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Topic of Research: Health Tourism Development Strategies in India: A Study of French Speaking Health Tourists

Findings

The primary objective of this study is to examine the various factors that influence the decision of French-speaking health tourists to choose India as their preferred health tourism destination. Additionally, this research aims to evaluate the impact of these factors on the selection of India as a destination and to determine the influence of India's culture and environment on the overall satisfaction of these health tourists. The primary determinant influencing the selection is the quality of care, followed by the place attachment. Additionally, marketing strategies, government policies and laws, and the potential for cost savings also significantly influence selection of India as a health tourism destination by French-speaking health tourists. However, factors such as accessibility, hygiene standards, safety and security, and tourism opportunities are not significant considerations for French-speaking health tourists when selecting India as their destination. The aforementioned findings challenge the prevailing belief that India possesses a competitive advantage primarily driven by low cost. In relation to the impact of cultural and environmental factors on the satisfaction of French-speaking health tourists, the study revealed that the most significant factor is the availability of opportunities for immersing oneself in the destination's culture. This is followed by the physiography and the level of hospitality provided. In addition, health tourism facilitators encounter various challenges when catering to health tourists, such as lack of new policies and development plans, level of hygiene and sanitation, inadequate laws and regulations, level of safety and security, and other related issues.