

Learning Objectives:

1. The course intent to upgrade the knowledge of the latest trends in tourism particularly the Health tourism in the country.
2. To understand the meaning, nature and scope of health tourism
3. To learn about different health tourism facilities available in India
4. To understand the type of licensing and accreditations required for health and wellness tourism
5. To understand different medical centers available
6. To learn the global scenario of medical tourism
7. To learn the past. Present and future of medical tourism

Learning Outcomes:

- CO1:** Students know the potential of medical tourism and able to plan better for future to promote medical tourism in India.
- CO2:** Students are able to identify various health and wellness products.
- CO3:** To be able to develop, sustain and promote medical tourism
- CO4:** To be able direct others about different treatments and medical centers in India
- CO5:** To be able to understand the enormous potential of medical tourism
- CO6:** To guide others regarding the licensing and approvals required to start a medical tourism business
- CO7:** To be able frame marketing strategies to attract tourism toward medical tourism in India

Pedagogy: Assignments, Seminars, and Presentations, Lecture-cum-discussions.

UNIT I: Health and wellness Tourism: Meaning, nature and scope and importance of health tourism - Factors responsible for growth of health and wellness tourism. Origin and development over ages - health as a travel motivator - Ancient centres of healing, Quality of Life (QOL).

UNIT II: Health and Medical tourism product - Health and Medical Tourism markets at global level, Advantages and disadvantages for India in Global Medical Tourism Market- Medical Tourism Business- Global medical tourism scenario, Stakeholders, countries promoting medical tourism – Health and Medical Tourism markets at global level.

UNIT III: Health and Medical Tourism in India- Role of Private sector in health and medical tourism. Traditional Health Care system in India - Government incentives for health and medical tourism in India- Health Insurance and Government Health Schemes in India.

UNIT IV: Certification and Accreditation in health and medical tourism - Legal Aspects of Medical Tourism: Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism. An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International

UNIT V: Medical and Wellness Centres: Major medical and wellness hubs of India - Statistical presentation growth of medical tourism in India - Types of various treatments available in India - Current and futuristic trends, Potentials, Issues and Challenges

References:

1. Conell, John, Medical Tourism
2. M. Smith and L. Puczko (2009), Health and wellness tourism, B. Heinemann
3. Raj Pruthi(2006), Medical Tourism in India, New Delhi: Arise Pub.
4. Reisman, David, Health Tourism: Social Welfare Through International Trade
5. Smith, Melanie; & Puczko, Laszlo, Health and Wellness Tourism
6. Sonali Kulkarni (2008), Spa and Health Tourism, Book Enclave, Jaipur.
7. Todd, Maria, Handbook of Medical Tourism Programe Development

