Abstract

Kerala is considered to be the God’s own country as far as the tourism is considered. Tourism has emerged as the few economic alternatives to develop the state economy. The purpose of the present study is to know about various aspects of marketing of health tourism in the state of Kerala. The objectives include the analysis of marketing opportunities, mix strategies, balancing of demand and capacity and service quality of health tourism services. A comprehensive and intensive review of literature is done with a view to bring out the history, growth, development current status and the latest trend in health tourism marketing in the state of Kerala. A number of relevant hypotheses are used and statistically tested and verified in the study. It is a descriptive study and multistage sampling technique is used for collecting the samples of providers of health tourism services and health tourism users of health tourism products. Direct personnel investigation is used to collect the primary data with the help of two sets of pre tested and structured questionnaire. The primary data is analyzed by applying statistical tools like percentage analysis, correlation analysis, service quality analysis, chi-square test and Z test. 171 findings arrived up on analysis of data. Suitable recommendations are made on the basis of findings. The limitations of the study are also highlighted. It is ultimately observed in the study that health tourism has great potential in Kerala especially when Kerala’s traditional health packages are suited to the requirements of world tourists.