

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3515
ANSWERED ON:16.04.2010
PROMOTION OF MEDICAL TOURISM
Thomas Shri P. T.

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government of Kerala has submitted a proposal to Union Government to explore the possibilities of Ayurveda for the promotion of medical tourism in the State;
- (b) if so, the details thereof; and
- (c) the measures taken by the Union Government in this regard?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) to (c): The Ministry of Tourism, Government of India, alongwith State Governments/Union Territory Administrations and other stakeholders promote Medical and Wellness Tourism as a niche product in the international markets. The Ministry of Tourism is extending financial support under the Marketing Development Assistance (MDA) Scheme to Medical and Wellness Tourism Service Providers. The specific promotion of Medical and Wellness Tourism is also done by Ministry of Tourism alongwith State Governments including Kerala at various international travel events and organizing road shows in potential markets. In addition, promotion is also done through the Incredible India campaign.