

## MEASURING THE ROLE OF CLINICAL AND SERVICE ATTRIBUTES FOR MEDICAL TOURISM IN RAJASTHAN

*Navneet Kaur*

*Research Scholar, Department of Business Administration, Mohanlal Sukhadia University, Udaipur, Rajasthan, India*

**Received: 14 Mar 2019**

**Accepted: 25 Mar 2019**

**Published: 31 Mar 2019**

### **ABSTRACT**

*Medical Tourism has turned out to be a fast growing multibillion-dollar industry around the world. It is an economic activity that entails trade in services and represents the mixing of two of the largest world industries: health care and tourism. In India, it has emerged as the fastest growing segment of the tourism industry despite the global economic downturn. India is offering very low-cost treatments not only to Indians but also to the foreigners. The current paper studied various clinical and service aspects driving medical tourism to Rajasthan. The Results of the current study indicated that visitors seem to be satisfied with Accreditation of Hospital, nursing care, pharmacy/ medicine availability and Counselling as clinical attributes and Accommodation, Security service and Country food availability as service attributes. Further, the hospitals should extend their facility and accreditation so that they can be part of the new mode of tourism called medical tourism. Thus the present study is very helpful for the overall development of the state.*

**KEYWORDS:** *Medical Tourism, Rajasthan, Clinical Attributes and Service Attributes*