

Ayurvedic Tourism

SR. Kritikaa

M. Com (CA), M.Phil. Research scholar of Commerce (PhD), Sri Ramakrishna of arts and Science College, Coimbatore-641006, India

Abstract: *Travel and visiting the attractions is a vital part of Indian custom and culture. In the ancient time voyage was mainly for the purpose of pilgrimage – as the sanctified places dotting the countryside attracted people from different parts of the vast sub-continent. People also travelled to participate in fairs and festivals in different parts of the country. Medical trek is often tackled in blend with tourism services. Still, it is vague that the business of health tourism is very enormous as US \$ 40 billion worldwide with an expected annual growth rate of 20 per cent. Fitness care is a region in which the tourism trade can take lead as it is a thriving sector in the new globalization and liberalization. International progress for haleness purposes flatter a way of life for innovative in prime in Western and Asian tourists. India is on the porch of a wellbeing care mutiny and the country is budding as a inclusive intention for remedial tourists. Ayurveda acting a major role in Kerala's round the year tourism. The tourism season in Kerala is commencing from October to March. Nowadays Coimbatore is also becoming a destination for health care tourism in developing process of ayurvedic treatments. But Ayurvedic investigation is primarily offered during monsoon months of June, July, and August. Moreover, ayurvedic treatments done in Kerala are more eminent than other locations due to its unflappable climate. The climate in Kerala is tropical and the temperature varies from 18 degree centigrade to 35 degree centigrade which is mainly appropriate for Ayurvedic treatments. Comparatively after kerala Coimbatore is a growing destination in ayurvedic exploration.*

Keywords: ayurvedic exploration. Innovative prime in Western and Asian tourists, Remedial health care

1. Introduction

Health and remedial tourism are seeming as one of the swift mounting fragment in India. With yoga, contemplation, Ayurveda, allopathy, and erstwhile apparatus of remedy.

India now tenders a unique basket of services to an individual. It is difficult to match by other countries. According to the bureau of Exterior dealing,. India's fitness care diligence is appeal US \$ 23 billion roughly 4 per cent of GDP. The trade is expected to nurture by approximately 13 per cent per year for the next four years.

India's vigour care trade could cultivate exponentially as software and pharmaceutical sector have fully fledged in excess of the precedent decade.

Medical seeing the sights focuses on treatment of acute illness and elective surgeries such as cardiology, melanoma, limb transplantations etc.

Ayurveda dictates the social norms for an individual. This helps in maintaining spiritual health and elaborates on the daily routine and seasonal routine. Wandering routines amend heeding to the region of the haunt, and era of the self. Ayurveda believes that man is influenced to the great extent by his environment which affects his health status too. These routines include diets, habits, and a general attitude towards life. These are to be re mould to heeding the aeon and femininity of a creature his living condition, and the environment. This generosity the body to defend its ordinary confrontation to blight.

Ayurveda approximating former modus of conventional linctuses has its unique features. It deploys accent on the endorsement of positive wellbeing and preclusion of blight. Ayurveda, the cardinal emphasis is stowed upon the "pasture than the "seed". In the healing approved it does not aspire at correcting the affected part alone. The treatment for eternity resolves at prescript and situate of derivation. Yoga and

stretch which are first and foremost intended for spiritual attainments have also certain prescriptions for the prevention and care of psychic, somatic, and psychosomatic ailments. They have an affluent ritual of the use of plants, minerals, and animal products having therapeutic utility.

1.1 Importance of Ayurveda in Kerala Tourism

Kerala sightseeing the extensive captivate to f Kerala is essentially Ayurveda and backwaters. scheduled ornamental the endorsement of tourism in Kerala, it has been made a role model for other states in India and can encourage them to revive ancient knowledge systems of India to add value to their tourism aspirations Kerala is not only a beautiful destination in Southern India known for its scenic beaches and scenic backwaters but also, of late, Kerala has reaped international awareness for medical tourism and is flattering a admired intercontinental medical tourism destination. Tourists have also identified that Kerala has a pool of trained health centre and nurses, and an excellent network of hospitals that offer international standards at very affordable prices. Until that time Indians effective abroad such as inhabitants of Kerala effective in the Persian Gulf countries would return to India for medical treatment. Now, other international travellers have also realized the advantages of travelling to Kerala and the medical tourism industry has begun to take off in big way in the state. Kerala is famous for its unconventional medical therapy.

1.2 Objectives of the study

- 1) To know the various treatments available in. ayurvedic centres
- 2) To state the comparative studies between Kerala and Coimbatore about the traditions of ayurvedic treatments.
- 3) To find the patients significance on treatments.
- 4) To trace the problem faced by ayurvedic tourists.
- 5) To study the comparative study between kottakal and ayurvaidya sala.

1.3 Kottakal Arya Vaidya Sala

Arya Vaidya Sala Kottakal (AVS) is a century old altruistic foundation betrothed in the rehearsal and promulgation of Ayurveda, the primeval health heed system of India. AVS offers conventional Ayurvedic medicines and authentic Ayurvedic treatments and therapies to patients from all over India and abroad AVS was first established at Kottakal. In Kerala circumstances of India in 1902 by the futurist general practitioner and patron the late Vaidyaratnam..

P.S.Varier. in full swing in essence as a hamlet clinic, it has at this instant developed into a heterogeneous moltex - disciplinary and legion crore organisations. It has operations in different areas of Ayurvedic custom.

The Publications sector of Arya Vaidya Sala is dynamically affianced in the endorsement of conventional as well as contemporary literature related to Ayurveda. It has its own perspective and fabrication wings with contemporary facilities.

P.S. Varier himself had predictable the importance of bringing out authentic literature for the growth of Ayurveda. Such bustle served in essence two purposes. The initial is to reinforce Ayurvedic familiarity base by bringing out valid texts. The target readers were professionals and students. His publication of Sanskrit classics Ashtangasariram and Brihachchariram obtained model of indicated facet. Secondly, he tried to publish reliable reading material for the common man to create better awareness on health associated topics. He wanted to teach the people about the do's and don'ts of healthcare. In mutually these deeds his primary intent was to fortify Ayurveda and to promote the Ayurvedic ritual.

Pamphlet sector of Arya Vaidya Sala cease the bequest of the initiator The Kottakal Ayurveda sequence includes crucial facility in Malayalam, English and Hindi. Consulting room and students unearth them useful as reference manuals. Popular Ayurveda sequence includes a lot of publications of health affairs to afford constructive enlightenment for the frequent booklover Aryavaidyan, English glossy magazine creature published by Arya Vaidya Sala, since 1987, affords a proposal for the publication of investigate papers in subjects interrelated to Ayurveda.

The theoretical and active agenda of Ayurveda is sample enough to include all that is vital to make a man fit and blissful. It embraces the cram of precise accomplish (dharma), which is obligatory for the vigorous escalation of society in which the chap lives. Auxiliary it deals with the idealistic phase of life, the familiarity of which accords deeply to the console and happiness of all human beings. Ayurveda philosophically decipher the limitation of human pains still it talks about the means of prolonging life and the methods of invigorating it.

The aspirations of Ayurveda are essentially two, the initial mortal the upholding of optimistic health, and the other healing of infirmity. These evidently distinct objectives are procured through plausibly residential means in a attic way. On the basis of existing clear the sum and stuff of Ayurveda can be confidential into two parts -

- Healthy man's schedule - the science of affirmative health (svasthavrittam)
- Patient's regimen (aturavrittam).

There are totally 8 kottakal Arya Vaidya sala branches in Coimbatore.

1.4 The Arya Vaidya Chikistsalyam research institute Research Institute in Ramanathapuram

The founder of Arya Vaidya chikistalayam was Rama warier in the year 1943 after his death it was represented by Uma Das Now it is managed by Krishna Kumar he is got a credit the hospital has different categories of accommodation including executive cottage, deluxe cottages, deluxe suites, deluxe rooms and regular rooms. Favoured space ought to be booked in proceed to ensure accessibility. The hospital allots Hellenic Panchakarma and customary Kerala Treatments based on the assessment by the Physician.

Rapidly after admittance the patient will endure a meticulous clinical documentation process. This will be followed by the consultation of the treating general practitioner craft episodic visits during the patients, stay in the hospital. Subordinate physicians will visit and monitor every Patient twice a day. Treatment will be planned appropriately to the accessibility of healer and healing solt. This process is automated and victims are expected to collaborate with these schemes A customary course of treatment at our hospital would be amid 35-40 days. Treatment is not administered during fever, cold, menstrual period and other conditions deemed unsuitable by the surgeon.

The leech will notify the rules and regulations, which are to be escorted by the victims for getting utmost benefit from the treatment. Victims are requested to adhere to these commands. The diet is decided by the physician and related instructions are carried out by a qualified die titian. The optional food will be entrusted at fitting time to the room. The hospital has the scheduled for crisis allopathy remedial care. Laundry facility is accessible in the campus. Patients are suggested to carry just ample number of comfy of treatment. The physicians will inform the mandate and convention which are to be accompanied by the invalid for getting ceiling benefit from the healing. Suffered are requested to adhere to these instructions. The diet is decided by the physician and related instructions are carried out by a qualified die titian. The recommended food will be delivered at appropriate time to the room. The hospital has the arrangements for emergency allopathy medical care. Laundry facility is available in the campus. Patients are optional to carry just tolerable numeral of relaxing of medical cureness.

The Out patients subdivision and flattering and has superior booking and spot muster resource Three outpatient clinics attended by the medical directors and the senior medical officer functions from 8 to 8 everyday. On an average 100 patients visit the OP clinic every day. There are facilities for Ayurvedic remedies and a well-replenished Ayurveda pharmacy attached to the out enduring department.

1.5 Problems Faced by Medical Tourism

It is thankful to know that the level of perceived problems in Medical Tourism is low. However as pointed out earlier, when the scale of operation increases more problems are bound to occur.

1.6 Implications for Improvement of Medical Tourism in Kerala Ayurveda

Medical Tourism Ayurveda is a kind of medical treatment the candidate can travel one country to another to take treatment. Kerala is considered as Ayurveda Tourism place in India, it has been growing spontaneously, India as known for Medical Tourism Ayurvedic. Coimbatore is also recognizes as one of the most famous Medical Tourism Ayurveda place. By unprearranged but communal stab the tag Ayurveda got pigeonholed all in excess of the world. The extant quandary in the promote is the congestion of incompetent people convoy massage parlours in the surname of Ayurveda. If instantaneous agency are not taken to control such forged situate ups, the tourists who come in search of legitimate Ayurveda treatment will get cheated and carry back a wrong message about Ayurveda. This is especially so because Ayurveda is not very sturdy in homogeny and systematic data. Another predicament facing Ayurveda is the scarcity of certain essential herbs and medicines, which will affect the quality of the healing.

Surroundings and Infrastructure The assorted hint commencing the responded and the negotiations we had with the accumulation persons have emphasised the tampered that we need enhancement in substantial and social atmosphere. The physical environment embraces the enhancement in basic infrastructure paradigm of sanitation etc. Basic amenities should be good—toilets should be user friendly and well maintained. Good standards at lesser cost will make the state a more attractive, value for money destination. For this we have to improve the physical infrastructure and connectivity. The social environment includes the improvement in human culture and behaviour. People have to be friendly to the visitors and guests. Our old mantra, 'Athidhi devo bhava'. there are about 8 ayurvedic branches.

Latest updates regarding ayush man bharat yojana:

- During his speech on 15th august 2018 prime minister Modi cleared that ayush man bharat yojana has been started from 25th September
- Health ministry and skill development ministry decided to fill more than 1 lakh posts in ayush mitra.
- Cashless treatment are presented in ayush man bharat scheme
- Ayushman Bharat yojana scheme. To start from 25th sep 2018
- Am Narendra Modi Announced Ayushman Bharat Yojana officially on Ambedkar jayanti 2018 14th April 2018 at bijapur district of Chhattisgarh.
- Ayush man bharat health insurance scheme will be rolled through out whole country.

2. Review of Literature

Sharma (2013) study aimed to highlight the potential of Medical Tourism industry in India. Research swot we seek to stumble on out the optimistic fiscal remuneration of remedial tourism and to focus the role of government, ministry of tourism, pharmaceuticals industries, and private sector to fabricate the icon of India as high quality medical tourism destination. The study concluded that India is in an advantageous position to tap the global opportunities in the medical tourism sector.

Bindu and Sivakami (2016) study aimed to focus the service quality of ayurvedic centres in Palakkad city of Kerala. The swot up originate that the insight of armed forces inward by the patrons is in a minute a propos their anticipation leaving very little positive gap in the service delivery. Findings of the study revealed that the treatment and services provided at the health care centres of Palakkad, Kerala are satisfactory with a scope of improvement for better services in future. The grades of the rumination divulge the imperative function of effectual service delivery in customer satisfaction of health tourism practice of ayurvedic centres of Palakkad which needs to be tapped effectively to pave way for sustainable tourism development in the state.

Bindu.V.T and Sivakami (2016), Customer Satisfaction and Service quality Gap Analysis of Health Tourism in Kerala, Journal of Exclusive Management Science, Volume. No. 5, Issue. No. 9, ISSN: 2277-5684, PP.1-12, September.

Patrons are in a minute a proposal their anticipation leaving very little positive gap in the service delivery. Findings of the study revealed that the treatment and services provided at the health care centres of Palakkad, Kerala are satisfactory with a scope of improvement for better services in future. The grades of the rumination divulge the imperative function of effectual service delivery in customer satisfaction of health tourism practice of ayurvedic centres of Palakkad which needs to be tapped effectively to pave way for sustainable tourism development in the state

Dogra and Sarjolta (2017) study aimed to examine the factors that contribute towards the growth of medical tourism in India. The study reveals that most of the medical tourists come from South Asian and African regions, but there is an immense scope to enter the European and American Markets provided we improve India's image as a hygienic and safe destination for tourists.

Thoke and Madan (2018) study attempted to explore the impact of medical tourism industry, its opportunities and challenges in India with special reference to Marathwada region of Maharashtra. The study found that highlighted holistic treatments such as Ayurveda, Spa, Yoga, Medication, Wellness, Unani, Siddha, and Naturopathy etc. contented medicinal tourists will counsel India as a chosen goal

Kaboor and Somashekar (2018) study aimed to analyse the customer perception towards health tourism in Karnataka. The result showed that, Internet and media have very high.

Perception score as compared to the other sources of awareness of health resorts. There is no difference in the overall mean perception score about health tourism among group of respondents. The study findings also revealed that customer perception and customer satisfaction are the direct antecedent of customer retention

The study concluded that health tourism business usually becomes highly volatile and sensitive due to the fundamental nature of tourism business. The study found that planners and marketing designers should promote the health tourism without losing its serenity.

Reena Dogra and Divya Sarjolta (2017), Growth of Medical Tourism in India: An Evaluative Study, Kaav International Journal of Economics, Commerce & Business Management, Volume No.4, Issue No.4, ISSN: 2348-4969, PP.243-254, October-December

Sarika Thoke and Shivaji Madan (2017), An overview of Medical tourism industry in India and its growth potential in Marathwada region of Maharashtra, KRSCMS Management Journal, Volume No.07, eISSN: 2455-9350, ISSN: 2230-8067, PP.1-13

3. Research Methodology

- 1) The research methodology is a way of systematically solving the research problem. It deals with the research design used for the present study. A pilot study was done to from 125 samples were collected in three ayurvedic centres to evaluate the awareness of medical tourists. The study concluded more than Indian tourist international tourist are aware of ayurvedic treatments.
- 2) Tourist level awareness on ayurvedic treatment and health care services offered at ayurvedic centres.
- 3) The table shows more than male respondents female respondents are aware of the ayurvedic tourism and treatments available in it.

S. No	Educational qualification	No of respondents	Percentage
1.	School level	76	10.56
2.	UG level	346	48.06
3.	PG level	204	28.33
4.	Professionals	94	13.06
	Total	720	100

4. Educational qualification of the tourist

Limitations of the study

- The study is conducted only in two centres and their branches in two states kerala and Coimbatore about ayurvedic treatments
- The limitations of the study in the pilot survey took about 125 samples.
- But in Coimbatore there are about 85 centres excluding branches of kottakal and arya Vaidya pharmacy.

Short Term Targets

- Lower to middle-level front-line officials of Central and States Tourism Departments including those posted in tourist offices abroad and usually in regular contact with the tourists may be given accessibility-specific training.

- Partnering with the experts players in the tourism industry as a whole to gain from their experience.
- Descriptive brochures and images about the Ayurveda, which relate to its special qualities and is tailored to target markets, should be prepared for use in destination marketing vehicle.

Long Term Targets

- Revamp the clarity concerning the Ayurveda based wellness Medicare.
- Increasing the awareness level of the various health tourism products available in Kerala. Design and implementations of an appropriate communication strategy.
- Emphasize on luxury, as most of the visitors would be coming from the well-off nations and are used to luxury and comfort

Determinants of tourist to Kerala

Factors	Factor name	Factor mean	Ranking
Factor 1	Benefits	6.81	1
Factor 2	Attractions	6.42	3
Factor 3	Quality	6.45	2
Factor 4	Opportunity	5.92	4

Determinants of Kerala as Health Tourism Destination:

Kerala is synonymous to Ayurveda because of its unique features like natural and herbal medicinal products, geographical position and tropical climate for the treatment and age old practice of curing diseases. To identify the factors that contributes to destination

Prettiness of Kerala Ayurvedic fitness tourism, aspect scrutiny was engaged. Before going for factor analysis, one need to test the reliability of the scale to ensure the Internal consistency of the scale that if anyone else goes further with this analysis the possibility of getting the same result for them. Hence Cranach's Alpha, the most common

Reliability test was applied in the present study which gave Approximate square values in ANOVAs test.

Role of ayurvedic tourism

Ayurveda and Kerala are synonymous to each other. It is the trade mark of Kerala's health tourism. It is a holistic 144 treatment that has no side effects and hence it is very popular among health care travellers. The treatment under Ayurveda helps to rejuvenate body and mind. One can take holiday and rejuvenate his body and mind undergoing Ayurveda treatment. Not only health tourists but also tourists coming with some other specific purposes are also interested in Ayurveda. Following table shows details regarding the tourists interested in Ayurveda. Majority of health tourists would like to recommend Ayurveda. Treatment to others and 9.19 percent of them is not interested in Recommending Ayurveda treatment to their friends and relatives.

Ayurveda system

Ayurveda' literally means "Science of Life". Ayurveda is evolved from the various Vedic hymns rooted in. The fundamental philosophies about life, disease and health. The Charka Samhita and Sushruta Samhita. Developed around 2500 BC, are the main treatises of Ayurveda fully available

today. According to Ayurveda, fitness is considered a precondition for obtain of life i.e., Dharma, Artha, Kama and Moksha.

Ayurveda takes an integrated view of the physical, mental, spiritual and social aspects of human beings and about the inter relationships among these aspects.



Realisation and contour of Medical Tourists

International victims in the hunt for medical services across borders or globally look at more than just cost comparisons in their search for the right physician and right facility to address specific needs. The top priorities include

- 1) **Credentials** - recognized international accreditations & certifications.
- 2) **Experience** - board certified doctors, training, years of experience.
- 3) **Patient References** - patient testimonials, before & after pictures.
- 4) **Specific Treatment Methods** - uniqueness of center & procedures offered.
- 5) **Comprehensive Solution** - provide complete solution to a treatment.
- 6) **Reputation** - locally as well as internationally e.g., publications, research papers.
- 7) **Language** - effectively communicate in patient's preferred language.
- 8) **Geographic Location** - local conveniences, transportation services, attractions.
- 9) **Cost** - clear price list, services included in the package, pricing options.
- 10) **Benchmark Data** - any comparative information that will convince patients



The Ayurveda is mentioned by logo of leaves it is related to the herbs and causes less side effects. Than allopathy it is a slow curing process.

5. Conclusion

Compared to other countries it is low of cost and there no many processes in visa procedures waiting time less and also has a alternative types of treatment. so many people prefer India for the medical tourism . Erect in India“ ingenuity entrust ample opportunities for therapeutic tourism in terms of notorious sectors viz. Tourism & Hospitality and Wellness. Etymology services to the health care providers and standard accreditation towards tourist arrivals to the ayurvedic resorts.

References

- [1] Smith M, Pucker L. Typologies of health and wellness tourism. Health and wellness tourism, 2009, 83-62.
- [2] Ramesh U, Kurian Joseph. A Study to Develop an Advanced Marketing Strategy for Wellness Tourism in Kerala Based on the Prevailing Scenario International Journal of Multidisciplinary Research. 2011; 1(6):211-222.
- [3] Ramesh U. Ayurvedic Wellness Tourism in Kerala: A Gateway for Entrepreneurs to Emerge Successful International Journal of Research in Commerce & Management (IJRCM). 2011; 2(4):80.
- [4] *Tourism Brochure*. Retrieved. From. Department of Tourism Kerala.
- [5] Therapeutic-programmes. Retrieved May 31, 2008, from <http://www.kerala-tourism-travel.com/therapeutic-programmes/index.html>
- [6] Department of Tourism Kerala Yoga. Retrieved May 31, 2008, from <http://www.kerala-tourismtravel.com/yoga-meditation/index.html>
- [7] Ayurveda. Retrieved May 31, 2008, from <http://www.healthtourskerala.com/ayurveda.html#un>
- [8] Corbin, Pangrazi, & Franks, (2000), Definitions: Health fitness and physical activities, Presidents council on physical fitness and sports research digest, 3(9), 1-8
- [9] Cooper, K. (1982). The Aerobics Program for Total Well-Being. New York: Bantam.
- [10] De Botton, A. (2002). The Art of Travel. London. Penguin
- [11] Hu Clark, (1996), diverse developments in travel and tourism marketing: a thematic approach, International Journal of Contemporary Hospitality Management 8/7 p. 33-43.
- [12] Kaspar, C. (1996), Institute for Tourism, St.Gallen 1996, p. 53-61.
- [13] Mullholland, C. (2005), Depression and Suicide in Men. <http://www.netdoctor.co.uk>. Accessed on 20 September 2005.
- [14] World Health Organization. (1947). Constitution of the World Health Organization. Chronicle of the World Health Organization 1, 29-43.
- [15] Henderson, J.C. (2003). Healthcare tourism in South East Asia. *Tourism Review International*, 7(3/4), 111-121.

- [16] Latin American Weekly Report (1997). Health Tourism Booms in Cuba. *NACLA Report on the Americas*, 30 (4), 46-50.
- [17] Smith, C. and Jenner, P. (1998). The senior's Travel Market. In *Travel and Tourism Intelligence*, UK: The Economist Intelligence Unit.
- [18] Teh, I. and Chu, C. (2005). Supplementing Growth with Medical Tourism. *APBN*, 9(8), 306-311.
- [19] Todd, S. (2005). Medical Tourism in India - Save Money & Get a Free Holiday! Accessed from <http://www.realtykochi.com/html/medicaltourism.htm>
- [20] TRAM (2006). TRAM Report on Global Medical Tourism. Accessed from <http://www.tram-research.com/MedicalTourism.pdf>
- [21] The times of Indian medical area ayush updates by Narendra Modi prime minister of India