

# **Role of Traditional Medicine in Kerala's Medical Tourism**

**Robert B Fernandez<sup>1</sup> and Dr. Ravi Sidhu<sup>2</sup>**

<sup>1</sup>Research Scholar, Department of Hotel Management & Tourism

<sup>2</sup>Research Guide, Department of Hotel Management & Tourism  
Sunrise University Alwar, Rajasthan

**Abstract:** *Kerala has established itself as a global hub for medical tourism, largely due to its unique combination of modern healthcare facilities and traditional medicine, particularly Ayurveda. Ayurveda, the ancient Indian system of medicine, attracts international patients seeking holistic healing, wellness therapies, and rejuvenation. This review paper explores the role of Ayurveda in enhancing Kerala's medical tourism sector, focusing on treatment offerings, wellness packages, integration with modern healthcare, and the socio-economic impact. The study highlights the challenges faced in standardization, quality assurance, and international acceptance while emphasizing the scope for sustainable growth through innovative marketing and global collaborations*

**Keywords:** Ayurveda, Medical Tourism, Traditional Medicine