INDIA’S MONO-COMPETENCE BUSINESS ADVANTAGE THROUGH MEDICAL TOURISM – TOWARDS GLOBAL LEADERSHIP

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ABSTRACT
Medical Tourism in the global context is at the rising trend in the third world because of affordability, cost, facility and expertise of some countries from the first world and also from the third world countries too. Third world countries like Cuba, Argentine, Mexico, Hungary, South Africa, Thailand, Singapore and India are the major players in the world. Developed world look for cost savings for treatment outside the country, developing countries are looking for expertise and the cost factors for considering a neighboring country. Health tourism, in the Indian context is at par with other industry in the domestic sector. Medical tourism has many implications and impacts on the national economy, professional ethics, and medical practices and on the local economy. Non availability of the regulations in this sector in India leads to many rackets, scams and news making events. With adequate regulatory measures this sector has ample tourism business to contribute to the national economy and regional employment in direct and indirect terms. India can grow as the Asian tiger in medical treatment with the available support and the resources with expertise. Only in this decade the concept has taken corporate medical business, catering to Africa, Middle East, Europe, Asian neighbours and America. Out of many rising tourism concepts this has shown the power punch in the business trend, by making India a favoured treatment destination. Impacts, problems, issues, and opportunities of the medical tourism are examined in this article.

KEY WORDS: Incredible India, Health Sector, Corporate Hospitals, Public Healthcare, Foreign Patients.
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