate Multispecialty hospitals which are having an objective to incash on the opportunity of rapidly growing business of medical tourism, now realize that they can no longer afford to be purely focusing on the excellence in medical services and treatment alone. All the design concepts and the service concepts in modern hospitals are quickly shifting to the hotel like environment which is caring and hospitality centric. As the hospitals are competing with the other word class hospitals in other countries, for a bigger pie in medical tourism, they realize that being excellent in non-clinical service is the need of the hour. (Wu, Robson, & Hollis, 2013)

Service design concepts and service standards from the hospitality industry is always used in hospitals to achieve greater patient satisfaction and most of the good hospitals benchmark their service standards and draw inspirations from the hospitality industry. Some research evidences describe the importance of improving the

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physical environment for bring in better psychological comfort to promote healing and bring patient satisfaction.(Panda & Satyabrat, 2014)

Even though the hospitals adopt many tangible services into their standard working environment, the focus of this study revolves around the hospitality services which are copied from the hospitality industry or the hotels business style.

India is quickly rising as a preferred destination for many medical tourists, majorly due to the cost advantage. Indian private Multispecialty Hospitals have earned a very good reputation for providing word class treatment and facilities and finest of medical technology and skills at a third word price. (FICCI & Quaintiles IMS, 2016)

Delhi NCR, capital city of India has many established brands of corporate hospitals that have distinguishing hospitality features in their hospital design and service concepts. These hospitals are delivering service quality parallel to word class hospitals of other developed countries and have earned a brand reputation of high class healthcare service providers. (Chaudhary & Agrawal, 2014)

## II. LITERATURE REVIEW

India has been witnessing a steady growth in number of foreign patients visiting Indian hospitals for varied reasons as Indian hospitals are providing word class medical professionals and top class other facilities and support services, at a very reasonable rate when compared to other similar class hospitals at other countries. (Rukmini Shrinivasan, 2018)

It has been revealed and concluded in many studies that Delhi NCR is amongst the top 5 most preferred medical tourism destination of India. Medical tourism or Healthcare Tourism is also popularly termed as medical value travel. Medical value travel in Delhi NCR is going to increase many folds in the coming years. (DGCA&S, 2017)(FICCI & Quaintiles IMS, 2016)

All kinds of latest medical technology & equipment and medical facilities are mostly available to all inbound foreign patients easily and Indian medical talent is regarded word over. However some issues and concerns arising in non-clinical support services need to be addressed. (Punam & Bhawna, Vol 1, Issue 2, 2012)

In 2012, Punam Gupta et al. concluded that there is still lot of potential in the fields of healthcare tourism. She observed that "A patient-oriented approach is required to make inbound foreign patients feel that India is – "your passport to healthy sojourn". (Punam, Bhawna, & al, Vol 1, Issue 2, 2012)

Study in 2014 by Manjula Chaudhary, published in IMED, revealed that though the big corporate in India are investing lot of money in their Multispecialty Hospitals to make them world class, these hospitals are not able to attract the wealthy patients from developed countries. Talking about the treatment quality, clinical and non-clinical aspects together make up for it and somewhere the quality of services in non-clinical aspects are putting them down when it comes to overall patient experience. Most of the medical value travel operators feel that patients consider and value the quality of both the kind of treatments received, for deciding about the place of medical treatment. (Chaudhary & Agrawal, 2014)

#### III. PATIENT'S SATISFACTION

Patients satisfaction is describes as a customer's fulfilment response to the service received. There can be over fulfilment and under fulfilment and reciprocal of response accordingly. (Oliver, 1997)Boshoff and Grey established that "patient satisfaction is conjugative effect of the service received and patient's perception of the attributes associated with the service". (Boshoff & Grey, 2004, Vol. 35, No. 4)Service provides shall understand that it is quite normal for different customers to express different levels of satisfaction from the same service, depending on their predispositions and perception towards the different attributes of the service. (Ueltschy, Laroche, & Eggert, 2007)

Another research by Bramhbhatt et al. in 2011 revealed that the service quality in hospital environment is quite complex when compared with other service industries. This paper brings a new perspective for understanding service quality in hospital environment and says that patient's perceptions never exceed their expectations. (Bramhbhatt, Baser, & Joshi, 2011)

#### IV. HOSPITALITY IN HOSPITALS

First structured international survey for measuring patient's perception and their satisfaction level from the hospital care – "Hospital Consumer Assessment Providers & system – HCAHPS", uses following as their key parameters.

- Responsiveness of staff
- Caring attitude of staff
- Physical facility
- Hospital design and Environment
- Food
- Cleanliness of surroundings(CMS, HCAHPS fact Sheet, 2010, july)

Research by Punam Gupta in 2012 revealed that special support services, available in hospitals are the fourth major factor, affecting the choice of hospital decisions. She conducted SWOT analysis for Delhi Hospitals and found that quick registration and admission process, modern facility with latest technology and equipment, hygienic and clean surroundings and Concierge support are the strong areas But translator services, delayed discharge process, lack of information, inadequate accommodation, inadequate support for international food, exaggerated bills, demand of money by staff & corruption and lack of travel and VISA support are main weaknesses. (Punam & Bhawna, Vol 1, Issue 2, 2012)

Tapan K. Panda, in his research found that reliability &tangibility has higher significance than other independent variables like responsiveness, empathy and assurance, for patient's satisfaction in Hospital sector. (Panda & Satyabrat, 2014)

# V. ROLE OF HOSPITALITY IN PATIENTS SATISFACTION

In 2010, Padma Panchapakesan from Indian Institute of Technology - Chennai, did a research on the patient satisfaction in Indian hospitals and concluded that patients give highest importance to interpersonal care given to patients and their attendants; as the patients are not always in a position to really evaluate the actual quality of the technical aspects of the healthcare. Many studies have stated that hospital's service managers need to understand

the needs of patients and their attendants as well. She established through her research that the attendants are the important stake holders for analysing the quality of services provided and they act as the surrogate patients. (Padma, Rajendrn, & Lokachari, 2010)

Patients give considerably high importance to cleanliness and design of facility, attitude of the staff, availability of latest equipment and the reliability of services delivered. Study done by Loncaric & Loncaric in 2014 reveals that Multispecialty Hospitals, trying to attain a lead in health tourism business, should improve the quality of service and customer experience in the areas that fall out of medical service's domain, such as hospitality services, travel support, sports and recreation, interpreter services and other social programs etc. Hospitals have to try and meet the patient's expectation in these areas, as per the market trends. (Loncaric, Loncaric, & Markovic, 2015, Vol. 3)

# VI. RESEARCH QUESTION

Are the foreign patients coming to Delhi-NCR as medical tourist, satisfied with the Hospitality provided to them at these Hospitals?

## VII. RESEARCH OBJECTIVE

Though Delhi NCR has earned a good reputation as a destination for medical tourism, there are few original studies about the foreign patient satisfaction from the hospitality services provided in these hospitals. For the given motivation, and looking at the rapid growth of number of foreign patients visiting JCI accredited Multispecialty hospitals of Delhi NCR, this study attempts to analyse the hospitality services provided to foreign patients and their satisfaction from non-clinical services in these hospitals.

- 1. To find the present state and scope of Hospitality services in JCI Accredited Multispecialty hospitals of Delhi NCR.
  - 2. To analyse the foreign patient satisfaction form hospitality services in these hospitals.

## VIII. METHODOLOGY

For the given objectives of this research, researcher has conducted the in-depth interviews with the executives and staff of patient care & service department of different hospitals, dealing with foreign patients and also the detailed literature review, to understand the scope of the hospitality service provided to foreign patients in these Multispecialty Hospitals.

Using the variables thus identified a detailed questionnaire was developed to collect primary data from foreign patients taking any treatment in any of the selected hospitals, about their satisfaction from hospitality at hospitals.

#### IX. SURVEY INSTRUMENT VALIDATION

Developed questionnairewas put through a validity test and it was presented to some other academicians, other researchers and few doctors, to evaluate the readability of questions, appropriateness of language and also the correctness of the items and the construct.

#### X. SAMPLING AND DATA COLLECTION

Presently Delhi NCR, having a total of 8 JCI accredited Hospitals out of a total of 38 in India, has become the biggest destination of Health care tourism in India. "India Tourism Statistics at a Glance – 2018", a report published by govt of India in year 2019, shows that a total of 2,13,546 foreigners came to different Hospitals in Delhi-NCR, on medical VISA in year 2017 – 2018. (Ministry of Tourism, 2018)Using Rao soft sample size calculator, the desired sample size was derived at 385. All Foreign Patients taking some treatment and were admitted for a minimum of 3 days, in any of the selected hospitals, were taken as respondent. Data collection was performed from June 2019 to Jan 2020. Since the respondents were patients, convenience sampling was used and only those patients, who gave their consent, were approached. A total of 387 responses were collected.

#### XI. DISCUSSIONS AND ANALYSIS

Expert discussions and interviews conducted with the staff and managers involved in day to day managing of the patient services at these Multispecialty Hospitals, uncovered following present condition of healthcare tourism at Delhi NCR.

- Delhi-NCR has quickly become the largest healthcare tourism destination in India. This is also due to the presence of all internationally recognised and established Indian healthcare brands in Delhi-NCR.
- From total 38 JCI hospitals in India, 8 are in this capital region only and hence supporting the fact that this is biggest medical Tourism healthcare destination in the country, benefiting from medical tourism.
- Being the capital city of India, Delhi NCR, enjoys the best Air connectivity with rest of the world and is gaining maximum from the series of Govt. initiatives, launched in last five years, to boost the medical tourism in India. Few Examples are "E Visa and TVoA(travel Visa on Arrival) for medical tourists, increased limit of days for e-visa" etc.
- Govt. initiatives to establish "NMWTPB National Medical & Wellness Tourism Promotion Board", as a nodal agency and launch of a dedicated web portal for medical tourism, in 3 different foreign languages, is showing good results and is attracting good No. of foreign patients in hospitals at Delhi-NCR.

Most of the Patient Services Managers in these corporate hospitals agreed that -

"Present scenario is bringing ever increased pressure on hospitals for performing better than others mainly in non-clinical services of patient care since nothing much actually can be changed in the medical aspect of the patient care". (SEPC, 2019)

Few insights into scope of hospitality services in hospitals, as gathered -

- "Patient's attendants are given more importance as no lesser customer and have gained attention of service providers.
- Actual patientis seldom in appropriate physical &psychological state to judge the quality of service provided and it is the attendant who is actually evaluating the services.

- Offering in-room dining options and International cuisines has become normal expectation.
- Modern hotel suite like family rooms, Sports and gym facility, library & recreation facilities are common offerings now.
  - Touch screen in rooms, with service directory in foreign languages, are happening.
- Hospital signage in foreign languages and free availability of interpreters are not a distant dream anymore."

Hospitality design and Service elements recognized from expert interviews and the literature review are exhibited in Table-1.

**Table1:** shows the exhaustive list of hospitality services.

Patient	Facilities	Food	Hotel	Service	Extra
Room	&Room	Service	Design	attitude	Services,
	Supplies		Concepts		Value
					addition.
Room size	Safe Locker	Variety of	Décor of	Neat &	Tour
	in room	food	Lobby and	Clean,	packages
			common	uniformed	
			place	staff	
Ambience and	touch screen	24 hours in	Signage and	Anticipating	Naturopathy
setup of room	service	Room	path finders	guest needs.	& yoga.
	directory	dinning			
Independent	international	Different	Pleasant	Bell desk,	Gym / library
Temperature	calls in the	Dining	Surroundings	concierge	/ game
control.	room	Options		desk	Centre
Quietness in	Wi-	Internation	Special	Admission	Yoga / spa /
room	Fi/internet in	al cuisines	décor in kids	Procedure	massage
	the room		wards		center
Hygiene and	Comfortable	Nutritional	Design	Billing,	VISA &
sanitation	furniture in	Counseling	suitability	discharge	travel
	room		for disabled	procedure	support
			people		
Readiness of	Sleeping	Taste and	Executive	Service	Patient
room at	arrangement	Flavor of	lounges	Recovery	Transport
arrival	for attendant.	the Food			services
Transporting	Modern Hotel	Timeliness	Public	Coordination	Concierge /
to the room	like family	&Temp of	Washrooms	among	Valet
	rooms	food		STAFF	Services

# XII. SCALE VALIDITY TEST

"Cronbach's alpha is a good measure of scale reliability". This score was calculated for all the used variables. "Cronbach's alpha coefficient of reliability ranges from 0 to 1 and a score greater than 0.8 is considered as 'very good score'." (Malhotra & Dash, 2015).

This Cronbach's alpha score for all 32 scale items was .901, as shown in Table-2, exhibiting a high correlation among the variables. Hence concluded that scale is reliable and it is a good measure of the construct.

**Table2:** Reliability Statistics

Cronbach's	Cronbach's	N of Items
Alpha	Alpha -	
	Standardized	
	Items	
.892	.901	32

**Table 3:** Scale Statistics

Mean	Variance	Std. Deviation	N of Items
73.61	206.017	11.711	32

<u>Table-4</u>shows the results of descriptive analysis. The result show that Grand Mean Score of all variables is greater than mean score of 3.0 and this indicates that all the respondents were mostly satisfied with most of the services. The worst results are observed for independent temp. control in Room. Highest score observed in availability of good signages and path finders.

Table 4: The result show that Grand Mean Score of all variables

Variable	Mean	Std. Deviatio	Remarks Good>3.0 ,
		n	Poor < 3.0
FS1 -"Variety and choices in food"	3.11	.919	
FS2 - "24/7 room service"	3.28	1.086	
FS3- "Different dining options for attendants"	3.29	1.117	
FS4- "Availability of international cuisines".	2.70	.785	Poor Score
FS5- "Nutritional and dietary counselling"	4.17	.776	Good Score
FS6- "Taste and flavour of food"	3.94	.734	
FS7- "Timeliness & temp. of food"	3.05	.763	
RA1- "Room sizes are comfortable"	2.56	.538	Poor Score
RA2- "Decor and ambience need improvement"	1.68	.786	Reverse Order
RA3- "Independent temp control in the room"	2.42	1.106	Lowest score
RA4- "Silence and undisturbed sleep"	3.64	.680	
RA5- "Housekeeping and cleanliness"	2.83	1.013	

RA6- "Comfortable patient bed and furniture"	3.54	.499	
RA7- "Sleeping arrangement for attendant"	2.61	.979	Poor score
DC1- "Welcoming grand lobby and common spaces"	3.86	1.012	
DC2- "Good signage and pathfinders"	4.52	.500	Highest score
DC3- "Pleasantly maintained surroundings"	3.03	1.067	
DC4- "Special theme decor for children wards"	2.60	.687	Poor score
DC5- "Conveniently accessible by disable"	2.92	.591	
DC6- "Gymnasium library and game facilities"	2.87	1.097	
DC7- "Well-designed lounges and Public Spaces"	3.83	.831	
SC1- "Neat & clean, appropriately dressed staff"	4.45	.498	Good Score
SC2- "Efficient interpreter supports"	2.89	.875	
SC3- "Staff is courteous and well behaved"	3.74	.505	
SC4- "Staff often gives conflicting information"	3.65	.810	Reverse Order
SC5- "Staff anticipates individual needs and wants"	2.78	1.057	
SC5- "Staff anticipates individual needs and wants" SC6- "The registration process is efficiently managed"	2.78 3.26	1.057 1.295	
•			
SC6- "The registration process is efficiently managed"	3.26	1.295	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process"	3.26	1.295 1.207	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff"	3.26 2.87 3.20	1.295 1.207 .801	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff" SC8- "Visa and travel support"	3.26 2.87 3.20 3.37	1.295 1.207 .801 .786	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff" SC8- "Visa and travel support" SC9- "Concierge and valet services"	3.26 2.87 3.20 3.37 3.35	1.295 1.207 .801 .786 .842	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff" SC8- "Visa and travel support" SC9- "Concierge and valet services" SC10- "Sufficient options for mode of payments."	3.26 2.87 3.20 3.37 3.35 3.96	1.295 1.207 .801 .786 .842 .706	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff" SC8- "Visa and travel support" SC9- "Concierge and valet services" SC10- "Sufficient options for mode of payments." OS1"Well satisfied with hospitality at hospital"	3.26 2.87 3.20 3.37 3.35 3.96 2.84	1.295 1.207 .801 .786 .842 .706	
SC6- "The registration process is efficiently managed" SC7- "Efficiently managed discharge process" SC8- "Responsiveness and service recovery of staff" SC8- "Visa and travel support" SC9- "Concierge and valet services" SC10- "Sufficient options for mode of payments." OS1"Well satisfied with hospitality at hospital" OS2- "Likely to recommend to others"	3.26 2.87 3.20 3.37 3.35 3.96 2.84 2.92	1.295 1.207 .801 .786 .842 .706 .571	

Source: Primary Data

**Grand Mean Score** 

3.66

[Scale 1-5, (1 = strongly disagree; 5 = strongly agree), N=387]

	Mea n	Minimu m	Maximu m	Range	Max./ Minimum	Variance	N of Items
Item Variance s	.721	.238	1.702	1.434	6.772	.146	36

All 32 variables are put for EFA - Exploratory Factor Analysis, using PCA - Principal Component Analysis, with Varimax orthogonal rotation. Finally all 32 variables were reduced to four factors which are shown in *Table-5*. PCA - Principal Component Analysis is a method for reducing more number of variables to lesser no of factors. "Varimax rotation is an orthogonal method of factor rotation that minimizes the number of variables with high loading on a factor, thereby enhancing the interpretability of the factor". (Malhotra & Dash, 2015)

Following Table - 5, sows that factor loading for all the items is greater than 0.6 and this makes it significant. Reliability analysis was carried for all 4 factors and Cronbach's alpha score of factors was also in an acceptable limit. Four factors found thus, are coined as -

- 1. Hospitality Orientation HO
- 2. Supplies, Setup & Amenities SSA
- 3. Operational & Administrative Efficiency OAE
- **4.** Facility and Infrastructure **FI**

Table 5: Exploratory Factor analysis & Cronbach's alpha

Factor	Variable	Factor	Cronbach's
Factor	v ariable	loading	alpha score
	Courteous &well behaved Staff	0.884	
	Temperature and timeliness of food	0.877	
	Silent and Undisturbed surroundings	0.767	
Hospitality	Cleanliness and sanitation – Housekeeping	0.756	
Orientation of	All Staff with Appropriate & Clean uniform	0.742	0.951
Services – HOS	All day in room dining available	0.737	
	Staff not giving any conflicting information	0.712	
	Staff Anticipating guest needs	0.683	
	Quick in Responsiveness from all staff	0.636	
	Proper sleeping arrangement for attendant	0.788	
	Variety and Choices in food	0.777	
Supplies, Setup	Multiple Food/dining options for attendant	0.748	
&Amenities –	Offering International cuisines	0.728	0.934
SSA	Nutritional and dietary counselling	0.698	
	Appropriate patient bed & in-room furniture	0.687	
	Taste, flavour and quality of food served	0.677	
	Multiple Sufficient options for payment	0.771	
Operational	Sufficient and Effective Interpreter support	0.765	
Operational & Administrative	Efficiently managed registration process	0.738	0.887
Efficiency - OAE	Smooth Discharge & Billing process	0.660	0.667
Emelency - OAL	Support for Visa and Travel	0.641	
	Concierge support &valet services	0.631	
	Comfortable Room sizes	0.748	
T 11%	Individual temperature control in patient room	0.729	
Facility	Gran décor in lobby and common areas	0.709	0.072
&Infrastructure–	Appropriate signage and other path locaters	0.704	0.873
FI	Surroundings are pleasantly maintained	0.691	
	Children wards having special theme decor	0.679	

Accessibility & Convenience for disabled	0.657
Library, Gym & other entertainment facilities	0.637
All Common Spaces and waiting lounges are well	0.613
designed	

#### XIII. CONCLUSIONS

In this study "HOS – Hospitality Orientation of Services" emerged as heaviest and largest influencer and predictor for the overall satisfaction of foreign patients and their attendant. This finds its own parlances with findings of other researches in existing literature.

Few other factors like; "Supplies, Setup & Amenities – SSA", "Operational &Administrative Efficiency – OAE" & "Facility & Infrastructure – FI" also have an impact on overall satisfaction of patients.

- 1. HOS Hospitality Orientation of Service: means emotional and personal care by all the service staff of the hospital. Service staffsin neat and clean uniform that is courteous and can anticipate guest's need and who is not in practice of giving any conflicting information and also is responsive enough to maintain clean and undisturbed surroundings.
- **2.** SSA Supplies, Setup & Amenities: came as the second highest valuable factor of hospitality services and related patient satisfaction. It encompasses the quality & variety or choices of food and availability of international cuisines for attendants, dietary and nutritional counselling for patients & sleeping arrangement for attendant.
- **3.** OAE Operational &Administrative Efficiency:came out as third important factor. It covers the efficiency and procedural effectiveness of the administrative things like Admission, Discharge, Billing, availability of different modes of payments, availability of translator, VISA support and travel and Concierge desk.
- **4.FI Facility &Infrastructure:** was discovered as the fourth major factor affecting the foreign patient's overall satisfaction. Good size Rooms with independent temperature control, all areas accessible to disabled, having sufficient signage and pathfinders, well-designed lounges and public spaces and theme décor for maternity or children ward, setting up game facilities and gym, are covered in this factor.

This research suggests that foreign patients coming to Delhi NCR as medical tourist are not fully satisfied from the hospitality support and services provided in the hospitals. They find the gap between their expectations and service quality received in actual. These gaps are mainly in those services that most of the multispecialty hospitals assert to be actually providing to all but reality is something different. Services like -providing International food, sufficiently good interpreter service, VISA assistance and travel support, Quick and efficient admission & discharge procedure, Gym, Library, Indoor games, & other recreation facilities etc. are some of the main of disappointments. Many of the big corporate Hospitals with international accreditation and repute, claim to be fulfilling all such requirements from foreign patients, at par with other global brands, but actually are failing to do so.

In 2010, Padma et. al concluded – "to gain a competitive advantage in the health tourism market, speciality hospitals must improve the quality of services that come out of the field of medical services, such as hospitality services, sports and recreation, entertainment and social programs, and they should meet the expectations of patients in accordance with market trends".

"India is currently well positioned in cost-effectiveness and clinical outcomes but lags in Tourist friendliness." - FICCI Knowledge Paper, Medical Value Travel in India (Enhancing Value in MVT), Page 51, Appendixes E, Published by IMS health India.(FICCI & Quaintiles IMS, 2016)

#### XIV. LIMITATIONS

This study is done on selected hospitals with JCI accreditation received before June 2019. Anyhospital which received their JCI accreditation later than June 2019 are not included in the study. This research also avoided touching the sensitive subject of behavioural aspects of clinical staff. Fearing the non-cooperation from management and staff of selected hospitals, for questioning their patients for service quality of clinical staff, this was not included in this study.

This study gathered the responses from foreign patients only and did not collect the responses from domestic medical tourists which are coming to Delhi NCR from other parts of the country. For further research, researchers can study the difference in the satisfaction level of Indian and foreign patients towards the Hospitality services provided at Delhi-NCR Hospitals.

## XV. RECOMMENDATIONS

The talent and knowledge of Indian doctors, working in big hospitals of the world, is recognised worldwide. Now the new league of Corporate Hospitals setup with world class equipment's and facilities, are able to attract these doctors working in big hospitals in developed countries, to come back and work for same medical standards in India. This modern medical environment created by the knowledge base and the competencies of Foreign returned Indian doctors, is creating a trust in Indian hospitals and same is reflecting in steady growth in inflow of the foreign patients as medical tourist in our Indian Hospitals. It is the time to build upon the trust and also to strive to send them back as happy customers, with best of our services. We must definitely try to send them back not just as happy patient but also as a happy tourist, with best of our Indian Hospitality.

It is quite evident from latest researches that India is already having the advantageous position due to cost-effectiveness and also because it has a whole plethora of alternative medicines also.(FICCI & Quaintiles IMS, 2016)But some researches show that India is lagging in providing a visitor-friendly environment. (Rajpal, 2017)

Finally, all Health Tourism organizers should consider this as amerger of individual events and services rather taking this as an isolated healthcare delivery. Patient's attendants need to be recognized as no lesser important stakeholders for Services Evaluation and future decision making, as they are having better direct encounter with majority of non-medical service delivered. Knowing that Hospitality Orientation of Services, Administrative Efficiency, Facility&Infrastructure and Supplies & Amenities play the role of highest motivator in patient satisfaction, their vast potential to improve the patient experience is yet to be tapped.

Some Elements, as mentioned by respondents, which has the potential for future incorporation. These are - Executive lounges, Complimentary wireless Interne, quick registration and discharge procedures, flexible furniture in rooms, gym or health spas, better interpreter supports, separate temp. Control in rooms, international cuisines, better family accommodations for post-treatment stay, etc.

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