Health Tourism is widely recognized as the world's largest industry and its growth is creating rapid social, economic and environmental changes, which require detailed understanding and measures to manage it. Health Tourism management is become a major area of study among students all over the world and its development and management hold many career opportunities for students and other stakeholders. For the purpose of research study, a thorough study of all possible academic and non-academic work in the field has been done, which includes;

- Text and reference books.
- Doctoral thesis, dissertations and reports.
- Governmental tourism plans and policies, Indian Tourist Development Corporation’s rules and procedures / programs.
- Articles appeared in academic/ non-academic journals and newspapers etc.

2.1 Definitions of Tourism

2.1.1 WTO Definition

“Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their staying those destinations and the facilities created to cater for their needs”."
2.1.2 Webster Dictionary Definition

“The term tourist is derived from the word tour ‘meaning’ a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned”.ii

2.1.3 International Association of Scientific Experts in Tourism (AIEST) conceptualized the definition with five main characteristics:

- Tourism arises from a movement of people to, and their stay in various destinations.
- There are two elements in tourism; the journey to the destinations and the stay, including activities at the destinations.
- The journey and the stay take place outside the normal place of residence and work, so that tourism give rise to the activities, which are distinct from those of the resident and working population of the places, through which tourists travel and in which they stay.
- The movement to destination is temporary in nature with intention to return within a few days, weeks or months.
- Destinations are visited for purpose other than taking up permanent residence or employment with in the places visitediii

2.2 Literature Reviews

2.2.1 Dr. Mohan Lal Agrawal iv - This study focus on building relationship with customer is among the modern day priorities for marketers – be of manufactured goods or of services. Even an altruistic interest as eco-tourism mandates their marketers to build relationships with the target customers or eco-tourists. Ecotourism in our dispensation refers to the responsible travel to the natural areas that creates deeper experiencing, conserves local environment and, contributes to the well-being of the local in habitants. Notwithstanding a natural attraction of ecotourism as a product, the tourism marketers need to work on plans and processes that facilitate enduring relationships with them. An enduring relationship with customer is one that
motivates them to return to the ecotourism marketers for an encore, and motivates them to engage into a credible word of mouth emotion to the eco-tourists in waiting. India is among the key ecotourism destinations, the paper surveys the position of the ecotourism in the overall tourism scenario, articulates the spectrum of conceptualizing ecotourism and finally offers six motivations which can forge a relationship with the existing and potential eco-tourists.

2.2.2 Professor Lindsay W. Turner - This paper attempts to examine the Oman tourism potential in the perspective of other developments worldwide. The assumption is made that Oman is closer regionally in terms of cultural identity and social structures to the broad Asia Pacific world region. In examining the countries of Asia Pacific similarities can be identified with several other markets. The conclusion is that for the development of demand for foreign international tourism, it is useful to place the Oman market into a world perspective, and from this position to identify future market size, sustainability and marketing.

2.2.3 Fuchs & K. Weiermair - In this paper, the attempt is made to illustrate the sensitivity of tourist satisfaction measures based on data developed in a "Destinometer" programme (i.e. satisfaction benchmarking with destinations) using alternative methods or methodologies. This article is based on a recently concluded study on instruments used in monitoring the tourism market. A reporting system was set up using a panel in which businesses in branches of economic activity of relevance to tourism can participate. These businesses report some key indicators are analysed in each month and can, in return, compare their results anonymously with the average for the corresponding branch. Their data are then used to make projections. In the test phase, monthly physical and monetary indicators were calculated for accommodation, restaurants or catering, transport and sport or culture or entertainment. It was proved that a voluntary reporting system can work and provide a positive cost-benefit ratio for participants. The stock of tourist data can be supplemented and made easily accessible. However, difficulties remain in the holiday home sector. Moreover, the results are approximate projections and not exact, full-scale surveys.
2.2.4 Jennifer A. Seif vii - In this study author pointed out Tourism is a growth industry in South Africa with the potential to create jobs and wealth in disadvantaged communities who are custodians of bio- and cultural diversity. In South Africa, the public, private and community sectors have invested considerable time, money and effort in the design, implementation and management of community-based enterprises. Although their objectives are sound, such initiatives tend not to pay adequate attention to market access which, along with natural and cultural resource management, is ultimately the key to sustainable tourism. “Fair Trade in Tourism” is a market intervention that draws upon the global Fair Trade movement, to create a useful model for maximising the benefits of tourism and trade for local communities and population groups. The paper analyses the South African and international contexts / markets, to identify six opportunities for the establishment of Fair Trade in Tourism in South Africa. The paper then discusses the main activities of the Fair Trade in Tourism South Africa paying particular attention to the importance of the FTTSA trademark. By way of conclusion, the paper position Fair Trade in Tourism South Africa as a relevant, innovative and market-driven approach to sustainable tourism growth and socio-economic redistribution in South Africa.

2.2.5 Indrajit Hazarika viii - According to Indrajit Hazarika the current demand for health and wellness services has generated a global market in the health services. In India, the private sector has responded promptly to this demand, which is evident from the recent increase in the number of super-specialty centers offering services to medical tourists. Even the government has initiated measures to encourage growth of medical tourism but these have mainly benefited the private sector, leaving the public sector unaddressed. There are several factors that favour India as a hub for health related services, which include world-class medical expertise, competitive costs, well-equipped health facilities, no waiting period etc. Trade in health and health related services, has been predicted to evolve into a billion dollar industry in India. However, as outlined above there are challenges and the growth of medical tourism could pose as a threat to the public health system in India. The threats could arise from intensified manpower shortage in the public sector, creation of inequitable health systems in the private and public sectors, increased cost of treatment and unregulated growth of
private health facilities. To counteract these threats and to ensure that medical tourism has a favorable impact on the public health system, it will be necessary to undertake certain measures. The following are some recommendations that could help minimize the threats and maximize the benefits of the expansion of trade in the health sector:

- Harmonization of regulations within the country.
- Addressing the availability of skilled health professionals.
- Reduce variation or gaps in quality of care provided in both the public and private sectors.
- Increase the coverage of health insurance.
- Identifying and implementing mechanisms that prevent the development of a dual and inequitable health system with enclaves of high quality health facilities catering to foreign visitors.
- Establish, reactivate or strengthen mechanisms that can facilitate public-private sector partnerships.
- Explore strategic options to train and retain health personnel in both the public and private sectors.

2.2.6 Dov Kolani and Ovadia Kedmi⁹ - Conclusion of this study explains, Tourism development plans are expected to be backed by law and to be protected by the courts. In Israel the courts of law have lived up to these expectations.

2.2.7 A Tourism Vision for Sefton⁰ - In developing tourism initiatives that embrace the entire borough of Sefton, the Tourism Department of Sefton Council have prepared a Tourism Strategy for Sefton. It has a number of strengths that it can use to develop its visitor economy in a way that improve the quality of life of its residents. Tourism can be an important driver for regeneration and economic growth. Sefton has a number of strengths including Southport, the Grand National, the Sefton Coast and the Leeds and Liverpool canal that cuts through the east and south of the borough. Within the context of the Northwest Regional Development Agency (NWDA) New Vision for Northwest Coastal Resorts, it is proposed that Southport
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will assume the status as the regions ‘Classic Resort’. This in turn has led to the existing tourism strategy for the resort being tailored incorporate this theme and cater for the changing expectations in the 21st Century market place. The purpose of this strategy therefore is to develop tourism initiatives that are separate from, but complement the burgeoning Southport product.

2.2.8 Aparna Raj – This report identifies there has been a change in the demand and supply of human resources for the travel industry, with the demand how being for more specialized personal. The fact is that teaching institutes in south Asian Countries are of a recent origin. This paper studies the human resource for tourism sector and suggests ways and means for attracting and retaining employees in the travel industry.

2.2.9 Libison.K.B. and Muraleedharan – This study concludes the growth of pilgrimage tourism in India has been astonishingly impressive. India is blessed with plenty of well-known religious destinations. Pilgrimages to these destinations bring enormous economic gains to local residents. The number of pilgrims visiting famous Sabarimala temple in Pathanamthitta district of Kerala is almost equal to the population of Kerala state. This study attempts to investigate how Sabarimala pilgrimage helps in giving manifold economic benefits to local residents of Pandalam rural area. The study is designed as empirical one based on survey method. Six wards of Pandalam Grama Panchayath have been identified as places where high level of economic activity is taking place during pilgrimage season. The study reveals the high positive effects of pilgrimage season on income, employment and standard of living of local residents in Pandalam rural locality.

2.2.10 Dr. M. Sarngadharan and Dr. V.S. Sunanda – This study evaluate the quality of service coupled with comparatively low charges for common surgeries has made India an attractive destination for medical value travel. The main clientele comes from the neighboring countries but an increasing number of non-resident Indians (NRIs) settled in the US and the UK have also been availing of the healthcare services in India. There is a good prospect of patients coming from the Middle East in future. The competitiveness of India in health tourism is enhanced by the
attractiveness of the alternative systems of medicine, Ayurveda in particular, for the foreign tourists. A large number of tourists, both domestic and foreign, undergo treatment under Ayurveda not only for improving their fitness and well-being but also for curing many types of chronic diseases. The unique position that Kerala enjoys with respect to Ayurveda is due to the fact that the treatment in the State has proved effective in dealing with certain diseases, which are incurable by other systems. The State is also well endowed with herbs and medicinal plants, which are used for treatment. With yoga, meditation, ayurveda, allopathy and natural herbal treatments, India offers a unique basket of services to foreign patient-tourists that are difficult to match by other countries. The recent operations of children from Pakistan in Bangalore have not only helped boost the medical economy in the state, but also helped in fostering goodwill, peace and harmony between India and Pakistan. The present work deals with the successful efforts in marketing health tourism products internationally, possessing glorious traditions of India.

2.2.11 Amith Sharma, and Kamal K Mishraxiv- This paper explores the relationships between tourism service quality and the tourist budget at different involvement levels. This research is aiming to investigate how Tourist budget contribute to the quality of tourism services of Rajasthan and also to provide a vivid description of the quantified view of tourism service quality. This research is based on the Tourism Industry of Rajasthan more specifically to the region of Jaipur-Pushkar circuit. This study aims to visualize the tourist budget that can assess the current service quality level of Rajasthan Tourism.

2.2.12 Amithab Vikram D and Adithi Dxiv - The authors of this paper took part in the design of a non-verbal language teaching material for the training of tourism professionals in India. In this material, special importance is given to the building up of an intercultural competence through raising body language awareness, based on the principle of a direct link between conceptual and behavioral change. The first part gives the graphical and the statistical representation of foreign tourists in India. The second part of the paper is based on the recognition of globally accepted body language importance and its practical implications. The final part focuses on the results of observation of the actual practices while interacting with tourists. The
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analysis recommends raising non-verbal language methodology to promote efficient behavioral change in terms of intercultural adaptation, and to accelerate the quality performance in tourism department.

2.2.13 Sajith. M. and V.K. Janardanan\textsuperscript{xvi}, This study evaluate Cave tourism within geo tourism has gained popularity in Kerala. The Edakkal archive of the Neolithic-Iron Age engravings stand out distinct among the magnitude of prehistoric visual archives of paintings and graphic signs all over the world. It is believed that similar straight-line cave drawings that are considered 7,000 years old can be seen only in Stiria in the European Alps and a few rocky places in Africa. The present study attempts to investigate the satisfaction level of tourists coming to the Edakkal Cave. It also aims at finding out the factors which yields maximum satisfaction to the tourists. The study is designed as a descriptive one based on both secondary and primary data. The sample population for this study consists of both domestic and international tourists who have visited Edakkal cave. Purposive sampling technique was adopted for the collection of data. A total of 61 questionnaires were distributed among the tourists. The study reveals that there exists significant difference on the satisfaction level of domestic and international tourists.

2.2.14 Jothis T. and V.K. Janardanan\textsuperscript{xvii}, This study explains, emerging trend of healthcare travel can be tapped by creating niche tourism segment known as health tourism. To attract more and more health tourists, a good health tourism destination image should be created by providing standard and satisfying service to the users of health tourism. Health tourists’ satisfaction depends upon their expectations and perceptions of services provided by health tourism providers. This study aims to identify the service quality levels of health tourists visited Kerala. Primary data is collected from 370 foreign tourists who had availed treatment from Kerala health tourism providers during the period of year 2001 to 2007 through questionnaire. The findings of the study reveals that majority of the health tourists are expected more from the health tourism providers of Kerala than that of what they received.

2.2.15 Bindu V.T, Chitramani.P.and Babu P. George\textsuperscript{xviii}, This paper investigates the perception of medical tourists towards Kerala, India, as an alternate
medical tourism destination. Various issues related to tourist satisfaction such as satisfaction with booking and information provision as well as satisfaction with treatment and miscellaneous other facilities are explored. The study identifies the key motivational variables and sources of information used by healthcare tourists. Dimensions of destination preference of Kerala as perceived by alternate medical tourists have also been measured. The paper is concluded with the formulation of a customer retention model for alternate medical tourism.

2.2.16 A.M. Ravindran and A.Vinodan – This study evaluates micro finance is considered as a viable tool for reaching the unreached. It has accessed in all societies in developmental activities where hitherto over looked because of various reasons. The inclusion of the ‘neglected’ in to the mainstream of the society through micro finance initiative has widely recognized in all most all parts of the world. This paper seeks to identify the role of micro finance in the changing tourism development scenario as it is considered as the one of the viable option for the inclusive growth. The investigation is to unravel tourism options in micro finance not only to the destination facilitation but travel enhancement among the low-income people through an exploratory study on tourism sector by citing the case studies from Kerala. Even though both models of destination facilitation and travel enhancement found to be viable, destination facilitation model is more conducive to employment generation, gender development and inclusive growth.

2.2.17 Kalidas Sawkar, Ligia Noronha, Antonio Mascarenhas – This paper evaluate the impotence tourism plays an important role in the economies of both Goa and the Maldives. For the Maldives, it provides 17 percent of the gross domestic product, over 25 percent of government revenue and around 60 percent of the foreign exchange earnings; and for Goa, it generates 13.7 percent of the state’s net domestic product, 7 percent of employment, and 7 percent of state tax revenues. Although both states capitalize on their comparative environmental advantages, that is beach and sunshine, Goa also capitalizes on its unique historical and cultural heritage while the Maldives on its unique archipelagic and coral reef marine environment. Their products and approaches to tourism development are very different: Goa promotes heterogeneous tourism development with upscale and inexpensive charter tourism to
international and domestic audiences while the Maldives concentrates on upscale, international tourism. The experiences in tourism of Goa and the Maldives vary in terms of their environmental impacts, social issues and conflicts and institutional responses. There is much that Goa and the Maldives can learn from each other. Other states could also learn from the experiences of these two tourist spots in South Asia.

2.2.18 Jenna Kaitlyn Shedd - Medical tourism may appear to be a long-awaited solution to the health care crisis currently facing the United States, but it is apparent that serious problems can occur if stakeholders invest too hastily in the industry. At the moment, it seems that there is not enough information to conclude definitively that medical tourism should be a U.S. patient’s first choice for health care. The majority of information about the medical tourism industry is anecdotal and therefore, not numerically or statistically conclusive in any way. If U.S. stakeholders choose to engage in medical tourism, they should do so with an understanding of the existing ambiguities and should be encouraged to weigh their own personal benefits and costs.

2.2.19 Tourism Partnership North Wales Tourism Strategy North wales 2003-2008 - The vision for tourism in North Wales is to build a viable and prosperous tourism industry attracting visitors throughout the year that:

- Provides an experience that exceeds visitors’ quality expectations
- Celebrates the excellence of the superb North Wales environment
- Takes pride in the unique culture and heritage of North Wales and its people
- Is a major contributor to the local economy and community
- Values and invests in the people involved in delivering the strategy

To achieve the vision, the stakeholders will need to work together to:

- Build a sustainable future for tourism
- Achieve agreed projects and activities
- Raise the quality of the tourism infrastructure and facilities
- Promote North Wales and its marketing areas to existing and potential markets
• Develop the welcome, skills and professionalism of people working in tourism and related sectors.

2.2.20 Patrick V. Gillett - This thesis makes a significant contribution to the growing body of sport tourism knowledge by identifying the unique characteristics of those who take part in this popular form of leisure. Empirical evidence of this nature effectively addresses the fundamental challenge to sport tourism’s status as a legitimate field of academic enquiry. This challenge centres on the argument that sport tourism simply involves an amalgamation of two well-established disciplines. The context for the research is provided by Masters Games which are regarded as a prominent sport tourism activity in Australia. Specifically, registered participants of Masters Games who travel from outside the host region represent a particular type of ‘competitive active sport tourist.’ The research objective of this thesis is directed toward the identification and analysis of differences in motive between such individuals and registered participants who live locally. The travel variable therefore represents the primary feature which distinguishes the two participant groups, and by association, sport tourists from non sport tourists.

2.2.21 Jin Huh - Area for this study was Virginia Historic Triangle (Williamsburg, Jamestown, and Yorktown). Virginia Historic Triangle has been called the ‘largest living museum in the world’. Furthermore, it is one of America’s popular vacation destinations, attracting more than 4 million tourists each year. The data of this study were collected from the on-site survey method. The sample population for this study was composed of tourists who visited Virginia Historic Triangle between June and August in 2001. The survey was conducted at five different sites in the Virginia Historic Triangle. Out of 300 questionnaires, 251 were usable. Therefore, the data from 251 respondents were analyzed in this study. Based upon the results of this study, several recommendations can be made to increase tourists’ satisfaction with the Virginia Historic Triangle. First, comprehending what tourists seek at cultural or heritage attractions will help tourism marketers better understand their customers. Second, identifying which attributes satisfy the tourist who visit cultural or heritage destinations will help tourism planners develop appropriate strategies to attract their customers and serve them effectively. Third, knowing who the satisfied tourists are
may help reduce marketing costs and maintain cultural or heritage destinations’ sustainability.

2.2.22 Brigita Cseriova and Zofia Konieczna—The purpose of this thesis is to academically contribute to the understanding of the growing phenomenon of medical tourism, which impacts the tourism industry by forming a new type of niche tourism. Medical tourism refers to a practice of participants of mostly higher income countries engaging in medical treatments in developing countries with lower prices. The particular focus is set on exploring the generators of trust, respectively distrust, that influence the consumers’ attitude towards undertaking a medical treatment in a foreign country. In this thesis, we identify the importance of these aspects in the decision-making process of medical travellers. In order to provide sufficient academic background of the subjects overlapping in this particular research topic, this thesis is divided into three theoretical chapters: medical tourism, theory of trust and decision-making processes.

2.2.23 Phan Thị Kim Lien—The study investigates tourist’s motivation with a segmentation approach in order to give an understanding of the theory of motivation in general and the motivation factors influencing consumer decision making in a tourism context in particular. The segmentation based on motivation, which was supported by a factor-cluster analysis, was carried out on a primary survey of 446 international tourists visiting the city of Nha Trang, Vietnam in order to identify tourists segments. The research findings identified two tourist segments based on motivation, referred to as “Traditional Tourists” and “Nightlife and Positive Recommenders”, with social and intellectual motives found as the strongest motivations. There are significant differences found between the two segments in perceptions of activities, satisfaction, and intentions of revisitation and recommendation of the destination to others. The findings of the study indicate that the Nightlife and Positive Recommenders segment has trends higher than those of the Traditional Tourists segment in terms of all factors found, perceptions of activities, satisfaction, recommendation the destination to others and revisit intention. Based on the findings of the study, some policy recommendations are given to the local tourism marketers and managers in order to develop the local tourism industry appropriately.
2.2.24 Marc Piazolo and Nurşen Albayrak Zanca\textsuperscript{xxvii} - The objective of this paper is to demonstrate a simple model of international trade for health care industries of different countries. Our motivation is to illustrate that specialization and free trade result in gains from international trade. By adopting the model of comparative advantage to the costs of medical surgeries, shows that trade between our two model countries – India and the USA – is beneficial to both of them. By focusing on these two countries due to their prominence in worldwide medical tourism flows, as well as due to their significant difference in per capita income. By specializing on the type of surgery they are most efficient in producing, it will enhance the well being of both nations. Numerical examples and graphical presentations help to support arguments. Beside the global aspect of medical tourism, also want to shed some light into regional patient flows with a focus on Germany and Hungary. In addition, lift some of the more restrictive assumptions. By including transportation costs as well as a larger variety of surgical services, the central message of the beneficial effect of specialization still remains, even though the general picture becomes slightly blurred. There is evidence for support of a more multi-polar international system of trade in medical services the moment one extends the economic analysis with additional countries.

2.2.25 Sara Caballero-Danell and Chipo Mugomba\textsuperscript{xxviii} - The structure of this thesis is divided in three parts 1) a market description of the medical tourism reality, 2) development of an entrepreneurship-based conceptual framework related to market entry into a medical tourism as a niche market and, 3) superimposition of the latter on the former to serve as a guide for entrepreneurs entering medical tourism. Salient features of analysis indicate that while there is an absence of a global governing institution neither regulating nor endorsing medical tourism the niche market provides lots of investment opportunities, moreover there is room for more specific academic research within medical tourism.

2.2.26 Sarah McBride\textsuperscript{xxix} - The purpose of this paper is to examine the concept of medical tourism, noting the specific medical tourism destinations, presenting reasons for the recent increase in medical tourism, and examining the risks and benefits, as well as
wrestling with the challenging ethical and legal issues inherent in medical tourism. The paper will conclude with consideration of the role of the law in medical tourism.

2.2.27 Sajna S. Shenoy- The subject matter of this dissertation is food tourism or tourists’ participation in food-related activities at a destination to experience its culinary attributes. In addition, the culinary tourist or the tourist for whom food tourism is an important, if not primary, reason influencing his travel behaviour, is its focus. The empirical objectives of this dissertation concerned identifying the underlying dimensions of food tourism, developing a conceptual framework that explains participation in food tourism, develop taxonomy of food tourists by segmenting the tourists based on their participation in food tourism, and finally identifying the variables that predict membership in these food tourist segments. The effect of socio-demographic variables on participation in food tourism, and their association with the food tourist segments were also examined. Further, all the findings were analyzed within the theoretical framework of the world culture theory of globalization and the cultural capital theory. Based on the survey responses of 341 tourists visiting the four coastal counties of South Carolina, the analyses revealed that food tourism is composed of five dimensions or classes of activities. These include dining at restaurants known for local cuisines, purchasing local food products, consuming local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises. The conceptual variables significant in explaining participation in food tourism were food neophobia, variety-seeking, and social bonding. The socio-demographic variables that effect participation in food tourism were age, gender, education, and income.

2.2.28 Dr. Shishupal Singh Bhadu- This paper reviews the economic position of any nation can be determined easily by the volume of input of the foreign exchange in the money market of that nation facilitating flow of money rotation. Tourism industry is a direct source of that foreign exchange factor in the economy and thus must be well managed and administered by the governments and administrative authorities. A number of reasons have been there with the tourists to visit any specific tourist destination in simple words like natural beauty, architectural monuments, the historical importance of the place, education and knowledge hub, technological...
nucleus, pilgrimage center, adventurous spot, or like. The most recent rationale or motive is a new kind of tourism called as medical or healthcare tourism. The medical tourism have been the latest phenomenon in tourism industry seen in South Asia primarily India is the most hunted and preferred choice of the tourist for the medical or healthcare tourism. The research study is a little attempt to study the role of medical tourism in economy and the various reasons to promote the medical tourism in South Asian region through descriptive research.

2.2.29 Elise Smith and Jason Behrmann - This paper explains Medical tourism is a general term that describes patients traveling to obtain health services. The growth of medical tourism is due to a broad range of motivators and increasingly, developing countries are seeking to capitalize on these flows and are linking medical care with actual tourist activities. This commercial linkage between healthcare and tourism is a rapidly developing and profitable industry that is attracting growing interest amongst health researchers. This article summarizes seven leading issues concerning medically-motivated travel that were identified by academic researchers during a November 2009 Symposium on the Implications of Medical Tourism for Canadian Health and Health Policy. These issues include emerging technologies, particular vulnerable populations, Canadian business ties to the industry, patient populations excluded from analysis, and comparative analyses between health service providers for medical travelers. This article aims to help guide researchers as they investigate ethical, legal, social, public health, and economic issues related to the growing medical tourism industry.

2.2.30 Abdullahel Hadi - This paper begins by looking at the recent trend of the flow of patients seeking medical care abroad and the amount of money invested in host countries. An outline of a conceptual framework is constructed to show how globalization, market economy and technological innovations have changed global health markets to create a space for the expansion of medical tourism. This paper illustrates how increasing health care costs and long waiting periods in the developed world, low wage and competitive health markets in the developing world, availability of low cost transportation, and access to advanced information technologies have created opportunity to expand medical tourism in many developing countries. Medical
tourism is argued to have contributed to expanding health sectors, generating additional revenues and improving quality of and access to health services in provider countries. On the other hand, it may have become a threat to these same health systems by accelerating an internal brain-drain from public to private hospitals and promoting health disparities in destination countries. This paper concludes that medical tourism as an alternative approach to health care is neither positive nor negative in itself, but a historical process in continuous evolution in health care systems. Finally, the paper proposes to develop an agenda for medical tourism governance to routinely monitor its growth and establish a regulatory framework for in order to translate its benefits for all.

2.2.31 Dr Konstantinos Andriotis - This paper explains the increasing demand of international tourists for holidays has resulted in a rapidly increase of the number of tourist destinations. To explain destinations development the life cycle approach has been widely adopted. According to Butler (1980) destinations pass through a predictable sequence of six stages. These stages are: exploration, involvement, development, consolidation, stagnation and decline or rejuvenation. In each life cycle stage there are changes in the morphology, the types of tourists visitation, and residents’ attitudes towards tourism. Through the presentation of historical data from the start of the 20th century up to now it is the aim of this paper to document these changes by providing evidence from the island of Crete. Five stages of tourism evolution are evident, namely: the era of ‘wealthy’ explorers, the era of cruisers, the Second World War and the Civil War, the reconstruction of the tourism industry, and the era of mass organized tourism. The findings confirm that today the island is on the maturity stage, tourism has resulted on substantial changes on the island’s coastal resorts and various attempts are required by the private and the public sectors to avoid decline.

2.2.32 Vandana Maini - This paper concludes that, medical tourism sector in India is still in a nascent stage. The medical tourism industry offers high potential for India primarily because of its inherent advantages in terms of cost and quality. However in the wake of mounting competition, there is a dire need of careful policy intervention so as to reap the full benefits from inherent advantages and enhanced capabilities.
2.2.33 Dr Christine Lee and Dr Michael Spisto – This paper explains ‘medical tourism’ is a term used to refer to a travel activity that involves a medical procedure or to activities that promote the wellbeing of the tourist. This paper utilizes the factors in Porter’s diamond to evaluate, analyse and discuss the growth and development of medical tourism. Unacceptably long hospital queues and high costs of medical procedures in western society have created a demand for decal tourism. Hence, as this new global product gains popularity, increased monitoring and greater accreditation of this service is required to keep pace with an increase in its international demand.

2.2.34 Srinivasan Kannan - Tourism is a service sector which earns a substantial foreign exchange to developing countries. In India, Kerala is one of the important destination for the international tourists with its unique nature beauty with backwaters, mountains and beaches. To make the tourism a great success one has to take advantage of the modern technology to full extent. This paper is an attempt to market tourism by adapting the service marketing approach for achieving great success.

2.2.35 Dr. Anupama Sharma - This paper highlights the potential of Medical Tourism industry in India. It also helps in introspecting the Hospital Accreditation system for Medical Tourism, examining the role of Government in promoting infrastructure for Medical Tourism and analysing the latest trend to increase the flow of Medical tourism. For analyzing the potential and significance of medical tourism in India, the data has been gathered through secondary sources which includes Books, Magazines, Journals, E-Journals and websites etc. After analyzing all the facts it can be concluded that India is in an advantageous position to tap the global opportunities in the medical tourism sector. The government’s role is crucial to the development of medical tourism. The government should take steps in the role of a regulator and also as a facilitator of private investment in healthcare. Mechanisms need to be evolved to enable quicker visa grants to foreign tourists for medical purposes where patients can contact the Immigration Department at any point of entry for quick clearance.

2.2.36 Ramash U and Kurian Joseph - This paper evaluate the striking feature of healthcare industry in India is its potential to grow at a much faster rate in the foreseeable future. In this prevailing situation, Health Tourism has emerged as a separate industry with incredible potential. Health tourism refers to trips that are
taken by tourists with the principal purpose being to improve their health and/or wellbeing. Today, once again, promoting the healthful and health-care benefits of a destination is gaining popularity because tourism marketers need ways to differentiate their products. Kerala can tap this trend by highlighting its unique health care products. The State, almost synonymous with the word 'Ayurveda', is now all set to reap the benefits of the same through Wellness tourism. Kerala has the advantage of worldwide recognition, as it has been included in the list of the ten must-see destinations by the National Geographic Traveler. Wellness, in general, is used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. The concept of health holiday, now better known as Wellness holiday, is based on the principles of Ayurveda, meditation, yoga, physical exercises and a balanced diet. It is like rejuvenation and cleanup process on all levels - physical, mental and emotional. Ayurveda deals elaborately with measures for healthful living during the entire span of life and its various phases. Besides, dealing with principles for maintenance of health, it has also developed a wide range of therapeutic measures to combat illness. In order to cope with the growing demand for wellness, resorts, hospitals, medical practitioners and Government have taken ample measures to promote alternative health care in Kerala. Along with the projects already underway, there is a need to draw up plans for promotions in future. This paper investigates the reasons why Kerala is now pioneering as an alternative healthcare destination and the main objective is to analyze the reason as to why Kerala is being chosen as a preferred destination for Wellness Tourism. An attempt is made to study the market potential and strategies adopted for Kerala to emerge as the most sought after Wellness tourism destination in the Globe.

2.2.37 Dr Rajendra Mishra and Kumar Shailesh – This paper explains Medical Tourism in India is budding as an exponential growth of 25%-30% annually. Medical Tourism (also called medical travel, health tourism or global healthcare) is the practice of traveling abroad to get hold of healthcare services. Typically, by traveling abroad patients not only save a considerable amount of money but also receive world-class service. There are different opinions as to whether medical tourism is still a promising industry or had been considered firmly established. The industry is being
followed and promoted by several trustworthy organizations, including the Medical Tourism Association (MTA), the Deloitte Center for Health Solutions, and the Joint Commission International. The MTA is an industry group actively involved in promoting the Medical Tourism industry, above all through its publication. The Deloitte Center is a research arm of the global accounting firm on healthcare. The JCI is a division of the Joint Commission which is involved in accrediting health care facilities outside the United States. National Accreditation board for hospitals (NABH) is responsible as Indian regulatory body for medical travel in India. India’s medical tourism is dominated by the private sector from the corporate houses. Medical Tourism in India has 80% hospital managed by private sector, which is ultimately invigorating and making India a global medical Tourism destination.

2.2.38 Ann Sommer Rutherford – This study is an investigation of the impact on the health of local populations spurred by the medical tourism industry. More specifically the study explores a possible increase in life expectancy in areas surrounding medical tourism facilities in India. There are Ten Indian States examined in this study; five states are host to a leading location of Apollo Hospitals, and five are not. Despite the small sample size, the chosen states present a good representation of Indian states based on size, wealth, and health indicators. The findings show that the presence of Apollo Hospital Medical Tourism facilities may lead to increased life expectancy of Indian state populations.

2.2.39 Saptarshi Dutta, Mukul Sengupta, Susanta Kumar Rout – This paper explains healthcare, like food and shelter, is a basic need of Humanity. Given the potential India holds as a healthcare destination, the healthcare tourism sector can be a major source of foreign exchange earnings for the country. India’s healthcare sector has made impressive strides in recent years and the country is increasingly projected as a ‘healthcare hub’. Several features have positioned India as an ideal healthcare destination, like cost effective healthcare solutions, availability of skilled healthcare professionals, reputation for successful treatment in advanced healthcare segments, increasing popularity of India’s traditional wellness systems and rapid strides made in information technology. The sector is witnessing a ‘reverse brain-drain’ trend, with increasing number of specialists, who have been practicing abroad, showing keen
interest to come back and practice in India. Such developments further enhance the potential of India as a ‘healthcare hub’ of the world. People travel to India for availing healthcare services for diverse reasons. While healthcare tourists from United States are primarily reported to be traveling to India, as the cost of getting treatment in home country is expensive, travelers from Europe are reported to be seeking healthcare services in India due to the complexity of availing the healthcare services in their home country. Some of the tourists from West Asia and Africa region travel to India due to affordability of treatment and quality of services rendered. A section of tourists from different parts of the world travel to India for traditional healthcare services, such as Ayurveda and Yoga.

2.2.40 Nicola S Pocock and Kai Hong Phua\textsuperscript{iii} - This paper explains medical tourism is a growing phenomenon with policy implications for health systems, particularly of destination countries. Private actors and governments in Southeast Asia are promoting the medical tourist industry, but the potential impact on health systems, particularly in terms of equity in access and availability for local consumers, is unclear. This article presents a conceptual framework that outlines the policy implications of medical tourism’s growth for health systems, drawing on the cases of Thailand, Singapore and Malaysia, three regional hubs for medical tourism, via an extensive review of academic and grey literature. Variables for further analysis of the potential impact of medical tourism on health systems are also identified. The framework can provide a basis for empirical, in country studies weighing the benefits and disadvantages of medical tourism for health systems. The policy implications described are of particular relevance for policymakers and industry practitioners in other Southeast Asian countries with similar health systems where governments have expressed interest in facilitating the growth of the medical tourist industry. This article calls for a universal definition of medical tourism and medical tourists to be enunciated, as well as concerted data collection efforts, to be undertaken prior to any meaningful empirical analysis of medical tourism’s impact on health systems.

2.2.41 Marc Piazolo and Nurşen Albayrak Zanca\textsuperscript{iv} - The objective of this paper is to demonstrate a simple Ricardian model of international trade for health care industries of different countries. Their motivation is to illustrate that specialization and
free trade result in gains from international trade. By adopting the model of comparative advantage to the costs of medical surgeries, show that trade between our two model countries – India and the USA – is beneficial to both of them. People focused on these two countries due to their prominence in worldwide medical tourism flows, as well as due to their significant difference in per capita income. By specializing on the type of surgery they are most efficient in producing, it will enhance well being of both nations. Numerical examples and graphical presentations help to support our arguments. Beside the global aspect of medical tourism, we also want to shed some light into regional patient flows with a focus on Germany and Hungary. In addition, lift some of the more restrictive assumptions. By including transportation costs as well as a larger variety of surgical services, the central message of the beneficial effect of specialization still remains, even though the general picture becomes slightly blurred. There is evidence for support of a more multi-polar international system of trade in medical services the moment one extends the economic analysis with additional countries.

2.2.42 Mihaela dinu, Alexandra zbucnea, Adrian Cioaca - The Romanian health tourism, based on its exceptional natural resources represents an important segment of the tourism industry. Old tradition of valorization of thermal waters, mineral springs, moieties curative mud spa treatments are intertwined nowadays with various forms of medical tourism, some practiced for over four decades (the Ana Aslan geriatric treatment) and others being more recent (cosmetic surgery, dental care, eye surgery, etc). The main purpose of this article is to analyze the evolution of medical tourism, especially of spa tourism in Romania, one of the richest countries in Europe in terms of extent and excellence of specific natural resources, with old and unsuitable infrastructure if referred to the public spa facilities, but with modern facilities in wellness and medical private units. The research is both quantitative and qualitative. The first method is based on statistical analysis of data provided by the National Statistics Institute of Romania. The qualitative analysis complements the previous one, which is not extremely detailed and is also not available for a long period of time. There search reveals unequal evolution of the Romanian spa tourism, a severe discrepancy between the quality of specific resources and the existing spa
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infrastructure, contradictory demand, as well as positive trends for the medium-term future. As a research method we used first of all the qualitative analysis – the available statistical data are rather scarce. The research reveals the lack of investments and the necessity of implementation of a whole host of local plans as part of a new national strategy for tourism industry.

2.2.43 Neil Lunt, Mariann Hardey and Russell Mannionxlv - This article provides a brief overview of the most recent development in Medical Tourism and examines how this is linked to the emergence of specialized internet web sites. It produces a summary of the functionality of medical tourist sites and situates Medical Tourism informatics within the broader literatures relating to information search, information quality and decision-making. This paper is both a call to strengthen the empirical evidence in this area, and also to advocate integrating Medical Tourism research within a broader conceptual framework.

2.2.44 Barney Warfxlvii - The face of rapidly rising health care costs and a large uninsured or underinsured population, the number of U.S medical tourists seeking assistance abroad has grown. A relative newcomer to this field, Costa Rica offers a number of unique advantages that have positioned it advantageously to cater to Americans. This paper explores the rise of the country's medical tourism sector, the cost differentials between services performed there and in the U.S, and factors that shape the supply of medical services, including medical accreditation and aftercare facilities. In doing so, it addresses the local implications of the globalization of health care, particularly as it concerns the troubled US health care system.

2.2.45 Weighing the Gats on a Development Scale xlviii - This study aims to provide insight on how recent developments in the tourism industry in Goa have affected small communities in Goa in light of both current developments and potential developments as per India’s commitments within the GATS framework. More specifically, the study considers two areas of Goa: the Chapora-Sinquerim and Miramar-Caranzalem shorelines and adjacent communities, and two hotel chains in both areas; the Taj Fort Aguada Resort and the Marriott Goa respectively. An analysis of the relevant policy and regulation at the national and state level is provided, as well as a consideration of the implications of the GATS on the tourism sector in Goa. With
this, we provide insight on how these three levels of policy mechanisms relate to each other and what discrepancies exist. Moreover, by relating the policy environment with current case studies, a more pragmatic approach is facilitated in determining how closely firms operating within the industry adhere to the policy environment, and what effects the industry has on local communities.

2.2.46 Caribbean Environmental Network - This study is a component of a regional project which was initiated in late 1995 to promote corrective actions regarding land-based sources of pollution caused by tourism which have a negative impact on coastal and marine resources. This project of the United States Agency for International Development (USAID) supports the International Coral Reef Initiative (ICRI), which is being implemented by a grant with the Caribbean Environment Programme (CEP) of the United Nations Environment Programme (UNEP). ICRI is an initiative of various governments and organizations to conserve and manage coral reefs and their related ecosystems.

2.2.47 G. K. Shaw - The primary objective of this research was to develop “A Risk Management Model for the Tourism Industry in South Africa”, when viewed from a business perspective. The study investigated both domestic and international risks and their effects on the industry from a business perspective. The categories of risk include, but were not limited to, natural risks, crime, health and safety, political factors, economic risks, technological risks and socio-demographic risks. The study highlighted the fact that some categories of risks significant to one business sector may not have the same affect on another sector. However, this did not adversely influence the development of the model. This research has identified two significant deficiencies in respect of risk management in the (South African) tourism industry - that there is no literature source that provides an in-depth discussion of risks and risk management in the tourism industry, and that there is no generally accepted risk management model and process for use by the industry.

2.2.48 Ramaiahtumalla and Dr G V R K Acharyulu - The objective of the paper is to present the current status of FDI in Hospitals, to identify some of the challenges and opportunities in this industry. The study is descriptive in nature and based on the secondary data that is gathered from the books, articles, reports of Department of
Industrial Policy & Promotion and other valid online sources. The results of this study provide the current status of FDI in Hospitals and diagnostic centers and challenges and opportunities in healthcare sector.

2.2.49 E-tourism in England – This paper explains, England’s tourism businesses have the capacity to become world leaders by better use of information technology. Tourism in England becoming more competitive and profitable as it realizes the new market opportunities afforded by e-business. This philosophy extend way beyond usage of e-mail and development of websites and impact on virtually every element of the business process. Proper integration between national, regional and local systems becomes a reality, producing enormous advantages for both the consumer and the tourism industry.

The growth of information and communications technology (ICT) in tourism has been patchy and inconsistent. Many businesses, especially the smaller ones, have been understandably reluctant to invest in something that they see as non-essential. At local and sub-regional level, many tourism destinations – mostly local authority run or sponsored - have implemented systems initially designed to provide better information, but later extended to cover marketing, administration and research. While many of these are comprehensive for the destination, there are a number of different software solutions in use and there is little co-ordination between them. More recently, Regional Tourist Boards (RTBs) and Regional Development Agencies (RDAs) have started to address these issues and several have produced regional e-business strategies and initiatives to stimulate businesses to adapt. At a national level, ETC and the RTBs have collaborated on developing the England Net project, through which the regions, ETC, the British Tourist Authority (BTA), Destination Management Organisations (DMOs), Tourist Information Centers (TICs), other tourism organisations and individual tourism businesses can all share information via a national network.

2.2.50 P H Rao – This paper explains that private health sector in India is fairly large. Its contribution to achieving national health objectives to a large extent is dependent on the quality of care it offers. The private sector has improved access to medical and health care. The quality of care offered by the private health care delivery
system needs immediate attention. Improving the quality of medical and para-medical education, capacity building, improving access to standards and guidelines, and encouraging accreditation are some of the measures that can improve QoC. There is also an urgent need for developing an effective mechanism to monitor the quality of care. A centralized system might prove useful in ensuring uniformity in standards adherence as per the prescribed norms as state-level implementation has been found to be lacking.

2.2.51 Camelia Surugiu - The paper presents an Input-Output Analysis for tourism sector in Romania, an important source of information for the investigation of the inter-relations existing among different industries. The Input-Output Analysis is used to determine the role and importance of different economic value added, incomes and employment and it analyses the existing connection in an economy. This paper is focused on tourism and the input-output analysis is finished for the hotels and restaurants Sector.
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3.1 Marketing

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and creates value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it