



Report of the
"2nd Conference on Health Tourism in Islamic Countries "
Dec 19-20, 2011
Mashhad- Islamic Republic of Iran

The " 2nd Conference on Health Tourism in Islamic Countries " was held in Mashhad , I R Iran on, Dec 19-20,2010 in order to consider the challenges and benefit from Health Tourism opportunities and to enhance the flow of Health tourists within the OIC member countries hosted by Iran Chamber of Commerce, Industries and Mines (ICCIM)and Mashhad Razavi Hospital in collaboration with I R Iran Ministry of Health and Medical Education, I. R. Iran Organization of Cultural Heritage, Handicrafts and Tourism , Islamic Chamber of Commerce and Industry (ICCI), the Islamic Development Bank and the Organization of the Islamic Cooperation (OIC) .

During these conference operators of the health tourism industry from 26 countries participated to brainstorm on ways and means of promotion of medical and tourism co operations among OIC member countries along with ambassadors of Islamic countries in I R Iran .Also certain renowned international figures made presentations on scientific and technical aspects of Health Tourism.

Attendance of Iranian officials, managers and experts in the fields of tourism and medicine provided an opportunity to get aware of the latest knowledge as well as developments of this industry and to negotiate with private and government sectors of other countries in line with introduction of the capabilities of Iran and attraction of tourists and patients.

It is worth mentioning that the 1st Conference on Health Tourism in Islamic Countries was successfully held in November 2010 bearing achievements such as approval of the establishment of the Islamic Countries Health Tourism Association (ICHTA) aiming to promote the collaborations of the Islamic Countries in the domain of health tourism.

This decision was deliberated during the 7th Meeting of the Islamic Countries Tourism Ministers (ICTM) Nov 2010 and it was appreciated and supported in the Final resolution of the 7th ICTM accordingly.

H.E Dr Mohammad Nahavandian, President, Iran Chamber of Commerce, Industries and Mines (ICCIM) accentuated the importance of the tourism industry as well as revenue attraction and job creation analyzed the current situation of this industry on the globe and in Islamic Countries.

He stressed the necessity of the health tourism in order to provide better healthcare services for instance fortification of infrastructures by the member countries.

Chairman of the conference recounted the positive role of the medical and health tourism in evoking good memories, strengthening the emotional relations of Islamic nations which cannot be destroyed by the negative western propaganda.

During the two days of the conference, the participating delegates got familiarized with economic and technical development in the area of health tourism and were provided an opportunity to utilize the international success stories in specialized panels on following themes :

- 1- Innovation and marketing Development in Health Tourism:**
 - Ways for Creation of National Health Tourism Brands
 - The Role of Telemedicine in development of the Health tourism
 - Innovation and Marketing Development in Health Tourism
- 2- Healing and Wellness Traditions of Islamic Countries**
 - Healthcare Status in Afghanistan and Islamic Countries
 - Introduction to Islamic Tourism
 - Development of Health Tourism of Islamic Countries on the Basis of Common Beliefs and Common Market
 - Role of Islamic Countries in Healthcare Tourism
- 3- Investment in Health Tourism Infrastructures:**
 - Developing Healthcare Clusters (Healthcare City) – Role, Strategies and Challenges
 - Introducing Razavi Healthcare City Project Concept
- 4- Healing and wellbeing in Islamic Countries:**
 - Health Tourism Beyond Hospitals; Islamic healing & wellbeing traditions and assets
 - Iran: Prospective Destination for Medical Tourism
 - Health Tourism Status and Development in Iran
 - Promoting Health Tourism within the Islamic Countries : what Value Positioning would work Better as Marketing Strategy
- 5- Health insurance and Healthcare Excellence Review on Health Tourism:**
 - International Accreditation of Healthcare Services
 - Business Excellence Perspective of Health Tourism
 - Implementing the Group Insurance Model to Grow Medical Tourism
 - Travelling Insurance in Islamic Countries
- 6- Experts Opinion on Health Tourism Development:**
 - Post Operative Care in Medical Tourism –Individual Case Management is a Must
 - Healthcare Tourism and Health System in Tunisia and what we can learn from Tunisian Experience
 - Implementing of Network Hospitals in Health Tourism

At the end of the conference the participants issued a resolution in 22 articles as below:

- 1- Islamic Health Tourism Conference aims at introducing the potentials of Health Tourism within OIC countries, as in these respect suitable platforms for the interaction of corporations and organizations should be pursued by all Muslim Countries.
- 2- Expressing support for the Health Tourism bodies throughout the world, the efforts carried out by all Islamic Chamber affiliated bodies in realization of OIC Health Tourism Market is appreciated and all Healthcare standardization bodies are invited to collaborate with the Islamic Chamber and its affiliated bodies in promotion of the Health Tourism Market.
- 3- The Health Tourism market provides excellent opportunities for motivating to collect their shares in line with the OIC goals towards the Islamic Common Market and strengthening Muslim World solidarity and the member countries can benefit from this opportunity for promotion of their collaborations on Health tourism.

- 4- In order to further fortify the competitiveness of Health Tourism in the global arena the authorities of the OIC countries are called upon to prepare incentives to promote Health Tourism services in their own countries with a view to the Islamic World.
- 5- Islamic Development Bank is called on to continue contributing to research projects and promotion activities in Islamic countries regarding Health Tourism products and services.
- 6- The Islamic Development Bank is encouraged to continue supporting efforts towards health tourism in Islamic Countries. As such under the umbrella of OIC, IDB would positively consider the proposals for feasibility studies of health tourism development.
- 7- Research and scientific studies are essential for promotion of Health Tourism. In this regard while appreciating the previous assistance made by various institutions of the OIC, the "Islamic Countries' Health Tourism Association (ICHTA)" is reaffirmed to be supported technically and financially by OIC Institutions such as the Islamic Development Bank (IDB).

- 8- Harmonization of Health Tourism standards among OIC countries is essential. Hence the joint meeting of medical ministries and related medical councils of OIC member countries to harmonize their standards in this respect is proposed.
- 9- The insurance companies and authorities of the Islamic countries are called to look into ways and means of collaborations in a manner to provide the insurance services to insured persons of each other and provide inter OIC trans border services
- 10- Spas and wellness centers have to be encouraged in OIC countries in the fields such as hydrotherapy and traditional/alternative medicine in which there are rich resources in member countries by collaboration of the ICHTA as well as medical and tourism authorities, investors and entrepreneurs.
- 11- The elite medical and therapeutic complexes of the Islamic countries shall collaborate with the ICHTA to explore establishing a company to promote investments in Health Tourism industries of the OIC Countries
- 12- Training activities and joint courses shall be on the focus of the member countries of the OIC in order to strengthen their capabilities in the field of health and medical tourism , hence single, mutual and multilateral initiatives can be designed among the member countries for this purpose
- 13- SME's and entrepreneurs acting in Health Tourism industry shall be connected through the Islamic Countries Health Tourism association (ICHTA) in Islamic countries in collaboration of Islamic Chamber of Commerce and Industry (ICCI) and relevant scientific and research institutions.
- 14- The medical ethics is of paramount value in patient-doctor relations; therefore promotion of medical ethics shall be pursued by Medical Associations and Councils of OIC member countries to encourage prospective health tourists.
- 15- The Islamic Health Tourism Association (ICHTA) **shall** be interconnected and assisted by Islamic Chamber members and institutions as well as due tour operators, healthcare centers, Spa centers, medical associations, councils and officials of Islamic Countries to reach its operational optimum.
- 16- The participants agreed to pursue and realize the establishment of branches of the **Islamic Health Tourism Association (ICHTA)** in their own respective countries in order to follow up the trends of Health Tourism Development in Islamic World through cooperation and coordination with the Islamic Chamber of Commerce and Industry (ICCI) and the said association in all OIC member countries.
- 17- As the visa issuance problems hinders the process of health and medical travels among the OIC member countries, the conference urges the Council of Foreign Ministers (CFM) as well as the Islamic Countries Tourism Ministers (ICTM) to look into ways and means to alleviate and removal of these hindrances duly.

- 18- The ICHTA shall harmonize the discounted-deferred packaging (ticket-hospital reception – visa – accommodation etc...) initiatives to design and devise such packages all around the OIC member countries.
- 19- Relevant agreements between the hospitals of less developed OIC member countries and other member countries hospitals shall be endorsed to contribute to the diagnosis and expedition of patients to more clinically advanced OIC Countries.
- 20- The participants called on the Islamic Countries health Tourism Association (ICHTA) to strive to offer special incentives for exportation/importation of medical equipment and relevant training of technicians.
- 21- The Conference called on the OIC member countries and their relevant authorities to look into supporting for the promotion of Health Clusters in its various modalities.
- 22- Development of eHealth cards containing the medical data of the patients among OIC member countries was encouraged.