Tourism, till the beginning of 1990’s was not looked upon as foreign exchange earner. Therefore, tourism, as a sector, did not get any weight age under the five year plans. The three components of tourism, universally accepted are: attraction, accommodation and access. If tourism is to be developed to meet the target, then the three components of tourism must be understood, their relationship to be established, and they must be strengthened individually and collectively. Health tourism is the kind of tourism in which the principle motivation of visitors’ journey is to improve or take care of his or her health. Marketing of Health Tourism is a systematic and coordinated efforts extended by the natural tourist organizations and tourist enterprises at local, national and international level to maximize the satisfaction of tourists, groups and individuals especially which are related to health related products. It reflects the diversity of the resources which must be effectively combined, human resources, variety of natural resources, capital investment and how to use the entrepreneurship skills. It involves the process of analyzing the opportunities and strategies of marketing of health tourism products. It also include the varieties of health tourism products available and their marketing programs. It is the considered view of the researcher that studies in unexplored but socio-economically relevant sectors as Health tourism could play a positive role.

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