International Journal of Research in Marketing Management and Sales

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Developing 'Brand India' as a premier destination for medical and wellness tourism: PESTEL analysis and implementation framework

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DOI: https://doi.org/10.33545/26633329.2024.v6.i2a.175

Abstract
In this report, we use a PESTEL analysis to investigate the chances of positioning "Brand India" as a leading health tourism and wellness destination. It discusses how political stability, economic growth, social change, technical advancements and developments in law have affected medical tourism business in India. The paper identifies the strengths and weaknesses of India and suggests an implementation strategy that exploits these traits. It contains marketing plans, policy recommendations, strategic efforts aimed at enhancing India's competitiveness. Finally, it examines how "Brand India" can be promoted as the best place for wellness and medical travel through collective action that will promote economic growth while patients around the world benefit from improved health outcomes.

Introduction
The travel sector is witnessing the emergence of two trends: medical tourism and wellness tourism are actually two of the most significant sectors of tourism. Medical tourism is the practice of traveling across country borders to seek medical, cosmetic, or other related services like complex surgery, treatments, or elective procedures. This trend allows individuals seek treatment in facilities that offer quality but cheaper health care services often coinciding with their leisure time for tourism. On the other hand, the area of wellness tourism is quite focused on generating integral overarching health as a result of experiences on various wellness sessions. Activities such as spa holidays, yoga classes, activities that promote awareness, breathing exercises, proper nutrition, healthy lifestyle, time in nature, and other. Tourism products and services, as well as other activities, which contribute to the rejuvenation of the human body and mind. For this and other reasons, the aspects of wellness and medical tourism have recently gained more attention. The demand in health related services has increased because of trends such as the increase the in life spans as well as the increased emphasis placed on health. There is a growing trend showing that wellness and medical tourism plays significant roles as indicated by the world travel and tourist numbers. This report analyses the world market of medical tourism, which was valued at $47 billion in 2024 and should reach $110.7 billion in 2029. Today it is estimated that around 14 million people travel overseas for medical treatment annually; this existing $50-$70 billion market funds them. Thailand, Mexico, the US, Singapore, India, Brazil, Turkey, and Taiwan are among the most popular travel destinations for medical tourism. There is an increasing interest in wellness and medical tourism, according to global trends in the travel and tourist sector. It is important and remarkable that wellness and medical travel continues to expand rapidly and the significance of health and Medical travel cannot be disputed, particularly in India. India is on the 10th position in MTI rank on a total of 46 countries of the world for MTI 2020-2021. There are advantages for the nation to be viewed as a medical tourism country following to avail professional medical treatment givers, modern medical facilities, available medical technology, and comparatively reasonable charges for medical treatment. India's tourism industry is one of the leading wellness tourism destinations also because it has been famous for ancient healing sciences, including Ayurveda, Yoga and Meditating. Thus, to promote India as a destination of medical tourism and wellness tourism, the Ministry of AYUSH launched initiatives such as the "Heal in India" course and the

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"National Strategy and Roadmap for Medical and Wellness Tourism".

The acronym PESTEL is used to analyze multinational enterprises and economic sectors that require exporting products to other countries. The analysis of the environment by PESTEL can be utilised in the tourist industry in order to record and assess the demand for tourism around the world. This perspective indicates the need to be very selective in considering the numerous factors that impact the growth of the medical tourism industry as it progresses in the future. The PESTEL study, which stands for Political, economic, social, technological, environmental, and legal, is a useful framework, which should be used for further research. Basically, by considering these essential features in the achievement of its goals and objectives, this strategic planning tool enables the stakeholders get valuable information and awareness about the current state of the sector. To explore the PESTEL components, it will be useful to define its composition and understand how businesses and industry participants can use them to identify opportunities and risks in the macro-environment in which they operate. This research aims and explores a range of external factors, and in this section their findings and implications are discussed. It also explains an early leadership plan that will enable the achievement of the above factors by strategically positioning the plan with considerations for some aspects.

Literature review

Numerous studies on the application of PESTEL Analysis to the growth of tourism have been conducted in a number of nations. By analysing the finder of political, economic, social, technical, environmental, and legal factors who will be the initial plans for expansion in the tourism sector associated to investor interest, PESTEL Analysis can help pick new target markets. In an effort to break into the medical tourism industry and try to get referrals and patient reservations from sources other than their usual patient base, doctors and dentists frequently try to go well beyond their educational background. Patients who are "out of town" or "out of state" or "international" or "cross-border" can be classified as outside. All of that is up to each individual doctor or dentist. Beyond the borders of your private practice, it is simple to identify the fundamentals of a country or region, such as its population, demographics, economic size and growth, predominant language and religions, and follow-up/handoff care management challenges. However, in order to gain a deeper understanding of the region and its people, further research is necessary. You can use the P.E.S.T.E.L. analysis as a tool to help you structure your preliminary study. PESTEL is strongly associated with other socioeconomic factors of health that you should be aware of when identifying your target market. These are the conditions under which humans are born, grow, live, work, and age. These circumstances are shaped by the distribution of resources, wealth, and power on a global, national, and local scale. Similar models to PESTEL exist as well; for instance, some of these models have additional components. These are the STEEPLE model (ethical factors), PESTLIED (international and demographic factors), and STEEPLED (educational and demographic variables). In addition, three additional factor categories were added to the original six in the PESTEL model expansion. The new model, known as LONGPESTEL, is divided into three categories: local, national, and global.

Political, economic, social, and technical (PEST) are the only four of the six components included in this simplified form of the analysis.

M. Bubble suggests that PESTEL analysis identifies significant aspects of an international company's environment, including natural and technological factors. The environment encompasses economic, political, legal, demographic, and cultural elements. Since the tourism business deals with invisible exports and is a worldwide industry, this kind of study can be applied to individual enterprises as well as the destination as a whole.

PESTEL analysis, as defined by Johnson and Scholes, is a technique for analyzing variables affecting multinational corporations. Because of its global operations and macro indicators, it can be used to a tourist destination. State stability, fiscal policy, trade limitations, policy development, and community welfare are examples of political influences. Economic factors like the business cycle, GDP trends, interest rates, currency circulation, inflation, and unemployment were recognized by Johnson and Scholes. Demographic data, economic disparities, social mobility, lifestyle modifications, perspectives on work and play, consumerism, and educational attainment are examples of socio-cultural effects. Government investment in research, efforts to progress technology, novel findings, and rates of technology transfer are examples of technological influences. Ecological factors include things like energy use, trash disposal, and environmental preservation laws. State monopoly laws, employment regulations, health, and product safety are among the legal factors to be taken into account.

PESTEL study was performed on Romania's geological repository by Andrei and Prisecaru. For example, they discovered that two economic factors in their nation, interest rates and inflation, significantly affected the costs associated with disposing of radioactive waste. In 2017, Putra classified sub-factors in the PESTEL model as "threats" or "opportunity" for Indonesian maritime security. This predictive model for anticipating future company dynamics is applicable across various industry sectors. PESTEL analysis can be used to analyze a country's medical tourism sector based on the six previously mentioned macroeconomic components or segments of the international environment. Macro-environmental impacts on rural tourism in Lithuania, corporate travel to Croatia and Qatar, strategic concerns and obstacles in Kenya, the sustainability of the hospitality and tourism industries in India, and environmental strategic factor analysis in Sri Lanka are a few examples.

Method, data, and Analysis

The current investigation employed a qualitative research technique to examine the impact of exogenous factors on the emergence of India as a leading brand in the medical and wellness sector. The study examined and discussed the significance of these external elements through a thorough analysis that made use of the PESTEL framework (political, economic, social, technical, environmental, and legal). The six external factors - political, economic, social, technological, legal, and environmental - that might significantly affect India's resilience in medical tourism are examined in this strategy. Furthermore, this method aids in comprehending contextual elements, as well as internal and external analysis. The secondary data used in this study comes from books, journals, articles, report documents, and

laws and regulations. These sources are used to define the original strategy plan that permits resilience through certain considerations and to determine its ramifications. Additionally, these data are prepared, processed, and examined in a descriptive, analytical, and synthesized manner in order to provide clarification and address research issues.

Result and Discussion
1. Political Factors
At the local, regional, national, or worldwide levels, political factors examine political movements and policies. Analyzing the following components is part of it: functions of governance, taxation, budgeting, currency, competitiveness, protectionism, anti-monopolistic, and anti-corruption policies, lobbying, and political risk, armed conflicts, degree of terrorism, and tensions between ethnic groups. Political issues are important in the medical industry since they shape the business environment as a whole and impact its growth. These variables include trade agreements, stability, government policies, and the political environments of the sending and receiving nations.

1.1 Stability in Politics
The health of the medical tourism sector depends on political stability. Medical tourists may make decisions based on factors such as India's political history, current political dynamics, and kind of government. Patients may decide to travel for medical care depending on a variety of factors, including the stability of their government, the value of their money, and the state of politics at the time. The government's dedication to growing and promoting the Indian tourism industry is demonstrated by the establishment of a distinct Ministry of Tourism.

1.2 Policies of the Government
The financial components of the medical tourism sector are directly impacted by laws and regulations from the government. Foreign commerce, taxation, labor legislation, and environmental regulations all have an impact on the profitability and day-to-day operations of medical tourism enterprises in India. The industry's development and expansion depend heavily on the Ministry of Tourism's strategic planning and government backing.

1.3 Interstate Competition
India's several states have stiff rivalry with each fore-most to attract tourists because every state possess unique and appealing tourist destinations. While this rivalry can contribute positively in efficiencies at the state level, lack of cooperation can hamper the development of tourism industry at large. Increased potential for marketing India as a competitive destination for tourism and the use of India's differential products require coordinated multi-state effort.

1.4 Governmental Intervention
This implies that India has tried to reduce the involvement or the control of the government on business ventures so as to give corporations more freedom. The future of medical tourism in India relates to certain political characteristics such as stability of the political situation, government support and non-intervention to the commercial activity legal basis.

2. Economic Factors
The economy has also been playing a significant role in the medical tourism being practiced mainly in India in the recent years. The medical tourism segment in India has experienced rapid growth and has been a notable sector for the GDP contribution in the country. In addition, it has been observed that one in every ten employees is employed in tourism sector, a fact that shows that the business has created employment. However, the sectors that the report identified as having catalysed economic growth include the medical tourism zone that has scope for furthering foreign exchange profits and employment opportunities.

2.1 Growth of GDP
The growing GDP of India offers prospects for expansion for companies in the medical tourism industry. For instance, India has been a popular travel destination for medical tourists due to the development of numerous top-notch hospitals and healthcare services brought about by the nation's economic expansion.

2.2 Foreign Investment
Since the economic reform in 1991, India's free industrial policies have guaranteed increased international investment in the nation, which can benefit the medical tourism sector. For example, a number of foreign healthcare organizations have established operations in India, bringing cutting edge medical knowledge and technology with them.

2.3 Consumer Purchasing Power
The demand for medical tourism services can be influenced by the spending power of consumers both domestically and internationally. Customers may seek out medical tourism services more frequently when their purchasing power rises. For instance, the growing middle class in India has raised the need for premium healthcare services, such as medical travel.

2.4 Savings on costs
In comparison to industrialized nations, India's medical tourism sector offers considerable cost reductions. Medical tourists find India to be an appealing alternative because, for example, a heart valve replacement procedure that would typically cost $160,000 in the US can be completed for as little as $9,000 there.

Table 1: Cost comparison between Singapore, Thailand, USA and India (Approximated figures in US$)

Procedure	Singapore	Thailand	United States of America (USA)	India
Heart Bypass	18,500	11,000	1,30,000	10,000
Angioplasty	13,000	13,000	57,000	11,000
Hip Replacement	12,000	12,000	43,000	9,000
Hysterectomy	6,000	4,000	20,000	3,000
Knee Replacement	13,000	10,000	40,000	8,500
Spinal Fusion	9,000	7,000	62,000	5,500
Heart Valve Replacement	12,500	10,000	1,60,000	9,000

Table 2: Details of the number of medical tourists who arrived in India during the last three years

Sr. No.	Year	Medical Tourists (in lakh)
1.	2020	1.83
2.	2021	3.04
3.	2022	4.75

Source: Bureau of Immigration (Ministry of tourism)

Table 3: The contribution of tourism to the gross domestic product (GDP)

	2017-18	2018-19	2019-20	2020-21
Share in GDP (in %)	5.02	5.02	5.19	1.06
Direct (in %)	2.61	2.61	2.70	0.55
Indirect (in %)	2.41	2.41	2.49	0.51

Source: (Ministry of Tourism - annual report -2022-23)

Table 4: Role of tourism in job creation

	2017-18	2018-19	2019-20	2020-21
Share in jobs (in %)	14.78	14.87	13.50	12.91
Direct (%)	6.44	6.48	5.89	5.63
Indirect (%)	8.34	8.39	7.61	7.28
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	69.44	68.07

Source: (Ministry of Tourism – annual report -2022-23)

The data in Tables 3 and 4 demonstrate the tourism industry's major contribution to India's economy and jobs. In fiscal year 2019-20, tourism contributed 5.19% of India's GDP, with direct and indirect contributions of 2.70% and 2.49%, respectively. However, the COVID-19 pandemic had a significant impact on the business, with tourism's contribution of GDP falling to just 1.06% in 2020-21.

Tourism also contributes significantly to job creation, accounting for 13.50% of total employment in India in 2019-20. This figure represents 5.89% of direct occupations and 7.61% of indirect jobs. Despite the epidemic, the tourism industry sustained 68.07 million jobs in 2020-21, demonstrating its resilience and importance to the Indian economy.

3. Social Factors
Social factors: natural growth, age structure, population mobility, labor quality, unemployment rate, migration rate, lifestyle, education level, foreign language circulation, societal values, religious tolerance, attitudes toward quality and austerity, and access to healthcare for workers are some of the social and cultural institutions that influence the overall labor dynamics of the tourism industry.

3.1 Social attitudes
The demand for medical tourism services might be influenced by social attitudes on healthcare and medical travel. For instance, patients may choose to use medical tourism services in India due to the stigma attached to specific medical illnesses or treatments in their native country. For procedures like cosmetic surgery, some patients can choose to go overseas in order to avoid social shame in their native communities.

3.2 Cultural Aspects
Differences in culture between the nations of origin and destination may have an effect on the medical tourism sector. For example, the treatment and services received by medical tourists can be influenced by the cultural norms and values of the country of travel. India might draw medical tourists looking for all-encompassing healing experiences because of its rich cultural legacy, which includes ancient medical systems like Ayurveda.

3.3 Trends in Demography
The aging population, rising health consciousness, and the impact of social media can all be considered demographic trends that may fuel demand for medical tourism services. For instance, there is a greater need for premium healthcare services, including medical tourism, in India due to the country's expanding middle class. An increasing number of Indians may now afford and look for private healthcare solutions as their earnings improve.

3.4 Social media
These days, social media platforms play a big role in influencing consumer behaviour and public perception. Indian companies that offer medical tourism have made use of social media to interact with prospective clients and advertise their services. Positive social media ratings and word-of-mouth can help India become a more popular destination for medical tourism.

3.5 Community Support
Social media and community support can have a significant impact on how medical tourists perceive their trip. For example, patients may feel more at ease and comfortable throughout their medical tourism journey in India if there is a strong community of medical tourists. Developing relationships with other patients can offer both practical guidance and emotional support.

4. Technological Factors
The market of medical tourism in India is becoming much more competitive worldwide thanks to the incorporation of cutting edge technology. The quality of medical care is enhanced by these technology innovations, which also simplify the entire process for medical tourists, from the initial consultation to the follow-up after treatment. India has successfully capitalized on these technological advancements to draw in an increasing number of foreign patients who are looking for reasonably priced and superior medical care.

4.1 Modern Medical Technology and Equipment
Modern medical technology, including robotic surgery, sophisticated imaging (MRI, CT scans), and minimally

invasive surgical methods, has been heavily invested in by India. Modern medical equipment at hospitals like Apollo Hospitals and Fortis Healthcare draws patients from abroad who are looking for top-notch care.

4.2 Tele-consultation and Telemedicine
Prior to their trip, people from other countries can consult with Indian physicians through telemedicine platforms such as Practo and 1mg. For medical tourists, this technology facilitates early diagnosis, treatment planning, and follow-up care, making the procedure easy and effective.

4.3 Systems for Health Information and Electronic Health Records (EHR)
In India, hospitals are progressively implementing integrated health information systems and electronic health records. Manipal Hospitals, for example, deploy extensive EHR systems to guarantee accurate and easily accessible medical data, which improve patient safety and expedite treatment procedures.

4.4 Apps for Mobile Health (mHealth)
Applications for smartphones such as mTatva and Lybrate provide a variety of services, such as prescription reminders, health tracking, and medical consultations. These applications improve patient involvement and offer medical tourists ongoing assistance while they are in India.

4.5 Advances in the Field of Medical Research and Development
Prominent medical research institutions in India, including the All India Institute of Medical Sciences (AIIMS) and the Indian Council of Medical Research (ICMR), are developing cutting-edge medical treatments and technologies. Two examples of how medical tourists benefit from technological advancements are inexpensive insulin pumps and inexpensive cardiac stents.

4.6 robust cybersecurity and IT infrastructure
Having a robust IT infrastructure is essential for securely handling patient data. In order to safeguard patient information from breaches and foster confidence amongst overseas patients, hospitals such as Max Healthcare make significant investments in cybersecurity measures.

4.7 Augmented and Virtual Reality (VR/AR) in Medical Education and Practice:
At organizations like the Narayana Health Group, surgical training and simulation are conducted via VR and AR technologies. Additionally, by educating patients, these technologies help them have a better understanding of their medical issues and treatments.

5. Environmental Factors
Comprehending the effects of environmental elements on the medical tourism sector in India is crucial in order to appreciate the industry's growth, sustainability, and appeal to international patients.

5.1 The environment's air quality, and pollution levels
In cities like Delhi, the quality of the air is a critical factor because patients may not travel to such places if there is a lot of pollution that could harm them, especially if they have respiratory diseases. However, being more environmentally friendly and free from smog, medical institutions in non-polluted areas such as Kerala and Himachal Pradesh are

more popular. More broadly, air quality is still comparatively high in Kerala, enabling the Amrita Institute of Medical Sciences in Kochi to become a desired site for patients seeking for a better-climate environment for recovery. Moreover, case of India denotes that medical tourists have many choices available in regard to different interests and associated medical needs because of the context given.

5.2 Responsible healthcare practices, hygiene standards, and waste management
Ensure a proper management of wastes and control of infection risks, strict hygiene protocols are considered paramount to patient safety. Many hospital establishments, among them Medanta – The Medicity in Gurgaon, have comprehensive guidelines that dictate their waste management and have a high standard of hygiene, which is important for foreign patients' attraction. In addition, more healthcare facilities in India have adopted environmentally friendly measures or green compliance in recent years to address pollution in their operations and appeal to environmentally conscious patients. For instance, Narayana Health in Bangalore, is a perfect urgent care have matured sustainable health care units due to energy efficient equipment, water conservation measures, and waste controls.

5.3 Natural Restorative Spaces and Biodiversity
Kerala's backwaters and Ayurvedic resorts, in addition to Kochi's AyurVAID Hospitals, provide a distinctive fusion of traditional medicine and the natural world, luring health-seeking travellers looking for all-encompassing healing experiences. India is a popular destination for medical tourism because of its biodiversity and ecotourism options, which let patients relax and recover in the natural surroundings. Health resorts such as Soukya International Holistic Health Centre in Bangalore offer integrated therapies that include the natural environment to support recovery and well-being.

5.4 Levels of Noise Pollution and Water Quality
For the general health and recuperation of patients, especially medical tourists, access to clean water is essential. Bangalore and Chennai hospitals highlight their excellent sanitation and availability of clean water. Furthermore, hospitals in more tranquil locations—like suburban areas - are favored for a more serene recuperation atmosphere.

5.5 Rules pertaining to health and safety and initiatives for sustainable tourism
Safe and sustainable medical tourism practices depend on adherence to environmental health and safety requirements. International patients can feel secure knowing that accredited hospitals, like those recognized by the National Accreditation Board for Hospitals & Healthcare Providers (NABH), uphold strict health and safety regulations. Furthermore, programs that support sustainable tourism contribute to preventing environmental damage from medical tourism activities. Medical tourism packages are increasingly incorporating eco-friendly accommodations and responsible tourist practices, thanks to the backing of India's Ministry of Tourism.

6. Legal Factors
Analyzing the role of legal factors for Medical Tourism

industry in India, we come to know that legal factors play a vital role in terms of Industry's growth, adhering legal laws and attracting worldwide audience. India can consolidate and strengthen its market position as a more attractive country for medical tourism by ensuring high levels of regulation, protecting against liability for malpractice and ensuring the availability of visas, upholding data privacy, and actively advertising for a country's treaty agreements. Institutional environments that generate leverage on compliance procedures and processes executed under these laws are, thus, favorable positioned to attract and retain International patients seeking reliable and quality treatment.

6.1 Standards for Regulation and Certification
This includes regulatory provision and accreditation since it boosts both the safety of the services and the quality of the medical services being offered. To increase the efficacy, efficiency as well as safety of care provided to the patients, hospitals usually follow certain standards offered by the National Accreditation Board for Hospitals & Healthcare Providers. This makes hospitals such as Fortis Healthcare more appealing to the international patients as they offer them the assurance of facilities that have been accredited by NABH are compliant to the healthcare standards that exist internationally.

6.2 Liability for Medical Malpractice Laws
Medical negligence and liability laws are crucial to patient protection in asserting their jurisdictions against the doctor, as well as to ensure that individuals responsible for the negligence are held to account. The Indian hospitals' implied policy to follow The Consumer Protection Act means that its provision enabling individuals seek compensation for medical negligence has to be complied with. Risk management measures adopted by these establishments including Apollo Hospitals for contained instances of error with a view of encouraging the confidence of foreign patients are well developed.

6.3 Regulations Regarding Immigration and Visas
In this regard the permission of visa and immigration plays a crucial role for the medical care of foreign patients in India. Patients can bring their companions and stay in India during their treatment through the Medical Visa, also known as M-visa under the Indian government. Several técniques such as multip e- entry visas and ease of visa issuances contribute to making medical tourism more comfortable for medical tourists. In an effort to ensure that patients do not undergo unnecessary Complication on their visa status and has overall better patient experience, several hospitals assist patients to apply for visas.

6.4 Laws pertaining to privacy and data protection
Privacy and data protection laws are considered legal requirements in protecting commercial and personal data, including patients' data. Implementing and exercising measures that relate to the handling of personal data such as those in connection to medical results will be exercised strictly as per the proposed law in the soon to be legislate Personal Data Protection Bill. To protect patients' data, which can be used in adherence to the current laws and to in still confidence among foreign patients, Medanta - The Medicity applies stringent data security methods.

6.5 International Trade Agreements and the Promotion of Medical Tourism:
It mainly relies on such factors as international business and trade and other policies and deciding made by the governments of various countries. Conclusively, as a means of promoting medical tourism and putting India among the premier medical tourism destinations globally, government of India has signed several bilateral agreements. Furthermore, some Infomercials promoting India as a medical tourism destination include those prepared by the Ministry of Tourism in cooperation with the Ministry of Health and Family Welfare. Trade agreements and these initiates make the industry to grow in new markets and around the globe.

Conclusion
India has several political, economic, social, technological, environment, and legal factors that have an impact on medical tourism. Drawing from the information above, one can conclude that the nature of business environment, as well as the appeal to overseas patients, can greatly depend on the political stability, government policies and interstate competition. Currently, the population of the Indonesian and Asian countries as whole is growing in terms of economy, the use of foreign investment and also incremental purchasing power for health services and the cost of medical tourism services are relatively cheap compared to the developed countries. The contours and attractiveness of the industry are further impacted by social factors which include societal influences such as social media impact, demographic shifts, and culture. Automating the Health care industry with the help of technologies in cybersecurity, telemedicine, EHR and medical devices help in enhancing the patients' care and treatment. The following environmental factors can be crucial for ensuring a healthy and suitable environmental condition for medical travellers, and these include air quality, waste management, natural treatment and climatic conditions, and noise levels. Legal matters like international business relations, medical negligence laws, visa rules, regulatory standards, and data protection laws are some of the state variables that necessitate compliance to enhance safety, compliance and remain competitive in a global market. By addressing these challenging matters, India will be capable of sustaining its status as one of the world's most attractive markets for medical tourism and ensure foreign patients have reliable, superior medical care that is still affordable.

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