

School of Hospitality

Department of Hospitality

Mid Term Examination

Exam Date: 29 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - I1UA503B - Wellness and Medical Tourism

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Medical tourism destinations are primarily chosen based on their leisure attractions and cultural experiences rather than the quality of medical services. K2 (2)
- 2) Wellness tourism is generally more _____ compared to medical tourism due to the nature of services offered. K1 (3)
- 3) What is Health Tourism? K2 (4)
- 4) What are the key steps in product planning and development? K2 (6)
- 5) Write the Steps for Designing a Medical Tourism Product and Package: K3 (6)
- 6) What are the economic issues in health and medical tourism? K3 (9)
- 7) What is the product life cycle, and what are its stages? K4 (8)
- 8) What does a typical Medical Tourism Package include? K4 (12)

OR

Has there been any recent development related to the Medical Council of India (MCI)? K4 (12)