Literature Review

Medical Tourism is relatively a fresh topic from the perspective of research, at least in the Indian context. Hence, there is a scope for discovering new trends based on experiences of last one decade. This is important both from the promotion of tourism’s point of view and from the perspective of foreign exchange earnings in particular. A review of literature available in the field reveals the following observations as well as potential gaps, which further underline the importance of research in this regards:

1. Klaus Weiermair & Christine Mathies (2004), “The Tourism and Leisure Industry: Shaping the Future” classifies tourism into several categories of which one is health tourism with five sub-classification one of which being Wellness Tourism with nine categories, which will help to explore different avenues of Medical Tourism

2. John Connell (2006), “Medical Tourism” traces the genesis of medical tourism, author is considered as pioneer of medical tourism and his work covers the various dimensions such as antiquity of health tourism, rise in medical tourism, marketing medical tourism, economics and ethics of medical tourism.

3. Roy Cook et.al (2006), “Tourism-The Business of Travel” focuses on the growth of medical tourism in near future and the reason being low cost, non-availability and longer waiting period. The increasing costs of medicines and rising trend to medical rationing along with the combo packages offered by hospitals like treatment and hotel stay will see new form of tourism.

4. Mehmet Altin et.al (2007), “Consumer Decision Components for Medical Tourism: A stakeholders approach” authors have developed a model that describes the macro facilitating factors, the pre-decision propensities and the role played by different entities involved in the tourism experience that impacts the travel decision from the stakeholders perspective.

5. Dr. R. Kumar (2008), “Medical Tourism in India, Management and Promotion” mentions medical tourism as fast emerging and as a big opportunity for India with its low cost advantage, high quality healthcare and an English speaking populace. The notion that
catering to the needs of foreigners or rich Indian patients will be at the cost of poor Indian citizens appears misplaced. In fact he feels that these are private facilities and are created as a business venture by the Indian Industry for a niche market.

6. Sonali Kulkarni (2008), “Medical Tourism in India” covers various areas of medical tourism from destinations to trade and trends and from wellness to hospitality and finally sustainability tourism. She also discusses policy impact and concludes by stating that like any other industry tourism too has three interconnected aspects viz. environmental, socio-cultural and economic.


8. Saptarshi Dutta et al (2010), “Scope and Management of Medical Tourism in India” authors have expressed that 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. Moreover, authors also have mentioned that this sector is witnessing a ‘reverse brain drain’ trend, with interesting number of specialists, who have been practicing abroad, showing keen interest to comeback and practice in India.

9. Richard Rick M Lagiewski (2010), “Medical Tourism: perspectives and application for destination development” explores the issues surrounding the emergence of medical tourism. The discussion is framed around examples from both the supply side and demand side concerning markets in North America, Europe, Asia & Middle East. Attention is placed on the experience and service side of the medical tourism purchase as a form of destination diversification.

10. Tazyn Rahman (2010), “Growth of Medical Tourism Business in India” discusses the future of emerging medical tourism in India and also gives some insights that can be used in forming a right strategy to promote India as attractive health tourism destination on the
international platform. Moreover, the author has also stated the services offered by Medical Travel Operators.

11. Manjula Chaudhary, (2011), “A Study of Problems and Challenges faced by Medical tourists visiting India” In a research conducted by Indian Institute of Tourism and Travel Management it maps the Indian medical tourism value chain, to identify the important concerns of medical tourists visiting India vis-à-vis various service providers in value chain. It also identifies the bottlenecks in medical tourism industry and recommends to address the concerns of medical tourists.

12. Jutamas Rerkrujipimol et.al (2011), “Marketing Strategies for Promoting Medical Tourism in Thailand” the exploratory research undertaken by authors identifies the strengths of Thailand’s healthcare service providers and point out the number of problems which reduces the growth opportunities of this industry. The important finding states the lack of collaborations among service providers and of an organization to work as the center in the area.

13. Neil Thompson (2011), “Medical Tourism” has systematically described medical tourism in his work by explaining the process to be followed along with legal and ethical issues. Including various destinations he has also given a special focus on India by stating as ‘First Choice’ for medical treatment.

14. Prem Jagyasi (2011), “Medical Tourism Guide Book” provides with complete exhaustive information about medical travel. It guides tourists, experts and intermediaries. 20 steps planning for the medical tourists acts as a road map for tourists. It also emphasizes on top medical tourism destination across the word and how to find the right healthcare facility.

15. Sumankumar Dawn, Swati Pal (2011), “Medical Tourism in India: Issues, Opportunities and Designing Strategies for Growth and Development” identifies the strengths of India’s medical tourism service providers and points out a number of problems that may reduce the growth opportunities of this industry and also analyses the main reasons why developing country like India attracts foreign tourists for the medical treatment.
16. Anjana Sharma et al. (2012), “Medical Tourism: Building the India Brand Abroad (An Analytical Study of Potentials of Medical Tourism in Gurgaon)” highlights the potential of medical tourism industry in Gurgaon and focuses on introspecting the Hospital Accreditation system for Medical Tourism, examining the role of insurance companies in medical tourism and the latest trends to increase the flow of Medical Tourism.

17. Govind Shinde, Manisha Dubey (2012), “An Appraisal of Indian Tourism Industry” through qualitative research authors have given insight in tourism industry and areas of potential growth. The work done by collecting data depicts Foreign Tourist Arrivals (FTAs), Foreign Exchange Earnings & Top ten source countries of FTAs.


19. Aditi Abhyankar, Sandhya Salve (2013), “Growth Potential of Domestic and International Tourism” focuses on the variety of tourism options which includes and upcoming Medical Tourism and Ayurveda Tourism. The foreign exchange earnings from tourism in the year 2010 was 14193 US $ million. The month of December in 2010 gave the maximum FEE from tourism which was 1558 US $ million. Tourism is the second largest net foreign exchange earner for India.

20. Anupama Sharma (2013), “Medical Tourism: Emerging Challenges and Future Prospects” 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 and analyzing the latest trends to increase the flow of medical tourism. Study also examines the role of all the stakeholders in building the image of India as high quality medical tourism destination.

21. D. Amutha (2013), “Booming Medical Tourism in India” articulates short term and long term strategic planning using the specific abilities and tourism products of developing countries, which suffers from the indices as unemployment, inflation and other problems, most of their economic problems can be solved.
22. K.R. Shanmugam (2013), “Medical Tourism in India: Progress, Opportunities and Challenges” analyses the trends of foreign tourist arrivals in India and foreign exchange earnings from them, the factors favouring the growth of medical tourism in India and government initiatives, the opportunities available for India to make further progress and the challenges facing the industry.

23. M.Saravanan (2013), “Medical Tourism- The New Face of Tourism” highlights several factors which are enhancing medical tourism in India viz. cost competitiveness, service spectrum and consumer profile. He concludes that the healthcare industry has successfully managed to maintain the interest and attention of not only Indian Government but also the common man. The Indian consumer has ready access to new innovations in the field of health and medicine and the companies are constantly acquiring latest technology either through partnerships or developing them indigenously.

24. PankajMochi et.al (2013), “Medical Tourism- Destination India” their study explains why India has emerged as destination for medical tourism and also explores challenges and competitive advantages and future outlook of medical tourism in India. They conclude that more and more hospitals are receiving JCI accreditations and foreign patients concerns on safety and quality are becoming less of an issue for those choosing to travel for medical treatment at affordable cost.

25. PramodBubna (2013), “Multiplier Effect in Medical Tourism” states that to fulfill the expectations of higher quality healthcare services and standards, more affordable medical treatment and shorter waiting period patients are willing to travel across the world to receive treatments that can give them “value for money”. This process has the potential to generate multiplier effect on the economy.

26. K.S.Vijayanambi (2014), “Progress and Challenges of Medical Tourism in India” noted that the world class infrastructure is one of the main reason for concentrating on promotion of this kind of tourism in India. Moreover, the growing economy has led to privatization and corporatization in the field of healthcare, thereby leading to the setting up of the world class hospitals that provide high advanced treatment facilities through high end technology and world class doctors.
27. Lakhvinder Singh (2014), “An Evaluation of Medical Tourism in India” through a descriptive research undertaken by author reveals the competitive advantage of India in the medical tourism arena arises due to several factors like low cost, strong reputation and the diversity of the many and unique destinations available in the country.

28. Manpreet Kaur (2014), “Medical Tourism in India” highlights the current scenario of medical tourism industry in India. She also has observed that the initiatives taken by the Indian Government to promote medical tourism in the country and suggests that the government and the medical council should work in association to see to it that the hospitals keep up to the standards perceived by medical tourists.

29. Shweta Mishra (2014), “Prospects in Medical Tourism – India” she focuses on proper planning to market the country for medical tourism and suggests to make out the micro and macro issues facing the industry and further recommends that Central and State Tourism Boards to coordinate and collaborate on a set of international standards, which will lead to communicating promises that are possible only with the integrated efforts of all involved with the industry.

30. S.S.Rose Mary (2014), “Medical Tourism in India- Its Strength, Weakness, Opportunities and Threats” through her SWOT analysis she underscores that the growth of medical tourism in India contributes for the development of infrastructure in medical facilities, medical sciences, national income, employment opportunities and urbanization. She also argues to minimize or reduce the adverse effects of medical tourism through proper policy framework.