Chapter II

REVIEW OF LITERATURE

The Chapter overviews the available literature related to Medical Tourism in Global and Indian Scenario. This chapter further study the articles stating relevance and importance of medical tourism concept in Indian and global scenario. There is little evidence of research of Medical tourism in India and Madhya Pradesh.

In the review of literature of Medical Tourism roughly 65 articles are included on the Subject Medical Tourism. All the articles are reviewed to understand the Medical Tourism concept and necessary issues related to it. All articles are giving awareness of the Subjects as Indian and Foreign Authors are contributing on the subject. All the developments in Medical Tourism are registered in the articles, research papers of Medical Tourism due to which enable to compare the developments in India and International Scenario.

Out of total 65 articles all are on Growth of Medical Tourism or future of medical Tourism. These articles are case studies of locations practicing Medical Tourism, Writing about legal issues, Safety, Quality norm and performance of Medical Tourism in Global Scenario and in India and also related to objective of the study and so included in the study.

Why India is preferred for Medical Tourism? This review of articles is categorized on Important Factors of Medical Tourism Concept.

Golden Future of Medical Tourism

Standardization of Medical Tourism Product

Medical Tourism and Recession

Advantages of Medical Tourism

Indian Hospitals and Medical Tourism
2.1 Golden Future Of Medical Tourism

Many countries and hospitals are dealing in Medical Tourism are performing very well and are happy with the returns they are getting. They have invested a lot of time and money in developing medical tourism services. So it is necessary to know the future of Medical Tourism in 2013 when the Economic recession is showing its effect in every Country’s economies. The percentage of growth of Medical Tourism is little bit slowed down. Different countries in world have already dealing in Medical Tourism and rests are thinking about planning to start. To all these countries it is very necessary to know the future of Medical Tourism and strategies to be adopted by them.

In this review of literature comments on potential of medical tourism industry, there are 6 article written by medical tourism experts some are economist, some are futurists and visionaries who are guiding them in this problem. This is a crucial problem to guarantee the consistency of Income which is one of reason for survival of business and so this article are included in literature review as it is giving guidelines about medical tourism industry in future.

This article is written by the visionary in commenting on potential of future.

**Futurist Marvin Cetron**, (founder and president of Forecasting International, serves on the advisory board of UD’s Department of Hotel, Restaurant and Institutional Management). (25 July 2005)

“Medical tourism is growing worldwide. In Britain and Canada, for instance, the waiting period for a hip replacement can be a year or more, while in Bangkok or Bangalore, a patient get do it instantaneously. Medical tourism will be particularly attractive in the United States, where an estimated 43 million people are without health insurance and 120 million without dental coverage-numbers that are both likely to grow. Patients in Britain, Canada and other countries with long waiting lists for major surgery will be just as eager to take medical tourism. He concludes that there are good chances of growth of medical tourism in Asian countries.

Major centers for medical tourism are Bangkok and Puce, with six medical facilities in Bangkok boasting hospital accreditation from the United States.
India has top-notch centers for open-heart surgery, pediatric heart surgery, hip and knee replacement, cosmetic surgery, dentistry, bone marrow transplants and cancer therapy, and virtually all of India’s clinics are equipped with the latest electronic and medical diagnostic equipment. Medical tourism is actually growing in India in 2012.”

The second visionary Ian youngman in this article shares his views continent wise on the future of medical tourism. He is also sharing his views with new comers, old players. Ian Youngman (2012’Medical Tourism Facts and Figures 2012’)

**Americans**

We thought they would approach the medical insurance companies and tell them that they needed to add medical tourism benefits. But the major employers are not clamoring for medical tourism. Healthcare inflation has been under 4 percent each of the past two years, so employers are under less pressure to trim healthcare expenses. And while such savings are still a major priority, medical tourism doesn't show up as a top-tier issue."

**Western Europeans**

Western Europeans will travel, normally within Europe, for cosmetic surgery, fertility treatment; cosmetic dentistry and specialist treatment where they can compare private costs at home with private costs overseas. They have state healthcare or compulsory or voluntary health insurance in some form.

**Asia**

As some of the so-called leaders struggle, new emerging countries like India with government support, consistent, targeted marketing, and treating medical tourism just as another tourism niche are taking their business and finding new markets. China South Korea etc are also strong players.

**The no-hopers**

There are scores of small countries and islands claiming and desire to be top medical tourism destinations, with conferences, campaigns and new hospitals. They may pick up a few crumbs, but the chance of investors making money is remote. top global destination: Malaysia, the top European destination: Hungary.
The old guard

The USA, Germany, Switzerland, Belgium and the UK are all sitting comfortably in the top 20. Turkey, Poland, South Korea and Costa Rica and Indonesia are also in the same list.

The future

Medical tourism does have a future in various countries. It will be about self-pay, niche markets, different marketing strategies for various customer sectors and segments, and involve regional/domestic travel. If you do it right, you will have a business. If you do it wrong, you will join the agencies, clinics, hospitals and countries who found out that medical tourism is a much more complicated and tougher business than they were led to believe.”

This article is talking positive development for countries like India. There is a scope for good business in this sector provided the player adopts the right strategy to pass on the benefit and services to medical tourist. This article is commenting on applicability and growth of Indian Medical tourism Industry so included in literature review.

In this article the American Economist is talking about the strategies to be adopted by hospitals, he also suggests that you should modify according to the medical tourism consumer. Roy Amara, an American Futurologist in article in the Economist (2 March, 2012).

“New ideas and concepts of Medical Tourism often need to be “modified and adjusted”, based on the initial response, to make them broadly acceptable to the market. We are already seeing a “shake out” in the industry. The irrelevant are making room for the relevant. Serious and sober professionals are replacing “starry-eyed” and greedy opportunists. Long-term investment and commitment is replacing the “quick buck mentality”.

Plan durable Strategies

They should introduce a touch of regionalists in their Medical Tourism. At the end of the day, sector “deep insiders” will still be around to provide leadership and reap the benefits. In the long run and in the end, only good ideas and concepts will survive, succeed and prove sustainable. Hospitals should design on genuine offer to their products.
In this article the author is sharing about the reality of International medical tourism concept, all the medical tourism tourists are not from America or Europe but actually patient traveling from nearby countries. In India from south Africa, Dubai etc. Due to economic prices there is lot of confusion as there are average quality providers Example : India . The article also states how to deal on above situation this is a eye-opener article so included the literature review.

*Quelch and Jocz(2010) in their article “ Forget global. Think local... The upside down world of medical tourism” a article on Medical Tourism.*

In reality, people are travelling either within their own country or nearby; probably two out of three medical tourists are travelling simply because they cannot get treated at home. The medical travelers are not Europeans or Americans fleeing from the much vaunted high prices and lengthy waiting lists. 85 to 95% come from nearby, often very poor countries.

Americans rarely go to Asia; they mostly go to Mexico, Central or Southern America. Europeans almost always stay in Europe and Indians as well, So localism and regionalism are the new reality is no longer the be all and end all of healthcare.

In a global recession you may expect price to dominate- but what seems to be happening globally is that companies offering top-end services and products are doing well, but many of those selling a poor value for money proposition are crashing, and some are doing very well at the bottom “pound shop” end.”

This is very rightly stated, Medical tourism is prospering at the high quality high cost level. It is also doing well at the low end of the market for poor Africans and Asians where the bottom line really is very low price.

This article is an eye opener that now a day’s Medical Tourism Data are used to direction and also misleading the hospitals, investors and policy makers.

Dr Constantine Constantinides (2011)In his Second Opinion column, from healthcare cybernetics “ looks at the tendency to “overrate” and “underrate” new ideas and opportunities concepts and how this is reflected in the health tourism sector. Today there is much discussion on Medical tourism data and everybody is using this data for selfish purpose so over and underrating is done. In fact there should be a unbiased analysis of the
fact & figures which can be more helpful to Hospitals. Ian Youngman from IMTJ debunks the myth. (2012) in a article Build it and they will come about Medical tourism

Forecasts for the global economy are not encouraging....recession in Europe, anemic growth in the US and slow growth in the emerging market economies is anticipated for 2012 (Morgan Stanley: 2012 Outlook). If you are in the medical tourism sector, you need to understand some of the fundamental trends that affect businesses and markets in a recession.

The message is that excellent customer service and outstanding treatment quality brings more customers is yet to be widely adopted. The sector continues to be plagued by the bad news medical tourism stories that appear in the press and media. I see little change in 2012. It’s going to be a very long haul for the industry to establish credibility and trust within the media and ultimately broaden its potential customer base.

2.2 Standardization Medical Tourism Product


The government is toying with the idea of rating specialized hospitals to attract foreign tourists visiting the country for medical treatment. “We are trying to fix a price band through star ratings to facilitate medical tourism,” Union minister of tourism Renuka Choudhury said. According to her it would work just like the hotel business. A star rating of a hospital or a price band will allow the patients to know and assess in advance the medical facilities available. “It would help one check his expenses also well in time,” she added. Medical tourism has picked up in the country as an attractive option for overseas patients, who can get medical care at less than one-fourth the cost that would accrue in their own homelands.

The tourism ministry is working out the rating system in consultation with its health counterpart and the private sector. It has also roped in the Confederation of Indian Industry for help. Incentives are also being offered to the private sector to help boost medical and cruise tourism. Government data indicates that India had received 2.62 million foreign visitors during January-October against 2.12 million in the year-ago period.
Foreign exchange earnings through tourism have also risen from $2.8 billion during the ten-month period in 2003 to $3.85 billion in the corresponding period this year.

Taking into consideration the growth of Medical Tourists in India the author in his article states that there is a requirement of rating system for hospitals and Hotels along with there fare is to be decided and communicated along with Medical Tourism Offer to increase transparency.

### 2.3 Medical Tourism And Recession

There are 7 articles in this category inscription about Future of Medical Tourism in Recession. All these articles are talking about the increasing intensity of recession worldwide. So all those who are dealing to know the future in recession. The oldest article is **Futurist Marvin Cetron** (2005) *The writer is assured about the demand of Medical Tourism Services due to long waiting lines in Europe and America so positive about recession impact in Medical Tourism. In 2005 Medical Tourism Tourists will be cost conscious and so there is good growth for those who are providing Best Services in Less Cost. Ex-India, Asia, Thailand etc.*

**Constantine Constantinides** is stating that the data of Medical Tourism Sector in World is overrated or underrated many times there are no agency who can provide authentic data. If proper data is there then predictions will be proper. **Quelch and Jocz** (2010) He states that the only global orientation of Medical Tourism is not applicable in recession but one has to give a localized touch to it. Americans and European don’t prefer to travel to Asia. India is getting South African Medical Tourism Tourists. There is a trend to get treated in their own country. High Quality and Less rates providers will be ruling. **Roy Amara** –Positive for recession. Only Long Term customer services plans will be ruling. Don’t develop Medical Tourism infrastructure only for foreigners include domestic people. **Morgan Stanley** –Positive about this sector as Medical Services cannot be postponed so plenty of opportunities for Medical Tourism. **Ian Youngman**-Medical services are essential so positive for medical Tourism growth. Good service providers will survive.

**Marvin Centron**- Due to longer waiting lines in west the Medical Tourism is going to grow. India is becoming hub of heart Surgeries. Asian countries are going too rule.
these seven articles all are contributed from all learned Medical Tourism providers 6 are positive and assured about growth of Medical Tourism and one article is giving a question Mark of future of Medical Tourism as it is recession. We can conclude that there is recession but Medical Tourism sector need not worry as there will be continuous demand. This is very positive assurance for Medical Tourism Sector of India.

The patient’s voice will get stronger in coming future. So 2012... will it be a great patient service oriented year for the medical tourism industry?

Morgan Stanley (2012) in his article Medical tourism: Trends for 2012 and beyond, there are plenty of opportunities for the astute Medical Tourism business to grow. Individuals and corporate healthcare buyers don’t stop buying in a recession specially Medical Services. They may buy less and they may buy cheaper. But they will buy more wisely.

Understand your customers, get your service offering right, and focus your marketing, and 2012 could be your opportunity to grow your market share and your business. This is a very nice article talking about keeping patience to all Medical Tourism Practitioners. There will be patients in this recession but you should get medical tourism patients but avoid building expensive infrastructures only for foreign patients so can be guiding to Indian Medical tourism so included in the literature review.

2.4 Advantage Global Medical Tourism

There are seven articles in the literature review discussing development of medical tourism all over the world. The study mentions about the awareness of Medical Tourism and also competency of Indian hospitals in providing medical tourism services.

Mike Adams (April 2005) Rising popularity of medical tourism reveals deterioration of U.S. healthcare system. The author is American and he is very smartly mentioning the dreadful condition of Health Care and while mentioning this he also is sharing his observation that this is main reason of Growth of Medical Tourism worldwide. US have the most expensive healthcare in the world. In fact, in terms of results for dollars spent, I think the United States ranks very near the bottom of the list of all industrialized nations. We get less actual health than anyone else for each dollar that we spent. Medical tourism, patients
who might normally undergo some sort of medical procedure in the United States, usually a costly surgical procedure, instead fly to the Philippines, Thailand or other countries to have the procedures done there due to long waiting lines.

That’s the story on medical tourism, and it’s yet another demonstration of the deterioration of the U.S. healthcare system and the failure of organized medicine and also emerging concept of Medical Tourism. This collapse of Medical Services in Europe, England, US is major reason for increase of Medical Tourism in Asia and India.

**Meena Sheshamani** (2010) Opportunities costs opportunities lost: This Research paper is writing about Medical Services in USA. There are 10 case studies studied in Medical Services which trying to find why USA Patients are going out of country. In this paper various problems of USA Medical Services are identified. Slow and rising costs, related tax structure in Insurance, Waiting Lines, a system to be developed and there should be government and public partnership.

This article is writing about a very important issue of USA Medical Services that is increasing cost, Insurance coverage, due to which many patients in USA are going out of USA for availing Medical services.

**I Glean Cohen** (2009) “Medical Tourism industry is growing fast and Medical Tourism Access to health care and global laws. In this Research paper what is Medical Tourism is discussed then actual practicing this concept in International context. As the laws of 2 countries are involved when Medical Tourism is practiced in multilateral forms of regulations. There should be clear rules and regulation in which role of provider nations and receiver nation should be mentioned. National self interest arguments for national government in intervening in Medical Tourism Cases.”

There may be cases where actual services provided and promised are different due to physician’s role and emigration pressures and national security. This article states that the execution of medical tourism services is equally important as planning for the same. The doctors should be trained to deal medical tourism cases.

**Janhavi Abhankyar** (2008) Travel Money-Business World. This is article regarding growing tourism sector in India and World. The author also states how to professionally
manage this opportunity. How we can make the stay of foreigners hassle free. There is lack of awareness in local Indians about tourism sites. Ex-Caves of Jogeswari have a road through slums. In it teachers are managing tourist spots. This can be practiced all over India.

Very practical issue is mentioned here Amir Khan is brand ambassador of Atithi Dvo Bhav 2009 Campaign which is creating awareness regarding Monument preservation and changing culture towards Foreign Tourist.

_Fort Lauderdale, Fla.(2010) Retail clinics, medical tourism popular options for U.S. patients_

Two new reports obtained by the Associated Press show Americans are embracing medical tourism and retail-based health care clinics as ways to reduce the high cost of health care and get quicker access to care. One study by the Deloitte Center for Health Solutions estimates that, in the next decade, 16 million Americans a year could be going abroad for medical care.

_Kaiser (2010) Washington Post, Wall Street Journal_ Examine Issue of Medical Tourism Daily Health Policy Report. This article is mentioning about three different cases of Medical Tourism out of which 2 are happy with experience but one is not happy with the experience.

The _Post_ featured Betty Meisel, a retired health insurance agent who received cosmetic surgery at a hospital in Bangkok shared that "ranged from badly done to completely botched." Meisel paid $16,000 for travel arrangements and several procedures, including an eyelid tuck, a chin tuck and breast implant removal. The _Post_ reports that Meisel had difficulty finding a U.S. surgeon to correct the errors. She was later reimbursed by the hospital, excluding the travel arrangements, after a reporter contacted the hospital regarding the same.

According to Arnold Milstein, chief physician at Mercer, a knee replacement in New Zealand would cost about $22,500 -- including hotel, airfare for two and a designated registered nurse -- compared with $32,000 in the U.S. A coronary bypass surgery would cost roughly $34,000 in New Zealand, compared with $61,500 in the U.S. In addition, compared with other nations such as India and Mexico, New Zealand offers "English-speaking hospital staff and a culture that feels familiar to many Americans,"
Europeans: The Wall Street Journal on Tuesday Examined how in New York, Florida and California, many surgeons are "seeing an influx of overseas patients who are taking advantage of the weak dollar to schedule cosmetic surgery, sometimes combining it with shopping and sightseeing excursions." Since 2005, the value of the U.S. dollar fallen by 24% against the euro, and 11% against the British pound. According to the Journal, many U.S. surgeons say that "economic slowdown is forcing them to work harder to find patients,"

David Woodward, Nick Dragger, Robert Beaglehole, & Debra Lipson (2006). Globalization and health: a framework for analysis and action - World health Org Actions. First, it is essential that the economic benefits of globalization extend to all countries, and especially to low-income countries (the link from globalization to the national economy). This means ensuring that changes in international rules and institutional arrangements fully reflect the needs of developing countries. It also requires the removal of major obstacles to development in the international economy.

Secondly, the economic benefits of globalization need to be translated into health benefits (the links from the national economy to the health care system, health-related sectors, and the household economy). This requires that economic growth be sustainable and consciously directed towards the poor, through better design of pro-poor national economic policies, and more explicit consideration of distributional effects in decisions at the global level.

Fourthly, the design and implementation of international rules need to take full account of their potential effects on the health care system and health-related sectors. The article is stating globalization and Medical Tourism Opportunity. Article is also giving action plan to manage Medical Tourism in Globalization was so included in literature review.

Globalization is a key challenge to public health, especially in developing countries, but the linkages between globalization and health are complex. Although a growing amount of literature has appeared on the subject, it is piecemeal, and suffers from a lack of an agreed framework for assessing the direct and indirect health effects of different aspects of globalization.
This article talking about Medical Tourism and globalization is providing ease in practicing the same.

**Devon Herrick’s** (2005) “Medical Tourism a global competition in Health Care National center for policy analysis. The number of uninsured and self-pay patients traveling abroad for health care has grown rapidly over the past few years. This trend is likely to continue as medical care becomes more expensive or difficult to obtain in countries such as the United States where third-party payment is the norm. It is unrealistic to assume that every American will travel abroad for medical care.146 but it doesn’t require huge numbers to induce change. If only 10 percent of the top 50 low-risk treatments were performed abroad, the U.S. health care system would save about $1.4 billion annually147.”

As more insured patients begin to travel abroad for low-cost medical procedures, medical tourism will result in competition that is sorely needed in the American health care industry. This is also a very hot issue of practicing Medical Tourism worldwide.

There are in all 8 articles in the discussion of expansion of Medical Tourism worldwide. Two authors are mentioning about the downfall or poor conditions of Health Care system in United States of America. They are mentioning about their own experiences of this health care. The other author is very rightly sharing his observation that this is due to downfall of medical system in US and European countries. Devon Herrick is saying about Growing Medical Insurance market in World. This is also one reason due to which Medical Tourism Industry is growing very fast. A Group paper presented in World Health Organization for Globalization and health: a framework for analysis and action - World health Org. This group very rightly pointed that increasing Globalization is complementing and easing the growth of Medical Tourism worldwide.

Then there are article written by Devon Herrick talking about the growing Health Insurance and how this growth is boosting the Medical Tourism Sector. There is also article by Janahavi writing about Tourism monuments preservation. How private players are involving for the maintain of the same. Amir Khan is a brand ambassador for this campaign in India to change culture towards Tourists in India and abroad. There are experiences and feedback of 3 Americans after availing Medical Tourism. Out of three, one is having negative experience about the Medical Tourism and so was included in literature review.
2.5 Medical Tourism In India

There are some articles in a group who is discussing about Medical Tourism Sector in India and also discussing about awareness of concept. This is an emerging sector in India which is capable of earning million foreign dollars. All this articles are taking about how the Indian Medical Sector is growing in last year’s. Gautam Nagarajan is giving SWOT Analysis of Medical Tourism Sector in detail. Strengths are Quality ,Rates of Services, Availability of doctors ,Advance techniques, good reputation of hospitals, Variety of destinations the writer suggest to increase these strengths. lack of accreditations, less investment in Health Industry Weakness no Government Support, International Promotion,International coordinators.

Nakul Jain is talking about How dental Medical Tourism is beneficial to India. Sunita Quadeer is talking about increasing government support. Chandani is talking about huge medical infrastructure of India which is useful in availing Medical Tourism. Bitir is talking about growth of FTI in tourism of India and how Medical Tourism is providing opportunity to invite FTI in India. P.B.Jaykumar is talking that all leading hospitals are starting a branch of their hospital in small cities in India which is helping them to deuce their infrastructure cost and increase their reach. Sunita is talking about growth of Medical Tourism and how this opportunity is beneficial to Indians. Robert is stating the India is increasing in preference by American, Europeans for treatment. Low cost strategy of India Medical Tourism is creating a lure to visit India all over the world. Bindan das is not able to believe that the opportunity of Medical Tourism the myth is converted into reality. It can concluded that these entire Author agree that India is capable to avail this unique Medical Tourism opportunity but also made this destination unique so that lot of Medical Tourism Tourist wish to Visit India. There are article stating about emergence of Medical tourism Sector, India is successfully availing the opportunity, India is very fast becoming preferred destination of Medical tourism due to this the article is included in literature review as it is discussing capacity and competence of Indian Hospitals to avail medical tourism.
2.6 India Hospitals And Medical Tourism

(A Myth or Reality)

Dr Bidhan Das and Jyoti Gupta (2007) Dr Das is vice president and Jyoti Gupta is coordinator, corporate affairs, Rockland Hospital, she shares that medical to many fear about the serious consequences of equity and cost of services and raise a fundamental question on the very existence of medical tourism, why should developing countries be subsidizing the healthcare of developed nations? For them, medical tourism is likely to further devalue and divert personnel from the already impoverished public health system. However, with good planning and implementation, medical tourism besides being an economy booster can surely help India maintain good cross border and trade relations, exchange of manpower and technology among countries.

Strategies are thus needed not just to project India as a major healthcare destination, but also to create a system to conduct proper market research and feasibility studies. In the absence of proper planning, formulation, implementation and evaluation of coherent strategies, the much created hype and all the talk may just go in vain.

This article is very rightly stating the importance of JCI Accreditations and Governments support and subsidization and joint promotion, standardization of services, will be helpful strategies for all medical Tourism players in India.

Randeep Ramesh in Bangalore (Tuesday February 1, 2005) in his article in The Guardian: This UK patient avoided the NHS list and flew to India for a heart bypass

Three months ago George Marshall fretted about the choice offered by his doctor in Britain. Diagnosed with coronary heart disease, the violin repairer from Bradford was told he could either wait up to six months for a heart bypass operation on the National Health Service or pay £19,000 to go under the scalpel immediately.

N Singh K (2003) India a New Opportunity 2020 Boston Consultancy Group in India, India has a very small share of the world tourism market. In 2000, India received a mere 2.6 million of the nearly 700 million international tourists. International tourists who visit India have a mixed experience. While most return satisfied with the variety of unique experiences India has to offer, safety, cleanliness, and quality of infrastructure still bother many.
Therefore, returning visitors, by and large, describe their experience to others as “good, or even very good, BUT…”.

This article is stating about medical tourism opportunity and how Quite clearly, attracting a larger number of international tourists and providing them with high quality experience are the challenges for India. Countries like India need to take Proper feedback of their services. And also suggest improving their performance by considering above points.

**Sakhi Gupta** (2012) Back Ground to a new concept of Indian Medical outsourcing when baby Noor Fatima, a two-and-a-half- year old Pakistani girl, successfully underwent an open heart surgery in India, she opened new vistas reminding the potential of medical tourism. The Ministry of External Affairs took this opportunity to encourage medical diplomacy, by facilitating the visit of cabinet ministers and provincial leaders to India for treatment.

Medical tourism is the buzzword now. The government as well as private players are keenly assessing the potential and means to tap the same. The boom in state-of-the-art hospitals and well-qualified doctors, have attracted the p equation. The equation is ‘First World treatment’ at “Third World prices”. A CII-McKinsey report last year, postulating the opportunities in health tourism, states that the medical tourism market in the country pegged a 30 per cent growth in 2000 and it has been growing at the rate of 15 per cent for the past five years. “By 2012, if medical tourism were to reach 25 per cent of revenues of private up-market players, up to Rs 10,000 crore will be added to the revenues of these players,” adds the report. The article states that One of the Indian states, Kerala, setting an example by attracting health tourists, has emerged successful in generating revenues from medical tourism. Hospital groups in Delhi have realized the potential of health/ medical tourism but most of them are playing it by the patient population from neighboring countries, the Middle East and the West.

**Chandrika Sandeep** (2006) India is Fast Becoming the Preferred Destination for Medical Tourism.

“The Indian medical tourism industry, growing at an annual rate of 30 percent, caters to patients chiefly from the US, Europe, West Asia and Africa. Although in its nascent stage,
the industry is outsmarting similar industries of other countries such as Greece, South Africa, Jordan, Malaysia, Philippines and Singapore. In 2004, about 1,50,000 medical tourists have visited India."

The article is stating about the increasing preference of India in Medical tourism market.

M Shrivastava (2012) Medical tourism needs 5k-10k professionals in next 5 year.

NEW DELHI: With medical tourism in India expected to grow 30% annually till 2012, the demand for talent is going up at a brisk pace even as it opens up a whole gamut of job opportunities in the sector. Little wonder then that a full-time course in medical tourism launched by the Indian Clinical Research Institute (ICRI) has generated a great deal of interest in the medical fraternity.

The article states that India’s medical tourism is expected to be a $2.2-billion industry by 2012, up from the current $1.2 billion. Encouraged by the growth momentum, the government has launched medical visas to be given on a priority basis.

Low Costs Lure Foreigners to India for Medical Care; Escorts, Apollo, & Fortis Lead Vanguard

Europeans and Americans, looking for world-class treatments at prices a fourth or fifth of what they would be at home, are traveling to India, Thailand, Singapore and other places. "Health is an emotional issue; it's not like buying a toy or a shirt made abroad," said a health care analyst, Gautam Kumra, who is based in New Delhi. "Nevertheless, you cannot deny the power of economics."

An angiogram showed two blocked arteries in his heart. After an Internet search and a chance meeting with a businessman who had gone to India for surgery, Mr. Marshall traveled to the Wockhardt Hospital in Bangalore in southern India last winter. His surgeon, Modern hospitals, skilled doctors and advanced treatments are helping foreigners overcome some of their qualms about getting medical treatments in India.

About 150,000 foreigners visited India for medical treatments in the year ending in March 2004, the Confederation of Indian Industry, said. That number was projected to rise by 15 percent each year for the next several years. The article is discussing about the major players of Health tourism market i.e. Apollo, fortis, wockhardt etc,
Robert Walter (2009) India increasing in preference of US patients Robert Walter Beeney was unable to walk due to a stiff hip when he landed. Twenty days later, he not only recovered after a rare hip replacement surgery at Apollo Hospital here but also visited the famous Taj Mahal in Agra after that.

With the use of very advanced metallurgy in this device, the wear and tear is reduced to a fraction in the artificial joint as opposed to the conventional total hip replacement.

Another advantage of the latest procedure is that in the event of any problem that may occur in the long term, the conventional total hip replacement can be done at a later stage. He said that since this case was not yet cleared by the US Food and Drug Administration, he decided to come to India.

Suneera Tondon (2011) World Health Opportunity - This is a article written in Bussiness World Magazine. In this article the author is discussing in depth the current overview of Medical tourism sector. At first the increasing number of Medical Tourism in India is discussed in detail in context to competitors in Asia and world. The article states that Apollo Hospitals is having major share in Medical Tourism Market today. How Fortis, Max, Narayana, is striving to develop medical tourism sector. All the strategies agents, translators etc used by this hospitals are discussed in detail. How the economics of Medical Tourism is positive for India. At last she mentions that major patients are coming from Asia and African countries for treatment.

P.B. Jaykumar (Aug 2011) In Small Town for Big Business. This article is about Medical tourism Industry. The major strength of Medical Tourism business is less cost or economical rates in India. Due to this we see a continuous increase in the Demand of Medical Tourism Services. To maintain this equation now all major players providing medical Tourism services in India i.e. Fortis, Max healthcare, Vaatsalya Healthcare, Apollo Hospitals, Global Healthcare, are starting their hospitals.

Anupan Sibbal Gear UP (2005) Bussiness World. This article is talking about a new emerging concept of Medical Tourism. What is the opportunities posed by this sector and how all hospitals, Planners should gear up so that they will be able to avail this opportunity. What are positive things of Indian Hospitals.
Bitir Mirbabayev (2009) The role of tourism in International Development. In this research paper the author is trying to analyze the dynamic tourism sector in world economy. The study also states the importance of International tourism is increasing. In this Impact of international tourism is social and economical development. Trend of international tourists and top 10 performers.

This paper is talking about Foreign The trend of increase will be continued in future. This is very vital information. India New Opportunity 2020 edited by Boston consultancy Group. This report is written in context to India.

Chandani (2008) Dessence consultancy Curing the world an opportunity for Medical Tourism in India. What is Medical tourism, Reasons for rise of Medical Tourism, Why India?Global Medical Tourism scenario, Various services areas are identified, Key issues regarding Medical Tourism, major players in India. India has great resources for Medical Tourism and hence there is bright opportunity for India .Which cannot be ignored.

Gauri Shankar Nagarajan (2004) Medical Tourism in India a strategy for its development. In this research paper the author is defining Medical Tourism and then discuss the current scenario of Medical Tourism. Then a cost comparison of different medical treatments worldwide. A SWOT Analysis of Indian Medical Tourism Industry in its current state.

Sunita Reddy and Imranan Quadeer (2012) Indian Medical Tourism Process and Predicament This research paper discussing about the increasing opportunity of Medical Tourism worldwide and then talking acing bout support of Government in practicing this concept. Actually more than one country is involved in this business. So all government policy should be relaxed and providing backing to this business. There should be clear policy coverage, if changers are in these policies to be transparent so that all practitioners have a clear idea about it. Too many changes in policies can create hindrances.

Nakul Jain (2006) Dental Implants - A Blessing in Disguise and Dental Surgery in India This article is discussing a new type of Dental Medical Tourism in India. Actually Dental treatment in Europe and America is very costly and dentists are longer waiting lines and this treatment can be clubbed with tourism easily.
As compared to other parts of the body, we pay the least amount of attention to our teeth till get alarming signals. After a visit to the Dentist which is always long overdue in any case, we promise ourselves to be more particular in future but once we get busy in our daily activities we forget about it all over again.

**Cantren Fross GLOBAL**: *Patients have a right to safe surgery* International Society of Aesthetic Plastic Surgery (ISAPS). That the organization is both protecting its members, most of whom only work on domestic customers, and seeks to sell a range of insurances - may make their views less than impartial, directed to an ISAPS surgeon approved to carry out the specific treatment indicated. The International Society of Aesthetic Plastic Surgery is the largest international society of individual cosmetic surgeons with 2000 members in 92 countries. Surgeons undergo a strict application process to determine their qualifications to join the society. The ISAPS mission is twofold: the continuing education of surgeons in latest techniques in the field of cosmetic surgery and medicine - and the promotion of patient safety successfully practiced at various destination all over the world. Out of this cases a case studies are on Indian scenario practice Medical tourism in India (whole country) as a destination for medical tourism and second case study is of Kerala state practicing medical tourism. 7 cases are all leading foreign countries practicing medical tourism can be role models for all states in India.

In the following case study is of a Indian State Practicing Medical Tourism Services. This various dimensions of Medical Tourism are of immense importance for countries like India, states like Madhya Pradesh for development of tourism sector in future. Tourist all over world is looking for innovative tourism products day by day. Medical Tourism is giving opportunity to tourism sector to design new experience to the customer. After going through details Indian states like Madhya Pradesh can plan and design Niche tourism products like medical tourism services.

Kerala - The Pioneer State. Kerala, or God’s Own Country as its corporate slogan goes, has pioneered health and medical tourism in India. They have made a concerted effort to promote health tourism in a big way, which has resulted in a substantial increase of visitor arrivals into the state. Kerala and Ayurveda have virtually become synonymous with each
other. However, though Kerala has strongly focused on Ayurveda and its wide array of treatments and medications, good facilities are also available in the other traditional forms of medicine as well as in modern medical treatment.

The bias towards health tourism in Kerala is so strong that Kerala Ayurveda Centers have been established at multiple locations in various metro cities, thus highlighting the advantages of Ayurveda in health management. The health tourism focus has seen Kerala participate in various trade shows and expositions wherein the advantages of this traditional form of medicine are showcased.

Karnataka’s Foray into the Healthcare Sector: The department of tourism, government of Karnataka, has ambitious plans for the state. According to D B Inamdar, minister for tourism, "The idea is to make Karnataka a top health tourism destination, not only in India but internationally. We want to lure foreigners to Karnataka to avail of our sophisticated facilities and subsequently induce them to enjoy our multiple tourism offerings. The recent operations of children from Pakistan, who have sought medical treatment in Bangalore, have not only helped to boost the state economy but more importantly, helped in fostering goodwill, peace and harmony between India and Pakistan.

The state also boasts of having the unique property, Golden Palms Spa & Resort, which is the one and only resort in the country where a guest can have a complete range of pathological tests, dental treatment, and electro-cardiograms, stress tests, X-rays, and even sonography tests. To crown it all, there is even a mini-operation theatre for cosmetic surgery performed by world renowned surgeons in the field.

There are a wide range of hospitals which help to promote medical tourism in the state. Some of these are Lilavati Hospital, Jaslok Hospital, Bombay Hospital, Hinduja Hospital, Wockhardt Hospital and Apollo NUSI Wellness Retreat. Hotels like Hyatt Regency, JW Marriott, Renaissance and Resort, also offer extensive spa facilities aimed at rejuvenating both the domestic and international tourists.

This is a case study discussing about the Kerala Case Study in Medical Tourism. How effectively Kerala is promoting itself as a Medical Tourism’s preferred place in the country.