

# Chapter 11

## Ethical Marketing in Medical Tourism: Use of AI in Connecting With Conscious Healthcare Consumers in India and Indonesia

**Deepak Singh**

 <http://orcid.org/0000-0003-1516-8589>

*Jaipuria Institute of Management, India*

**Maria Natalia Damayanti Maer**

 <http://orcid.org/0009-0003-5733-3711>

*Petra Christian University, Indonesia*

### ABSTRACT

*The rapidly expanding medical tourism sector in India and Indonesia faces disruption from the conscious consumer, who demands stringent ethical conduct, data privacy and transparency over transactional marketing. This chapter investigates how Artificial Intelligence fundamentally reshapes this landscape. Using a conceptual and comparative qualitative approach, the analysis highlights AI's potential for trust-building through predictive personalization, while simultaneously cautioning against critical pitfalls like algorithmic bias and data misuse. The study introduces the AIMPJ framework, a strategic blueprint that integrates consumer behavior and ethics theories with the AI-Enhanced Medical Tourism Patient Journey. The framework's application underscores the necessity of contextual AI ethics, recognizing deep regional contrasts. Implementing ethical AI is asserted as a strategic imperative for operators, requiring cross-sector collaboration and regulatory alignment to build a globally equitable and trustworthy medical tourism ecosystem.*

DOI: 10.4018/979-8-3373-6881-8.ch011

## **1. INTRODUCTION**

### **1.1 Medical Tourism and the Rise of Conscious Consumers**

The phenomenon of medical tourism has rapidly evolved into a profoundly dynamic and crucial sector within the international healthcare landscape (Lukose et al., 2024). Fundamentally, it involves the cross-border movement of patients seeking a spectrum of treatments, from clinical procedures to wellness and cosmetic interventions. This industry represents a unique confluence of healthcare delivery systems, specialized hospitality services, and targeted international marketing efforts. Its expansion is visibly powered by emerging economies, notably India and Indonesia, which successfully leverage competitive pricing for high-quality care, bolstered by advanced technological infrastructure and distinctive cultural hospitality. Global projections suggest the market will surpass USD 186 billion by 2034 (BHC Global, n.d.), primarily driven by two structural factors: escalating healthcare expenditure in developed nations and the increased accessibility of world-class medical facilities throughout the Global South.

The modern medical tourism landscape is no longer defined predominantly by considerations of mere affordability or accessibility (Figueiredo et al., 2024). A significant paradigm shift is occurring, driven by a new generation of conscious consumers who are fundamentally reshaping expectations within the sector. These patients, primarily characterized as digitally connected Millennials and Generation Z travellers, evaluate cross-border healthcare options through a refined lens that transcends traditional metrics of price and convenience (Sihombing, 2025). Their decision-making process integrates crucial elements of ethical transparency, environmental sustainability, and institutional trustworthiness. Specifically, they mandate verifiable evidence of clinical outcomes, strict adherence to global ethical and data protection standards, and the responsible management of patient information during digital healthcare interactions. Furthermore, these consumer preferences are increasingly mediated by broader socio-environmental governance concerns, which include demands for reduced carbon footprints, equitable labour practices, and demonstrable community benefit-sharing within the medical tourism destination countries (Tehseen et al., 2024).

### **1.2 Redesigning Medical Tourism Narratives for Conscious Consumers**

The emergence of these ethically aware consumers fundamentally redefines the conventions of marketing communication within the medical tourism sector. This evolution necessitates a shift away from traditional promotional narratives that

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