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Tamil Nadu : A New Identity of Medical Tourism in India

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ABSTRACT : Medical tourism is becoming a popular option for tourists across the globe. It encompasses primarily and predominantly biomedical procedures, combined with travel and tourism. The Indian medical tourism industry is presently at a nascent stage, but has an enormous potential for future growth and development. Chennai has the flagship branch of Asia's biggest health care provider, the award-winning Apollo Hospitals. Tamil Nadu contributes 40 per cent of India's medical tourism industry. The objective of this paper is to study the growth of medical tourism in Tamil Nadu.

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