

TOURISM IN INDIA: OPPORTUNITIES and CHALLENGES



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CHAPTER: 22

Medical Tourism in India - A Relief or Headache for the Patient, A Critical Analysis of Role of Hospitals and Medical Tourism Firms in India

Ms. Divya Pareek

Introduction

Medical tourism covers a broad spectrum of medical services, which mixes leisure, with healthcare. This process is being facilitated by the corporate sector involved in medical care as well as the tourism industry - both private and public. Providing 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. The idea is to offer tourist, an opportunity to get away from daily routine and come into a different relaxing surrounding that helps in improving health and general well being. It is like rejuvenation of physical, mental and emotional health.

Today India is among those Asian destinations where foreign patients come to avail medical tourism facilities. Many people from the developed countries come to India for getting treated by procedures of obesity surgery, cosmetic surgery, orthopedics, dental treatment, cancer surgery, neurosurgery, and spine surgery and infertility treatment or to get rejuvenated by yoga and Ayurvedic massage.

However, a nice blend of top-class medical expertise at attractive prices is helping a growing number of Indian corporate hospitals lure foreign patients, including from developed nations such as the UK, the US, Europe and the other affluent nations with high Medicare costs look for effective options. But, it is a matter of great shame that some fraud medical tourism companies in India are deceiving innocent foreign patients in the name of low cost surgery & high quality medical treatment, and in this process many hidden charges such as commission and processing fee is asked from the tourist and instead of getting them admitted to top rated Indian hospitals these medical tourism firms get them into cheap

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