

**Medical Tourism in India- A study**

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**Abstract**

*Medical tourism is a term initially given by travel agencies and the mass media to describe the rapidly-growing practice of traveling to another country to get health care. According to Mary Tabacchi, Medical Tourism is any kind of travel to make yourself or a member of your family healthier. More recently the phrase "Global Healthcare" has emerged, and may replace the earlier terms. Such services basically include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. The agent and customer use informal channels of communication-connection-contract, with less regulatory or legal oversight to assure quality and less formal recourse to reimbursement or redress, if needed. Holiday aspects mainly associated with travel and tourism may be included on such medical travel trips. In a country like diverse India, the health care industry has capitalized on its rich cultural resource and glorious past. India has the most proficient doctors, world class medical amenities and with most competitive charges for treatment, it's a very lucrative destination for people like to undergo treatment of certain medical problems.*

*The paper focuses at the emergence of the medical tourism as a booming industry, opportunities and challenges and the key management aspects that will help India establish "India as a hub of Health Care Destination".*

*Keywords : Health Tourism, Tourist, Medical Insurance, Health Care.*

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