



Research Paper

The Necessity of Travelling to India for Medical Care

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Abstract

India is now a top place for medical tourism since it offers high-quality healthcare at a far lower cost than Western countries. This article examines the primary factors driving the expansion of medical tourism in India, such as the presence of proficient healthcare professionals, advanced medical infrastructure, affordable treatments, and a wide array of procedures ranging from elective surgeries to traditional Ayurvedic therapies. The research also looks at the problems the sector is having, like problems with regulations, language limitations, and worries about post-operative care. The effects of medical tourism on India's economy and healthcare system are also looked at, showing both the good things and the bad things that could happen. The essay ends with suggestions for long-term growth and a better experience for international patients, making India a global centre for affordable and cutting-edge medical treatment.

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INTRODUCTION

1. Getting Started with Medical Tourism

"Going across international borders to get health care" is what medical tourism means. India is becoming one of the most popular places for medical tourism. Thailand, Singapore, Malaysia, Latin America, and South Africa are also becoming

known as places where people go for medical tourism. India's biggest benefit is that its medical services are very affordable. In Western countries, the cost of basic packaging procedures is far greater than in India. The Indian health care system is strong because it works well in the unorganised, low-tech, and low-cost parts of health care. There are a lot of well-educated and

skilled health care workers accessible. The government's policy to improve the quality of health care delivery is a key part of this optimistic development. India is very popular with medical tourists because it is easy to get to very advanced treatments and technologies.

Tourists flock to Delhi, Chennai, Mumbai, Bangalore, Hyderabad, Amritsar, and Nagpur because they are familiar with the culture and can get good medical care. The effectiveness of traditional health care procedures is very essential. India has the best mix of modern and alternative therapies for medical tourists. The International Medical Services Council of India is made up of both private and public health care providers who help people who travel abroad for medical care. Cardiac surgery, orthopaedic surgery, cosmetic surgery, infertility treatment, and dental care are the most popular medical treatments that bring visitors to India. Medical tourists travel to India because they can get good medical care at a low cost [1]. People also come from nearby countries like Bangladesh, Pakistan, Nepal, and Sri Lanka where there aren't enough good amenities. Most medical tourists come from Iraq, Nigeria, Iran, Afghanistan, and Yemen. People come to get surgeries like knee replacement, bypass surgery, and cosmetic surgery. There are many big and well-known hospitals in the country, but the main ones are in Delhi, Chennai, Bangalore, and Mumbai. The hospital industry has also grown quickly. Providers are companies that specialise in things like billing, claim adjudication, medical documentation, and other associated tasks. Some of the high-quality medical services that are available are test-tube infants, surrogacy, high-tech procedures for the heart, children, teeth, cosmetics, and bones [2]. Healthcare communities like to go to Delhi, Mumbai, Bangalore, Hyderabad, Nagpur, Amritsar, Jaipur, Chandigarh, Pune, Goa, and Cochin. The spice and success of medical tourism in India may be due to the fact that super-specialty healthcare facilities are available for a fraction of the cost in the industrialised world; Indian gurus of modern medicine are considered to be among the best in the world; English is widely spoken; a wide range of service providers, including hospitals and resort hotels, can arrange a visit to the Taj Mahal; traditional medicinal herbs, spas, yoga, and Ayurvedic medicine make India very appealing; and there are skilled, dedicated staff who accompany patients and meet their specific needs. The Indian government is a big part of making medical tourism happen. A national health policy that sets basic requirements for hospitals and other for-profit health care providers is very important. This law is projected to make India a world leader in medical tourism.

2. History of the Past

Medical tourism has been a common thing that brings individuals from different places together. People from both nearby and faraway countries come to India for medical tourism to get skilled medical care. At first, international patients could get cheap care at teaching hospitals like AIIMS. After that, both private and public hospitals saw more medical tourists coming in from Pakistan, Afghanistan, Bangladesh, and other nearby

countries. The government wants teaching hospitals to do more to help private facilities in the medical tourism industry in order to promote medical tourism. Premium private hospitals help with this goal by advertising their services online, which brings in patients from nearby countries, Gulf states, and the NRI population. At the moment, corporate hospitals in Delhi, Chennai, Bangalore, and Mumbai are the most popular places for people to go for medical care [1].

3. 3. What makes people want to go to India for medical care?

Medical tourism is when people leave their home nation to get a variety of medical and health treatments in another country. Several countries have become popular places to visit because they offer high-quality services at lower prices than Western countries. More and more medical tourists are choosing India as a place to visit for health and wellness services. Some reasons include that it's cost-effective, the therapy is good, modern medical technology is available, and it's culturally appropriate. Cardiac, neurosurgery, orthopaedics, eye care, oncology, cosmetic procedures, reproductive treatments, and dental care are some of the most common types of care people look for in India [1]. Chennai, Delhi, Hyderabad, Mumbai, and Bangalore are some of the most important Indian destinations for medical tourists. They have a wide selection of private hospitals and services [3].

3.1. Cost-Effectiveness

Medical tourism is when people travel to other countries to get medical care [3]. It has become a fairly regular thing because healthcare costs are going up and the quality and availability of care at home are limited.

One of the main reasons why overseas patients come to India is because it is cheap. In India, a surgery costs about 20% of what it costs in the UK and 10% of what it costs in the US. In India, you can occasionally get these prices even lower because you can haggle and get package deals. In these countries, health care expenditures are fixed and insured. Budget-conscious medical tourists also care about things like good forex conversion rates, low or no consultation costs, short wait times, and the chance to visit an exotic place. In India, healthcare facilities must follow strict rules for how to communicate in English, have cutting-edge technology in the medical field, and keep up with the highest standards of clinical quality. A large number of qualified healthcare workers means that services are high-quality and affordable. Because most of the patients come from English-speaking nations, India is a good place for them to go because there is a large Indian diaspora there who understands their culture and can support them through the treatment process. In general, India is a cost-effective and technologically advanced place to go that follows the finest standards in medicine.

3.2. The quality of healthcare services

The rise of medical tourism in India shows that more people are aware of the country's high-quality medical care, low-cost

healthcare services, and cutting-edge medical technology. Television and the Internet are examples of networked communication media that make it easier for people to share information and affect the choices of travellers. Cardiac and orthopaedic surgery, kidney transplant, organ transplant, eye surgery, oncology, dentistry, and cosmetic surgery are all common treatments. New Delhi, Chennai, Mumbai, Hyderabad, Pune, and Bangalore are India's biggest cities and have become popular places for health tourists to visit. However, medical tourists have problems with legal issues, quality assurance, ethical concerns, and post-operative care.

Some Indian hospitals have cutting-edge technology that makes them as good as the greatest hospitals in the US and Europe. Indian hospitals and clinics offer a wide range of medical services that meet international standards at far reduced prices. The country's different climates, landscapes, and natural settings make for a wide range of vacation packages, including spa and wellness tourism. The doctors and nurses in Indian hospitals are quite well-trained, and many of them have worked in other countries. Many of them also speak English and other major European and Asian languages fluently. Many hospitals take major international credit cards and have full-service travel desks that take care of all travel needs. This makes sure that medical tourism conditions are up to par [1] [3].

3.3. The availability of advanced medical technology

India is one of the rare places that has a lot of excellent medical facilities. The country has the resources to provide medical care and services to patients who need high-tech heart, paediatric, dental, cosmetic, and orthopaedic surgery, as well as test tube baby procedures, surrogacy, and traditional healing methods. Medical tourists often want knee and hip replacements, bone marrow transplants, bypass surgery, breast lump removal, haemorrhoidectomy, cataract surgery, and cosmetic surgeries. Medical tourism does not include emergency services, such as helicopter trips for accident victims who need medical care. Most hospitals give family members who are with the patient preventive health-check packages, as well as AYUSH and other alternative medicine therapies [1]. Initially, patients from nearby countries like Bangladesh, Nepal, Pakistan, and Sri Lanka came to India through government-run teaching hospitals like the All India Institute of Medical Sciences (AIIMS) because they were cheap. Patients from Pakistan, especially kids with cardiac problems, often go to hospitals in Hyderabad and Bangalore for care. More and more people are choosing both government and private hospitals. The government supports the usage of teaching hospitals by making the health infrastructure in the area better for private businesses. The Ministry of Tourism maintains a list of medical institutions that are certified as specialised centres for medical tourism. Private hospitals also offer their speciality services online. Apollo Hospitals, Escorts Hospital, Fortis Hospitals, Breach Candy, Hinduja, Asian Heart Institute, Arvind Eye Hospitals, Manipal Hospitals, Mallya Hospital, and Shankara Nethralaya are some of the biggest service providers. Most of the hospitals listed above are NABH-accredited, while a few have also received

JCI accreditation. AIIMS also wants to be known as a top medical tourism destination. Delhi, Chennai, Bangalore, and Mumbai are the main hubs for medical tourism. These cities are quickly becoming important centres for the business. The safety and security of patients are of the utmost importance in the growth of the health-care tourism industry.

3.4. Familiarity with Culture and Language

Being familiar with a place on a cultural and linguistic level makes it easier to form medical partnerships. Traditions, clothing, food, music, philosophy, and language all play a role in how much someone likes a place's culture and values. Patients must be open to those things in order to go on medical trips. India is a popular place for medical tourism because of its cultural ties, which are an important part of growing the sector. Those from South Asia and other nations, as well as those from other countries, feel a connection to Indian ideals, clothing, food, languages, and way of life because of their religious and cultural ties. Cultural and linguistic characteristics have made it easier to work with countries like Malaysia, Singapore, and those in the Middle East. Patients from the US and many African and European countries also share Indian values on a global scale [1].

4. Common Medical Procedures

Visitors visiting India can have a wide range of medical treatments, such as heart surgery, knee and hip replacements, plastic and cosmetic surgery, eye and dental care, and fertility services. The country's hospitals can treat a wide range of problems, such as coronary artery disease, joint diseases and fractures, tumours and cysts of all kinds, and other common illnesses. The most prevalent services do not include cancer treatment or organ transplants. India's healthcare facilities also include programs to help people get clean and sober from drug and alcohol abuse.

Patients coming into the country can choose from a select group of top-notch hospitals, clinics, and care centres. The cost and quality of care might be very varied across different places and providers. Tourists normally have to pay for all of the services themselves because public insurance usually can't cover the prices. However, patients from other South Asian and Middle Eastern nations may get help with their bills from their home governments. Most medical tourists come from Europe, North America, and West Asia. People from emergent markets like the Caribbean, South and Central America, and Africa also plan trips. People from other countries who want to get treatment often say that the existence of Indian expatriate groups and cultural familiarity are important factors in their decision, combined with the availability of high-quality and low-cost treatments [1].

4.1. Surgery on the heart

India has a long history of doing great work in heart surgery, and many people from other countries go there for treatment [4]. In general, the quality of the cardiac care services is good. In the region, India has the best technology and surgical

expertise for heart surgery. The expenses are frequently far lower than in Western countries, and things like English-speaking doctors and nurses and fewer cultural barriers make people more likely to travel to the country for this treatment.

In India, the number of hospitals that do coronary bypass surgery is constantly rising, which is similar to what is happening in the United States. In Indian institutions, coronary bypass surgeries normally cost less than \$15,000, but in California, the average cost is above \$50,000 [5]. There are also other reasons why the treatment costs far less than in the U.S. These include reduced doctor and labour costs, less engagement from third parties, package pricing, less collaborations with hospitals, and fewer malpractice lawsuits.

4.2. Surgery for the bones

More and more medical tourists are going to India for orthopaedic surgery. Orthopaedic surgery is the branch of medicine that deals with injuries and illnesses that affect the bones that support the bodies of people and animals. People who travel to India for medical care often do so to get economical, high-quality care for major reconstructive surgeries like knee and hip joint replacements, bone marrow transplants, coronary artery bypass surgery, and other major surgeries [1]. Several institutions actively promote alternative medicine for rehabilitation alongside traditional surgical methods, and the acceptance of alternative medicine is growing quickly. Because of this, Indian companies that offer medical tourism services have teamed up with holistic retreat services to help travellers recover after surgery. To ease the worries of many foreign surgical patients, hospital staff stress India's safety and hospitality as part of the package. People who are recovering without family support can often get travel packages, assistance for carers, and language services. Many people from Bangladesh and Bhutan who travel to India for medical care get orthopaedic surgery there that they can't get in their own countries. These visitors also make up a large part of the cardiac and cosmetic tourism flows to India. This is a big part of a market that brings in tens of thousands of international travellers every year. The appeal of Indian facilities in the region and beyond can be explained by a mix of traditional and new services, as well as budget concerns and social norms.

4.3. Surgery for looks

Cosmetic surgery is a perfect example of India's silk route strategy. It targets wealthy traders who spend a lot of money through the medical corridor, and it uses relationships with tourists who come to India to promote travel out of India and build networks with wealthy Indian Diaspora communities abroad [1]. Still, the distance and legitimacy problems make it hard to trade "unique" services on a regular basis. Health tourism is an exception since there are so many different ways to get services, like elective procedures like heart and orthopaedic surgery, cosmetic surgery, reproductive treatments, and dental care.

India's cost advantage as a source of medical goods and services is already significant, and the fact that medical tourism crosses borders makes it even bigger. The TO accounts for over three-quarters of the country's GDP, and the exchange-rate difference makes the savings from not having to pay for healthcare even bigger. For example, a surgery that costs \$50,000 or more in the US can be done for \$5,000 in India. Preference-for-travel is strong among high-income people in the Middle East, where personal limitations, a lack of local healthcare facilities, and a lack of financial resources make India a popular place for both medical care and leisure [2]. India has great health care facilities, especially for heart surgery, heart care, and cosmetic surgery. It also has great facilities for more specialised services like test-tube infants and surrogacy. In 1996–97 and 2002, the government stopped giving out stopover visas. Now, these travellers are called "medical tourists" instead of "business tourists."

4.4. Fertility Treatments

Reproductive medical tourism (RT), often called "cross border reproductive care," is when people travel across borders to get assisted reproductive technologies (ARTs). RT is a big part of India's growing medical tourism industry. Clinics there offer gamete donation, intrauterine insemination, in vitro fertilisation, intracytoplasmic sperm injection, preimplantation genetic diagnosis (PGD), and maternal surrogacy. Indian clinics regularly market their services to international clientele, especially in surrogacy and preimplantation genetic diagnosis (PGD) [6].

4.5. Taking care of your teeth

Indian dental care offers customised treatments for both out-patient and in-patient procedures, characterised by cost-effectiveness and international accreditation [1]. There is a strong need for good dental care, which is why both the government and the commercial sector are putting money into national initiatives [7]. Standards stress the safety, effectiveness, comfort, accessibility, affordability, and timeliness of care.

Dental Team Levels 1 and 2 cover out-patient dental operations. These include oral exams, preventive care, restorative care, root canal therapy, minor oral surgeries, periodontal care, prosthodontics, and orthodontics. Most in-patient therapies are at Levels 3 and 4. They include complicated oral surgeries, extractions, whole mouth restorations, comprehensive periodontal treatments, sophisticated prosthodontic and orthodontic procedures, and orthognathic and nose surgeries.

5. Important Places for Medical Tourism

Most medical tourists choose public and private institutions in and around India's major cities, some of which have become important medical tourism centres [1]. New Delhi, Chennai, Bangalore, Mumbai, Hyderabad, and Kochi are some of the most popular places to visit. These big cities have world-class medical services that are affordable, a booming medical tourism

industry, experienced health professionals, and hospitals, amenities, and support services that are designed for international patients [2]. These features draw in overseas patients who benefit from the low cost of therapy and the high quality of care.

5.1. Delhi

Delhi is a prominent centre for medical tourism in India. Patients come to hospitals like AIIMS, Apollo Hospitals, Fortis, and others mostly from Afghanistan, Bangladesh, Bhutan, Myanmar, Nepal, Pakistan, Sri Lanka, the Gulf countries, and non-resident Indians. These places offer a wide range of services, such as test-tube infants, surrogacy, procedures for the heart, children, teeth, cosmetics, and bones, as well as conventional healing methods. Also, family members who go with you are encouraged to get regular health checkups. Government programs encourage public teaching hospitals to boost medical tourism by making private hospitals stronger. Private hospitals, on the other hand, spend a lot of money on advertising. Apollo Hospitals, Escorts, Fortis, Breach Candy, Hinduja, Asian Heart Institute, Manipal Hospitals, Max Healthcare, Medanta, and the not-for-profit Foundation for Medical Treatment of Armies (FMTA) are some of the most well-known healthcare facilities in Delhi. Ahire [2] said that hospitals in Delhi get a lot of foreign patients, mostly from the UK, the US, and Canada, who want to have elective surgeries with reduced wait times.

5.2. Mumbai

Mumbai Medical Tourism: The Way to Get to India's Healthcare Services

Mumbai, the capital of Maharashtra, is the key entry point to India's healthcare system and medical tourism business. It is India's financial, commercial, and entertainment centre, and it is also where Bollywood, the Hindi film industry, is based. This city is a popular site for business and the film industry, and it has a number of well-known healthcare facilities. Hospitals in Mumbai see a lot of foreign patients from developed nations like the UK, the US, and Canada, where government health systems are stretched too thin and elective surgery takes a long time to get. Patients from East Africa and the Middle East also come to Mumbai for treatment. This connects their healthcare systems to India's medical tourism business and increases the number of people looking for economical, high-quality care.

5.3. Bangalore

Bangalore is another city that is becoming popular for medical tourism, with more and more overseas patients coming to the city [1]. Bangalore is known as the "Garden City of India" because of its lively culture and pleasant weather. The city's multicultural population and huge international airport make it a good place to satisfy the growing need for medical tourism resources. Bangalore's hospitals used to be thought of as mostly local providers, but they are now very advanced and supported by a thriving medical industrial complex. Medical tourism is expected to be a major driver of growth in the South Indian

economy as public assets are turned into "health zones" for international patients [8].

5.4. Chennai

Patients from other nations, like the UK, the US, and Canada, are coming to Chennai, India, for elective surgery because they want to wait less time. India encourages medical tourism by providing high-quality service at reasonable prices. The attractiveness is enhanced by modern facilities, trained specialists, and traditional remedies. To encourage medical tourism, the government has started campaigns, road shows, and marketing materials like films and social media posts. There is now a National Medical and Wellness Tourism Board, and a healthcare site that lists the best hospitals and clinics. The e-tourist visa now covers medical visits, and holders can stay for up to six months. India is one of the top six places in the world for medical tourism. In 2015, the medical-value-travel sector was worth \$3 billion. By 2020, it is expected to be worth \$9 billion. There are a number of places that are good for medical tourism. For example, East Coast cities have good medical and cultural infrastructure, Singapore has a competitive tax and regulatory environment, and the Asia-Pacific, Latin America, and Europe have a wide range of market potential. Canada is an important transit point for the global sector since it has solid rules and a lot of marketing. In India, you can have a wide range of treatments, such as thyroid surgery, kidney transplants, complicated heart surgeries, reproductive care, and cosmetic treatments [2]; [1].

5.5. Hyderabad

Hyderabad has become one of the most popular cities for medical tourists, and it is also known as India's healthcare hub. With multi-specialty hospitals, cutting-edge technologies, and well-known doctors, the city has become a major player in the healthcare field. As a result, it has become a popular destination for medical tourists from the US, UK, Canada, and other places across the world. Patients are mostly drawn to the fact that they can get high-quality medical care in areas including bariatrics, cardiac care, nephrology, urology, cancer, orthopaedics, and fertility therapies. Other things that make it appealing are its rich cultural history, easy communication, a wide range of food alternatives, and many ways to have fun. India's embrace of these benefits has led to the creation of world-class hospitals that provide high-quality medical care at prices that are relatively low.

6. Regulatory Framework

There are many laws and rules that govern the country's healthcare systems. Medical tourism is a business that doesn't have a formal governing body, and there isn't a complete legal framework for its control. The Indian Constitution gives State Governments the job of regulating health and education. The Union Government, on the other hand, oversees the actions of the State Governments and organises national efforts through the Niti Ayog [1]. This is because health is important to everyone. The risks of medical tourism have not yet been fully

addressed by government regulations. The World Health Organisation (WHO) set up a medical audit for the Association of Bio-Medical Research Institutions (ABMRI) to follow. The audit is based on WHO recommendations and works within the context of national laws. The government tries to stop international patients from being taken advantage of when they come to India for medical care, promote medical tourism, and make sure the care is good [3]. The National Trust Bill and the Medical Treatment Pricing Control Bill set rules for how much medical care costs and how easy it is to get. The Ministry of Tourism, the Board of Approval, the Ministry of Health, the Ministry of Family Welfare, and the Indian Council for Medical Research are all in charge of different parts of regulating medical tourism in India right now. The government has recognised the sector's potential and is working on a medical tourism program to help it grow and become more popular.

7. Problems that medical tourists have to deal with

Legal challenges and regulatory obstacles in medical tourism encompass the lack of a definitive legal framework for the industry, challenges in adjudicating disputes arising from malpractice or carelessness, and issues associated with securing treatment visas [1]. Ethical issues include the lack of clear rules to control marketing strategies, cases of unfair advertising and lack of openness, the fact that medical tourists are treated differently than local patients, and ethical issues surrounding procedures like organ transplants, surrogacy, and stem cell research. There are many local and international accreditation agencies with different criteria, which makes it hard to judge the quality of care provided by Indian hospitals. There are also ongoing problems with corruption and violations of contract [3]. Another big problem for medical tourists in the country is finding dependable, quick, and cheap post-operative care, even though many providers are working on it.

7.1. Legal and moral problems

Even while Indian policy is starting to recognise medical tourism more and promote the private health sector, the topic is still not well studied, and government ministries are still arguing about how far this kind of growth should go. Medical tourism in India mostly targets affluent individuals, failing to meet the health objectives of the broader population. It has little effect on maternal health, infant mortality, and nutrition, and it doesn't do anything about the ongoing threat of communicable diseases. More troubling is the fact that the current way of doing medical tourism, both in India and elsewhere, is mostly dependent on the constant growth of private medical services, which will probably make the health system as a whole work worse. Studies show that privatisation without rules, together with medical tourism, may mess up the process of determining priorities and have big detrimental effects on key health indices. The problems are made worse by the unrealistic hope that medical tourism will bring in enough money to help pay for part of the costs of a neglected public health system. Medical tourists usually don't mix with the rest of the population, but there are a number of additional ethical issues that need to be

looked at in India. To keep the growth going, India needs to build up and promote its image as a top medical tourism destination on a worldwide level, among other popular places. It also means making new medical tourism goods, which keeps the quality of affordable and accessible medical care high. To keep the flow of foreign medical travellers going strong, it's important to give well-organised and comprehensive brochures that break down the many services, procedures, and facilities that are available. Another important part is accreditation, which means that the medical facility gets approval from either internal regulatory bodies and medical facilities or outside organisations to reassure clients about the quality of care and/or services. Lastly, it is important to focus on accurate observations and trend analysis of the target markets in order to take into account the medical demands of potential medical tourists while making new medical tourism goods. Medical tourists are drawn by the potential of receiving affordable medical treatments and competence without extensive travel, motivated by cultural affinity and familiarity... [1] [9]

7.2. Quality Control

Quality assurance is very important in India's growing medical tourism industry. The country has made a lot of progress in making sure that medical care and services are of high quality, thanks to the availability of innovative medical technology. Hospital websites and global media make it easy to find information on quality certifications, accreditation, and international awards. These things help people learn more about alternative medical therapies and make India look good as a place to get high-quality medical care. Even though there are a lot of trained doctors, nurses, and paramedics, staff shortages are still a problem. Also, not knowing enough about cultural differences has been pointed out as a possible problem. Still, the school system keeps producing experts who can satisfy the expanding need for high-quality healthcare across the country. The Joint Commission International (JCI) recognises and gives accreditation to various Indian hospitals. This means that their standards are equal to or better than those of Western medical facilities. Quality is consequently a crucial factor in choosing a healthcare provider, so making sure of it is important for getting and keeping overseas patients [1].

The Indian medical tourism industry recognises four primary factors that affect the selection of a provider: personnel, procedures, facilities, and technology. People are interested in having access to highly qualified medical professionals, many of whom have degrees from well-known schools abroad. This gives them a big edge over the competition. Processes include following quality standards and, if possible, getting accreditation from internationally recognised organisations that check medical care. Infrastructure needs access to top-notch medical equipment and well-kept facilities that can manage a lot of patients quickly. Technology necessitates the prompt integration of contemporary medical devices, diagnostic instruments, and life-support equipment vital for providing services that meet the rigorous standards of international

patients. These variables work together to provide the overall foundation for medical tourism in India [3].

7.3. Care after surgery

Medical tourists who choose India must carefully arrange their post-operative care needs, as ignoring this part might have serious health effects, even death. Some hospitals let patients choose to stay at the same place after they leave, which is convenient but typically pricey. You might also hire private nurses through an agency or on your own, or get help from trained people you know personally. The traveler is exclusively responsible for organising reliable post-operative care because there is no single national body in charge of these operations [1].

8. Strategies for Marketing and Promotion

As technology improves and medical tourism destinations compete more with each other, new marketing methods are being developed that make medical communication cheaper, more focused, more personalised, and easier to track [1]. Digital media technologies make it easier for medical tourism providers to get in touch with both new and old consumers. This helps them get new patients and keep the ones they already have. The four main ideas behind digital marketing are Reach, Engage, Educate, and Evangelise. Internationally, strong alliances and collaborations with industry (and referral agencies) in important international markets bring in patients. This method works well with the move towards digital and consumer-driven marketing.

8.1. Marketing on the Internet

The fading or lack of national borders, along with advances in technology, has led to a huge rise in worldwide travel. As a result, medical tourism, which is when people go to different countries to get medical care, has become very common [1]. WTTC estimates that almost 100 million people travelled internationally for medical reasons in 2013, and that the business was worth about \$40 billion. Medical tourism, which includes treatments for health and cosmetic purposes, is one of the fastest-growing types of specialised tourism in the tourism business. India is especially interested in the rise of medical tourism since it has a modern, low-cost health care system and a rapidly growing economy that makes it a good position to compete for medical tourists. Digital platforms, like the Internet and social media, are very important in changing how medical tourists feel about choosing a place based on health and beauty factors.

8.2. Working with international agencies

International partnerships have become a key part of India's medical tourism scene. To get medical tourists, Indian hospitals have teamed up with hospitals in other countries. For example, Fortis Hospital in Mohali and Partners Healthcare System in Boston have a referral agreement [1]. These kinds of agreements make India a more trustworthy place to get treatment by making it easier for patients to suggest others. The Indian travel sector actively promotes medical tourism by

offering packages that include airfare, lodging, and surgical costs. Marketing includes ads in magazines, guidebooks, and journals, which are sometimes backed up by testimonials that stress the quality of care and the money saved. The Indian government supports these efforts via rules and incentives, such as faster visa processing, tax breaks, lower import duties, and building up the country's infrastructure. It is widely accepted that tourism, health, and communication departments need to work together to provide good patient care and create an environment that is good for the expansion of medical tourism. The Ministry of Tourism talks about India's low-cost but high-quality medical facilities, traditional remedies, and competent personnel to show how medical tourism might be a big business [2]. There are many ways to raise awareness through promotion schemes like the Incredible India brand's international campaigns, road shows, and materials that are spread around, such pamphlets and films. Social media marketing adds to these efforts, and the creation of the National Medical and Wellness Tourism Board makes sure that the sector has the backing it needs to grow. The Healthcare Portal India gives detailed, multilingual information about the best healthcare providers, making it easier for potential patients to make informed decisions. Visa rules have changed as well. For example, the e-tourist visa now covers medical visits, and the e-Medical visa lets people stay for up to six months. These coordinated actions have made India a major medical tourism destination. By 2015, it was the third most popular destination in the world, and it had the potential to grow the sector from a \$3 billion market in 2015 to a \$9 billion opportunity by 2020.

9. Case Studies

Medical tourism is not a novel notion; the practice of going significant distances to obtain medical services is prevalent in contemporary India. Both traditional economic theory and social network analysis suggest that medical travel entails a utilitarian calculus, alongside social interaction and a certain level of substitution [1]. Although some criticism persists regarding the motivations and views of medical tourists, numerous empirical investigations validate the economic-pragmatic factors [3]. Not only do medical tourists come because of inexpensive rates [2], but they also choose their destination based on the availability of sophisticated medical facilities and technology, high-quality medical care, and familiarity with the language and culture of the destination country. These five factors are the conventional way to explain medical tourism, and they are also the standard way to compare Indian medical tourism to medical tourism in other countries.

9.1. Stories of Successful Medical Tourism

In 1998, India did its first successful liver transplant [2]. The patient made a full recovery and went home after two months. This was a big step forward for the country's medical skills [1]. Even now, this country is a popular place for medical tourists from the US, Canada, and the UK to go for world-class care at low prices. About 300,000 Americans go abroad every year to work in healthcare settings, and a lot of them go to India. Along

with the patients who travel to our nation and already have friends and family here, it is thought that more than 2 million people from around the world could visit India for medical care.

9.2. Comparative Study with Other Nations

The UK is a top choice for medical tourists, bringing in between 35% to 40% of the world's medical tourists. Spain comes next with about 20%, then Germany, Belgium, and Poland are in third, fourth, and fifth place, in that order [3].

More than 50% more insurance firms in the Middle East are paying for medical treatment overseas, which means they are getting a big piece of the global medical tourism business [2]. Most medical tourists in the Middle East are from the country where they live and are looking for care that isn't available there or to avoid excessive wait times [1]. People in the Middle East think that the region is reliable and known for certain procedures, thus the high expense of therapy is not as big of a deal.

A lot of research into different markets shows that India has a lot of potential to become a top medical travel destination.

10. Experiences and testimonials from patients

Stories from medical tourists show how well India's well-known healthcare professionals and high-quality medical services worked for them. Interviews with more than 30 patient visits, mostly from India and Africa, show that they compare healthcare in their home countries to healthcare in India, trust the Indian medical system, know that service quality can vary, and rely on personal recommendations [1]. Patients emphasise the importance of pledges from Indian hospitals on ongoing treatment, occasionally entailing excessive commitments. The Indian Ministry of External Affairs has highlighted similar comments from Senegalese patients, which support the idea that India is becoming known as a top place for economical and high-quality medical care. This is in line with what organised interviews with medical tourists have shown [2].

11. Trends in Medical Tourism for the Future

India's future in medical tourism is one of the most important areas for growth since it has great infrastructure, contemporary facilities, and lower costs. New markets are also opening up, such as Nigeria, Kenya, Tanzania, and others [2].

Medical tourism has become a popular trend in the global healthcare sector, representing a historical milestone in healthcare delivery, as advanced medical practices and technologies promote health tourism [1]. The future of medical tourism depends on cutting-edge technology, such digital informatics, which lets patients get medical care in different cities, countries, and continents. For example, a patient in India can simply set up a type of treatment in Malaysia without going to the hospital. This makes Malaysia a popular place to get treatment on a national, regional, and worldwide scale. To get more tourists, several developing countries' governments and

healthcare providers are constructing medical tourism zones or clusters.

11.1. Technological Progress

Technological advancements are enhancing flexibility and personalisation within the healthcare sector and have facilitated medical tourism in India [2]. Patients all across the world are more and more likely to go abroad for medical care because of technology, rules, safety, and medical staff [1]. More and more wealthy patients from developing nations are following the lead of patients from rich countries and going abroad for care. Most of these patients come from Western Europe and North America and go to Asia and South America. In 2005, less than 1% of patients from Western Europe and North America went to India, Singapore, and Thailand. In contrast, almost 10% of patients from North Africa who were originally from North America or Western Europe sought care in North Africa. India, China, Singapore, Malaysia, and Thailand are at the top of the list of countries where medical tourism is growing, starting, or has a clear chance of growing. Tourism and hospitality are a part of medical tourism, but the way they work and what they focus on change depending on the patient's condition and group. A package of transportation, lodging, hospitality, and medical treatment services is the best way to show the key parts of medical tourism.

11.2. Markets that are growing

In the past, those who travelled outside of their own country to get medical care were termed "medical tourists" or "health tourists." This has become a huge global trend in recent years. The main reasons for this practice are the high expenses of medical care and long waiting lists in highly developed countries, where there have also been reports of shortages of medical and nursing staff. The quality dimension also often makes a medical vacation worth while. Because many countries that are known for this procedure are now very full, several new places with world-class medical facilities at inexpensive prices have caught the attention of the postindustrial world. Mexico, Thailand, Hungary, India, and the Philippines are the key prospects in this group. This group may soon include some African countries. India is one of the most popular places to go for medical care. The main reasons are that operations are cheap, there are a lot of qualified and experienced specialists, the latest medical technology is available, and there are well-known terms of reference for pilgrims from the subcontinent. India is also noted for having a wide range of modern complementary medicines, such as Ayurveda, Unani, Homoeopathy, and Siddha. Tamil Nadu, Andhra Pradesh, Karnataka, and Maharashtra are the main places where people go for medical excursions. This prospect is bolstered by the recent relaxation of electronic immigration restrictions and the emergence of a healthcare network that has become a cornerstone of the economy and the interests of several global stakeholders [1].

12. CONCLUSION

India has traditionally drawn medical tourists from the Middle East, Africa, and other regions of Asia. Around four million people have come to India for medical tourism, and the business is growing at a rate of more than 30% per year. Hospitals provide a wide range of services, such as heart surgery, orthopaedic surgery, cosmetic surgery, fertility treatments, and dental care. The rates are very reasonable; a hip replacement can cost as little as US\$8400, which is often a quarter of what it costs in Western countries. Most services only take cash, but some prices are covered by more local and international insurance companies. New Delhi, Mumbai, and Chennai are the most popular places for medical tourists to go. There aren't many rules regulating medical tourism, and the ones that do exist aren't very clear. This raises worries about legal, ethical, and quality-assurance issues. The federal government hasn't made any explicit rules for medical tourism, but some states are thinking about licensing procedures and legal Safe Harbour agreements. Post-operative care in the patient's home country continues to pose difficulties [1]. There are a lot of high-quality, low-cost care options in India, according to both patients and doctors. There is evidence that medical tourism can continue to grow over time. At the same time, it doesn't seem plausible that any increase in India's medical tourism industry will hurt India's already restricted public health resources. Medical tourism in India can be an important part of the country's overall economic development plan if it is kept within a sustainable framework. The Indian government is now thinking about things like specialised "medical visas" and stricter rules for travel companies to help the industry stay on a sustainable path [2].

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