

Perception towards Ayurvedic Tourist Special Reference towards Coimbatore City

Dr. K. Prince Paul Antony¹, S R. Kritikaa²

¹M.Com. , M.Phil.MBA., Ph.D.PGDCA, PGDBA, Assistant Professor and Head department of commerce (P.A)
Sri Ramakrishna of arts and Science College, Coimbatore-641006

²M.com (CA), M.Phil, Research scholar of Commerce (PhD), Sri Ramakrishna of arts and Science College, Coimbatore-641006

Abstract: *Health tourism or medical tourism is a booming niche tourism market in the tourism industry. The main reason for the increasing trend is the highest cost treatment, long waiting time less insurance coverage in developed countries. And the attitude of people to spend holidays in quality manner with aim improving health to profile the domestic tourists visiting Coimbatore for Ayurveda treatment. To identify various destinations attributes attracting health tourism in Coimbatore. In India, Coimbatore is emerging as the prime destination for Ayurveda health tourism. It is famous for tourist attractions like hill stations and Ayurveda. Ayurveda medical practice is the most ancient medical system which is popular in Kerala where it is practiced in a traditional way. The presence of moisture in the air and on the surface of skin makes it an ideal place for natural medicines to work effectively at their higher levels. Good rich and Goodrich (1987:2017) defined medical tourism at the best attempt on the part of tourists by deliberately promoting its healthcare services and facilities in addition to its regular tourist's amenities. The high cost of treatment ,long waiting time less insurance coverage in developed countries and the altitude of the people to spent holidays in the quality manner with the aim of improving health is the main reason for the increasing trend in medical tourism*

Keywords: Health tourism, rejuvenative Ayurvedic treatments, destination Ayurveda

1. Introduction

Health tourism or medical tourism is a booming niche tourism market in the tourism industry. The main reason for the increasing trend is the highest cost treatment, long waiting time less insurance coverage in developed countries. And the attitude of people to spend holidays in quality manner with aim improving health to profile the domestic tourists visiting Coimbatore for ayurvedic treatment. To identify various destinations attributes attracting health tourism in Coimbatore. In India; Coimbatore is emerging as the prime destination for Ayurveda health tourism. It is famous for tourist attractions like hill stations and Ayurveda. Ayurveda medical practice is the most ancient medical system which is popular in Kerala where it is practiced in a traditional way. The presence of moisture in the air and on the surface of skin makes it an ideal place for natural medicines to work effectively at their higher levels.

Health tourism is one of the emerging segments of travel and has gained remarkable fame to India for attracting tourists to cater their health as well as relaxation needs even though a new phenomenon it is almost surely to be a major source of income for country.

Ayurvedic has been usp of health tourism to offer a complete package of travel experiences with psychological, physical and spiritual well being presently alternative therapy and herbal treatment is widely popular globally and make India a major tourist attraction. Hopefully within few years India will be the most preferred destination for best health tourism with holistic healing therapies. Thus, endorsing Ayurveda through health tourism provides a new dimension to the hospitality and tourism in India itself. People have been travelling for centuries to improve and rebuild their health and stamina. Medical tourism in India is projected to be us\$9billion opportunity by 2020.

India major player of health tourism:

"Ayurveda as a element of strength going to places of interest has bought a new definition to vacationing India itself medical treatment combined with leisure activities fun and fitness. India has originated as one most important hubs for medical tourism".

Prime minister Narendra Modi addresses a gathering after dedicating the country's first all India institute of Ayurveda to the nation in new Delhi on Tuesday India had seen the IT insurgency in last existence now the time has to change now it is present on basis of health revolution under ageis of Ayurveda lets pledge to strengthen revive Ayurveda Prime minister Modi said were allegedly made destroy India's strength during the era of slavery (pre independence period). Ayurveda did not become main concern after sovereignty too log ladder being to be taken by his government to revive and strengthen the system Prime minister said ayurvedic related hospitals should be set up in each district. Ayurveda restore health revolt to people across the world were getting enchant towards good health as wellness the prime minister suggested that time was ripe for an atmosphere of ayurveda to evolve the government.

2. Review of Literature

- Mayo and Jarvis (1989) defined the nation of the destination attractions as perceived ability of the destination to deliver individual benefits. This ability is enhanced by attributes of a destination that is those components that make up destination.
- Bindu (2009) systematic formal enquiry to discover perception towards tourists on ayurvedic health tourism in Kerala and the satisfaction of health tourists towards health tourism services and facilities. A number or quantity that has component with similarities produces a given number or testimonies. Analysis the exploration

Volume 7 Issue 8, August 2018

www.ijsr.net

Licensed Under Creative Commons Attribution CC BY

identicate intention expectation in a personal form of, health Care package and ayurker were the perception of tourists of Kerala as Preferred ayurvedic health care destination and the factors which affected their satisfaction level were booking procedures promotion and awareness Creation, environment and facilities Ayurveda resorts.

- SARWAR ET. Al (2012) examined the relationship between the key elements of medical tourist's perception and impact on destination. Selected by developing a conceptual research model and the results revealed that cost, service quality, treatment and marketing impact had a very strong relationship on perception of medical tourists in selecting the destination.
- Neha Singh (2012) studied the factors that influenced the travel motivation of us medical tourists in selecting specific tourist destinations. Five factor were explored namely local primary doctor's recommendations, medical general tourism supply government policies and laws and the findings revealed that they gave prime importance to medical facilities and services and least importance was given to general tourism.
- Mohammad Mosadeghrad (2014) made an attempt to identify most important influencing factors in choosing a hospital by patients. The Findings of the study revealed that type of hospital type of service, word of mouth and costly of services the health insurance programme location. Physical environment facilities providers expertise and inter personal Behaviour and reputation of the hospital influenced patients choice of a hospital Doctors recommendation and health insurance programme were the main reason for choosing inpatients and outpatients respectively.
- Robin Fisher (2016) has focused in her study about the ayurvedic products and medicine .Increased scope for innovation and change in approach of ayush therapies. Ayurveda coupled with medical and experimental tourists (potential for 1bn tourists annually).
- AditiAbhynakar, Sandy salve (2013)"Growth potential of domestic and International tourism" focuses on variety of tourism options which includes an upcoming medical tourism and Ayurveda tourism. The foreign exchange earnings from tourism in the year 2010 was 1493 u\$million. The month of December in 2010 Fee from tourism which has 1558 us \$million .Tourism is the second largest foreign exchange earner India.
- David A. Aaker (2017) has made an attempt to study and assess the extent of Ayurveda medicines a key component of people visit ayurvedic centres' to predict future learning's about the medicinal values.
- Ravikanth (2010) in her study "Health Tourism in Kerala: The Ayurvedic way" made a detailed study on potentialities of Ayurvedic health tourism. She stated that tourism industry looks at the enormous potential for "Ayurvedic-tourism" in Kerala. The charm of Kerala is well-known and so is the practice of Ayurveda healing. What is interesting to note is that when these two aspects merge, i.e., Ayurveda and tourism, a new facet of tourism opens up with many opportunities. Different therapies are also outlined here.
- Grewal (2012) study aimed to analyse the Concerns, Expectations and Satisfaction of Medical Tourists Attending Tertiary Care Hospitals in New Delhi, India.

The study findings also revealed that majority of medical tourists expected good hospitality and skilled medical care but at a lesser cost. The study suggested that patients were requested to improve the medical services in hospitals. The study concluded that medical tourists were found to be satisfied with services provided in tertiary care hospitals of Delhi.

- Bindu and Sivakami (2016) study aimed to focuses the service quality of ayurvedic centres in Palakkad city of Kerala. The study found that the perception of services received by the customers is just about their expectation 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 results of the study unveil the vital role of effective 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.
- S. S. Rose Mary (2015) "Medical Tourism in India"- Its strength , weakness oppourtunities and Threats" through SWOT analysis she underscores the growth of medical tourism in India contributes for development of infrastructure in medical facilities , medical sciences , national income, employment oppourtunities and urbanization .She also argues to minimize or reduce the adverse effects of medical tourism through proper policy framework.
- Shewta Mishra (2014) "prospects of medical tourism – India "she focuses on proper planning to market the country for medical tourism and suggests b to make out the micro and macro issues facing the industry and further recommends the central state tourism Boards to coordinate and collaborate on a set of international standards, which will lead to communicating promises that are possible only with integrated efforts of all involved with the industry.

Objectives of the study:

- 1) To profile the domestic tourists visiting Coimbatore for ayurvedic tourism next to Kerala.
- 2) To identify various destinations attributes attracting ayurvedic health tourism in Coimbatore.
- 3) To study the perception towards tourists towards ayurvedic medicines and tourist visit from domestic as well as from other countries.
- 4) To promote Ayurveda intervention for community health care.
- 5) To promote ayurvedic intervention for community health care tourism in India.
- 6) To study the role of ayurvedic tourism in India with reference to Coimbatore

3. Statement of the Problem

Tourism industry is booming industry that enriches knowledge, brings social development and economic growth also Service industries are of recent development in India compared to developed nations. Nowadays tourism and medical tourism are the fast growing areas but there are lots of problems faced by the tourists during the tour to India

Volume 7 Issue 8, August 2018

www.ijsr.net

[Licensed Under Creative Commons Attribution CC BY](#)

poor facilities, uncertainties, cleanliness safety etc. Dailies bring out reports on such issues. Previously people used to tour our mainly on pilgrimage. At hand the traditions have changed in our country also many people for their tour as a regular affair may be once in a year. In this growing field, it is highly important to study the major issues by tourists and to take necessary steps to reduce the following problems:

- Medical tourism is a new thing that has caught with pace of time well gaining great importance and response throughout the world, Medical tourism means to travel to another nation. For treatment as well as sightseeing .As more and more international companies are providing medical tourism packages.
- India is emerging as one of key players in medical tourism at both national and international level. Developing health care infrastructure growing private hospitals such as work hard, Apollo, Escort, expert health care professionals.
- Health care professional's low cost treatments other than allopathic siddha ayurvedic, acupressure naturopathy are the treatments in India to attract the tourists.
- People travel to India due to less medical cost compared to other and also visa facilities available easily.

The assortment of India's likely and edifying richness provides the basis of wide range of tourist products and experiences which embrace business, leisure, culture, adventure spirituality, ecotourism, health tourism and many other pursuits. The tourists may experience problems relating to various factors such as unexpected expenses, pollution, Safety, and Security etc. They have experienced moderate level problems with regard of transport facility guidance and accommodation facilities during their tour and languages, guidance pollution and health factors.

The problem faced by the tourists mainly the local language Based on the age factors the old age people face problems due to the pollution. India is a land of limitless types of fiesta and fairs the seasonal fiesta associated with harvesting and sowing of crops under different names all over the country reflect the provincial repulsion of tourism.

Medical tourism including what is being called dental tourism is the latest craze of foreign tourists coming from countries of the western world. Kerala a state in south India has established itself as a prominent destination of world leisure tourism for natural beauty and cultural assets. Problems they encountered at places of stay are many and indeed more critical. However, noticeable differences in the manner in which the domestic and foreign tourists view above problems.

4. Advantage of India in Medical Tourism

India is fast emerging as a cost-effective destination for healthcare as compared to neighbouring countries, and West Asia. Healthcare and tourism can go hand in hand, but it is not an entirely new concept. People have been coming for rejuvenation packages to Kerala or Goa. The effort now is to institutionalise and en-route patients from foreign markets to Indian hospitals. Packages have been designed to include value added services to suit all clients while patients recuperate in the hospital and their relatives enjoy the sights and shops. Hospitals like Apollo Group have opened

information centres in key foreign countries to attract medical tourists. Most hospitals have put up detailed information on Internet. The expertise of Indian doctors in modern medicine from heart surgery to photonic cataract removal has put India on the world healthcare map. The country attracts about one lakh medical tourists from abroad every year (Pruthi, 2006). Healthcare organisations have recognised that every point along the patient care continuum is interrelated. To truly maximize re-engineering efforts, there is a need to integrate and make the entire process and information flow within or across the enterprise. The inflow of health tourists from the West, especially the UK, US, and some of the European countries has been on the rise for the last couple of years. Price difference or affordability of the treatment, coupled with quality of doctors are the main reasons for the growing Western traffic. The following advantages that India possesses to position health tourism across the world.

Kerala – Foreign Exchange Earnings From Tourism (2001 – 2008) Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage of Increase	Total revenue generated from Tourism (Direct and Indirect) Rs. In Crores	Percentage of Increase
2001	535.00	1.85	4500.00	9.58
2002	705.67	31.90	4931.00	20.42
2003	983.37	39.35	5938.00	12.83
2004	1266.77	28.82	6829.00	15.01
2005	1552.31	22.54	7738.00	13.31
2006	1988.40	28.09	9126.00	17.94
2007	2640.94	32.82	11433.00	25.28
2008	3066.52	16.11	13130.00	14.84
2009	42671	21.23	1056.74	14.86
2010	5761	22.25	14.30	36.55
2011	7576	37.67	5.783.25	13.0739
2012	4027	37.67	37.71	37.710
2013	56219	27.927	49.67	38.80
2014	7561	37.616	187.144	49.75
2015	99574	49.41	245.21	49.96
2016	96856	48.4	.49971	103.24
2017	11756	58.28	28.29	48.54
2018	11761	58.5	.2998	51.247

5. USP of Kerala Tourism

The augment in vacationer arrival is the effect of hostile promotion and endorsement of the destination in road shows and travel trade fairs by Kerala State Tourism Development Corporation (KTDC) along with its private partners. Kerala need not have to invent new attractions. It has capitalized on its natural strength and, has tailored it to suit the tourist requirements. Its competitive advantage is its Ayurveda, backwater boat race, performing arts, and cuisine promoted in a process with its Nascent culture and tradition to the world and thus, has carved out a niche and a distinct identity for itself. The graceful merge of herbal cure and health resort tourism, seashore holiday and flora and fauna backed by world class marketing had made Kerala be voted one amongst the best destinations.

Indi cure Heath Tour:

It provides a great value to medical tourists. It provides therapeutic vacation in India which is not only surgical but also peaceful and secure in nature. They promise to provide their clients a quality and safe treatment and journey providing unmatched expertise across healthcare, hospitality and travel services through cost effectiveness. They try to understand their clients well and adopt a holistic approach to provide the best solution that suit the patient's condition

Indian Medical Holiday:

"Indian therapeutic Holiday is a medical pass through association in India that provides excellent healthcare programmes and services along with medical memorable holidays in India. It is primarily noted for its personal care. It provides medical consultation from top not

- Cardiology treatment India VIP transfers (airport-hotel-hospital/clinic)
- Anatomy, functions, and organic disorders of nerves in the nervous system
- Etymology services rendered medical tourist denoting to relate with holidays



6. Research Methodology

The study has been carried out in 3phases

- The first phase focused on the study of selected ayurvedic resorts in Coimbatore
- To identify the tourist preferences towards Coimbatore as a health tourism destination and measures tourist satisfaction.
- The method adopted in the study is mostly expletory analytical both primary and secondary data have been supplemented.

Testing of hypothesis:

- Ayurvedic tourism positively influences consumer perception towards ayurvedic tourist.
- Moral obligation positively influences on customers perception towards ayurvedic tourist and ayurvedic products
- Tourist intaition positively influences know the health care services and medical services to the tourism
- The hospitality services to be renderened tourism operators.
- To standards accreditation to the tourist arrivals

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 . "Make in India" initiative gives enough opportunities for Medical tourism in terms of identified 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) Annual Report on Tourism Statistics (2012 – 2013) Department of Tourism, Government of India.
- 2) Bindu VT, Chairman P & Babu PG (2009) Perception of Tourists towards Kerala as a Preferred Alternate Health Tourism Destination: A Study. *South Asian Journal of Tourism and Heritage* 2(1): 68 – 76.
- 3) Continuous Tourism Survey (2012 – 2013) Department of Tourism, Government of Kerala.
- 4) Cranach LJ (1951) Co – efficient Alpha and the Internal Structure of Tests. *Psychometrical* 6(3): 297 – 334.
- 5) Goodrich JN and Goodrich GE (1987) Health-care-tourism-an Exploratory study. *Tourism Management*. 8 (3): 217-222.
- 6) Henkel R, Henkel P, Agrusa W, Agrusa J and Tanner J (2006) Thailand as a Tourist Destination: Perceptions of International Visitors and Thai Residents. *Asia Pacific Journal of Tourism Research* 11(3)
- 7) Mohammad Mosadeghrad Ali (2014) patient's choice of hospital: implications for health policy and management
- 8) Sara war (2012) Medical tourist perception in selecting their destination: A global perspective Iranian journal of public health

Testing of hypothesis

- 1) Ayurvedic tourism positively influences consumer perception towards ayurvedic tourist.
- 2) Moral obligation positively influences on customers perception towards ayurvedic tourist and ayurvedic products
- 3) Tourist intaition positively influences know the health care services and medical services to the tourism
- 4) The hospitality services to be renderened tourism operators.
- 5) To standards accreditation to the tourist arrivals

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. "Make in India" initiative gives enough opportunities for Medical tourism in terms of identified 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] Annual Report on Tourism Statistics (2012 – 2013) Department of Tourism, Government of India.
- [2] Bindu VT, Chairman P & Babu PG (2009) Perception of Tourists Towards Kerala as a Preferred Alternate Health Tourism

- [3] Destination: A Study. *South Asian Journal of Tourism and Heritage* 2(1): 68 – 76.
- [4] Continuous Tourism Survey (2012 – 2013) Department of Tourism, Government of Kerala.
- [5] Cranach LJ (1951) Co – efficient Alpha and the Internal Structure of Tests. *Psychometrical* 6(3): 297 – 334.
- [6] Goodrich JN and Goodrich GE (1987) Health-care-tourism-an Exploratory study. *Tourism Management*. 8(3): 217-222.
- [7] Henkel R, Henkel P, Agrusa W, Agrusa J and Tanner J (2006)
- [8] Thailand as a Tourist Destination: Perceptions of International Visitors and Thai Residents. *Asia Pacific Journal of Tourism Research* 11(3)
- [9] Mohammad Mosadeghrad Ali (2014) patient's choice of hospital: implications for health policy and management
- [10] Sara war (2012) Medical tourist perception in selecting their destination: A global perspective Iranian journal of public health

Volume 7 Issue 8, August 2018

www.ijsr.net

[Licensed Under Creative Commons Attribution CC BY](#)