Health Tourism Karnataka (India) - An Insight

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Abstract

Medical/ Health tourism is one of the fastest growing sub-sectors of tourism industry in the country due to low costs. According to an article, the total healthcare market in the country is predicted to increase its contribution to gross domestic product (GDP) from 5.2% to 8.5% in the next 10 years. This study explores how health tourism in Karnataka is picking up and the fact that most of the foreign tourist wanting to have various medical treatments here. In turn showing the developments in innovative Spa, Ayurveda therapies. This study also shows the arrival of foreign tourist which kept increasing from past few years which directly helped the state to increase their GDPs. Karnataka is emerging as an attractive, affordable destination for healthcare. But taking into consideration various challenges also need to be noted down.

Keywords: Medical Tourism, Health Tourism, Hospitality, Karnataka, Challenges.