

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2290

ANSWERED ON:03.08.2015

Health Tourism

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is set to make Yoga and Meditation the centerpiece of its incredible India campaign and if so, the details thereof;
- (b) whether the Government is working on building India's brand as a "Wellness Tourism Hub" and to promote some cities as Yoga Hubs in the country and if so, the details thereof;
- (c) whether an international conference was held in Delhi recently to promote medical tourism in the country and if so, the details thereof;
- (d) whether the Government has implemented any special schemes/policies to promote medical tourism for the domestic and foreigner patients in the country and if so, the measures taken by the Government for improvement of medical tourism along with the funds allocated in this regard; and
- (e) the number of foreign tourists who visited the country on health/medical tourism and the revenue generated therefrom during the last five years, year-wise?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a): The development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities under the Incredible India brand-line to promote India as a holistic destination for tourists and to showcase its various tourism destinations and products including Yoga and meditation. The Ministry of Tourism in connection with the promotion of International Day of Yoga held on 21st June, 2015, undertook the following activities:-

- i) Produced a brochure titled 'India Land of Yoga'.
- ii) Undertook outdoor branding with yoga creative in major metropolitan cities and tourist centres around the country.
- iii) Standoes and Posters with Yoga creatives were produced by Indiatourism domestic and overseas offices and displayed at public places.
- iv) Advertisements were released featuring yoga creatives in leading international publications in major source markets by Indiatourism offices overseas.

(b): 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; Seminars; participating in major international tourism fairs and exhibitions and also by supporting Events/Seminars/Conferences which have focus on wellness and medical tourism. The Ministry of Tourism also produces brochures, CDs, films and other publicity material from time to time for promotion of Medical & Health Tourism. The Government of India has introduced Medical Visa to facilitate the foreign patients for coming to India for their medical treatment.

(c) & (d): The Ministry of Tourism in the recent past supported the following conferences/events held in Delhi & National Capital Region to promote medical/wellness tourism :

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Sl. No.	Name of the Event	Amount in Rs.
1.	Global Spa and Wellness Summit held at the Oberoi Gurgaon from October, 4-7, 2013	64,69,535/-
2.	National Conference – "Medical & Wellness Summit – 2014" organized by M/s PHD Chambers of Commerce and Industry, New Delhi	10,00,000/-
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The Ministry of Tourism extends financial assistance subject to adherence of prescribed condition and procedures under the Marketing Development Assistance (MDA) scheme to the eligible stakeholders for the promotion of Wellness & Medical Tourism as Niche Tourism products.

A statement indicating details of the funds allocated under the scheme Marketing Development Assistance (MDA) during 2012-13, 2013-14, 2014-15 and 2015-16 is annexed.

(e): The number of foreign tourists which visited the country on health/medical tourism are as under :-

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| Year | Foreign Tourist Arrivals | Foreign tourist visiting the country for health/medical tourism |
|------|--------------------------|-----------------------------------------------------------------|
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2009 5167699 113689
2010 5775692 155944
2011 6309222 138803
2012 6577745 171021
2013 6967601 236898
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