

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3093

ANSWERED ON:16.03.2015

HEALTH TOURISM

Kalvakuntla Smt. Kavitha;Kothapalli Smt. Geetha;Venugopal Shri K. C.

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has implemented any special schemes/policies for the development and promotion of medical tourism for the foreign patients in the country;
- (b) if so, the details thereof, State-wise along with the funds allocated in this regard during the last three years and the current year, year-wise;
- (c) the number of foreign tourists who visited country on health/medical tourism and the revenue generated therefrom during the last five years, year-wise;
- (d) the steps taken by the Government for the development of medical tourism including incentives and financial assistance to boost inflow of foreign tourists in the country; and
- (e) whether the Government has introduced any steps to monitor in order to ensure quality in health tourism and to tackle forgery and cheating in health tourism in various parts of the country and if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a): Yes, Madam.

(b) to (e): The Ministry of Tourism has formulated guidelines for the promotion of Wellness & Medical Tourism as Niche Tourism Products.

The guidelines provide for the following for the eligible stakeholders subject to adherence of the prescribed conditions and procedures:

(i) Financial assistance up to Rs.2.00 lakh for participating in fairs/events/Road Shows approved by the Ministry of Tourism in the overseas markets under the Marketing Development Assistance (MDA) scheme.

(ii) Financial assistance in the ratio of 50:50 for making publicity and promotional material subject to a maximum ceiling of Rs.10.00 lakh.

(iii) Financial assistance up to a maximum of Rs.25.00 lakh on 50:50 sharing basis for organizing Wellness & Medical Tourism promotion shows.

(iv) Permission for the use of Incredible India logo for the Wellness & Medical Tourism promotion events, films, literature etc.

(v) Financial support for training courses focused on skill providing, skill up-gradation and skill certification courses for the persons engaged in Wellness & Medical Tourism sector as per the Capacity Building for Service Providers (CBSP) scheme guidelines of the Ministry of Tourism.

(vi) Provision of space up to 4 square meters to Wellness and/or Medical Tourism Associations at major international fairs for promoting Wellness & Medical Tourism at cost.

The details of funds allocated under this scheme during the last three years and the current year are given in the Annexure.

The number of foreign tourists, who visited the country for health/medical tourism during the years 2009, 2010, 2011, 2012 and 2013, were 113689, 155944, 138803, 171021 and 236898, respectively. The Ministry of Tourism does not compile the revenue generated exclusively through tourists coming for medical treatment.

The Ministry of Tourism promotes Wellness & Medical Tourism for boosting inflow of foreign tourists in a holistic manner, inter alia, by running campaigns in the international markets under the Incredible India brand-line; conducting Road Shows, Know India Seminars; participating in major international tourism fairs and exhibitions and also supporting Events/ Seminars/Conferences which have focus

on health and medical tourism.

The Ministry of Tourism also produces brochures, CDs, films and other publicity material for promotion of Medical & Health Tourism.

The Government of India has introduced Medical Visa for the foreign patients who come to India for their medical treatment.