

MEDICAL AND WELLNESS TOURISM: LESSONS FROM ASIA



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**MEDICAL AND WELLNESS
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This paper reviews current trends in global medical tourism. It draws on the experience of four Asian countries – India, Malaysia, Thailand and the Philippines – to extract lessons and the best practices for another Asian country, Sri Lanka that demonstrates considerable potential in medical and wellness tourism given its traditional knowledge of ayurvedic treatments. It concludes by highlighting the role that international organizations, in particular the International Trade Centre (ITC), can play in helping developing countries grow their domestic capabilities and join the global health tourism industry.

Descriptors: Trade in Services, Eco-system brief, Medical Tourism, Wellness Tourism, Health Services, India, Malaysia, The Philippines, Sri Lanka, Thailand.

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