

CHAPTER-I
INTRODUCTION

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With the advent of globalization and culture of consumerism, people begin to travel to make use of wide variety of alternatives that bring satisfaction and healthy living. Now a day's people are more aware of the importance of health. They are conscious in maintaining a healthy body, mind and soul. People visit tourism destinations normally for leisure and recreation. The purpose of visiting a tourism destination may vary depending up on the nature and interests of tourists. Hence tourism destinations design variety of tourism products so as to cater the needs of tourists having different interests. Health tourism is a niche tourism developed by the competing tourism promoting countries in order to attract people travelling with the prime purpose of getting healthcare.

Ayurveda is a holistic system of healing that has a tradition of 3000 years old. Kerala and Ayurveda are synonymous to each other, as it is the only place on earth where Ayurveda is practised with absolute authenticity and dedication. This ancient Indian system of medicine has proved to be not only the cure for illness but also the 100 percent natural way to perfect health. The methods of Ayurveda are unique and universal. Instead of treating the symptoms of a disease, it treats the individual and caring is given for the entire body. Ayurveda medicines are purely natural and absolutely free of side effects.

Kerala is not only a beautiful destination in Southern India known for its scenic beaches and scenic backwaters but also, of late, Kerala has gained international attention for medical tourism and is becoming a popular international medical tourism destination. Tourists have also identified that Kerala has a pool of trained doctors and nurses, and an excellent network of hospitals that offer international standards at very affordable prices. Previously Indians working abroad such as residents of Kerala working in the Persian Gulf countries, would return to India for medical treatment. Now, other international travelers have also realised the advantages of travelling to Kerala and the medical tourism industry has begun to take off in big way in the state. Kerala is famous for its alternative medical therapies such as ayurveda which helps to rejuvenate and revitalise the body

1.1 IMPORTANCE OF THE STUDY

Medical tourism has emerged as a critical component of tourism in India. Medical tourism, a subset of health tourism, is an emerging segment of tourism industry and there are only a few serious studies conducted on the topic. With the growing importance of medical tourism and the thrust given by central and state governments to promote tourism, the paper explores the potential role of Ayurveda in medical tourism sector

1.2 OBJECTIVES OF THE STUDY

- To study the importance of Ayurveda tourism in Kerala tourism industry.
- To make an awareness about important Ayurveda treatments.
- To study about the concept of health tourism.
- To study the health tourism industry of Kerala and India.
- To make valuable suggestions based on the findings of the study.

1.3 RESEARCH METHODOLOGY

The present study is theoretical in nature. Primary data is collected through interactions with various personnel through .The data analysis has been done through secondary review and content analysis has been performed to arrive at conclusions and discussion.

The secondary sources of the data includes books, journals, newspapers, published and unpublished research work, various search engines, etc.

1.4 LIMITATIONS OF THE STUDY

- Time constrain was the major limitation of the study
- This study depends only on secondary data
- Lack of information relate with this topic
- Lack of authorities and institutes to provide data