

One Month Certificate Course in Medical Tourism

Name of Certificate Course	Medical Tourism
What is Medical Tourism	<p>Indian is destination to rich medicinal practices and also home that has generated some of the renowned best doctors of the world. Under such circumstances the world population suffering with ailments look up to India and its traditional medical and wellness expertise. Such people visiting India can also include beautiful destinations to their stay.</p> <p>The combination of availing medical facility and tourism services can be called medical tourism.</p>
Course Description	<p>This certificate course will help participants to build their career in upcoming and growing field of medical tourism. It trains participants on different aspects of medical tourism like understanding the concept, medical terminology, accreditation, documentation, travel management, medical packages and other services.</p> <p>The course aims at training participants who comes from any discipline. This course will help participants to work in Hospitals at different levels and departments including International Patient department, customer relationship, business development, administration etc. The course will also help participants to work with Medical Tour Companies/ operator and understand industry trends.</p>
Objective of the programme	<ul style="list-style-type: none"> • Introduction of medical terminology and departments • Documentation requirement for medical travel, procedure, Visa etc. • Understanding logistical and operational feature of medical tourism industry • Understanding on requirement of international patient department and customer services
Language	English
Duration	1 Months (30 Hours)
Programme delivery	Offline/ Online lectures and discussions

mode	
Pedagogy	<ul style="list-style-type: none"> • Power point presentations • Individual assignments and study • Role play exercises • Interaction with Industry expert • Group discussion • Field visit to Hospital
Fees (INR)	INR Rs. 5,000/- (Rs. 4,000/- for IITTM and IITFC students)
Eligibility	Intermediate in any discipline with minimum 18 years of age. Participants should have basic competency in computer, should have access to internet and email.
Evaluation	<ul style="list-style-type: none"> • Written test • Project reports • Assignments • Viva- voce
Certification	After successful completion of the programme the participants will receive Certificate in Medical Tourism from Indian Institute of Tourism and Travel Management which is an Autonomous Body under Ministry of Tourism, Government of India
Attendance	Students are expected to put in as much attendance as possible as it is an integral part of learning. A minimal of 80% attendance is mandatory.

Major topics to be covered

Medical Tourism	
1	Introduction to Tourism
2	Tourism Terminology
3	Tourism in India and Globe
4	Introduction to Hospital and Medical Tourism
5	Medical/ Hospital Terminology
6	Medical travel Value Chain
7	Medical tourism destinations in India
8	Alternative forms of medical tourism (AYUSH, Spa, wellness etc.)
9	Marketing India as medical tourism destination (concept and strategies)
10	Medical Tourism Packages
11	Travel formalities and legal requirement in Medical tourism
12	Accreditations and quality standards for Hospitals
13	Medical tourism- SWOT Analysis
14	Case Studies

Kindly Note:

1. All the students admitted to the course should follow strict Covid Protocol.
2. Only fully vaccinated students be allowed for offline classes.
3. ID cards would be issued to all the students.
4. Outstation students if wants can avails the facility of Hostel (separate for boys and girls) and Mess on extra payment.