

“A Review study of wellness tourism in India”

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Abstract: -

The new scientific mindset has certainly given the modern-day inhabitants of this global village called the "Earth" some convenience and comfort. India has traditionally been a regional health centre for Countries adjacent, for example Afghanistan, Pakistan, Nepal, Bangladesh, Bhutan, the Maldives and the Middle East. India provides a strong background to a special care, sponsored by the kings and merchants and others over the course of history. Old Indian books such as Upanishads, Bahamians and many strongly defended the dominance of the medicine used and the mostly native plants and shrubs were used to prepare. Spa tourism is a fresh and growing niche market around the globe. The wellness elements in many countries differ in relation to the incidence of various treatments for wellness. India has the privilege of being regarded as the wellness house. Many wellness practices such as Yoga, Ayurveda, originate in India and have been practiced ever since. Many of the famous health traditions such as Yoga, Ayurveda is based in India and has always been followed. Most of these methods are implemented globally and their positive results are well known. Paper addressed the challenges and opportunities of the country's medical and healthcare industry, and introduced Brand India marketing strategies as a global health and wellness destination.

Keywords: Wellness tourism, AYUSH

Introduction: -

The fast-running life of today needs one to be still robust and energetic. Monotony also contributes to fatigue and a decline of profitability. Everyone must then take a break from tiredness and pain. A vacation that enables you to relax, recharge and rejuvenate can be a wonderful way to reduce stress and break monotony. The number of people who seek breaks for their physical and mental health has increased enormously. According to statistics, every year travelers undertake 586 million wellness trips. In reality, 15% of global travel in the wellness tourism market. Following traditional tourism this is the second highest! It is also profitable and spend 130% more than the average traveler for wellness travelers. Traditional relaxing massages, healthy food, yoga or exercise courses, meditation or pranayama and more have been described as the most common facets of the health care.

Tourism accounts for 10% of global GDP. It accounts for 7% of global exportations; after fuels, chemicals and afore car products services are the third largest export sector. Tourism has 235 million workers globally, one in ten jobs (UNWTO, 2017). Tourism has expanded and diversified by continuous growth in the Indian Himalayan Region (IHR), rendering it one of India's rapidly growing economic sectors. This rank represents the expected development of the industry from 2013 to 2023 by an average annual pace of 7.9 per cent. The IHR drew everyone who searches for sights, experiences, cooler temperatures in season, recreation, spiritual comfort, harmony and the many cultural attractions in the mountains—designed to benefit from its natural grandeur. Tourism means useful economic and business opportunities and jobs for local mountain people and provides revenues and profits for state governments and private entrepreneurs. Reports show that Indians made 56 million domestic and international health trips in 2017 (a 45 percent increase over 2015), including expenditures estimated at 16.3 billion dollars. India also came second in the leading growth markets for wellness tourism, posting an average annual growth rate between 2015 and 2017 of 20.3 per cent, taking just over 17 million wellness trips during this same time"Tourism is a key driver of economic growth and makes significant contributions in terms of GDP, foreign exchange income and jobs. Economic Survey reports. Tourism in India was well-functioning with FTAs rising from 14% to 10.4 million and Foreign Exchange (FEEs) by 20.6% to 28.7 billion dollars in 2017-18. The business suffered a decline throughout 2018-19. FTA rose to 10.6 million in 2018-19, up from 10.4 million in 2017-18. In recent years' outbound tourism has grown with Indian departures in 2017 to 23.94 million, compared to 21.87 million in 2016, with a rise in 2017 of 9.5%. It was more than twice the number of foreign tourists coming to India.



Source: Tourism Ministry

GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



Every Destination Has Something Unique to Offer



Source: Global Wellness Institute, Global Wellness Tourism Economy, November 2018



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Objective of Study:-

1. What really is Wellness Tourism in India, to have critical insights.
2. To explore the problems and challenges faced by India's wellness tourism.
3. Awareness of various government advertising programs.

Literature Review: -

Wellness exercises have been carried out in ancient times, e.g. Indian Ayurvedic rituals date back to 5000 BC (Wellness Tourism Worldwide, 2011), but in its application to the globe, the word 'Wellness' is new. Throughout his study on "High-level longevity for man and community," throughout 1959 Halbert L. Dunn, an American doctor used the word vitality for the first time, describing it as a 'specific safety condition that consists of general vigilance.' Shweta Mishra (2014) concentrates on the proper planning of health-tourism development by the government in the Medical Prospects – India, proposes to identify the micro- and macro-problems facing industry and recommends further that Central and State Tourist Boards work together to promote health tourism in the region. and comply with international standards to express commitments that are feasible only "Health Tourism in India" Manpreet Kaur (2014) present Indian medical tourism situation is highlighted. She also said that the measures that the Indian Government has taken to encourage medical tourism in the country show that the Government and the Medical Council must work together to ensure hospitals respond to the needs of medical tourists S.S. Rose Mary (2014), "The strength, insecurity, opportunities and challenges of medical tourism in India" in her theoretical SWOT, points out the value of medical tourism growth as an impetus for the advancement of infrastructure in the field of medical, education, economic, job and urban development in India. It also states that the negative effects of medical tourism must be minimized by way of a clear policy framework. Such niche tourism has in recent years attracted growing

scholarly interest (Smith, Kelley, 2006) but the wellness tourism research is still on an exploratory stage and studies on health and wellness tourism have been based especially on the demand and commodity of health tourism (Dimanche, & Dimanche, 2010).

Challenges: -

Initially, the quality and authenticity of service suppliers was one of the major challenges in this industry. In the introduction of quality management with the help of the Quality Council of India, the government has taken a very critical step toward extending the National Accreditation Board for Spa and Wellness Centres (NABH). The government will find numerous other obstacles, following this effort, to further strengthen this section.

"Tourism is a delicate, dedicated business and wellness visitors will only visit our destinations for relaxation, calmness, reflection, yoga and well-being, and so the tourist's safety and security will be our primary problem. Another problem that concerns this business is the lack of infrastructure. The lack of talent is another notable challenge facing the industry. Skilled staff supplies are shrinking today. "Over the years the availability of physicians and qualified staff in Ayurveda and naturopathy has declined. Subjects with few or no knowledge, underinvestment's in health infrastructure, and training in patients are also playing out the role of heavy competition from countries such as Thailand, Malaysia and Singapore, with a low level of coordination across various actors such as airlines, hotels and hospitals.

Opportunities: -

It has become much easier to travel to India over the years. International travel costs have been reduced to a limited extent as they come to India. The costs of traveling to India are reasonable from the daily travel ticket. This is all done to provide the country with more tourism opportunities. On the other hand, Indian healthcare costs are much lower than expected in other countries. This is one of the main reasons for the treatment of disease and surgery by foreign patients. The year 2014 was a milestone year for the wellness business as Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) were established by the Indian Government. This was an important step in raising awareness not only of the different practices, but also to control these industries. Just after the Ministry's launch, it was World Yoga Day, which helped once again to spread the ancient form of well-being, that was the next major step. The Ministry of Internal Affairs, the Government of India, has introduced a new form of 'special visas' where foreign tourists travel to Indian countries for medical treatment for specific purposes. Kerala for Ayurvedic and Kairali massage, Uttarakhand and Himachal for yoga and meditation, goa for holistic living, spa and living patrimony Rajasthan are some of the world renowned alternate medicine locations in India. In turn, the nation is also famed for its social, intellectual and spiritual travel experiences.

Research methodology

Secondary data was accumulated through various sources like internet, references materials, newspapers, magazines, books etc.

Conclusion and recommendations: -

In brief, Indian tourism has huge potential, not to mention the shift in overall economic and social development to create jobs and gain large sums of foreign exchange. Much has been done to increase air seating capabilities, increase trains and rail links to significant tourist destinations, to provide four-lane routes linking major tourist centers and increase lodging access through the introduction of new hotels into the hotel market and to encourage the development of paid accommodation to visitors. But there is still much more to be learned. As tourism is a multidimensional operation and fundamentally a service industry, it is important that all divisions of central and state governments, the private sector and voluntary organizations, become active collaborators in efforts to achieve sustainable tourism growth if Indian tourism is to become a world player. In general, while tourism is a big segment of tourism, relatively novel and more research is required in order to identify the scientific background of the tourism

of health and wellness. This study shows that future research requires first to concentrate on the definition of the tourism in health and wellness and the development of a credible and relevant aspect and then to focus on the health and wellness tourism explanatory portion to meet the challenge.

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