

Definition Of Medical Tourism Focused On Indian Medical Tourism History And Forecast Indian Medical Tourism Market

By

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Abstract

Many people from different parts of the world visit to India for a number of different reasons. Some people travel for business, but the vast majority of people travel for pleasure or to receive medical treatment. One of the most essential aspects to take into account is the low cost of medical treatment offered by reputable hospitals in India. People will often look for comparable care in other nations that may be able to provide it at a lower cost. In addition, the process of acquiring a visa in certain nations can be lengthy and cumbersome. India is working hard to streamline and enhance Cancer treatment in order to attract a greater number of medical tourists from other countries. The country is home to some of the best oncology institutions in the world. In this study, we examined medical tourism with a particular emphasis on the history of medical tourism in India and made projections for the Indian medical tourism business.

Keywords: medical tourism, medical tourism market, hospitals, Oncology

1. Introduction

A rapidly expanding industry in India is medical tourism. It was projected that India's medical tourism market will be worth \$5–6 billion by the middle of the year 2020. In 2017, there were 495,056 people who travelled to India in search of medical treatment. The majority of medical tourists who visited India in 2019 came from Southeast Asia, the Middle East, Africa, and the SAARC area, according to a study that was published in 2019 by the Federation of Indian Chambers of Commerce and Industry and Ernst & Young. A sizeable number of people seeking medical treatment go to India from other countries, including the United States, Canada, China, Russia, the United Kingdom, and Australia. It is well recognised across India that Chennai is the country's foremost centre for medical research and practise.

In February of 2019, the government amended its e-tourism VISA regime to include medical visas. This was done with the intention of encouraging applications and making the travel procedure simpler for medical tourists. Under the terms of this visa, you are only permitted to stay for a maximum of six months. [4] Since the 30th of August 2019, foreigners are no longer need to get a medical visa in order to undergo any medical treatment in India, with the exception of organ transplants.

This ancient culture had the ability to completely tap into the potential of their wellness systems, which had been built over the course of generations of learning. This is being accomplished through establishing India as a centre for many forms of alternative medicine, including Ayurveda, Yoga, Sidha, Naturopathy, and so on, in addition to the spiritual philosophy that has always been an essential part of the Indian way of life.

A set of wellness tourism guidelines has been created by the Ministry of Tourism. These recommendations cover concerns with the availability of high-quality promotional material, training and capacity building for service providers, participation in international and local events linked to wellness, and other relevant topics.

The proliferation of wellness centres around the country has prompted an increased focus on the need of providing high-quality service. The National Board for Accreditation of Hospitals and Healthcare Services (NABH) developed the Guidelines for Accreditation of Wellness Centers in consultation with AYUSH. These guidelines were made public on February 15, 2011, during a workshop on wellness tourism that was organised by the Ministry of Tourism.

In addition to this, the Market Development Assistance (MDA) programme run by the Ministry of Tourism has been opened up to wellness tourism service providers, such as wellness facilities that have been accredited. At this time, wellness establishments that have been granted accreditation by state tourism departments are eligible for the MDA as well. After the NABH accreditation requirements have been implemented, all wellness facilities that are interested in MDA will be required to be as similar to the NABH accreditation guidelines as is reasonably achievable.

The Ministry of Tourism, together with collaboration with Wellness Tourism Service Providers, State Governments, and other stakeholders, has been a major driver of the movement to accredit wellness centres by NABH and AYUSH. This programme was mostly led by the Ministry of Tourism.

2. Literature review

According to the vast majority of estimates, the expenses of therapy in India begin at around one-tenth of the price of similar treatment in the United States or the United Kingdom. [6-7]. Alternative medicine, bone marrow transplants, heart bypass surgery, eye surgery, and cancer treatment are the kind of medical procedures that medical tourists seek most frequently in India.

India has 39 hospitals that have been awarded JCI accreditation. [8] On the other hand, it is essential for a patient who will be going to India to choose the best possible mix of doctor and hospital. After receiving medical care, the patient has the choice of either recovering at the hospital or going to a nearby paid hotel to spend some time resting. The continuation of therapy may also be possible via telemedicine, which is offered by many hospitals nowadays.

The title of "health capital of India" has been given to the city of Chennai.

[9-12] It is believed that every day, around 150 patients from other countries are admitted to several multi- and super-specialty hospitals located across the city. [9] Approximately 45 percent of health tourists from outside the nation who visit the country come to Chennai, while 30 to 40 percent of the country's own health tourists visit Chennai.

[10] Reasons

for the high number of visitors visiting the city include the inexpensive prices, short or non-existent waiting times,[13] and comprehensive amenities provided by the specialist hospitals located there. [9] Although the city has an estimated 12,500 hospital beds, only half of those beds are used by the city's inhabitants. The remaining beds are shared by patients from other states in the nation as well as patients who are not even from the country. [14] Because of the city's abundance of dental facilities, dental tourism has become popular in Chennai. [15] In hospitals all around the country, private institutions and organisations like Max Healthcare have provided consultations and medical care to as many as 50,000 patients who are originally from another country.

The encouragement of medical tourism in India has made it easier for private firms to capitalise on the opportunities presented by this industry.

[16] According to Darpan Jain, who serves as the Joint Secretary for the Department of Commerce in the Ministry of Commerce and Industry for the Indian government:

The expertise of our medical professionals, support staff, and the calibre of our nurses, in addition to the state-of-the-art infrastructure that has been built over the past few years in India, are India's greatest strengths. Some of these things are still unavailable even in the most developed economies. [2]

Bengaluru, Chandigarh Capital Region (CCR), Delhi NCR includes Gurugram [17] and Faridabad, Jaipur, Kerala, Kolkata, and Mumbai are additional medical tourism centres in India. Hisar Medicity is an up-and-coming centre that has planning and building processes under way in the year 2021. [18]

The government has abolished limitations on tourist visas that required a two-month break between consecutive trips for those coming from Gulf nations. This change is expected to encourage more people to travel to the country for medical treatment. [19] A visa-on-arrival programme has been established, which enables visitors from certain countries to enter India without the need for a visa and to remain in the country for up to 30 days for medical treatment. [20] The highest number of medical visas were requested by inhabitants of Bangladesh, Afghanistan, the Maldives, and Nigeria in 2016. [21]

English is an official language in India, despite the country's rich linguistic heritage, and it is the language that is spoken by the vast majority of the population as well as nearly all medical professionals. A number of hospitals in Noida have begun employing language interpreters in order to make patients from countries in the Balkans and Africa feel more at ease while also assisting in the facilitation of their treatment. [22]

3. Medical Tourism

The rapidly expanding practise of travelling across international borders in search of healthcare services is referred to as "medical tourism," which is also known as "medical travel," "health tourism," or "global healthcare." Services such as elective treatments and difficult operations, etc., are examples of the kinds of services that tourists often look for.

The following elements contribute to India's competitive edge as a destination for medical tourism:

- The majority of physicians and surgeons practising in Indian hospitals received their education or had prior work experience in medical facilities located in the United States, Europe, or other developed nations.

- The majority of medical professionals, including physicians and nurses, have a strong command of the English language.
- Many Indian hospitals have access to the most advanced medical and diagnostic equipment on the market, which comes from major international companies;
- Indian nurses are consistently ranked among the finest in the world In India, there are about 1000 approved nursing training institutes, the most of which are affiliated to teaching hospitals. Each year, nearly 10,000 nurses graduate from nursing school.
- Even the most frugal visitor may afford first-rate service and luxurious facilities at some of the world's best hotels.

3.1 Growth of Medical Tourism in India

The expansion of medical tourism in India can be attributed to a variety of factors. The cost advantage that the Indian health care industry has in compared to those of other nations is one of the key reasons that this is mentioned as the explanation for this phenomenon. In addition to the cost advantages, the services are provided by professionals that have expertise working worldwide.

India has become one of the top five most popular destinations for medical tourists all over the world as a result of its combination of facilities of world-class standard and reasonable prices. Additionally, India is gifted with a number of tourist spots that are famous all over the world.

Jammu, Srinagar, Shimla, Dehradun, Kerala backwaters, beaches of Chennai, Mumbai, Goa, Kolkata, etc.) heritage sites (Western ghats, Sunderbans, Nilgiris, Ajanta, Ellora, and Elephanta caves), spiritual destinations (Varanasi, Haridwar, Bodh Gaya, Ajmer Sharif, Churches of Goa), and metropolitan cities are just some of the (Delhi, Mumbai, Bangalore, Hyderabad).

Because of this, visitors who come to India have access to a wide array of possibilities that may be combined with the treatment of their illnesses. The cost advantages that India has in comparison to other nations are another factor that has contributed to the expansion of the medical tourism industry in India.

Treatment Cost Comparison

PROCEDURES	US (\$)	COSTA RICA (\$)	INDIA (\$)	KOREA (\$)	MEXICO (\$)	THAILAN D (\$)	MALAYSIA (\$)
Heart Bypass	1,44,000	25,000	5,200	28,900	27,000	15,121	11,430
Angioplasty	57,000	13,000	3,300	15,200	12,500	3,788	5,430
Heart Valve Replacement	1,70,000	30,000	5,500	43,500	18,000	21,212	10,580
Hip Replacement	50,000	12,500	7,000	15,600	15000	15,152	12,350
Knee Replacement	50,000	11,500	6,200	19,800	12,000	12,297	7,000
Spinal Fusion	1,00,000	11,500	6,500	15,400	12,000	9,091	6,000
Dental Implant	2,800	900	1,000	4,200	1,800	3,636	345
Lap Band	30,000	8,500	3,000	N/A	6,500	11,515	N/A
Breast Implants	10,000	3,800	3,500	12,500	3,500	2,727	N/A
Rhinoplasty	8,000	4,500	4,000	5,000	3,500	3,901	1,293
Face Lift	15,000	6,000	4,000	15,300	4,900	3,697	3,440
Hysterectomy	15,000	5,700	2,500	11,000	5,800	2,727	5,250
Gastric Sleeve	28,700	10,500	5,000	N/A	9,995	13,636	N/A
Gastric Bypass	32,972	12,500	5,000	N/A	10,950	16,667	9,450
Liposuction	9,000	3,900	2,800	N/A	2,800	2,303	2,299
Tummy Tuck	9,750	5,300	3,000	N/A	4,025	5,000	N/A
Lasik (both eyes)	4,400	1,800	500	6,000	1,995	1,818	477
Cornea (both eyes)	N/A	4,200	N/A	7,000	N/A	1,800	N/A
Retina	N/A	4,500	850	10,200	3,500	4,242	3,000
IVF Treatment	2,800	3,250	2,180	3,950	9,091		3,819

The following table illustrates the price disparity between the two options: The cost differential between India and the other nations is detailed in the table that can be found above. It is clear that there is a significant disparity between the prices in India and those in the United States of America (USA) when one does a comparison between the two countries.

The difference for the heart bypass operation is between one dollar and twenty thousand dollars. The price difference between India and Thailand is not very large; nonetheless, India is known for its cutting-edge technology, and its hospitals and medical professionals are among the best in the world.

The following are some other factors that have been identified for the expansion of medical tourism in India:

1. There are lengthy waiting lists to be seen for treatment in some countries.
2. The advantageous exchange rates of industrialised nations in compared to India People hailing from these nations will have an easier time affording travel and housing as a result of this.

The highly trained physicians, nurses, and other medical professionals who work in India's hospitals make them among the most advanced in the world.

4. Emergence of India as a hub of medical tourism

India is quickly becoming the travel destination of choice for people from all over the world thanks to the country's extensive cultural history, vast number of attractions, and breathtaking scenery. The travel and tourist business is a vital component of the Make in India initiative and is emerging as one of the primary drivers of growth among the services sectors. By the year 2029, it is anticipated that the travel and tourism industry would contribute a stunning \$512 billion to India's GDP.

It is interesting to note that travellers come to India not just for its history, mesmerising beauty, and fascinating diversity, but also for its advanced healthcare infrastructure and world-class medical treatment. Travelers from all over the world come to India in order to receive world-class therapeutic treatment, recharge their batteries, and refresh themselves. India has evolved through the years to become a prime and appealing destination.

Traveling to different countries and regions in search of medical treatment is an increasingly common kind of "medical tourism," which is also referred to as "medical value travel," "health tourism," or "wellness tourism." The following are the three primary categories that are used to classify the various healthcare services and offerings available in India:

- **Medical Treatment:** Treatment that is administered with the goal of curing a patient's condition, such as in the fields of cardiology, organ transplantation, orthopaedics, neurology, cancer, and bariatrics.
- **Wellness and Rejuvenation:** Services with the primary aim on rejuvenation or improvement of one's appearance, including but not limited to cosmetic surgery, stress release, spa treatments, and the like.

• Complement

ary & Alternative Medicine: Consultations with practitioners of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy (abbreviated as AYUSH).

In each of these subcategories, the majority of medical tourists travelling to India come from the following countries: Afghanistan, Pakistan, Oman, Bangladesh, the Maldives, Nigeria, Kenya, and Iraq. Hospitals and diagnostic centres in Tier 1 and Tier 2 cities in India, such as Delhi NCR, Mumbai, Bangalore, Chennai, Chandigarh, Jaipur, etc., are among the most popular locations for foreign patients seeking medical treatment in India. Naturally, a number of underlying causes are contributing to India's rise in popularity as a destination for medical tourism. The following describe each of these:

• *Infrastructural Facilities and Digital Enablement:* The Indian healthcare ecosystem is delivering world-class care and treatment at lower costs (almost 20 percent less for major surgical treatments when compared to those of developed countries equipped with internationally recognised facilities). This care and treatment ranges from problems with the eye, heart, and kidney to organ transplantation, orthopaedics, and cancer. At the moment, there are approximately 37 hospitals in India that have been accredited by Joint Commission International (JCI), and there are 513 hospitals in India that have been accredited by the National Accreditation Board for Hospitals and Healthcare Providers (NABH), both of which indicate that the care they offer is at or above the global quality standards and benchmarks. India is also the location of some of the world's most renowned super-specialty hospitals and services. These facilities offer patients the most recent and cutting-edge treatment options available, utilising cutting-edge technologies such as artificial intelligence (AI), virtual reality (VR), and robotics to achieve greater accuracy and holistic well-being.

• *Trained Manpower:* India is not only the centre of world-class amenities, but it is also home to some of the most famous and revered doctors in the world. These doctors are pioneers in their respective fields of specialisation and clinical expertise. India is not only the centre of world-class amenities, but it is also home to some of the best amenities in the world. The country boasts the greatest pool of medical professionals and paramedical employees in South Asia, with over 1.2 million allopathic physicians, 0.17 million dental surgeons, 2 million nurses, and 0.8 million professionally educated Ayurvedic doctors. Patients from all over the world travel to this country for medical treatment because the majority of the country's physicians received their education and gained clinical experience at some of the most prestigious medical institutions in the United States, the United Kingdom, and other developed countries. As a result, these physicians have a high level of expertise and are fully capable of meeting the needs of their patients.

• *Complementary and Alternative Medicine and Therapeutic Treatments:* India has positioned itself as the focal point of AYUSH, naturopathy, Vedanta, and meditation practises, all of which have been curated and restored from the earliest of sciences and arts. India is home to a plethora of sights and locales that are ideal for getting away, recharging one's batteries, and revitalising oneself. These include yoga ashrams, spas, and wellness facilities that provide holistic therapy. Patients from all around the world are flocking to India because of the powerful branding that the government has done for AYUSH. A number of companies, like Apollo and the Manipal Group, are currently in the process of establishing wellness centres that are stocked with conventional medical treatments.

• *Comprehensive, Personalized, and Compassionate Care:* In addition to being the most cost-effective and easily accessible location to seek clinical care and wellness treatment, India has also emerged as the leader in providing comprehensive, individualised, and compassionate care, truly embodying the principles of "Athithi Devo Bhava" (Guest is akin

to God). The medical staffs in India strives to provide care of the greatest possible quality by placing the requirements and requirements of their patients ahead of everything else, as well as by actively listening to their patients with empathy and compassion.

It is the goal of the Government of India to position and establish India as the hub of medical tourism. To this end, the Government of India has been taking important steps and interventions to decrease the amount of time spent waiting as well as to ensure that the travel, stay, and treatment of medical patients and their attendants are as hassle-free as possible. The following are some of the most important initiatives:

- ***e-Medical and Medical Attendant Visa:*** The e-tourist visa, which was first introduced in 2014, has been expanded to include medical visits and medical attendant visas. This change was made to simplify, ease, and expedite the travel procedures and protocols for the purpose of allowing medical tourists multiple entries and long-term stays. Additionally, in order to give support and assistance during the entirety of the immigration process, dedicated immigration counters and facilitation desks have been set up in each of India's main airports. Because of these facilities and logistical support systems, the number of Foreign Tourist Arrivals (FTAs) in India on medical visas has increased to an incredible 697,000 in 2019 from 495,056 in 2017. This is a significant increase from the previous year.

- ***The National Medical and Wellness Tourism Board:*** The National Medical and Wellness Tourism Board has been constituted under the Chairmanship of the Minister for Tourism to provide a dedicated and comprehensive institutional framework to promote and enhance Medical Tourism, including the Indian system of medicine covered by AYUSH. The Board's mission is to provide a dedicated and comprehensive institutional framework to promote and enhance Medical Tourism. With members from the Ministry of AYUSH, Quality Council of India (QCI), and the National Accreditation Board for Hospitals and Healthcare Providers, the Board serves as the overarching institution that oversees and promotes medical tourism (NABH).

- ***Digital Enablement:*** The Ministry of Commerce and Industry and the Services Export Promotion Council (SEPC) have developed a healthcare portal that functions as a comprehensive, one-point information site that covers hospital-related and travel-related information on India. This portal is intended for users from all over the world who are interested in medical tourism and may be interested in travelling to India for medical treatment. The digital site provides coverage for 124 licenced medical institutions spread among 93 medical centres, 30 Ayurveda and wellness institutes, and one special category facility.

- ***Fiscal Support and Non-Fiscal Initiatives:*** The Ministry of Tourism aims to provide financial support to approved Wellness Tourism Service Providers (WSTPs) and Medical Tourism Service Providers (MTSPs) under the Marketing Development Assistance Scheme in order to encourage medical tourism in the country. This will be done in accordance with the Marketing Development Assistance Scheme (MDA). Additionally, the government has been making concerted efforts to advance indigenous medical practises and other forms of treatment that are conceptually linked.

The Ministry of AYUSH was recently allotted INR 2,970 Crore in the Union Budget for FY 2021-22, which is an increase from the INR 2,122 Crore that was allotted to the Ministry of AYUSH in the Union Budget for FY 2020-21. This will allow the nation to tap

into centuries'

worth of wisdom regarding spiritual philosophy that is exceptional and unmatched by any other. In addition, the Ministry of Tourism has established a Wellness and Medical Tourism Promotion Committee (WMTPC) and drafted comprehensive guidelines in order to promote Wellness and Medical Tourism as niche tourism products among international tourists and to make India a holistic tourism destination for 365 days that offers a variety of medical services and techniques. This was done with the goal of transforming India into a destination that attracts travellers looking for a complete vacation experience.

The development drivers and interventions that have been implemented by the government serve as a testament to India's posture as the healthcare destination of the globe and provide a genuine invitation to the rest of the world to "Heal in India."

5. Medical Tourism in India: a statistical analysis

There have been over 560 million trips made to India for the purpose of medical value tourism, which has resulted in the country generating over 16.3 billion USD in income. This has helped India achieve a ranking of number seven among the top 20 wellness tourist markets. Additionally, it is ranked third among nations in the Asia Pacific region that place an emphasis on wellbeing.

In spite of the travel limitations imposed by COVID-19, over 2 lakh people travelled to India for medical purposes in the year 2020. Despite the fact that the numbers are lower than in past years, the prohibition on international travel will be lifted in 2021, and those who are now on the treatment waiting list have already begun to take advantage of this opportunity.

Some of the countries whose residents travel to India for medical tourism include Turkey, Bangladesh, Afghanistan, Oman, Iraq, Maldives, Nigeria, and Kenya. Other countries whose inhabitants travel to India for medical tourism include:

After the COVID setback in 2020, it is anticipated that India's Medical Value Tourism industry would reach a total of USD 13 billion.

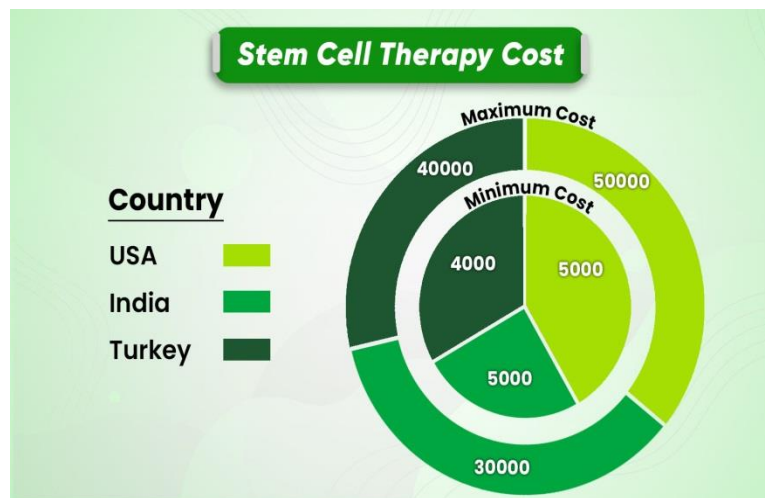
But there are also many individuals from India and other parts of the world who choose Turkey for the treatment of eye-related diseases, or other areas for the treatment of a variety of other disorders, rather than going elsewhere. So, what distinguishes India from other countries?

5.1 How cost-effective is medical tourism in India?

The relatively inexpensive price of medical treatments is the key element that brings patients from all over the world, in addition to the additional amenities that are made available to them. An analysis of comparisons is presented here:



Source: www.clinicspots.com



Source: www.clinicspots.com

However, India will leave you stunned with the spectrum of disorders that it can treat with high-quality services as well as excellent doctors and clinics. Turkey excels in the treatment of liver disorders and nephrological issues, but India will leave you stunned with the variety of disorders that it can treat.

5.2 Rise of Medical Tourism in India

Over the course of the last ten years, India has garnered a reputation for being able to provide medical services of a very high standard at very reasonable prices to patients who are travelling from all over the world. However, because of the travel restrictions that were in place during the COVID-19 epidemic, the number of people seeking medical treatment abroad decreased. The Indian Ministry of Tourism said that the country's tourism industry had a decline of 79.4% between 2010 and 2020. Despite this, there is a renewed sense of optimism over the state of affairs as a result of the actions taken to address the epidemic. The demand is expected to expand at a robust 19% CAGR through the year 2022, according to market research.

Why is India becoming such a popular destination for medical tourism among patients? The fact that India's medical business provides both contemporary and more conventional approaches to treatment is one of the aspects that distinguish India from other nations. To begin, it possesses a group of physicians and hospitals that are among the best in the world and offer treatment at prices that are a fraction of what they would be in other

nations.

Second, India's medical practises, which include Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, and many more, are some of the world's oldest types of medicine; yet, they are currently enjoying a surge in popularity in other parts of the world. In addition, Prime Minister Modi just recently announced intentions to develop an AYUSH Mark, which is a mark that would lend legitimacy to AYUSH products in India and enhance India's medical tourism industry. In addition, the World Health Organization (WHO) and the Food and Drug Administration of the United States both support the additional medical services and facilities that are offered (US FDA).

Making the healthcare business and its facilities more appealing to patients from other countries would require considerable financial investment if a nation wants to ascend to the position of leading destination for medical tourism. Patients spend the majority of their time in guest homes, which puts them at risk for acquiring further diseases from the environment. Therefore, immediate action is required to bring appropriate infrastructure and standardisation into the hospitality industry and the nexus of businesses that provide services related to guest houses. The possibility to market Indian health insurance to foreigners is another facet that has to be capitalised on, and it should be viewed as such. This has the potential to provide an additional 9 billion dollars in revenue for medical services provided in India.

The government is playing all of its cards in order to make the most of the potential of the business. Within the next four years, the objective is to make India the top destination in the world for medical tourism, with the goal of doubling the country's income to reach \$13 billion. In addition, the government has proposed allocating an expenditure of US\$ 28.7 billion for health and well-being, which is 137% greater than the budget outlay for the previous year's allocation.

The Ministry of Health and Family Welfare has implemented the following actions in response to the problem:

- A specialised option for obtaining a Medical Visa is now available for visitors who would be travelling to India for medical treatment. The availability of this has been expanded to 165 different nations.
- Establishing a method for collecting feedback in order to collect testimonies from visitors to the nation who are travelling there for medical purposes
- This "one-step" portal will contribute to the ease of medical tourists going to India and give trustworthy information about the country's healthcare system.

The mission of the "Heal in India" project is to establish the nation as a centre of excellence for medical and wellness tourism on a worldwide scale. Through this programme, individuals from outside the country or those in need of medical assistance will be able to access a list of hospitals in the nation that are able to deliver the medical treatments of their choosing through the utilisation of a "one step" web portal. The cost of the treatment package, applications for visas, grievance redressals, and feedback are all handled here, making it a one-stop shop for all services. The programme also seeks to provide a database of healthcare professionals, such as physicians, registered nurses, and pharmacists. The database will also contain a part in which healthcare professionals may designate the countries in which they would be most interested in giving their services. This would make it possible for India to broaden its scope of operations and deploy medical professionals to other countries to treat patients.

The Ministry of Tourism has implemented the following actions in response to the situation:

- The

Marketing Development Help Scheme (MDA) provides qualified tourism service providers with financial assistance in order to develop a complex nexus of services for tourists to use while they are in the country.

- Publicity materials, including brochures and CDs, intended to promote medical and health tourism have been distributed in target areas.
- These materials include the promotion of medical and health tourism. Over the course of the past two years, the "Incredible India Campaign" run by the Ministry of Tourism has promoted Yoga, Ayurveda, and Wellness through a variety of mediums including print, electronic, internet, and outdoor media.

Conclusion

In conclusion, in a world after Covid, the demand for the healthcare industry is certain to increase, and there is a massive opportunity for India to recognise and aggressively advance toward attracting medical tourists from other parts of the world, including Europe and the Americas. This would allow India to capitalise on the huge potential that exists in this area. It is certain that India will become the centre for all medical tourists in the future as a result of the government's priority to make India the hub of medical tourism, which has been combined with the steps that have been taken to meet the growing demand. India will not only take the lead in preventing the loss of millions of lives, but it will also create significant employment and bring in over \$13 billion at the same time.

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