



The Role and Importance of Ayurveda in Health Tourism in India

Prachi AGARWAL* Dev Sanskriti VISHWAVIDYALAYA

* Research scholar, Department of Tourism Management, Dev Sanskriti Vishwavidyalaya, India

** H.O.D, Department of Tourism Management, Dev Sanskriti Vishwavidyalaya, India

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Review

Abstract

Ayurveda is an art of healing that has been run through India for over five millennium. It's a science of rejuvenation, that has gained a lots of world attraction over the years. In today's scenario there is a need to give a right track to our mind and body and hence requires health tourism, health checks visiting the attractions, identical with the words like health tourism, remedial journey or inclusive healthcare and became a universal concept gaining importance. Through which different destinations of India gets set up to provide various ayurvedic techniques to achieve good health and healthy lifestyle. As tourism connects two different processes, it's a way to learn, experience and share. So, travelling within the elements of nature by using proper ayurvedic herbs, oils and food that not only boosts immunity but also cures diseases slowly and gradually and as well as provide right knowledge to visitors that will create awareness regarding nature and spreads importance of our ancient ayurvedic techniques to everyone's mind and body. Therefore, this study is connected to health tourism describing how Ayurveda is helpful for healthy lifestyle. Through this research paper, researcher is trying to point out the role and importance of Ayurveda in health tourism in India.

Corresponding author: Prachi Agarwal, Research scholar, Department of Tourism Management, Dev Sanskriti Vishwavidyalaya, India e-mail: agarwalsaanchi007@gmail.com ORCID Number: 0000-0001-8299-6494

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Ayurveda

Ayurveda ‘literally means —Science of Life’. Ayurveda is evolved from the assorted Vedic hymns rooted in. It’s a fundamental philosophy about life, disease and health. The Charka Samhita and Sushruta Samhita developed around 2500 BC, are the most treatises of Ayurveda fully available today. Consistent with Ayurveda, fitness is taken into account a precondition to get life i.e., Dharma, Artha, Kama and Moksha. Ayurveda takes an integrated view of the physical, mental, spiritual and social aspects of group of people and about the inter relationships among these aspects. The Ayurveda is mentioned by logo of leaves it’s associated with the herbs and causes less side effects, than allopathy it’s a slow curing process. Ayurveda believes that man is influenced to the nice extent by his environment which affects his health status too. These schedules incorporate eating regimens, propensities, and an overall mentality towards life. It conveys emphasize on the underwriting of positive prosperity and prevention of curse. Ayurveda, the cardinal emphasis is stowed upon the pasture than the seed. Ayurveda seeks to handle these issues with a workable proposition providing practical guide to our life regarding the arrangement of food, body work, relief and work to realise balance of body, mind and soul so on weathering the deleterious environmental impacts and lifestyle diseases. To forestall diseases by balancing body, mind, soul and environment is that the motto of each Ayurvedic hospitals and centres. Being a more supported therapeutic framework, Ayurveda gives an all encompassing system to having a sound existence.

Ayurveda isn’t only about good bodily structure but it’s 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 within the vedic works on Ayurveda. The antiquity of Ayurveda which belongs to Vedic period obviously states the rules to conserve the wellbeing of the people and therefore the devices for curing the diseases by using different remedial measures like massages, medicines from plants, yoga, meditation, diet control and workouts. The foremost popular objective of this Ayurvedic healing is that 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.

Ayurveda having a solid philosophical and experimental basis and is that the oldest traditionally Indian and Chinese medicine (Patwardhan et al. 2005: 465), could be a combination of two words ayur (life) and veda (science) which suggests “science of life”. Ayurveda focuses on bringing harmony and balance altogether areas of life including mind, body and soul (Parasuraman et al. 2014: 73). Ayurveda is that the traditional Indian system of medication applied not only to heal diseases but also to stop the occurrence of diseases. This method of treatment provides information about ethnic folklore practices and traditional aspects of therapeutically important medicines, because it’s a holistic treatment method to forestall the disease cause and to create people more conscious about the formation of disease. The idea of this method isn’t only treating the disease, but also treating the patient as an entire. Bioactive compounds derived from different medicinal plants have a crucial role within the management and improvement of human health. These herbs function the foremost valuable resource for the treatment of the many diseases (Mukherjee et al. 2017: 10-11).

Health Tourism

Health tourism is fastest growing sector worldwide. For being healthy, getting peaceful mind and achieving healthy life style, a tourist travel one place to a different place. With the arrival of globalization and culture of consumerism, people begin to jaunt make use of big variety of alternatives that bring satisfaction and healthy living (Jena, &Manoj K 2014). Now a day’s tourists are more sensible of the worth of health. They’re privy to condition, purity of mind and standard life style. A vacationer visits at a travel industry locations for relaxation and entertainment (Chand Mohinder 2004).

Health tourism is an emerging sector those tourism developed by the competing tourism promoting countries so as to draw in tourists traveling with the premier goal of getting healthcare.

Health tourism includes two terms i.e. healthcare and tourism. Tourism attractions provide peace of mind and relaxation (Walker John R. 2011). Health tourism is transforming a preferred kind of

leisure and vacationing because it covers a broad scope of health services, medical services and mixed relaxation methods, entertaining and leisure along with well-being and healthcare.

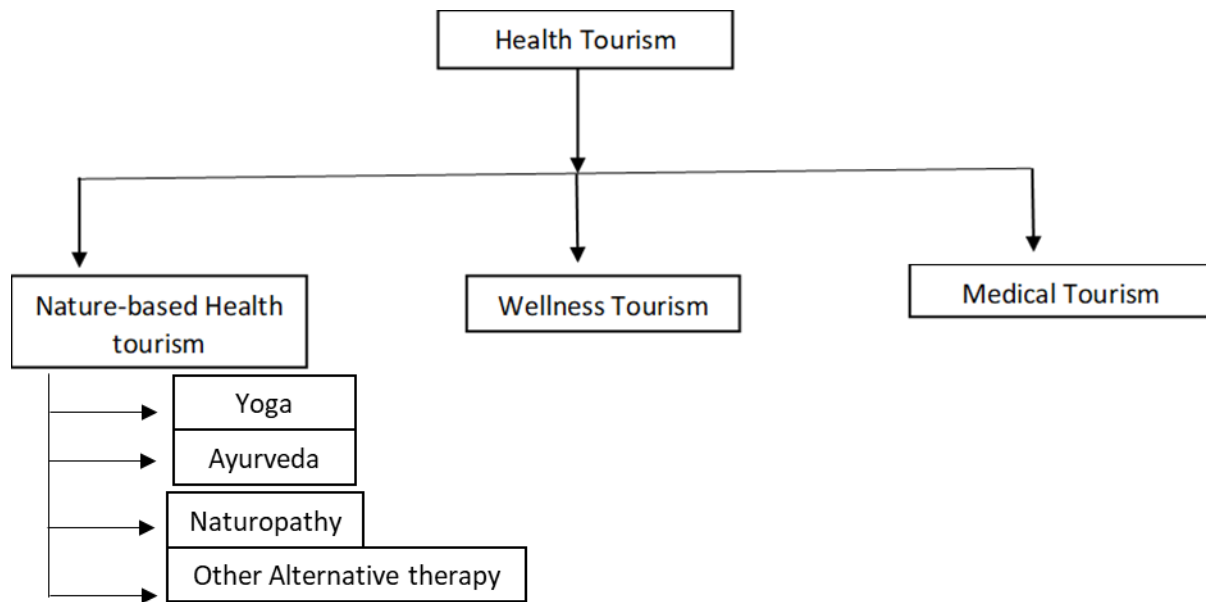


Figure 1

In the above given diagram, it explains that health tourism includes three different areas for being health and to take care and cure one's health. In nature-based health tourism, involves the natural resources and nature-based setting to perform health related activities to care of health. Wellness tourism involves the wellness based activities for good health and in Medical tourism, tourists attains scientific treatments such as transplants and surgeries to cure their health related problems.

Review of Literature

Padmasani and Remya (2015) considered the elements which impact the travellers in Ayurvedic medical services communities. The foremost effective factors within the field of destination are quality of services, opportunities, attractiveness, benefits and promotion.

Devi and Singh (2019) explored the challenges and opportunities for promoting Ayurveda in the health tourism sector in India. The review highlighted the need for standardization of Ayurvedic treatments, the development of international accreditation standards, and the integration of Ayurvedic facilities with modern medical facilities to attract more international tourists.

Bulsara and Yadav (2018) Users are nowadays practical oriented and that they understand that Ayurveda the standard medicine treat the body as a full instead of quick relief but rarely people use modern medicine in critical situations.

Acharya (2020) explained that Ayurveda has enough opportunities as a precautionary measure for fighting against COVID 19 pandemic. So as to practise ayurveda as restorative and deterrent facet scientific studies related to it and its principles are desirable. WHO also recommended these varieties of activities at the time of epidemic diseases.

Katoch et al (2017) target different prospects of government rules and ingenuities for the expansion of traditional Ayurveda. Indian System of Medicine which is of late known as AYUSH was established by the government of India for the protection and promotion of Ayurveda and other traditional methods of treatments. Different regulatory authorities and development agencies are established under AYUSH for the advancement of ayurveda.

Singh and Pandey (2019) investigated the factors that influence the choice of Ayurvedic treatments among international tourists. The study found that the primary factors that attract tourists to Ayurveda are the natural and holistic approach of Ayurveda, the absence of side effects, and the affordability of treatments compared to western medicine.

Current Analysis – 1 (Theoretical)

Extent of Health Tourism and present status in India

Health Tourism holds immense hope. The Indian systems of medicines, i.e. Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, Spa, Naturopathy etc. among are the foremost Ancient systems of medical treatment, of the planet. India can give Medical and Health notice close to intercontinental Centres as a basic part. Most of the foreign tourists are at the instant impending to India only. Paradigm by the side of comparatively low cost. Southern States of India, particularly Kerala, has private Health Tourism. Health seeing the sights has also been prosperity in India. On the whole of the hotels/resorts are springing up with the Ayurveda. For Ayurveda. The leading tour operators have included Ayurveda in their brochures. Not only Kerala but various places which are within the lap of nature should start attracting tourists by being with nature and curing their health with the resources of nature. India is playing a important role in promoting health

tourism on the premise of nature based aspects of environment to achieve health, happiness and harmony.

Current Analysis – 2

Role of Ayurveda in Health Tourism

Tourism is that the combination of health and phenomena. One has to travel to learn, to experience, to present, and to induce one with the elements of nature. Natural phenomenon helps to achieve the goals of discipline and physiological condition and to develop one's life we need to move towards and live parallelly with nature. Nature based techniques for tourists helps in combining tourism and health together. Out of which Ayurveda is one in every aspect that helps in caring one's health by using the herbs, yogic food practices etc. As it may be a slow process than other treatments but one has to implement on each day to stop ourselves from the diseases. The treatment under Ayurveda assists with reviving body and psyche. One can take holiday and revive his body and brain going through Ayurveda treatment Not only health tourists but also tourists coming with another purposes are also get fascinated by Ayurveda.

Research Methodology

For this theoretical research paper researcher has collected the information through secondary data such as books, research papers, magazines etc. As well as research shows the relationship between ayurveda and health tourism through her personal thinking.

Findings, Result and Recommendation

Natural resources is the basic life enhancing resource in which one has to move parallelly with it by learning the rules of nature, it's one of the form ayurveda that helps n balancing the three doshas (Vatta, Pitta, Kapha) and tourism is the synonym of the development of human beings therefore ayurveda in health tourism attract one's mind and provides the holistic development to tourists. That's why the use of yoga, ayurveda, naturopathy, activities in natural environment and ancient techniques of being healthy in nature-based health tourism will be very effective for the tourists.

Conclusion

This study aimed to bring awareness to all individuals and tourists that the relation of Ayurveda and Health Tourism is that the potential way for getting connected to one's own life along with society, nation and world and attending best outcome of tourism. Role and future prospects of Ayurveda in health tourism in bringing attention across the globe. India has rapidly emerged as a health tourism destination, thanks to its ancient healing practices, alternative therapies, indigenous healing systems and medicinal practices like Ayurveda, Naturopathy, and Pranic Healing. India can also create Health-Hubs to draw in more tourists for wellness.

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