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DYNAMICS OF MEDICAL TOURISM IN INDIA- A MICROSCOPIC ANALYSIS.

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ABSTRACT

Medical Tourism, is in recent times, has been developed as a fast growing segments of the tourism industry with a significant contribution for foreign exchange earnings and income and employment multiplier. Medical tourism covers tourists from foreign countries visiting India for obtaining various medical treatments and procedures holding a valid medical visa issued by government of India. The Indian and global medical tourism statistics reveals that India has been recognized as a one of the most proffered medical tourism destinations by many countries including countries from European and American continents. While analyzing the Indian and global medical tourism scenario some questions are found very pertinent and significant to be answered and to be evaluated such as What is the trend of medical tourism in India and why does India being selected as a preferred medical tourism destination? This study aims to evaluate the medical tourism trends of India and also to understand the reasons for selecting India as a medical tourism destination by international medical tourists. The study has been conducted by analyzing the secondary data sources published by various medical tourism journals and other sources. The study reveals that there are many reasons for choosing India as a preferred medical tourism destination and the prime reason is cost advantages and proximity to the medical tourism generating countries.

Key Words: Medical Tourism, Foreign Exchange, Income and Employment Multiplier, Medical Visa, Medical Treatments and Procedures