

AYURVEDIC HEALTH TOURISM WITH SPECIAL REFERENCE TO KOCHI CITY



By

Andriya Thomas

Reg No: AB15SOC025

DEPARTMENT OF SOCIOLOGY AND CENTRE FOR RESEARCH

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

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**AYURVEDIC HEALTH TOURISM WITH SPECIAL REFERENCE TO
KOCHI CITY**

**Thesis submitted to St. Teresa's College (Autonomous), Ernakulam *in fulfillment
of the requirements for the award of the degree of Bachelor of Arts in Sociology***

By

Andriya Thomas

Reg. No: AB15SOC025

Under the Supervision of

Dr. Sajitha.J. Kurup

Head of the Department

Department of Sociology

St. Teresa's College, Ernakulam

Dr.Sajitha.J.Kurup

Name and Signature of the Staff Supervisor

Dr.Sajitha.J.Kurup

Name and Signature of the Head of Department

CERTIFICATE

I certify that the thesis entitled **AYURVEDIC HEALTH TOURISM WITH SPECIAL REFERENCE TO KOCHI CITY** is a record of bonafide research work carried out by Miss.Andriya Thomas under my guidance and supervision. The thesis is worth submitting in fulfillment of the requirements for the award of the degree of Bachelor of Arts in Sociology.

Staff supervisor

Dr.Sajitha.J.Kurup

Head of the Department,

Department of Sociology

St. Teresa's College, Ernakulam

Ernakulam

February 2018

DECLARATION

I Andriya Thomas, hereby declare that the thesis titled, “**AYURVEDIC HEALTH TOURISM WITH SPECIAL REFERENCE TO KOCHI CITY**” is a bonafide record of independent research work carried out by me under the supervision and guidance of Dr.Sajitha.J.Kurup , Head of the Department, St. Teresa’s College , Ernakulam. I further declare that this thesis has not been previously submitted for the award of any degree, diploma, associateship or other similar title.

ERNAKULAM

ANDRIYA THOMAS

FEBRUARY 2018

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ST TERESA'S COLLEGE

ANDRIYA THOMAS

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CHAPTER-1

INTRODUCTION

TOURISM

Tourism is travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country.

The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

TOURISM IN INDIA

All types of tourism in India have registered phenomenal growth in the last decade ever since the Indian government decided to boost revenues from the tourism sector by projecting India as the ultimate tourist spot.

The reason why India has been doing well in all types of tourism in India is that India has always been known for its hospitality, uniqueness, and charm – attributes that have been attracting foreign travelers to India in hordes. The Indian government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry recently launched a campaign called 'Incredible India!' in order to encourage different types of tourism in India.

Tourism in India has been seen in different categories, namely, Adventure tourism, Wildlife tourism , Pilgrimage tourism , Eco-tourism , Medical tourism and Health tourism. People nowadays being highly concerned about their health and fitness; Health tourism contributes in a greater amount than other categories of tourism.

HEALTH TOURISM

Health tourism refers to people traveling to a country other than their own to obtain medical treatment and to maintain their physical and psychological health through the use of healthcare services. It covers a wide field of health-oriented tourism ranging from preventive and health-conductive treatment to rehabilitational and curative forms of travel.

Health tourism comprises of two terms healthcare and tourism and it involves a combination of resources of healthcare and tourism. A health tourism destination highlights its healthcare resources that give wellness and cure and tourism attractions that give peace of mind and relaxation. Health tourism is becoming a preferred form of vacationing as it covers a broad spectrum of medical services and mixes leisure, fun and relaxation together with wellness and healthcare. Health tourism is also known as medical tourism, wellness tourism, healthcare travel or medical value travel. It denotes the increasing tendency among people to travel in search of more affordable health options often packaged with tourist attractions.

Health tourism is the sum of all the relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health. They stay in a specialized hotel which provides the appropriate professional know how and individual care. They require a comprehensive service package comprising medical treatment, physical fitness, beauty care, healthy nutrition, diet, relaxation/meditation and mental activity, education.

HEALTH TOURISM IN KERALA

❖ WHY KERALA?

People mainly adopt Kerala for health tourism due to :

- Low cost treatments
- All-inclusive packages available
- Doctors meet international standards
- Advanced facilities & technology
- No waiting lists
- Recovery in a stress free, vacation environment
- Discretion (depending on treatment; cosmetic procedures) among family and friends
- A moderate climate

The state is all set for a leap in health tourism. More and more hospitals are joining hands with the tourism industry to benefit their services. The high priority for health in Kerala is bound to make this relatively new aspect of tourism into a multi crore industry in future.

Kerala is ideally suited for health tourism because of its moderate weather throughout the year, advanced hospitals with world class facilities, renowned doctors specialized in major disciplines, trained para medical staff and technicians, and international connectivity. Besides, Kerala also enjoys definite advantages such as the high standard of hygiene that is maintained the already well developed tourism industry with its high-quality resorts and hotels, competitive costs for packages of medical treatment, and ideal locations for a relaxing holiday.

The industry offers attractive health tourism packages at reasonable rates. They are marketed efficiently and are brought to the customers by the tourism industry through tour operators who sell them as holiday packages according to the convenience of the patients. The tourism department has played a pioneering role in promoting Kerala as a major destination in medical tourism in the international market.

AYURVEDA

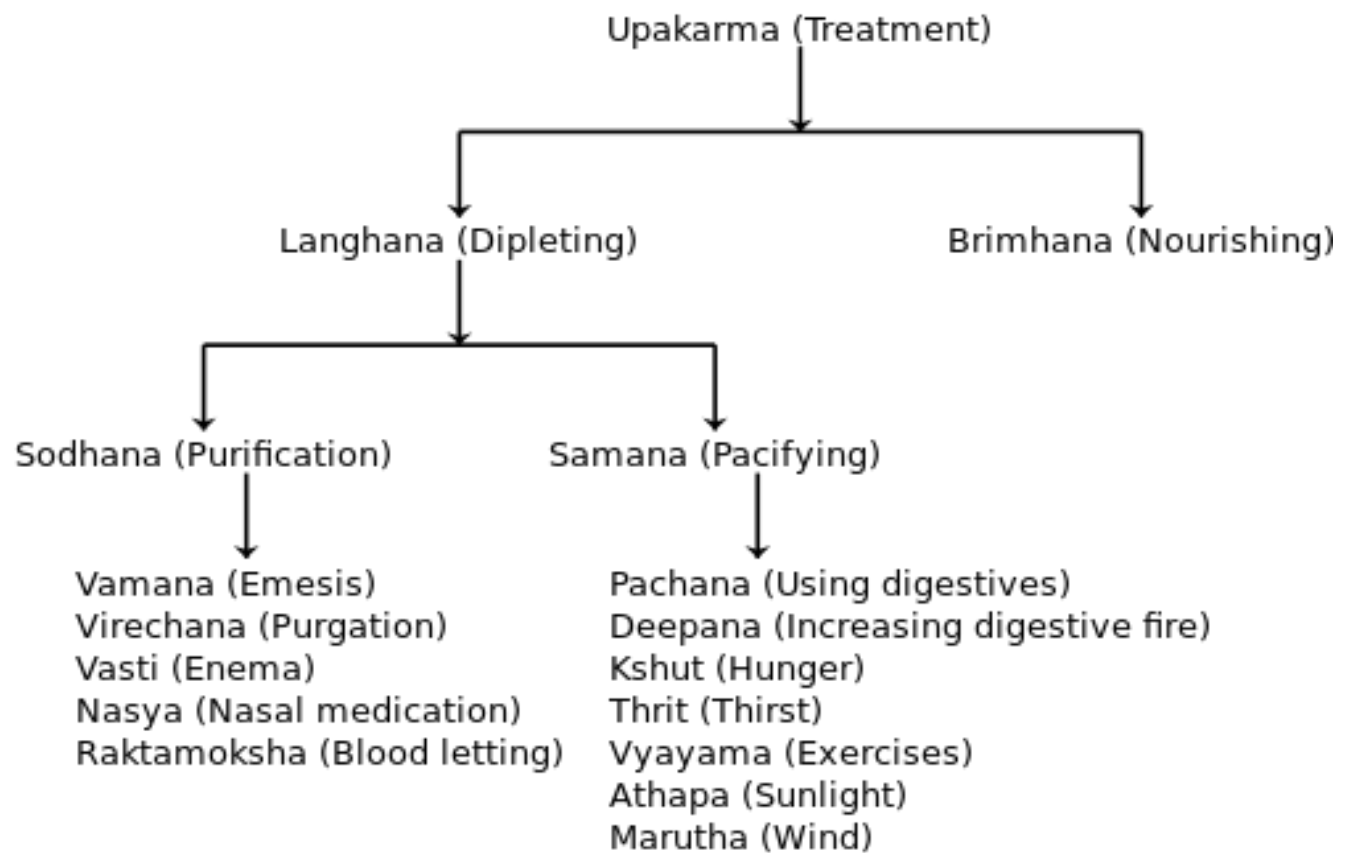
Ayurveda is the traditional Hindu system of medicine (incorporated in Atharva Veda, the last of the four Vedas), which is based on the idea of balance in bodily systems and uses diet, herbal treatment, and yogic breathing. **Ayurveda medicine**, is a system of medicine with historical roots in the Indian subcontinent. Globalized and modernized practices derived from Ayurveda traditions are a type of complementary or alternative medicine. In the Western world, Ayurveda therapies and practices (which are manifold) have been integrated in general wellness applications and as well in some cases in medical use.

Ayurveda is one of the world's oldest holistic (“whole-body”) healing systems. It was developed more than 3,000 years ago in India. It’s based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit. Its main goal is to promote good health, not fight disease. But treatments may be geared toward specific health problems.

Ayurvedic doctors regard physical existence, mental existence, and personality as a unit, with each element being able to influence the others. This is a holistic approach used during diagnosis and therapy, and is a fundamental aspect of Ayurveda. Another part of Ayurvedic treatment says that there are channels (*srotas*) which transport fluids, and that the channels can be opened up by massage treatment using oils and Swedana (fomentation). Unhealthy channels are thought to cause disease.

DIAGNOSIS

Ayurveda has eight ways to diagnose illness, called Nadi (pulse), Mootra (urine), Mala (stool), Jihva (tongue), Shabda (speech), Sparsha (touch), Druk (vision), and Aakruti (appearance). Ayurvedic practitioners approach diagnosis by using the five senses. For example, hearing is used to observe the condition of breathing and speech. The study of the lethal points or *marman marma* is of special importance.



Treatment and prevention

Two of the eight branches of classical Ayurveda deal with surgery , but contemporary Ayurveda tends to stress attaining vitality by building a healthy metabolic system and maintaining good digestion and excretion. Ayurveda also focuses on exercise, yoga, and meditation .One type of prescription is a Sattvic diet.

Ayurveda follows the concept of Dinacharya , which says that natural cycles (waking, sleeping, working, meditation etc.) are important for health. Hygiene, including regular

bathing, cleaning of teeth, skin care, and eye washing, is also a central practice. It also follows Yoga , meditation , kalari etc.

KERALA, THE HEARTLAND OF AYURVEDA

Kerala owns a non-detachable tradition of Ayurveda that has surpassed the many attacks and intrusions both in land and foreign. For about many centuries the Ayurveda Vaidyas (traditional practitioners of Ayurveda) were almost the only opening for people needs curing from every kind of ailments in Kerala. The mastery over the legacy of eight families of Vaidyas (Ashta vaidyas) and their followers treated the whole state for hundreds of years. Like the other Indian states, the position of Ayurveda in Kerala is not substitution but mainstream. As a matter of fact, today Kerala is the only State in India which practices this rishi medicinal science with utmost commitment. Being the only sector of treatment for the people, the Vaidyas of Kerala were in task to describe the theories of Ayurveda and adjoin them actively in to fruitful healing systems in everyday life. Thus, the majority of the contemporary proceedings and protocols of Ayurveda have enlarged in and around Kerala.

AYURVEDIC HEALTH TOURISM

Ayurveda is a holistic system of medicine that deals with the body, mind and spirit of a person. The Sanskrit term, ‘Ayurveda,’ has two components: ‘**Ayur**’ and ‘**Veda**’. ‘Ayur’ means life/longevity. ‘Veda’ means wisdom/science. Hence Ayurveda means ‘**science of life**’ or ‘**wisdom for longevity**’. For many thousands of years, Ayurveda has been a successful primary health-care modality for millions of people in India. Its age-old recommendations and advices for healthy living are relevant even today as they ever were – and probably even more so.

The world is increasingly recognizing the merit of Ayurveda, which offers effective cure for several diseases including chronic ones. It helps rejuvenate the body, fight stress, and offer relief in life-style related diseases. It results in no major side-effects while offering relief; and this is one of the main attributes of Ayurveda which promotes health tourism. **Ayurvedic Health Tourism** refers to traveling of people from the country other than their own to obtain Ayurvedic herbal treatment and promoting health and well-being through physical, psychological, or spiritual activities.

Ayurvedic Health Tourism, a quarterly, being published from Kerala, the cradle of authentic Ayurveda, is the largest circulated and most admired publication on Ayurveda and wellness tourism in India.

Ever since its inception, 'Ayurvedic Health Tourism' has been promoting authentic Ayurveda across continents. 'Ayurveda and Health Tourism' extensively covers the developments in this branch of medical science.

The interviews with eminent practitioners and scholars of Ayurveda, detailed examination and remedies of diseases, patient experience, research news and reports on technological advancements its seen that yoga, food and beauty care have become a major attraction with the young generation of tourists.

Ayurvedic Health Tourism has been participating in all major tourism and health tourism events across the world.

SIGNIFICANCE OF THE STUDY

Any kind of traveling or tourism entailed on account of health related factors geared to the purpose of recovery or maintenance comes under the purview of health tourism. Ayurveda has assumed significant preponderance in modern times with people from across the world seeking to come under its protective domain. The Indian state Kerala is famous for 'Ayurveda' and its different treatment methods. The healthcare system in Kerala is highly developed and travelers who come to the state take full advantage of it. The authorities have taken measures to reap the benefits of it and include Ayurveda as a part of health tourism. As a natural healthcare practice, Ayurveda has been accepted as a curative treatment system as well as health maintenance system in the national and international level which widened up the prospectus and chances of Ayurvedic tourism in Kerala.

The researcher intends to study how people use Ayurveda for medical treatment as well as a healthcare alternative, according to age, sex, nation and economic status . Also, their outlook towards the treatment and how far they get familiarized to the Kerala culture.

CHAPTER-2

REVIEW OF LITERATURE

Definition of HEALTH TOURISM

The term 'health tourism' has not been well defined. The IUTO in 1973 stated that health tourism is the provision of health facilities utilizing the natural resources of the country, in particular , mineral water and climate.

Goodrich and Goodrich (1987: 217) defined it as :

An attempt on the part of a tourist facility or destination to attract tourists by deliberately promoting health care services and facilities, in addition to its regular amenities. These health care services may include medical examinations by qualified doctors and nurses at resort or hotel, special diets, acupuncture, transvital injections, vitamin complex intakes, special medical treatments for various diseases such as arthritis and herbal remedies.

HEALTH TOURISM AT GLOBAL LEVEL

Health tourism has become a common form of vacationing, and covers a broad spectrum of medical services. It mixes leisure, fun and relaxation together with wellness and healthcare. Medical tourism is actually thousands of years old. In ancient Greece, pilgrims and patients came from all over the Mediterranean to the sanctuary of the healing god, Asklepios, at Epidaurus. In Roman Britain, patients took the waters at a shrine at Bath, a practice that continued for 2,000 years. From the 18th century wealthy Europeans travelled to spas from Germany to the Nile. In the 21st century, relatively low-cost jet travel has taken the industry beyond the wealthy and desperate.

Health tourism has established itself as a vital part of the industry. It is no surprise that the number of people travelling for treatment is constantly on the rise, as well as the revenues of the segment.

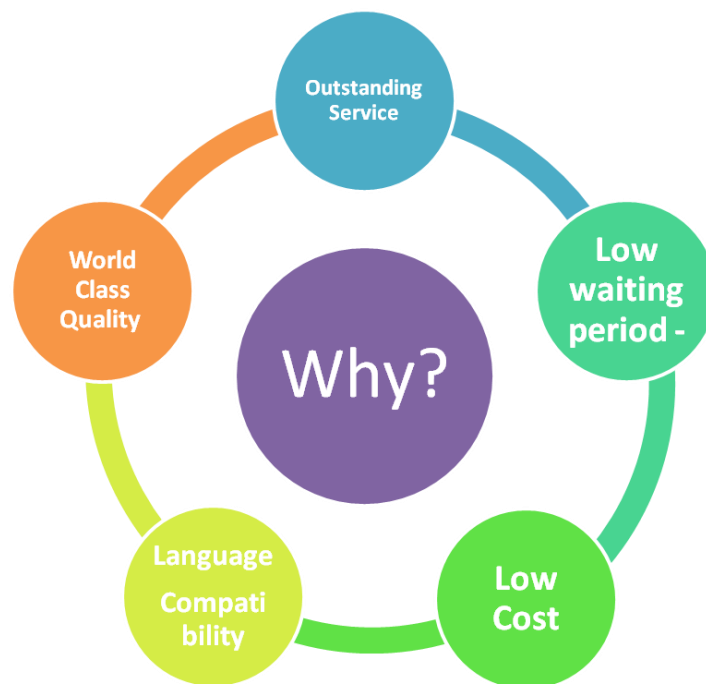
The market of health tourism is experiencing constant growth. Both Western and Eastern Europe have registered market increases. In 2017, the Western European health and wellness market is expected to reach a figure of €146,407.5 million. The Eastern European market is expected to reach numbers of about €27,698.4 million.

These numbers only stress the significance and size of the segment. Since 2012, the Western European health and wellness market has grown by about €16 million from €130,746.6 million to the number mentioned above. Meanwhile the Eastern European market has risen by approximately €7 million from €20,948.8 million in 2012. These numbers are based on the elaboration from the *Euromonitor*.

Globally speaking, according to an index developed by *Fetscherin & Stephano* in 2016, Canada (76.9) leads the world in health tourism. It is followed by the UK (74.8) and Israel (74.8). The top 15 also consists of some surprising countries such as Jordan or the Philippines. But there are many established countries such as Germany, Japan, France or South Korea.

In terms of health tourism arrivals from 2013 to 2017, Germany is the leader with 12.7 million tourists. The Western European country is followed by Russia (8.5 million) and France (8.3 million).

HEALTH TOURISM IN INDIA



Health care is an area in which the tourism industry can take advantage as it is a thriving sector in the new globalization and liberalization. International travel for health purposes becomes a way of life for new age Western and Asian tourists. India is on the threshold of a health care revolution and the country is emerging as a global for medical tourists. Health tourism is an emerging concept and is still at the nascent stage. Governments are increasingly concerned about their readiness to meet their social obligations in the health sector. Complimenting health care with tourism is the new mantra that has seen foreigners flocking to India for treatment (R.Pruthi, 2006). Health industry data (CII-Mckinsey,2003) show that the total health care market in India is expected to rise from the current Rs.1,030 billion (5.2 percent

of GDP)to Rs.2,320 billion to Rs.3,200 billion. As a result , India would spend 6.2 –8.5 percent of its GDP.

The present trend of health tourism has set by the health conscious consumers can enhance the well-being of tourists through travel experience (S. Kulkarni, 2008). This type of customer seeks to look and feel better to lose weight, to slow the effects of aging, to relieve pain or discomfort, and to alleviate stress or to partake in the use of natural supplements like vitamins and minerals to improve their health. Most health tourism focus on two areas such as pampering and wellness. Pampering involves offering people an experience that makes them feel good. Services such as massages, herbal wraps and exfoliating scrubs where wellness involves helping healthy people prevent problems so they stay well, both physically and mentally (R.Pruthi,2006). The Indian government is taking steps to address infrastructure issues that hinder the country's growth in health tourism.

Most estimates claim treatment costs in India start at around a tenth of the price of comparable treatment in America or Britain. he most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass, eye surgery and hip replacement. India is known for advanced medicines and health maintenance practices.

HEALTH TOURISM IN KERALA

Wedge between the Western Ghats on the East and the Arabian Sea on the West, the narrow strip of land known as Kerala is a destination of a lifetime. The timeless beauty of the palm fringed beaches of Kovalam and Varkala, the majesty of the undulating hills of Munnar and Vagamon, the serenity of the pristine backwaters of Kumarakom & Kuttanad and the enchanting woods and forests of Thekkady and Silent Valley will have you bowled over.

That such a small terrain can hold diverse geographical features and cultures is a wonder in itself. Kerala is bound to make this relatively new aspect of tourism into a multi crore industry in future.

Kerala is already being marketed as a popular health destination for its famous Ayurveda-health packages. Medical tourism is marketed along with Ayurveda and other health packages. Major hospitals are joining hands with the govt in promoting medical tourism. Health insurance companies are beginning to play a major role in medical tourism. Globalization and economic liberalization have given a boost to the medical service sector, especially in Kerala. The medical treatment for various packages form part of recuperative leisure packages at world class tourist resorts. Airport pickup, hotel accommodation, transportation, food etc. are offered along with medical treatment at the best hospitals.

Kerala is ideally suited for health tourism because of its moderate weather throughout the year, advanced hospitals with world-class facilities, renowned doctors specialized in major disciplines, trained paramedical staff and technicians and international connectivity. Besides, Kerala also enjoys definite advantages such as the high standard of hygiene that is maintained, the already well developed tourism industry with its high-quality resorts and hotels, competitive costs for packages of medical treatment, and ideal locations for a relaxing holiday.

The industry offers attractive health tourism packages at reasonable rates. They are marketed efficiently and are brought to the customers by the tourism industry through tour operators who sell them as holiday packages according to the convenience of the patients. The tourism department has played a pioneering role in promoting Kerala as a major destination in health tourism in the international market.

KOCHI-MAIN HEALTH TOURISM HUB

For Ayurveda system as a medical system and healthcare system, Kerala is not an alternative but a mainstream among other states in India. Kerala is the land of medicinal plants. Kerala is the only state which practices the system of medicine with dedication. Kochi being the main key health tourism hub. Kochi, India formerly known as Cochin, is a city in the Indian state of Kerala. Kochi or Cochin is popularly known as the Queen of Arabian Sea, also flaunts one of the finest natural harbors of the world and was the center of the world spice trade for many centuries. Old Kochi loosely refers to a group of islands which comprise Willingdon Island, Fort Kochi, Mattancherry, etc. Today Kochi includes Ernakulam city, old parts of Kochi, Kumbalangi, and outlying islands. It is one of the principal tourist destinations of Kerala. The city derives its name from the Malayalam word *Kochazhi* meaning *small lagoon*.

The climate in Kochi is best suited for Ayurveda's curative and restorative packages and nature's over whelming presence . In Kochi Ayurveda is not just a healthcare system but it is a part of every aspect of life , a lifestyle. Due to the splendid geographical beauties like backwaters, coconut fringed beaches , advanced technology ,standards of care and historical past as well as cosmopolitan culture in Kochi attracts tourists at a great amount. Kochi is also regarded as the safest city for the tourists. People admitted in the Ayurvedic centers in Kochi is taken for ride to nearest beaches and scenic attractions. It relaxes their mood and is very effective for their mental health. Kochi is a multi-cultural city with varied cultural patterns, diverse food patterns and also promotes ecologically sustainable tourism which boosts tourism in Kochi.

Ayurveda - harmony of body, mind and soul

Sprouted in the pristine land of India some 5000 years ago, Ayurveda, the science of life and longevity, is the oldest healthcare system in the world and it combines the profound thoughts of medicine and philosophy. Since then Ayurveda has stood for the wholesome physical, mental and spiritual growth of humanity around the world. Today, it's a unique, indispensable branch of medicine, a complete naturalistic system that depends on the diagnosis of your body's humors - vata, pitta and kapha - to achieve the right balance.

Kerala, the Land of Ayurveda

Kerala possesses an unbroken tradition of Ayurveda that has surpassed the many invasions and intrusions both foreign and native. For hundreds of years the Ayurveda Vaidyas (traditional practitioners of Ayurveda) were almost the only access for people seeking healing from every kind of disease in Kerala. The legendary eight families of Vaidyas (Ashta vaidyas) and their successors treated the entire state for centuries. Unlike the other Indian states the status of Ayurveda in Kerala is not alternative but mainstream. In fact, today, Kerala is the only State in India which practices this system of medicine with absolute dedication.

Being the only resort of treatment for the people, the Vaidyars of Kerala were challenged to interpret the theories of Ayurveda and adapt them actively into effective healing systems in everyday life. Thus almost all the contemporary procedures and protocols of Ayurveda have evolved in and around Kerala.

The Boons of Nature

Its equable climate, natural abundance of forests and the cool monsoon season are best suited for Ayurveda's curative and restorative packages. Kerala is perhaps one of the few places on earth where a temperature of 24-28 degrees is maintained during a period of continuous rain. This prevalence of moisture in the air and on the surface of the skin makes it the ideal place for natural medicines to work at their highest levels of potency. The land is also blessed with innumerable medicinal plants and provides the continuity and consistency of Ayurveda medicines needed for effective treatment procedures. The same herbs with the same potency are available year after year across every season. The rich alkaloid content of the soil enhances the intensity and potency of many Ayurvedic medicines when compared to places with different soil constitution.

The Advantages of Ayurveda in Kerala

Ashtangahridayam, the practical, user friendly interpretation of Ayurveda, compiled by the great Sage Vagbata is seldom used anywhere in the world as it is extensively done in Kerala. The Vaidyars of Kerala are proficient in this most contemporary treatise of Ayurveda which many scholars consider an advancement over the earlier samhitas of Charaka and Sushruta, the pioneers of Ayurveda. It is in Kerala that Kashaya Chikitsa (treatment with concoction) has become a standardised protocol involving hundreds of Kashayams that were scientifically classified and organised according to various treatment needs. Keralite Vaidyars were the first to focus on the anti-oxidant properties of Abayangam leading to the profusion of kizhis. The largest number of Ayurveda colleges and the largest number of practitioners in comparison to any place in the world has led to a tradition of Ayurveda research in a scientific manner in Kerala.

Ayurveda as a lifestyle

In Kerala Ayurveda is not just a healthcare system but it is a part and parcel of every aspect of life, in fact, it is a lifestyle in Kerala . Miracles like paralyzed people walking , incurable diseases cured etc. that happen even today inspires respect and awe for the vaidyars of Kerala.

Ayurveda is not just about good physical health. It is a therapy that promises holistic wellness. The natural herbs and oils used in the therapy are of great medicinal value as is said in the Vedic literature on Ayurveda. The history of Ayurveda which can be traced back to the Vedic Ages clearly lays out instructions to maintain health as well as fighting illnesses through therapies such as massages, herbal medicines, diet control and exercise.

The rainy season, from June to September, is the ideal time for Ayurvedic treatments because the atmosphere remains cool, moist, and dust free. This opens up the body's pores, making it receptive to herbal oils and therapy.

RELATED STUDIES

According to Dunn(1959) who was one of the first doctors to talk about the philosophy of health and wellness , this is a state of health which comprises an overall sense of well – being and sees a person as consisting of body , mind and spirit. Lifestyle and self-responsibility for health are paramount in the quest for a better quality of life. Muller and Kaufmann (2000) define health tourism as:

The sum of all relationships and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health. They stay in a specialized hotel which provides the appropriate professional know-how and individual care. They require a comprehensive service package comprising physical fitness/ beauty care, healthy nutrition / diet, relaxation / meditation and mental activity.

Ayurvedic Health Tourism is a more holistic approach which goes back to Dunn's (1959) idea of balancing body, mind , spirit with medical treatment, social environment , culture and spirituality (Nahrstedt , 2008).

Ayurvedic Health Tourism has not only been seen as a medical health care system but also as a process of self-regeneration as well relaxation and indulgence (Ryan,1997).It includes curative treatment, fitness , yoga , meditation, massage ,health eating . It not only aims at physical wellness but also mental wellness. (Melaine Smith).

According to Mary Tabacchi, Health Tourism is any kind of travel to make yourself or a member of your family healthier.

A study done by Neeti Chopra of New Delhi for Express Travel and Tourism (2004) shows that India has emerged as both an inbound and outbound destination. But it is difficult to predict if the scenario will remain the same in the next five years. This is because the growth of tourism depends on several factors, some of which are beyond control like the ever changing political and economic conditions , outbreak of epidemics or natural calamities.

The centuries-old tradition of Ayurveda is fast turning Kerala into a global health tourism destination, attracting holidayers as well as international celebrities to the State. (Press Trust of India).

According to State Tourism Director Rani George, Ayurveda has resulted in the average stay back period of tourists in Kerala going up from 14. 1 to 18 days now, the highest in the country.

Kerala was the first State in India to be accorded the status of Partner State of the World Travel and Tourism Council in 2000. In June 2001 , WTTC and Kerala initiated a dialogue to conduct a Tourism Satellite Accounting Research (TSA) in the State. The TSA is now the accepted measure of the economic impact of tourism in a defined area.

According to research scholars, JM Cherukara and Dr. James Manalel , Ayurveda is a synonym for Medical Tourism in Kerala. There has been a spontaneous growth in Kerala for Ayurveda, which has no competition in the whole world. By unorganized but collective effort the name Ayurveda got branded all over the world. The present problem in the market is the overcrowding of unqualified people conducting massage parlors in the name of Ayurveda. If immediate measures are not taken to control such fake set ups, the tourists who come in search of genuine Ayurveda treatment will get cheated and carry back a wrong message about Ayurveda. This is especially so because Ayurveda is not very strong in standardization and scientific data. Another problem facing Ayurveda is the scarcity of certain essential herbs and medicines, which will affect the quality of the treatment.

In 2009 South Asian Journal of Tourism and Heritage it is stated that Kerala is well known as one of the major holistic treatment centers of the world. Rejuvenation therapy through Ayurveda and Yoga is popular all over the world and thus Kerala becomes a major center for revitalizing the body and spirit. Kerala also offers a range of world quality hospitals and treatments which is offered substantially at lower costs than that in developed countries.

According to an article by the University of Delaware publication, UDaily, the cost of surgery in India, Thailand or South Africa can be one-tenth of what it is in the United States or Western Europe, and sometimes even less. A heart-valve replacement that would cost \$200,000 or more in the US, for example, goes for \$10,000 in India--and that includes round-trip airfare and a brief vacation package.

In the International Journal of innovative research and development, it is given that among the various service sector industries, tourism in India is largest and fastest growing sector in the country. A study has been carried out by segmenting the tourists in to two distinct groups - Foreign Tourists and Domestic Tourists. By making use of appropriate secondary data like government reports, websites, tourism statistics, newspapers, etc. an analysis has been done. It is observed from the analysis that foreign tourists contribute much to the Indian tourism than the domestic tourists. (September 6 , 2012).

According to the definition of WTO 'Tourism Statistical Consultation', "Tourist" is a person in another country, with various purposes not forbidden by the given country, from 24 hours to one-year period, not performing any paid activity in the country or place of arrival, who in the lodging of collective or single distribution has slept at least once and who travels. The word tourism derives from the verb tour meaning "travel." Tourism offers tremendous opportunities of generating revenues, earning foreign exchange and providing employment. Today all countries of the world are striving to develop tourism in a big way. Besides economic, the social and environmental gains of tourism are also significant. It is considered as an ambassador of peace and international brotherhood. It brings better understanding between different nations and civilizations. Likewise it helps in protecting environment, old monuments and cultural heritages and religions. Tourism serves as an important means to increase economic growth, raise the quality of life, create employment and improves the overall balance of payments by helping to offset deficits in other sectors. (*Spiritual & Yoga Tourism: A case study on experience of Foreign Tourists visiting India*).

The *Travel & Tourism Competitiveness Report 2017* ranks India 40th out of 136 countries overall. The report ranks the price competitiveness of India's tourism sector 10th out of 136 countries. In order to boost tourism, the Indian Government

implemented a new visa policy in November 2014 that allows visitors to obtain a visa on arrival at 16 designated international airports by acquiring an Electronic Travel Authorization online before arrival without having to visit an Indian consulate or visa center. As a result, 56,477 tourists arrived on an e-Tourist Visa during the October 2015 compared to 2,705 during October 2014, an increase of 1987.9%.

Study of problems and challenges faced by medical tourists visiting India is the latest research report produced by Indian Institute of Tourism and Travel Management(IITTM). This is an outcome of the study commissioned by Ministry of Tourism, Government of India. Having realized the importance of the fast-growing health tourism market, it is important for India as a competing destination to get its act in place. The report digs into the intricacies of customer satisfaction along the value chain.

Foreign and domestic tourist visits to Kerala registered consistent growth during the last few years although foreign tourists registered a decline of about 7.0 percent during 2009 due to world economic crisis and the consequent decline in world tourist traffic including India. Kerala tourism remains as a super brand among all other states in India due to its rich cultural and geographic diversity, wide range of tourist products and experiences, which include among others – leisure, culture, adventure, spirituality, eco – tourism, wellness & health, etc. The Continuous Tourism Survey (CTS) was launched with a view to assess the recent trends in tourist profiles and satisfaction levels of tourists. It also stated that about one- third of the foreign tourists visiting Kerala are professionals and the places of first arrival of more than half of non-Kerala domestic tourists were Kochi.

Kerala is unique for its geographical diversity, and it possesses within the smallest area possible. This diversity often offers tourists a range of attraction and experiences such as beaches, back waters, wild life sanctuaries, evergreen forests, and diverse flora and fauna of Kerala. It is often projected as the “Green Gateway to India” (Netto,2004, cited by M. Edward and Babu P. George, 2008). National Geographic Travel after two years of research had chosen Kerala, as one of the 50 must see destinations of a lifetime.

Ayurveda, literally knowledge or science of life represents a sophisticated system of healing that offers holistic approach to living based on the balance and nurturance of mind, body and spirit (Shroff 2000, cited by Spitzer, 2009).

Mr. Subhash Goel, the Travel Agent Federation of India (TAFI) president (2005) shares his thoughts about Kerala. On his attributes, the recent successful trends in Kerala tourism; the major delight of Kerala is basically Ayurveda and backwaters. He lauded the manner in which the ancient health care wisdom of Ayurveda was popularized, which has now become significant. On enhancing the promotion 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 so as to add value to their tourism aspirations (cited by Saranganathan and Sunanda, 2009).

Thus, Ayurveda plays a vital role in promoting perennial tourism in Kerala. Moreover, monsoon tourism is fast getting greater attention in Kerala because of Ayurveda's monsoon applicability among health tourists. It indirectly encourages round the year tourism in Kerala. (An overview on Kerala and Ayurveda, Shodhganga).

CHAPTER-3

METHODOLOGY

Statement of the problem

The topic is chosen to study the contributions of Ayurveda in Tourism industry in Kochi city. As Kochi being considered as one of the key health tourism hub in Kerala , the study is necessary to know about the tourists who adopt Ayurveda for their physical and mental well-being.

OBJECTIVES

General objective: To study Ayurvedic Health Tourism with special reference to Kochi city

Specific objective:

To study:

- Socio-economic profile of the respondents.
- Types of Ayurvedic treatments adopted by the respondents.
- The outlook of the respondents about the indigenous treatment.
- The extent of familiarization of the culture in Kerala in the respondents coming for the treatment.

Definition of the CONCEPTS

THEORITICAL DEFINITION

- *Ayurveda* – According to **Oxford dictionary**, *Ayurveda* is the traditional Hindu system of medicine (incorporated in Atharva Veda, the last of the four Vedas), which is based on the idea of balance in bodily systems and uses diet, herbal treatment, and yogic breathing.

- *Tourism* – According to **World Tourism Organization**, *Tourism* comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

- *Tourist* – According to **Cambridge English dictionary**, *Tourist* is someone who visits a place for pleasure and interest, usually while on holiday.

OPERATIONAL DEFINITION

The tourism industry in Kochi is triggered by Ayurveda which is an ancient form of healthcare system. The study is on any person who is not a native of Kerala who adopts Ayurvedic treatments like massage, uzuchil, pizhichil, dhara etc. from various Ayurvedic centers in Kochi, at least for a week to obtain medical treatment as well as for health maintenance.

VARIABLES

DEPENDENT VARIABLES:

In this study, satisfaction of tourists who adopts Ayurvedic treatments is taken as dependent variable.

INDEPENDENT VARIABLES:

In this study, Age, Sex, Education, Occupation, Nationality are taken as independent variables.

POPULATION

The population of the study is tourists who visit Ayurvedic centers in Kochi city.

SAMPLE OF THE STUDY

Any person who is not a native of Kerala, visiting Ayurvedic centers in Kochi is taken as the sample and sample size being 50.

SAMPLING METHOD

Simple random sampling is being used in the study which means selection of the samples randomly so that each has an equal chance of being chosen. Here, the case is tourists who have come to Kochi city for Ayurvedic treatments. From various Ayurvedic centers

in Kochi, 10 centers is chosen and a list of tourists who stays here at least for a week is taken and from the list 5 samples each is selected, sample size being 50.

TOOL

The tool of data collection is interview schedule. An interview is a face to face communication to gather information from the respondent.

PILOT STUDY

After selecting the topic, a pilot study was conducted among the tourists in Kochi city. So, the researcher found that it is feasible to gather information with regard to the objectives of the study.

PRE-TEST

A pre-test was conducted among 10 tourists who visited Ayurvedic centers in Kochi.

DATA ANALYSIS

Data analysis was done using tables and frequencies.

DATA COLLECTION

Data collection was done during the month of October using a questionnaire.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

1.

Table 4.1 Age

AGE	FREQUENCY	PERCENTAGE
20-30	15	30
30-40	21	42
40-50	7	14
50 and above	7	14

*** Majority of the respondents in the study (30%) are in the age group 20-30; that is, most of them are youngsters.**

2.

Table 4.2 Gender

GENDER	FREQUENCY	PERCENTAGE
MALE	23	46
FEMALE	27	54

*** Majority of the respondents (54%) in the study are females.**

3.

Table 4.3 Religion

RELIGION	FREQUENCY	PERCENTAGE
CHRISTIAN	43	86
MUSLIM	1	2
HINDU	1	2
BUDDHIST	1	2
ATHEIST	3	6
OTHER	1	2

*** Majority of the respondents(86%) in the study are Christians.**

4.

Table 4.4 Nationality

NATIONALITY	FREQUENCY	PERCENTAGE
ASIA	8	16
AFRICA	1	2
AMERICA	6	12
EUROPE	23	46
AUSTRALIA	7	14
OTHER	5	10

*** Majority of the respondents(46%) in the study are Europeans.**

5.

Table 4.5 Education

EDUCATION	FREQUENCY	PERCENTAGE
GRADUATE	16	32
MASTERS	4	8
ENGINEERING	3	6
LAW	2	4
MEDICINE	4	8
ARCHITECTURE	1	2
JOURNALISM	3	6
CA	1	2
PILOT	2	4
NURSING	2	4
IT	4	8
OTHER	8	16

*** Majority of the respondents(32%) in the study are graduates.**

6.

Table 4.6 Profession

PROFESSION	FREQUENCY	PERCENTAGE
STUDENT	8	16
ENGINEERING	5	10
DOCTOR	3	6
SCIENTIST	1	2
TEACHER	6	12
BUSINESS	2	4
RETIRED	3	6
OTHER	22	44

*** Majority of the respondents in the study(44%) opted “ OTHER “ which they mentioned as pilots , chefs , nutritionists , dieticians etc.**

7. **Table 4.7 Marital status**

MARITAL STATUS	FREQUENCY	PERCENTAGE
SINGLE	26	52
MARRIED	20	40
DICORCE	1	2
SEPERATED	2	4
WIDOW	1	2

*** Majority of the respondents in the study(52%) are married .**

8. **Table 4.8 Income**

INCOME SOURCE	FREQUENCY	PERCENTAGE
SALARY	34	68
POCKET MONEY	12	24
OTHER	4	8

*** Majority of the respondents in the study (68%) have salary as their income source for the treatment. Most of them earn from part time jobs.**

9.

Table 4.9 Factors attracted to Kerala

FACTORS ATTRACTED TO KERALA	FREQUENCY	PERCENTAGE
PEOPLE	26	30.23
CLIMATE	19	22.09
ECONOMIC FACILITIES	9	10.46
GEOGRAPHY	24	27.9
OTHER	8	9.30

*** Majority of the respondents in the study (30.23%)are attracted to people in Kerala. Climate is also an important factor in attracting the respondents.**

10.

Table 4.10 Person accompanying

ACCOMPANYING	FREQUENCY	PERCENTAGE
FAMILY	11	22
HUSBAND	4	8
WIFE	4	8
FRIENDS	18	36
SPOUSE	1	2
FIANCEE	5	10
OTHER	7	14

*** Majority of the respondents in the study(22%) are accompanied by their friends that is , they come in groups.**

11.

Table 4.11 Response to the query if the person accompanying the respondent is attending the treatment or not

TREATMENT	FREQUENCY	PERCENTAGE
YES	20	40
NO	30	60

*** Majority of the persons coming with the respondent (60%) are not attending the treatment**

12.

Table 4.12 Response to the query whether the respondent has visited Kerala first time or not

VISIT	FREQUENCY	PERCENTAGE
YES	31	62
NO	19	38

Table 4.12 (A)

If no	FREQUENCY	PERCENTAGE
ONCE	9	47.36
TWICE	9	47.36
THRICE	1	5.26

*** Majority of the respondents in the study are visiting Kerala for the first time(62%) and those who have visited Kerala before have visited once or twice(47.36%).**

13.

Table 4.13 Visit to Kerala

VISIT TO KERALA	FREQUENCY	PERCENTAGE
MONTHLY	6	12
YEARLY	16	32
TWICE A YEAR	10	20
MORE	4	8
LESS	14	28

*** Majority of the respondents(32%) in the study are visiting Kerala every year.**

14.

Table 4.14 Travelling reason

TRAVELLING REASON	FREQUENCY	PERCENTAGE
MEETING RELATIVES/ FRIENDS	22	44
BUSINESS/LEISURE	28	56

*** Majority of the respondents in the study(56%) are coming for business or leisure and they see Kerala as the best for leisure.**

15.

Table 4.15 Season

SEASON	FREQUENCY	PERCENTAGE
JAN - MARCH	2	4
APRIL - JUNE	2	4
JULY - OCTOBER	15	30
OCTOBER - DEC	31	62

*** Majority of the respondents in the study(62%) are visiting Kochi during the season OCTOBER – DECEMBER as it is the best time to visit Kochi.**

16.

Table 4.16 Response to the query whether the respondent is attending only the treatment or not

TREATMENT	FREQUENCY	PERCENTAGE
YES	12	24
NO	38	76

*** Majority of the respondents in the study(76%) have come not only to attend the treatment but also for other purposes like holiday , sightseeing , projects , to learn Kerala culture etc.**

17.

Table 4.17 Response to the query whether the respondent is leaving after treatment or not

LEAVING AFTER TREATMENT	FREQUENCY	PERCENTAGE
YES	11	22
NO	39	78

*** Majority of the respondents in the study(78%) are not planning to leave right after the treatment as they are interested in exploring Kerala.**

18.

Table 4.20 Stay

STAY	FREQUENCY	PERCENTAGE
A WEEK	14	28
MONTH	26	52
YEAR	9	18
MORE	1	2

*** Majority of the respondents in the study(52%) are planning to stay in Kochi for the treatment for a month or two.**

19.

Table 4.19 Reason to come to Kerala

KERALA	FREQUENCY	PERCENTAGE
HOLIDAY	35	42.6
SIGHTSEEING	20	24.3
AYURVEDIC TREATMENT	24	29.2
OTHER	3	3.6

*** Majority of the respondents in the study (42.6 %)have come for holiday as they find God's own country the best for spending their holidays.**

20.

Table 4.20 Reason to choose Ayurveda

AYURVEDA	FREQUENCY	PERCENTAGE
NATURAL	28	40.5
SAFE	21	30.4
PERMANENT CURE	10	14.4
NO OPERATION	3	4.34
EFFECTIVE CURE	6	8.69
OTHER	1	1.44

*** Majority of the respondents in the study (40.5%) have chosen Ayurveda as it is a natural treatment which is done using herbal medicines and also it is the oldest surviving medical system in Kerala.**

21.

Table 4.21 Reason to choose Ayurveda in Kochi

AYURVEDA KOCHI	FREQUENCY	PERCENTAGE
MODERN FACILITIES	18	23.6
COST EFFECTIVE	13	17.1
BETTER HEALTHCARE	13	17.1
CLIMATE	12	15.7
SAFETY	5	6.57
EASY ACCESSIBILITY	11	14.4
NOT AWARE OF ANY OTHER CENTERS	4	5.26

*** Majority of the respondents in the study(23.6%) have chosen Kochi for Ayurvedic treatment as they offer pampering innovative, classical ayurvedic treatments in a pleasant ambience with modern facilities.**

Table 4.22 Response to the query whether there is any Ayurvedic center in respondent's place or not

AYURVEDIC CENTER	FREQUENCY	PERCENTAGE
YES	17	34
NO	33	66

*** Majority of the respondents in the study(66%) does not have any Ayurvedic centers in their place. And if they have too , most of those Ayurvedic centers are run by Malayali Ayurvedic people or foreigners itself who have come to Kerala and learned Ayurveda and is practicing it there.**

23.

Table 4.23 Kind of treatment

KIND OF TREATMENT	FREQUENCY	PERCENTAGE
MASSAGES	36	29.2
THERAPIES	26	21.1
STRESS RELIEF	30	24.3
HARMONIZING BODY	15	12.1
BODY SLIMMING	8	6.5
SERIOUS DISEASES	8	6.5

*** Majority of the respondents in the study(29.2%) have chosen massage treatment as it relieves pain , reduce stress , increase relaxation , address anxiety and depression and aid general wellness.**

24.

Table 4.24 Duration of treatment

DURATION	FREQUENCY	PERCENTAGE
A WEEK	10	20
A MONTH	30	60
A YEAR	10	20

*** Majority of the respondents in the study(60%) have the treatment for a duration of a month or two.**

25.

Table 4.25 Cost

COST	FREQUENCY	PERCENTAGE
<1000	12	24
1000-10,000	27	54
10,000-20,000	20	40
20,000 >	1	2

*** Majority of the respondents in the study(54%) pay around 1000-10,000 for the Ayurvedic treatments and they find it cost effective.**

26.

Table 4.26 Response to the query of cost effectiveness of the treatment by the respondent

COST EFFECTIVENESS	FREQUENCY	PERCENTAGE
YES	48	96
NO	2	4

*** According to majority of the respondents in the study(96%), Ayurvedic treatments are cost effective because Ayurveda has fruitful healing system.**

27.

Table 4.27 Response to the query whether the respondent has gone through any Ayurvedic treatment before or not

TREATMENT BEFORE	FREQUENCY	PERCENTAGE
YES	37	74
NO	13	26

*** Majority of the respondents in the study(74%) have attended Ayurvedic treatment before and have got good benefits which made them attend the treatment again.**

28.

Table 4.28 Response to the query whether any wellness treatment was given to the respondent or not

WELLNESS PRACTICE	FREQUENCY	PERCENTAGE
YES	41	82
NO	9	18

*** Majority of the respondents in the study(82%) were given wellness practices in their Ayurvedic centers like yoga , breathing practices, nature walks , meditation , laughing exercise, emotion controlling , weight loss programs ,smoking cessation program , weight loss diet etc**

29.

Table 4.29 Program schedule

PROGRAM	FREQUENCY	PERCENTAGE
CONSULTATION WITH DOCTOR	10	5.4
YOGA	45	24.3
MASSAGE	49	26.4
MEDITATION	42	22.7
NATURE WALKS	20	10.8
DIET	17	9.1
LECTURE	2	1.0

***Majority of the respondents in the study(26.4%) have massage treatment in their daily program schedule of the Ayurvedic centers as massage therapy as it is an important part of health maintenance plan.**

30. **Table 4.30 Response to the query whether the respondent is planning to continue with the treatment or not**

TREATMENT CONTINUATION	FREQUENCY	PERCENTAGE
YES	45	90
NO	5	10

Table 4.30 (A)

IF YES ,	FREQUENCY	PERCENTAGE
OCCASSIONAL VISIT	30	66.6
TAKING INSTRUCTION FROM DOCTOR THROUGH PHONE	13	28.8
VISIT AYURVEDIC CENTERS NEAR YOU	2	4.4

***Majority of the respondents in the study are planning to continue with the Ayurvedic treatment (90%) by occasional visits(66.6%) as they got impressed with the treatments and daily programs of the Ayurvedic centers in Kochi.**

31.

Table 4.33 Response to the query whether the respondent is planning to visit the same center in the next visit

SAME CENTER	FREQUENCY	PERCENTAGE
YES	40	80
NO	10	20

***Majority of the respondents in the study(80%) are planning to visit the same Ayurvedic center in Kochi, in their next visit due to effective treatment , modern amenities , friendly staff and also the perfect ambience of Kochi, surrounded by the Arabian sea.**

32.

Table 4.32 Assessment about treatment

ASSESSMENT ABOUT THE TREATMENT	FREQUENCY	PERCENTAGE
VERY USEFUL	20	40
USEFUL	24	48
SATISFACTORY	6	12

***Majority of the respondents in the study(48%) have found the Ayurvedic treatment Useful as the treatment was fruitful.**

33.

Table 4.33 Response to the query whether the respondent is feasible with the package or not

FEASIBILITY	FREQUENCY	PERCENTAGE
YES	43	86
NO	7	14

***Majority of the respondents in the study(86%) have found the package of the Ayurvedic centers feasible.**

34.

Table 4.34 Response to the query whether the respondent takes up Ayurveda as a lifestyle or not

LIFESTYLE	FREQUENCY	PERCENTAGE
YES	46	92
NO	4	8

***Majority of the respondents in the study(92%) are planning to take Ayurveda as a lifestyle, as a daily routine to maintain a healthy and disease-free life. They consider it as a stronger healing force than any other medicine.**

35.

Table 4.35 Response to the query whether the respondent is given any recreational activities or not

RECREATIONAL ACTIVITIES	FREQUENCY	PERCENTAGE
YES	36	72
NO	14	28

***Majority of the respondents in the study(72%) were given recreational activities in their respective Ayurvedic centers; they were taken for nature walks , walks to beaches , to explore best tourist places , traditions , culture , art forms, Chinese fishing nets , harbors , wild life , historical museums , spice markets , exploring Kerala backwaters in house boats etc.**

36.

Table 4.36 Accommodation

ACCOMMODATION	FREQUENCY	PERCENTAGE
EXCELLENT	30	60
VERY GOOD	13	26
GOOD	7	14

***According to majority of the respondents in the study(60%), accommodation services in Kochi are excellent.**

37.

Table 4.37 Destination satisfaction

DESTINATION SATISFACTION	FREQUENCY	PERCENTAGE
VERY SATISFIED	37	74
SATISFIED	13	26

***Majority of the respondents in the study(74%) are very satisfied with the destination Kochi as it has many tourist places to visit , excellent sight seeing , best climate suitable for treatment and pleasant ambience.**

38.

Table 4.38 Facilities

FACILITIES	FREQUENCY	PERCENTAGE
FOOD	44	31.6
STAY	48	34.5
SIGHTSEEING	34	24.4
SPECIAL PACKAGE TOUR	6	4.3
CONVEYANCE	7	5.0

***According to majority of the respondents in the study(34.5%), stay is provided by the Ayurvedic centers.**

39.

Table 4.39 Response to the query whether the respondent is familiarized with Kerala culture or not

FAMILIARIZATION WITH KERALA CULTURE	FREQUENCY	PERCENTAGE
YES	48	96
NO	2	4

***Majority of the respondents in the study(96%) are familiarized with the Kerala culture. The monuments , festivals , music , dance forms , cuisines they visit are intrinsically related to Kerala culture.**

40.

Table 4.40 Response to the query whether the respondent is interested in Kerala culture or not

CULTURE	FREQUENCY	PERCENTAGE
YES	50	100
NO	0	0

***Majority of the respondents in the study(100%) are interested in experiencing Kerala culture as Kerala has a rich cultural heritage.**

41.

Table 4.41 Cultural activities

CULTURAL ACTIVITIES	FREQUENCY	PERCENTAGE
STRONGLY AGREE	35	70
AGREE	15	30

***Majority of the respondents in the study(70%) are interested to participate in the cultural activities of Kerala as it is a major attraction in Kerala .**

42.

Table 4.42 Response to the query whether the respondent has language problems or not

LANGUAGE	FREQUENCY	PERCENTAGE
YES	29	58
NO	21	42

***Majority of the respondents in the study (58%) had language problems but at the same time according to them , Kochi is highly developed , meeting their standards and most of them speak fluent English even if they are not much educated.**

43.

Table 4.43 Local cuisine

LOCAL CUISINE	FREQUENCY	PERCENTAGE
EXCELLENT	25	50
VERY GOOD	17	34
GOOD	7	14
BAD	1	2

***According to majority of the respondents in the study(50%) , the local cuisine in Kochi is excellent as the flavours of past and future take them on a delightful journey, especially Malabar cuisine attracts them.**

44.

Table 4.44 Response to the query whether the respondent is adapted to the food pattern in Kerala or not

FOOD PATTERN	FREQUENCY	PERCENTAGE
YES	45	90
NO	5	10

***Majority of the respondents in the study(90%) are adapted to the food pattern in Kerala as they are provided special diets in Ayurvedic centers which includes Kerala food varieties.**

45.

Table 4.45 CONSUMPTION OF KERALA FOOD

CONSUMPTION OF KERALA FOOD	FREQUENCY	PERCENTAGE
MOST OFTEN	21	42
OFTEN	18	36
SOMETIMES	11	22

***Majority of the respondents in the study(42%) consume Kerala food most often especially fish delicacies and sadhya , the traditional vegetarian feast of Kerala.**

46.

Table 4.46 Response to the query whether the respondent gets their food preference in Kerala or not

FOOD PREFERENCE	FREQUENCY	PERCENTAGE
YES	44	88
NO	6	12

***Majority of the respondents in the study(88%) gets their food preferences in Kerala as the state is well developed and has got even tiny little shops which provide them their kind of food.**

47.

Table4.47 Climate of Kerala

CLIMATE OF KERALA	FREQUENCY	PERCENTAGE
EXCELLENT	25	50
VERY GOOD	19	38
GOOD	6	12

***According to majority of the respondents in the study(50%), the climate of Kerala is excellent as Kerala has got moderate warm tropical climate with heavy rainfall.**

48.

Table 4.48 Response to the query whether the respondent is celebrates Kerala festivals or not

CELEBRATION OF KERALA FESTIVALS	FREQUENCY	PERCENTAGE
YES	49	98
NO	1	2

***Majority of the respondents in the study(98%) celebrates Kerala festivals especially Onam.**

49.

Table 4.49 Response to the query whether the climate is suitable for the treatment of the respondent or not

CLIMATE AND TREATMENT	FREQUENCY	PERCENTAGE
YES	48	96
NO	2	4

***According to majority of the respondents in the study(96%), the climate of Kerala is best suited for their treatment.**

50.

Table 4.50 Local people

LOCAL PEOPLE	FREQUENCY	PERCENTAGE
VERY GOOD	38	76
GOOD	11	22
BAD	1	2

***Majority of the respondents in the study(76%) the local people are very good, friendly and approachable.**

51.

Table 4.51 Problems faced

PROBLEMS	FREQUENCY	PERCENTAGE
LANGUAGE DIFFICULTY	21	31.3
QUALITY OF SERVICES	35	52.2
RELIABILITY	9	13.4
COST	2	2.9

***Majority of the respondents in the study(52.2%) faced problem with the quality of services; many of the people take them for granted and provide them with low quality services.**

52.

Table 4.52 Kochi eco-tourism

KOCHI ECO-TOURISM	FREQUENCY	PERCENTAGE
VERY SATISFIED	20	40
SATISFIED	29	58
DISSATISFIED	1	2

***Majority of the respondents in the study(58%) are satisfied with Kochi eco-tourism as it has taken off in a big way because Kochi has any destinations known for their natural beauty and exquisite landscape.**

53.

Table 4.53 Response to the query whether the respondent finds Kochi safe or not

SAFETY	FREQUENCY	PERCENTAGE
YES	49	98
NO	1	2

***Majority of the respondents in the study(98%) found Kochi safe even to travel in night .**

54.

Table 4.54 Response to the query whether the respondent will suggest the Ayurveda treatment in Kochi to others or not

SUGGESTION TO OTHERS	FREQUENCY	PERCENTAGE
YES	50	100
NO	0	0

***Majority of the respondents in the study (100%) will suggest the Ayurvedic treatments offered in Kochi to others especially to their family and friends.**

CHAPTER – 5

FINDINGS AND CONCLUSION

Kerala has enormous potential to emerge as one of the world's best health tourism destinations. Its splendid flora and fauna, beaches, back waters; festivals etc. have the ability to lure more and more tourists. It is capable of becoming a heaven for wellness tourists by highlighting holistic treatments such as Ayurveda, spa, yoga, meditation, naturopathy etc. Emergence of accredited multi-speciality hospitals gives boost to medical tourism. Ayurvedic Health tourism is not a one-time business. Satisfied health tourists will recommend Kerala as a health tourism destination to their nearby. Hence, health tourism providers should try to maintain service quality.

Kerala - The most acclaimed tourist destination in the country. Kerala has emerged as the most acclaimed tourist destination of the country in the recent past. WorldTravel and Tourism Council has selected Kerala as a Partner State. Antony Weller of National Geographic Traveller impressed by Kerala's inquiring sophistication described it as the State of Enlightenment .National Award for the Best Performing State in Tourism by Government of India for 1998-99,1999-2000 & 2000-01 was won by Kerala.

It was found that 71% of health tourists had taken Ayurveda treatment during their health care tour. This shows that majority of the tourists are interested in Ayurveda. In Kerala , Ayurvedic treatment was found to be taken from Ayurveda hospitals, multi – speciality hospitals holiday resorts and small Ayurvedic centers.. Health tourists' opinion about Ayurveda may vary depending up on the treatment services provided by various types of Ayurveda treatment providers. Here, in the study, it was examined that the health tourists desire to recommend Ayurveda treatment of Kerala to their friends and relatives and also about the Ayurveda provider from where they had taken treatment. Yoga and meditation had recognized and accepted the importance of the mind and the subconscious over the total human personality much earlier than modern psychology did in its present form. Therefore, it has been preferred by most of the tourists. So does the massage therapy. It is an effective substitute for exercise. The reasons for seeking health care treatment outside their home country may vary depending up on

the nationalities of health tourists. Majority of health tourists choose Kerala for their health care treatment for taking the advantage of tourism with high quality health care treatment at low cost. Push factors behind healthcare travel are high cost of treatment and long waiting time in their home country. Most of health tourists favoured Kerala for their health care treatment because of taking the advantage of Ayurveda, yoga and meditation.

A tourist visiting Kerala with the main purpose of taking Ayurveda spa therapy can be normally attracted to other forms of tourism. For example, if the health resort is situated near back waters an interest to travel in a cruise to enjoy the beauty of back waters may be emerged in the minds of tourists. By knowing and experiencing tourism destination, a tourist evaluates the destination and decides whether to revisit that destination in the near future. Satisfied customers are good ambassadors of a product. Therefore, if the health tourists are satisfied with the services received from health tourism providers of Kerala they will strongly recommend Kerala as a health tourism destination to their friends and relatives that will lead to the increased demand of Kerala's health tourism. Ayurvedic Health tourism potentials of Kerala can be evaluated by analyzing the healthcare and tourism resources and government support given to the promotion of health tourism.

Kerala is blessed with almost all forms of tourism resources such as back waters, beaches, hill stations, farms, cultural and heritage centres, pilgrimage centres, health resorts, water falls, festivals etc. Ayurveda and Kerala are synonymous to each other. Kerala is suited for every one even if their preferences and tastes in various forms of tourism vary as they can enjoy different forms of tourism by traveling a short distance. Kerala is a treasure box of folk and classical art. Colorful festivals, delightful cuisine, beautiful beaches, backwaters and many other features make the State really a 'God's Own Country'. Culture and tradition play an important role in the promotion of tourism. Kerala State is so much inclined to cultural and health tourism. It was found that when tourists purchase a vacation as a package, they also buy a culture as a package. They are found to be familiarized with the culture, traditions, food patterns and even local people of Kerala.

The concept of Ayurvedic health tourism includes two components. That is, health care and tourism attractions. It includes travelling for healthcare (Ayurvedic

treatment) and enjoying the tourist attractions of the healthcare destination that is taking treatment in a relaxed mood. Tourism attractions bring the patients a mood of recreation and relaxation. Cost effectiveness and taking the advantage of tourism are the keen factors involved in health tourism. To take the advantage of health tourism niche, a tourist destination should have high quality healthcare infrastructure and a variety of tourist attractions that help the patients to rejuvenate his body, mind and soul. While evaluating the potentials of Kerala in health tourism, its tourism resources and healthcare resources should be identified. This study describes Ayurvedic health tourism providers of Kerala and the strengths, weakness, opportunities and threats in Kerala , especially in Kochi's health tourism.

SUGGESTIONS

Ayurvedic health tourism is gaining momentum in developing countries. It is perceived as one of the fastest growing segments in marketing 'Destination India'. Kerala has become a heaven for medical tourists because of the provision of cost effective high quality treatment and overhead costs like traveling, lodging, sightseeing, food and shopping are very affordable in India. High quality treatment at a fraction of the cost, in comparison to western countries, makes India especially Kerala an ideal healthcare destination for highly specialized medical care. The potentials of Kerala in the area of Ayurvedic tourism are identified by evaluating the Ayurvedic tourism products and providers of the state and the competitive advantage of Kerala over other states in attracting health tourists.

Ayurveda treatment is today sought after by the 'who's who' of the world and hence, contributes, in its own way, towards the growth of the tourism industry in the State. Ayurveda has to be preserved in its original form and we should never allow this knowledge treasure of Kerala to be diluted in any manner.

From the study, it was found that the problems that the tourists faced were :

- **Medical Malpractice:** Misdiagnosis during the treatment can result in unforeseen damages.
- **Fakeness of the Ayurvedic Centers:** Most of the tourists are being fooled by the local Ayurvedic practitioners and were not given proper treatment.
- **Travelling :** Travelling became a perplexing task as the cab drivers charge double the original fare.
- **Less Knowledge about the types of treatments offered.**
- **Unclean God's own country.**
- **No protection of their rights.**
- **Security concerns.**
- **Issues of women.**

- **Post treatment visits:** The tourists have to continue with the treatment and sometimes they find it difficult to contact the same center and also to get their medicines arranged.

To sum up , if all these problems could be solved then there will be a huge rise in the economic sector of the country as the State will attract a large number of tourists. Also, the lack of adequate and truthful marketing is a major problem. Too many locations and ayurvedic centers tend to either exaggerate or simply fabricate. The lack of truth in marketing means that the public loses confidence in the State. Marketing has to be both innovative and true. Tourism is a highly competitive industry and requires good and innovative marketing that captures a place's essence while making people aware of the locale's tourism offerings. Though, the government of India hopes to encourage a budding trade in medical tourism, selling foreigners the idea of traveling to India for low cost but world – class medical treatment ,we also need to have a Government that is favourable to medical tourism. The website of the Government and even those developed and operated by private parties must be user-friendly. Information on the State's tourism potential must be given in as many foreign languages as possible, to cater to tourists from different countries. The Department of Tourism of the State Government should also make available pamphlets, brochures etc. on Kerala tourism to our Embassies/High Commissions abroad, in different languages, for the benefit of tourists of different countries, who may approach them in search of information about the State of Kerala.

Awareness need to be created among the public and the service industry on the age-old wisdom of 'Aditi Devo Bhavah." Our children have to be taught about the need to respect and assist tourists in every way possible. The school curriculum must have a chapter on tourism and the do's and don'ts that the people must adopt to ensure that a tourist does not have any ill feeling about visiting the State. This is important because satisfied foreign tourists are our real ambassadors, who freely help our tourism sector grow and our country prosper in myriad ways.

Kerala should use opportunities to excel in Ayurvedic health tourism by highlighting its holistic treatments, ayurvedic centers, ayurvedic providers and sophisticated multi speciality hospitals in addition to tourism attractions.

APPENDIX

QUESTIONNAIRE

DATA COLLECTION

QUESTIONNAIRE

AYURVEDIC HEALTH TOURISM WITH SPECIAL

REFERENCE TO KOCHI CITY

(THIS PROJECT IS RELATED TO MY B.A. DISSERTATION. ALL THE ANSWERS TO THE QUESTIONNAIRE WILL BE TREATED CONFIDENTIALY WITH UTMOST PRIVACY AND RESPECT.)

1. Name : -----

2. Age :

- 20-30
- 30-40
- 40—50
- 50 and above

3. Sex :

- M
- F

4. Religion :

- Christian
- Muslim
- Hindu
- Buddhist
- Jain
- Sikh
- Atheist

5. Nationality :

- Asia
- Africa
- America
- Europe
- Australia
- Other

6. Education :

- Graduate
- Masters
- Engineering
- Law

- Medicine
- Architecture
- Journalism
- CA
- Pilot
- Nursing
- IT
- Other

7. Profession:

- Student
- Engineer
- Doctor
- Bank officer
- Scientist
- Teacher
- Business
- Retired
- Other

8. Marital Status :

- Single
- Married
- Divorced
- Separated
- Widow
- Widower

9. What is the source of income for doing the treatment?

- Salary
- Pocket money
- Any other

10. When did you reach Kerala ?

11. What attracted you to Kerala the most for the treatment ?

- People
- Climate
- Economic facilities
- Geographical features
- Any others

12. Is there anybody accompanying you ?

- Family
- Husband
- Wife
- Friends
- Spouse
- Fiancée
- Other

13. Has the person accompanying you come for any sort of treatment ?

- Yes
- No

14. Is this your first visit to Kerala ?

- Yes
- No

If no , how many times have you visited before ?

- Once
- Twice
- Thrice
- More than that

15. How often do you visit Kerala ?

- Monthly
- Yearly
- Twice a year
- More than that

16. Do you use to travel to Kerala for :

- Meeting relatives or friends
- Business or leisure

17. During which season do you visit Kerala for the treatment?

- January – March
- April – June
- July – October
- October – December

18. Have you come for treatment alone ?

- Yes
- No

19. Will you leave right after the treatment ?

- Yes
- No

20. How long are you planning to stay ?

- A week
- A month
- A year
- More than that

21. Why did you think of coming to Kerala ?

- Holiday
- Sightseeing
- Ayurvedic treatments
- Other reasons

22. Why did you choose Ayurveda?

- Completely natural
- Safe and chemical free
- Permanent cure
- No operation
- Effective cure
- Other

23. Why did you choose Ayurvedic centers in Kochi ?

- Modern facilities
 - Cost effective treatment
 - Better healthcare services
 - Climate
 - Safety
 - Easy accessibility
 - Not aware of any other centers in Cochin
 - Other reasons (specify)
-

24. Are you aware of the Ayurvedic centers functioning in your place ?

- Yes
- No

25. What is the kind of treatment you've come for ?

- Massages
- Therapies
- Stress relief
- Harmonizing body
- Body slimming
- Treatment for serious diseases

26. Duration of the treatment you've adopted :

27. Cost of the treatment :

- Less than 1000
- 1000-10,000
- 10,000 – 20,000
- 20,000 and above

28. Was the treatment cost-effective ?

- Yes
- No

29. Have you gone through any Ayurvedic treatment before?

- Yes
- No

If so, did it provide effective cure?

- Yes
- No

30. Were you given any wellness practices in these Ayurvedic centers?

- Yes
- No

If Yes, how did you find the wellness techniques?

31.What is the daily program schedule in the Ayurvedic centers?

Consultation with doctor	Yoga	Massages	Meditation	Nature walks	Ayurvedic diet	Lectures

32.Do you plan to continue with the treatment?

- Yes
- No

A) If no, why ?

B) If yes , how do you plan to do it ?

- Occasional visits
- Taking instructions from the Vaidhyar and getting the medicines through courier
- Visiting Ayurvedic centers in your place

33. Are you planning to visit the same Ayurvedic center next time if you're visiting Kerala ?

- Yes
- No

34. What is your assessment about the indigenous treatment?

- Very useful
- Useful
- Satisfactory
- Not satisfactory
- Not at all useful
- Has negative effects

35. Is the package in Ayurvedic centers feasible for you ?

- Yes
- No

36. Do you take Ayurveda as a treatment or as a lifestyle ?

- Yes
- No

37. Apart from the treatment were you given any other recreational activities ?

- Yes
- No

38. How do you rate the accommodation services ?

- Excellent
- Very good
- Good
- Bad
- Very bad
- Poor

39. How is your overall destination satisfaction?

- Very satisfied
- Satisfied
- Not very satisfied
- Very dissatisfied

40. What are the facilities provided by the Ayurvedic centers?

FOOD	STAY	SIGHTSEEING	SPECIAL TOUR PACKAGE	CONVEYANCE

41. Did you get familiarized with the Kerala culture ?

- Yes
- No

42. Were you interested to experience the culture of Kerala?

- Yes
- No

43. You wanted to participate in the cultural activities of Kerala ?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

44. Did you have language problem during your stay in Kerala?

- Yes
- No

45. How do you find the local cuisine ?

- Excellent
- Very good
- Good
- Bad
- Very bad
- Poor

46. Are you adapted to the food patterns in Kerala?

- Yes
- No

47. How often do you consume Kerala food ?

- Most often
- Often
- Sometimes
- Do not prefer

48. Do you get your food preferences in Kerala?

- Yes
- No

49. How did you find the climatic conditions in Kerala ?

- Excellent
- Very good
- Good
- Bad
- Very bad
- Poor

50. Do you like to celebrate Kerala festivals ?

- Yes
- No

51. Was the climatic condition suitable for your treatment ?

- Yes
- No

52. How was the friendliness of the local people ?

- Very good
- Good
- Bad

53. What are the most challenging problems that you faced ?

- Language difficulties
- Quality of services
- Reliability

Cost

54.How did you find the Kochi Eco-Tourism?

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

55.Did you find Kochi safe?

- Yes
- No

56.Do you plan to suggest any of your people to come for this treatment?

- Yes
- No

If no , why ?

Comments / Suggestions -----

Thank you so much for your time and answers!

- | | | |
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