



A Multiple Regression Model Development on intention to revisit as Gujarat state for Medical tourism

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1. Introduction

1.1 tourism and hospitality in India

Tourism and hospitality's total contribution to GDP, India was ranked 13th amongst various 184 countries in year 2013. Also, In India, tourism and hospitality sector's contribution to GDP is expected to grow 6.4% per annum during the year 2014 to 2024. Capital investment in tourism and hospitality sector has been increasing consistently and gradually. The investment in tourism and hospitality sector in 2014 was 36 billion USD and will expect to increase 65 billion USD in the year of 2024. The Investment in tourism and hospitality sector will expected to increase at a CAGR of 16.3.percentage from 2007 to 2024. The Government's collective spending on the tourism and hospitality sector was reaching 2.0 million USD in the year of 2014. The Government's collective spending is forecasted to increase 3.8 billion USD in the year of the 2024.

The VISA on arrival scheme has been popular amongst the tourists. In June, 2014, the Government was approved 180 countries under VISA on arrival scheme to attract additional foreign tourists. The scheme of VISA on arrival was registered a growth rate CAGR, 45.8% over 2010 to 2013. Foreign tourist's arrivals are expected to increase as a CAGR of 16.1 percentages during the year 2013 and 2015. The forecast foreign tourist arrivals will be expected 9.2 million by the year 2015. Foreign exchange earnings from tourism are expected to increase at a CAGR of 5 percentages during the year 2013-2015. Also, foreign exchange earnings will be forecast to reach 20 billion USD in 2015. (World Travel & Tourism Council's Economic Impact 2014, Ministry of Tourism).

1.2 Indian Healthcare Sectors

Healthcare is the fastest growing industry around the world. Indian healthcare industry is expected to grow at a CAGR of 17 percent during year 2011 to 2020 and forecasts to near up to 280 billion USD. In India, there is a huge opportunity for development of health care industry. The low cost of medical services has resulted in a development of the India's medical tourism. Also, Medical tourism industry's growth & development is attracting medical tourists from across the world as a destination for medical tourism. In India, there is a liberal and favorable investment to encouraging Foreign Direct Investment (FDI) in India. Increasing in income levels, growing healthcare are consider an important factors for growth in health care services in future. Healthcare sector is comprises of Government Hospitals & private hospitals, Pharmaceuticals, Diagnostic businesses like laboratories, medical equipment & supplies and medical insurance. Total healthcare revenue in India was generated from hospitals accounted for 71 percent, pharmaceuticals for 13 percent and finally medical equipment and supplies for 9 percent respectively. In India, private healthcare sector accounts for 72 percent of the total country's expenditure. In Russia, private healthcare accounts for 46 percent, China and Brazil accounts for 67 percent & 65 percent of the total country's total healthcare expenditure respectively. Private healthcare sector's share in hospitals and hospitals beds is calculated at 74 percent and 40 percent respectively. The private hospital market in India was valued at 54.0billion USD at the end of year 2014. The patient market is expected to grow at CAGR of 14 percent over the year 2018 and outpatient market is expected

to grow at CAGR of 8 percent during the year 2008 to 2018. Apollo Hospitals, Care hospitals, Fortis Healthcare limited, Max Hospitals and Manipal groups of hospitals are key players in Indian Healthcare sector. Also, In India, private healthcare service providers were provided new innovative and better healthcare services to their patients. (Deloitte, OECD, WHO World Health Statistics, 2013, Hospital Market- India by research on India. WHO Statistical Information system, Yes bank).

1.3 Advantage to India

In year 2011, Indian healthcare sector market value was 68.4 billion USD. The forecasted healthcare market value is to be 280 billion USD in year 2020. Income of populations, creating healthcare awareness & health insurance were key factors for a strong demand in the healthcare sector. Medical tourism is emerging attractive investment opportunities in the India. Also, ease of availability of well trained & highly qualified medical professionals in India have competitive advantage over its peer's countries like Malaysia, Singapore etc. In India healthcare services are offered with affordable low price with high quality medical services offered & Indian Government's policy support like excise and custom duty reduction and exemption in service tax etc. (KPMG, Deloitte, Hospital Market- India by research of India. Frost & Sullivan, LSI, Financial Services).

1.4 Gujarat State: Tourism and Hospitality

The Gujarat Government has spent nearly 13 million USD for "Khushboo Gujarat Ki" campaign, which highlighted after actor Amitabh Bachchan, brand ambassador of the Gujarat State, was a great success. The campaign led to an increase in the number of visitors to 5.4 million in the last two years. (Gujarat's Ministry of Tourism, 2013).

Gujarat state won two awards.

1. Best tourism board by CNBC travel award-2012.
2. Runners up award for the best emerging destination in India by Conde Nast Traveller, India.

Gujarat Government has been placed tremendous emphasis on the tourism sector in the budget 2013-2014.

1. 2.4 million USD has been allotted for tourism development works in Saputara.
2. 18.4 million USD has been allotted for creating Sardar patel's tallest statue.
3. A crocodile park is to be established in Baroda.
4. 6.0 million USD has been allotted for building signature bridge, connecting Gujarat international finance tech-city (GIFT) to Gandhinagar. (Gujarat tourism, Government of Gujarat, Report on investing in Gujarat, Socio-Economic review of Gujarat (2012-13), www.deshguarat.com).

1.5 Gujarat: The Growing Engine of India

Gujarat State is the 7th largest state, located in the western part of India, with longest coastline of 1600 kilometers. The Government Plans to focus on the state's 1600 kilometers coastline to promote maritime, costal and eco tourism. Gandhinagar, Ahmedabad, Vadodara, Surat, Rajkot, Bhavnagar and Jamnagar are some of the key cities of the state. The literacy rate of the Gujarat state is 78%. (Gujarat Socio Economic Review 2012-13. www.gujaratindia.com).

Planning commission database (June, 2014), the average gross state domestic product (GSDP) is 16.1%. At current prices, Gujarat's GSDP was about 123.4 billion USD over the year 2012-2013. Gujarat's net state domestic product was about 107.6 billion USD during the year 2012-13. The Gujarat state is expanded at a CAGR of 16.5% from the year 2004-05 to 2012-13. Gujarat's per capital GSDP was increased at a CAGR of 14.4% between the year 2004-05 and 2012-13.

1.6 Gujarat Healthcare Sector

A combination of many factors including state of the infrastructure, corporate setups, mediclaim, cashless facilities, well trained and educated staff, latest and most modern technological link-ups and easy and rapid modes of communication with link ups to most countries has led to availability of an

array of medical tourism influx in Gujarat. In spite of all these, the economical and very affordable rates of medical testing and treatment has bridged the gap between availability of most modern facilities to the most common individual. The state has registered an increase of about 25 lakh tourists in the financial year 2011-12. This is the second consecutive year in which the department recorded growth of such a quantum in tourist inflow. According to a government release, the number of tourists who visited Gujarat during 2011-12 was 2.33 crore. In 2010-11, 1.98 core tourists visited the state. The data has been compiled by the Gujarat Industrial and technical Consultancy Organization (GITCO) after analyzing the actual field data of hotel occupancy rates in the state, particularly of night stays. Officials said the apart from the advertisement campaign, the government's tourism adopted multi-pronged strategy to promote some of the destinations in the State.

2. Literature review

Medical tourist's post purchase decision making factors for intention to revisit as a gujarat state for medical tourism

2.1 tourist satisfaction and experience

Engel JF, Blackwell RD, Miniard PW. (1995) found that consumer fulfillment considered a vital to a company's success. Research found that the encouraging feeling and experience of consumers toward company. Happy customers also have a tendency to repurchase and suggested their families and friends regarding the services they received at destination.

Foster D. (1999) studied on tourist's satisfaction with their experiences in specific destinations and concluded that the level of tourist's satisfaction with a specific destination depend on the service delivered by individual enterprises.

Bramwell B. (1998) studied satisfaction of sport event visitors and residents of urban travel destination. Tourists perceived that effect of higher trip quality on overall satisfaction. Time, effort or money was considered a vital for measuring level of satisfaction and which resulted in repeat destination's visitations and recommendations.

Baker D.A, Crompton J.L. (2000) found in their study that satisfaction was significantly correlated with the experience of the tourists at destination.

Marrakchi MD, Elouze S., Ghadhab B. (2009) found that factors such as medical treatment, Healthcare services, Healthcare information, ease of healthcare services at destination and food considered as a vital factors towards medical tourist's satisfaction.

Rad NF, Som APM, Zainuddin Y. (2010) studied from their research that the impact of healthcare service quality on satisfaction level of medical travelers visited to Malaysia. The study found a significant association between healthcare service quality and patient satisfaction.

2.2 Intension to Revisit and Recommended to Others

Getty, Thompson. (1994) research found the association between satisfaction and consumers intentions to recommend to others travelers. Based on their conclusion, they suggested that traveler's intentions to recommend considered an intention of both tourist's satisfaction with the lodging experience and their perceptions of service quality.

Cronin JJ, Brady MK, Hult GTM. (2000) found that perceived cost may be a superior forecaster of repurchase intention than either satisfaction towards the services at destination or service quality at destination.

Bigne JE, Sanchez MI, Sanchez J. (2001) found that destination image had significant impact on cognitive perceptions, satisfaction, intention to revisit a destination and intention to recommend the destination to others. Satisfaction was considered as most important criteria for traveler's intention to revisit.

Lee CK, Lee YK, Lee BK. (2005), also found in their study that travelers with an additional positive destination image and had a good travel experience at destination which ultimately converted into high satisfaction and the more encouraging intention to revisit destination again. Wong & Kwong (2004) found that repetitive travellers enhance word-of-mouth and reference of destination had a significant impact on potential travellers.

3. Research methodology

3.1 Research Objective

The objectives of research:

1. To study the perception of the medical traveler on various factors for intention to revisit, as a Gujarat State for medical tourism.
2. To develop multiple regression model on intention to revisit as Gujarat state for Medical tourism.
3. To investigate contribution of independent factors like medical travelers' experience and satisfaction on intention to revisit again at Gujarat State for medical tourism.

3.2 Methods and Materials

An exploratory and conclusive descriptive research was used, i.e. data analyzed by using quantitative and tests the specific hypothesis. Single cross sectional research design means one sample of respondents selected from the target population and information was obtain from this sample once upon a time. Data collection survey method with a structured questionnaire using likert scale given to the sample of population and planned to obtain precise information from the 500 respondents. Data collected from accessible traveler in the various private hospitals of the Gujarat state. Target populations were sample, a subgroups of a population selected for the research. Sample element would be medical travelers who come in Gujarat for taking a medical treatment, i.e. NRIs, Domestic and foreign travelers. For medical travelers, who were in private hospital, non probability with convenience sampling method was used.

3.3 Research Analysis & Its Interpretation

Sr. No	Demographic profile of Respondents	Attributes	Frequency	Percentage
1.	Age	25 or Under 25	26	5.2
		Between 26-40	159	31.8
		Between 41-60	194	38.8
		61yr or older	121	24.2
2.	Gender	Male	349	69.8
		Female	151	30.2
3.	Occupation	Students	19	3.8
		Professionals	68	13.6
		Salaried employees	236	47.2
		Self employed	113	22.6
		Government employed	22	4.4
		Others	42	8.4
4(A).	Income (Domestic Medical Traveler)	Greater than Rs.1,00,000	9	1.8
		Rs.1,00,001 to 3,00,000	11	2.2

		<i>Rs. 3,00,001 to 5,00,000</i>	202	40.4
		<i>Rs. 5,00,001 to 7,00,000</i>	88	17.6
		<i>Above 7, 00,000Rs.</i>	65	13.0
4(B).	<i>Income (NRI & FOREIGNER Medical Traveler)</i>	<i>Less than 50,000\$</i>	4	.8
		<i>50,000 \$ to 3,00,000\$</i>	102	20.4
		<i>Greater than 5,00,000\$</i>	19	3.8
5.	<i>Education Qualification</i>	<i>Undergraduate</i>	43	11.9
		<i>Graduate</i>	48	9.6
		<i>Post graduate</i>	396	79.2
		<i>M.Phil./PhD</i>	55	11.0
6.	<i>Marital Status</i>	<i>Single</i>	69	13.8
		<i>Married</i>	427	85.4
		<i>Widowed</i>	4	.8
7.	<i>Types of Medical Tourist</i>	<i>NRI</i>	100	20.0
		<i>Foreigner</i>	25	5.0
		<i>Domestic</i>	375	75.0
8.	<i>From which region you come for treatment?</i>	<i>Asia</i>	22	4.4
		<i>Africa</i>	6	1.2
		<i>Australia</i>	28	5.6
		<i>North America</i>	39	7.8
		<i>South America</i>	17	3.4
		<i>Europe</i>	13	2.6
		<i>Other state of India</i>	375	75.0
9.	<i>With whom do you travel?</i>	<i>Family</i>	256	51.2
		<i>Friends.</i>	83	16.6
		<i>Alone</i>	18	3.6
		<i>Either husband or wife.</i>	143	28.6
10.	<i>Nature of your trip.</i>	<i>Medical Purpose only.</i>	360	72.0
		<i>Business & Medical Purpose</i>	102	20.4
		<i>Tour & Medical Purpose</i>	23	4.6
		<i>Spiritual & Medical Purpose</i>	9	1.8
		<i>Vacation/Leisure & Medical Purpose</i>	6	1.2
11.	<i>For which medical treatment you choose destination as a Gujarat?</i>	<i>Dental surgery</i>	43	8.6
		<i>Heart surgery &/or heart related problems</i>	179	35.8
		<i>Infertility</i>	86	17.2
		<i>Orthopedic Surgery</i>	18	3.6
		<i>Gynecological</i>	70	14.0
		<i>Cosmetic surgery</i>	59	11.8
		<i>Pediatric problems</i>	24	4.8

		<i>Cancer</i>	21	4.2
12.	<i>How long you stay for treatment?</i>	<i>1-3 nights</i>	18	3.6
		<i>4-7 nights</i>	76	15.2
		<i>8-10 nights</i>	220	44.0
		<i>11-14 nights</i>	63	12.6
		<i>15 nights or longer</i>	123	24.6

3.4 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.959	13

From above table, research shown that cronbach’s alpha value of 13 post purchase variables is 0.959, which shows that research data are reliable.

To attain a first objective of the research is To study the perception of the medical traveler on various factors for intention to revisit, as a Gujarat State for medical tourism. The below table shown the mean values of various variables.

3.5 Medical traveler’s perception of various decision factors on post purchase factors as a Gujarat State for medical tourism:

1.	Tourist’s experience	Cleanliness and hygiene food services at destination.	5.6640
	Tourist’s experiences	Hospitality and customer care services of local people at destination.	5.2560
	Tourist’s experiences and satisfaction	Pleasant experience with Doctors, nurses and other staff members at destination.	5.0720
	Tourist’s experiences	Wi-Fi/internet facility at destination.	4.7520
2.	Tourist’s satisfaction	I am satisfied with Personal and public safety at destination.	5.2340
	Tourist’s satisfaction	I am satisfied with accommodation services at destination.	5.2020
	Tourist’s satisfaction	I am satisfied with transport services at destination.	5.1040
3.	Intention to revisit and recommend to others	I met expectation with infrastructural & transportation services at destination.	6.7980
	Intention to revisit and recommend to others	I met expectation with cleanliness and proper hygienic food services at destination.	6.4700
	Intention to revisit and recommend to others	I met expectation with destination image and attributes.	5.6160
	Intention to revisit and recommend to others	I speak positive word of mouth to other about destination.	5.3220
	Intention to revisit and recommend to others	I will choose as a destination, Gujarat, again for medical treatments in future also.	5.2820
	Intention to revisit and recommend to others	I would recommend Gujarat, as a destination to others.	5.2220

3.6 Interpretation

1. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, Cleanliness and hygiene food services at destination for tourist’s experience having high mean values, so all variables are most important.
2. I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination & personal safety purpose having high mean values, so all variables are most important.
3. I would recommend Gujarat, as a destination to others, I will choose as a destination, Gujarat, again for medical treatments in future also, I speak positive word of mouth to other about destination, I met expectation with infrastructural & transportation services at destination, I met expectation with destination image and attributes and I met expectation with cleanliness and proper hygienic food services at destination, Medical tourists were highly agree with above variables in intension to revisit to others as a destination decision choice factor.

To attain the second objective is to develop multiple regression model on intention to revisit as Gujarat state for Medical tourism. The below table shown the various hypothesis for attainment of second objective of the study.

3.7 Multiple Regressions Model Development for Intention to Re Visit as Gujarat State For Medical Tourism

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 ^a	.790	.789	.52673

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	518.194	2	259.097	933.879	.000 ^a
	Residual	137.888	497	.277		
	Total	656.082	499			

Interpretations

Hypothesis for ANOVA test

Ho: The regression model is not significant.

H1: The regression model is significant.

Interpretation of P value of ANOVA test

P value of F test is 0.000, which is less than 0.05, Hence, the regression model is significant.

Interpretation of R

Multiple Correlation coefficients between intention to revisit and all predictors simultaneously is 0.961; it indicates strong relationship between the independent and dependent variables.

Interpretation of R Square

The value of adjusted R Square is 0.923; this means that regression model is explains 92.3% of variance in intention to revisit. The third objective was to To investigate contribution of independent factors like medical travelers’ experience and satisfaction on intention to revisit again at Gujarat State for medical tourism, below table shown multiple regression analysis to understand this objectives.

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.047	.090		22.822	.000
	TE_SUMMAT ED	.355	.043	.451	8.296	.000
	TS_SUMMAT ED	.366	.044	.455	8.381	.000

Interpretation

- Hypothesis for t test:

Ho₁: Tourists experience is not making significant contribution in intention to re visit, as a Gujarat State for medical tourism.

Ho₂: Tourists satisfaction is not making significant contribution in intention to re visit, as a Gujarat State for medical tourism.

- Interpretation of P value of t test:

From above table, the significance value is 0.00 for tourist’s experiences and satisfaction. So, tourist’s experiences and satisfaction. are making significant contribution in intention to re visit, as a Gujarat State for medical tourism.

Multiple Linear Regression Equation derived from multiple regression model of post purchase decision making factors, Intention to revisit and recommend to others, (IR)Y= 2.047+0.355X1+0.366X2-where X1 is tourists experience , X2 is tourists satisfaction.

Above equation, X1 is tourists experience, X2 is tourists satisfactions have positive impact on Destination choice decision intention to revisit and recommend to others

4. Findings of the study

1. Research shows that 69.8% of the medical tourists are male & remaining 30.2% of them are female.
2. 38.8.7% of the medical tourists fall between 41-60 age groups, 24.2% of them are fall more than 61 years or older and remaining 31.8% of them fall between age group of 26-40 year.
3. 47.2% of the medical tourists are salaried employees, 13.6% of them are professionals, 4.4% of them are government employed and remaining 22.6% of the medical tourists are considered as self employed and 8.4% of the medical tourists are others and 3.8% of the medical tourists are students.
4. 79.2% of the medical tourists are Graduate, 11.0% of them are post graduate and remaining 9.6% of the medical tourists are considered as undergraduate.
5. 2.2% of the Domestic medical tourists fall between Rs.1,00,001 to 3,00,000 income groups, 40.4% of the medical tourists fall between Rs.3,00,001 to 5,00,000 income groups, 1.8% of the medical tourists are greater than Rs.1,00,001 income groups and remaining 17.6% of the medical tourists fall between Rs.5,00,001 to 7,00,000 income groups and 13.0% of the medical tourists are greater than Rs.7,00,000.
6. 20.4% of the NRI and Foreigner medical tourists fall between \$50,000 to \$3,00,000 income groups, 3.8% of the NRI and Foreigner medical tourists fall greater than \$ 5,00,000 income groups.
7. Research shows that 85.4% of the medical tourists are considered as married and remaining 13.8% of the medical tourists are single and 0.8% medical tourists are widowed.
8. Mainly 20% of the medical tourists are NRI, 5% of the medical tourists are Foreigners and remaining 75% of the medical tourists are Domestic.
9. Research shows that 11.2% of the medical tourists are come from USA region, 5.6% of the medical tourists are come from Australia region, 4.4% of the medical tourists are come from Asia region, 2.6% of the medical tourists are come from Europe region and 2.0% of the medical tourists are

- come from Africa region and remaining 75% of the of the medical tourists are come from other states.
10. 51.2% of the medical tourists visit along with family, 28.6% of the medical tourists visit destination along with husband or wife, 16.6% of the medical tourists visit destination along with friends and 3.6% of the medical tourists visit destination alone.
 11. 72% of the medical tourists visit destination for medical purpose only, 20.4% of the medical tourists visit destination for business and medical purpose only, 4.6% of the medical tourists visit destination for tour & medical purpose only.
 12. 44% of the medical tourists stay between 8-10 nights, 24.6% of the medical tourists stay between 15 nights or longer, 12.6% of the medical tourists stay between 11-14 nights, 15.2% of the medical tourists stay between 4-7 nights and 3.6% of the medical tourists stay between 1-3 nights.
 13. 35.8% of the medical tourists visit destination for heart surgery and/or heart related problems only, 17.2% of the medical tourists visit destination for infertility purpose only, 11.8% of the medical tourists visit destination for cosmetic surgery purpose only, 14% of the medical tourists visit destination for gynecological purpose only, 4.2% of the medical tourists visit destination for cancer purpose only, 4.8% of the medical tourists visit destination for pediatric purpose only and 3.6% of the medical tourists visit destination for orthopedic purpose only.
 14. Overall reliability for the 13 variable is 0.959. So, research data are reliable.
 15. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, Cleanliness and hygiene food services at destination for tourist's experience having high mean values, so all variables are most important.
 16. I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination & personal safety purpose having high mean values, so all variables are most important.
 17. I would recommend Gujarat, as a destination to others, I will choose as a destination, Gujarat, again for medical treatments in future also, I speak positive word of mouth to other about destination, I met expectation with infrastructural & transportation services at destination, I met expectation with destination image and attributes and I met expectation with cleanliness and proper hygienic food services at destination, Medical tourists were highly agree with above variables in intension to revisit to others as a destination decision choice factor.
 18. Significance P value of F test is 0.000, which is less than 0.05 so, the regression model is significant. Multiple Correlation coefficients between intention to revisit and all predictors simultaneously is 0.889; it indicates strong relationship between the independent and dependent variables.
 19. The value of adjusted R Square is 0.790; this means that regression model is explains 79% of variance in Destination Choice.
 20. Multiple Linear Regression Equation derived from multiple regression model of post purchase decision making factors, Intention to revisit and recommend to others, $(IR)Y = 2.047 + 0.355X_1 + 0.366X_2$ - where X_1 is tourists experience, X_2 is tourists satisfaction.
 21. Tourists satisfactions have positive impact on Destination choice decision intention to revisit and recommend to others

5. Managerial Implications and Conclusion

Hospitals should give more focus on these variables. Pleasant experience with Doctors, nurses and other staff members at destination, Hospitality and customer care services of local people at destination, I am satisfied with transport services at destination, Cleanliness and hygiene food services at destination, I am satisfied with accommodation services at destination, Medical tourists were highly satisfied with above variables in tourists experiences and satisfaction as a destination decision choice factor. Hospitals should have more focus on above variables. I would recommend Gujarat, as a destination to others, I will choose as a destination, Gujarat, again for medical treatments in future also, I speak positive word of mouth to other about destination, I met expectation with infrastructural & transportation services at

destination, I met expectation with destination image and attributes and I met expectation with cleanliness and proper hygienic food services at destination, Medical tourists were highly agree with above variables in intension to revisit to others as a destination decision choice factor. Multiple Linear Regression Equation derived from multiple regression model of post purchase decision making factors, Intention to revisit and recommend to others, $(IR)Y = 2.047 + 0.355X_1 + 0.366X_2$ - where X_1 is tourists experience, X_2 is tourists satisfaction. From Above equation, X_1 is tourists experience, X_2 is tourists satisfactions have positive impact on Destination choice decision intention to revisit and recommend to others. So, Healthcare service provider must have to focus on above post purchase independent factors like tourist's experience and satisfaction to enhance an intention to revisit as Gujarat state for medical tourism.

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