

'UP poised to be hub of med, wellness tourism'

Team TOI

UP's blend of modern healthcare, spiritual heritage and supportive tourism policies can make it a leading destination for both medical and wellness tourism, experts said at the TOI Dialogues session on "Health & Heritage: Building a Resilient, Tourism-Driven Uttar Pradesh".

Principal secretary (tourism & culture) Mukesh Kumar Meshram said while there is currently no dedicated policy, one is in the works. He outlined two key components—medical tourism and wellness tourism.

Post-Covid, he noted, there is a global shift toward immunity and wellness, and UP aims to encourage wellness centres, taking inspiration from Kerala's success in the sector.

Pramit Mishra, unit head at Max Super Speciality Hospital, said tourists increasingly factor in healthcare access when choosing



Mukesh Kumar Meshram & Pramit Mishra

destinations. Life coach and co-founder of My Mom's Village Puja Singh shared their sustainable tourism model, which shifts from sight-seeing to "soul-seeing."

Author Shantanu Gupta highlighted UP's religious tourism potential, citing the 64 crore visitors during the Kumbh Mela, which generated an estimated Rs 3.5 lakh crore in economic value.