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PHD
CHAMBER

PROGRESS HARMONY DEVELOPMENT

2014 1905

MEDICAL AND WELLNESS

TOURISM SUMMIT – 2015 “Destination Brand India”

27th August, 2015; New Delhi

RECOMMENDATIONS

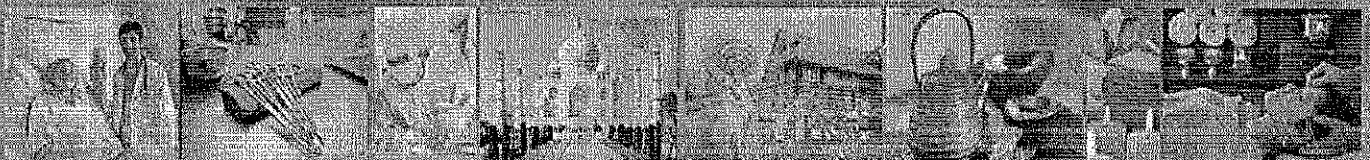
PHD Chamber of Commerce and Industry in association with the Ministry of Tourism, Government of India has organized “Medical & Wellness Tourism Summit 2015 - Destination Brand India” on 27th August, 2015 in New Delhi.

The objective of organizing the Summit was to provide a platform for open house discussion between Governments (Central and States) and healthcare providers, tours & travel experts and medical tourists (industry) regarding issues and opportunities affecting investment in tourism sector and to promote the Medical Tourism in India.

The summit began with lighting of the inaugural lamp by Dr. Mahesh Sharma, Hon'ble Minister of State for Tourism, Civil Aviation (Independent Charge) and Culture, Government of India followed by his inaugural address. The welcome address was presented by Mr. Alok B. Shrivastava, President, PHD Chamber, and the theme of the conclave was elaborated by Mr. Vijay Mehta, Chairman - Tourism Committee, PHD Chamber.

Through this summit, PHD Chamber aimed to provide a platform for open house discussion between Governments (Central and States) and healthcare providers, tours & travel experts and medical tourists (industry) regarding issues and opportunities affecting investment in tourism sector and to promote the Medical Tourism in India.

Based on the discussions held during the summit, PHD Chamber is pleased to share the recommendations as below:



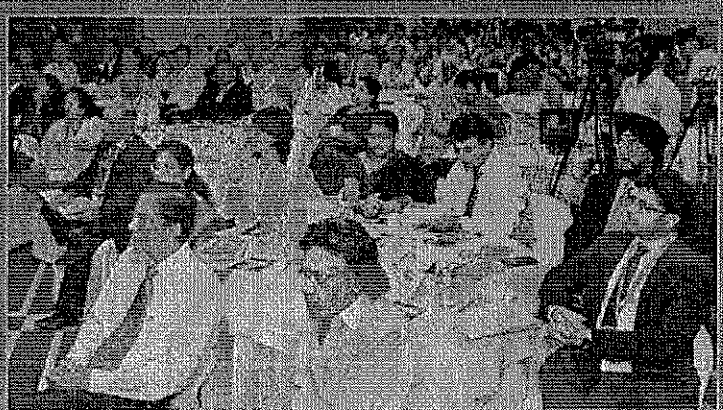
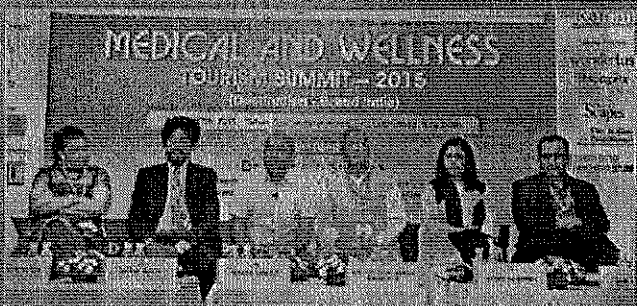
RECOMMENDATIONS

- Government and Industry should partner in Public Private Partnership mode for providing high quality health services to the foreign patients ensuring state of art and par excellence
- Holistic promotion of Medical and Wellness market to rejuvenate the body, mind and soul by organizing workshops/ seminars in association with various private stakeholders of the relevant industry
- Emphasizing on Immediate healthcare services by ensuring right set of connectivity including air ambulance
- Organizing exhibition and conferences to propagate advantages of Ayurveda and Yoga in different countries thereby marketing India as one of the most preferred wellness destinations
- Single point of contact in each medical centre to disseminate information regarding all the parameters of medical and wellness industry
- Ensuring to have adequate multilingual translators in hospitals and wellness centres which is one of the biggest hindrance in this sector
- Emphasize on increasing the skilled manpower to meet the expectations of foreign tourists in terms of providing quality service
- Organizing "Train the Trainer" program on regular basis by Government in association with Hospitals for the skill enhancement of Doctors, Nurses and Para Medical staff
- Government should ensure proper insurance policies for this sector in regard of insurance and allied services, the medical tourism industry in India is also facing some of the key bottlenecks namely Inadequate insurance cover, underdeveloped insurance market in India, Insurance frauds and overseas companies refusing reimbursements
- Indian medical tourism is lacking in coordinated marketing efforts. Government should promote Brand India through its consulate offices in different countries
- The state governments should enter into tie ups with individual countries to attract medical tourists from countries in East Africa, SAARC, etc.
- Considering the importance of India being the origin of Wellness, Government of India should market India abroad as the prime choice for wellness destination thereby promoting wellness tourism
- The Government must ensure that the negativity associated with the country in terms of harassment / molestation / political instability / other crimes must be subdued and managed by any means. The security of international tourists should be the foremost concern.

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The recommendations are prepared on the basis of discussions and debates held during Medical and Wellness Tourism Summit – Destination Brand India. We trust our views and suggestions and we look forward to your continued support towards PHD Chamber's future initiatives.

Glimpses - Medical & Wellness Tourism Summit 2015



PHD CHAMBER

PROGRESS HARMONY DEVELOPMENT

Estd. - 1905

ABOUT US

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level, with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship, through its research-based policy advocacy role, positively impacting the economic growth and development of the nation. PHD Chamber is more than an organization of the business community, as it lives by the chosen motto 'In Community's Life & Part of It' and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chambers Tourism Committee aims to promote various Tourism activities in the country and endeavours to organize various Tourism conferences and activities in close cooperation with the Ministry of Tourism and State Tourism Boards. The Tourism Committee through its various activities endeavours to identify and bring together on one platform those stakeholders and organizations who will eventually benefit from the Tourism Industry in India.

Tourism – Either Heritage, Medical, Golf, Caravan, Film, Luxury, Culture, Spiritual, plays a critical role in the growth of Tourism Industry in India.

Tourism Committee which has been successfully promoting the stakeholders of the tourism industry in the Northern and Central States by means of conducting activities in close co-operation with the corporate sector and local authorities.

Our main focus has been to synergize the States, to join efforts for developing an integrated approach to develop and promote the tourism Industry.

The Chamber through its Tourism programmes endeavours:

- Showcase India as a Tourism destination - Infrastructure, opportunities.
- Provide a platform for open house discussion between Governments (Central and States) and concerned fraternity regarding issues and opportunities affecting tourism in the Country.
- Highlight Government Policies on Travel Industry - what can be done, what is being done
- Discuss about International Tourism and Travel - growth, trends
- Provide new innovative strategies to assist tourism businesses and tourism destinations promotion

For further enquires please contact :

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