

# Profiling Ayurvedic Health Tourists: Perceptions and Growth Potential in Tamil Nadu

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## 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.

Good rich and Goodrich 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.

## 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 indentify 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.

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.

### Global player health tourism:

Ayurveda as an 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 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.

## REVIEW OF LITERATURE

- 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).
- Aditi Abhynakar, 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 2022 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.
- The medical tourism has emerged as not only a significant health service but also a crucial component of destination management and marketing (Mason et al., 2023).

## Objectives of the study

- To emphasize the domestic tourists visiting Coimbatore for ayurvedic tourism next to Kerala.
- To identify various destinations attributes attracting ayurvedic health tourism in Coimbatore.

## 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 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.

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.

## IMPACT 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. These are

### **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.

### **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 notch consultants in India, provides free translation services. It provides

- 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

### **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.

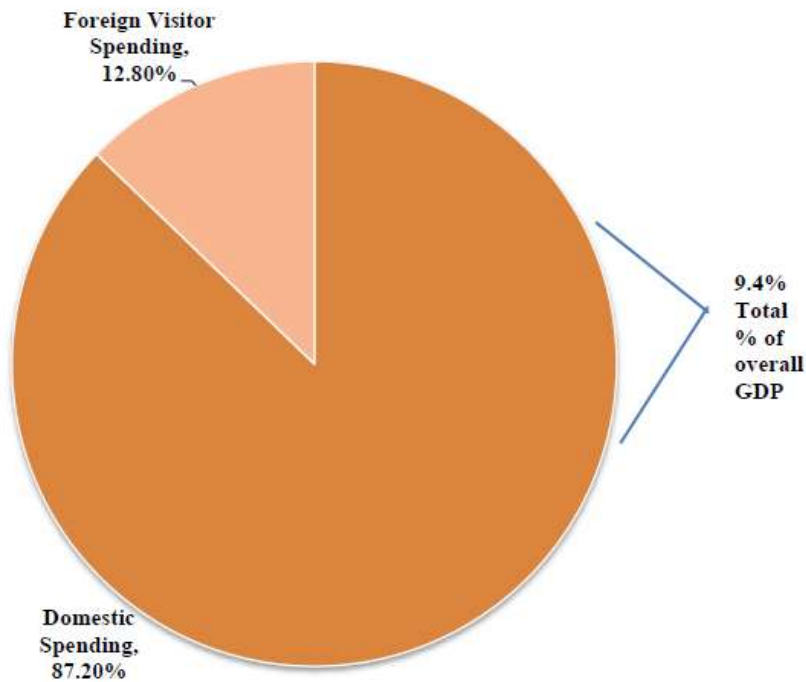
### **Testing of hypothesis:**

- Ayurvedic tourism positively influences consumer perception towards ayurvedic tourist.
- Moral obligation positively influences on customers perception towards ayurvedic tourist and ayurvedic products.

**MEDICAL TOURIST VISITED INDIA OVER THE YEARS**

Year	Foreign Tourist (Values in US \$Millions)	Index	Number of Patients Availed Medical Visa (Values in Numbers)	Index	Number of Patients Availed Medical Visa (Values in Numbers)	Index	Proportionate Percentage of medical Tourist Visited India	Index
2011	6.31	100	138802	100	0.14	100	2.22	100
2012	6.58	104	171021	123	0.17	121	2.58	116
2013	6.97	110	236898	171	0.24	171	3.44	155
2014	7.68	122	184298	133	0.18	129	2.34	106
2015	8.03	127	190000	137	0.19	136	2.37	107
2016	8.80	139	210099	151	0.21	150	2.39	107
2017	10.04	159	495056	357	0.50	357	4.98	224
<b>Mean</b>	<b>7.77</b>		<b>232310.57</b>		<b>0.23</b>		-	
<b>SD</b>	<b>1.32</b>		<b>119822.94</b>		<b>0.12</b>		-	
<b>CV(%)</b>	<b>17.00</b>		<b>51.58</b>		<b>52.35</b>		-	

More than sixty-three million foreign tourists travel to Indians a small portion of the tourist i.e., 1,38,802 (2.22 per cent) were found to be medical tourists in 2011. Over the years, this per cent of medical tourist has raised from 2.22 per cent to 4.98 per cent by 2017, the number of foreign medical tourists have also doubled that was recorded as nearly five lakh tourist i.e., 4,95,056.

**CONTRIBUTION OF INDIAN TOURISM SECTOR TO THE NATION'S GDP**

Source: Rebecca Bundhun, Indian Domestic Tourism Sector set for take off

<https://www.thenational.ae/business/travel-and-tourism/indian-domestic-tourism-sector-set-for-take-off1.784698>

**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.

**Scope and focus of the present study**

Official sources such as the Embassy of India, Hanoi’s “Tourism in India” page note that India promotes diverse tourism segments, including health, medical, and wellness experiences, backed by a 24×7 tourist helpline and the “Incredible India” digital platform for destination information. Building on this context, the present study examines tourists’ perceptions of Ayurvedic tourism—a core component of health and wellness tourism—within the specific urban setting of Coimbatore, Tamil Nadu, to understand how visitors evaluate the therapeutic, cultural, and experiential value of Ayurvedic services in this city.

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