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1.1 INTRODUCTION

India has emerged to be a big spot for health tourism and marketing Ayurveda as a part of it has brought a new definition to vacationing in India itself. The reasons for India being an important hub for ayurvedic tourism is that it involves low medical cost compared with other countries ,the use of non-toxic, harmless herbs resources, the waiting time for treatment in India is much lower compared to other countries.

Ayurveda is not only about good body structure but it is a healing that assures worldwide robustness. The ayurvedic plants and oils which are used for the treatments are of boundless medicinal worth which is mentioned in the vedic works on Ayurveda. The antiquity of Ayurveda which belongs to Vedic period obviously states the guidelines to conserve the wellbeing of the people and the devices for curing the diseases by using different remedial measures like massages, medicines from plants, yoga, meditation, diet control and workouts.

The most popular objective of this Ayurvedic healing is the removal of noxious features from the physique and thus the human structure acquires better immunity. This process will rejuvenate the mind, body and soul.

Kerala is perfectly appropriate for medical tourism given that Kerala's ideal weather condition during the year, superior hospitals by means of outstanding amenities, well known doctors dedicated in foremost discipline, well qualified paramedical workforce and technicians and global association. Kerala is appreciated for elevated grade of sanitation prolonged by the well-established resorts and hotels that are providing the health care services in Kerala. The age old folklore of classical Indian ayurveda catapults Kerala into worldwide tourism objective. There are 924 Ayurvedic health tourism centres in Kerala and several Ayurvedic healings are accessible in these centres which are extended to the 14 districts of Kerala.

1.2 STATEMENT OF THE PROBLEM

In Kerala, Kannur has distinguishing position in ayurvedic medical tourism in contrast to other districts of tourists visiting Kerala for ayurvedic treatment. Hundred percent literacy rate, better transportation facilities, native culture along with hospitality, real authentic Ayurveda attracts tourists both foreign and domestic. NRIs

also attracted to these two districts to heal their body as a whole for Ayurvedic medical treatments. The study is mainly concentrated on Ayurvedic Health Tourism in Kannur districts as total earnings from Ernakulum is the highest followed by Thiruvananthapuram.

1.3 SIGNIFICANCE OF THE STUDY

Ayurveda, the science of healing and rejuvenation, has gained a lot of global attraction over the years. Being one of the main features of tourist attraction down south, many Ayurvedic centers are on a rise today. India is emerging as a great destination for medical tourism because it has several pull factors like excellent medical treatment at low cost, easy accessibility, picturesque locations for excellent holiday, etc. South India is the preferred location and is the health capital of the country. National as well as international acceptance of Ayurvedic healing has definitely widened up the bounds and prospects of Ayurveda tourism. Hopefully, by the next few years, India will be the preferred location worldwide for good medical facility. This paper covers the various aspects of ayurvedic tourism in India, its growth and recent trends.

1.4 OBJECTIVES OF THE STUDY

- The broad objective of the study is to know the present trends of Ayurveda tourism
- To study the significant of Ayurveda in medical tourism.
- To study the tourists perception towards Ayurveda tourism of Kerala
- To find out the satisfaction level of tourists towards treatment provided by Ayurveda Resorts in Kannur District.

1.5 METHODOLOGY OF THE STUDY

In common words research means to search for knowledge. One can also define research as a scientific and systematic search for information on a specific topic. In fact research is an art of scientific investigation. Research methodology is the way to systematically solve the research problems. It describes the procedure which has been used in the research. The present study has been designed as an analytical and descriptive study. This study is largely descriptive and analytical. The required data

for the study was collected from primary and secondary sources. Primary data was collected from the tourists of Ayurvedic resorts in Kannur district.

1.5.1 RESEARCH DESIGN

A research design is purely and simply the frame work or plan for the study that guide the collection and analysis of the data. It is a blue print that follows in completing a study. Research is the plan, structure and strategy of investigation conceived to us to obtain answer to research question and control variance.

SAMPLING:

The sample random sampling technique was used by the researchers to draw the samples from Ayurvedic resorts.

Sampling Techniques

The sampling technique used in this study is convenience sampling. A convenience sampling is one in which the only criterion for selecting the sampling units which is convenience of the sampler.

SOURCE OF DATA

Both primary and secondary data were collected for the purpose of study.

A. Primary Data

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Here primary data collected from youth on the basis of Questionnaire.

B. Secondary Data

Secondary data means data which are already collected for other purpose. Here secondary data was collected from books and magazines which help to understand Ayurveda tourism.

1.5.2 TOOLS FOR DATA COLLECTION

In this study questionnaire is used to collect data from customers. The questionnaire contains multiple choice questions, rating scale questions, ranking scale questions etc.

1.5.3 TOOLS FOR DATA ANALYSIS

A. PERCENTAGE METHOD

The tool which is used for the data analysis is percentage. Percentage is a number or ratio expressed as a fraction of 50. Percentage is used to express how large or small one quantity is relative to another quantity. The formula used to calculate percentage is

$$\text{Percentage} = \text{Amount/Total} \times 100$$

1.6 LIMITATIONS OF THE STUDY

- This study is limited only to Kannur District only.
- The accuracy and reliability of sample data is affected by two different types of errors i.e. sampling errors and data collection errors. If these errors are too large, the results of the sample survey will be of extremely limited use.

1.7 CHAPTERIZATION

This project is summarized into five chapters

CHAPTER – 1 – Introduction

Consist of introduction of the study, statement of the problem, objectives of the study, research methodology and limitations of the study

CHAPTER – 2 – Review of Literature

Consist of literature review which includes the current knowledge including substantive finding, as well as theoretical and methodological contribution to this topic.

CHAPTER – 3 Theoretical Framework

The theoretical frame work demonstrates an understanding of theories and concepts that are relevant to this topic and that relates to the boarder area of knowledge being considered.

CHAPTER – 4 Data Analysis and Interpretation

Consist of analysis of data collected and interpretation of the same.

CHAPTER 5 – Findings, Suggestions and Conclusion

Consist of findings of the study, suggestions and finally the conclusion.

A copy of questionnaire is also included as annexure at the end of the report.