CHALLENGES OF MEDICAL TOURISM IN "VULNERABLE" INDIA

JOLLY GEORGE

Asst. Prof., Dept. of Hospitality & Tourism Studies, Acharya Institute of Management & Sciences, Bangalore – 58, India

ABSTRACT

As latest trends show India is at the threshold of a boom in medical tourism. There is a scurry of activities around holistic treatment centers to modify their facilities to make it inviting and appealing and at the same time to meet global standards. Also there are the five star hospitals with their attractive packages to allure deep pockets that are ill.

The big question however is whether India is environment ready to meet the requirements for a healthy India so that a person seeking cure in India may not return home with fatal contaminants in his/ her body. Though holistic centers and branded hospitals are doing their best to flaunt a germ free environment, it is a far cry when it comes to practice. Segregating different types of waste at the hospital, disposing them and using un-sterilized medical implements are a growing concern in the field of medicine making India "vulnerable" as far as medical tourism is concerned.

Information from newspapers, websites and firsthand comments from experts would uncover the challenges that is in front of us and the plausible solutions and suggestions to make India from being "vulnerable" to an enchanting fortress where people could come without fear of infections and get well with a smile.

KEYWORDS: Breeding Ground, Contaminations, Drug Resistance, Holistic Health, Infection Surveillance, Super Bugs, Untreatable Infections.