

GLOBAL TRENDS IN HEALTH AND MEDICAL TOURISM

Dr. Sanjeev Sharma



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Contents

<i>Preface</i>	<i>v</i>
1. Social Aspects of Health and Tourism	1
Health Tourism in India	6
Social Development	7
Prostitution and the Risk of Sexually Transmitted Infections	26
Clinical Services	31
Perspectives on the Pared Street Project	39
2. Health Tourism and Economic Development	44
Economic Colonialism and Militarisation	44
Rapid Economic Development and International Controls	46
The Political Economy of Sex Tourism	48
Research Designs in Medical Anthropology by Tourism	54
Research Design: Clinical and Community Approaches	64
Rapid Ethnographic Assessment Procedures	81
Health Care and Regulation	86
The Economics of Tourism	88
Economic Effects of Tourism	91
Pattern of Global Economic Development	102
3. World Tourism	115
World Tourism Organization	115
Tourism Mega Trends for the 21st Century	117
Global Tourism Growth and the Need for Adjustment in Tourism Industry	124
Space and International Tourism	134
4. The Problems of Remedial Legislation in Health Tourism	140
Decentralization	146
5. Sex, Tourism and Economic Development	152
Paradigms of Sex Tourism	152
A Symbiotic Relationship?? Health and Sex Tourism	171
Bangkok's Sex Tourism Industry	192

other form of Health and Sex Tourism	207
Economic Importance of Tourism in Asia Pacific	221
Obstacles to Creating Economic Development from Tourism	224
6. Ethno Pharmacology and Medical Anthropology in Tourism	227
Methods in Anthropological Ethno Pharmacology	229
Multicontextual Plant Use	230
Contexts of Medicinal Plant Use	234
Directions for Future Research	237
7. Resort Tourism	240
The Hotels and Resorts	240
Types of Resort	244
Development of Resort	249
Luxury Resort	265
Resort Taxes	267
Resort Lending	271
Industrial Relations and Resort Professionals	274
<i>Bibliography</i>	285
<i>Index</i>	287

GLOBAL TRENDS IN HEALTH AND MEDICAL TOURISM

Health and medical tourism is perceived as one of the fastest growing segments in marketing 'Destination India' today. While this area has so far been relatively unexplored, we now find that not only the ministry of tourism, government of India, but also the various state tourism boards and even the private sector consisting of travel agents, tour operators, hotel companies and other accommodation providers are all eyeing health and medical tourism as a segment with tremendous potential for future growth. Health tourism is a wider term for travels that focus on medical treatments and the utilization of healthcare services. It spans a wide field of health-oriented tourism ranging from preventive and health-conductive to rehabilitational and curative forms of travel; the latter being commonly referred to as Medical tourism. Medical tourism is the act of travelling to other countries to obtain medical, dental, preventive and surgical care. With high rising costs of health care in the US, many people are not able to afford health insurance and cannot receive treatment for necessary or elective procedure. The book also gives some reflections on growth of medical tourism worldwide with an Indian perspective on future prospects of global medical tourism.

Contents: Social Aspects of Health and Tourism; Health Tourism and Economic Development; World Tourism; The Problems of Remedial Legislation in Health Tourism; Sex, Tourism and Economic Development; Ethno Pharmacology and Medical Anthropology in Tourism; Resort Tourism.

About the Author



Dr. Sanjeev Sharma completed his post Graduate Diploma in Travel and Tourism Management from Indian Institute of Tourism and Travel Management, Balrampur, UP. He led the teams that developed the tourism policy and strategy for India; developed strategies for trend-setting companies such as Sandals International and Conservation Corporation; and developed the "tourism begins at home" programme that sparked the turnaround in the Indian tourism industry. This book takes a comprehensive approach to tourism, covering a wide range of topics relating to its planning, development, management and impact. At the present time, he is working as an associate professor at the School of Hospitality & Tourism Management, Bahrach, UP.



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