

Internship Report

Factors influencing outbound medical travel from Dhaka and Chottogram divisions





Daffodil
International
University

Report On

“Factors influencing outbound medical travel from Dhaka and
Chottogram divisions”

Submitted To

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LETTER OF THE SUBMISSION

To,

Dr. Tanvir Abir

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “Factors influencing outbound medical travel from Bangladesh”

Dear Sir,

With great pleasure, right here I have submitted my internship report on “Factors influencing outbound medical travel from Bangladesh”. This document is based on the experience that I have got from my internship. I would be extraordinarily delighted and honored if you precede my Internship Report and apprehend my difficult work and dedication. I have tried my best to convey the original situation of outbound medical travel from Bangladesh with full of effectiveness & efficiency.

Finally, I would like to express my sincere appreciation and thanks to you for preparing this report. I would be happy to answer any of your questions on this topic.

Sincerely Yours,

Md Shadhin

ID: 191-11-6047

Department of Business Administration,

Daffodil International University.

ACKNOWLEDGEMENT

I am delighted to take this opportunity to acknowledge the direction, assistance, and patience of the imperfect person, without whom I would not have been able to make my report a success.

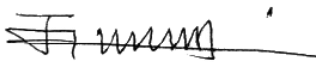
I would like to thank our honorable teacher Dr. Tanvir Abir, Associate Professor of Daffodil International University, Dhaka, Bangladesh for giving detailed feedback and advice on this responsibility. He always gave me valuable advice to do this work.

I should publish some more names besides the internet, truth books, newspapers, and other important information that BBA students from other universities do not get. They generously scattered their time and took the trouble to answer in detail and helped us complete the study. I thank them for their support and cooperation.

SUPERVISOR'S CERTIFICATE

This is to certify that, Md Shadhin, ID: 191-11-6047, BBA (Marketing), is a regular student of the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University. He has completed his internship program on medical travel in Bangladesh and has prepared for this internship under my direct supervision. The assigned internship topic is “Factors influencing outbound medical travel from Bangladesh”. I think that the report is well-intentioned in fulfilling the partial requirements of the BBA program.

I wish him success in the future.



Dr. Tanvir Abir

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

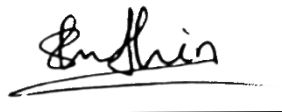
Daffodil International University

DECLARATION

I solemnly declare that the work of this internship report titled " Factors influencing outbound medical travel from Bangladesh" is one of my key works under the supervision of Dr. Tanvir Abir, Associate Professor, Department of Business Administration, Daffodil International University.

No part of this report has been submitted to any other organization before and I am collecting all the information from the internet and senior executives of the organization.

I have done more to identify the department against my loss or damage arising from a breach of mandatory obligation against it, if any.



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ABSTRACT

The practice of medical tourism is usually well-liked in both wealthy and developing nations, and it is steadily becoming a legitimate tourist subset. This paper focuses primarily on Bangladesh as a destination for international medical travelers. In Bangladesh, the medical tourism industry is currently a small niche with enormous promise and constrained resources. In terms of current infrastructure and potential investment opportunities, this sort of tourism is getting attention. With examples like sustainable tourism, urban tourism, and many more, the development of associated regions is inextricably linked to the rise of this type of tourist. Travelers seem to be more inclined to visit locations throughout the world that can provide medical or healthcare and tourism services in a suitable similar manner than stay at home, demonstrating the indisputable acceptability of medical tourism. The purpose of this conceptual debate is to examine the growth of medical travel in Bangladesh with specific emphasis on its present characteristics and potential effects.

If its expansion is properly managed, the nation is thought to have the potential to develop into a significant medical tourism attraction. Currently, Bangladesh generates a sizeable number of medical tourists who ultimately travel to destinations not just in South Asia's bordering nations but also around the globe. On the other side, the nation has recently seen significant governmental and private sector investment in medical services and the construction of health infrastructure. On the other hand, local resources for alternative medicine, such as Ayurveda (herbal treatments and massage), are well-established. This type of travel is typically done to receive medical, surgical, cosmetic, dental, orthopedic, or similar care. Medical tourism, which provides treatments while on a trip, vacation, or visit, is becoming more and more of a global phenomenon. This kind of travel allows visitors from one nation to visit another to meet people and take advantage of certain healthcare or treatment options. The fundamental reality is that healthcare and medical facilities vary significantly between nations, and customer demands for greater care at cheaper costs are constantly shifting. The growth of medical tourism typically depends on several elements, including greater access to transportation, supplementary tourism facilities, industry-focused information sharing, and generally higher-quality service offerings.

The study also offers some important recommendations to aid in the creation of policies that would hasten the development of this industry.

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Chapter 1

Introduction

1.1 Introduction

Travelers are involved in a variety of activities through the practice of tourism, and frequently these activities turn into fundamental needs rather than merely recreational inclinations. This is especially clear when visitors are ill and vulnerable but have less access to medical care in their own country. Travel plans of medical tourists are frequently changed to accommodate their medical needs. A more recent form of a niche market in the travel industry is "Medical Tourism," sometimes known as "Health Tourism" or "Wellness Tourism." All of this new niche tourism is founded on a domino effect of three primary components: the tourists, the facilities and service providers, and the governmental frameworks necessary to combine these two. Each of these three factors plays a unique role in these collective phenomena and contributes individually. There are several reasons why Bangladesh wants to draw tourists who might use the amenities and service providers that are already there (Sultana, 2021).

There has been some introspection in the policy community as a result of the rising trend of Bangladeshi patients seeking medical care abroad. While other Southeast Asian nations benefit from medical tourism, Bangladesh not only lags behind but also continuously loses patients to these nations. Even though equivalent therapy is more readily available and more reasonably priced domestically, this migration for medical care appears to be motivated by the perceived superior quality of treatment abroad. Undoubtedly, there are issues with the Bangladeshi healthcare system that have lowered the perception of quality in the industry. Bangladesh, one of the least developed nations, has a woefully inadequate healthcare management sector. Ineffective human resources are the primary cause of the health sector's underdevelopment. If effective methods for delivering this healthcare service are improved, our nation will be better able to grow the domestic healthcare industry and keep Bangladeshi patients in the country (Mahmud, 2020).

Globally, the industry of medical tourism is expanding quickly. The globalization of health services has also been influenced by differences in healthcare standards between nations and an overall rise in demand for better healthcare due to rising income levels. Bangladesh might therefore concentrate on providing higher quality medical services to promote medical tourism and draw in patients from other countries in particular medical care categories by establishing key niches.

1.2 Background of the Study

Every graduate student from the business discipline has to participate in the internship program with the determination of learning how to do work practically after achieving theoretical knowledge as a business student. It is a perfect chance for every student to gather a practical understanding of the theoretical knowledge that we have gained in our four years of undergraduate life. Study research should be done to practically put the knowledge. I have done my internship in the tourism sector at Medi Aider Ltd. The topic of my report is “Factors influencing outbound medical travel from Dhaka and Chittogram Division”. My organizational supervisor Mr. Shabbir Ahmad Tamim as well as my institutional supervisor of DIU, Associate Professor Dr. Tanvir Abir, accepts it. The main reason behind choosing the topic is to analyze the factors that influence traveling to other countries for medical services from Bangladesh. Find out if there are any strong circumstances or not and provide some analytical outcome of questionnaire data for some recommendations if necessary.

1.3 Objectives of the Study

1.3.1 Broad Objective

- The broad objective of the study is to identify the important factors affecting the outbound travel decision.

1.3.2 Specific Objectives

- To find the relation between Outbound Medical Travel and the availability of an expert doctor.
- To find the relation between Outbound Medical Travel and better service offer.
- To find the relation between Outbound Medical Travel and efficient medical staff.

1.4 Research Question

In this research, the research questions are mainly based on the people's preference over choosing the abroad health service.

RQ 1: Whether the perception of the availability of expert doctors have a significant relation with outbound medical travel from Bangladesh?

RQ 2: Whether the perception of better medical service quality have a significant relation with outbound medical travel from Bangladesh?

RQ 3: Whether the perception of efficient medical staff have a significant relation with outbound medical travel from Bangladesh?

Other information is collected by providing a questionnaire to the targeted population through a questionnaire to know the answer to the possible reasons why people are choosing outbound health tourism.

1.5 Scope of the Study

This study is purely based on primary and secondary data which are collected from the participation of selected populations through questionnaires and online sources. As I worked in the sector for three months, I know various areas of the performance, their managing services, working system and environment which are very helpful to know and increase our knowledge and to get more information & data regarding my topic.

The scope of the study is to determine the factors that are related to foreign health tourism and the performance of the health care service of Bangladesh through questionnaire analysis. This data can be used for further advanced research on the related topic.

1.6 Limitations

The major limitations of this research are:

- Different department has a different policy for disclosing some data and information

for obvious reasons.

- In addition to primary data, secondary data or information is also used.
- Insufficient time to learn all of the country's medical tourism procedures and many issues could not be mentioned in this study.

Various sources were perilous, unorganized, and time-consuming.

Chapter 2

Concerns about healthcare in Bangladesh

2.1 Motives of Choosing Outbound Health Tourism

Due to several urgent concerns, Bangladeshi people are increasingly traveling abroad for medical care. Those concerns are included here:

2.1.1 Apparent Quality Service

The medical tourism industry is very profitable in some Southeast Asian nations. Bangladesh not only falls behind in this area, but it also loses people to these nations who seek medical care overseas due to the better-perceived quality of the care, even when the same care may be provided more affordably at home. The nation's financial resources are routinely being removed from the economy due to the rise in medical expenses abroad. However, it is crucial to remember that Bangladesh must be prepared to outsource services in industries where it does not have a competitive advantage. A medical tourism industry might be developed by simultaneously identifying and constructing strategic healthcare service locations to provide better care to both domestic and international patients.

2.1.2 International Marketing and Promotion

In Bangladesh, more healthcare facilities are being built, and those that already exist are expanding their services and capabilities. These amenities increase the potential for developing a budding medical tourism sector. Despite this, more patients are turning to overseas countries for their medical care. Unfortunately, local hospitals are relatively poorly promoted, while international institutions are rapidly gaining a solid reputation and a commanding presence in Bangladesh. Ironically, although Bangladeshi patients travel to Apollo Hospitals in India and Sri Lanka for care, the Apollo Hospital in Dhaka needs to lay off workers due to underutilization. If medical tourism is to be effectively promoted, the marketing strategies of the newer, more specialized hospitals must be strengthened.

2.1.3 Information Spreading

The lack of knowledge about the services offered by the neighborhood hospitals is another serious issue. Simply put, many patients are not aware of the affordable treatment packages that are available to them. Instances include the National Heart Foundation and the Ibrahim Cardiac Hospital & Research Center, both of which have had great success with procedures

like coronary bypass surgeries. There are also a variety of more complicated operations available in the nation, like liver transplants. However, patients have turned to other nations for these services due to widespread ignorance brought on by the lack of information transmission. Such knowledge may support Bangladesh's medical tourism business if it were more widely distributed.

2.1.4 Service Quality Evaluation

The issue of quality always comes up when dealing with the healthcare system. In Bangladesh, there is no appropriate policy for evaluating the r of medical and nursing care. In addition to being infrequently updated, there is no system in place that would enable patients to review a doctor's prior performance. Aside from that, malpractice and severe misconduct rarely result in the revocation of a physician's license. Hospitals and private practitioners can take advantage of patients because national medical organizations like the Bangladesh Medical Association (BMA) are inactive and the Ministry of Health has little interest in stopping ethical malpractices. Patient confidence must be gained through standardized evaluation processes within the sector for medical tourism to grow. Then, a truly sustainable industry can be envisioned (Nandi, 2022).

2.1.5 Trade and Supply of Health Care

There are several ways to exchange health services. Cross-border distribution, consumption abroad, commercial presence, and mobility of medical staff are the most common forms of exchange. There are varied ramifications for such commerce. On the plus side, it might lead to improvements in the infrastructure, technological prowess, and healthcare standards of the healthcare exporter. Medical tourism can be a significant way for nations that import healthcare services to overcome resource difficulties, especially for specialized healthcare services. Trade in health services, however, could also lead to a dual market structure or exacerbate these tendencies already present in the healthcare system (18). As a result, it may lead to the development of more upscale and costly healthcare facilities that serve a select group of affluent locals while the vast majority are served by lower-quality institutions, as evidenced by the recent influx of designer hospitals in Dhaka.

2.1.6 Other Issues

Other issues include:

Recommending unnecessary medical tests for disease diagnosis; irregular drug supplies at hospitals; irregular caretaker supervision of patients; a lack of specialists; not giving the right treatment the first time; lengthy wait times; negative word-of-mouth that discourages others from seeking treatment in the nation; failing to respond to patients' questions; and a lack of assurance.

Besides this, the low accessibility to hospitals; a lack of doctors and nurses; the presence of extra payments (bribes) at every level of service; and the under capacity and exorbitant costs of excellent hospitals services (Hasan, 2015)

2.2 My Responsibility in the Internship Program

During my three-month internship with MediAider Ltd. in the healthcare tourism industry, I observed the following positive and negative circumstances. I conducted the company's marketing operations to gain a comprehensive understanding of how marketing has a significant impact on business in the medical industry. Throughout my internship program, there were several opportunities for observation and hands-on work in various areas. The healthcare industry is committed to achieving its primary objective of patients traveling abroad and is aware of how to inspire others and represent the industry in the country.

Chapter 3

Theoretical Background

3.1 Researches Related the Health Tourism

According to (Mamun, 2013), medical tourism is a valuable industry that is rapidly expanding across the globe. Given its large network of healthcare facilities and the expertise it has gained coping with a growing population over the years, can Bangladesh participate in this expanding industry? The response is a circumspect but unwavering yes. The country has maintained service delivery despite the challenges because it has the desire and capacity to thrive in health care supply. It is time for the national leadership to give this industry more attention and support its steady growth over the next 10 years.

According to (Ali, 2012), the government may prioritize developing Bangladesh's health sector. As a result, they ought to form a joint venture medical college in cooperation with overseas medical schools. Private business owners can also invest in this industry because it is still a relatively untapped area. Along with more doctors, there should be better, obedient nurses, brothers, biotechnologists, and ward boys, and administration should be enhanced. The strategic development and use of government policy can improve healthcare management. Young doctors' career paths should be appropriately revised. Additionally, nurses' social standing in society needs to be improved. Both government and private hospitals should be free of corruption. False and immoral doctors ought to be punished appropriately. Drug quality maintenance must be assured. The diagnostic center needs to discontinue its corrupt practices. It is possible to establish collaborative ventures to build international hospitals and medical schools.

Bangladesh can also benefit from, (Hongoro C, 2004) insight that human resources are in extremely limited supply in health systems. As a result, the only option for developing this industry is to adopt a holistic approach. The development of medical tourism in Bangladesh is possible and might be incorporated into Vision 2021, the year that Bangladesh celebrates 50 years of independence. This will help to preserve valuable foreign currency rather than enhance foreign exchange revenues by broadening the scope of international trade and contribute to increasing the nation's income. (Lee, 2007) Insight can be used by the nation's policymakers to transform Bangladesh into a developing healthcare market.

Chapter 4

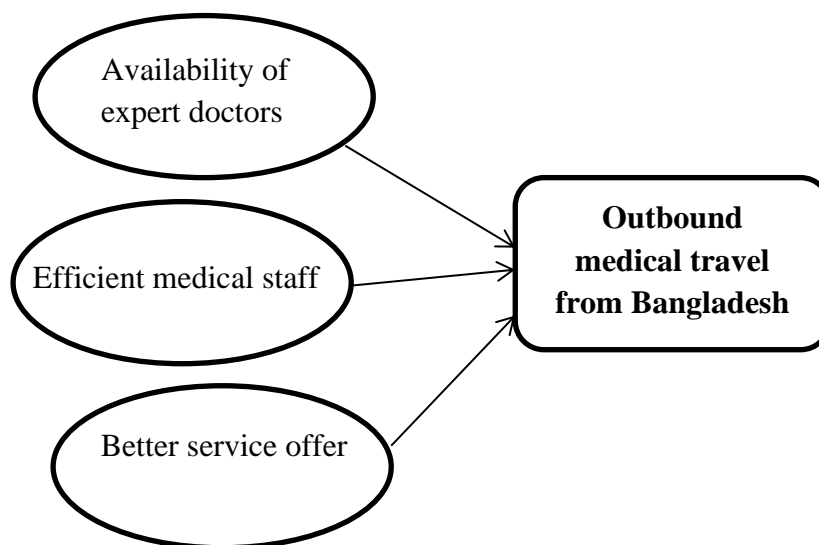
Conceptual Framework

4.1 Research Framework

This study uses questionnaire analysis to analyze the variables influencing outbound medical travel from Bangladesh. Here the dependent variable is outbound medical travel and the independent variables are the availability of expert doctors, better service offer and efficient medical staff. The analysis will show how these independent variables change the dependent variable choosing outbound medical travel (Collins, 2019).

Here,

Dependent variable	Description
Outbound medical travel	Going abroad for better medical treatment from Bangladesh.
Independent variables	Description
Availability of expert doctors	Easily access to the expert doctor on various diseases.
Better service offer	Provide better medical service by the foreign hospital or institution.
Efficient medical staff	Medical-related personnel are available for helping over the treatment period.



Source: (Kumar, 2021)

Chapter 5

Methodology

5.1 Methodology of the Study

This study is based on data analysis and questionnaires. Both primary and secondary sources were utilized to acquire the essential data and information. The concise data and information have been collected, processed, and properly examined.

The study utilized both primary and secondary data to make it more useful and presentable. I have endeavoured to become acquainted with all divisions and departments of this industry. Through direct and indirect interviews, questionnaires, and observation, the data was obtained.

Sampling technique: The primary data for this study are collected by convenience sampling. Convenient research enables the rapid production of additional samples. This surveying method makes research simple because it is evident how samples are created. Access to the variables simplifies sample collection (Fleetwood, 2021)

5.1.1 Primary Data

In this study, primary data were collected using a questionnaire with the selected areas (Dhaka, Chottogram)

5.1.2 Secondary Data

While the secondary data have been collected from the relevant sources that include-

- Internet search
- Health care website
- Magazines
- Newspaper
- Annual report of the country.

Data analysis: To analyze the data in this report different types of diagrams & charts are drawn. Questionnaire analysis and tabular analysis are performed.

Chapter 6

Analysis of the Questionnaire

6.1 Analysis of the study

6.1.1 Demographic characteristics of the respondents

The information provided about the population chosen for this research by way of the questionnaire served as the basis for the respondents' profiles. While their names and professions are not required, it is necessary to provide their age and gender. The margin of error will be applied to some of the answers since they may be skewed. Their responses are tabulated for analysis to have a clear understanding of the variables that have the greatest influence on international medical travel.

The Demographic Characteristics table is given below:

Characteristics	Number of participants (%)	Characteristics	Number of participants (%)
Demography	N = 50		
Age		Monthly Income	
0 Years to 15 Years	0 (0.0)	01 to 15000 Taka	0 (0.0)
16 Years to 30 Years	0 (0.0)	15001 to 30000 Taka	0 (0.0)
31 Years to 45 Years	4 (8.0)	30001 to 45000 Taka	0 (0.0)
46 Years to 60 Years	26 (52.0)	45001 to 60000 Taka	12 (24.0)
61 years to above	20 (40.0)	60001 Taka to above	38 (76.0)
Gender		Preferable country for medical treatment	
Male	33 (66.0)	Singapore	0 (0.0)
Female	17 (34.0)	Turkey	0 (0.0)
		U.A.E (Dubai)	0 (0.0)
		Thailand	12 24.0
		India	38 76.0
Occupation		Dhaka	25 (50.0)
Housewife	10 (20.0)	Chottogram	25 (50.0)
Teaching	17 (34.0)		
Business	23 (46.0)		

From the data, we can see that 26 out of 50 people aged 46 to 60 years, 20 people aged over 61 years, and just 4 people aged 31 to 45 years traveled abroad for medical care. Thus, it is evident that older adults are the most likely to seek care abroad.

Additionally, 33 of the fifty respondents are men and 17 are women. A large proportion of male respondents choose outbound medical travel from Bangladesh.

The majority of respondents (23 out of 50) are businessmen, while 17 are teachers and 10 are housewives.

All of the respondents selected for this study earn more than four hundred and fifty thousand takas annually. So that they can afford their outward medical trip expenditures.

6.1.2 Response Analysis

The questionnaire consists of three questions. Each question has five possible answers. Respondents may select one choice from each of the five possibilities. The selections are selected based on the greatest number of characteristics associated with international medical tourism. However, we also notice that a substantial number of the responders are mostly true patients, while some are general tourists visiting for other objectives. This report is based solely on responses from respondents who sought medical care abroad.

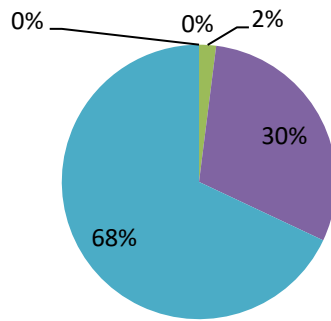
6.1.3 Question 1

I think the availability of expert doctors is the main reason for influencing outbound medical travel from Bangladesh.

Options for respondents	Number of selections	Per cent of selection
Strongly disagree	0	0%
Disagree	0	0%
Neutral	1	2%
Agree	15	30%
Strongly agree	34	68%

Availability of expert doctors

■ Strongly disagree
 ■ Disagree
 ■ Neutral
 ■ Agree
 ■ Strongly agree



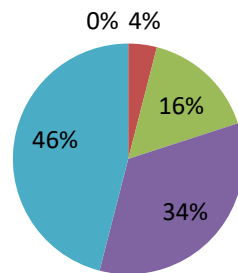
6.1.4 Question 2

2. Outbound medicals offer better service that influencing outbound medical travel from Bangladesh.

Options for respondents	Number of selections	Percent of selection
Strongly disagree	0	0%
Disagree	2	4%
Neutral	8	16%
Agree	17	34%
Strongly agree	23	46%

Medicals offer better service

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



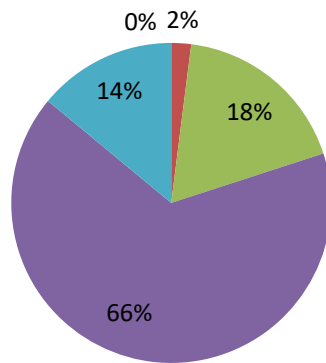
6.1.5 Question 3

3. Efficient medical staff is one of the reasons for influencing outbound medical travel from Bangladesh.

Options for respondents	Number of selections	Percent of selection
Strongly disagree	0	0%
Disagree	1	2%
Neutral	9	18%
Agree	33	66%
Strongly agree	7	14%

Efficient medical staff

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



6.1.6 Hypothesis Analysis

H1: There is a significant relation between outbound medical travel and availability of expert doctors.

Correlations			
		Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh.	I think the availability of expert doctors is the main reason for influencing outbound medical travel from Bangladesh.
Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh?	Pearson Correlation	1	.756**
	Sig. (2-tailed)		.000
	N	50	50
I think the availability of expert doctors is the main reason for influencing outbound medical travel from Bangladesh.	Pearson Correlation	.756**	1
	Sig. (2-tailed)	.000	
	N	50	50
**. Correlation is significant at the 0.01 level (2-tailed).			

The result of the test demonstrates a good value for the correlation coefficient. The result (.756) is showing a positive relationship between Availability of Expert Doctors and Outbound Medical Travel from Bangladesh. Here p-value is less than 0.05. That's why rejecting the null hypothesis, and accepting the alternative hypotheses.

H2: There is a significant relation between outbound medical travel and better service quality.

Correlations			
		Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh.	Outbound medicals offer better service that influencing outbound medical travel from Bangladesh.
Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh?	Pearson Correlation	1	.689**
	Sig. (2-tailed)		.000
	N	50	50
Outbound medicals offer better service that influencing outbound medical travel from Bangladesh.	Pearson Correlation	.689**	1
	Sig. (2-tailed)	.000	
	N	50	50

The result of the test demonstrates a good value for the correlation coefficient. The result (.689) is showing a positive relationship between better service Quality and Outbound Medical Travel from Bangladesh. Here p-value is less than 0.05. That's why rejecting the null hypothesis, and accepting the alternative hypotheses.

H3: There is a significant relationship between outbound medical travel and efficient medical staff.

Correlations			
		Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh.	Efficient medical staff is one of the reasons for influencing outbound medical travel from Bangladesh.

Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh?	Pearson Correlation	1	.677**
	Sig. (2-tailed)		.000
	N	50	50
Efficient medical staff is one of the reasons for influencing outbound medical travel from Bangladesh.	Pearson Correlation	.677**	1
	Sig. (2-tailed)	.000	
	N	50	50

The result of the test demonstrates a good value for the correlation coefficient. The result (.677) is showing a positive relationship between Efficient Medical Staff and Outbound Medical Travel from Bangladesh. Here p-value is less than 0.05. That's why rejecting null hypothesis and accept the alternative hypotheses.

Chapter 7

Findings of the Analysis

7.1 Findings of Analysis

As the most popular health care providers, Apollo Hospital in India, Mount Elizabeth in Singapore, and Bumrungrad in Thailand are the top three choices for patients from Bangladesh. Several findings from the questionnaire analysis must be highlighted in this section so that the obstacles can be comprehended and remedies or recommendations can be derived. Here is a summary of the key points:

It is observed that senior individuals older than 46 choose to travel abroad for better medical care. The elderly are more susceptible to illness, which increases their need for outpatient care.

Male patients are more likely to seek treatment abroad than female patients since men in our country earn more than women.

As a nearby nation with one of the best medical service offerings, India is our patients' #1 choice for receiving outbound medical care.

This study examines the impact of three independent variables on the dependent variable of outbound medical travel from Bangladesh. These variables are expert doctors, improved service quality, and efficient medical personnel.

Three hypotheses demonstrate a significant relationship between outbound medical travel and the availability of expert physicians, improved service quality, and competent medical personnel.

- As a result of the SPSS analysis of the questionnaire, the mean values are extremely excellent and the output exceeds the level of agreement. In addition, their standard deviation is significantly reduced, indicating that all hypotheses are accepted and that the independent factors have a substantial effect on the dependent variable.

Chapter 8

Recommendations

8.1 Recommendations Based on the Analysis

The questionnaire analysis in this report is based on responses to seven questions from patients or a specified population. There are positive and negative aspects to every analysis. In 2020, it is well known that the Covid epidemic triggered a global economic disaster. Medical tourism abroad is still a possibility. Throughout the year, the industry is recovering a portion of its lost performance due to the epidemic, just like every other sector. By reviewing the tourism sector's performance, recommendations may be made based on the output of the results.

- The government might prioritize developing Bangladesh's health industry. As a result, they ought to form a joint venture medical college in cooperation with overseas medical schools.
- The strategic development and use of government policy can improve healthcare management. Young doctors' career paths should be appropriately revised. Additionally, nurses' social standing in society needs to be improved.
- Both government and private hospitals should be free of corruption. False and immoral doctors ought to be punished appropriately. Drug quality maintenance must be assured. The diagnostic center needs to discontinue its corrupt practices. It is possible to establish collaborative ventures to build international hospitals and medical schools.
- Outbound medical tourism is a result of a deficient and ineffective healthcare system, doctor-nurses, brothers, biotechnologists, and ward boys who failed to give patients the services they wanted, as well as accusations against diagnostic facilities that made local hospitals lose their trust. They ought to enhance these services and establish a benchmark for them in Bangladesh.
- Increase the opportunities for individual and international business owners to invest in this underdeveloped industry for health care management. Along with adding more doctors, management has to be improved, as do good, obedient nurses, brothers, and ward boys.

Chapter 9

Conclusion

9.1 Conclusion

Globally, the profitable profession of medical tourism is increasing rapidly. Bangladesh may be able to engage in this booming industry due to its extensive network of medical institutions and its accumulated experience in coping with a growing population. To achieve this, the nation's health policy experts would require a strategic mindset. First, it is necessary to determine why so many Bangladeshis are travelling to other countries in quest of healthcare. The majority of indicators point to a significant improvement in service quality, as the data demonstrate. The offered services must be more comprehensive, with a significant decrease in inaccurate diagnosis and treatment. In addition, the quality of the services must improve, needing greater responsiveness from physicians who must demonstrate better experience and skill, communicate with patients more effectively, and demonstrate greater levels of civility and compassion. Additionally, test findings and patient information must be processed in a timely and organized manner. The visual appeal of hospitals in Bangladesh is lacking, particularly in terms of cleanliness and hygiene, as well as the quality and availability of nurses and other personnel. The doctors, on the other hand, fared marginally better since there is still some faith in their professionalism, accessibility, and courtesy. To achieve these goals, the healthcare sector must eliminate its structural shortages of key personnel. Until the need can be fulfilled domestically, prohibitions on employing foreign labor must be lifted, if required.

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Appendix

Questionnaire

I, Md Shadhin, ID: 191-11-6047, Department of Business Administration, Daffodil International University, doing this survey for the fulfillment of my internship program.

This survey is designed to capture the factors influencing outbound medical travel from Bangladesh. This questionnaire will be used to find out the research result of the large number of targeted population related with the foreign health tourism. Your answers to these questions will help us to know if the factors are really effective enough to describe the people's choosing of health tourism. Therefore, it is very important that you give accurate answers to these questions.

Please read each question carefully and mark your answer by putting a tic in the box beside the options or by writing an answer on the line provided.

Personal Information

Name	
Age	<input type="radio"/> 0 Years to 15 Years <input type="radio"/> 16 Years to 30 Years <input type="radio"/> 31 Years to 45 Years <input type="radio"/> 46 Years to 60 Years <input type="radio"/> 61 Years to above
Gender	<input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Other:
Occupation	<input type="radio"/> Teaching <input type="radio"/> Business <input type="radio"/> Housewife <input type="radio"/> Students <input type="radio"/> Others
Monthly Income	<input type="radio"/> No Income <input type="radio"/> 01 to 15000 Taka <input type="radio"/> 15001 to 30000 Taka <input type="radio"/> 30001 to 45000 Taka <input type="radio"/> 45001 to 60000 Taka <input type="radio"/> 60001 Taka to above

Preferable country for medical treatment	<ul style="list-style-type: none"> ○ India ○ Thailand ○ Singapore ○ Turkey ○ U.A.E (Dubai) ○ Others
The questions are provided with the selected possible answers related to the outbound health tourism in Bangladesh.	
1. I think the availability of expert doctors is the main reason for influencing outbound medical travel from Bangladesh.	<ul style="list-style-type: none"> ○ Strongly disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly agree
2. Outbound medicals offer better service that influencing outbound medical travel from Bangladesh.	<ul style="list-style-type: none"> ○ Strongly disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly agree
3. Efficient medical staff is one of the reasons for influencing outbound medical travel from Bangladesh.	<ul style="list-style-type: none"> ○ Strongly disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly agree
4. Do you think expert doctors, efficient medical staffs and better service are the reason outbound medical travel from Bangladesh?	<ul style="list-style-type: none"> ○ Strongly disagree ○ Disagree ○ Neutral ○ Agree ○ Strongly agree

Thank you for your kind cooperation.