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MEDICAL TOURISM IN INDIA: CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Over a period of time Medical tourism, which is alternatively called health tourism or wellness tourism, has gained lot of momentum. India's emergence of one of the world's fastest growing economy, coupled with Government policies for promoting overall economic growth, medical tourism has grown in to leaps and bounds in India. It is a silent revolution that has been sweeping the healthcare landscape of India for almost a decade by making significant contribution to Indian economy. The tourism industry of India is economically important and growing rapidly. Indian health care sector is considered one of the largest in terms of both revenue and workforce employment. Indian medical tourism industry is expected to reach \$6 billion by 2018, with number of people arriving in the country for medical treatment set to double over next four year. A large and growing population, a booming economy, rapid urbanisation which has expanded the middle class, rising diseases and increased awareness level has enabled the sector to grow at much higher rate. This research paper makes an effort to understand reasons for the growth of medical tourism in India, stake holders & their role in promoting Medical tourism, future prospect of the medical tourism of India.

KEYWORDS: *Medical tourism, Indian Economy, Stakeholder of Medical tourism, Growth enablers. Future prospect, road map for potential growth*

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