

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

A MEMORIAL

REQUESTING CREATION OF A HEALTH TOURISM TASK FORCE.

WHEREAS, New Mexico has a rich cultural heritage that includes both traditional Hispanic and indigenous Native American healing traditions; and

WHEREAS, New Mexico also has an abundance of well-accepted complementary or alternative health care therapies and practitioners, as well as state-of-the-art conventional medical practitioners and facilities; and

WHEREAS, as many as eighty percent of New Mexico residents and sixty percent of the population of the United States use alternative therapies and Americans are spending more on alternative care than on conventional medical services; and

WHEREAS, a growing number of tourists worldwide are traveling specifically to receive health and wellness care or treatments that either they cannot receive in their home countries or are too expensive; and

WHEREAS, many nations, such as India, England, Lithuania and Mexico and the state of Hawaii are promoting themselves as health tourist destinations; and

WHEREAS, the senate finds it is desirable for the state to diversify the tourism base and develop its potential for special markets such as health tourism; and

1 WHEREAS, many visitors routinely make use of these
2 traditional healing practices, as well as complementary and
3 alternative health therapies, and many visitors travel to New
4 Mexico for the purpose of health and rejuvenation; and

5 WHEREAS, New Mexico is known for its great natural
6 beauty, as a place of rejuvenation and as a place to receive
7 quality conventional, complementary and alternative health
8 care; and

9 WHEREAS, New Mexico has a shortage of health care
10 providers in rural locations and promoting health, wellness
11 and fitness tourism may attract practitioners of
12 conventional, complementary and alternative health
13 practitioners to rural New Mexico locations;

14 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
15 STATE OF NEW MEXICO that the tourism department, regulation
16 and licensing department and economic development department
17 collaborate on the creation of a health tourism task force
18 that will bring together stakeholders on this subject to
19 identify strategies to diversify the state tourism base and
20 develop the potential for health tourism; and

21 BE IT FURTHER RESOLVED that the task force report its
22 findings to the appropriate interim legislative committee by
23 December 2007; and

24 BE IT FURTHER RESOLVED that copies of this memorial be
25 transmitted to the secretaries of tourism and economic

1 development and the superintendent of regulation and

2 licensing. _____

3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25