



Telangana Tourism Policy 2025-2030: A Strategic Framework for Medical & Wellness Tourism

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Abstract:

Tourism is a powerful economic driver, generating employment, boosting exports, and significantly contributing to global prosperity. As per the World Travel & Tourism Council (WTTC), the industry supports 10.5% of global employment (334 million jobs) and contributes 10.4% to the world's GDP (US\$ 10.3 trillion). Many nations, including Dubai and Singapore, have transformed their economies by strategically developing their tourism sectors. Telangana, recognizing the immense potential of this industry, has introduced the Tourism Policy 2025-2030, with a special focus on Medical and Wellness Tourism—a rapidly growing segment that attracts domestic and international travellers seeking high-quality healthcare and holistic wellness experiences. This paper delves into the need for the policy, its vision, key drivers, applicability, and strategic initiatives designed to establish Telangana as a leading destination in medical and wellness tourism. Additionally, it highlights expected policy outcomes, economic benefits, and sustainable development strategies that will drive long-term growth and global recognition.

Keywords: Tourism Policy 2025-2030, Medical and Wellness Tourism, Economic Growth, Sustainable Development and Global Recognition etc.

Introduction:

Tourism is one of the most significant drivers of economic growth worldwide, fostering employment opportunities, enhancing exports, and contributing to national prosperity. According to the World Travel & Tourism Council (WTTC), the travel and tourism industry has played a crucial role in global economic development, accounting for one in four new jobs and constituting 10.4% of the global GDP. Countries like Dubai and Singapore have leveraged tourism to transform their economies, positioning themselves as global tourism hubs. Telangana, with its deep historical roots and vibrant cultural heritage, has the potential to emerge as a leading tourism destination in India.

Telangana, known as the Land of the Telugu language, is steeped in history dating back to ancient times. The region was historically referred to as Trilingadesha, signifying the land of three sacred Lingas—Srisailam, Draksharamam, and Kaleshwaram. Over centuries, the name evolved into Telangana. The state has witnessed the

reign of several powerful dynasties, including the Kakatiyas, Qutub Shahis, and Asaf Jahis, each leaving an indelible mark on its language, literature, arts, and architecture.

The state is renowned for its architectural marvels, including grand forts, opulent palaces, and religious sites that showcase a confluence of Hindu and Persian architectural styles. Notable attractions include the historic Golconda Fort, the awe-inspiring Charminar, and the intricate temples of the Kakatiya era, such as the Ramappa Temple, a UNESCO World Heritage Site. Telangana is also home to significant Buddhist and Jain sites, reflecting its diverse religious influences.

Apart from its historical and cultural richness, Telangana is blessed with natural splendor. The state features serene lakes, lush forests, unique rock formations, and abundant wildlife. Tourist hotspots such as the Nagarjuna Sagar Dam, Kuntala Waterfalls, and the Pakhal Lake offer scenic beauty and a peaceful retreat for nature lovers. The state's vibrant festivals, arts, and crafts further enhance its tourism appeal, drawing visitors eager to experience its cultural vibrancy.

Telangana stands as a modern and progressive state with world-class infrastructure. It boasts one of the best international airports, a thriving IT and pharmaceutical sector, renowned educational institutions, and a robust healthcare system, earning it the title of the "Vaccine Capital of the World." Despite these advancements, the state has yet to fully capitalize on its tourism potential.

Recognizing the vast opportunities in the tourism sector, Telangana has now prioritized tourism development alongside its booming IT and life sciences industries. By enhancing infrastructure, improving connectivity, and promoting its rich cultural and natural heritage, the state aims to boost its tourism industry, contributing to economic growth and job creation. With its unique blend of history, nature, and modernity, Telangana is well-positioned to become a premier destination for both domestic and international travellers.

Literature Review:

For the present study, various national and international research studies have been reviewed.

Altaf Ahmad Kumar and G.M. Bhat (2023)¹ explored the tourism potential in the former Jammu & Kashmir, analyzing how it varies across three regions of the area. Their findings suggest that the region can accommodate up to 412 lakh tourists, yet the actual number of visitors is only 200 lakh. The study recommends stronger promotion of tourism on both national and international platforms to attract more tourists.

Pinaz Tiwari and Nimit Chowdhary (2022)² conducted an analysis of the evolution of research in Indian tourism and hospitality from 1976 to 2021. They emphasized the need to build global academic networks to assess the state of Indian tourism and hospitality effectively. Their research suggests that future studies should

1. Altaf Ahmad Kumar and G.M. Bhat (2023). Tourism environment and the Tourism Potential of Erst while Jammu and Kashmir. *Journal of Tourism and Sports Management*, ISSN: 2642-021X.

2. Pinaz Tiwari and Nimit Chowdhary (2022). *Indian Tourism: A review of Research on Indian Tourism and hospitality*. Emerald insight, ISBN: 978-1-80262-938-5.

3. Rajesham and Abhinavya Bhaskar Dasyam (2021). Promotion of Tourism in Telangana State – A Study. *International Journal of Creative Research Thoughts (IJCRT)*. ISSN:2320-2882.

4. Nisar Ahmad et.al (2020). Systematic Literature Review of Tourism Growth Nexus: An Overview of the Literature and a Content Analysis of 100 Most Influential Papers. *Journal of Economics Surveys*, Wiley Blackwell, Vol.34(5), pages 1068-1110, December, 2020.

5. Kritika Verma et. al (2018). Review of Literature on Tourism at Pilgrimage Destination: A Study of Nathdwara and Pushkar (Rajasthan, India). *Journal of Emerging Technologies and Innovative Research*. ISSN-2349-5162, Volume 5, Issue 12, December, 2018.

evaluate government schemes and initiatives more critically, expand research into the eastern and western regions of India, and adopt mixed-method approaches for a more comprehensive understanding of the field.

Rajesham and Abhinavya Bhaskar Dasyam (2021)³ examined the growth of both foreign and domestic tourist arrivals in Telangana. Their study also highlighted various promotional schemes introduced by the state government to boost tourism.

Nisar Ahmad et.al (2020)⁴ presented the first citation-based systematic literature review on the tourism-growth relationship. Their research provided an overview of the existing literature, identifying key journals, authors, and articles. They found that 58% of the studies applied time-series analysis, while 38% used panel data analysis. The predominant finding was that tourism contributes to economic growth, with international tourism earnings and tourist arrivals being the most common variables used to measure this impact.

Kritika Verma et. al (2018)⁵ focused on reviewing literature related to tourism at pilgrimage destinations. Their research emphasized tourism management in Rajasthan, government policies for tourism development, and the economic contribution of tourism at both the national and state levels. Nathdwara and Pushkar were analyzed as special case studies.

Tulja Bhavani (2018)⁶ studied the potential of religious tourism in India and the challenges hindering its development. The research also outlined a ten-point roadmap for advancing the religious tourism sector, relying primarily on secondary data for its analysis.

Objectives Of the Study

- to establish a structured approach for promoting and regulating tourism.
- to position the region as a leading tourism destination while ensuring economic growth and sustainability.
- to identify and strengthen essential factors like safety, infrastructure, and special tourism zones.
- to define the scope of the policy based on investment size and location.
- to implement targeted initiatives for tourism growth and global recognition.
- to develop a specialized ecosystem for high-quality healthcare and wellness tourism.

Research Gap of the Study

Previous studies have explored various aspects of tourism, but there is limited research on the development of a structured policy framework for medical and wellness tourism in Telangana. While tourism potential, growth, and economic impact have been examined, there is a gap in integrating sustainable development strategies, investment incentives, and global positioning for medical and wellness tourism. This study aims to address these gaps by proposing a comprehensive policy framework to position Telangana as a leading destination in this sector.

Scope of the Study

The scope of this study focuses on exploring the necessity of a policy for promoting Telangana as a premier destination for medical and wellness tourism. It examines the policy's vision, key drivers, applicability, and

6. Tulja Bhavani (2018). India – The Land of Faith and Pilgrimage – With Special Reference to Tourism. “Tourism in India: Prospects and Challenges”. ISBN: 978-93-85100-85-7.

strategic initiatives. The study also discusses the anticipated policy outcomes, economic benefits, and sustainable development strategies aimed at fostering long-term growth and enhancing global recognition.

Sources of Data Collection

The data for this study has been collected from secondary sources, including government reports, tourism statistics, industry publications, research studies, tourism boards, news outlets, and online platforms like travel blogs and review sites.

The Need for A Tourism Policy in Telangana

Since the establishment of Telangana as a state, the development of tourism infrastructure has not kept pace with its vast tourism potential. Additionally, Telangana has lacked a dedicated tourism policy since 2014.

The tourism infrastructure sector is largely driven by private investments. However, to foster growth, there is a crucial need for government intervention through a proactive policy and administrative framework. Such a framework would enhance investor confidence, attract private sector participation, and establish clear strategic objectives for the development and management of tourism in the state. This underscores the importance of a comprehensive State Tourism Policy that facilitates private sector involvement while ensuring ease and efficiency in business operations.

The **Telangana Tourism Policy 2025-30**, the state's first official tourism policy, aims to provide the necessary impetus for tourism infrastructure development. By offering strategic incentives and concessions, the policy seeks to accelerate the establishment of new tourism projects. Additionally, it focuses on positioning Telangana as a premier global tourism destination through effective branding, capacity-building initiatives, and a strong institutional framework.

Vision & Objectives of the Policy

The Tourism Policy 2025-30 envisions establishing Telangana as "India's Most Preferred Destination" by seamlessly integrating spiritual, heritage, cultural, adventure, medical & wellness, and eco-tourism. The policy emphasizes community empowerment, supported by state-of-the-art infrastructure and world-class services to attract both tourists and investments.

The key objectives of the policy include:

- a. Securing ₹15,000 crore in new investments for the tourism sector over the next five years.
- b. Generating **three lakh** additional employment opportunities within the same period.
- c. Elevating Telangana to rank among the top five states in domestic and international tourist arrivals.
- d. Promoting the state's diverse attractions globally through strategic digital marketing, strong social media engagement, and the documentation & preservation of cultural heritage.
- e. Increasing tourism's contribution to the state's GDP to **10% or more**.

List of STAs with Tentative Destinations

S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
SPIRITUAL		
1	Yadagirigutta	Yadagirigutta, Bhongir Fort, Baswapur, Kolanupaka temples, Mahadevapuram
2	Bhadrachalam	Bhadrachalam, Parnasala, Kinnerasani Dam & Sanctuary, Kanakagiri Hills
3	Basara	GyanaSaraswati Temple, Vyasa Maharshi temple & surrounding destinations
4	Vemulawada	Vemulawada, Kondagattu, Kotilingala, Dharmapuri
5	Alampur - Somasila	Alampur Shakti Peet, Beechupalli, Jatprole, Kollapur, Somasila & Backwaters
6	Ramappa	Ramappa, Laknavaram, Medaram, Bogatha Waterfalls, Eturnagaram Wildlife Sanctuary, Pandavula Gutta, Ghanpur Temples
7	Kaleshwaram	Kaleshwaram, Shivaram Sanctuary, Gandhari Fort
8	Medak	Medak Church & Fort, Pocharam Reservoir & Wildlife Sanctuary, Edupayala Temple, Narsapur Forest Landscape, Manjeera Wildlife Sanctuary, Singur Dam

Source: www.telanganatourism.gov.in



Source: www.telanganatourism.gov.in

S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
HERITAGE		
9	Warangal	Warangal Fort & Temples, Pakhal lake, Guduru Wildlife Sanctuary
10	Nalgonda	Panagal Group of temples, Devarakonda Fort
11	Palakurthy	Palakurthy, Bammera, Pembarti, Cheriyal, Valmidi, Jafarghad
12	Karimnagar	Eigandal Fort, Silver Filigree, Manthani Temples & Ramagiri Fort
13	Charminar Cluster	Charminar, Mecca Masjid, Laad Bazaar, Salarjung Museum, Nizam Museum, Chowmahalla Palace
14	Hyderabad-Rangareddy Medchal Cluster	Golconda Fort, Qutb Shahi Tombs, Taramati Baradari, Redevelopment of Buddha Purnima Area, Keesaragutta, Net Zero City & Eco Park, Shamirpet Lake, Urban Forest Parks

Source: www.telanganatourism.gov.in



Source: www.telanganatourism.gov.in

S. No.	SPECIAL TOURISM AREAS	TENTATIVE DESTINATIONS
ECO & WELLNESS		
15	Siddipet	Ranganayak Sagar & Temple, Annapurna Reservoir, Wargal Rock Arts & Gollabhama Crafts
16	Nallamala Circuit	Amrabad Tiger Reserve, Farhabad, Saleshwaram, Mallelatheertham, Mannanur, Uma Maheshwaram Temple, Madhava Swamy Temple, Bedi Anjaneya Swamy Temple
17	Sriram Sagar	Sriram Sagar Reservoir and its Backwaters
18	Jannaram	Kadem, Kawal Tiger Reserve, Sapthagundala Waterfalls
19	Tribal Cluster	Jodeghat, Utnoor, Ushagoan & Kestapur, Kaghaznagar Tiger Landscape
20	Nagarjuna Sagar	Buddhist Heritage, Backwaters & Islands
21	Vikarabad	Vikarabad, Anantha Padmanabha Swamy Temple, Ananthagiri Hills, Kotpalli, Parigi, Damagundam
22	Mahabubnagar	Koiti Sagar, Pittalamarri, Manyamkonda
CRAFTS		
23	Pochampally	
24	Narayanpet	
25	Gadwal & Kothakota	
WATERFALLS CIRCUIT		
26	a. Koratikal b. Kuntala c. Pochera d. Gayatri	
BUDDHIST CIRCUIT		
27	a. Kondapur b. Dhulikatta c. Karukonda d. Nelakondapalli e. Buddhavanam f. Phanigiri g. Gajulabanda	

Note: Additional destinations may be included in the STAs during the Master Planning stage.

Source: www.telanganatourism.gov.in



Source: www.telanganatourism.gov.in



Source: Designed by the Researcher.

Key Proposed Strategies

Enhancing Tourist Experiences

Experiential Tourism – The aim is to develop unique and diverse attractions that offer tourists an immersive experience in local cuisine, culture, and traditions.

Targeted initiatives will be undertaken to promote the following tourism segments:

- a. a) **Eco-Tourism** – Encouraging sustainable travel experiences in natural environments.
- b) **Medical & Wellness Tourism** – Offering healthcare and wellness retreats to attract global visitors.
- c) **Spiritual Tourism** – Showcasing religious and spiritual destinations to enrich cultural and faith-based travel.
- d) **MICE Tourism** – Facilitating Meetings, Incentives, Conferences, and Exhibitions to boost business tourism.
- e) **Sports Tourism** – Promoting adventure and sporting events as key attractions.

Medical & Wellness Tourism Framework

Telangana boasts world-class medical expertise, advanced infrastructure, and affordable treatments, making it a potential hub for Medical and Wellness Tourism.

Objectives:

- Enhance affordability, accessibility, transparency, and accountability in the sector.
- Uphold globally recognized quality standards to ensure excellence in healthcare and wellness services.
- Develop an online **Medical Value Travel (MVT) Portal** to connect stakeholders.
- Establish a structured **governance framework** for effective regulation.
- Promote **Medical Enclaves & Wellness Zones** for specialized healthcare services.
- Provide **market development assistance** for sustained tourism promotion.

Strategies:

- Encourage **JCI & NABH accreditation** for hospitals through incentives.
- Implement **registration & categorization** for Medical Service Providers (MSPs) and Medical Value Travel Facilitators (MVTFs).
- Enhance **digitalization** with an MVT Portal for service mapping and fast-track bookings.
- Set up **MVT Helpdesks** at hospitals and airports for patient assistance.
- Enable **health insurance portability** for international patients.
- Promote advanced treatments like **cosmetology, cancer, fertility care, and elderly care**.
- Improve **direct airline connectivity** to Hyderabad.
- Establish **Medical Tourism facilitation** in State Tourism Centres.

Medical Enclaves: Centre's of Excellence

- Dedicated clusters with **JCI/NABH accredited** hospitals offering advanced treatments.
- Integrated **diagnostic, research, and skill development centers**.
- Standardized **pricing policies** within the enclave.
- **24/7 patient assistance and facilitation** services.
- Financial incentives under the **Tourism Framework** for approved enclaves.

Wellness Zones: Traditional & Holistic Healing

- Designated zones in **Special Tourism Areas (STAs)** for Ayurveda, Yoga, Naturopathy, and Homeopathy.
- Establish NABH-accredited **A.Y.U.S.H hospitals** utilizing certified practitioners.
- Develop a **state-of-the-art Naturopathy Institute** at Ananthagiri Hills and upgrade Hyderabad's Nature Cure Hospital.
- Extend financial incentives under the **Tourism Framework** to Wellness Zones.

Telangana Medical & Wellness Tourism Board (TMWTB)

A dedicated board will oversee **legal compliance, ethical standards, and public health regulations** while promoting Medical and Wellness Tourism. It will facilitate **patient care, project identification, regulation, and grievance redressal** mechanisms.

Constitution of TMWTB

1.	Hon'ble Minister for Health, Medical & Family Welfare, Government of Telangana	Chairperson
2.	Secretary, Health, Medical & Family Welfare	Vice Chairperson
3.	Secretary, Youth Advancement, Tourism & Culture	Convenor
4.	Director of Medical Education	Member
5.	Director of Public Health & Family Welfare	Member
6.	Director, AYUSH Department	Member
7.	Managing Director, Telangana Tourism Development Corporation	Member
8.	Managing Director, Telangana Industrial Infrastructure Corporation	Member
9.	Representatives from IMA/THANA/TSHA/Stakeholders	Spl. Invitees

Source: www.telanganatourism.gov.in

Conclusion:

The policy is designed to significantly enhance the tourism sector by offering a combination of incentives and regulatory frameworks that foster an environment conducive to investment. It emphasizes sustainable tourism practices aligned with the United Nations Sustainable Development Goals (SDGs). By incorporating green initiatives and encouraging eco-friendly measures, the policy focuses on environmental conservation, resource optimization, and waste reduction while adhering to Environmental, Social, and Governance (ESG) principles. Additionally, the policy promotes responsible tourism by empowering local communities, revitalizing rural economies, preserving cultural heritage, and driving long-term economic growth. This comprehensive strategy aims to establish Telangana as a premier destination for immersive tourism experiences, ensuring lasting benefits for future generations.

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3. Nisar Ahmad et.al (2020). Systematic Literature Review of Tourism Growth Nexus: An Overview of the Literature and a Content Analysis of 100 Most Influential Papers. Journal of Economics Surveys, Willey Blackwell, Vol.34(5), pages 1068-1110, December, 2020.
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