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**The Role of Augmented Reality (AR) and Virtual Reality (VR) in Medical Tourism**

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**Abstract**

The revolutionary impact of virtual reality (VR) and augmented reality (AR) on medical tourism is examined in this article. AR and VR are transforming the patient experience and changing the face of healthcare tourism destinations as technology advances. The abstract explores the use of AR and VR in medical tourism, emphasizing how they can be used for patient education, pre-treatment consultations, and post-treatment care. Patients can virtually visit medical facilities, comprehend intricate medical processes, and participate in therapeutic virtual reality interventions through immersive experiences, which improves their decision-making process and general well-being. The study also looks at case studies from top medical tourism locations that highlight effective AR and VR technology applications. The study addresses how these technologies could draw in a worldwide patient population by providing a special fusion of state-of-the-art medical treatment with innovative experiential elements. The incorporation of AR and VR into medical tourism offers new prospects for improved patient involvement and comprehensive healthcare services as these technologies continue to develop.

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