

# Role of Technology in Improving Medical Tourism Services in Kerala

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**Abstract:** *Medical tourism in Kerala has emerged as a significant contributor to the state's economy, leveraging its world-class healthcare facilities and traditional therapies. Technology plays a pivotal role in enhancing the efficiency, accessibility, and quality of medical tourism services. This review paper examines the adoption of digital technologies, telemedicine, electronic health records, online marketing platforms, and AI-based patient management systems in Kerala's healthcare institutions. It highlights how these technologies address challenges such as patient communication, treatment coordination, and international patient engagement. The study emphasizes the need for continuous technological innovation to sustain Kerala's competitive advantage in global medical tourism*

**Keywords:** Medical Tourism, Digital Healthcare, Patient Management