

Chapter 5

Dynamics of Medical Tourism Brand of India and Understanding Its Political and Economic Structures

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ABSTRACT

This chapter is about understanding the dynamics of medical tourism in a country like India. What drives the whole industry of medical tourism in India? To drive the brand of India as a medical tourism destination, the perspective India presents through its economic and political perspective holistically has been explored. Therefore, the idea of the chapter is to understand medical tourism and its impact on the Indian socio-economy.

DRIVING THE IDEA OF BRANDING INDIA THROUGH MEDICAL TOURISM

The idea of branding in India has been traversed with the idea of people, poverty, pollution, population & moral preaching. An idea of India coming up as a modern nation state with the flow of time post-independence supposedly from colonial regime had definitely turned a new leaf in the chapter of an old civilization such as India. India as a country supposedly is a very new nation state suffering from typical problems of a newly formed country under nation state system which we generally term as Third Worldism. A country founded on principles of unique constitution

DOI: 10.4018/978-1-7998-3427-4.ch005

however in a country which has diverse complexity (Fernandes, 2004.) However, the idea of the third world is so reductionist in approach and so clichédly discussed that personally this chapter related to medical tourism does not want to fall into the same trap. This chapter is about understanding what defines India if it has its own spirit. A country founded on principles of unique constitution however in a country which has diverse complexity. To add on to that illiteracy, broken education system as well as accountability of politicians towards citizens are the burning issues of our country. However, it is not as if we do not what the problems are. The onus is on understanding the bright spot and is the society of India ready to accept its responsibility to do so. The idea of cheap medical tourism in the world's largest democracy by population surely raised a lot of questions but despite all the questions and challenges it has survived. However, what about the parameters of the quality of medical treatment, the expectation of the billion plus people looking for a society free of corruption as well as the new idea of a truly unique medical practise not necessarily conforming to western standards may be the real deal for the people of India 70 years down the line after independence. The father of Indian constitution who had drafted the pillars of Indian democracy had a foresight that what India needed. Related to the equation of bringing in equity first into the society for true independence the idea of reservation was brought in. The same scenario has catapulted into the idea of vote bank politics although the demographics and the reach of the benefit of reservation is yet to be fully understood or answered from a very scholastic point of view. The pain of partition, the idea of diversity and the issue of an Indian independence which really touches all the people is what drives the idea of power and politics in India. Added alongside of the keywords is the dynamics of the people of India. However, the chapter deals in branding India through medical tourism. A question of unfathomable poverty vis a vis to be removed through democracy which is also sadly intertwined with corruption. Amidst all of this India despite having challenges in its health system has come up as the destination which also paradoxically has some of the best medical centre in the world at much cheaper cost than the west. The preaching of India's moral upstanding has been resonated only when the dynamics of the country is really resonating with the expectation of the people. Not the same old stories of potholes, pollution as well as the corrupt public bodies. That again brings into the equation the dynamics of accountability and the idea of its unique standing through medical tourism. India has been harnessing its strength through unique medical practises as well its talented medical pool in the private health sector mostly against all of its impediment which had been growing with the policy related to medical tourism including health infrastructure, law and social care based on an idea of ever-changing expectation of dynamic nature of our times. India's demographic dividend can be a serious problem unless that is turned into a proper workforce (Khodabakhshi, 2011).

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