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**MEDICAL TOURISM IN INDIA:
A SYSTEMATIC LITERATURE REVIEW**



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Master in Tourism Economics and Regional Development

Dissertation made under the supervision of:

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MEDICAL TOURISM IN INDIA: A SYSTEMATIC LITERATURE REVIEW

Work Authorship Declaration

I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references.

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I am dedicating this thesis to my beloved daughter Mirha Adnan.

ABSTRACT

Background: India became a popular destination for medical tourists seeking economical, high-quality care. This study highlights the importance of understanding medical tourism in India through a comprehensive literature analysis.

Objective: The goal of this study is to gain a thorough understanding of the main trends in medical tourism in India and identify the key topics of research in the field.

Methodology: The approach taken in this study involves undertaking a systematic literature review on medical tourism in India. The PRISMA flowchart was used to find and choose pertinent studies from the Scopus database. A total of 210 items were found after the initial search. The titles and abstracts were checked for articles that did not fit the inclusion requirements. In the end, 34 studies were selected and examined.

Results: Articles discussing on medical tourism in India have been featured in a variety of journals. These journals encompassed areas like tourism, healthcare, medicine, socio-economic and various interdisciplinary fields. Notably, the research trajectory on medical tourism in India exhibits an upward trend, particularly evident between 2011 and 2019, indicating a sustained and growing interest. The literature on medical tourism in India encompass a range of topics including healthcare facilities and infrastructures, the travel industry, economic impacts across business sectors, ethical and bioethical issues, market analysis and trends, assessment of patient expectations and experiences.

Conclusion: The systematic literature review has offered a wide range perspective on medical tourism in India. Through this examination, it becomes evident that there is a dearth of comprehensive research and in this area. This finding features the significant opportunities available for researchers and practitioners to explore into and effectively tackle the complex challenges within this domain. For the future expansion, it is essential to promote its growth with an emphasis on patient satisfaction and sustainability of the healthcare system.

Keywords: Systematic Literature Review, Medical Tourism, Health Care.

RESUMO

No mundo de hoje, à medida que os custos dos cuidados de saúde continuam a aumentar, um número crescente de pessoas escolhe o turismo médico como alternativa. Estas atravessam fronteiras para ter acesso a serviços de saúde de primeira qualidade e com boa relação custo/benefício. O apelo reside na expectativa de mais baixos custos de tratamento no acesso a tratamentos especializados e na disponibilidade de tecnologias médicas de última geração. No entanto, surgem preocupações relativamente à qualidade dos cuidados e à segurança do paciente no turismo médico. Ao procurarem soluções de cuidados de saúde acessíveis, os pacientes podem encontrar desafios como a diversidade de padrões de cuidados de saúde entre os países. As considerações éticas tornam-se fatores que necessitam de um foco na manutenção do controlo de qualidade para garantir a prestação de cuidados e medidas de redução de riscos. No domínio do turismo, os guias turísticos e as agências médicas desempenham um papel importante, ajudando os indivíduos a selecionar países e instalações adequadas. O Índice de Turismo Médico (MTI) avalia destinos com base em fatores como meio ambiente, força da indústria do turismo médico e qualidade das instalações. Os principais destinos de turismo médico junto com a Índia são o Canadá, Singapura, Japão, Espanha, Reino Unido e Dubai.

Países com reputação estabelecida em termos de instalações de saúde de alta qualidade e tratamentos especializados são frequentemente as opções preferidas. Um país onde o aumento do turismo é particularmente notável é a Índia, principalmente devido à sua relação custo-eficácia, menor tempo de espera e hospitais de última geração. A Índia destaca-se pela combinação de tecnologias médicas com tradições medicinais centenárias. Esta singularidade torna-o num caso de estudo interessante na área do turismo médico. O principal objetivo deste estudo é aprofundar a literatura existente e destacar os aspetos mais saliente do turismo médico na Índia, incluindo as principais tendências, e identificar os principais tópicos de pesquisa. Ao avaliarmos as lacunas de conhecimento existentes neste campo, podemos identificar linhas de investigação.

A metodologia do estudo centra-se na realização de uma revisão sistemática da literatura (SLR) sobre turismo médico na Índia. Originalmente usada nas áreas da medicina e da saúde, uma SLR é uma análise aprofundada e estruturada da literatura existente sobre um tópico específico que utiliza uma abordagem sistemática para identificar, avaliar e sintetizar todas as evidências de pesquisa disponíveis. Desta forma, tem o potencial para fornecer aos reguladores e aos decisores

da indústria do turismo ferramentas para o desenvolvimento de políticas estratégicas e operacionais.

A base bibliográfica Scopus foi utilizada para a identificação das publicações. Após a definição do tema e dos objetivos, foi realizada a busca a partir de palavras-chave selecionadas. Foram encontradas 210 publicações na busca inicial. Os títulos e resumos foram verificados tendo em vista a detecção de artigos duplicados ou que não atendessem aos requisitos de inclusão. O fluxograma PRISMA foi empregado para representar visualmente o processo de obtenção do conjunto de estudos.

Um total de 34 artigos foi selecionado para posterior análise e extração de dados. Para resumir as informações de cada estudo, foi utilizada uma tabela de extração de dados (Apêndice). Esta tabela inclui, para cada artigo, detalhes como os nomes dos autores, ano de publicação, revista científica, objetivos do estudo e conclusões. Adicionalmente, é identificado o tipo de metodologia empregada por cada estudo (quantitativa, qualitativa, mista).

A divisão dos artigos pelas áreas das revistas científicas mostra que uma parcela significativa foi publicada em revistas das áreas da saúde e medicina. Em contrapartida, apenas cinco artigos foram publicados em revistas de turismo. É de salientar que 47% dos artigos foram publicados em outras áreas que não o turismo e a medicina. Este resultado indica que a investigação sobre o turismo médico na Índia é conduzida a partir de uma variedade de ângulos disciplinares. Relativamente aos tipos de estudo, cerca de 32,35% das publicações utilizaram apenas métodos quantitativos, 38,24% focaram-se apenas em métodos qualitativos e 29,41% combinaram abordagens qualitativas e quantitativas.

Ao analisar-se a evolução da investigação sobre turismo médico na Índia de 2003 a 2023, são perceptíveis fases distintas, indicando flutuações na atividade de investigação. O número de publicações sobre o tema apresenta uma tendência ascendente ao longo do tempo, particularmente entre 2011 e 2019, indicando um interesse sustentado e crescente. A distribuição das publicações por tópicos revelou que os estudos relacionados com a indústria da saúde e instalações médicas foram os mais prevalentes, seguidos pelo turismo, economia e setor empresarial, considerações éticas e bioéticas, tecnologia, análises e tendências de mercado, perspectivas e experiências dos pacientes, políticas e regulamentação, branding e marketing, qualidade e padrões de saúde. Os tópicos identificados proporcionaram uma melhor compreensão sobre a natureza do setor.

Cuidados de saúde de alta qualidade, segurança do paciente, questões legais e éticas, barreiras culturais e linguísticas, comunicações das partes interessadas e logística de viagens são os desafios complexos do turismo médico. A falta de conhecimento abrangente e sintetizado da indústria pode dificultar o desenvolvimento de práticas e políticas baseadas em evidências. Os artigos selecionados indicam a complexidade do turismo médico. O facto de a lista de artigos selecionados apenas incluir cinco artigos em revistas de turismo indica que a investigação em turismo não se tem focado no turismo médico. Os decisores políticos devem certificar-se de que os pacientes internacionais são informados sobre as alternativas e riscos de tratamento. Para proteger a saúde pública, as políticas devem abordar a acreditação de hospitais e o licenciamento de profissionais de saúde. Tanto as partes interessadas como os decisores políticos devem equilibrar os benefícios e os perigos do turismo médico na Índia.

O principal objetivo desta dissertação foi obter uma compreensão abrangente das principais tendências de investigação sobre turismo médico na Índia. A metodologia do estudo centrou-se numa revisão sistemática da literatura, através da base de dados bibliográfica Scopus. Os resultados do estudo mostram a importância de explorar os impactos sociais do turismo médico na Índia. Constata-se que a tecnologia e os cuidados de saúde digitais impulsionam o turismo médico indiano. Em geral, a investigação permitiu destacar oportunidades e desafios no turismo médico.

A expansão deste trabalho para outras bases de dados bibliográficas e países é um caminho natural para futuras pesquisas. É necessária mais investigação para enfrentar as apreensões relativas à segurança dos dados, à privacidade e à utilização ética da Inteligência Artificial no domínio do turismo médico. Seria também benéfico realizar estudos sobre os impactos económicos do turismo médico no sistema de saúde indiano e na economia em geral. Por último, reveste-se de grande interesse a investigação sobre os desafios que o turismo médico pode representar para o sistema de saúde, tais como a fuga de cérebros de profissionais qualificados e as disparidades na prestação de cuidados de saúde.

Palavras Chave: Revisão Sistemática da Literatura, Turismo Médico, Cuidados de Saúde.

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1. INTRODUCTION

Nowadays, with the rising costs associated with healthcare in developed countries, many individuals are embarking on medical tourism, a practice where people travel across borders to seek cost-effective, accessible healthcare services that often have advanced medical technologies readily available. Consequently, patients have found the attraction of lower-cost treatments compelling enough to compensate travel expenses. They opt for this alternative route not just because they can get quality treatment, but also due to reduced waiting times, an issue commonly experienced within publicly funded healthcare systems. They can embrace quicker access along with expert treatment options found in renowned international destinations notable for their excellence in specific medical areas of practice. These destinations invest substantially in state-of-the-art facilities and equipment attracting patients worldwide who demand advanced procedures. However, there are issues that must be addressed when it comes to the quality of care and patient safety, in the field of tourism. It is imperative for healthcare practitioners and policymakers to have an understanding of the intricacies associated with this industry. Making sure that appropriate measures for quality control and consistent care are in place should be given importance. Moreover, appropriate risk reduction measures need to be implemented (Horowitz, 2007).

Treatment in some countries can be significantly cheaper than in others, making it an attractive option for those who are seeking affordable healthcare. Additionally, access to specialized treatments and shorter waiting times are also motivating factors for patients to travel abroad for medical care. However, it is important to consider the challenges and ethical concerns associated with medical tourism. One such challenge is quality assurance. Patients may worry about receiving substandard care or treatment that does not meet their expectations when seeking medical care outside their home country. Patient safety is another key concern as different countries may have varying standards and regulations when it comes to healthcare practices (Lunt and Carrera, 2010).

Currently it's quite common for people to travel overseas in search of treatments. The reasons, behind this trend include having access to healthcare options with low budgets and taking advantage of medical advancements. As a result, healthcare tourism has prompting researchers to explore its challenges and opportunities (Horowitz et al.,2007). Many people choose to travel to other countries not only with the intention of saving money, but also to avoid long waiting times and/or benefit from advanced technologies and specialized knowledge (Reed, 2008).

In recent years there has been growing interest in medical tourism worldwide, and particularly in India. This country has embraced modern medical technologies and innovations, which have enabled the delivery of advanced treatments and procedures. Patients have the access to state-of-the-art technologies utilized in Indian healthcare facilities, such as robotic surgeries, minimally invasive techniques, and advanced imaging systems. Moreover, medical tourism in India relies on patient safety and quality of care. India also attracts medical tourists due to its rich cultural legacy and centuries-old medicinal traditions (Gupta and Das, 2012).

Medical tourists' decision-making and satisfaction are heavily influenced by personal emotions, cultural circumstances, and medical experiences. In transforming journeys to find healthcare answers, patients' emotional landscapes influence their perceptions, expectations, and post-treatment evaluations. Understanding medical tourism's emotional structure enhances understanding of this worldwide issue and emphasizes the importance of holistic care that incorporates patients' emotional well-being as well as their medical demands. This multifaceted perspective makes it crucial for medical professionals and politicians to provide compassionate and culturally sensitive healthcare facilities that reflect patients' emotional journeys (Solomon, 2011).

Patients seeking alternative and complementary treatments are drawn to Indian traditional medicine's holistic approach. This is a unique aspect of India's medical tourism industry. The economic impact of medical tourism in India is noteworthy. The influx of medical tourists generates significant revenue for the country by stimulating economic growth and creating job opportunities (Reddy and Qadeer, 2010).

India has a unique approach towards medical tourism, based on the combination of traditional medicine's holistic approach and state of the art technologies (Medhekar and Wong, 2020). This makes the country an interesting research focal point in medical tourism.

The main objective of this study is to critically review the existing literature on medical tourism in India. Two specific objectives are set:

- i. Gain a thorough understanding of the main trends in medical tourism in India.
- ii. Identify the key topics of research in the field.

The methodology adopted to achieve these objectives was a systematic literature review (SLR). The Scopus database, with specific keywords, was utilized to retrieve the relevant studies. Moreover, the PRISMA flow chart was employed to maintain transparency and rigor throughout the selection process. The SLR has the potential to identify knowledge gaps and gain a comprehensive understanding of medical tourism in India.

This dissertation is structured as follows. This chapter introduces the research topic, context, problem and objectives. Chapter 2 presents a literature review on medical tourism worldwide, with the exception of India, aiming to discover gaps and contextualize the study topic. Chapter 3 addresses the methodology, a SLR on medical tourism in India. Chapter 4 presents the main results, which are discussed in chapter 5. Finally, chapter 6 highlights the main conclusions, study's limitations, as well as the avenues for further research.

2. LITERATURE REVIEW

Medical tourism refers to travel for the purpose of medical treatments, including dental treatments, surgical procedures, organ transplant, stem cell treatments, reproductive treatment, and regular check-ups for family medicine (Leggat, 2015). It is a type of tourism that is organized outside of one's local environment for proper treatment to maintain and boost one's mind and body for well-being (Smith et al., 2011).

Cook (2008) in her article titled "What is health and medical tourism?" explores the concept of people traveling to places in search of healthcare services and medical treatments. The author examines the aspects and consequences of this phenomenon. The article offers insights into why individuals choose to seek care abroad such as the appeal of cost-effective treatments, specialized procedures and the chance to combine healthcare with a unique travel experience. This deepens understanding of the changing world of health and medical tourism, shedding light on its implications for both patients and destination countries.

According to Reed (2008), individuals travel abroad for medical purposes due to reasons like cost savings, quicker wait times, and access to advanced technologies and specialized expertise. Medical tourism has gained popularity among patients who are looking for treatment, at more affordable prices while also having the opportunity to explore new destinations. Due to the increasing healthcare costs in some countries, millions of patients now choose to travel to countries that offer specialized medical care at lower costs.

Tour guides perform a significant role in the selection of a country for medical tourism, as well as the assessable hospitals for treatment and hotels for stay (Mohamad et al., 2012). Many medical agencies play an important role in this field such as Health Services Accreditation in Canada, Australian Council for healthcare, the Joint Healthcare Commission of the USA, and QHA in the United Kingdom (Khan and Alam, 2014).

Padilla et al. (2018) explore medical tourism and surgical infections. The authors studied the occurrence of postoperative infections in medical tourism, the causative organisms, and the treatment options using a comprehensive literature review. Their review improves the understanding of medical tourism concerns and emphasizes the need for appropriate infection control and treatment practices.

The Medical Tourism Index (MTI) plays a role in evaluating and ranking destinations for travel based on different factors, including the overall environment of the destination, the strength of its medical tourism industry and the quality of facilities and services provided. Among the medical tourism destinations, Canada takes the first place due to its thriving tourism industry, close proximity to the US and well-established reputation for high quality healthcare facilities and specialized treatments. Singapore closely follows with its provision of top-notch healthcare services, which attracts over 500,000 tourists each year. Other countries such as Japan, Spain, the United Kingdom, Dubai, Costa Rica, Israel, Abu Dhabi and India are also preferred choices, for those seeking world class treatments combined with an unforgettable travel experience (Stephano, 2023).

The market for tourism is currently experiencing growth with projections indicating an increase from \$35.77 billion in 2022 to \$39.95 billion in 2023, an annual growth of 11.7% (The Business Research Company, 2023). However, it is important to note that global economic recovery post COVID 19 has been disrupted by the Russia-Ukraine war, which resulted in sanctions surges, increases in commodity prices and disruptions in supply chains. Despite these challenges it's anticipated that by 2027 the medical tourism market will reach \$59.67 billion, corresponding to a compound annual growth rate of 10.6% (The Business Research Company, 2023). The market includes entities that provide both outbound medical tourism services, along with selling related products as part of their offer.

Balaban and Marano (2010) conducted a worldwide examination of the growing field of medical tourism. Their comprehensive analysis of the relevant literature provides valuable insights into this rapidly expanding global healthcare practice. By critically evaluating various studies from different regions around the world, their research sheds light on the multifaceted aspects of medical tourism and its impact on international patient mobility. Additionally, the authors highlight the implications of medical tourism on global infectious diseases, emphasizing the importance of considering healthcare-related risks beyond borders. Their study is a valuable resource for scholars, healthcare professionals, and policymakers seeking to understand and address the complexities of medical tourism on an international scale.

Thelen and Yoo (2023) delve into the dynamics of medical tourism, exploring the influence of country image and patient cosmopolitanism on this growing global healthcare phenomenon.

Through a meticulous analysis of relevant data, the authors uncover valuable insights into the factors driving patient choices when seeking medical treatment abroad. The study highlights the crucial role that a country's image plays in attracting medical tourists, along with the significance of patient cosmopolitanism, which reflects the openness and willingness of individuals to seek healthcare services beyond their home countries. Examining these interrelated factors, offers valuable implications for healthcare providers, governments, and tourism stakeholders aiming to enhance their appeal to the burgeoning medical tourism market. Moreover, understanding patient behavior and decision-making in the context of medical tourism on a global scale, is a pivotal resource for shaping strategic approaches in the healthcare and tourism industries.

Hopkins et al. (2010) present a comprehensive assessment of the current state of knowledge regarding medical tourism. Through an in-depth examination of existing literature, the study offers valuable insights into the multifaceted dimensions of the global healthcare phenomenon. By critically analyzing the available research, identifying gaps, challenges, and opportunities in the field of medical tourism, it provides a robust foundation for further investigation.

Pessot et al. (2021) conducted a systematic literature review on natural resources and health tourism. Their study identified and analyzed research on natural resources and health tourism, focusing on sustainability. It examined the use and management of natural resources in health tourism destinations and the environmental impacts of resource extraction and consumption. It also analyzed the potential for sustainable practices and eco-tourism, and the economic and social impacts of natural resource-based health tourism. Their research shows the complicated relationship between natural resources and health tourism, emphasizing the need for sustainable practices and resource management in this booming sector.

According to Cohen (2008), Thailand has established itself as a premier destination for individuals seeking healthcare abroad by offering them access to top notch healthcare services at competitive prices while also providing an inviting atmosphere for tourists. Prospective patients will find a wide array of medical treatment options available in Thailand, ranging from cosmetic surgery and dental care to fertility treatments and cardiac procedures. Some key factors have contributed to the exponential growth in Thailand's medical tourism industry, which include the presence of state-of-the-art healthcare facilities staffed by highly trained healthcare professionals supported by advanced technologies. Furthermore, Thailand is renowned for its culture, tourist attractions, and

attractive landscapes all of which make it a desired choice among patients who want not just excellent medical care but also a memorable vacation experience.

Dawn and Pal (2011) argue that India offers a holistic approach to healthcare that recognizes the interconnectedness of the mind, body, and spirit. This philosophical framework intertwines with modern medical practices to enable patients to embrace a comprehensive healing experience that addresses not only physical ailments but also spiritual and emotional wellbeing. Focusing on medical tourism in India specifically, one can explore a unique case study.

3. METHODOLOGY

Systematic literature review (SLR) was the chosen method to study medical tourism in India. According to the findings of Green et al. (2008), SLR was initially utilized in medical and social care field. The SLR is an effective method in retrieving relevant and reliable information on a given topic (Hart, 2018). Through it, researchers can acquire a comprehensive understanding of the present status of the topic, by utilizing a systematic strategy to evaluate and explore the literature in a structured and thorough manner. Therefore, by using this method relevant papers discussing medical tourism in India can be collected. Considering this, the methodology in this chapter is presented in two components. The first focuses on defining SLR and giving an overview of why it is crucial for this investigation. The second explains the procedures for carrying out a systematic literature review.

3.1 Overview of a Systematic Literature Review (SLR)

A systematic literature review (SLR) is an in-depth and structured analysis of existing literature on a particular topic that utilizes a systematic approach to identify, appraise, and synthesize all available research evidence (Pati and Lorusso, 2018). It can be applied to many different fields. In the particular case of this study, it is be used to investigate medical tourism in India.

The SLR has a wide potential to offer regulators and decision-makers in the tourism industry tools for developing strategic and operational policies (Sedarati et al., 2019). According to Cruz et al. (2022), a systematic literature review is an essential tool for researchers who are conducting a "Medical Tourism" study, as it can help them identify knowledge gaps, identify trends and patterns, provide a comprehensive overview, and avoid bias. By examining the present state of research, researchers can discover gaps in the current knowledge base and propose new research topics. In addition, a systematic literature review allows researchers to assess the quality of evidence presented in different studies. For example, a study by Hanefeld et al. (2015) found that the quality of evidence on medical tourism was generally low, with many studies relying on anecdotal evidence or small sample sizes. By using a systematic approach to literature review, researchers can ensure that their findings are based on a thorough and objective analysis of the existing literature.

To conduct a systematic literature review, researchers must first identify the research topic before detecting themes and doing a CASP (Critical Appraisal Skills Programme) analysis. Critical

appraisal is the process of carefully and methodically analyzing research to determine its veracity, worth, and applicability in a given situation. Because it enables people to locate and apply research evidence effectively, it is a crucial skill for evidence-based medicine. In a medical tourism study, the CASP analysis is a tool used to assess the quality and validity of the studies included in a systematic literature review. This analysis helps researchers to evaluate the methodological quality of the studies and their potential biases. The latest and relevant literature should then be systematically searched utilizing high-quality sources and databases. After the right research has been selected, the studies must be examined and analyzed in terms of relevance, quality, and implications (James et al., 2021). After completing the study analysis, the researcher can form conclusions and present the data in a clear and logical manner.

3.2 Steps Involved in Conducting a Systematic Literature Review

There are several steps involved in carrying out an appropriate and valid review of literature. These steps involved are as follows.

3.2.1 Scope of the Research and Review Objective

The scope of the proposed study is strictly based on reviewing medical tourism in India. For this purpose, the study aimed to collect the relevant material on medical tourism in India. The materials were selected from the Scopus database, one of the most comprehensive in the academic literature. This database was also used by Hanefeld et al. (2015) to search for relevant studies on the impact of medical tourism on health systems in low- and middle-income countries. They used a range of search terms, such as "medical tourism", "health systems", and "low- and middle-income countries."

To perform this systematic literature review and further execute the CASP technique for data analysis, two specific research objectives were set. First, to understand of the main trends in medical tourism in India. Second, to identify the key topics of research in the field.

The CASP analysis is used in this study after the collection of the relevant papers. CASP analysis is a systematic analysis technique used to evaluate the quality of evidence in systematic literature reviews. It is an effective tool to identify and assess the strengths and weaknesses of research studies, helping researchers to draw meaningful conclusions from their findings. CASP is based on the principles of evidence-based medicine. The technique uses a set of questions to evaluate each study, allowing researchers to make informed decisions about whether they should include it

in their review. By using this method, researchers ensure that they are only including the best quality evidence in their work (Long et al., 2020).

3.2.2. Searching and Collection of Papers

The search procedure on the Scopus database started by identifying any previous systematic literature review on the subject of medical tourism in India. The Scopus search revealed no such previous systematic literature review. Thus, this study has the potential to fill a gap in the literature by providing a comprehensive understanding of medical tourism in India.

Scopus is a wide multidisciplinary database that contains papers from many different fields, such as economics, tourism, and medicine. Due to the interdisciplinary nature of medical tourism the Scopus database was considered as appropriate. Search phrases included "medical tourism," "motivations," and "experiences," among others. The Scopus database was used by selecting the list of keywords which are given below. The Boolean operators “OR” and “AND” were also used to combine the keywords (Gupta et al., 2018):

(“Medical Tourism” OR “Healthcare Tourism” OR “International Patient” OR “Patient Traveler” OR “Cosmetic Tourism” OR “Heart Surgery Abroad” OR “Plastic Surgery Abroad” OR “Transplant Tourism” OR “Dental Tourism” OR “Health Care Globalization” OR “International Radiotherapy” OR “International Immunotherapy Patient”) AND (India)

It is important to note that the core focus of the proposed study is the review of studies published between the past 20 years (2003 to 2023). Therefore, while retrieving the relevant studies using the above keywords only the studies between these years were included. Furthermore, to obtain valid and appropriate papers from the given keywords it was important to develop an exclusion criterion. Considering this, the studies which met the following criteria were excluded from the proposed research:

- Studies published in non-peer reviewed journals.
- Studies not written in English language.
- Papers published before 2003.
- Papers which included medical tourism but did not include India.

3.2.3. Checking Titles and Abstracts

The above keywords were used to retrieve the articles from the selected database i.e., Scopus. These keywords restricted the current analysis to “articles”, which resulted in 210 documents. In the following step, the titles were read carefully and abstracts were also investigated to find the studies which were appropriate and valid to meet the objective of the research.

3.2.4. Obtaining Full Texts and Data Extraction

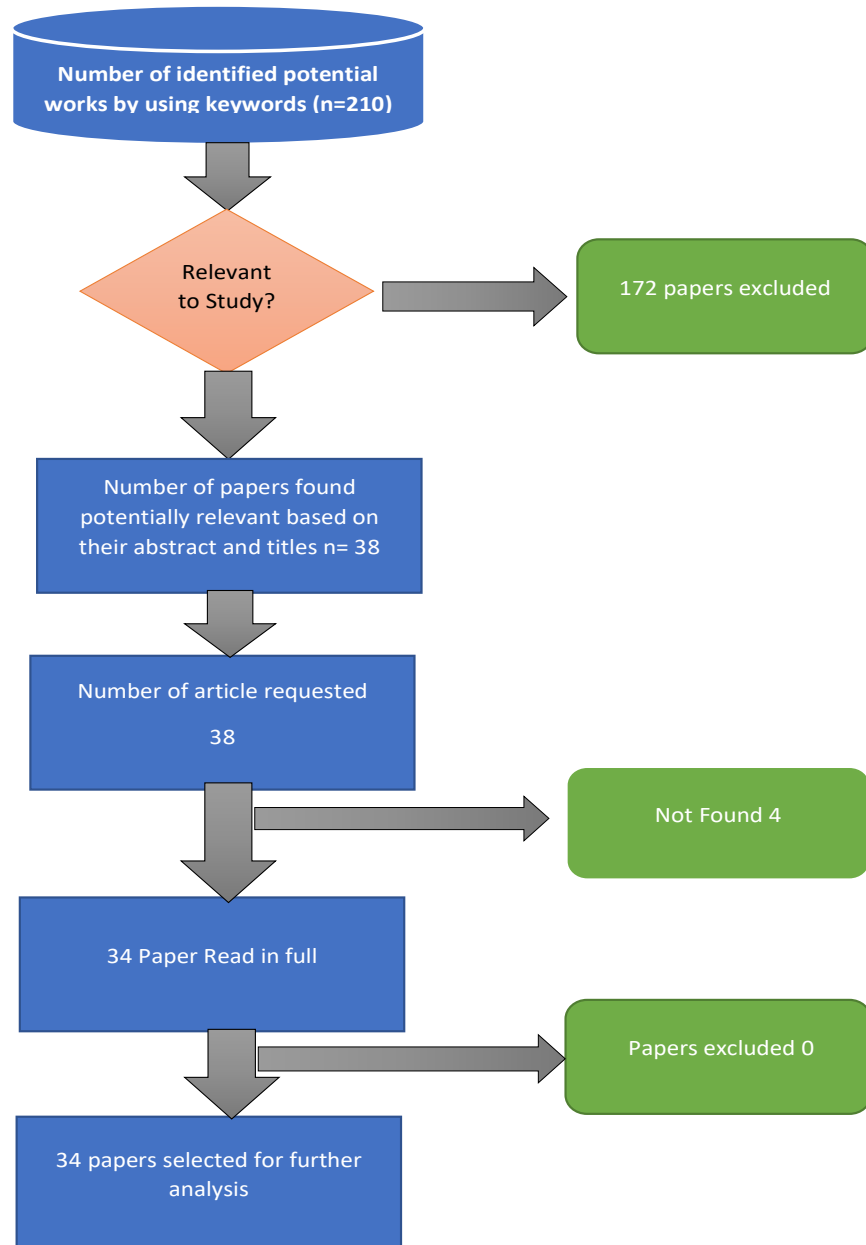
The process of obtaining the final sample of studies from the systematic literature review can be represented by the PRISMA flow chart. The PRISMA flow chart is a widely used tool for reporting systematic literature reviews, which provides a clear process for documenting the search and selection of studies.

By following the PRISMA guidelines, researchers can ensure that they have followed a rigorous and structured process for identifying and selecting studies, which can help to minimize the risk of bias and improve the quality of the review. Figure 1 illustrates the PRISMA flow chart, which shows the process of obtaining the final sample in our study. The initial sample of 210 papers was reduced to 38 by analyzing their relevance to the study, based on the title and abstract (Figure 1). Finally, a total of 34 papers was selected for the analysis, as 4 could not be found.

According to the PRISMA flow diagram, the systematic literature review first keeps track of the total number of articles identified. Then the selection process is undertaken and, at each stage, a count of articles is kept. The PRISMA flow chart basically works in different phases:

- Take duplicate records out of the results;
- Weed out papers based on exclusion criteria, by reading the titles and abstracts;
- Get the complete texts of pertinent articles;
- Examine full-text articles based on exclusion criteria;
- Make final choices about study inclusion.

Figure 1 PRISMA Flow Chart



To effectively summarize the information obtained from the studies and compare them, the different studies were read thoroughly. The following items were identified in each paper: year, authors, journal, objectives, conclusions, type of study (quantitative or qualitative).

4. RESULTS

A thorough review of the selected articles revealed several conclusions about the literature on medical tourism in India. Through a systematic literature review, there were found 34 papers in that particularly explored this field.

A data extraction table was undertaken to summarize the systematic literature review (see Appendix), allowing for a thorough understanding of the selected papers. The authors, publication year, journal, objectives, and conclusions, and type of study were included in this table. The information provided allows analyzing the development of the research on medical tourism in India in its multiple dimensions.

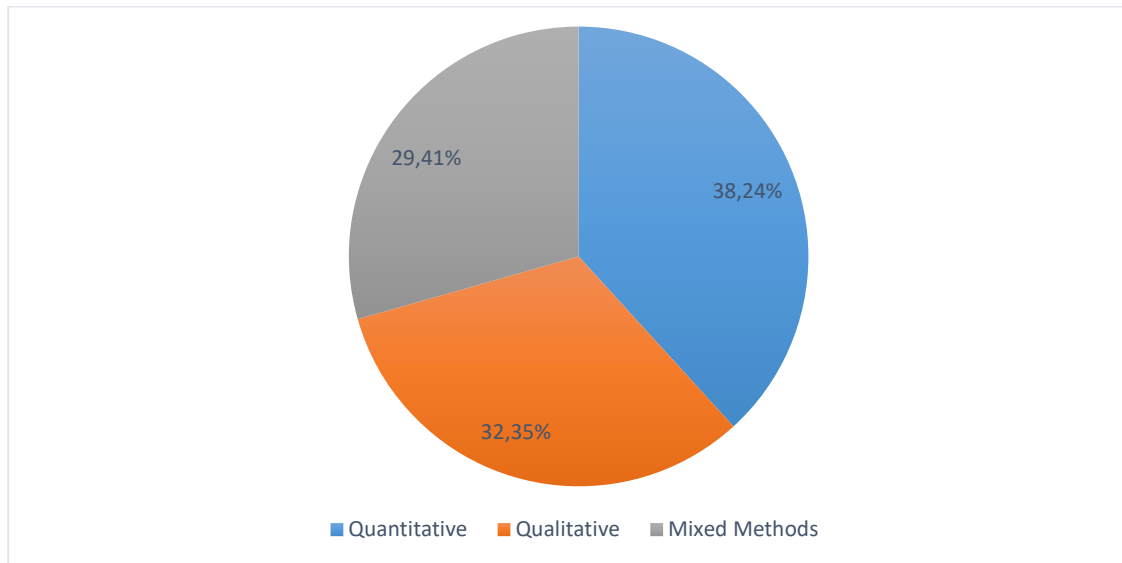
Table 1 Number of Articles per Category of Journals

Category of the Journal	No. of Articles
Healthcare and Medicine	13
Tourism	5
Other Subjects	16

Table 1 provides a breakdown of articles, across categories of journals. It shows that a significant share of the research on medical tourism in India has been published in healthcare and medicine Journals. In contrast, only 5 articles have been published in tourism journals, which indicates that medical tourism in India is an understudied subject in the tourism literature. It is also noteworthy that 47% of the articles were published in journals outside the fields of health and medicine and tourism. This diversification implies that research on medical tourism in India is conducted from a variety of disciplinary angles, broadening the research's focus beyond the conventional medical and tourism fields.

As shown in Figure 2, about 29,41% of the selected publications used both qualitative and quantitative methods. In contrast, 38,24% of the publications used only qualitative modeling, especially to highlight individual perceptions and interpretations. Papers using only quantitative methods represented 32,35% of the sample.

Figure 2 Types of Studies



4.1 Publication by Year

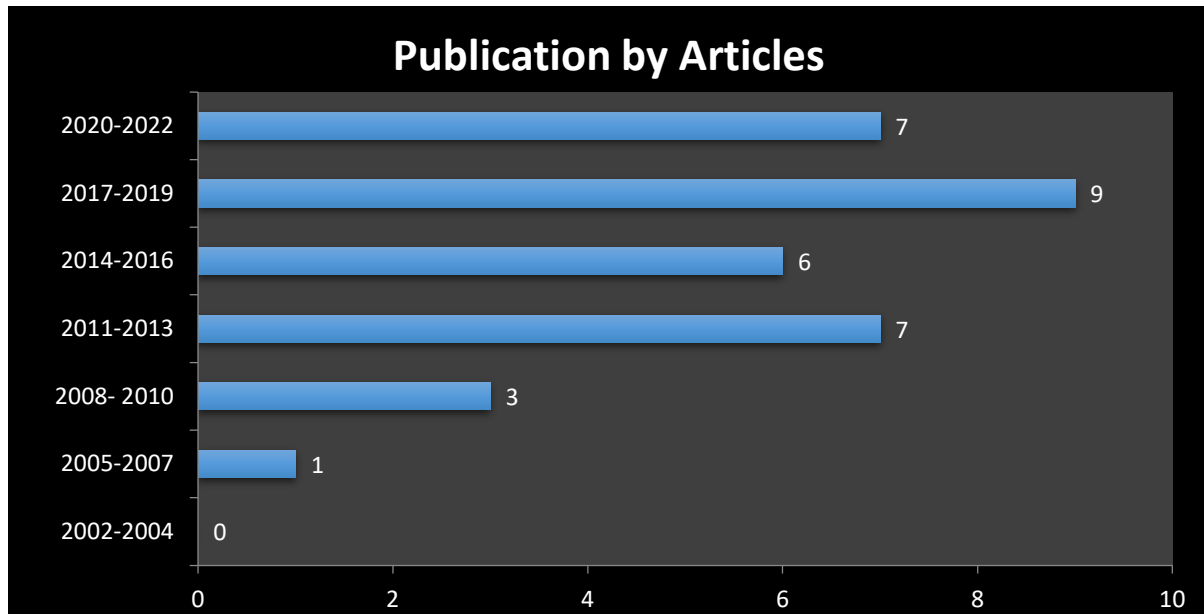
Figure 3 shows the evolution of the number of articles published by year, from 2002 to 2022. The number of articles varies noticeably across the examined time period. No publications occurred between 2002 and 2004, suggesting a low research activity on the topic during that period.

In the two following 3-year periods, the number of articles published was low: 1 in 2005-2007 and 3 in 2008-2010. The number of articles grew between 2011 and 2013, reaching seven, representing a significant rise in research output during this time. This may indicate an uptick in research efforts as well as rising interest in the subject. This growth could be ascribed to a number of things, including new trends, more funding, or increasing academic interest.

Six articles were published in the following time frame, from 2014 to 2016, which saw a modest drop. Even if this is a decrease from the preceding period, it nevertheless shows a generally consistent level of research effort. Nine publications were published between 2017 and 2019, which was the largest peak in publishing activity across the studied period. This notable growth points to a thriving research environment that may be fueled by technological breakthroughs, greater collaboration, or rising academic interest in the area. The number of articles published decreased to six from 2020 to 2022. When compared to the preceding peak, this decline could be an indication of a consolidation phase or a brief slowdown in research output. Regarding 2023, not represented in the chart, the sample includes 1 article published so far.

The bar chart illustrates the historical trends in article publication. It displays phases of expansion, stability, and contraction, reflecting the dynamic nature of the field's research. While it offers useful insights into the overall pattern, it is crucial to look further into the underlying causes and take into account more information to completely comprehend these variations.

Figure 3 Number of Articles Published by Year



4.2 Distribution of Publications by Topic

The publications found in the systematic literature review can be organized according to the topic. The following key topics were found.

4.2.1 Healthcare Industry and Medical Facilities

Healthcare and medical facilities are crucial to Indian medical tourism. It includes international hospitals, clinics, and treatment centers. These facilities have advanced infrastructure, medical technology, and qualified healthcare staff.

4.2.2 Tourism and Travel Industry

Tourism and travel are vital for medical tourism in India. Tour operators, hotels, and transportation providers are included. These organizations collaborate with healthcare providers to make medical tourism easy. India's cultural diversity, sceneries, and tourist destinations attract international medical patients. The tourism sector simplifies travel, visa assistance, local transportation, and medical tourism lodging.

4.2.3 Economic and Business Sectors

Corporate and economic sectors impact medical tourism in India. Medical tourism benefits the economy with investments, jobs, and foreign exchange. Healthcare providers, hospitals, and associated businesses can grow to meet global patient needs. The sector encourages healthcare, travel, and other industry collaborations. Joint ventures, public-private partnerships, and corporate coalitions boost India's medical tourism appeal.

4.2.4 Ethical and Bioethical Considerations

Ethics and bioethics matter in medical tourism. This industry prioritizes patient rights, informed consent, and medical ethics. Medical travel affects socioeconomic fairness and local healthcare systems. Pricing transparency, standard of care, post-operative care, and medical tourism ethics are debated. Bioethical issues include the ethical use of cutting-edge medical technology, patient privacy, and the welfare of domestic and overseas patients.

4.2.5 Market Analysis and Trends

Understanding market trends is crucial for India's medical tourism industry. This industry analyses patient preferences, market demand, competition, and pricing. Telemedicine, medical tourism clusters, and wellness and spa services are emerging trends. Market studies and trends help healthcare professionals, legislators, and other industry players make informed decisions, build targeted marketing strategies, and continually improve their medical tourism offerings.

4.2.6 Patient Perspectives and Experiences

Patient perspectives and experiences research seeks to understand Indian medical tourists' motivations, expectations, and satisfaction. It considers cost-effectiveness, quality of care, healthcare professional reputation, and peer recommendations in patient decision-making. Patient perspectives and experiences are used to fill gaps and solve problems for foreign medical tourists in India. It improves communication and cultural awareness.

4.2.7 Policy and Regulation

Policy and law shape medical tourism in India. This industry develops and implements accrediting standards, guidelines, and regulatory frameworks to ensure patient safety, quality, and ethics. Policies govern medical visas, overseas patient insurance, liability, and dispute settlement. They aim to give medical tourists a transparent and reliable environment while protecting their rights and building trust in the healthcare system.

4.2.8 Branding and Marketing

Medical tourism in India demands extensive branding and marketing, in order to have a global outreach. It involves online platforms, digital marketing, and relationships with travel companies, embassies, and medical tourism organizations. The branding and marketing sector promotes Indian medical tourism's holistic wellness therapies, cost, and high-quality medical care. It aims to make India a top medical destination for foreign patients.

4.2.9 Healthcare Quality and Standards

Healthcare quality and standards prioritize maintaining and improving foreign patient care. Accreditation, worldwide healthcare standards, medical education, and benchmarking against best practices are included. Healthcare quality and standards are prioritized to ensure medical tourists receive safe, efficient, and courteous care in India. It promotes evidence-based healthcare, patient safety, and quality improvement.

4.2.10 Technology and Digital Health

Technology and digital health are altering Indian medical tourism. Telemedicine, electronic medical records, mobile health apps, and other cutting-edge technologies are investigated for medical tourism services. It aims to increase healthcare access, patient satisfaction, and remote consultations and follow-up care. Technology and digital health emphasize data security and privacy, using AI (Artificial intelligence) and ML (Machine Learning) for personalized treatment. It lets doctors treat international patients with cutting-edge treatments and diagnostics.

Table 2 Number of Publications by Topic

<i>Topic</i>	No of Articles
<i>Healthcare industry and medical facilities</i>	7
<i>Tourism and travel industry</i>	5
<i>Economic and business sectors</i>	5
<i>Ethical and bioethical considerations</i>	4
<i>Market analysis and trends</i>	2
<i>Patient perspectives and experiences</i>	2
<i>Policy and regulation</i>	2
<i>Branding and marketing</i>	2
<i>Healthcare quality and standards</i>	2
<i>Technology and digital health</i>	3

The results of Table 2 show that healthcare industry and medical facilities is the most addressed topic. Top-notch hospitals, clinics, and healthcare providers offer a variety of medical treatments to international patients. Tourism and travel industry ranks second. This industry provides travel agencies, tour operators, hotel providers, and transportation services to medical tourists. The economic and business dimensions of medical tourism also rank second. Medical tourism in India generates revenues, jobs, and business for healthcare providers, tourism agencies, and allied sectors.

Ethical and bioethical considerations also receive a significant attention. Ethics and patient rights are prioritized in medical tourism. It includes informed consent, transparency, and responsible marketing. The same applies to technology and digital health, which ranks fifth, indicating the relevance of advanced technology in India's medical tourism offer. The other topics, although relevant, are less significant.

According to the selected studies, there are important lessons for policymakers. They should prioritize patient safety and rights. Patient concerns, transparent pricing, and complete information are vital. Medical visitors need simplified visa and immigration regulations. Simplifying visa procedures, lowering processing times, and extending visa lengths can boost medical tourism in India. Moreover, governments should emphasize branding and marketing. India's cultural and hospitality strengths should be promoted by working together with the tourism industry.

Healthcare professionals must also be trained, including language and cultural training. It is argued that India needs an effective medical tourism strategy to remain a top destination. For this purpose, quality and accreditation procedures, as well as infrastructure development, are essential.

5. DISCUSSION

Through the systematic literature review, a set of papers addressing medical tourism in India and its systems was selected. These articles concentrate on various issues within different sectors and sub sectors of the medical tourism industry. Through an exploration of the systematic literature review we can identify complex challenges and understand foundational elements that shape the system itself.

A systematic literature review serves as a research methodology that involves identifying, evaluating critically and synthesizing existing research studies related to a particular subject matter. This approach provides an inclusive and unbiased examination of present knowledge within a designated field. In regards to medical tourism specifically, such comprehensive assessments play indispensable roles in enhancing comprehension surrounding myriad aspects involved: forces encouraging it; trials associated with it; consequences deriving from it; and possible benefits stemming from it as well (Letunovska et al., 2020).

A systematic literature review has the potential to advanced medical tourism knowledge. In this section the results of the SLR on medical tourism in India are structured in four main items: The Complex Problems in Medical Tourism in India; System Conceptualization & Model Formulation; Medical Tourist Behavior; Policy Implementation.

5.1 The Complex Problems in Medical Tourism in India

Runnels and Turner (2011) argue that in the case of medical tourism both departure and destination countries must take challenges into account. These challenges include ethical, socio-economic and cultural issues. Thayarnsin and Douglas (2016) examine medical tourism management issues. Medical tourism requires defining and solving complicated issues. These complex issues include providing high-quality healthcare, navigating legal and ethical issues, managing cultural and language barriers, addressing patient safety concerns, meeting customer expectations, coordinating travel logistics, and communicating with stakeholders. The article explores these problems to highlight medical tourism destination management.

The systematic literature review undertaken in this dissertation reveals that the field of medical tourism in India presents several complex problems that require attention and further research. One

of the key issues identified is the lack of attention from the tourism research field. The fact that only 5 out of chosen publications were published in tourism journals indicates a gap in knowledge and understanding of medical tourism within the broader field of tourism. This suggests a need for more focus and study on medical tourism as a specific area within tourism research.

Sarkar et al. (2022) found obstacles in medical tourism in Delhi NCR. The study highlights medical tourism's significant issues with extreme financial difficulties for cancer patients. Ethical issues, cultural and language barriers, stakeholder communication, and travel logistics are among the others challenges faced by medical tourists.

According to Connell (2013), in modern medical tourism, complex issues develop from multiple factors. Medical tourism's conceptualization, culture, and commercialization illuminate the industry's complex issues. These challenges include providing quality healthcare, addressing ethical issues, navigating cultural sensitivities, managing patient safety, handling legal issues, building trust between patients and providers, and dealing with medical service commercialization and commoditization. Exploring these complicated issues is required to better understand medical tourism and its concerns.

There is a dearth of literature reviews in the field of medical tourism in India. Hence, a systematic literature review is important for synthesizing existing knowledge and identifying research gaps. The lack of comprehensive and synthesized knowledge about medical tourism in India may hinder the development of evidence-based practices and policies in the industry (Letunovska, 2020).

5.2 System Conceptualization & Model Formulation

The selected publications agree on tourism's complexity and related areas. Understanding this industry's complexity can be addressed through system modeling. Researchers may better depict medical tourism by analyzing the models. System conceptualization involves describing models' features and feedback loops. This method can reveal medical tourism's causal relationships. Researchers may identify how one variable might cascade across the system and effect other associated components by comprehending complicated feedback networks.

Joseph (2017) conceptualizes a sustainable medical tourism business in Kerala, India. A strategy was developed to encourage economic, social, and environmental sustainability. The article

stresses that a balanced and sustainable medical tourism approach must take into account interrelated factors, such as: hospital service quality, patient care, treatment costs and destination attributes.

System conceptualization helps scholars grasp tourism's complexities and ambiguities. Academics have added probabilistic and stochastic characteristics to their models due to the sector's complexity. Researchers can test their models with currency rates, geopolitical hazards, and natural calamities. This method helps policymakers and industry stakeholders make informed decisions and prepare ahead (Al-Talabani et al., 2019).

5.3 Medical Tourist Behavior

A detailed evaluation of selected publications on medical tourism in India reveals some important conclusions concerning the literature in this topic. Tourism research has neglected medical travel. The scarcity of representation in tourism research highlights the need for more study and a tourism community focus on medical tourism.

Dash (2020) explains visit intention of medical tourists to India by an empirically verified research model. Perceived risk and facilitating conditions are the main factors on medical tourist intentions. Facilitating conditions of destination were more important than perceived risk for shaping the attitude of medical tourists. The study concludes that more online access to information about regulations, resources and healthcare infrastructures will enhance the intention of international patients to choose India.

Heung et al. (2010) propose a complete conceptual model for medical tourism behavior. The paradigm emphasizes push factors, pull factors, perceived advantages, and perceived hazards. Push factors include extended wait times, lack of specialist care, and the desire for high-quality healthcare. Pull factors include lower costs at the destination, modern medical technology, and respected healthcare facilities. This approach helps medical tourists make decisions by considering the push and pull aspects.

Destination attractiveness, service quality, infrastructure, and information technology are founded to be facilitators. These enablers affect medical tourism growth through their interrelationships. According to Ranjan et al. (2013), interpretive structural modeling helps explain the intricate

relationships between enablers, laying the groundwork for medical tourism. This modeling approach helps policymakers, destination marketers, and healthcare providers to strategically improve their medical tourism offerings and competitiveness.

Wu et al. (2016) evaluate medical tourists' behavior and satisfaction. They conclude that perceived value, patient trust, and experiential quality strongly influence medical tourists' decision-making and satisfaction. Positive evaluations of medical tourism's benefits and expenses improve the chance of medical travel. Trust in healthcare providers and the destination's healthcare system is crucial for patient confidence and security. The study also emphasizes the role of experiential quality in domains such as medical care, hospitality, and communication, in improving patient satisfaction. These aspects can help healthcare providers, destination marketers, and legislators to improve the medical tourism industry.

Eissler and Casken (2013) examine the motivations and experiences of international medical tourists. The study investigates why patients travel overseas for medical care and how it affects healthcare systems and nursing practice. It concludes that international medical tourism is driven by cost, access to specialized therapies, and worries about home country care. Patients seek affordable alternatives for medical procedures and treatments that may be pricey or unavailable in their own countries. They are eager to travel to receive cutting-edge medical treatments. Patients also seek healthcare abroad due to quality issues like long wait times and restricted treatment options at their home countries. The study highlights that the experiences of international medical tourists are varied. Some patients experience language hurdles, cultural differences, and post-treatment complications, while others report high-quality care, great treatment outcomes, and cultural enrichment.

According to Hanefeld et al. (2014), medical tourism is driven by cost differences, long wait times, and the search of specialty therapies and high-quality care. If managed properly, medical tourism may foster collaboration, knowledge exchange, and revenue generation. Which can help policymakers and healthcare professionals understand medical tourism and its challenges and opportunities in a publicly funded healthcare system.

5.4 Policy Implementation

Li (2014) Investigates of foreign medical tourism in India, shows the complex interaction between attractive drivers and inherent hazards in this growing. The cost-effectiveness, innovative medical treatments, and cultural appeal attract Indian healthcare patients. The investigation also revealed the multifaceted nature of dangers, including medical uncertainty, quality variances, ethical problems, and cross-border healthcare complications. Both stakeholders and policymakers must balance these dynamics and hazards as cross-border medical treatment evolves. Finding a balance between international medical tourism and patient safety and satisfaction requires a comprehensive framework that handles risks and capitalizes on opportunities. This comprehensive strategy is essential to defining international medical tourism and creating an environment that benefits patients, healthcare providers, and host countries.

Jain and Ajmera (2018) examined complex issues in the Indian medical tourism sector by using Interpretive Structural Modeling. Effective regulation and quality control were the main issues in Indian medical tourism. Standardized techniques, patient safety, and ethical standards are essential to get trust of overseas patients. Improved patient communication and cultural competency in healthcare are another major issue which can be achieve by proper regulatory frameworks. Smart solutions are requiring to tackle language and cultural barriers. A complex legal, ethical, and operational landscape must be navigated to promote medical tourism and protect patient interests. Policymakers, healthcare professional and doctors must be aware of the importance of these issues.

Johnston et al. (2011) emphasize the necessity of policy implementation in controlling Canadian patients' medical tourism and its public health effects. The study stresses complete policy frameworks that prioritize patient safety, continuity of care, ethics, and transparency. Patients should be informed about treatment alternatives, risks, and destination country healthcare providers to make informed decisions. These policies must be developed and implemented by industry stakeholders, governments, and healthcare providers, with ongoing monitoring and evaluation to ensure patient safety and manage medical tourism risks and benefits.

Medical tourism policy impacts growth and sustainability. As a leading medical tourism destination, India's policymakers must address critical areas to boost the business. First, hospitals need strict quality and accreditation criteria so that medical tourists enjoy safe, high-quality care,

strengthening industry confidence and reputation. Public-private cooperation is essential. Policymakers can improve medical infrastructure, expertise, and medical tourist experiences by encouraging partnerships and investments.

Smith et al. (2011) refers that medical tourism is driven by factors such as cost effectiveness, quality healthcare and reduced waiting times. Additionally, bilateral trade agreements can contribute to the growth of tourism by facilitating border mobility of patients, healthcare professionals and technologies. The study provides insights for policymakers and stakeholders to develop strategies that prioritize optimal patient care and healthcare system outcomes.

Hall (2011) examines the complex dynamics of health and medical tourism and its effects on global public health, emphasizing the importance of policy implementation in managing this growing industry. The study emphasizes the need for comprehensive policy frameworks that promote patient safety, quality, and ethics. To protect public health, policies should address accreditation, licensing, and healthcare resource allocation. Governments, healthcare providers, and industry associations should collaborate on policy design and implementation, sharing expertise, best practices, and tracking industry trends.

6. CONCLUSION

The research focuses on examining medical tourism in India. Its main goal is to delve into existing literature and provide insights into aspects of medical tourism, including its historical development, publication patterns, research methodologies employed and the specific topics that have received attention in previous studies. One key issue highlighted is the lack of literature reviews within the field of medical tourism in India. This indicates a research gap and emphasizes the need for comprehensive studies and greater attention to this subject.

The study's methodology is centered around conducting a systematic literature review on medical tourism in India. The Scopus bibliographic database was utilized for identifying publications. A total of 34 papers was selected for analysis. To summarize information from each study, a data extraction table (Appendix) was utilized. This table includes details such as author's names, publication year, journal source, objectives pursued by each study and their respective conclusions. Additionally, the type of methodology employed by each study (quantitative, qualitative, mixed) is identified.

Additionally, the publications were gathered by topic. The following topics were identified: healthcare industry and medical facilities; tourism and travel industry; economic and business sectors; ethical and bioethical considerations; market analysis and trends; patient perspectives and experiences; policy and regulation; branding and marketing; healthcare quality standards; technology and digital health.

The systematic literature review reveals that understanding how technologies can improve healthcare access and enhance the patient experience is crucial for the development of the industry. Furthermore, it is important to explore the social implications of tourism, particularly regarding healthcare equity and sustainability within the local healthcare system. The studies indicate the need to improve guidelines and regulations in medical tourism in India, to prioritize rights while ensuring good practices. Overall, the systematic literature review provides insights into both opportunities and challenges faced by India's medical tourism industry.

This systematic literature review sheds light into the medical tourism industry in India, but presents limitations. The main one is that it is based only on the Scopus bibliographic database, which although wide may not capture all relevant articles. Expanding the systematic literature review to

other databases is a natural avenue for further research. Additionally, it would be interesting to enlarge the analysis to other countries, with varied healthcare systems and cultural backgrounds. Comparative studies across countries could shed light on medical tourism practices and outcomes.

There are many avenues to further explore the subject of medical tourism in India. One avenue is to compare its medical tourism practices with those of other countries, in order to identify best practices and areas where improvement is needed. This would help policymakers and healthcare professionals in India develop strategies and policies to enhance the country's medical tourism industry.

Considering the growing interest in technology and digital health within the field of medical tourism it is important to conduct research on the integration and implications of these advancements. In particular, it would be valuable to investigate how these advances impact the growth of medical tourism in India. Studies could also focus on evaluating the effectiveness and patient satisfaction levels associated with telemedicine and digital health solutions within tourism settings. Gaining an understanding of how these technologies can improve experiences has the potential to facilitate remote consultations and follow up care.

More research is required to tackle the apprehensions regarding data security, privacy and the ethical utilization of Artificial Intelligence and Machine Learning in the realm of medical tourism. By investigating how technology can enhance medical tourism while simultaneously addressing its associated obstacles, policymakers and healthcare providers are empowered to make well informed decisions regarding the incorporation of these advancements, in their respective domains.

It would also be beneficial to conduct studies on the economic impact of medical tourism on the Indian healthcare system and the overall economy. Although the literature review mentions effects such as investments, job creation and foreign exchange, further research can delve deeper into understanding the economic contributions made by medical tourism. This could involve analyzing the direct and indirect economic benefits generated by the medical tourism industry in India. Another research topic concerns the effects on accessibility and affordability of healthcare for local patients. Finally, it would also be valuable to explore the challenges and drawbacks that medical tourism may present to the healthcare system, such as brain drain of skilled professionals, resource allocation issues and disparities in healthcare provision.

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Appendix

Year	Author	Journal	Objective	Conclusion	Types of Study
2023	• Hira et al.	Journal of Patient Safety and Risk Management	To examines supply-side parties in India's medical tourism business and COVID-19's effects. It seeks to understand healthcare providers, hospitals, and other parties participating in medical tourism in India. The COVID-19 pandemic's impact on India's medical tourism business will also be examined.	Medical tourism has the potential to boost India's healthcare business, economy, and reputation, according to supply side players. The COVID-19 pandemic has lowered medical tourism due to travel restrictions, reduced demand, and worries about international patient safety.	Qualitative
2022	• Sarkar et al	Health Policy and Technology	To analyze the challenges encountered by foreign cancer patients when they go to India for medical care. To look into the problems foreign patients in two private NCR hospitals are having. To enhance the NCR medical tourism experience for foreign cancer patients.	The National Capital Region of India may be useful for cancer medical travel. There are numerous problems at two private hospitals. These barriers include those related to language, culture, and the intricate healthcare system. These private facilities can deliver top-notch cancer care with adequate planning, assistance, and communication.	Qualitative
2022	• Joseph	African Journal of Hospitality, Tourism and Leisure	To ascertain and examine the reasons why Nigerian medical tourists choose India. Cost, quality, and cultural similarities of Nigeria's outbound medical tourism to that of India which assist stakeholders in healthcare in making India Nigeria's top destination for medical tourism.	Nigerian medical tourists favor India for numerous reasons. First, India has world-class hospitals and doctors. Second, India's cheaper medical care attracts Nigerians. Finally, Nigerians seeking healthcare abroad prefer India due to its large selection of medical specialties and superior treatment alternatives.	Both
2022	• Roy	Qualitative Report	Qualitatively explores customer-based brand equity (CBBE) in medical tourism in India. Examines how Indian medical tourists' views, attitudes, and experiences affect brand equity. Uses qualitative research to explore CBBE in the Indian medical tourism business.	Customer-based brand equity (CBBE) for medical tourism in India is examined in this qualitative study. Medical facilities and doctors' reputations are crucial to brand equity. Second, prior patients' favorable experiences greatly influence potential consumers' opinions and trust. Finally, CBBE can be improved by marketing techniques that emphasize quality healthcare, affordability, and individualized services.	Qualitative
2022	• Shridhar	Journal of Pharmaceutical Negative Results	Explore India's medical tourism potential. Also examines medical tourism in the country and its growth possibilities. The article will also address India's medical tourism attraction and future challenges.	With its modern healthcare infrastructure, qualified doctors, and affordable treatments, India is a top medical tourism destination. India's continued investment in healthcare facilities, specialized treatments, and patient experiences bodes well for medical tourism. India will	Quantitative

				continue to draw overseas patients because to its competitive edge and expanding worldwide repute.	
2020	• Dhale	Journal of Critical Reviews	Examine what drove India's medical tourism boom. Medical tourism's economic benefits and drawbacks in India, along with explore future opportunities and methods for sustaining and growing the Indian medical tourism business.	Due to numerous considerations, Indian medical tourism has risen steeply. International patients are drawn to the country's talented doctors, affordable treatments, excellent medical infrastructure, and wide choice of services. Medical tourism has generated income, jobs, and industry expansion in India.	Both
2020	• Medhekar et al.	Asia Pacific Journal of Tourism Research	Investigate why medical visitors select India. What factors affect medical travelers' decisions?	Medical travelers' perspectives on India medical tourism are examined in the study. It reveals significant elements influencing their decision-making, helping explain India's medical tourism attraction. India can improve its medical tourism offerings and attract a more diverse and pleased clientele by addressing these aspects.	Qualitative
2020	• Dash	Journal of Hospitality and Tourism Insights	Aims to investigate the factors influencing individuals' visit intention to India for medical tourism, utilizing an extended theory of planned behavior framework.	The extended theory of planned behavior provides valuable insights into the determinants of visit intention for medical tourism in India, offering a comprehensive understanding that can inform strategies to enhance the country's appeal as a medical tourism destination.	Quantitative
2019	• Ebrahim & Ganguli	Tourism	The article examines healthcare infrastructure, quality of medical services, price, and visa facilitation.	Destinations for medical tourism differ depending on need along with visa facilitations and other medical services.	Quantitative
2019	• Revathi & Rani	Indian Journal of Public Health Research and Development	To analyze the factors that influence medical tourism in Chennai, India, and to assess their resulting impacts on the local healthcare industry and economy.	This study highlights the intricate interplay of factors driving medical tourism in Chennai, India, and emphasizes the significant socio-economic implications arising from its growth.	Both
2019	• Deka	Indian Journal of Public Health Research and Development	Medical tourism and its impact on global healthcare. To promote India as a medical tourism destination. Discussing India's medical tourism competitiveness and benefits to international patients.	Due to its affordable, high-quality healthcare, medical tourism has increased in India. Modern medical facilities, skilled medical professionals, and a wide range of treatments in the nation attract patients from abroad.	Quantitative
2018	• Chakraborty	Journal of Health Management	To assess Kolkata's multispecialty hospitals' appeal to international medical tourists. Evaluate these hospitals' medical services and skills. Also assess medical tourism's economic impact on Kolkata's hospitals and economy.	Kolkata's high-quality healthcare, state-of-the-art facilities, and well-trained medical staff attract overseas patients seeking economical medical treatments. Kolkata's rich cultural legacy and tourist attractions boost medical tourists' experience, making it a viable medical tourism hub in India.	Both

2018	• Jain et al.	Benchmarking	Interpretive structural modeling (ISM) analysis of Indian medical tourism factors. To create a hierarchical framework of these components and their relationships and influence. Based on the interpretive structural model, to advice policymakers, healthcare providers, and stakeholders on how to boost the Indian medical tourism market.	Interpretive structural modeling research discovered numerous significant elements affecting Indian medical tourism and grouped them by effect level. These include healthcare infrastructure, quality of medical services, cost-effectiveness, government legislation, branding and marketing, patient safety, cultural competency, and technological breakthroughs. The report indicates that addressing these variables holistically can boost the growth and competitiveness of the Indian medical tourism sector, making it a top destination for overseas patients.	Quantitative
2018	• Jain et al.	Management Science Letters	Uses graph theory and matrix technique to examine and quantify Indian medical tourism characteristics. This research will illuminate the complicated network of variables and assist industry players plan and allocate resources.	Graph theory and matrix analysis showed that several critical variables affect Indian medical tourism. The sector's growth and profitability depended on healthcare quality, cost-effectiveness, infrastructure, and marketing.	Quantitative
2017	• Moghavvemi et al.	Tourism Management	The websites of private hospitals in India, Malaysia, and Thailand are analyzed. This study analyzes features, content and user engagement on the website to find out how private hospitals in these countries target international medical tourists through online advertising.	Websites for exclusive hospitals in India, Malaysia, and Thailand facilitate online medical travel. The report places a focus on medical travel and highlights the healthcare systems of each nation. These results highlight the value of online patient communities and the necessity for hospitals to market their offerings successfully.	Qualitative
2017	• Ajmera	International Journal of Health Care Quality Assurance	SWOT and TOPSIS are used to rank Indian medical tourism tactics. The essay uses these two methods to evaluate the sector's strengths, flaws, opportunities, and threats and suggest strategies to improve its global medical tourism competitiveness. This research will help governments, healthcare providers, and industry stakeholders create successful Indian medical tourism projects.	Strengthening and upgrading healthcare facilities and infrastructure eliminates shortcomings and capitalizes on India's medical expertise. Marketing and promotion: Global marketing and promotion can boost awareness of India's medical tourism potential, making it a popular destination. Working together: Medical tourism can be organized and competitive by encouraging collaboration between healthcare professionals, government agencies, and tourism companies.	Quantitative
2017	• Joseph et al.	Asia-Pacific Journal of Innovation in Hospitality and Tourism	To showcase Kerala, India as a sustainable medical tourism model. It examines Kerala's medical tourism industry's sustainable methods and success. Kerala's sustainable medical tourism approach has economic, social, and environmental benefits and could serve as a model for other places.	Kerala's sustainable medical tourism concept is promising. The state's holistic healthcare, quality medical facilities, and natural resources attract international patients seeking sustainable healthcare solutions. Kerala has become a prominent eco-friendly and socially responsible medical tourism destination by harnessing its biodiversity and traditional medicinal traditions.	Both

2015	• Dangor et al.	Bulletin of Geography. Socio-economic Series	Explores Indian-South Africans' reasons for seeking medical care in India. Also explores how this trend may affect healthcare systems, cultural identities, and socioeconomic factors in India and South Africa.	Indian-South African medical tourism is worth studying. It describes their motivations, experiences, and obstacles in obtaining healthcare in India. India offers economical and high-quality medical services, attracting Indian-South Africans seeking specialist care while retaining cultural ties.	Qualitative
2015	• Burns	International Journal of Healthcare Management	Investigate US-India medical tourism. Along with explore factors which US-India medical tourism challenges. The pros and cons of medical tourism between the two countries.	US-India trade opens up medical tourism to India's high-quality, affordable healthcare. To optimize this trade, quality control, patient safety, and regulatory harmonization must be addressed. Addressing these difficulties will help both countries build the medical tourism market, improving patient experiences and bilateral healthcare collaborations.	Both
2015	• Vitthal, et al.	Journal of Pharmaceutical Sciences and Research	The study aims to identify emerging trends and evaluate the future prospects of medical tourism in India, considering factors that contribute to its growth and sustainability.	The study presents the landscape of medical tourism in India, showcasing its promising trends while emphasizing the need for strategic measures to ensure its continued success and positive impact on healthcare and the economy.	Qualitative
2015	• Kumar & Raj	International Journal of Pharmaceutical Sciences Review and Research	To assess the status, growth, and impact of medical tourism in India. The authors aim to provide insights into the current state of medical tourism and its implications for the healthcare industry in the country.	The need for strategic planning and infrastructure development to harness the potential benefits while addressing challenges associated with this burgeoning industry. As medical tourism continues to thrive, it is crucial for policymakers and stakeholders to collaborate towards enhancing the quality of healthcare services and ensuring sustainable growth.	Qualitative
2014	• Li, Zhan	Journal of Chemical and Pharmaceutical Research	The objective of this article is to examine the attractive forces drawing patients to international medical tourism in India and to assess the associated risks inherent in this practice.	The dual nature of international medical tourism in India, highlighting its compelling attractions alongside inherent risks that necessitate vigilant management. A nuanced approach is crucial to harness its benefits while mitigating potential drawbacks.	Both
2014	• Mathew et al.	International Journal of Applied Engineering Research	To examine the role of medical tourism as a means to attract foreign patients to the Indian hospital industry, with a specific focus on the city of Chennai. The authors aim to analyze the factors contributing to the appeal of Indian hospitals for international patients.	The study underscores the importance of factors such as cost-effectiveness, advanced medical technology, and quality healthcare services in attracting foreign patients. As the trend of medical tourism continues to shape the industry, ongoing efforts to maintain and improve these factors can contribute to sustained growth and competitiveness in the global healthcare market.	Qualitative

2013	• Meghani	International Journal of Health Services	Focuses on British medical tourists in India and medical tourism ethics. This expanding trend raises ethical questions about quality of care, patient safety, equality, and the impact on healthcare systems in both nations. By providing a balanced view, medical tourism's ethical issues can be better understood and discussed.	UK-India medical tourism ethics are complicated. It may lower costs and wait times, but ethical questions about quality, healthcare worker exploitation, and inequity arise. Addressing ethical challenges requires balancing personal choice and society obligations.	Qualitative
2013	• Qadeer et al.	Philosophy, Ethics, and Humanities in Medicine	Discuss medical tourism with Indian tertiary care physicians. Medical tourism's effects on physicians, patients, and India's healthcare system are examined in this article. Physicians' perspectives on medical tourism's pros and cons will be used to inform healthcare policymakers and stakeholders.	The study emphasizes medical tourism in India from the standpoint of tertiary care professionals. The need for medical practitioners and policymakers to work together to provide ethical and high-quality healthcare to international patients is highlighted. As India's medical tourism business grows, ethical standards and physician involvement are essential.	Qualitative
2011	• Solomon	Anthropology and Medicine	The emotional structuring of medical tourism in India impacted by medical tourism as well as the general public.	The emotional aspects of medical tourism can be understood and resolved, which might enhance patients' experiences in India.	Qualitative
2011	• Runnels & Turner	Indian journal of medical ethics	To investigate bioethics and international medical travel in India. To research the moral implications of international medical travel and how they affect patients, medical professionals, and society.	Healthcare has become more globally based as a result of medical tourism. Indian medical tourism is attracted by its low cost, excellent healthcare and experienced doctors.	Both
2011	Lenin et al.	Medico-Legal Update	Promote India's inexpensive and high-quality medical tourism that also exhibit India's medical specializations, such as cardiac surgery, organ transplants, and cosmetic surgeries, which attract international patients.	Medical tourism has grown in India due to its economical, high-quality healthcare. International patients are drawn to the country's advanced medical infrastructure, competent healthcare staff, and cutting-edge treatments.	Quantitative
2011	• Crooks et al.	Social Science and Medicine	Examines the messaging, visuals, and marketing methods used to promote medical tourism to India. It highlights India's medical tourism appeal and its strong marketing strategies. This article explores India's medical tourism industry's growth and success.	India's advantages must be appropriately communicated to international patients to promote medical tourism. India's world-class healthcare infrastructure, skilled medical professionals, and affordable treatment options, along with visually appealing images of state-of-the-art facilities, patient testimonials, and cultural experiences, can attract a global audience. India may become a top	Quantitative

				medical tourism destination by using integrated marketing.	
2011	Martínez et al.	Globalization and Health	Explore Stakeholder perspectives on UK-India medical tourism bi-lateral agreements. It qualitatively analyzes healthcare providers, policymakers, and patients' opinions on such agreements' opportunities, obstacles, and possible advantages.	A qualitative study examined stakeholder views on UK-India medical tourism bi-lateral agreements. The findings emphasize regulatory frameworks, infrastructure development, and trust. Stakeholders appreciate the benefits of such agreements but stress the need to overcome issues for successful implementation and long-term sustainability.	Qualitative
2010	• Brotman	Journal of Health Care Finance	Promote India's private hospital medical tourism. Investigate why international patients choose private hospitals in India for high-quality, affordable care. India's private hospitals' expertise and cutting-edge medical services	Private hospital medical tourism has grown in India. International patients flock to the country's private hospitals for economical, high-quality care. India's private hospitals are well-positioned to thrive in medical tourism with their concentration on specialty treatments, cutting-edge technology, and competent medical staff.	Quantitative
2009	• Kumar	Health and Population: Perspectives and Issues	Attracting ophthalmic tourists is the objective. To assesses various marketing tactics to promote the hospital's offerings and raise its profile in relation to medical tourism.	Through the use of digital marketing, partnership with travel agencies, and providing exceptional care, an eye hospital in NCR benefits from India's promotion of medical tourism. By making these efforts, other Indian medical institutions may see an increase in foreign patients seeking ophthalmic treatments as well as in knowledge and trust.	Both
2009	• Rajeev et al.	Online Journal of Health and Allied Sciences	Medical tourism knowledge, attitude, and experience among various target demographics in South India. To measure medical tourism awareness and understanding, target groups' attitudes toward obtaining treatment overseas, and their personal experiences and preferences surrounding medical tourism in the South Indian region.	It found that South Indian target groups are informed and supportive about medical tourism. The region's medical tourism business could flourish. The data also showed that quality, cost-effectiveness, and accessibility influence medical tourism decisions. Healthcare providers, policymakers, and tourism authorities must work together to improve infrastructure, services, and marketing to capitalize on South India's medical tourism potential.	Both
2007	• Chinai et al.	Bulletin of the World Health Organization	Medical visas have boosted Indian medical tourism. It shows how medical visas have brought overseas patients to India for treatment. The article highlights medical tourism's benefits to India's healthcare industry and economy.	India's medical tourism business is growing as medical visas increase. Affordable healthcare, world-class facilities, and trained healthcare staff drive this trend. India is poised to become a worldwide medical tourism powerhouse as more foreigners seek treatment there.	Quantitative

