

## Course Description

The 'Certificate Course in Medical Tourism' will help graduates to build a career in the continuously growing field of tourism industry. It prepares and trains qualified and efficient candidates in different aspects of medical tourism like hospital treatment, travel management, accommodation booking, sightseeing and medical packaging services. This course trains the candidates in understanding the concepts of medical tourism marketing and hospitality services.

This course is aimed at graduates in any discipline including Graduates of Medicine in Allopathy, Dental, Ayurveda, Unani, Homeopathy, Physiotherapy, Nursing and Paramedical.

A host of employment opportunities await these professionals right after completion of the program ranging from customer relation, medical support services, sales and business development, international business development and even finance and administration.

This course is certified by Medvarsity.

## Course Outline

- ❖ Module 1 - Introduction to Medical Tourism
  - History, Marketing Concepts and Strategies
  - Medical Tourism Destinations
  - Hospitality & Hotel Industry
  - Marketing Concepts & Strategies
  - Spa & Wellness Tourism
  - Travel Retailing and Logistics
  
- ❖ Module 2 - Medical Tourism - The Future of Health Services



## केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**

AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA

REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT GOVT. OF INDIA

REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA

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NCS-REGD. OFFICE  
Govt. of India



सत्यमेव जयते

REGD.NO.: S14K81-1040424644087

- Alternate Medicine and Medical Tourism
- Medical Tourism Ethical, Legal & Social Concerns
- Quality Standard in Medical Tourism
- Impact of Medical Tourism
- Medical Tourism in Kerala
- Medical Tourism-Issues & Challenges
- Medical Tourism The Future of Health Services

