



# National Strategy and Roadmap for Medical and Wellness Tourism

**For Prelims:** Medical Visa, Medical and Wellness Tourism

**For Mains:** Government Policies & Interventions, National Strategy and Roadmap for Medical and Wellness Tourism, India as a Medical and Wellness Tourism destination,

## Why in News?

Recently, the Ministry of Tourism has formulated a **National Strategy and Roadmap for Medical and Wellness Tourism**.

- **The policy envisages promoting** India as a **Medical Value Travel (MVT)** and Wellness destination.

## What is Medical and Wellness Tourism?

- **Medical & Wellness tourism** may be defined as **‘activities related to travel and hosting a foreign tourist** who stays at least one night at the destination region for the purpose of **maintaining, improving or restoring health through medical intervention’** .

## What are the Key Points of the Roadmap?

- **Mission:** To create a robust framework and synergy amongst the **Ministries of Central Government and State Governments and Private Sector** for promoting India as a **Medical Value Travel (MVT)** and Wellness destination.
- **New Agency:** For this, a new **National Medical and Wellness Tourism Board** will be created as Minister of Tourism as its Chairman.
  - It will provide a **dedicated institutional framework** to take forward the cause of promotion of Wellness & Medical Tourism.
- **Key Strategic Pillars:** The Strategy has identified the following key pillars:
  - **Develop a brand for India** as a wellness destination.
  - **Strengthen the ecosystem** for medical and wellness tourism.
  - **Enable digitalization** by setting up Online MVT Portal.
  - **Enhancement of accessibility** for MVT.
  - **Promoting** Wellness Tourism.
  - Governance and **Institutional Framework**.

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## What does SWOT Analysis of Medical Tourism in India Rev

### Strengths:

- India has **world-class doctors and hospitals**
- The **cost of the treatment is a fraction** of the cost in the source markets

	<ul style="list-style-type: none"> <li>▪ The increasing popularity of <b>India as a tourist destination</b> in the west. <ul style="list-style-type: none"> <li>◦ India offers a range of tourism opportunities to Medical Value Traveller to <b>con</b> <b>tourist destinations.</b></li> </ul> </li> <li>▪ Eastern Healthcare Wisdom along with the expertise of Western Medicine <ul style="list-style-type: none"> <li>◦ <b>Eastern:</b> Traditional Healthcare Therapies like <a href="#">Yoga, Ayurveda &amp; Naturopathy</a></li> <li>◦ <b>Western:</b> Allopathy</li> </ul> </li> <li>▪ Fast track appointments.</li> </ul>
<b>Weaknesses:</b>	<ul style="list-style-type: none"> <li>▪ <b>Unorganised MVT Framework:</b> There are no regulations to govern MVT sector, with lack of monitoring the quality of services.</li> <li>▪ <b>Lack of a nodal body</b> to spearhead Medical Value Travel.</li> <li>▪ <b>No campaign for India</b> as a MVT destination.</li> <li>▪ Lack of awareness about <b>National Accreditation Board for Hospitals (NABH)</b> accreditation.</li> <li>▪ <b>Lack of uniform pricing policies</b> across the Hospitals.</li> <li>▪ <b>Western perception of India as an unhygienic country.</b></li> </ul>
<b>Opportunity:</b>	<ul style="list-style-type: none"> <li>▪ Demand from Countries with an <b>Ageing population.</b></li> <li>▪ Demand for <b>Wellness and Alternative cures.</b></li> <li>▪ <b>Long waiting periods</b> in developed countries.</li> <li>▪ Demand from countries with undeveloped medical facilities.</li> <li>▪ India has a <b>huge diaspora</b> and they can combine their visit to India with medical treatment.</li> <li>▪ <b>Improved Connectivity.</b></li> </ul>
<b>Threat:</b>	<ul style="list-style-type: none"> <li>▪ Regional Competition.</li> <li>▪ Lack of international accreditation.</li> <li>▪ Overseas medical care not covered by the insurer.</li> <li>▪ Exploitation by middlemen.</li> </ul>

## What are the Steps taken for the Promotion of Medical and Wellness Tourism?

- The Ministry of Tourism, releases **global print, electronic and online media campaigns** in important and potential markets overseas, under the 'Incredible India' brand line.
- **'Medical Visa'** has been introduced, which can be given for specific purposes to foreign travellers coming to India for medical treatment.
  - **'E- Medical Visa'** and **'E-Medical Attendant Visa'** have also been introduced for 156 countries.
- The Ministry of Tourism provides financial Assistance under Market Development Assistance Scheme to Medical Tourism Service Providers accredited by **National Accreditation Board for Hospitals & Healthcare Providers (NABH)** for participation in Medical/ Tourism activities.

## What are Other Major Schemes of the Ministry of Tourism?

- [Iconic Tourist Sites Initiative](#)
- [DekhoApnaDesh Campaign](#)
- [PRASHAD Scheme](#)
- [Swadesh Darshan Scheme](#)

## Way Forward

- **'One India One Tourism' Approach:** Tourism encompasses multiple ministries and takes place in and within many states and thus requires collective efforts and cooperation with centre and other states.
- **Promoting Ease of Tourism:** To truly ensure a seamless tourist transportation experience we need to standardise all interstate road taxes and make them payable at a single point which will facilitate the [ease of doing business.](#)

[Source: PIB](#)

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