

MEDICAL TOURISM
MASTER OF BUSINESS ADMINISTRATION
(HOSPITAL ADMINISTRATION)

FIRST YEAR,
SEMESTER-II, PAPER-VII

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FOREWORD

Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A+' grade from the NAAC in the year 2024, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 221 affiliated colleges spread over the two districts of Guntur and Prakasam.

The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the door step of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.Sc., B.A., B.B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.

To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.

It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson-writers of the Centre who have helped in these endeavors.

*Prof. K. Gangadhara Rao
M.Tech., Ph.D.,
Vice-Chancellor I/c
Acharya Nagarjuna University.*

MASTER OF BUSINESS ADMINISTRATION (HOSPITAL ADMINISTRATION)

Programme Code: 197

PROGRAMME SYLLABUS

1st YEAR – 1st SEMESTER SYLLABUS

207HA26: MEDICAL TOURISM

Unit-1: Medical Tourism – an Introduction. Tourism- Meaning, Definition, history and growth of medical tour operation business, Motives, classification and components of tourism-medical tourism – Nature and scope- origin and growth of travel agencies.

Unit - II: Growth of Medical Tourism Industry – SWOT analysis – Medical Tourism Products – Factors and steps for designing product or tour package – Approvals and formalities – Pre-tour arrangements – Tour operators- post tour management – claiming health insurance in medical tourism- Medical tourism facilitators.

Unit III: Medical Tourism – Legal Aspects: Certification and accreditation in Medical tourism – Ethical, Legal Economic and environmental issues in medical tourism- medical malpractice.

Unit IV: Medical Tourism and Promotional strategies: Branding – Digital marketing – Public Relations- word of mouth communication- Promotion strategies adopted by various Hospitals. Public relations

Unit V: Recent Trends in Medical Tourism – present business trends and future prospects problems and issues.

References:

1. P.N. Girija Prasad, Medical Tourism New Directions, Adhyayan Publishers & Distributors
2. Amitabha Ghose **Health Tourism: A Case for India, SBS Publishers and Distributors Pvt Ltd**
3. Bezbaruah M.P. (New Delhi) Indian Tourism Beyond the Millennium
4. Dixit. Medical Tourism Geography and trends, Royal Publication.

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LESSON 1: FOUNDATIONS OF TOURISM AND MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the meaning and definitions of tourism and medical tourism.
 2. **Describe** the historical evolution of tourism and medical tourism.
 3. **Analyse** the scope and importance of medical tourism in the global context.
 4. **Identify** major global destinations of medical tourism with reference to India.
 5. **Examine** the growth of the medical tour operation business.
-

STRUCTRE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES

A. Introductory Case Study

Introductory Case Study: India's Emergence as a Global Medical Tourism Destination

1. Background of the Sector

India has emerged as one of the leading destinations for medical tourism due to its strong healthcare infrastructure, availability of skilled medical professionals, and cost-effective treatment options. According to reports published by the *Economic Times* and *The Hindu*, India attracts international patients primarily from Africa, the Middle East, South Asia, and developed countries such as the USA and the UK.

2. Contextual Trigger

Rising healthcare costs and long waiting periods in developed countries have prompted patients to seek affordable and timely medical care abroad. Indian hospitals offering advanced cardiac, orthopedic, oncology, and organ transplant services at significantly lower costs became an attractive alternative.

3. Stakeholders Involved

- International patients and accompanying attendants
- Private multi-specialty hospitals

- Medical tour operators and facilitators
- Government agencies issuing medical visas
- Hospitality and travel service providers

4. Managerial / Behavioural Issues

Hospitals and tour operators faced challenges related to quality assurance, patient trust, cross-cultural communication, and coordination between healthcare and tourism services.

5. Relevance and Importance to the Lesson

This case highlights the **meaning, scope, importance, and growth** of medical tourism, illustrating how tourism and healthcare integrate into a single economic activity.

6. Linkage to Lesson Concepts

The case directly reflects lesson concepts such as the **definition of medical tourism, historical shift in patient flow, global destinations, and growth of medical tour operation business.**

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Growth of Medical Tour Operators in India

Background

Initially, Indian hospitals independently handled foreign patients. As patient inflow increased, specialized medical tour operators emerged to coordinate treatment, travel, accommodation, and post-treatment support. These operators developed structured medical tourism packages combining healthcare services with tourism facilities.

Medical tour operators partnered with hospitals, hotels, airlines, and translators to offer end-to-end services. Their growth contributed significantly to foreign exchange earnings and employment generation. However, operators also faced challenges related to ethical practices, transparency, and post-operative follow-up.

Analytical Questions

1. How does this case illustrate the concept of medical tourism discussed in Lesson 1?
2. What factors contributed to the growth of medical tour operation businesses?
3. Identify the role of tourism services in supporting medical treatment.
4. What managerial challenges are evident in coordinating medical tourism operations?

Model Answers (Indicative)

1. The case reflects cross-border travel for medical care combined with tourism services.
2. Cost advantage, global demand, infrastructure growth, and accreditation.
3. Travel, accommodation, and facilitation services enhance patient experience.
4. Coordination, ethical practices, and service integration challenges.

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams (Open-Source)

Figure 1: Components of Tourism

Depicts tourist, destination, and tourism services as core elements.

(Open-source conceptual diagram – insertable)

Figure 2: Evolution of Tourism and Medical Tourism

Chronological flow from ancient travel to modern medical tourism.

(Open-source timeline diagram – insertable)

Figure 3: Medical Tourism Value Chain

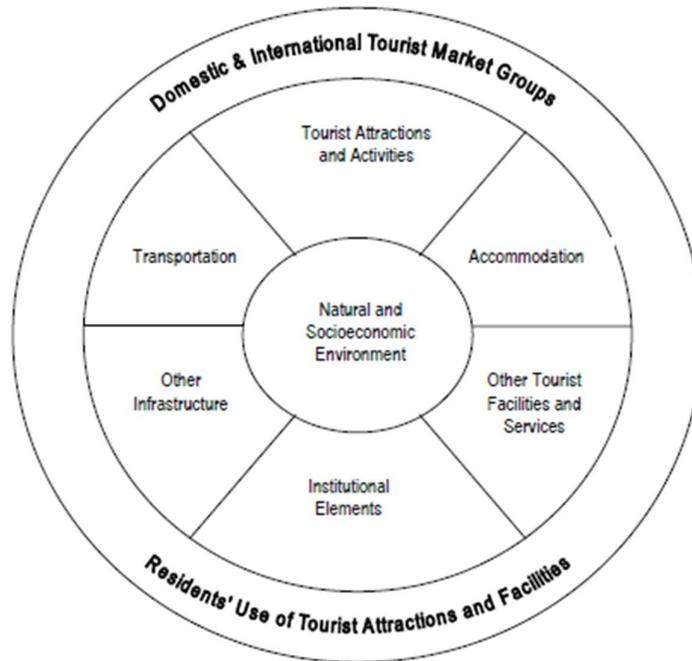
Shows interaction between patient, hospital, tour operator, and tourism services.

(Open-source flow diagram – insertable)

A. Figures / Diagrams (Open-Source)

Figure 1: Core Components of Tourism





(Inskeep 1991:39)

What the figure depicts:

This diagram illustrates the **three fundamental components of tourism**:

- Tourist (traveller)
- Tourist Destination
- Tourism Services (transport, accommodation, hospitality)

Academic relevance to Lesson 1:

Directly supports the section “**Tourism – Meaning and Definition**” by visually explaining how tourism functions as an integrated system.

Source note:

Conceptual diagram available in open educational resources (OER) and tourism textbooks; suitable for non-commercial academic use.

Figure 2: Historical Evolution of Tourism



What the figure depicts:

A **timeline diagram** showing:

- Ancient & Classical tourism (Egyptians, Greeks, Romans)
- Medieval travel (pilgrimage, trade)
- Industrial Revolution
- Modern tourism era

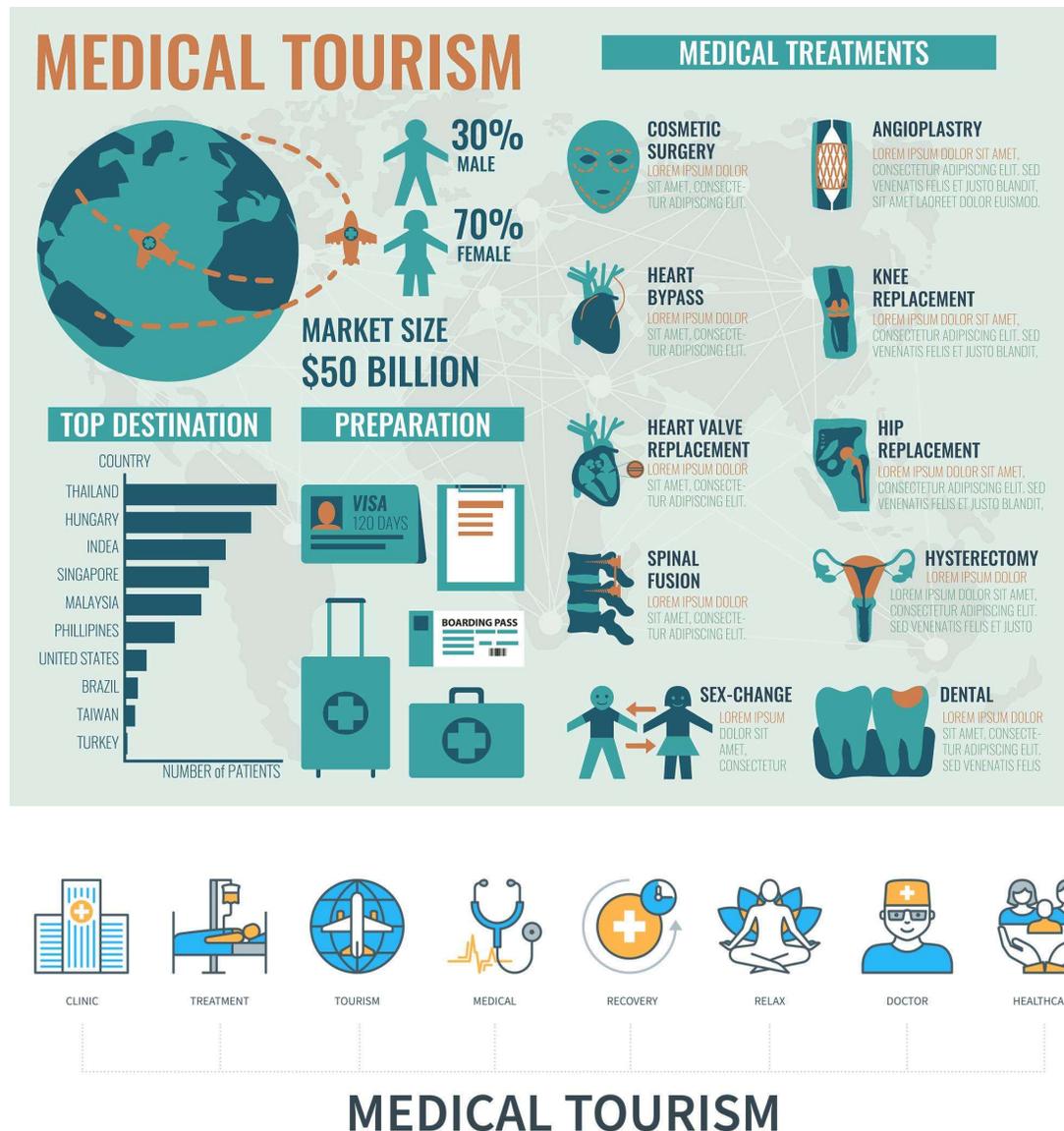
Academic relevance to Lesson 1:

Aligns precisely with “History of Tourism”, helping distance learners grasp chronological development visually.

Source note:

Open-source educational timeline diagrams adapted from tourism history resources.

Figure 3: Conceptual Model of Medical Tourism

**What the figure depicts:**

Integration of:

- Medical component (treatment, diagnosis, surgery)
- Tourism component (travel, stay, leisure, recovery)

Academic relevance to Lesson 1:

Supports “**Concept and Meaning of Medical Tourism**” by visually clarifying how healthcare and tourism merge into a single activity.

Source note:

Freely available conceptual framework diagrams from academic presentations and OER repositories.

Figure 4: Scope of Medical Tourism

**What the figure depicts:**

Classification of medical tourism services:

- Elective surgeries
- Specialized treatments
- Dental tourism
- Wellness & rehabilitation

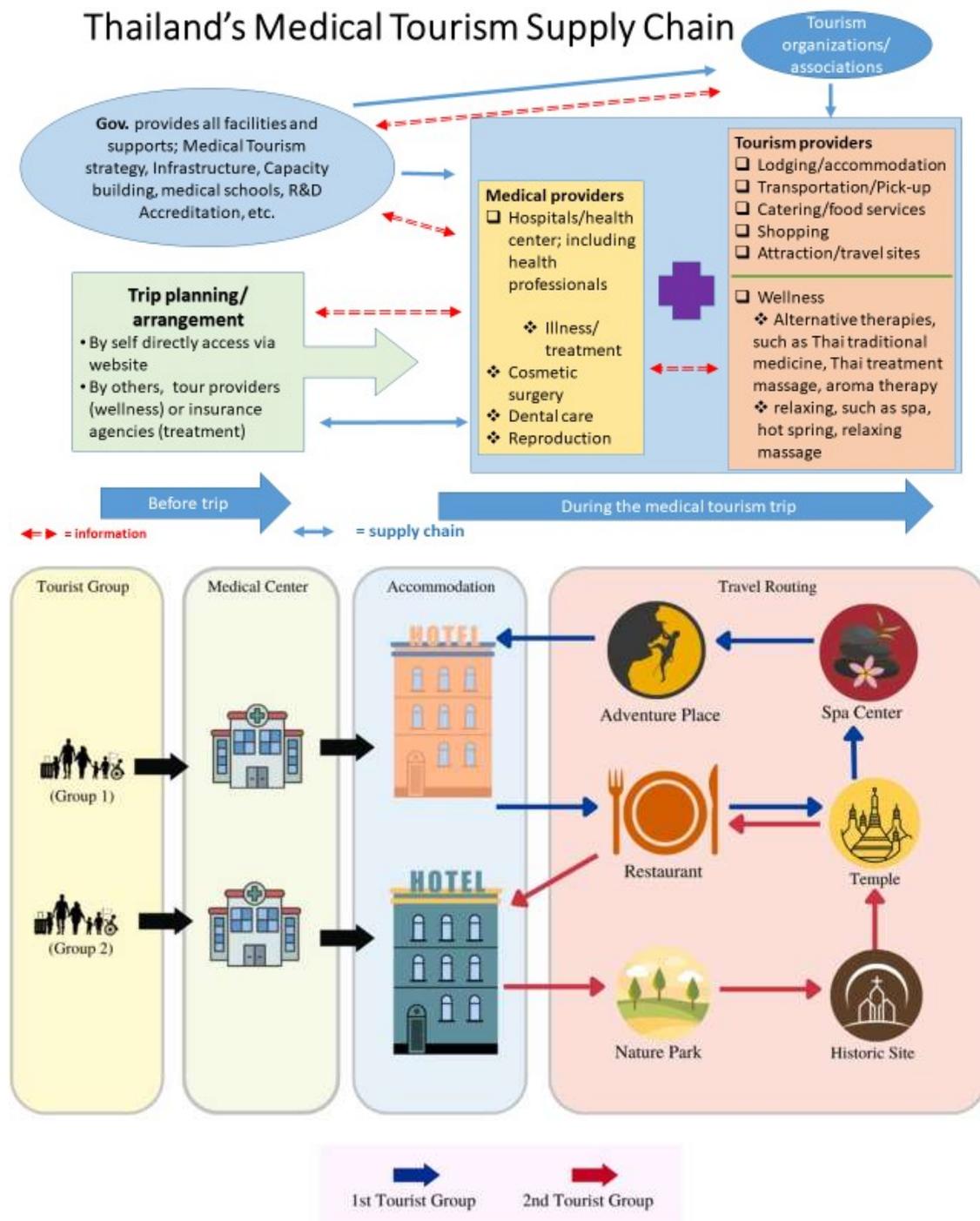
Academic relevance to Lesson 1:

Reinforces the “**Scope of Medical Tourism**” section by summarizing service areas in a learner-friendly visual format.

Source note:

Open-source infographic diagrams used in health tourism education.

Figure 5: Growth of Medical Tour Operation Business – Value Chain



What the figure depicts:

Flow diagram showing:

- International patient
- Medical tour operator

- Hospital and healthcare providers
- Tourism and support services

Academic relevance to Lesson 1:

Directly linked to “**Growth of Medical Tour Operation Business**”, explaining intermediary roles without entering operational details of later lessons.

Source note:

Conceptual value-chain diagrams from open academic sources.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: Write a short note on why patients prefer medical tourism destinations like India.
- Expected Outcome: Understanding drivers of medical tourism.

Activity 2: Mini Application Task

- Task: Identify one country and list two medical tourism services offered there.
- Expected Outcome: Application of global destination knowledge.

Activity 3: Analytical Writing Task

- Task: Explain how tourism services support medical treatment.
 - Expected Outcome: Integration of tourism and healthcare concepts.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. Define tourism.
2. What is medical tourism?
3. List any two global medical tourism destinations.
4. State two advantages of medical tourism.
5. What is meant by medical tour operation business?

(Answers provided immediately after each question in SLM format)

B. Essay-Type Questions

1. Discuss the historical evolution of tourism.

2. Explain the concept and scope of medical tourism.
3. Analyse the importance of medical tourism in global healthcare.
4. Describe major global medical tourism destinations.
5. Examine the growth of medical tour operation business.

(Provide guiding hints aligned with lesson content)

C. Analytical MCQs

1. Medical tourism primarily combines:
 - A. Travel and trade
 - B. Healthcare and tourism
 - C. Business and leisure
 - D. Transport and logistics
 2. Which country is known for Ayurveda-based medical tourism?
 - A. Japan
 - B. India
 - C. Germany
 - D. Canada
 3. Tourism involves which key component?
 - A. Permanent migration
 - B. Temporary travel
 - C. Industrial movement
 - D. Trade exchange
 4. Medical tour operators mainly function as:
 - A. Doctors
 - B. Intermediaries
 - C. Insurers
 - D. Regulators
 5. Medical tourism growth is driven mainly by:
 - A. High costs abroad
 - B. Cultural exchange
 - C. Cost advantage and quality care
 - D. Political relations
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.

2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Bezbaruah, M.P., *Indian Tourism Beyond the Millennium*, New Delhi, 2001.
4. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.

B. Other References

- Government of India, Ministry of Tourism reports
- World Health Organization (WHO) publications
- Articles from *The Hindu* and *Economic Times*

LESSON 2: MEDICAL TOURISM : MOTIVES, CLASSIFICATION AND COMPONENTS

OBJECTIVES

Objectives of the Lesson

After studying this lesson, the learner will be able to:

1. **Explain** the major motives for medical tourism.
 2. **Distinguish** between different classifications of tourism.
 3. **Identify** the key components of medical tourism.
 4. **Analyse** the relationship between tourism and healthcare services.
 5. **Apply** the component framework to understand medical tourism systems.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Patient Motivation Behind Medical Tourism to India

1. Background of the Sector

India has become a preferred destination for medical tourists due to affordable healthcare, skilled doctors, and the availability of alternative therapies such as Ayurveda and Yoga. Reports published by *The Hindu* and *Economic Times* highlight that patients from Africa, the Middle East, and South Asia frequently travel to India for medical care.

2. Contextual Trigger

Patients in developed and developing countries face high treatment costs, long waiting times, and limited access to specialized procedures. These factors motivate them to seek treatment abroad.

3. Stakeholders Involved

- International patients
- Hospitals and clinics

- Medical tourism facilitators
- Travel agencies
- Insurance providers

4. Managerial / Behavioural Issues

Understanding patient motivation, ensuring trust, addressing cultural differences, and coordinating tourism and medical services are key challenges.

5. Relevance and Importance to the Lesson

The case demonstrates **motives of medical tourism** such as cost savings, quality care, and combining treatment with leisure.

6. Explicit Linkage to Lesson Concepts

The case directly aligns with **motives of medical tourism** and shows how healthcare and tourism components function together.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Classification and Components of Medical Tourism in Practice

Background

A medical tourism facilitator in India offers packages for cardiac surgery, dental treatment, and wellness therapy. Patients arrive from different countries, use international flights, stay in hotels or recovery resorts, and receive treatment in accredited hospitals. The facilitator coordinates insurance, visas, accommodation, and follow-up services.

This arrangement reflects various **classifications of tourism** (international, inbound) and involves multiple **components of medical tourism**.

Analytical Questions

1. Identify the motives that influenced patients to opt for medical tourism.
2. Classify the type of tourism involved in this case.
3. List the healthcare and tourism components evident in the case.
4. Explain how support services enhance the medical tourism experience.

Model Answers (Indicative)

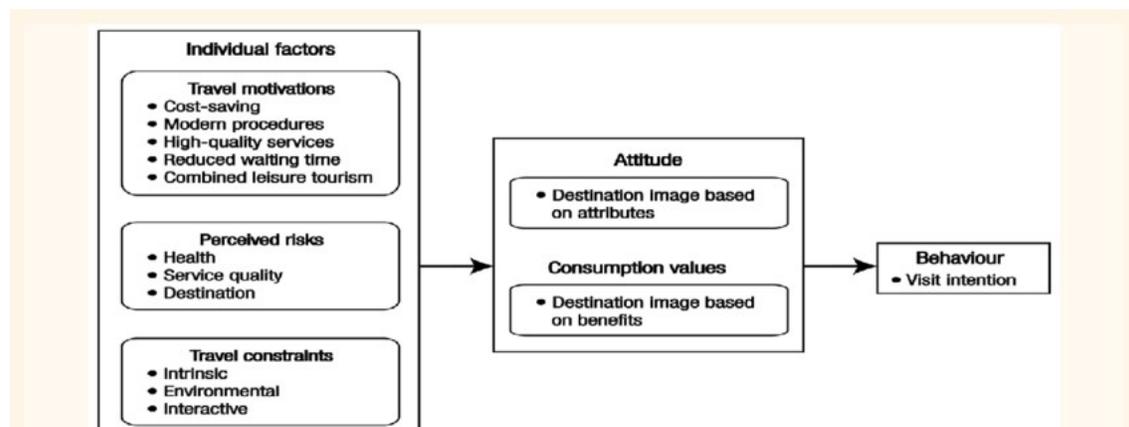
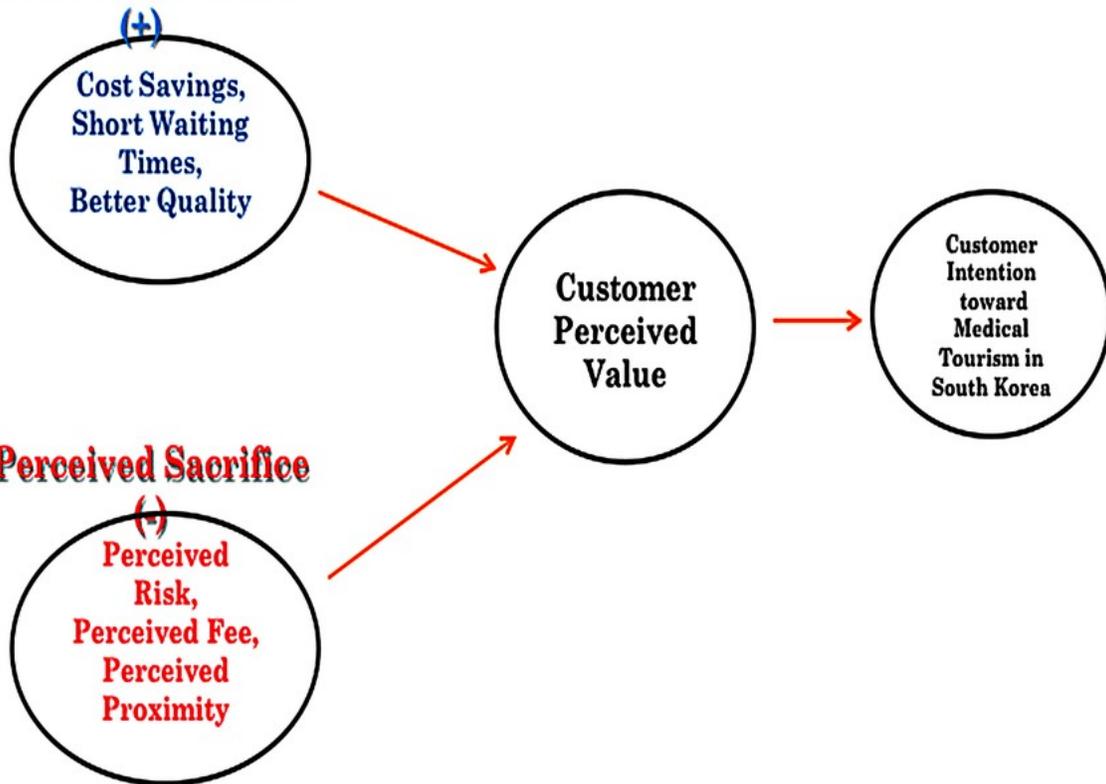
1. Cost advantage, quality care, and shorter waiting time.
 2. International and inbound medical tourism.
 3. Hospitals, doctors, accommodation, transport, facilitators, insurance.
 4. Support services ensure coordination, safety, and patient comfort.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams (Open-Source) – Lesson 2

Figure 1: Motives of Medical Tourism

Perceived Benefits



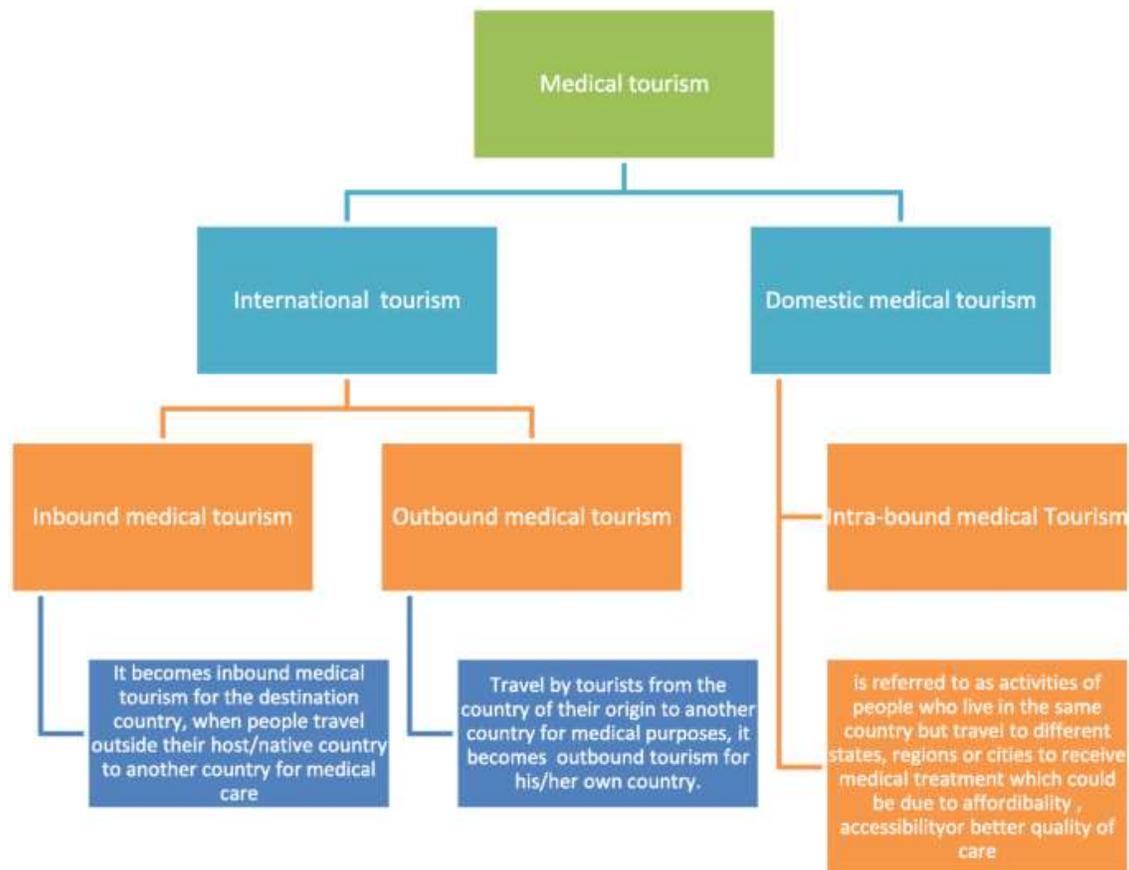
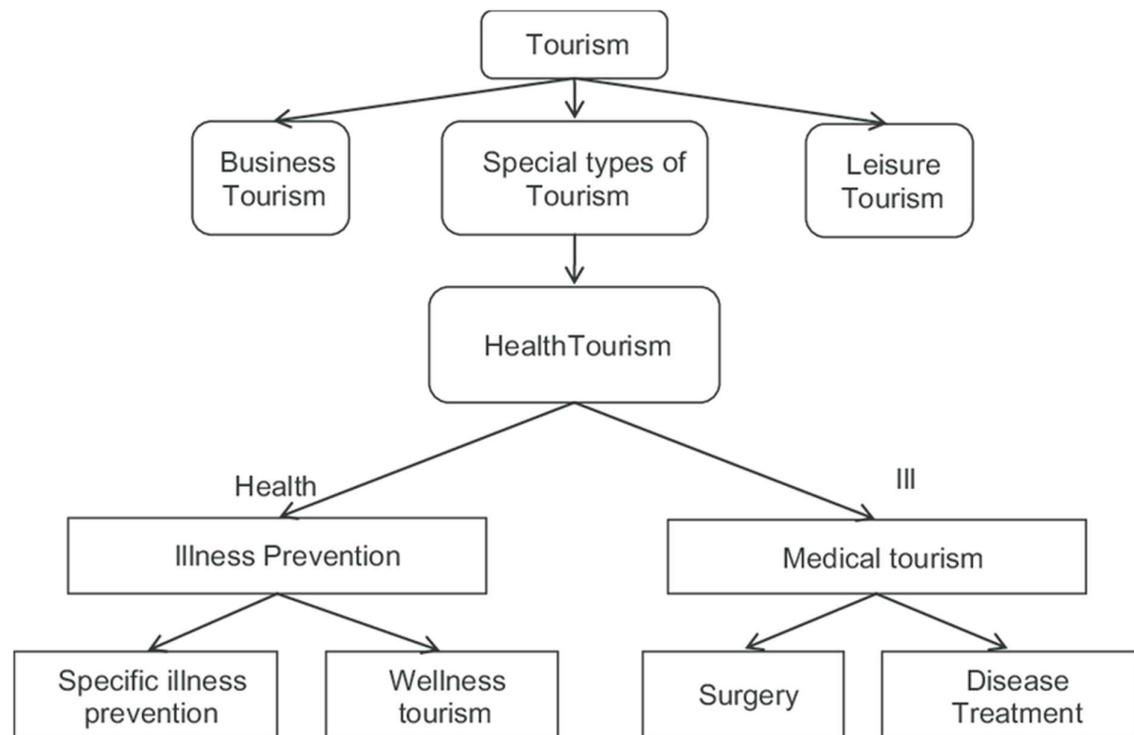
Depicts:

Key motives such as cost savings, quality healthcare, availability of specialized treatments, reduced waiting time, and combining treatment with tourism.

Lesson linkage:

Supports the section “Motives of Medical Tourism.”

Figure 2: Classification of Tourism



Depicts:

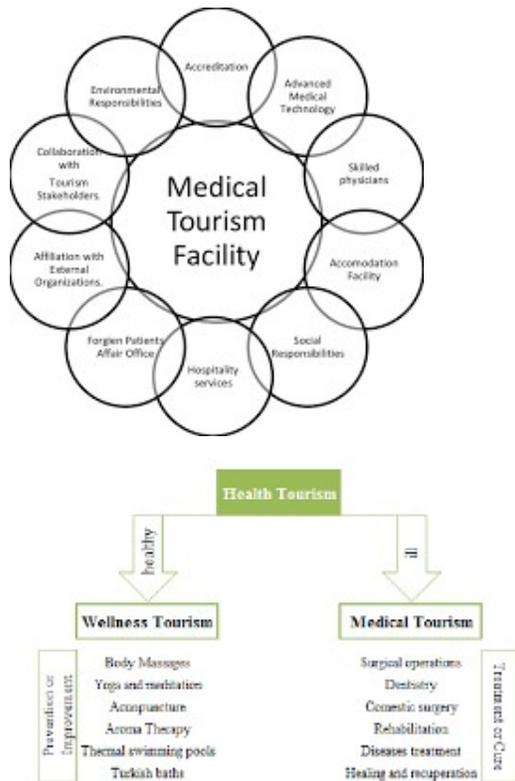
Tourism classification based on:

- Purpose (medical, leisure, business)
- Geography (domestic, international, inbound, outbound)

Lesson linkage:

Directly aligns with “**Classification of Tourism.**”

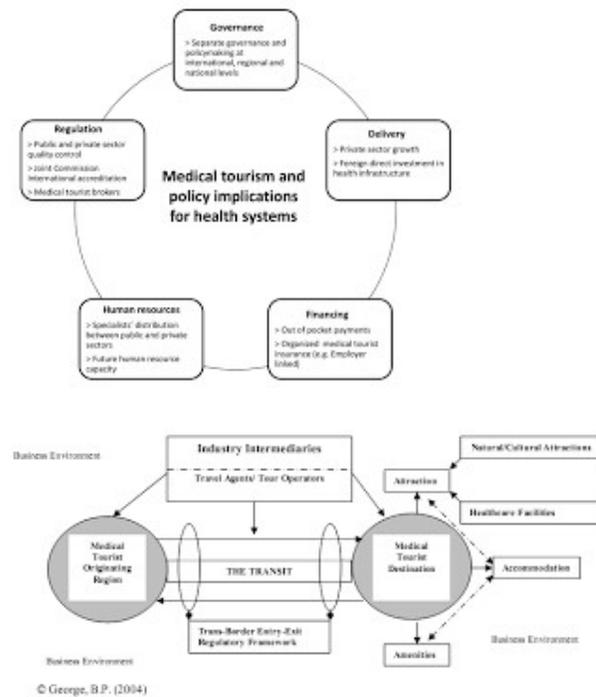
Figure 3: Components of Medical Tourism

**Depicts:**

- Healthcare components
- Tourism components
- Support services
- Patient facilitation services

Lesson linkage:

Visually explains “**Components of Medical Tourism.**”

Figure 4: Medical Tourism System Framework**Depicts:**

Interaction between patients, hospitals, facilitators, travel services, and insurance.

Lesson linkage:

Reinforces the integrated nature of medical tourism described in the lesson.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Task**

- Task: List three motives that encourage patients to travel abroad for medical treatment.
- Expected Outcome: Clear understanding of patient motivations.

Activity 2: Classification Exercise

- Task: Classify medical tourism under purpose and geography categories.
- Expected Outcome: Ability to apply tourism classification concepts.

Activity 3: Component Mapping

- Task: Draw a simple diagram showing components involved in medical tourism.
- Expected Outcome: Systems-level understanding of medical tourism.

3. IMPROVED SELF-ASSESSMENT QUESTIONS

A. Short-Answer Questions

1. What is meant by medical tourism?
2. State any two motives of medical tourism.
3. Define international tourism.
4. List two healthcare components of medical tourism.
5. What role do travel agencies play in medical tourism?

(Clear answers to be provided below each question)

B. Essay-Type Questions

1. Explain the major motives of medical tourism.
2. Discuss the classification of tourism with examples.
3. Describe the components of medical tourism.
4. Analyse how tourism and healthcare are integrated in medical tourism.
5. Explain the role of support services in medical tourism.

(Provide guiding hints aligned with lesson sections)

C. Analytical MCQs

1. Which of the following is a major motive for medical tourism?
 - A. Political stability
 - B. Cost savings
 - C. Migration
 - D. Education
2. Medical tourism is classified under tourism based on:
 - A. Geography only
 - B. Duration only
 - C. Purpose of visit
 - D. Nature of travel
3. Hospitals and clinics form part of:
 - A. Tourism component
 - B. Support component
 - C. Healthcare component
 - D. Marketing component
4. Inbound tourism refers to:
 - A. Residents travelling abroad

- B. Foreign tourists entering a country
- C. Domestic travel
- D. Long-term migration
5. Insurance services belong to which component?
- A. Healthcare
- B. Tourism
- C. Support component
- D. Recreation
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Bezbaruah, M.P., *Indian Tourism Beyond the Millennium*, New Delhi, 2001.
4. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.

B. Other References

- Government of India – Ministry of Tourism reports
- World Health Organization (WHO) publications
- Articles from *The Hindu* and *Economic Times*

LESSON 3: TRAVEL AGENCIES: NATURE, SCOPE, ORIGIN AND GROWTH

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the nature and functions of travel agencies.
 2. **Describe** the scope of services offered by travel agencies.
 3. **Trace** the historical origin of travel agencies.
 4. **Analyse** the factors contributing to the growth of travel agencies.
 5. **Apply** the role of travel agencies in supporting tourism and medical tourism.
-

STRUCTURE

1. **Case Studies**
 2. **SLM Enrichment Tools**
 3. **Improved Self-Assessment Questions**
 4. **References and Suggested Readings**
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Evolution of Travel Agencies in Modern Tourism

1. Background of the Sector

Travel agencies emerged to organize and simplify travel arrangements for individuals and groups. From early railway excursions organized by Thomas Cook to today's online travel agencies, the sector has expanded significantly.

2. Contextual Trigger

With increasing travel demand, complex itineraries, and international movement, travelers required professional intermediaries to manage bookings, documentation, and travel services efficiently.

3. Stakeholders Involved

- Travelers and tourists
- Travel agencies and tour operators
- Airlines, hotels, and transport providers
- Governments and regulatory bodies

4. Managerial / Behavioural Issues

Agencies must maintain customer trust, adapt to digital platforms, manage service quality, and respond to changing travel preferences.

5. Relevance and Importance to the Lesson

This case highlights the **nature, scope, origin, and growth** of travel agencies as explained in Lesson 3.

6. Explicit Linkage to Lesson Concepts

The case reflects the intermediary role, service orientation, historical development, and expansion of travel agency services.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Growth of Travel Agencies in the Digital Era

Background

A traditional travel agency initially offered airline ticketing and hotel reservations. With globalization and digitalization, it expanded services to include tour packages, visa assistance, insurance, and medical tourism support. The agency later adopted online booking systems and mobile applications.

Analytical Questions

1. Identify the nature of services provided by the travel agency.
2. Explain how the scope of the agency expanded over time.
3. Trace the origin of organized travel agencies reflected in the case.
4. Analyse growth factors influencing modern travel agencies.

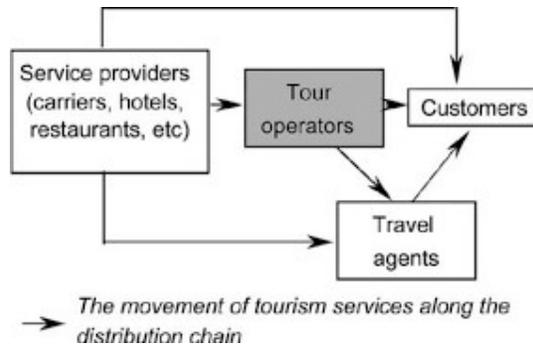
Model Answers (Indicative)

1. Intermediary and service-oriented nature.
 2. Expansion into digital platforms and diversified services.
 3. Origin linked to organized travel arrangements.
 4. Technology, globalization, and increased travel demand.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 3

Figure 1: Nature of Travel Agencies



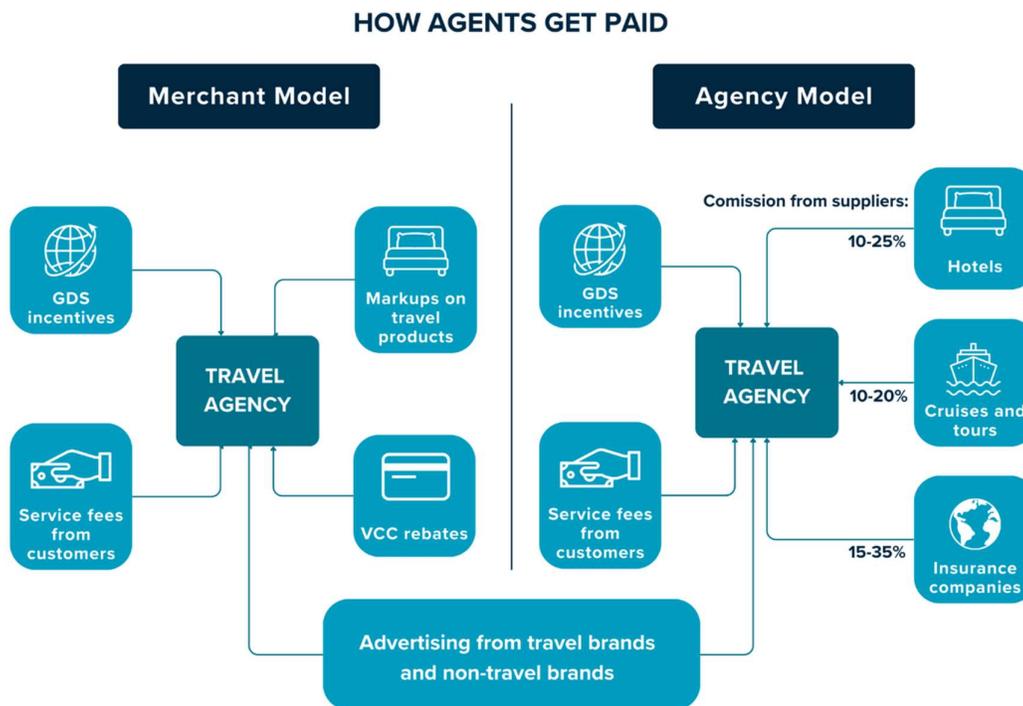
Depicts:

Intermediary role, service orientation, information provision, and customer focus.

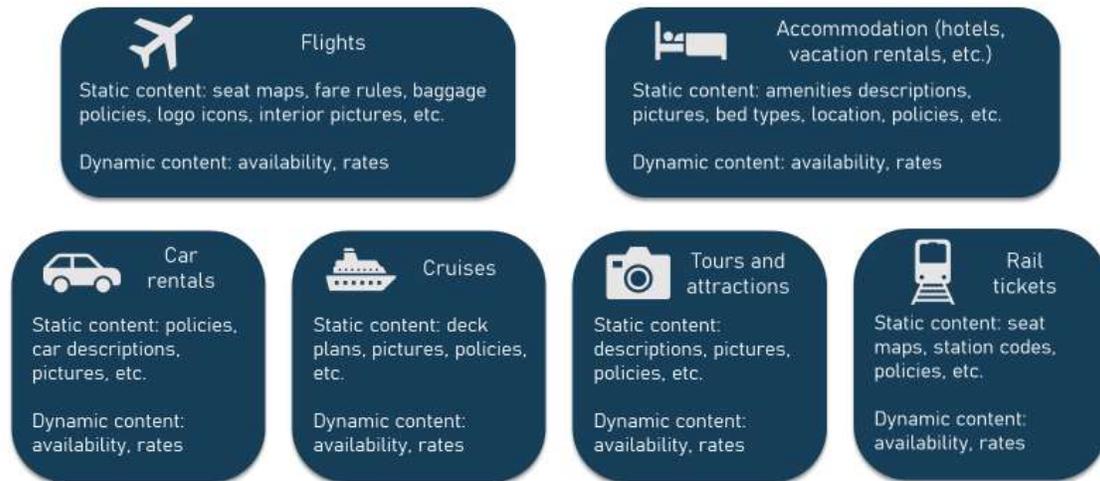
Lesson linkage:

Supports “Nature of Travel Agencies.”

Figure 2: Scope of Travel Agency Services



TRAVEL INVENTORY TYPES

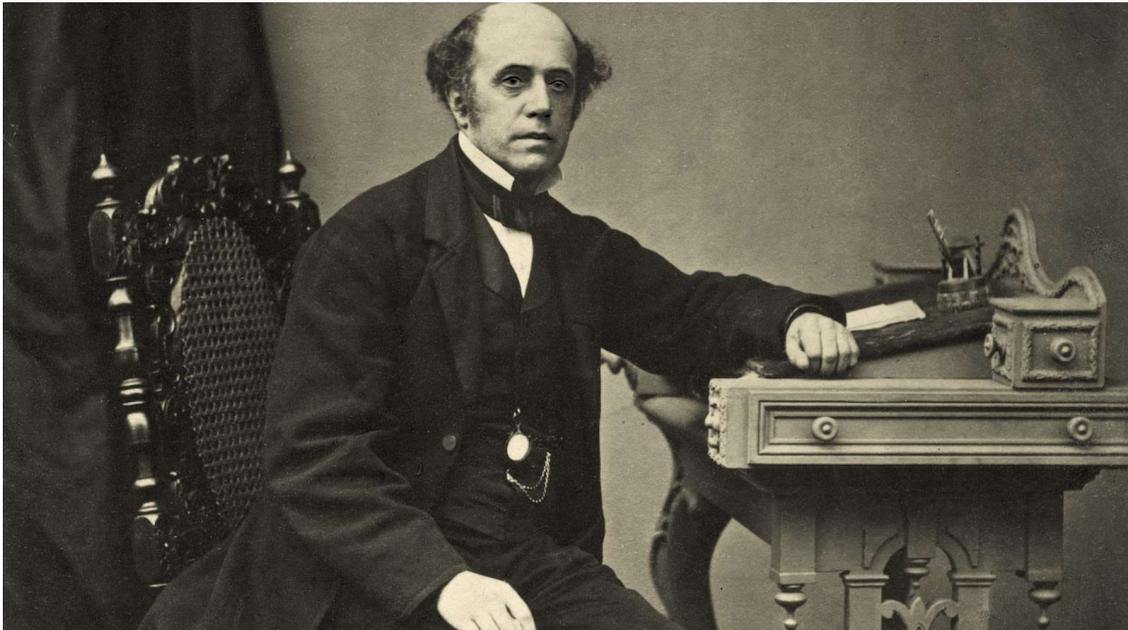
**Depicts:**

Core services (ticketing, accommodation) and supplementary services (insurance, visa, medical tourism).

Lesson linkage:

Aligns with “Scope of Travel Agencies.”

Figure 3: Origin and Evolution of Travel Agencies





Depicts:

Timeline from Thomas Cook’s first tour (1841) to modern online travel agencies.

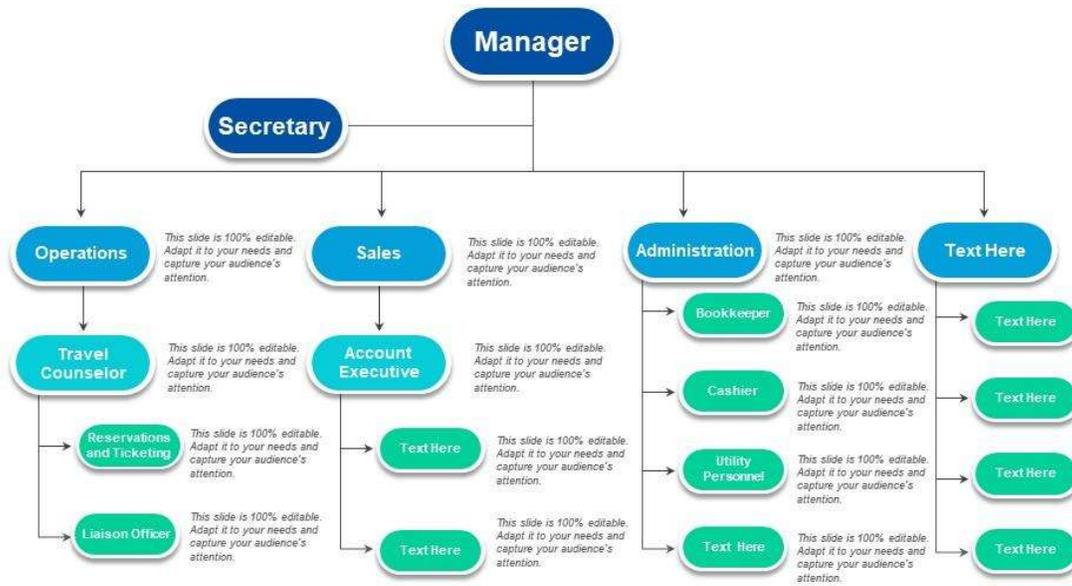
Lesson linkage:

Reinforces “Origin of Travel Agencies.”

Figure 4: Growth Stages of Travel Agencies



Four Levels Travel Agency Operations Sales...



This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Depicts:

Stages of growth from traditional agencies to global digital platforms.

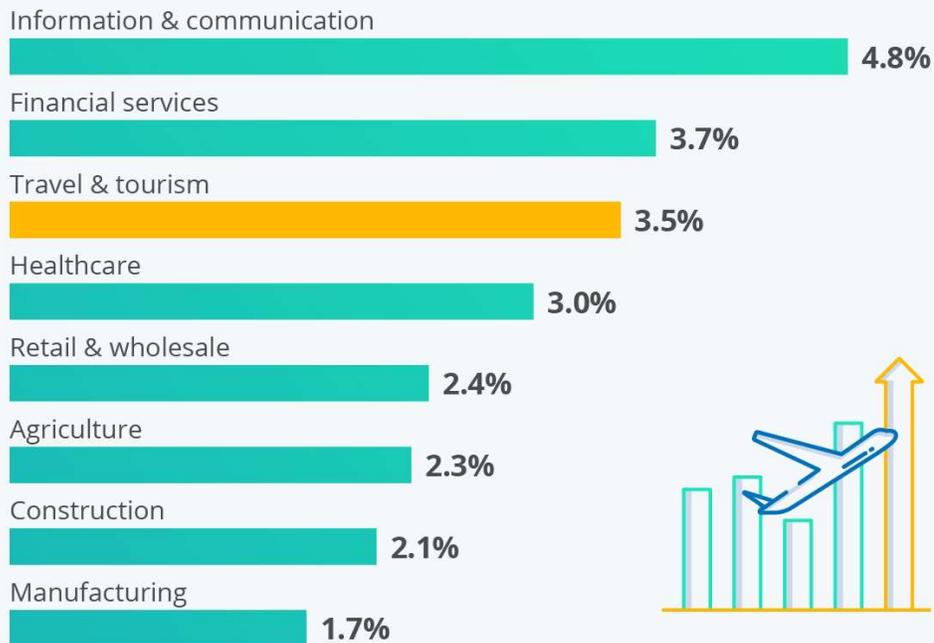
Lesson linkage:

Explains "Growth of Travel Agencies."

Graph 1: Growth Trend of Travel Agencies

TRAVEL AND TOURISM IS ONE OF THE FASTEST GROWING SECTORS

Global GDP growth by sector in the last pre-pandemic year (2019)



Source: World Travel & Tourism Council (WTTC)

statista 

**Depicts:**

Increasing trend in travel agency services due to globalization and digitalization.

Lesson linkage:

Supports analytical understanding of **growth factors**.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: Describe two key functions of a travel agency.
- Expected Outcome: Understanding the nature of travel agencies.

Activity 2: Application Task

- Task: List services offered by a modern travel agency.
- Expected Outcome: Awareness of scope and diversification.

Activity 3: Analytical Task

- Task: Explain how technology influenced the growth of travel agencies.
- Expected Outcome: Ability to analyse growth drivers.

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. Define a travel agency.

2. State two characteristics of travel agencies.
 3. Who is known as the father of modern travel agencies?
 4. List any two services offered by travel agencies.
 5. What is meant by online travel agencies?
-

B. Essay-Type Questions

1. Explain the nature of travel agencies.
 2. Discuss the scope of travel agencies in modern tourism.
 3. Trace the origin of travel agencies.
 4. Analyse the growth of travel agencies over time.
 5. Examine the role of travel agencies in tourism and medical tourism.
-

C. Analytical MCQs

1. Travel agencies primarily act as:
 - A. Regulators
 - B. Intermediaries
 - C. Insurers
 - D. Tourists
2. Thomas Cook organized the first group tour in:
 - A. 1800
 - B. 1820
 - C. 1841
 - D. 1900
3. Which service is supplementary in nature?
 - A. Ticketing
 - B. Accommodation
 - C. Visa assistance
 - D. Travel booking
4. Online travel agencies mainly rely on:
 - A. Manual booking
 - B. Digital platforms
 - C. Government support
 - D. Railways
5. Growth of travel agencies is influenced by:
 - A. Decline in tourism
 - B. Digitalization and globalization

- C. Reduced income
 - D. Limited transport
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
2. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.
3. Goeldner, C.R. & Ritchie, J.R.B., *Tourism: Principles, Practices, Philosophies*, Wiley, New York, 2019.
4. Bezbaruah, M.P., *Indian Tourism Beyond the Millennium*, New Delhi, 2001.
5. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.

B. Other References

- Government of India, Ministry of Tourism publications
- UNWTO tourism reports
- Articles from *The Hindu* and *Economic Times*

LESSON 4: GROWTH, SWOT ANALYSIS AND PRODUCT DESIGN IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the factors driving the growth of the medical tourism industry.
 2. **Analyse** the strengths, weaknesses, opportunities, and threats of medical tourism.
 3. **Identify** major medical tourism products and their components.
 4. **Describe** the factors and steps involved in designing medical tourism packages.
 5. **Examine** the approvals and formalities required for medical tourism operations.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Growth of Medical Tourism Industry in India

1. Background of the Sector

India's medical tourism industry has expanded rapidly due to affordable treatment costs, internationally accredited hospitals, and skilled medical professionals. According to reports in *The Hindu* and *Economic Times*, India receives international patients mainly for cardiac surgery, orthopedics, oncology, fertility treatments, and wellness therapies.

2. Contextual Trigger

Rising healthcare costs, long waiting periods, and insurance limitations in developed countries encouraged patients to seek treatment in cost-effective destinations like India.

3. Stakeholders Involved

- International patients
- Hospitals and clinics
- Medical tourism facilitators
- Tour operators

- Government agencies and accreditation bodies

4. Managerial / Behavioural Issues

Ensuring quality standards, transparent pricing, regulatory compliance, and effective coordination among healthcare and tourism service providers.

5. Relevance and Importance to the Lesson

The case demonstrates **industry growth**, **product offerings**, and the **need for structured packages and approvals**.

6. Explicit Linkage to Lesson Concepts

Directly linked to **growth factors**, **SWOT analysis**, and **medical tourism product development** discussed in this lesson.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Designing a Medical Tourism Package

Background

A medical tourism operator designs a package offering knee replacement surgery combined with post-operative physiotherapy, accommodation, and local sightseeing. The operator partners with an NABH-accredited hospital and ensures visa, insurance, and documentation support.

The package is competitively priced and promoted internationally, but faces competition from similar destinations and regulatory challenges.

Analytical Questions

1. Identify growth factors supporting this medical tourism package.
2. Conduct a brief SWOT analysis based on the case.
3. List the components of the medical tourism product.
4. Explain the approvals and formalities required for offering this package.

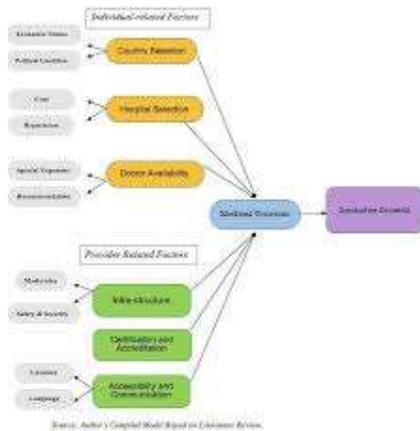
Model Answers (Indicative)

1. Cost advantage, infrastructure, skilled doctors.
2. Strengths: affordability; Weaknesses: competition; Opportunities: global demand; Threats: legal issues.
3. Medical care, accommodation, transport, facilitation services.
4. Hospital accreditation, medical visa, insurance and legal documentation.

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 4

Figure 1: Growth Drivers of Medical Tourism Industry



Depicts:

Cost advantage, advanced technology, skilled doctors, medical visas, and government support.

Lesson linkage:

Supports “Growth of Medical Tourism Industry.”

Figure 2: SWOT Analysis of Medical Tourism



		Internal	
		Strength	Weakness
Positive	Strength	<ul style="list-style-type: none"> Affordable healthcare cost Short waiting time Alternative medical treatment like Ayurveda, Unani, and folk medicine Low pharmaceutical cost Low-cost accommodation Competitive labor force English speaking medical staff Land of world heritage sites 	<ul style="list-style-type: none"> Lack of transparency in government procedures The slow bureaucratic process associated with procurement practices Corruption and bribery Lack of accountability Lack of collaboration between medical and tourism industry Low coordination between the various key stakeholders like airlines, hotels, and hospitals Price disparity across hospitals Weak infrastructure General level doctor Expert nurse and medical staff Unhygienic hospital
	Opportunities	<ul style="list-style-type: none"> The higher growth potential of the medical tourism industry The spread of regional markets Shortage of supply in the National health system of developed countries (e.g. UK, Canada) Healthcare facilities demand from underdeveloped countries Stable but steady rise in tourism Foreign direct investment for multinational companies The positioning of tourist services Stable foreign exchange 	<p>Threats</p> <ul style="list-style-type: none"> The constraint of internal resources Strong competition from neighboring countries like India Foreign relations Lack of international accreditation Overseas medical care does not cover by the health insurance provider Low investment and subsidies for the hospitals Lack of social securities Risks of travel Lack of government policies for medical tourism Political unrest Economic downturn
		External	
		Negative	

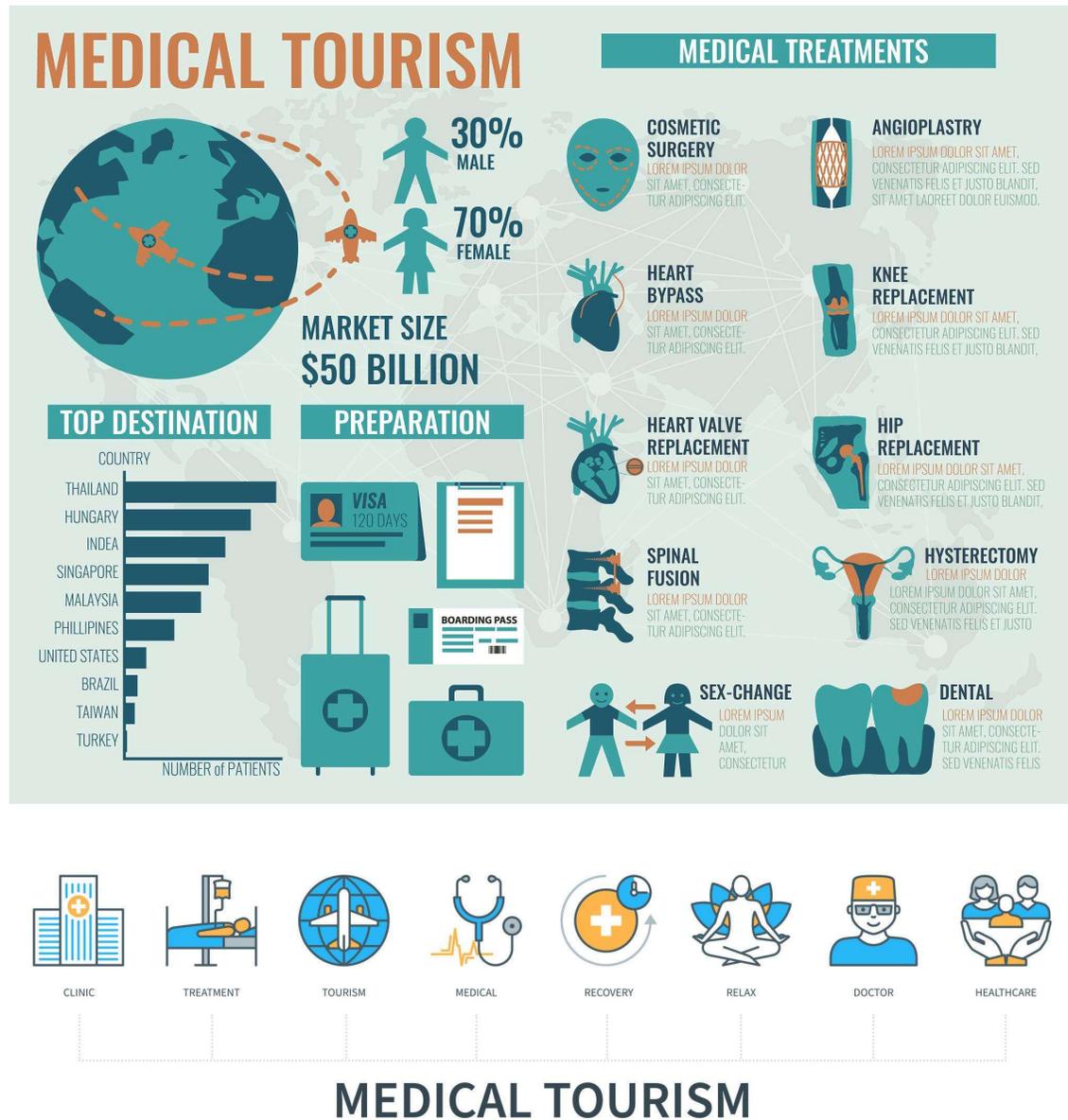
Depicts:

Strengths, Weaknesses, Opportunities, and Threats of the medical tourism sector.

Lesson linkage:

Direct visual support for “SWOT Analysis of Medical Tourism.”

Figure 3: Components of Medical Tourism Products



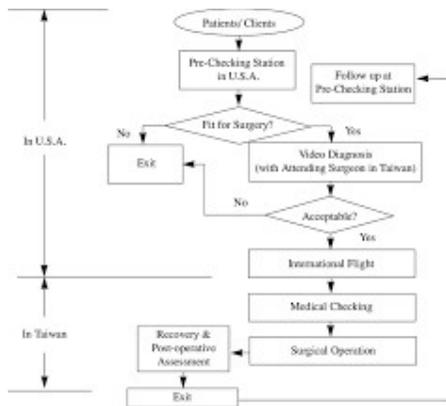
Depicts:

Core medical services, wellness services, support services, and tourism elements.

Lesson linkage:

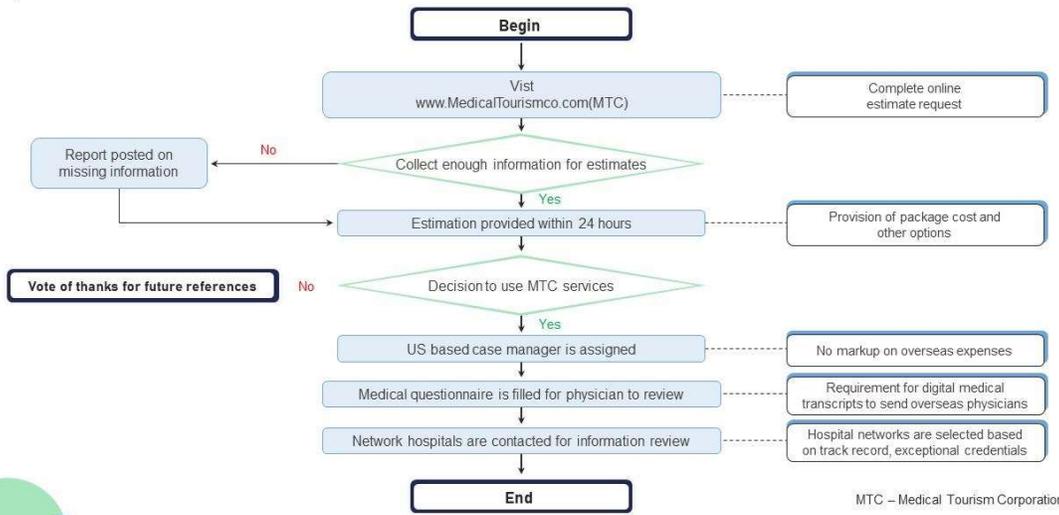
Aligned with “Medical Tourism Products.”

Figure 4: Steps in Designing Medical Tourism Tour Package



Medical tourism services catering flowchart

This slide highlights medical tourism services flowchart aimed at affording high quality, immediate healthcare services that are affordable and cost effective in nature. It covers process of applying for medical tourism on website by adding relevant details



Depicts:

Market research → hospital selection → pricing → itinerary → promotion → delivery.

Lesson linkage:

Supports “Steps for Designing Product or Tour Package.”

Graph 1: Growth Trend of Global Medical Tourism Industry

Depicts:

Rising trend in international patient movement and medical tourism revenue.

Lesson linkage:

Enhances analytical understanding of **industry growth**.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: List two factors contributing to the growth of medical tourism.
- Expected Outcome: Understanding industry growth drivers.

Activity 2: SWOT Mapping Task

- Task: Prepare a SWOT table for medical tourism in India.
- Expected Outcome: Analytical thinking using SWOT framework.

Activity 3: Application Task

- Task: Identify components of a medical tourism product offered by any hospital.
 - Expected Outcome: Practical understanding of product design.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What is medical tourism industry growth?
 2. State two strengths of medical tourism.
 3. Define medical tourism product.
 4. What is SWOT analysis?
 5. Mention one approval required for medical tourism.
-

B. Essay-Type Questions

1. Explain the growth of the medical tourism industry.
 2. Analyse medical tourism using SWOT framework.
 3. Describe medical tourism products and their components.
 4. Discuss factors and steps involved in designing medical tourism packages.
 5. Explain approvals and formalities required for medical tourism.
-

C. Analytical MCQs

1. Which factor mainly drives medical tourism growth?
 - A. High costs abroad
 - B. Skilled doctors and affordability

- C. Political migration
D. Trade policies
2. SWOT analysis helps in identifying:
A. Only strengths
B. Only weaknesses
C. Internal and external factors
D. Financial ratios
3. Accommodation and sightseeing form part of:
A. Core medical service
B. Support service
C. Tourism element
D. Insurance service
4. NABH accreditation relates to:
A. Travel agencies
B. Hospitals and healthcare quality
C. Airlines
D. Hotels
5. Market research is the first step in:
A. Promotion
B. Package delivery
C. Product design
D. Insurance claim
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India, Ministry of Tourism and Health reports
- WHO and UNWTO publications
- Articles from *The Hindu* and *Economic Times*

LESSON 5: MEDICAL TOURISM : PRE-TOUR PLANNING, TOUR OPERATIONS AND POST-TOUR SUPPORT

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the importance and steps of pre-tour arrangements in medical tourism.
 2. **Describe** the functions of tour operators in medical tourism.
 3. **Analyse** the process and significance of post-tour management.
 4. **Identify** procedures for claiming health insurance in medical tourism.
 5. **Examine** the role of medical tourism facilitators in patient coordination.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Pre-Tour Coordination for an International Cardiac Patient

1. Background of the Sector

International patients travelling for cardiac surgery often require coordinated medical, legal, and travel arrangements. Indian hospitals and facilitators increasingly manage such cases through structured pre-tour planning.

2. Contextual Trigger

A patient from the Middle East seeks affordable cardiac surgery in India. Prior to travel, medical reports must be evaluated, costs finalized, and visas arranged.

3. Stakeholders Involved

- Patient and family
- Hospital and specialist doctors
- Medical tourism facilitator
- Tour operator
- Insurance provider

4. Managerial / Behavioural Issues

Accuracy in medical evaluation, transparent pricing, cultural sensitivity, and coordination among multiple service providers.

5. Relevance and Importance to the Lesson

The case highlights **pre-tour arrangements, role of tour operators, and facilitator coordination.**

6. Explicit Linkage to Lesson Concepts

Directly linked to **pre-tour arrangements, tour operator functions, and insurance coordination** discussed in Lesson 5.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Post-Tour Management and Insurance Claim Support

Background

After completing orthopedic surgery in India, an international patient returns home. The medical tourism facilitator provides discharge summaries, assists in insurance documentation, and arranges teleconsultation for follow-up care.

The patient submits hospital bills and medical records to the insurer for reimbursement, supported by the facilitator.

Analytical Questions

1. Identify post-tour management activities described in the case.
2. Explain the role of facilitators in insurance claim processing.
3. Analyse the importance of documentation in medical tourism.
4. How does post-tour management improve patient satisfaction?

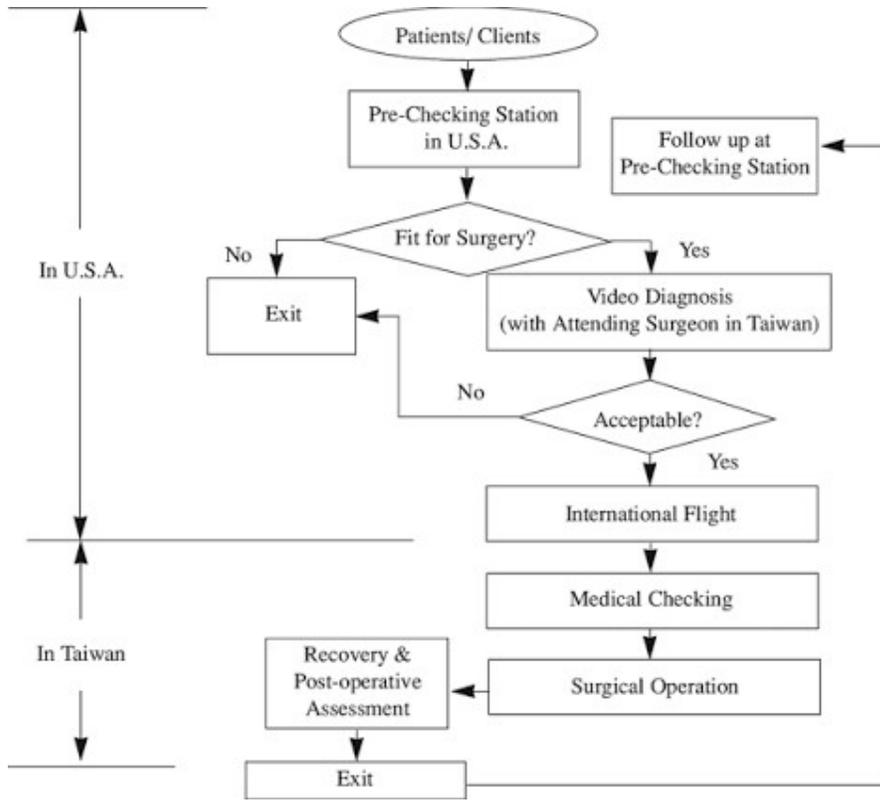
Model Answers (Indicative)

1. Follow-up care, documentation, feedback collection.
 2. Coordination between hospital, insurer, and patient.
 3. Enables reimbursement and legal clarity.
 4. Builds trust and long-term patient relationships.
-

2. SLM ENRICHMENT TOOLS

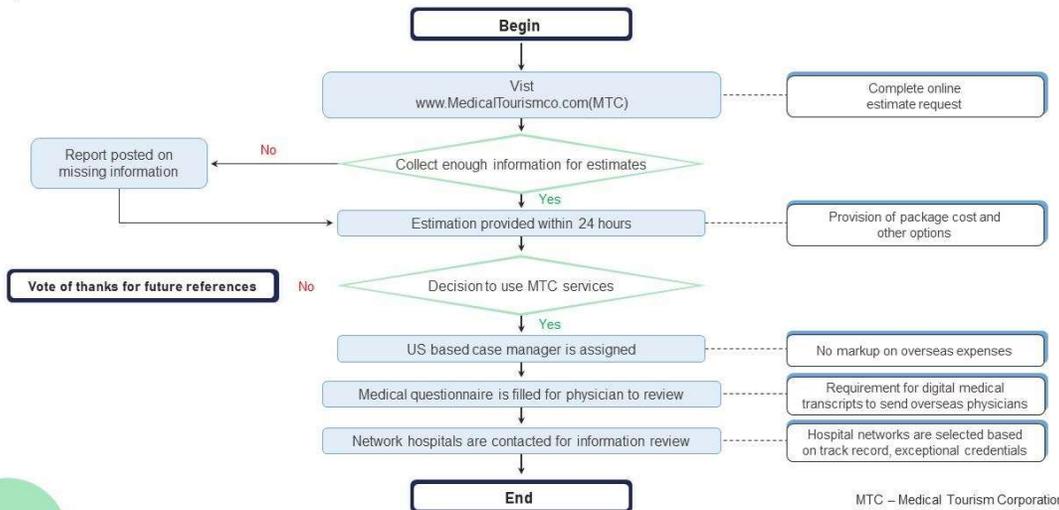
A. Figures / Diagrams / Graphs (Open-Source) – Lesson 5

Figure 1: Pre-Tour Arrangements in Medical Tourism



Medical tourism services catering flowchart

This slide highlights medical tourism services flowchart aimed at affording high quality, immediate healthcare services that are affordable and cost effective in nature. It covers process of applying for medical tourism on website by adding relevant details



This slide is 100% editable. Adapt it to your need and capture your audience's attention.

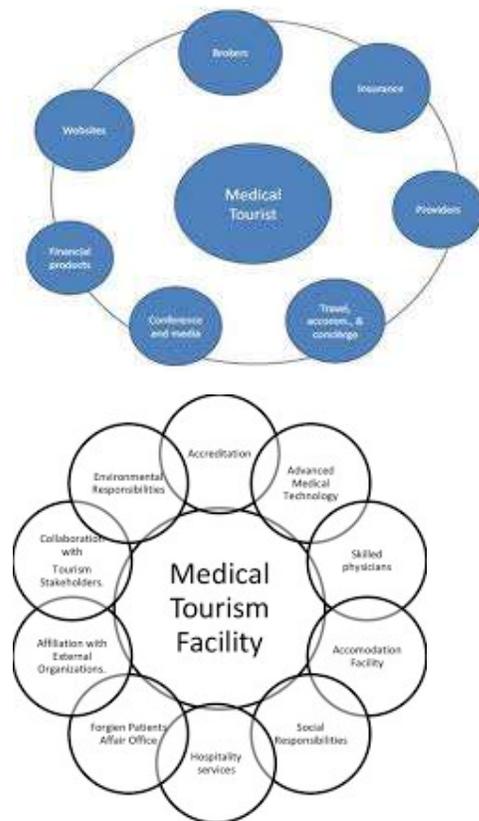
MTC – Medical Tourism Corporation

Depicts:

Steps such as patient inquiry, medical evaluation, cost estimation, visa support, and travel planning.

Lesson linkage:

Supports “Pre-Tour Arrangements.”

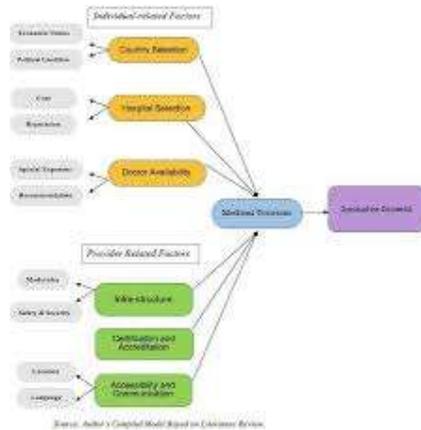
Figure 2: Role of Tour Operators in Medical Tourism**Depicts:**

Coordination between hospitals, accommodation, transport, and sightseeing.

Lesson linkage:

Aligned with “**Tour Operators in Medical Tourism.**”

Figure 3: Post-Tour Management Process



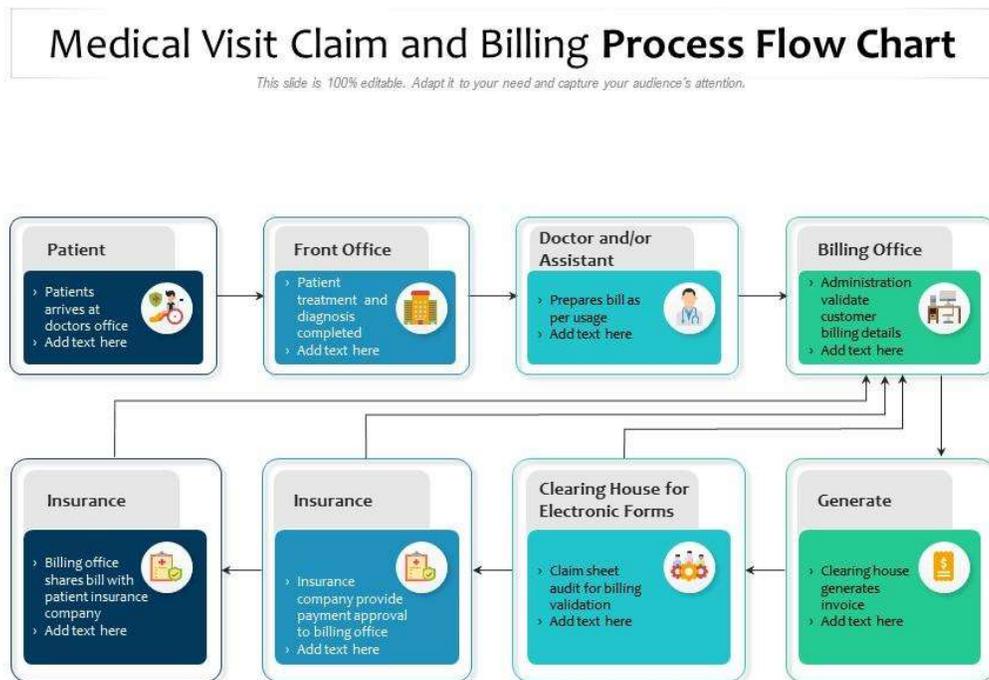
Depicts:

Follow-up consultation, feedback, medical reports, and patient relationship management.

Lesson linkage:

Supports “Post-Tour Management.”

Figure 4: Health Insurance Claim Process in Medical Tourism



Depicts:

Policy verification → pre-authorisation → treatment → document submission → reimbursement.

Lesson linkage:

Reinforces “**Claiming Health Insurance in Medical Tourism.**”

Graph 1: Increasing Demand for Medical Tourism Support Services**Depicts:**

Rising need for facilitators, insurance support, and post-treatment services.

Lesson linkage:

Enhances understanding of **growing importance of facilitators and post-tour services.**

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: List three important pre-tour arrangements for an international patient.
- Expected Outcome: Understanding preparatory requirements.

Activity 2: Application Task

- Task: Identify the functions of a medical tourism facilitator.
- Expected Outcome: Practical understanding of facilitator roles.

Activity 3: Analytical Task

- Task: Explain why post-tour management is essential in medical tourism.
 - Expected Outcome: Ability to analyse continuity of care.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What are pre-tour arrangements?
 2. State two functions of tour operators in medical tourism.
 3. Define post-tour management.
 4. What documents are required for insurance claims?
 5. Who is a medical tourism facilitator?
-

B. Essay-Type Questions

1. Explain the importance of pre-tour arrangements in medical tourism.
 2. Describe the role of tour operators in medical tourism.
 3. Discuss post-tour management and its significance.
 4. Explain the procedure for claiming health insurance in medical tourism.
 5. Examine the role of medical tourism facilitators.
-

C. Analytical MCQs

1. Pre-tour arrangements mainly ensure:
 - A. Promotion
 - B. Smooth travel and treatment
 - C. Advertising
 - D. Regulation
 2. Tour operators act primarily as:
 - A. Regulators
 - B. Facilitators of services
 - C. Doctors
 - D. Insurers
 3. Post-tour management includes:
 - A. Visa issuance
 - B. Surgery
 - C. Follow-up care
 - D. Advertising
 4. Insurance reimbursement requires:
 - A. Oral request
 - B. Medical documentation
 - C. Tourist visa
 - D. Hotel bills only
 5. Medical tourism facilitators mainly help in:
 - A. Diagnosis
 - B. Coordination and support
 - C. Surgery
 - D. Regulation
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India, Ministry of Tourism and Ministry of Health reports
- WHO publications on cross-border healthcare
- Articles from *The Hindu* and *Economic Times*

LESSON 6: HEALTH INSURANCE CLAIMS IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept of health insurance in medical tourism.
 2. **Describe** the process involved in claiming health insurance for overseas medical treatment.
 3. **Identify** documents required for insurance claims in medical tourism.
 4. **Analyse** the role of insurance coverage in reducing financial risk for medical tourists.
 5. **Examine** the support role of medical tourism facilitators in insurance claim processing.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Insurance Coverage for Overseas Orthopaedic Surgery

1. Background of the Sector

With increasing international travel for medical treatment, health insurance has become a crucial financial safeguard. Some international insurance policies provide partial or full coverage for overseas medical procedures.

2. Contextual Trigger

An international patient travels to India for orthopaedic surgery due to cost advantages and shorter waiting time. Prior to treatment, the patient verifies whether the overseas procedure is covered under the existing health insurance policy.

3. Stakeholders Involved

- Patient and family
- Hospital and healthcare providers
- Health insurance company

- Medical tourism facilitator

4. Managerial / Behavioural Issues

Understanding policy limitations, obtaining pre-authorisation, timely documentation, and coordination between hospital and insurer.

5. Relevance and Importance to the Lesson

This case highlights the **importance of insurance coverage, claim procedures, and risk management** in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **health insurance coverage, claiming process, and documentation requirements** discussed in Lesson 6.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Reimbursement Claim After Overseas Treatment

Background

After completing cardiac surgery abroad, a patient submits hospital bills, medical reports, and discharge summaries to the insurance provider for reimbursement. The medical tourism facilitator assists in document verification and claim submission.

Despite initial delays, the claim is approved after detailed scrutiny by the insurer.

Analytical Questions

1. Identify the stages involved in the insurance claim process.
2. What documents supported successful claim approval?
3. Analyse the role of facilitators in claim processing.
4. How does insurance coverage enhance patient confidence in medical tourism?

Model Answers (Indicative)

1. Policy verification, pre-authorisation, claim filing, reimbursement.
2. Medical reports, bills, discharge summary, travel documents.
3. Facilitators ensure coordination and documentation accuracy.
4. Reduces financial uncertainty and enhances trust.

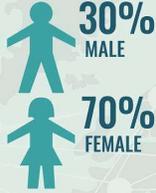
2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 6

Figure 1: Health Insurance Coverage in Medical Tourism

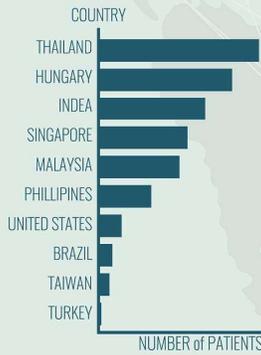
MEDICAL TOURISM

MEDICAL TREATMENTS



MARKET SIZE
\$50 BILLION

TOP DESTINATION



PREPARATION



COSMETIC SURGERY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.



ANGIOPLASTRY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED VENENATIS FELIS ET JUSTO BLANDIT, SIT AMET LACREET DOLOR EUISMOD.



HEART BYPASS
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.



KNEE REPLACEMENT
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED VENENATIS FELIS ET JUSTO BLANDIT,



HEART VALVE REPLACEMENT
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.



HIP REPLACEMENT
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED VENENATIS FELIS ET JUSTO BLANDIT,



SPINAL FUSION
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.



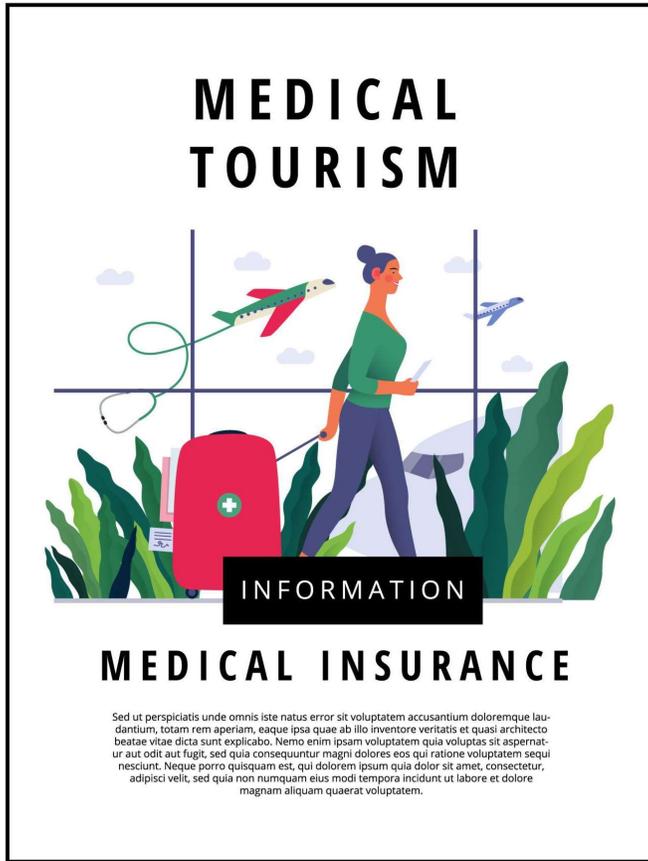
HYSTERECTOMY
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED VENENATIS FELIS ET JUSTO



SEX-CHANGE
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR



DENTAL
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED VENENATIS FELIS



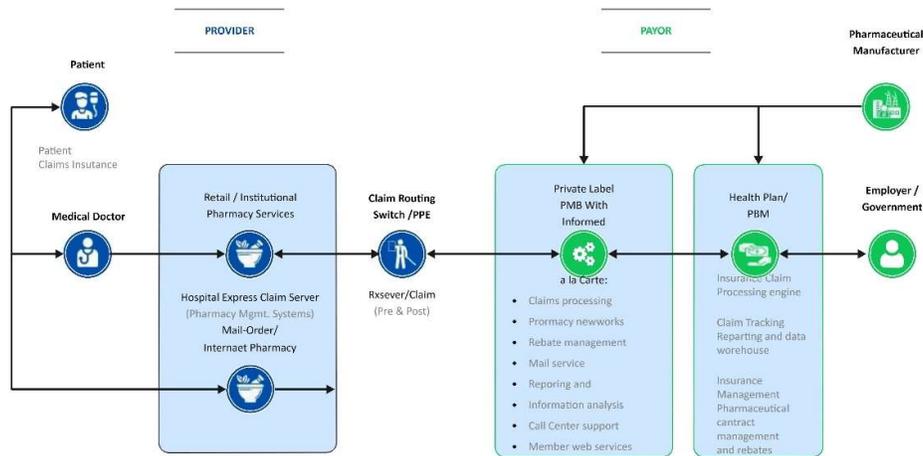
Depicts:

Insurance coverage for overseas hospitalization, surgery, and post-treatment care.

Lesson linkage:

Supports “Concept of Health Insurance in Medical Tourism.”

Figure 2: Process of Claiming Health Insurance in Medical Tourism



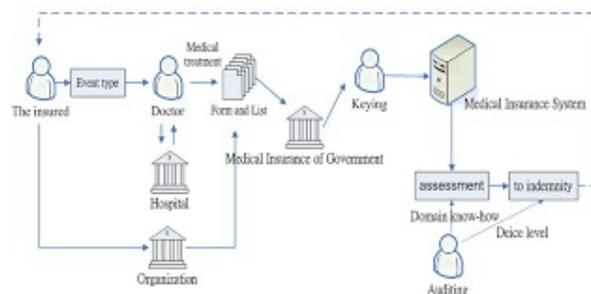
Depicts:

Policy check → pre-authorisation → treatment → document submission → reimbursement.

Lesson linkage:

Directly aligned with “**Process of Claiming Health Insurance.**”

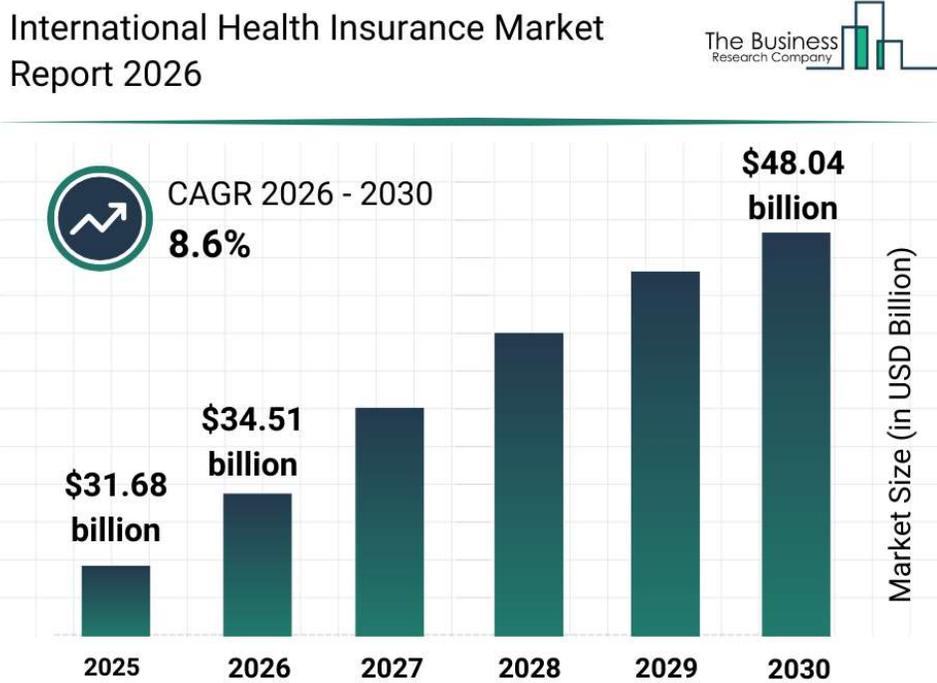
Figure 3: Documents Required for Insurance Claim

**Depicts:**

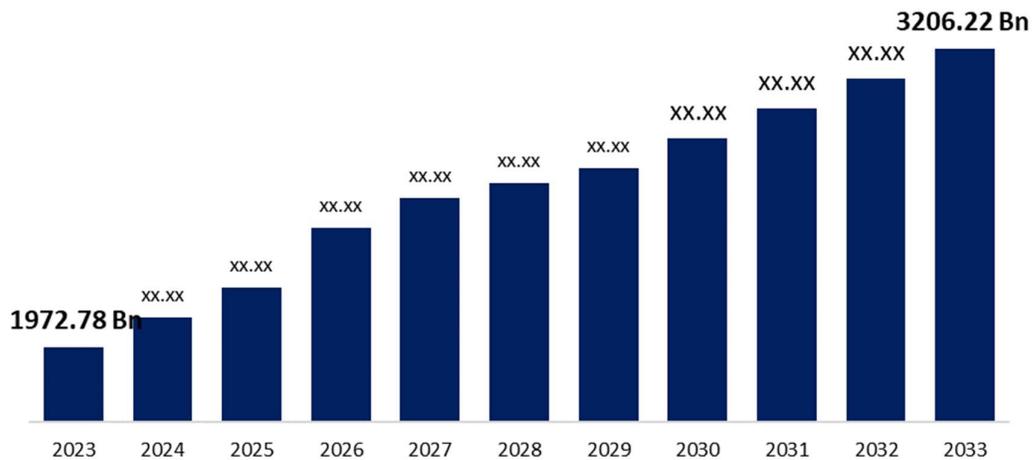
Medical reports, hospital bills, prescriptions, discharge summary, passport and visa.

Lesson linkage:

Reinforces “**Documentation Requirements.**”

Graph 1: Growth in Demand for International Health Insurance

Global Health Insurance Market



Depicts:

Rising need for international insurance due to increased medical tourism.

Lesson linkage:

Enhances understanding of **insurance importance in global healthcare travel.**

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List three benefits of health insurance in medical tourism.
- Expected Outcome: Awareness of financial risk protection.

Activity 2: Application Task

- Task: Prepare a checklist of documents required for insurance claims.
- Expected Outcome: Practical understanding of claim requirements.

Activity 3: Analytical Task

- Task: Explain the role of pre-authorisation in medical tourism insurance.
 - Expected Outcome: Understanding procedural safeguards.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What is health insurance in medical tourism?
 2. Define pre-authorisation in insurance claims.
 3. List any two documents required for insurance reimbursement.
 4. What is reimbursement claim?
 5. State one limitation of health insurance in medical tourism.
-

B. Essay-Type Questions

1. Explain the concept and importance of health insurance in medical tourism.
 2. Describe the step-by-step process of claiming health insurance.
 3. Discuss the role of documentation in insurance claims.
 4. Analyse challenges in claiming insurance for overseas treatment.
 5. Examine the role of medical tourism facilitators in insurance support.
-

C. Analytical MCQs

1. Health insurance in medical tourism mainly helps in:
 - A. Promotion
 - B. Financial risk reduction
 - C. Marketing
 - D. Regulation

2. Pre-authorisation is obtained:
 - A. After treatment
 - B. Before treatment
 - C. During travel
 - D. After reimbursement
 3. Which document confirms treatment completion?
 - A. Passport
 - B. Discharge summary
 - C. Visa
 - D. Insurance card
 4. Reimbursement is done:
 - A. Before surgery
 - B. After verification of documents
 - C. At airport
 - D. During consultation
 5. Insurance support increases:
 - A. Legal risk
 - B. Patient confidence
 - C. Treatment cost
 - D. Waiting time
-

4, REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India insurance and health policy reports
- WHO publications on cross-border healthcare financing
- Articles from *The Hindu* and *Economic Times*

LESSON 7: – LEGAL ASPECTS in Medical tourism : CERTIFICATION AND ACCREDITATION

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the legal aspects governing medical tourism.
 2. **Identify** key legal challenges associated with cross-border healthcare.
 3. **Describe** the concept and purpose of certification in medical tourism.
 4. **Distinguish** between certification and accreditation in healthcare services.
 5. **Examine** the importance of accreditation in ensuring quality and patient safety.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Legal Compliance and Accreditation of an International Hospital

1. Background of the Sector

Hospitals catering to international patients must comply with national laws and international quality standards. Accreditation bodies such as NABH and JCI play a crucial role in assuring patient safety and service quality.

2. Contextual Trigger

An international patient chooses a hospital only after confirming its accreditation status and legal compliance related to patient rights and data confidentiality.

3. Stakeholders Involved

- International patients
- Hospitals and healthcare professionals
- Accreditation agencies
- Government and regulatory authorities

4. Managerial / Behavioural Issues

Ensuring compliance with legal requirements, maintaining accreditation standards, and building trust among foreign patients.

5. Relevance and Importance to the Lesson

The case emphasizes the **importance of legal aspects, certification, and accreditation** in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **legal aspects, certification, and accreditation** discussed in this lesson.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Certification and Accreditation in Medical Tourism Practice

Background

A hospital seeking to attract international patients applies for NABH accreditation. It upgrades infrastructure, improves infection control practices, and trains staff to meet accreditation standards. After accreditation, the hospital experiences increased international patient inflow.

Analytical Questions

1. Why is accreditation important for hospitals in medical tourism?
2. How does certification differ from accreditation?
3. What legal responsibilities do hospitals have toward international patients?
4. Analyse the impact of accreditation on patient trust.

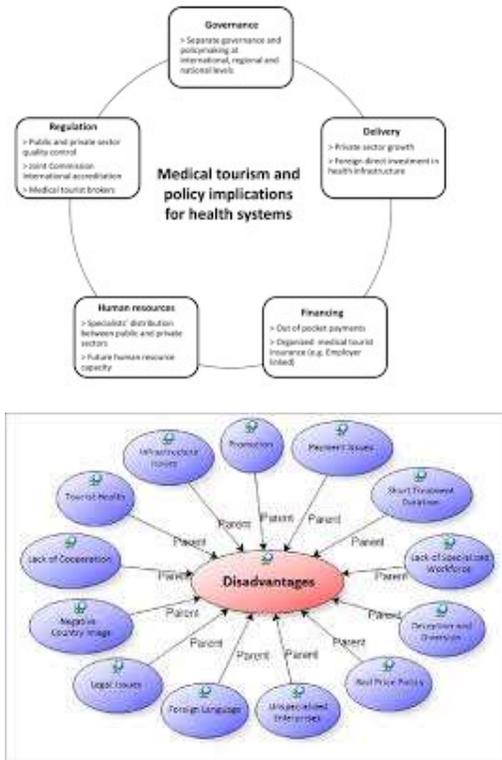
Model Answers (Indicative)

1. Accreditation ensures quality, safety, and global acceptance.
 2. Certification validates individuals/services, accreditation evaluates institutions.
 3. Patient rights, informed consent, data privacy, and liability.
 4. Builds credibility and confidence among international patients.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 7

Figure 1: Legal Framework in Medical Tourism



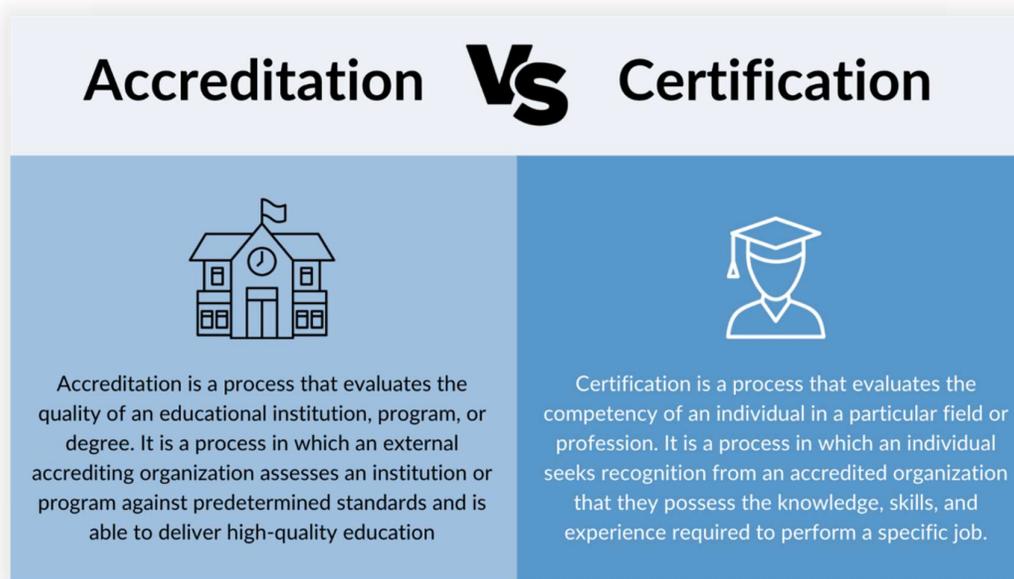
Depicts:

Patient rights, medical liability, insurance regulations, visa laws, and data protection.

Lesson linkage:

Supports “Legal Aspects of Medical Tourism.”

Figure 2: Certification vs Accreditation in Medical Tourism



ACCREDITATION VS CERTIFICATION

ACCREDITATION



The certification body is assessed against recognised standards (e.g. ISO/IEC 17021, ISO/IEC 17025, ISO/IEC 17020)

CERTIFICATION



A company or product is assessed against a recognised standard (e.g. ISO 13485, ISO 9001, ISO 14001, ISO 45001)

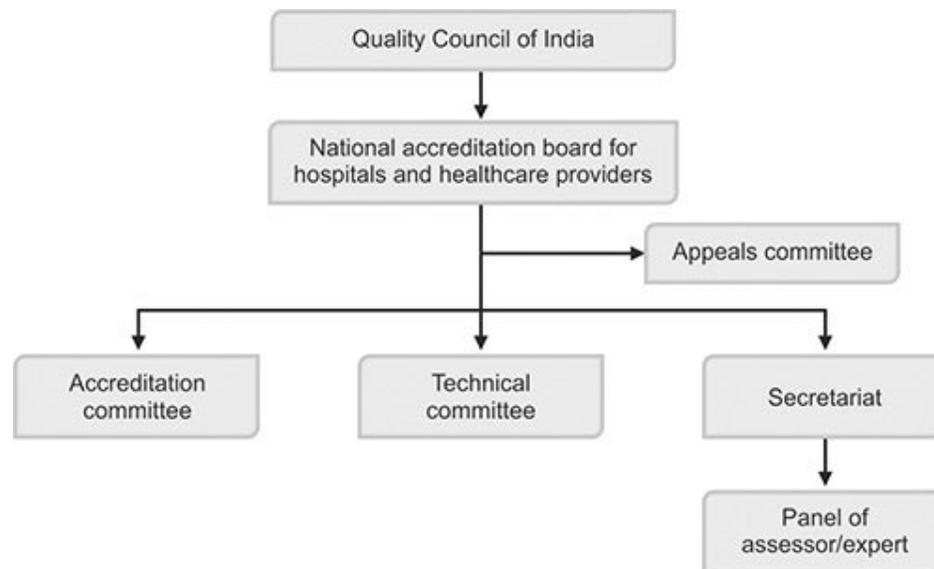
Depicts:

Differences between certification (individual/service level) and accreditation (institutional level).

Lesson linkage:

Aligned with “**Difference Between Certification and Accreditation.**”

Figure 3: Major Accreditation Bodies in Medical Tourism



NABH and JCI



Presented By :
Pooja Kabbur
Prantanu Dekha



NABH

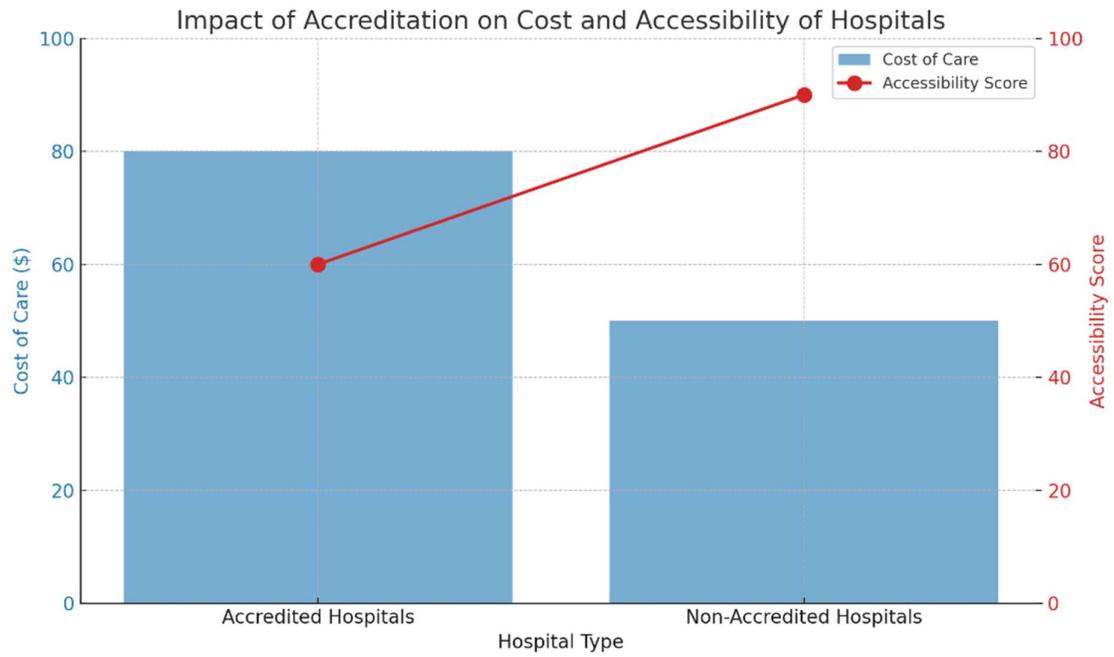
- National Accreditation Board for Hospitals & Healthcare Providers (NABH) is a constituent board of Quality Council of India, set up to establish and operate accreditation programme for healthcare organizations.
- The board is structured to cater to much desired needs of the consumers and to set benchmarks for progress of health industry.
- The board is being supported by all stakeholders including industry, consumers, government in its

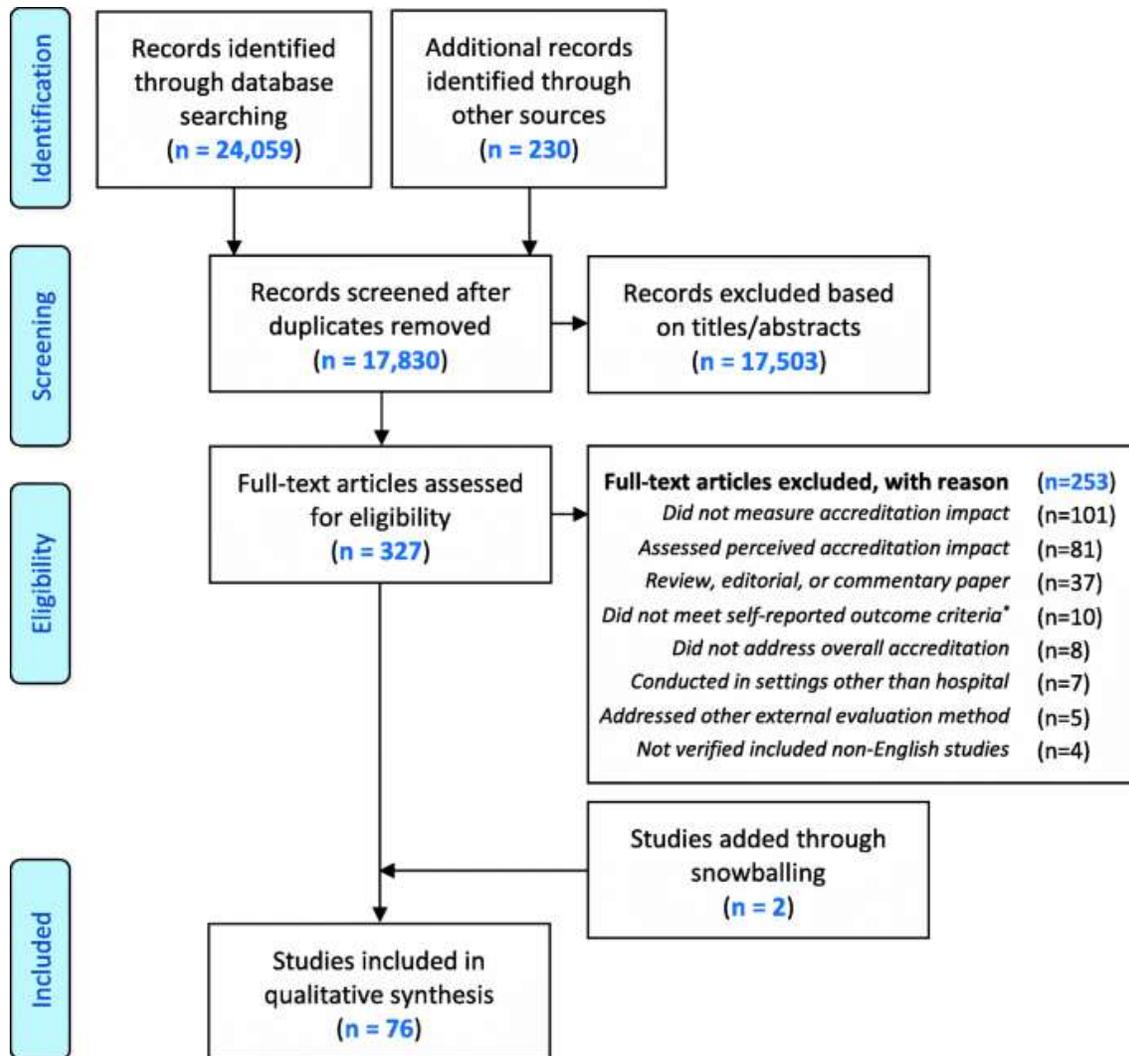
Depicts:

Key accreditation agencies such as JCI, NABH, and ISO with their scope.

Lesson linkage:

Supports “Accreditation in Medical Tourism.”

Graph 1: Impact of Accreditation on International Patient Inflow

**Depicts:**

Increase in international patients after hospital accreditation.

Lesson linkage:

Enhances understanding of **benefits of accreditation**.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: List two legal responsibilities of hospitals toward international patients.
- Expected Outcome: Understanding legal obligations in medical tourism.

Activity 2: Application Task

- Task: Identify one accreditation body and state its role.

- Expected Outcome: Awareness of accreditation mechanisms.

Activity 3: Analytical Task

- Task: Explain why accreditation is essential for patient safety.
 - Expected Outcome: Analytical understanding of quality assurance.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS

A. Short-Answer Questions

1. What are legal aspects in medical tourism?
 2. Define certification in medical tourism.
 3. What is accreditation?
 4. Name any one international accreditation body.
 5. State one legal issue faced in medical tourism.
-

B. Essay-Type Questions

1. Explain the legal aspects governing medical tourism.
 2. Discuss the role of certification in medical tourism.
 3. Describe accreditation and its importance in healthcare.
 4. Distinguish between certification and accreditation.
 5. Analyse how legal compliance and accreditation promote patient trust.
-

C. Analytical MCQs

1. Legal aspects in medical tourism mainly protect:
 - A. Hospitals
 - B. Governments
 - C. Patients' rights and safety
 - D. Tour operators
2. Certification is usually granted to:
 - A. Entire hospitals
 - B. Individuals or services
 - C. Governments
 - D. Insurance firms
3. Accreditation is awarded by:
 - A. Travel agencies
 - B. Independent authorities

- C. Patients
D. Airlines
4. NABH accreditation relates to:
A. Travel insurance
B. Healthcare quality standards
C. Tourism promotion
D. Visa services
5. Accreditation primarily helps in:
A. Cost reduction
B. Quality assurance and trust
C. Advertising
D. Travel facilitation
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India healthcare and accreditation guidelines
- WHO publications on healthcare quality and patient safety
- UNWTO reports on medical tourism governance

LESSON 8: ETHICAL, LEGAL, ECONOMIC AND ENVIRONMENTAL ISSUES IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the major ethical issues associated with medical tourism.
 2. **Identify** key legal challenges arising from cross-border healthcare delivery.
 3. **Analyse** the economic benefits and drawbacks of medical tourism for host countries.
 4. **Describe** environmental concerns related to medical tourism activities.
 5. **Evaluate** the implications of these issues for sustainable medical tourism practices.
-

STRUCTURE

1. **Case Studies**
 2. **SLM Enrichment Tools**
 3. **Improved Self-Assessment Questions**
 4. **References and Suggested Readings**
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Ethical and Economic Concerns in Medical Tourism Destinations

1. Background of the Sector

Medical tourism destinations attract international patients seeking affordable and timely treatment. While this sector contributes to foreign exchange earnings and employment, it raises concerns regarding equity, regulation, and sustainability.

2. Contextual Trigger

Media reports have highlighted instances where private hospitals prioritize foreign patients due to higher revenue potential, raising ethical questions about access to healthcare for local populations.

3. Stakeholders Involved

- International patients
- Local patients
- Hospitals and healthcare professionals

- Government and regulatory authorities
- Local communities

4. Managerial / Behavioural Issues

Balancing profitability with ethical responsibility, ensuring legal compliance, and managing social and environmental impact.

5. Relevance and Importance to the Lesson

The case illustrates the **ethical, legal, economic, and environmental issues** inherent in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to lesson discussions on **ethics, legality, economic impact, and environmental sustainability**.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Legal and Environmental Challenges in Medical Tourism

Background

A medical tourism hub experiences increased patient inflow, leading to higher biomedical waste generation and greater energy consumption. Simultaneously, legal disputes arise concerning malpractice claims and patient data protection involving foreign nationals.

Analytical Questions

1. Identify the environmental issues presented in the case.
2. Explain the legal challenges faced by hospitals in medical tourism.
3. Analyse the economic advantages and disadvantages highlighted.
4. Suggest measures to address ethical issues in medical tourism.

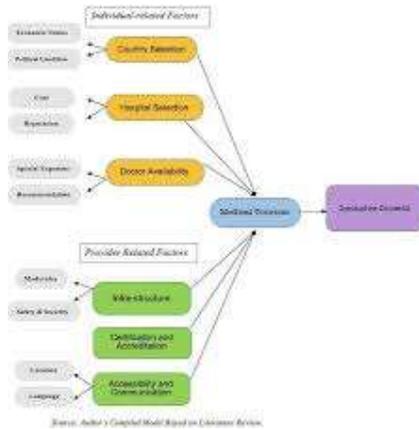
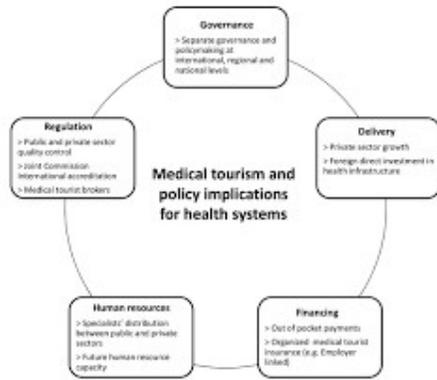
Model Answers (Indicative)

1. Biomedical waste, increased resource consumption, pollution.
 2. Jurisdiction, malpractice liability, data privacy.
 3. Advantages: revenue, employment; Disadvantages: resource diversion.
 4. Strong regulation, ethical guidelines, equitable access policies.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 8

Figure 1: Ethical Issues in Medical Tourism



Depicts:

Patient prioritization, informed consent, commercialization of healthcare, organ trade concerns.

Lesson linkage:

Supports **Ethical Issues in Medical Tourism.**

Figure 2: Legal Challenges in Medical Tourism



1. Legal Expectations by Medical Tourists.
2. Regulations and their Implications.
 - Global
 - Federated
 - Local
3. International Legal Mediation, Arbitration and Alternative Dispute Resolution System. A System with Fixed Rates of Compensation, including Caps.
4. Liabilities of Destination Provider.
5. Risk and Liability for
 - Medical Travel Agents
 - Medical Travel Insurance Facilitators
 - Medical Air Transports
 - Hotels and Resorts
 - Medical Services
 - Medical Healthcare workers
6. Legal aspects/liabilities for Advertising and Marketing.
 - Legal limitations on international healthcare marketing
7. Legal aspects for Information Mechanism on Global Health
8. Future Implications for Regulators, Quality Control and Compliance Organization.
9. International Advisory Services.
10. Accreditation

Depicts:

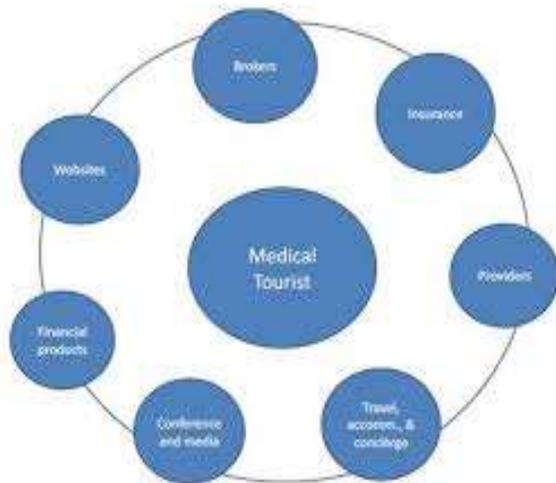
Jurisdiction problems, malpractice liability, insurance limitations, data protection.

Lesson linkage:

Aligned with **Legal Issues in Medical Tourism.**

Figure 3: Economic Impact of Medical Tourism



**Depicts:**

Foreign exchange earnings, job creation, resource diversion.

Lesson linkage:

Reinforces **Economic Issues in Medical Tourism.**

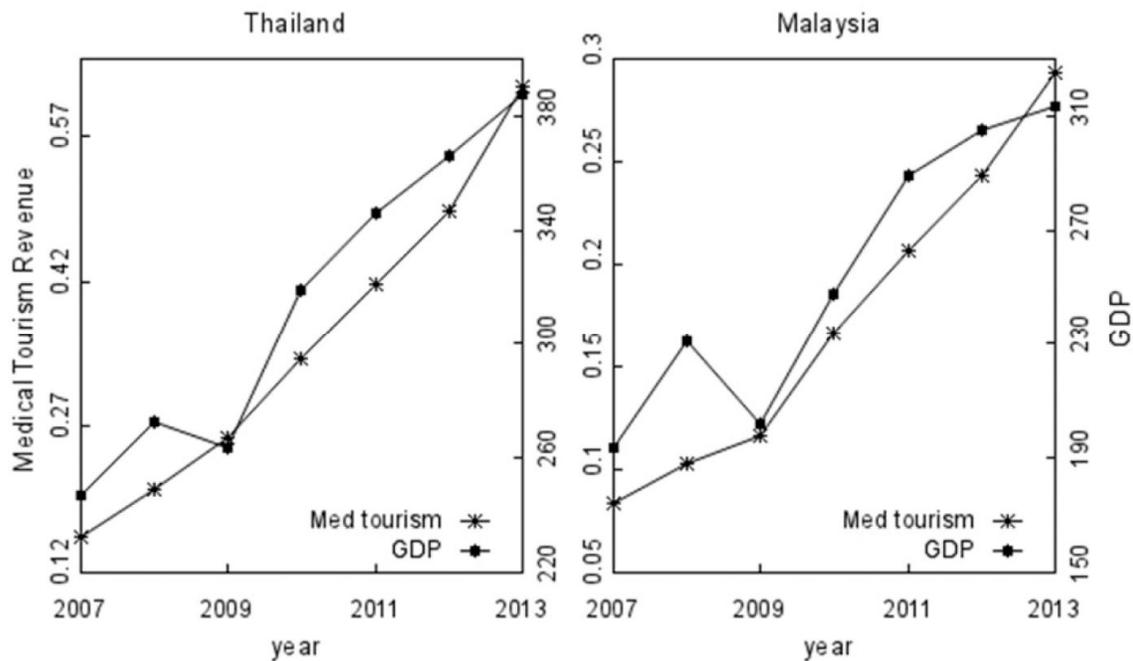
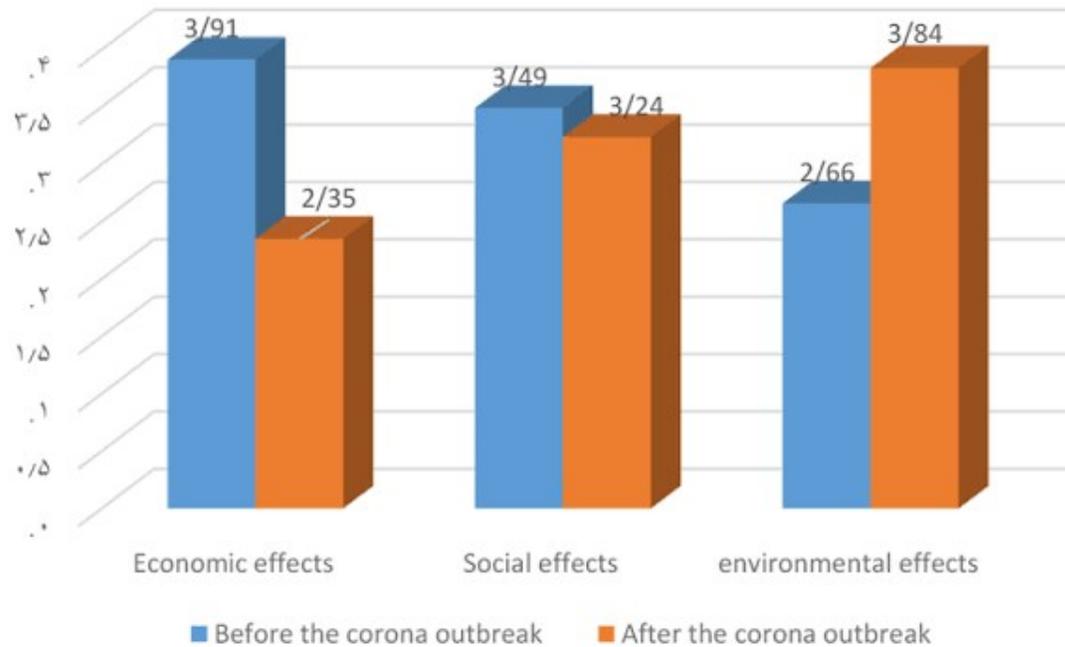
Figure 4: Environmental Issues in Medical Tourism

**Depicts:**

Carbon footprint, biomedical waste, pressure on natural resources.

Lesson linkage:

Supports **Environmental Issues in Medical Tourism.**

Graph 1: Economic Benefits vs Environmental Impact of Medical Tourism**Depicts:**

Comparison between economic gains and environmental pressures.

Lesson linkage:

Enhances analytical understanding of sustainability challenges.

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: Identify two ethical concerns associated with medical tourism.
- Expected Outcome: Awareness of ethical dimensions.

Activity 2: Analytical Task

- Task: Explain one legal issue faced by international patients.
- Expected Outcome: Understanding cross-border legal complexities.

Activity 3: Application Task

- Task: Suggest two measures to reduce environmental impact of medical tourism.
 - Expected Outcome: Application of sustainability concepts.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What are ethical issues in medical tourism?
 2. Define jurisdiction problem in medical tourism.
 3. State two economic benefits of medical tourism.
 4. What is biomedical waste?
 5. Mention one environmental concern of medical tourism.
-

B. Essay-Type Questions

1. Explain ethical issues involved in medical tourism.
 2. Discuss legal challenges in cross-border healthcare.
 3. Analyse the economic impact of medical tourism.
 4. Describe environmental issues arising from medical tourism.
 5. Evaluate the need for sustainable practices in medical tourism.
-

C. Analytical MCQs

1. Ethical issues in medical tourism mainly relate to:
 - A. Promotion
 - B. Patient rights and equity
 - C. Transportation
 - D. Branding

2. Jurisdiction issues arise due to:
 - A. Domestic treatment
 - B. Cross-border healthcare
 - C. Local tourism
 - D. Accreditation
 3. A key economic benefit of medical tourism is:
 - A. Pollution
 - B. Foreign exchange earnings
 - C. Legal disputes
 - D. Resource depletion
 4. Biomedical waste primarily affects:
 - A. Finance
 - B. Environment and public health
 - C. Marketing
 - D. Insurance
 5. Sustainable medical tourism requires:
 - A. Increased patient inflow
 - B. Proper regulation and waste management
 - C. Reduced accreditation
 - D. Higher treatment costs
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India reports on healthcare regulation and environment
- WHO publications on ethics, patient safety, and waste management
- UNWTO reports on sustainable tourism

LESSON 9: MEDICAL MALPRACTICE IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept of medical malpractice in the context of medical tourism.
 2. **Identify** major causes of medical malpractice in cross-border healthcare.
 3. **Describe** the consequences of medical malpractice for patients and destinations.
 4. **Analyse** different types of medical malpractice in medical tourism.
 5. **Examine** preventive measures to reduce malpractice risks in medical tourism.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Medical Malpractice Concerns in Cross-Border Treatment

1. Background of the Sector

Medical tourism involves patients travelling abroad for treatment. Differences in medical standards, communication barriers, and legal systems increase the risk of malpractice in international healthcare delivery.

2. Contextual Trigger

Media reports and policy discussions highlight cases where patients face complications after surgery abroad, leading to disputes over liability, compensation, and legal jurisdiction.

3. Stakeholders Involved

- International patients and families
- Hospitals and healthcare professionals
- Medical tourism facilitators
- Legal and insurance institutions
- Governments and regulatory bodies

4. Managerial / Behavioural Issues

Ensuring quality care, transparent communication, informed consent, and adherence to accreditation standards.

5. Relevance and Importance to the Lesson

This case underlines the **nature, causes, and consequences of medical malpractice** in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **definition of malpractice, causes, and preventive measures** discussed in this lesson.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Preventing Medical Malpractice in Medical Tourism

Background

An international patient undergoes surgery at a non-accredited hospital abroad and experiences post-operative complications due to inadequate follow-up care. The patient faces difficulty in seeking legal remedy because of jurisdictional challenges.

The case draws attention to the importance of accreditation, transparent communication, and post-treatment follow-up.

Analytical Questions

1. Identify the type of medical malpractice involved in the case.
2. What factors contributed to the malpractice incident?
3. Explain the challenges faced by the patient in seeking legal remedy.
4. Suggest preventive measures to avoid such malpractice cases.

Model Answers (Indicative)

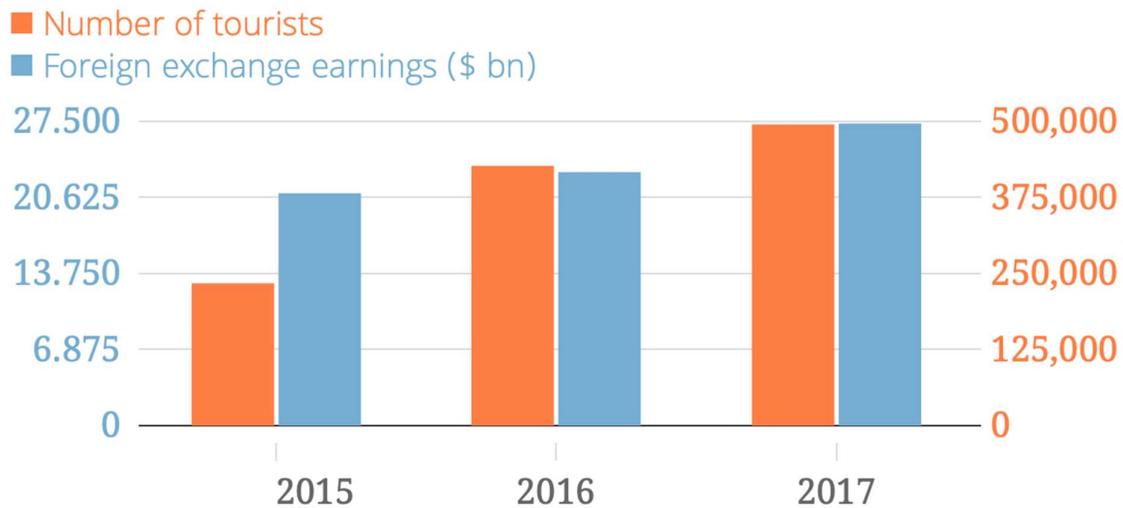
1. Post-operative negligence and inadequate follow-up care.
 2. Lack of accreditation, poor communication, weak quality control.
 3. Jurisdiction issues and legal complexity across borders.
 4. Accreditation, informed consent, insurance coverage, follow-up planning.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 9

Figure 1: Causes of Medical Malpractice in Medical Tourism

Medical tourism in India



Scroll.in

Data: Ministry of Tourism

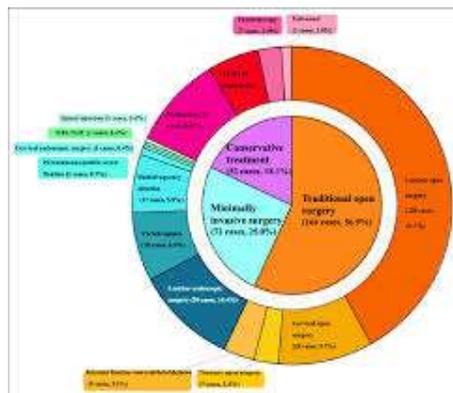
Depicts:

Inexperienced practitioners, communication barriers, lack of accreditation, misleading advertisements.

Lesson linkage:

Supports Causes of Medical Malpractice.

Figure 2: Types of Medical Malpractice



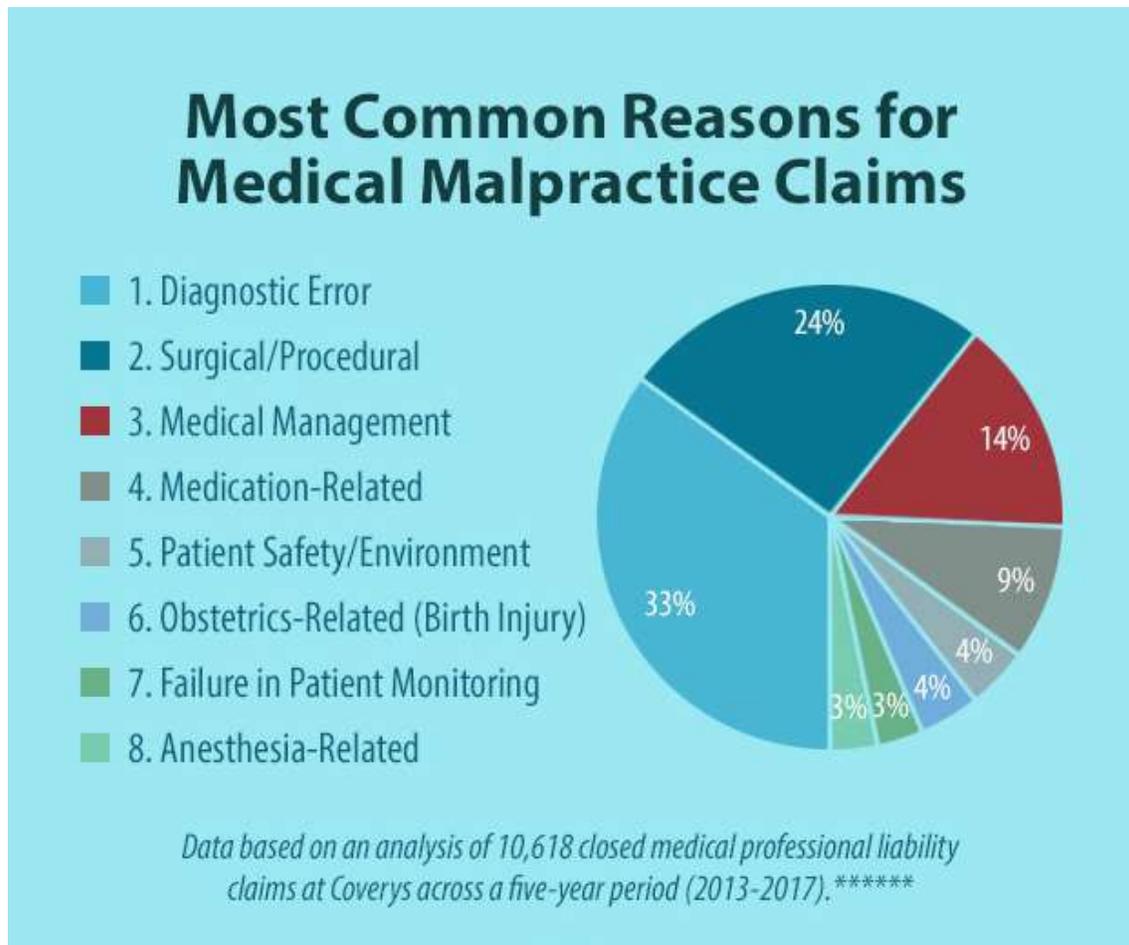
Depicts:

Wrong diagnosis, surgical errors, post-operative negligence, use of substandard medical products.

Lesson linkage:

Aligned with Types of Medical Malpractice.

Figure 3: Consequences of Medical Malpractice

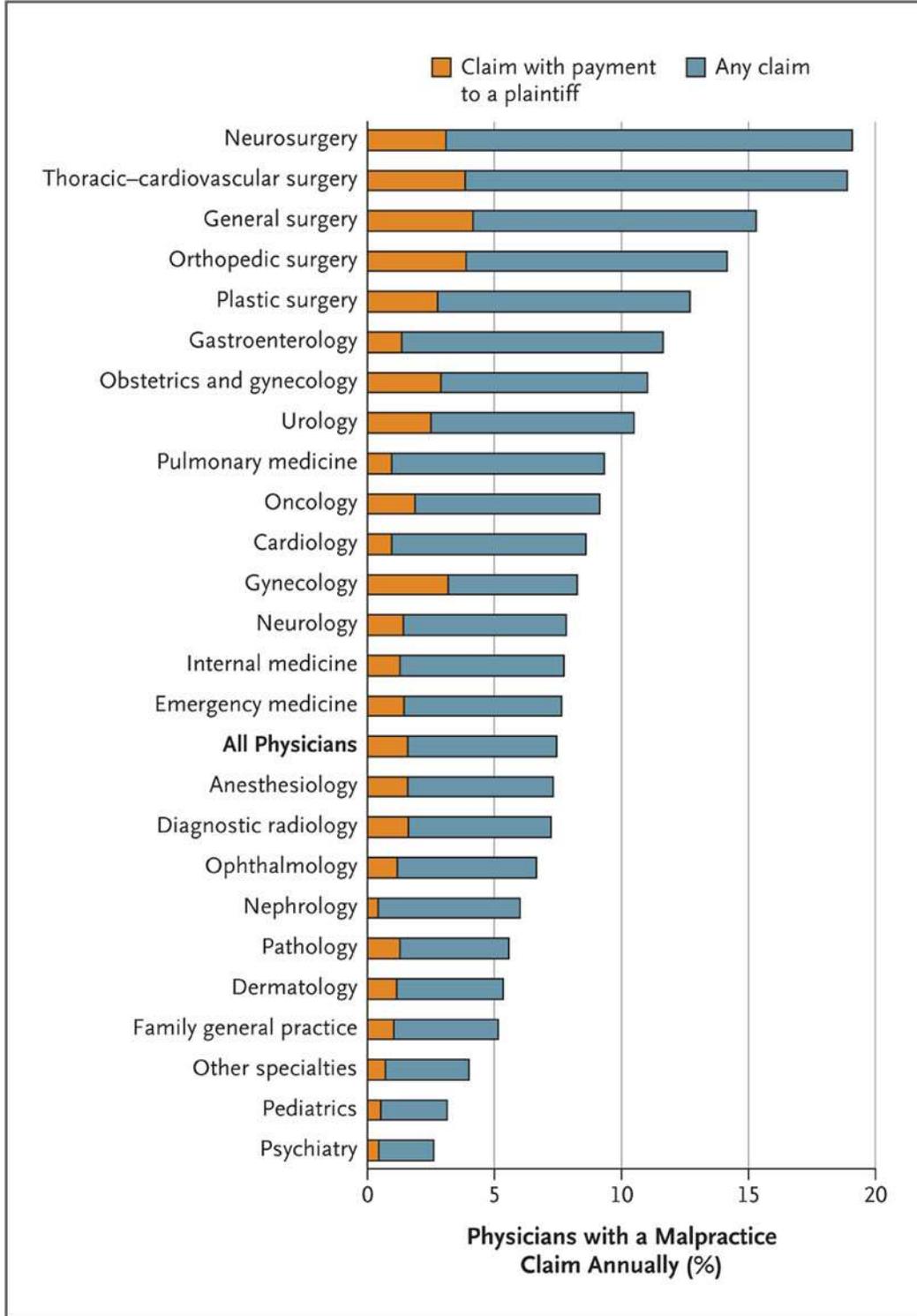


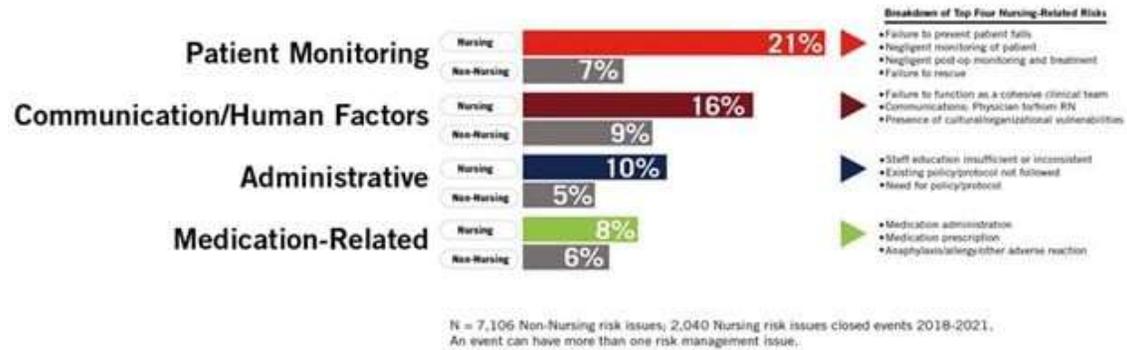
Depicts:

Patient injury, legal disputes, loss of trust, damage to destination reputation.

Lesson linkage:
 Supports **Consequences of Medical Malpractice.**

Graph 1: Relationship Between Accreditation and Malpractice Risk



**Depicts:**

Lower malpractice risk in accredited hospitals compared to non-accredited ones.

Lesson linkage:

Enhances understanding of **preventive role of accreditation.**

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two major causes of medical malpractice in medical tourism.
- Expected Outcome: Awareness of malpractice risk factors.

Activity 2: Analytical Task

- Task: Explain why post-operative follow-up is critical in medical tourism.
- Expected Outcome: Understanding continuity of care.

Activity 3: Application Task

- Task: Suggest preventive measures to reduce malpractice risk in international hospitals.
- Expected Outcome: Ability to apply quality and safety concepts.

3.IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What is medical malpractice?
2. State two causes of medical malpractice in medical tourism.
3. What is post-operative negligence?
4. Name one consequence of medical malpractice.
5. What role does accreditation play in preventing malpractice?

B. Essay-Type Questions

1. Explain the concept of medical malpractice in medical tourism.
 2. Discuss the major causes of medical malpractice in cross-border healthcare.
 3. Analyse the consequences of medical malpractice for patients and destinations.
 4. Describe different types of medical malpractice.
 5. Examine preventive measures to reduce malpractice in medical tourism.
-

C. Analytical MCQs

1. Medical malpractice refers to:
 - A. Ethical promotion
 - B. Professional negligence causing harm
 - C. Tourism regulation
 - D. Insurance coverage
 2. Which factor increases malpractice risk?
 - A. Accreditation
 - B. Skilled professionals
 - C. Communication barriers
 - D. Insurance support
 3. Surgical errors fall under:
 - A. Legal compliance
 - B. Medical malpractice
 - C. Tourism service
 - D. Promotion strategy
 4. Accreditation helps in:
 - A. Increasing costs
 - B. Reducing malpractice risk
 - C. Advertising hospitals
 - D. Visa processing
 5. Post-operative follow-up is important to:
 - A. Promote tourism
 - B. Prevent complications and malpractice
 - C. Increase hospital stay
 - D. Reduce patient interaction
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India guidelines on medical negligence
- WHO publications on patient safety
- UNWTO reports on quality assurance in medical tourism

LESSON 10: BRANDING AND DIGITAL MARKETING IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept of branding in medical tourism.
 2. **Describe** the importance of branding for hospitals and destinations.
 3. **Identify** major digital marketing tools used in medical tourism.
 4. **Analyse** the role of digital platforms in attracting international patients.
 5. **Examine** the benefits of integrated branding and digital marketing strategies.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Branding Indian Hospitals for International Medical Tourists

1. Background of the Sector

With increasing global competition, hospitals and destinations use branding and digital marketing to position themselves as reliable medical tourism hubs. Accredited hospitals highlight quality, affordability, and success rates through digital platforms.

2. Contextual Trigger

International patients often rely on hospital websites, online reviews, and digital consultations before choosing a destination. Strong branding and online presence significantly influence patient decisions.

3. Stakeholders Involved

- Hospitals and healthcare providers
- International patients
- Digital marketing agencies
- Medical tourism facilitators

4. Managerial / Behavioural Issues

Maintaining credibility, ensuring ethical promotion, managing online reputation, and communicating across cultures.

5. Relevance and Importance to the Lesson

The case demonstrates how **branding and digital marketing** are essential for competitiveness in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **branding elements, digital marketing tools, and patient engagement** discussed in this lesson.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Digital Marketing Strategy for a Medical Tourism Hospital

Background

A multi-specialty hospital launches a digital marketing campaign using SEO, social media, virtual consultations, and patient testimonials. The hospital emphasizes international accreditation and transparent pricing, resulting in increased international patient inquiries.

Analytical Questions

1. Identify branding elements used by the hospital.
2. What digital marketing tools were applied in this case?
3. Analyse how digital marketing builds patient trust.
4. Explain the benefits of integrating branding with digital marketing.

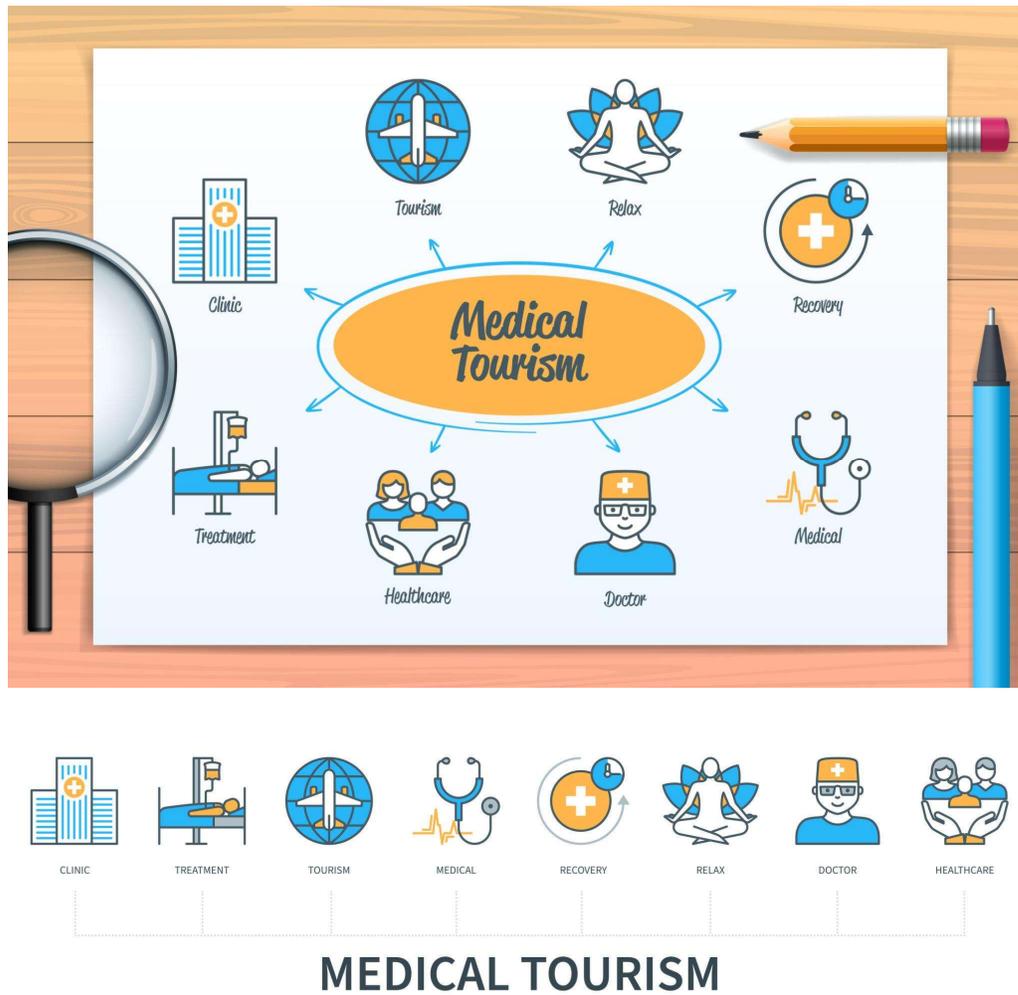
Model Answers (Indicative)

1. Brand identity, promise, and positioning.
 2. Website, SEO, social media, teleconsultation.
 3. Transparency, visibility, and engagement.
 4. Enhanced reach, credibility, and patient conversion.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 10

Figure 1: Branding Elements in Medical Tourism



Depicts:

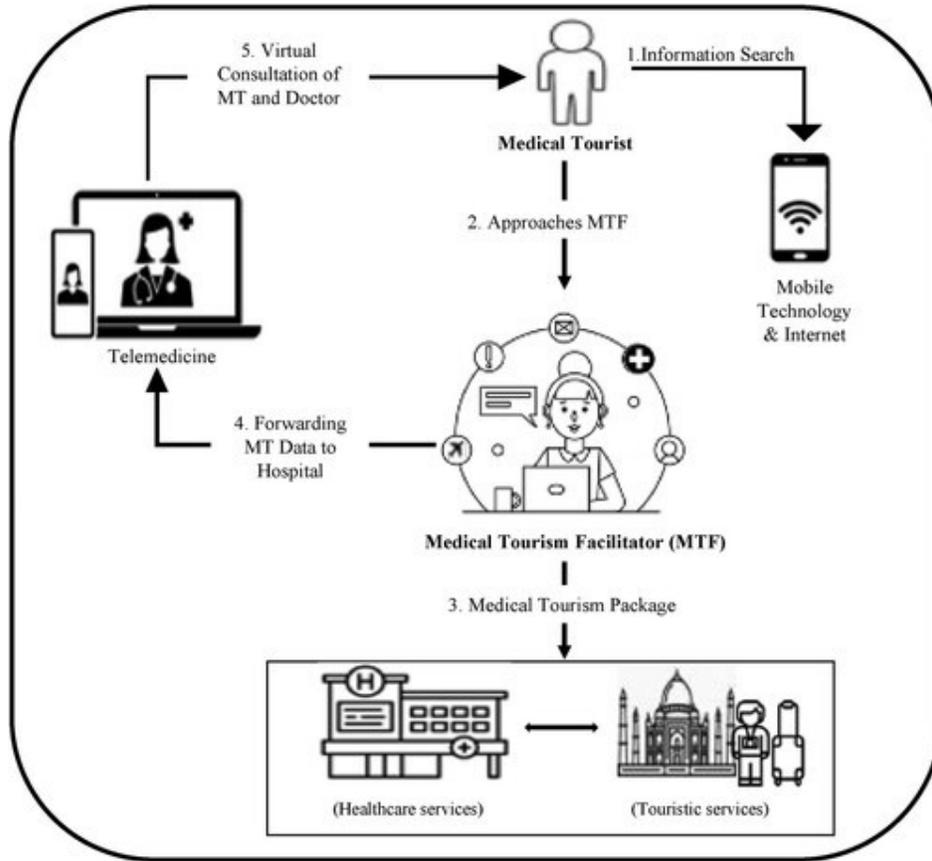
Brand identity, brand promise, brand image, and brand positioning.

Lesson linkage:

Supports **Branding in Medical Tourism**.

Figure 2: Digital Marketing Tools in Medical Tourism





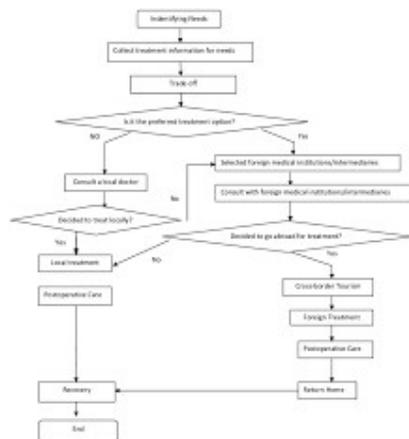
Depicts:

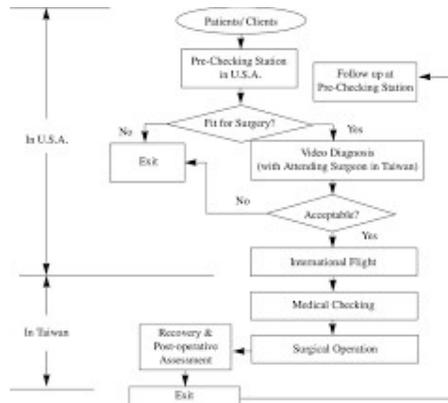
Website optimization, SEO, social media, content marketing, and telemedicine.

Lesson linkage:

Aligned with **Digital Marketing in Medical Tourism.**

Figure 3: Patient Decision Journey in Medical Tourism





Depicts:

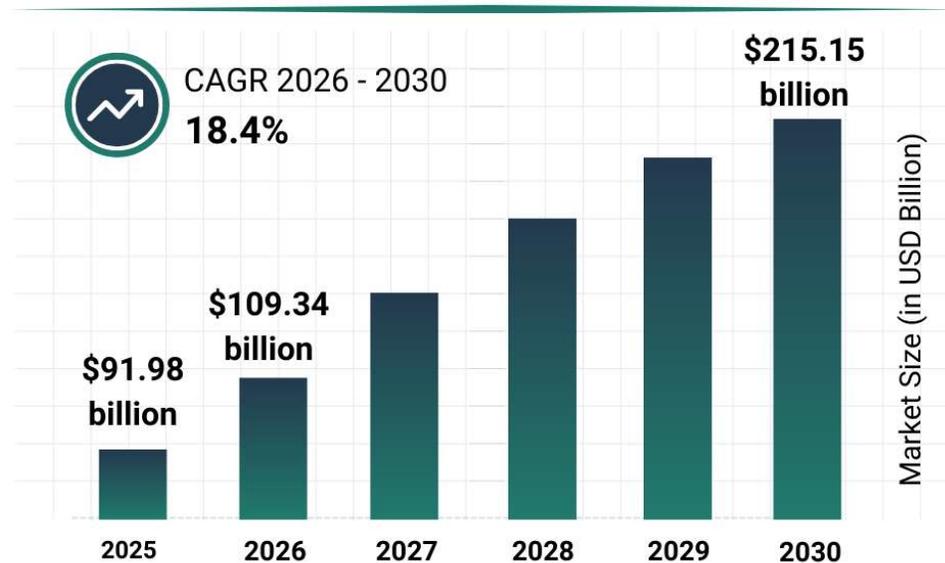
Awareness → online search → consultation → decision → treatment.

Lesson linkage:

Reinforces **role of digital platforms in patient decision-making.**

Graph 1: Impact of Digital Marketing on International Patient Inquiries

Medical Tourism Market Report 2026



Depicts:

Growth in patient inquiries following digital marketing adoption.

Lesson linkage:

Enhances analytical understanding of **marketing effectiveness.**

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two benefits of branding for medical tourism hospitals.
- Expected Outcome: Understanding brand value creation.

Activity 2: Application Task

- Task: Identify digital marketing tools used by a hospital website.
- Expected Outcome: Practical awareness of digital strategies.

Activity 3: Analytical Task

- Task: Explain how digital marketing influences patient trust.
 - Expected Outcome: Ability to analyse patient engagement mechanisms.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What is branding in medical tourism?
 2. Define digital marketing.
 3. State two digital marketing tools used in medical tourism.
 4. What is brand positioning?
 5. Why is online reputation important in medical tourism?
-

B. Essay-Type Questions

1. Explain the concept and importance of branding in medical tourism.
 2. Discuss major digital marketing tools used in medical tourism.
 3. Analyse the role of digital marketing in attracting international patients.
 4. Describe how branding and digital marketing complement each other.
 5. Examine challenges in digital promotion of medical tourism services.
-

C. Analytical MCQs

1. Branding in medical tourism mainly helps in:
 - A. Reducing treatment cost
 - B. Building trust and identity
 - C. Issuing visas
 - D. Providing insurance

2. SEO primarily improves:
 - A. Offline promotion
 - B. Search engine visibility
 - C. Accreditation
 - D. Insurance claims
 3. Patient testimonials mainly contribute to:
 - A. Cost reduction
 - B. Trust building
 - C. Legal compliance
 - D. Visa approval
 4. Digital marketing is important because:
 - A. Patients rely on online information
 - B. It replaces medical care
 - C. It eliminates hospitals
 - D. It reduces treatment quality
 5. Integrated branding and digital marketing result in:
 - A. Confusion
 - B. Better reach and patient engagement
 - C. Higher legal risk
 - D. Reduced transparency
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India reports on medical tourism promotion
- WHO publications on digital health communication
- UNWTO reports on destination branding

LESSON 11: PUBLIC RELATIONS IN HEALTHCARE AND MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept and objectives of public relations in healthcare.
 2. **Describe** the major functions and activities of public relations in hospitals.
 3. **Analyse** the role of public relations in building hospital reputation and trust.
 4. **Identify** public relations tools used in medical tourism promotion.
 5. **Examine** challenges faced by public relations in healthcare and medical tourism.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Role of Public Relations in Building Hospital Reputation

1. Background of the Sector

Hospitals operate in a highly sensitive environment where public trust, credibility, and transparency are essential. Public Relations (PR) departments play a vital role in maintaining positive relationships with patients, media, and the community.

2. Contextual Trigger

A hospital introduces advanced medical technology and conducts community health camps. Through press releases, social media updates, and awareness campaigns, the PR department communicates these developments to the public.

3. Stakeholders Involved

- Patients and patient families
- Hospital management and staff
- Media organizations
- Local community and government bodies

4. Managerial / Behavioural Issues

Managing accurate communication, handling patient grievances, maintaining confidentiality, and responding effectively during crises.

5. Relevance and Importance to the Lesson

This case highlights how **public relations** support hospital image building and patient trust.

6. Explicit Linkage to Lesson Concepts

Directly linked to **objectives, functions, and importance of public relations** discussed in Lesson 11.

B. Case Study for Self-Assessment**Case Study for Self-Assessment: Public Relations Strategies in Medical Tourism****Background**

A hospital catering to international patients adopts PR strategies such as multilingual websites, patient testimonials, press coverage, and participation in international health exhibitions. These efforts enhance global visibility and patient confidence.

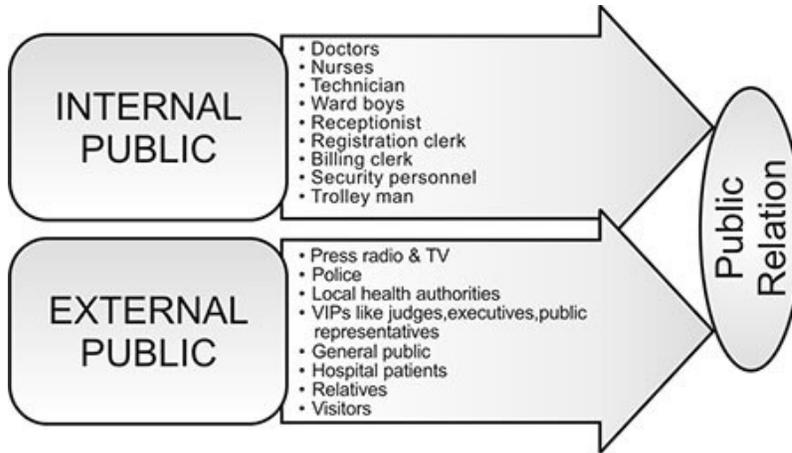
Analytical Questions

1. Identify the PR tools used by the hospital.
2. Explain how PR supports medical tourism promotion.
3. Analyse challenges faced by PR departments in healthcare.
4. Suggest measures to improve PR effectiveness in hospitals.

Model Answers (Indicative)

1. Press releases, digital media, testimonials, exhibitions.
 2. Builds trust, awareness, and international reputation.
 3. Confidentiality, crisis handling, cultural sensitivity.
 4. Transparent communication, trained PR staff, digital integration.
-

2. SLM ENRICHMENT TOOLS**A. Figures / Diagrams / Graphs (Open-Source) – Lesson 11****Figure 1: Public Relations Process in Hospitals**



Public relations in hospital



Dr Bulbul Hossain Shuvo

Associate Professor (C.C)

Department of Community Medicine and Public Health

Bashundhara Ad-din Medical

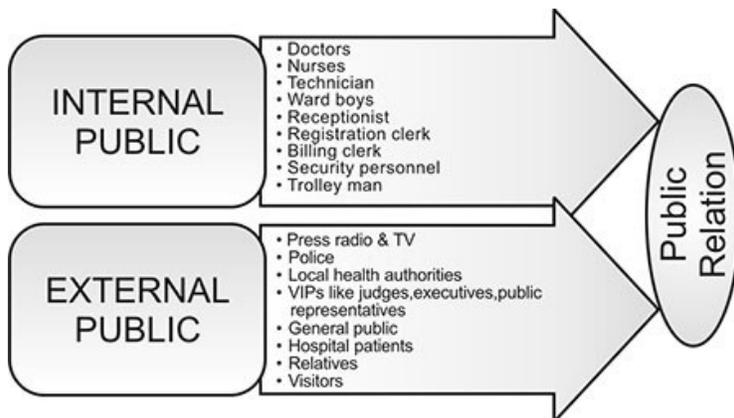
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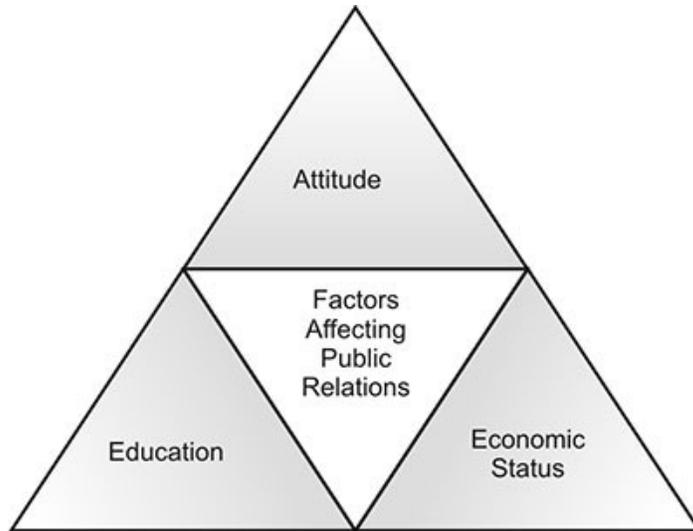
Information gathering → communication → feedback → relationship building.

Lesson linkage:

Supports **Concept and Process of Public Relations.**

Figure 2: Functions of Public Relations in Hospitals





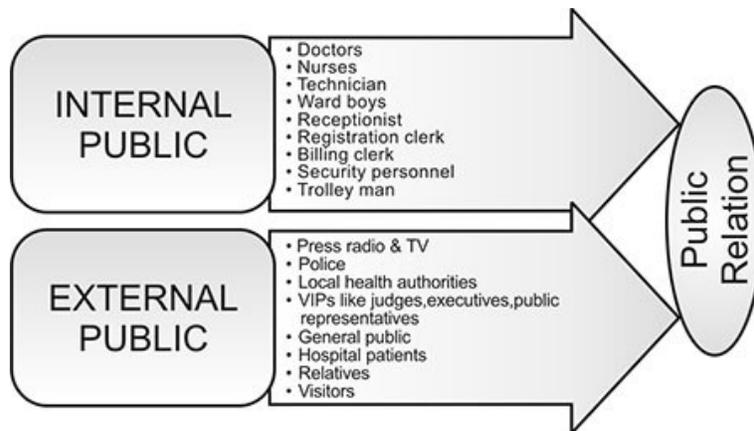
Depicts:

Media relations, patient communication, crisis management, community outreach.

Lesson linkage:

Aligned with **Functions of Public Relations.**

Figure 3: PR Tools Used in Medical Tourism



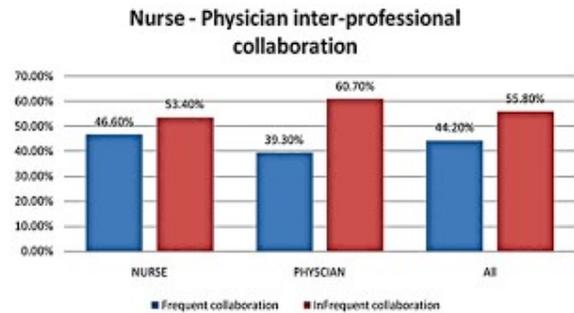
Depicts:

Press releases, health camps, digital PR, testimonials, events.

Lesson linkage:

Supports **PR in Medical Tourism**.

Graph 1: Impact of Public Relations on Hospital Reputation



Our Strong Understanding Of Indian Culture Makes Us One Of The Fastest-Growing And Most Promising PR Agencies In The Country.

Depicts:

Improvement in patient trust and public image due to effective PR activities.

Lesson linkage:

Enhances analytical understanding of **importance of PR**.

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two objectives of public relations in hospitals.
- Expected Outcome: Understanding PR goals.

Activity 2: Application Task

- Task: Identify PR activities conducted by a nearby hospital.
- Expected Outcome: Practical exposure to PR functions.

Activity 3: Analytical Task

- Task: Explain the role of PR in handling healthcare crises.
 - Expected Outcome: Ability to analyse crisis communication.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What is public relations in healthcare?
 2. State two objectives of hospital public relations.
 3. List any two PR activities in hospitals.
 4. What is crisis communication?
 5. Why is PR important in medical tourism?
-

B. Essay-Type Questions

1. Explain the concept and objectives of public relations in hospitals.
 2. Discuss the functions of public relations in healthcare organizations.
 3. Analyse the role of public relations in medical tourism promotion.
 4. Describe major PR tools used in hospitals.
 5. Examine challenges faced by PR departments in healthcare.
-

C. Analytical MCQs

1. Public relations mainly aims to:
 - A. Increase treatment cost
 - B. Build trust and positive image
 - C. Issue medical visas
 - D. Regulate hospitals

2. Media relations form part of:
 - A. Clinical services
 - B. Public relations
 - C. Insurance management
 - D. Tourism facilitation
 3. Patient testimonials mainly help in:
 - A. Legal compliance
 - B. Trust building
 - C. Cost reduction
 - D. Visa approval
 4. Crisis communication is required during:
 - A. Routine promotion
 - B. Emergency or negative events
 - C. Advertising campaigns
 - D. Financial audits
 5. PR in medical tourism helps in:
 - A. Reducing medical risk
 - B. Building international credibility
 - C. Issuing insurance
 - D. Regulating travel
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Cutlip, S.M., Center, A.H. & Broom, G.M., *Effective Public Relations*, Pearson Education, New Delhi, 2018.
2. Wilcox, D.L. et al., *Public Relations: Strategies and Tactics*, Pearson Education, New Delhi, 2019.
3. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
4. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.

B. Other References

- Government of India publications on hospital communication
- WHO reports on health communication and patient engagement
- UNWTO materials on destination image and communication

LESSON 12: WORD-OF-MOUTH COMMUNICATION IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept and meaning of word-of-mouth communication.
 2. **Describe** the types and sources of word-of-mouth in medical tourism.
 3. **Analyse** the role of patient experiences in generating WOM communication.
 4. **Identify** the advantages and limitations of WOM in healthcare marketing.
 5. **Examine** the influence of WOM on patient decision-making in medical tourism.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Patient Testimonials and Word-of-Mouth in Medical Tourism

1. Background of the Sector

Medical tourism decisions are often based on trust, perceived quality, and previous patient experiences. Unlike conventional products, healthcare services rely heavily on recommendations shared by former patients.

2. Contextual Trigger

An international patient chooses a hospital abroad after reading positive patient testimonials and receiving recommendations from friends who had undergone successful treatment at the same destination.

3. Stakeholders Involved

- Former and prospective patients
- Hospitals and healthcare providers
- Medical tourism facilitators

- Online communities and social networks

4. Managerial / Behavioural Issues

Managing patient satisfaction, ensuring ethical sharing of testimonials, and responding to negative word-of-mouth.

5. Relevance and Importance to the Lesson

This case highlights the **power of word-of-mouth communication** in influencing patient trust and choice.

6. Explicit Linkage to Lesson Concepts

Directly linked to **meaning, importance, and impact of WOM communication** discussed in Lesson 12.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Positive and Negative WOM in Medical Tourism

Background

A hospital receives international patients mainly through referrals and online reviews. While positive experiences generate favourable WOM and increased patient inflow, a few negative reviews regarding post-treatment follow-up adversely affect the hospital's reputation.

Analytical Questions

1. Identify the sources of WOM communication in this case.
2. Distinguish between positive and negative WOM effects.
3. Analyse how WOM influences patient decision-making.
4. Suggest measures to manage negative WOM in medical tourism.

Model Answers (Indicative)

1. Patient referrals, online reviews, testimonials.
2. Positive WOM increases trust; negative WOM damages reputation.
3. Patients rely on shared experiences to assess risk and quality.
4. Quality improvement, grievance redressal, transparent communication.

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 12

Figure 1: Concept of Word-of-Mouth Communication





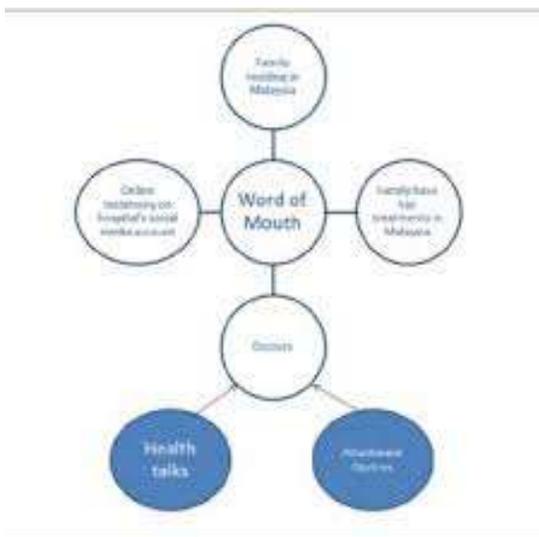
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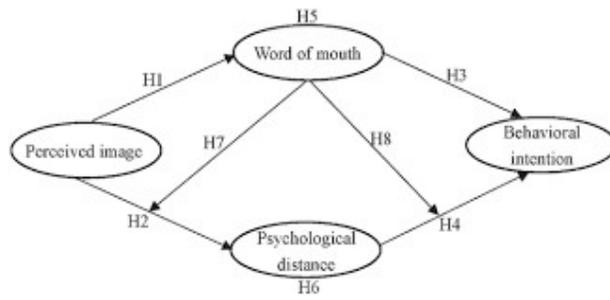
Information flow from existing patients to prospective patients through personal communication.

Lesson linkage:

Supports **Concept and Meaning of WOM Communication.**

Figure 2: Sources of WOM in Medical Tourism





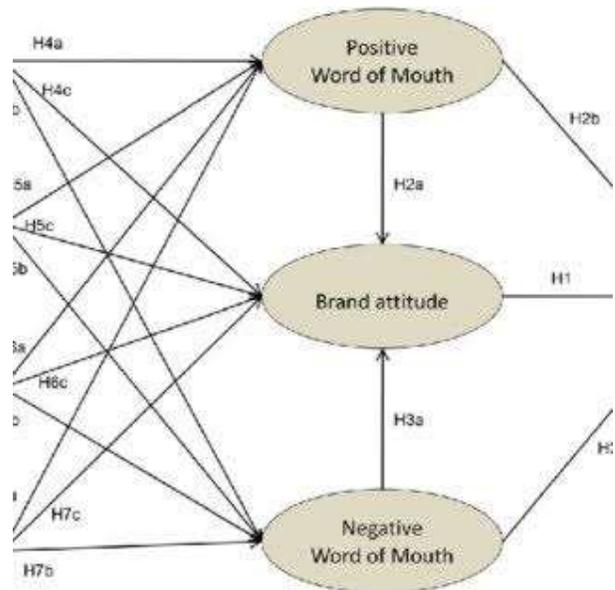
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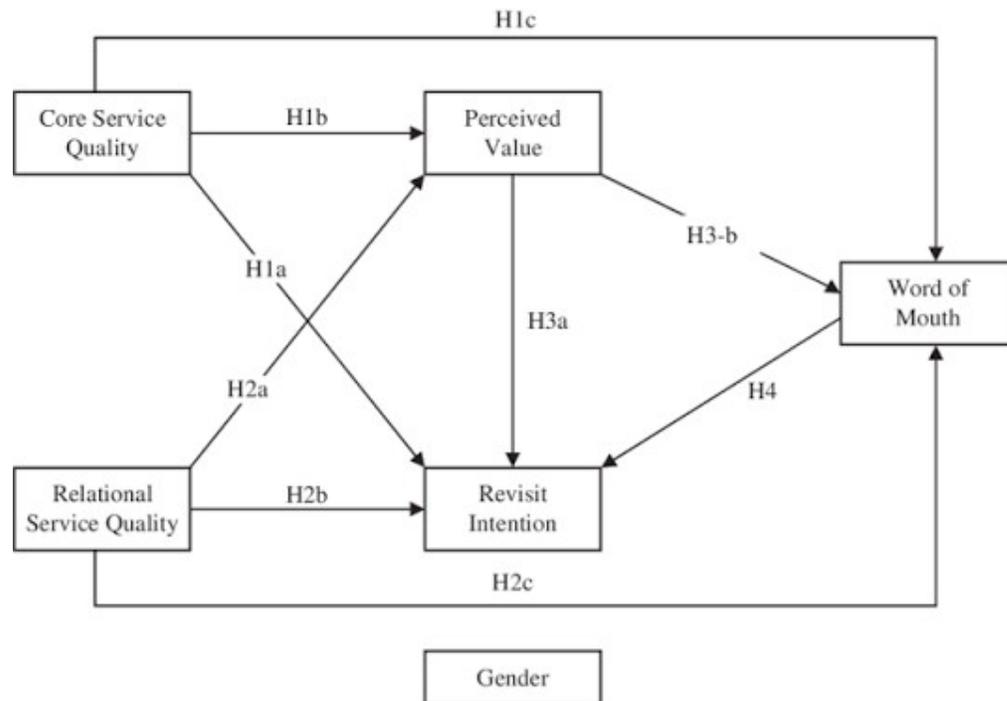
Patient referrals, family and friends, online reviews, social media platforms.

Lesson linkage:

Aligned with **Sources of WOM Communication.**

Figure 3: Positive and Negative WOM Effects





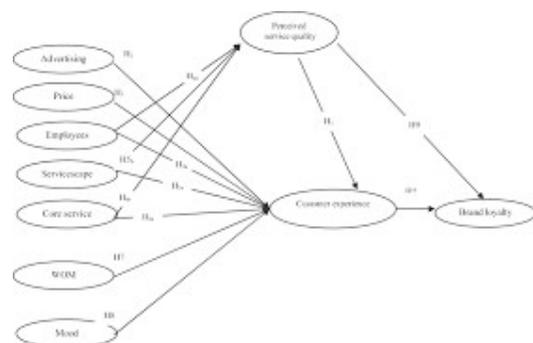
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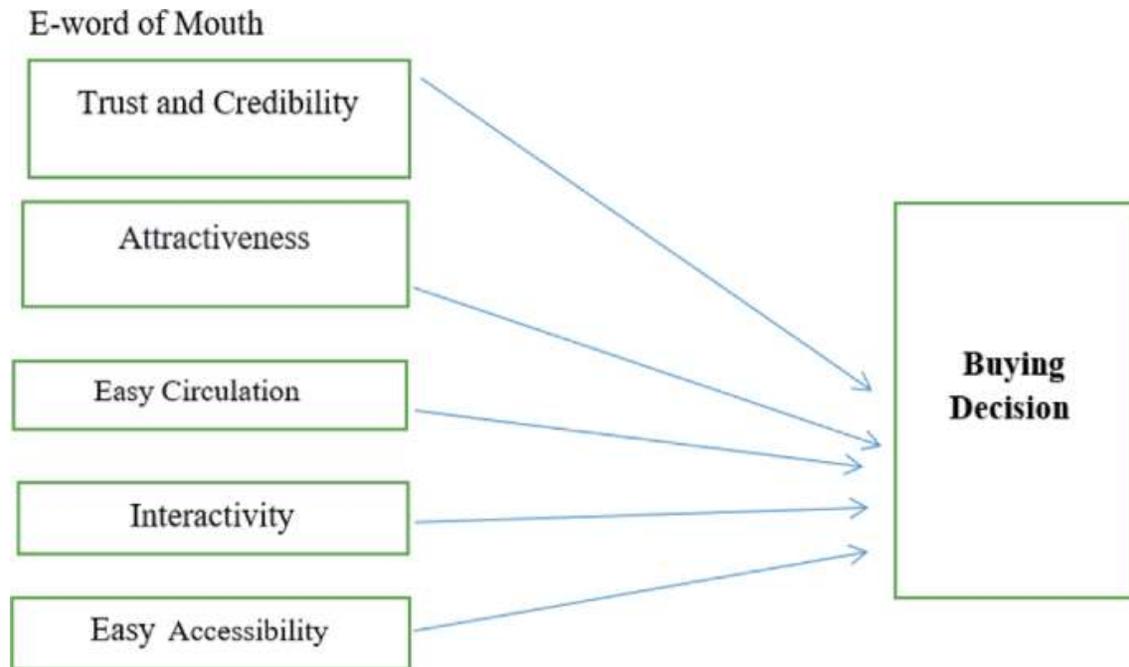
Impact of positive WOM (trust, demand) versus negative WOM (risk, reputation loss).

Lesson linkage:

Supports **Advantages and Limitations of WOM.**

Graph 1: Influence of WOM on Patient Choice



**Depicts:**

Higher patient preference levels influenced by positive WOM communication.

Lesson linkage:

Enhances understanding of **WOM influence on decision-making**.

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two reasons why patients rely on word-of-mouth communication in healthcare.
- Expected Outcome: Understanding trust-based decision behaviour.

Activity 2: Application Task

- Task: Identify WOM sources used by a hospital website.
- Expected Outcome: Awareness of WOM channels.

Activity 3: Analytical Task

- Task: Explain how negative WOM can affect medical tourism growth.
 - Expected Outcome: Ability to analyse reputational impact.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS

A. Short-Answer Questions

1. What is word-of-mouth communication?
 2. Mention two sources of WOM in medical tourism.
 3. What is positive WOM?
 4. Define negative WOM.
 5. Why is WOM important in healthcare services?
-

B. Essay-Type Questions

1. Explain the concept of word-of-mouth communication.
 2. Discuss the role of WOM in medical tourism promotion.
 3. Analyse the advantages and limitations of WOM communication.
 4. Describe the influence of WOM on patient decision-making.
 5. Examine strategies to encourage positive WOM in medical tourism.
-

C. Analytical MCQs

1. Word-of-mouth communication is mainly based on:
 - A. Paid advertisements
 - B. Personal experiences and opinions
 - C. Government promotion
 - D. Insurance coverage
2. Positive WOM results in:
 - A. Reduced trust
 - B. Increased patient confidence
 - C. Legal disputes
 - D. Higher risk
3. Negative WOM primarily affects:
 - A. Clinical quality
 - B. Hospital reputation
 - C. Accreditation
 - D. Visa processing
4. WOM is especially important in healthcare because:
 - A. Services are intangible and high-risk
 - B. Costs are low
 - C. Treatment is standardized
 - D. Decisions are impulsive

5. Online reviews are a form of:
- A. Formal advertising
 - B. Word-of-mouth communication
 - C. Accreditation
 - D. Legal notice
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Kotler, P. & Keller, K.L., *Marketing Management*, Pearson Education, New Delhi, 2019.
2. Solomon, M.R., *Consumer Behavior*, Pearson Education, New Delhi, 2018.
3. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
4. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
5. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.

B. Other References

- WHO publications on patient communication and trust
- UNWTO reports on service marketing and reputation
- Government of India materials on healthcare communication

LESSON 13: RECENT TRENDS IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept of recent trends in medical tourism.
 2. **Identify** major emerging trends shaping the medical tourism industry.
 3. **Analyse** the role of technology in recent medical tourism developments.
 4. **Describe** changing patient preferences in medical tourism.
 5. **Evaluate** the implications of recent trends for healthcare providers and destinations.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Emerging Trends in Global Medical Tourism

1. Background of the Sector

Medical tourism has evolved beyond cost-driven travel to include quality, safety, technology adoption, and patient experience. Hospitals increasingly adopt digital tools, specialized treatments, and patient-centric services.

2. Contextual Trigger

International patients now prefer destinations offering advanced medical technology, internationally accredited hospitals, transparent pricing, and integrated wellness services.

3. Stakeholders Involved

- International patients
- Hospitals and healthcare providers
- Medical tourism facilitators
- Technology service providers
- Government agencies

4. Managerial / Behavioural Issues

Adapting to technological change, meeting rising patient expectations, and maintaining quality standards.

5. Relevance and Importance to the Lesson

The case highlights **recent trends** influencing the growth and competitiveness of medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **technological, service-oriented, and patient-centric trends** discussed in Lesson 13.

B. Case Study for Self-Assessment**Case Study for Self-Assessment: Technology-Driven Medical Tourism Trends****Background**

A hospital introduces teleconsultation, electronic medical records, and virtual follow-up care for international patients. These initiatives reduce travel uncertainty and improve post-treatment continuity of care.

Analytical Questions

1. Identify recent trends illustrated in the case.
2. Analyse how technology supports medical tourism growth.
3. Explain changes in patient expectations reflected in the case.
4. Suggest how hospitals can adapt to emerging trends.

Model Answers (Indicative)

1. Telemedicine, digital records, virtual follow-up.
 2. Enhances access, communication, and trust.
 3. Demand for convenience, transparency, and continuity.
 4. Invest in technology, quality assurance, patient engagement.
-

2. SLM ENRICHMENT TOOLS**A. Figures / Diagrams / Graphs (Open-Source) – Lesson 13**

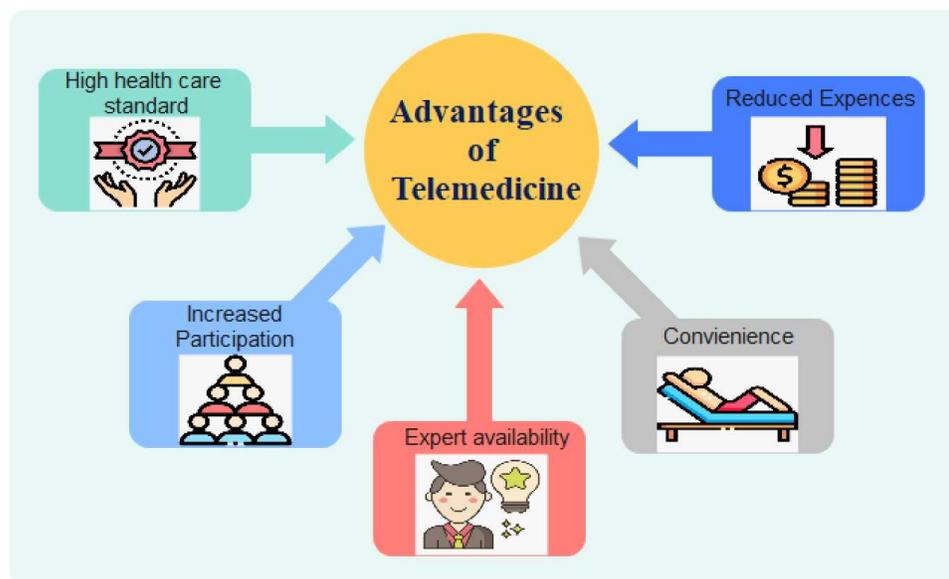
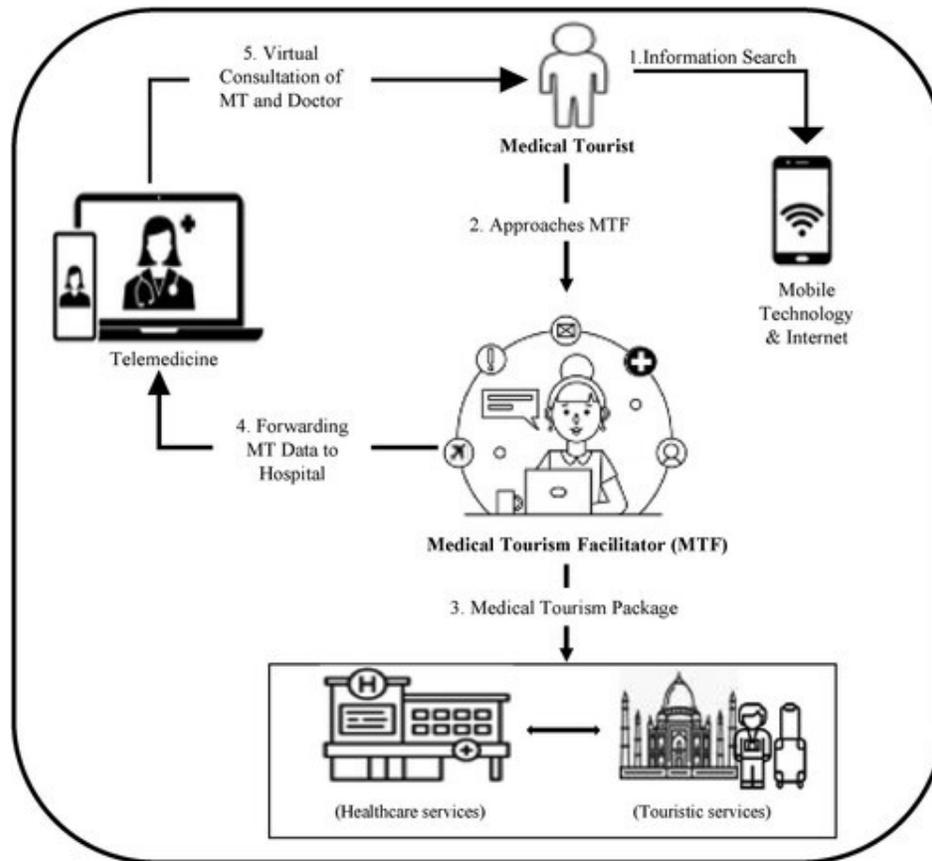
Figure 1: Recent Trends in Medical Tourism**Depicts:**

Technology adoption, wellness integration, specialized treatments, patient-centric care.

Lesson linkage:

Supports **Overview of Recent Trends in Medical Tourism.**

Figure 2: Role of Technology in Medical Tourism

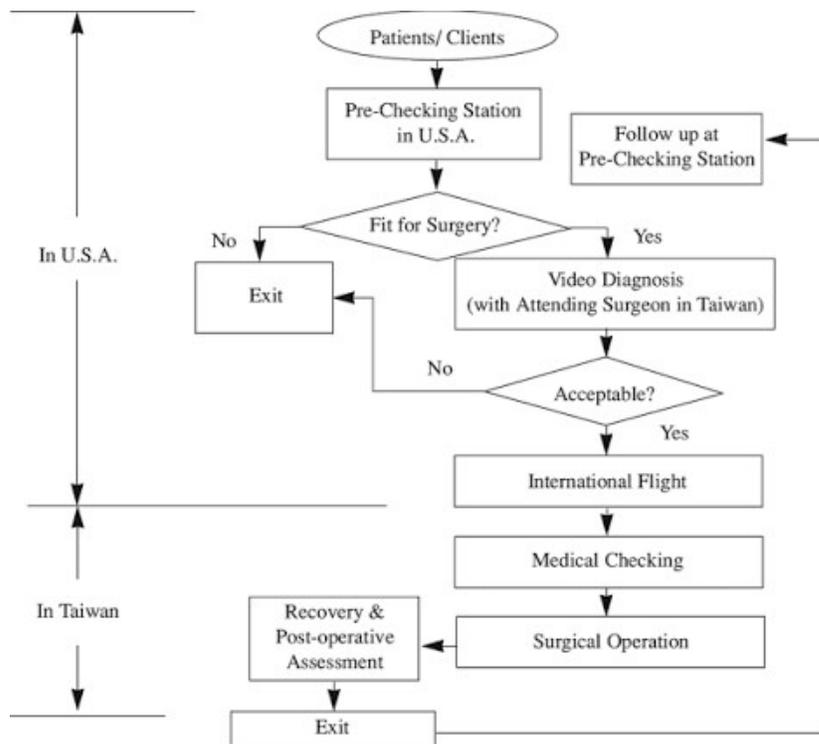
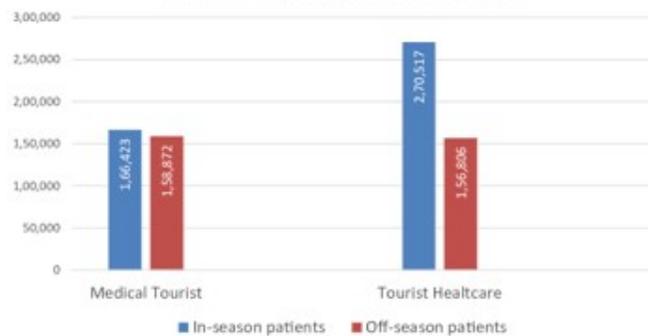


Depicts:

Telemedicine, electronic health records, digital consultations, online coordination.

Lesson linkage:

Aligned with **Technology-Driven Trends**.

Figure 3: Changing Patient Preferences in Medical Tourism**Seasonal Characteristics of Patients in the context of Medical Tourist and Tourist Healthcare in 2015-2016****Depicts:**

Shift from cost-only focus to quality, safety, and experience.

Lesson linkage:

Supports **Changing Patient Expectations**.

Graph 1: Growth of Technology-Enabled Medical Tourism**Depicts:**

Increasing adoption of digital services in medical tourism over time.

Lesson linkage:

Enhances analytical understanding of **trend-driven growth**.

B. Student Learning Activities**Student Learning Activities****Activity 1: Reflective Exercise**

- Task: List two recent trends observed in medical tourism.
- Expected Outcome: Awareness of emerging developments.

Activity 2: Application Task

- Task: Identify digital services offered by any medical tourism hospital.
- Expected Outcome: Practical understanding of technology trends.

Activity 3: Analytical Task

- Task: Explain how recent trends improve patient experience.
 - Expected Outcome: Ability to analyse trend implications.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What are recent trends in medical tourism?
 2. Mention two technology-driven trends in medical tourism.
 3. What is teleconsultation?
 4. State one change in patient preference.
 5. Why is quality assurance important in recent trends?
-

B. Essay-Type Questions

1. Explain recent trends in medical tourism.
2. Discuss the role of technology in shaping medical tourism trends.
3. Analyse changing patient expectations in medical tourism.
4. Describe the impact of recent trends on healthcare providers.
5. Evaluate the future implications of recent trends in medical tourism.

C. Analytical MCQs

1. Recent medical tourism trends emphasize:
 - A. Cost alone
 - B. Quality, technology, and patient experience
 - C. Travel distance
 - D. Advertising only

2. Telemedicine primarily supports:
 - A. Promotion
 - B. Pre- and post-treatment consultation
 - C. Accreditation
 - D. Insurance claims
 3. Patient-centric care focuses on:
 - A. Hospital profit
 - B. Patient needs and experience
 - C. Tourism promotion
 - D. Cost reduction
 4. Digital records help in:
 - A. Delaying treatment
 - B. Continuity of care
 - C. Increasing paperwork
 - D. Reducing communication
 5. Recent trends require hospitals to:
 - A. Ignore technology
 - B. Adapt to innovation and quality standards
 - C. Reduce patient interaction
 - D. Limit services
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India reports on medical tourism development
- WHO publications on digital health and patient safety
- UNWTO reports on innovation in tourism services

LESSON 14: CURRENT BUSINESS TRENDS IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the concept of present business trends in medical tourism.
 2. **Identify** major contemporary business practices in the medical tourism sector.
 3. **Analyse** the impact of globalization and competition on medical tourism business models.
 4. **Describe** the role of innovation and service integration in present trends.
 5. **Evaluate** the implications of present business trends for medical tourism providers.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Changing Business Models in Medical Tourism

1. Background of the Sector

Medical tourism has evolved into a competitive global business. Hospitals, facilitators, and tour operators now adopt integrated service models combining healthcare, hospitality, logistics, and digital services.

2. Contextual Trigger

To attract international patients, healthcare providers increasingly focus on bundled service packages, transparent pricing, and strategic alliances with travel and hospitality partners.

3. Stakeholders Involved

- Hospitals and healthcare providers
- Medical tourism facilitators
- Travel agencies and hospitality partners
- International patients
- Government and regulatory bodies

4. Managerial / Behavioural Issues

Managing competition, ensuring service quality, adopting innovation, and responding to changing patient expectations.

5. Relevance and Importance to the Lesson

The case reflects **present business trends** such as integration, competition, and service differentiation in medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to **current business practices and trends** discussed in Lesson 14.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Competitive Strategies in Medical Tourism Business

Background

A hospital expands its medical tourism business by forming partnerships with hotels and airlines, offering end-to-end treatment packages. It also uses digital platforms to manage patient inquiries and follow-up care.

Analytical Questions

1. Identify present business trends reflected in the case.
2. Analyse how integration of services improves competitiveness.
3. Explain the role of partnerships in medical tourism business.
4. Suggest strategies to sustain growth under present business trends.

Model Answers (Indicative)

1. Integrated services, partnerships, digitalization.
 2. Improves convenience, cost efficiency, and patient experience.
 3. Partnerships enable comprehensive service delivery.
 4. Innovation, quality assurance, customer focus.
-

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 14

Figure 1: Present Business Trends in Medical Tourism

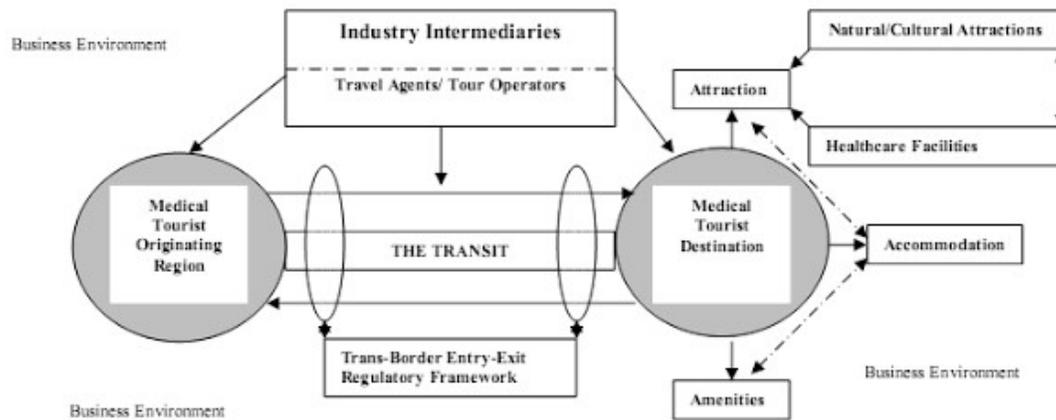
Depicts:

Integration of healthcare and tourism, competition, service differentiation, and innovation.

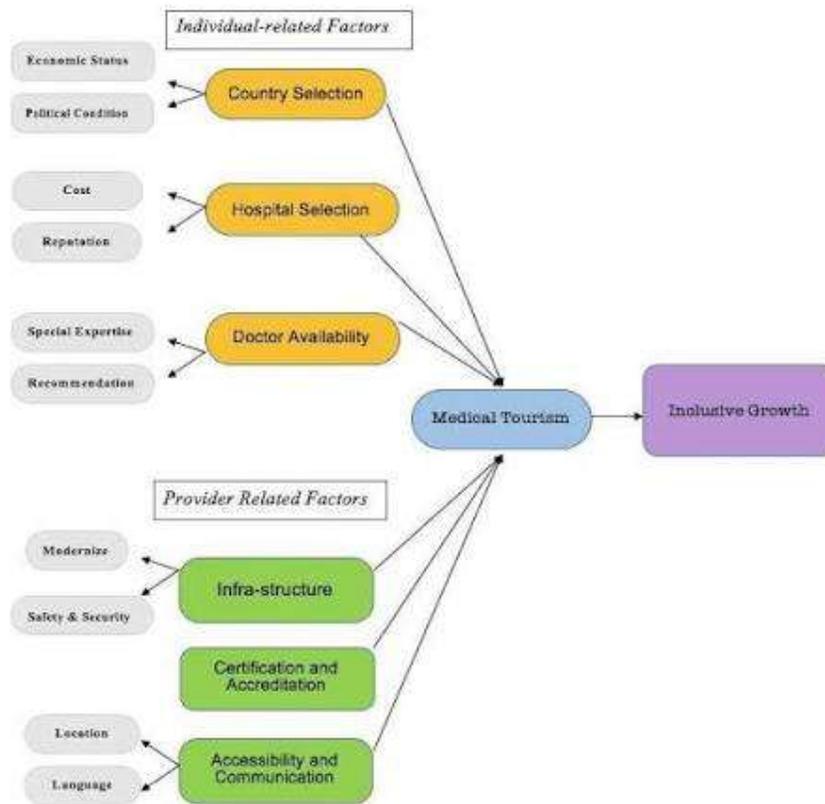
Lesson linkage:

Supports **Overview of Present Business Trends**.

Figure 2: Integrated Medical Tourism Business Model



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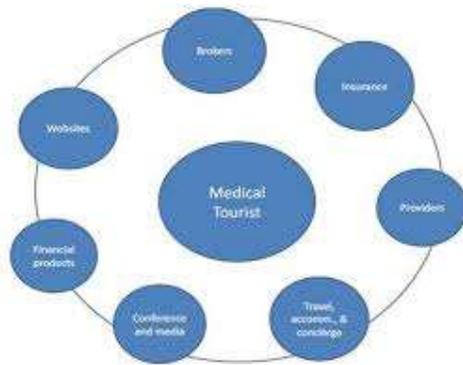
Source: Author's Compiled Model Based on Literature Review.

Depicts:

Linkages between hospitals, facilitators, travel services, and hospitality.

Lesson linkage:

Aligned with **Integrated Service Approach**.

Figure 3: Competitive Forces in Medical Tourism**Depicts:**

Competition among destinations, hospitals, and facilitators.

Lesson linkage:

Supports **Competitive Environment in Medical Tourism**.

Graph 1: Growth of Medical Tourism Business Services**Depicts:**

Increasing business activity and service diversification over time.

Lesson linkage:

Enhances understanding of **business growth trends**.

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two present business trends in medical tourism.
- Expected Outcome: Awareness of current industry practices.

Activity 2: Application Task

- Task: Identify business partnerships used in medical tourism.
- Expected Outcome: Understanding collaborative business models.

Activity 3: Analytical Task

- Task: Explain how competition influences service quality in medical tourism.
 - Expected Outcome: Ability to analyse competitive impact.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS**A. Short-Answer Questions**

1. What are present business trends in medical tourism?
 2. State two examples of service integration in medical tourism.
 3. What is a bundled service package?
 4. Why are partnerships important in medical tourism business?
 5. What role does competition play in business trends?
-

B. Essay-Type Questions

1. Explain present business trends in medical tourism.
 2. Discuss the role of integrated business models in medical tourism.
 3. Analyse the impact of competition on medical tourism services.
 4. Describe the importance of innovation in current medical tourism business.
 5. Evaluate challenges faced by medical tourism businesses under present trends.
-

C. Analytical MCQs

1. Present business trends in medical tourism emphasize:
 - A. Stand-alone medical services
 - B. Integrated and patient-centric services
 - C. Limited competition
 - D. Government monopoly

2. Bundled packages mainly aim to:
 - A. Increase complexity
 - B. Enhance patient convenience
 - C. Reduce quality
 - D. Limit partnerships
 3. Strategic partnerships help in:
 - A. Isolated operations
 - B. Comprehensive service delivery
 - C. Reducing patient interaction
 - D. Legal regulation
 4. Competition in medical tourism leads to:
 - A. Lower quality
 - B. Service improvement and innovation
 - C. Reduced transparency
 - D. Market exit
 5. Digital platforms support present business trends by:
 - A. Replacing hospitals
 - B. Improving coordination and reach
 - C. Increasing paperwork
 - D. Limiting access
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

1. Girija Prasad, P.N., *Medical Tourism: New Directions*, Adhyayan Publishers, New Delhi, 2010.
2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
3. Dixit, S.K., *Medical Tourism: Geography and Trends*, Royal Publications, New Delhi, 2012.
4. Cooper, C. et al., *Tourism: Principles and Practice*, Pearson Education, London, 2018.
5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India reports on medical tourism business development
- WHO publications on healthcare service delivery
- UNWTO reports on tourism business trends

LESSON 15: PROBLEMS, ISSUES AND FUTURE PROSPECTS IN MEDICAL TOURISM

OBJECTIVES

After studying this lesson, the learner will be able to:

1. **Explain** the future prospects of the medical tourism industry.
 2. **Identify** major problems faced by medical tourism destinations.
 3. **Analyse** key issues affecting sustainable growth of medical tourism.
 4. **Describe** challenges related to infrastructure, regulation, and quality.
 5. **Evaluate** strategies to address future problems and issues in medical tourism.
-

STRUCTURE

1. Case Studies
 2. SLM Enrichment Tools
 3. Improved Self-Assessment Questions
 4. References and Suggested Readings
-

1. CASE STUDIES – TWO LEVELS

A. Introductory Case Study

Introductory Case Study: Emerging Opportunities and Challenges in Medical Tourism

1. Background of the Sector

Medical tourism is expected to grow due to rising healthcare costs, ageing populations, and increased global mobility. At the same time, destinations face challenges related to regulation, quality assurance, and equitable access to healthcare.

2. Contextual Trigger

Several countries promote medical tourism as a growth sector; however, reports highlight concerns regarding uneven infrastructure development, workforce shortages, and ethical issues.

3. Stakeholders Involved

- International and domestic patients
- Hospitals and healthcare professionals
- Medical tourism facilitators
- Government and regulatory authorities

- Local communities

4. Managerial / Behavioural Issues

Balancing growth with quality, ensuring regulatory compliance, managing patient expectations, and addressing social concerns.

5. Relevance and Importance to the Lesson

This case highlights **future prospects, problems, and issues** that shape the long-term sustainability of medical tourism.

6. Explicit Linkage to Lesson Concepts

Directly linked to lesson sections on **future growth potential, problems, and emerging issues**.

B. Case Study for Self-Assessment

Case Study for Self-Assessment: Managing Future Challenges in Medical Tourism

Background

A medical tourism destination experiences rising international demand but faces problems such as limited skilled manpower, regulatory delays, and concerns about patient safety. Authorities introduce stricter accreditation norms and workforce training programs to address these issues.

Analytical Questions

1. Identify future prospects highlighted in the case.
2. Analyse the major problems faced by the destination.
3. Explain issues related to regulation and quality assurance.
4. Suggest measures to ensure sustainable growth of medical tourism.

Model Answers (Indicative)

1. Growing international demand and global recognition.
2. Manpower shortages, infrastructure gaps, regulatory delays.
3. Need for accreditation, standardization, and patient safety norms.
4. Policy reforms, training, quality assurance, ethical governance.

2. SLM ENRICHMENT TOOLS

A. Figures / Diagrams / Graphs (Open-Source) – Lesson 15

Figure 1: Future Prospects of Medical Tourism



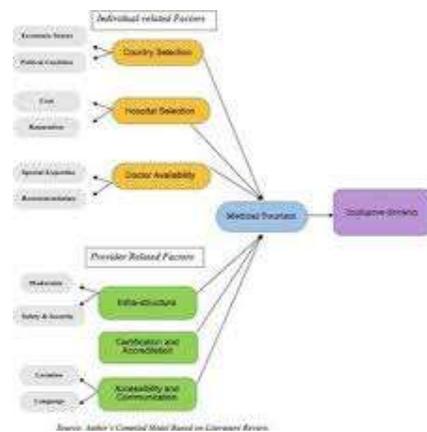
Depicts:

Rising demand, technological advancement, global patient mobility, service diversification.

Lesson linkage:

Supports **Future Prospects of Medical Tourism.**

Figure 2: Problems Faced by Medical Tourism Industry



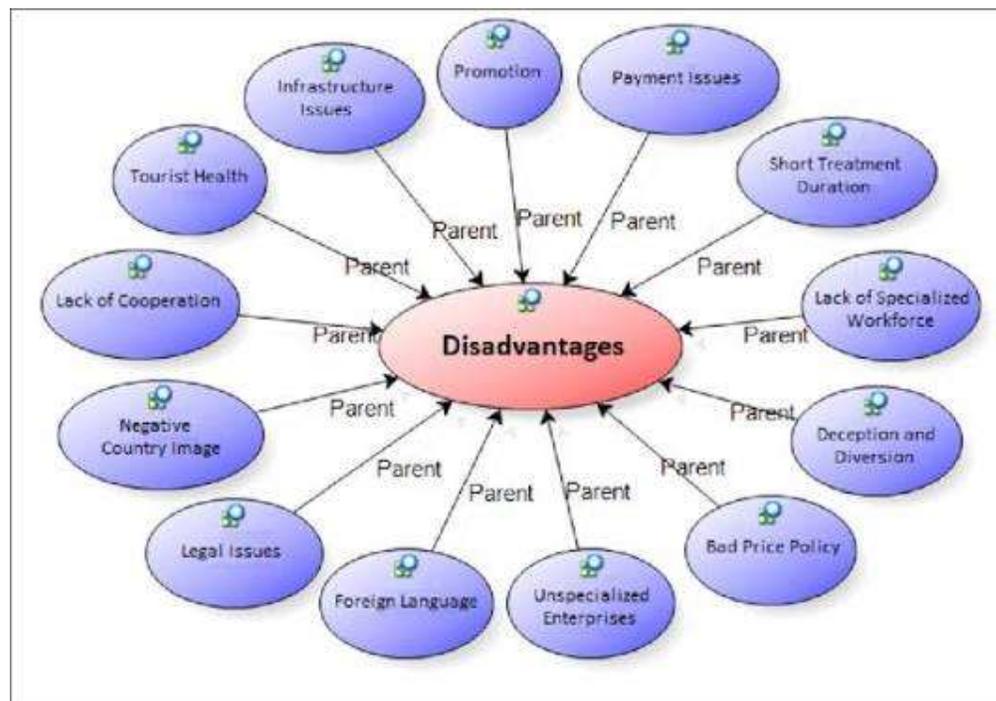
Depicts:

Infrastructure gaps, manpower shortages, regulatory issues, ethical concerns.

Lesson linkage:

Aligned with **Problems in Medical Tourism.**

Figure 3: Key Issues Affecting Medical Tourism Sustainability



Depicts:

Quality assurance, patient safety, legal compliance, environmental impact.

Lesson linkage:

Supports **Issues in Medical Tourism**.

Graph 1: Projected Growth vs Challenges in Medical Tourism**Depicts:**

Projected industry growth alongside increasing challenges and constraints.

Lesson linkage:

Enhances analytical understanding of **future outlook and risks**.

B. Student Learning Activities**Activity 1: Reflective Exercise**

- Task: List two future prospects of medical tourism.
- Expected Outcome: Awareness of growth opportunities.

Activity 2: Application Task

- Task: Identify one major problem faced by medical tourism destinations.
- Expected Outcome: Understanding operational challenges.

Activity 3: Analytical Task

- Task: Suggest strategies to address future issues in medical tourism.
 - Expected Outcome: Ability to apply problem-solving approaches.
-

3. IMPROVED SELF-ASSESSMENT QUESTIONS

A. Short-Answer Questions

1. What are future prospects of medical tourism?
 2. State two problems faced by medical tourism industry.
 3. What is meant by sustainability in medical tourism?
 4. Mention one regulatory issue in medical tourism.
 5. Why is quality assurance important for future growth?
-

B. Essay-Type Questions

1. Explain the future prospects of medical tourism.
 2. Discuss major problems faced by medical tourism industry.
 3. Analyse key issues affecting sustainable development of medical tourism.
 4. Describe challenges related to regulation and manpower in medical tourism.
 5. Evaluate measures required to overcome future problems in medical tourism.
-

C. Analytical MCQs

1. Future prospects of medical tourism are driven mainly by:
 - A. Declining healthcare demand
 - B. Rising global healthcare needs
 - C. Reduced mobility
 - D. Limited technology
2. A major problem in medical tourism is:
 - A. Excess manpower
 - B. Infrastructure gaps
 - C. Low demand
 - D. Lack of competition
3. Sustainability in medical tourism focuses on:
 - A. Short-term profits
 - B. Long-term quality and ethical growth
 - C. Marketing only
 - D. Cost reduction
4. Regulatory issues mainly relate to:
 - A. Advertising
 - B. Quality standards and patient safety
 - C. Tourism transport
 - D. Accommodation

5. Addressing future issues in medical tourism requires:
- A. Ignoring challenges
 - B. Policy reforms and quality assurance
 - C. Reduced training
 - D. Less regulation
-

4. REFERENCES AND SUGGESTED READINGS

A. Text Books

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2. Ghose, Amitabha, *Health Tourism: A Case for India*, SBS Publishers, New Delhi, 2009.
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5. Holloway, J.C., *The Business of Tourism*, Pearson Education, London, 2017.

B. Other References

- Government of India reports on medical tourism policy
- WHO publications on global health services and patient safety
- UNWTO reports on future tourism development