

# MBA HA-I05: WELLNESS AND MEDICAL TOURISM

03 Credits

## Learning Outcomes:

1. To gain an insight into the medical tourism industry and management of health tourism services.
2. Innovative integration of wellness sciences and management principles from an applied perspective.
3. To demonstrate the knowledge of the medical tourism sectors so they can choose medical facilitator as a career option.
- 4 To explain the medical Tourism market, their requirements, and Govt policies to promote medical tourism.

## UNIT I

### Introduction:

Definitions and Concepts of tourism, Tourist destinations, Services and industry, Types of tourism, Introduction to wellness; wellness travellers and its type, the difference between wellness tourism and medical tourism.

## UNIT II

Yoga, Medication and other forms of traditional and indigenous method of treatment, Events and Concepts of MICE; Evolution of MICE industry, Components; Economic and social significance of MICE, Planning and Sustainable Planning for MICE, Professional meeting planning-definition, types, and roles; associate, corporate & independent meeting planner, Trade fairs and exhibitions.

## UNIT III

Concept of Medical Tourism; Nature and Scope of Medical Tourism, Marketing, and packaging of Medical Tourism, Regulatory laws & Ethical issues for Medical Tourism, Common fields of care in Medical Tourism, Merging with pleasure tourism, Issues of Safety and Security, Prevention of Malpractices; Medical Tourism - Issues and challenges, Medical Tourism: The Future of Health Services.

## UNIT IV

Medical tourism in India, Types of treatment in medical Tourism: Outbound-Inbound, Intrabound health Tourism services, Factors affecting Medical Tourism, International patient services, key operators, India's competitive environment-Government support to Indian health tourism Industry. Profiles of hospitals offering health tourism services.



## UNIT V

Global Health tourism Market, destination guidelines, Planning, Safety, quality and accreditation issues; Case management Considerations, travel and transportation; Health insurance and financing Medical treatment, cost containment; Legal rights affecting medical Tourists, Medical malpractice issues.

### **Suggested Readings:**

Todd , M. K. (2018). *Medical Tourism Facilitator's Handbook*. Productivity Press.

Breese, J. (2018). *The definitive Guide to Medical Tourism*. Prong Media

Sharma, A., & Arora, S. (2018). *Event Management and Marketing , Theory , Practical & Approaches*. Bharti Publications.

Singh , M. C. (2010). *Medical Tourism*. Centrum Press.

