

**POTENTIALITY OF AYURVEDIC TOURISM- A study based on Kottakkal Arya
Vaidhya Shala**

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Abstract

Ayurveda, popularly known as the Indian system of medicine, is gaining worldwide recognition day by day. Ayurvedic treatments are mainly offered during monsoon months of June, July, and August. Moreover ayurvedic treatments done in Kerala are more famous than other locations due to its equable climate. Climatic conditions directly influence curing of diseases. Kottakkal arya vaidhya sala is one of the most leading ayurvedic centre in Kerala. The study is focusing on the potentiality of ayurvedic tourism based on kottakkal arya vaidhya sala. From the study it is observed that most of the people are satisfied with the facilities and hospitality of Kottakkal arya vaidhya sala. But they didn't get any financial assistance from government or any authorities, if they get so, it can increase their quality and scope to one more level.

Key words: Ayurvedic tourism, monsoon tourism

I. Introduction

Arya VaidyaSala, popularly known as Kottakkal Arya VaidyaSala, is a healthcare center located in Kottakkal in the Indian state of Kerala known for its heritage and expertise in the Indian traditional medicine system of Ayurveda. The Arya VaidyaSala (AVS) group of institutions has its headquarters in Kottakkal. The group consists of five hospitals of which one is a charitable center, 15 branches, a research center, two medicine factories, a Marketing Division overseeing over 1500 retail outlets, and four herbal gardens. The group is reported to be treating over 800,000 patients, through consultation and in patient services. Arya VaidyaSala is credited with pioneering the concept of readymade ayurvedic medicines and dispensing ayurvedic medicines in the form of pills. The present study is intended to find out the potentiality of ayurvedic tourism based on Kottakkal arya vaidhya sala.

II. Importance of the Study

Ayurvedic tourism plays an important role in creating foreign domestic remittances. From ancient times onwards Kerala is well known for its ayurvedic culture. One of the popularly known Kottakkal Arya Vaidyasala is a healthcare center located in Kottakkal, in the south Indian state of Kerala, known for its heritage and rich ayurvedic culture. Domestic as well International tourists prefer visiting the place for medical treatment. Thus medical tourism is developing and growing faster rate now a day. Kottakkal Arya Vaidyasala is a well-known institution but it don't get any much help from the government and also it facing so many other kind of problems that are discussed in our study. It will help us to learn about the problems and issues faced by the ayurvedic tourism in Kottakkal Arya Vaidyasala.

III. Objectives of the study

- ❖ To study the scope of ayurvedic tourism in malappuram district.
- ❖ To know the problems faced by ayurvedic tourism.

IV. Methodology of the Study

The study is conducted with the help of primary data collected from 50 respondents. Samples were drawn at random from the persons who took treatments from Kottakkal arya vaidhya sala. The relevant data are collected from the respondents from different demographic and income groups by using questionnaire method. Secondary data are collected from various books and journals. Appropriate statistical tools such as average and percentage methods are used in data analysis.

V. Data Analysis and Interpretation

a) Opinion about facilities provided by the authority

Table 1

	Mean	Rank
Parking facility is good	3.39	13
Food and refreshment is good	2.44	2

Toilet and basic amenities is good	2.40	1
Well communication facility	3.69	14
High security	3.31	12
Entertainment facility is good	2.80	4
Fee is normal	3.06	15
Good resting place	3.81	8
Comfortness	3.11	10
Attractive sign board	2.84	6
Well behaviour of staff	3.00	7
Well cleaned area	2.77	5
Transportation facility is good	2.52	3
Guides are easily available	3.20	11
Pollution free environment	3.09	9

Source: Primary data

From the above table it is clear that basic amenities and toilet facilities are better in arya vaidhya sala compared to other variables. Customers are also saying that treatment fee is more and some can't afford it.

b) Problems faced by customers

Table 2

	Mean	Rank
Language barrier	2.19	1
Lack of basic facilities	2.67	7
Bad behaviour from local people	2.26	2
Lack of parking area	2.94	11
Lack of security	2.64	5

Lack of sign board	3.34	12
Lack of hotels	2.45	3
High fee	2.74	8
Lack of resting place	3.43	13
Lack of cleanliness	2.53	4

Source: Primary data

From the table it is clear that language barrier is the main problem faced by its customers. And behaviour of local people is also a major problem. Customers also said that there are much resting places in arya vaidya sala.

VI. Findings

Kottakkal arya Vaidya Sala is having a prominent role in promoting medical tourism in Kerala. A lot of amenities like WIFI, Yoga classes, Library, Cultural activities etc are offered by the hospital. But foreign tourist faces bad behavior from the local people culture that creates bad impression on our culture. And there is no proper support from the part of government. Lack of star hotels near the Kottakkal is very important problem of tourists facing at Kottakkal arya vaidyasala. And language barriers are the main problem of the security staff posted in Kottakkal arya vaidyasala during the time of foreign visitors. The accommodations facilities in Kottakkal arya vaidyasala where so expensive and lack of standard advertisement for the promotion of the Kottakkal arya vaidyasala . Domestic tourists are most preferred to visit Kottakkal arya vaidyasala than foreign tourist. The foreign tourists have a comparatively lower opinion about the cleanliness, hygiene conditions and safety and security measures in Kottakkal arya vaidyasala. Many tourists are changing their itinerary to visit the State due to non-availability of direct flights.

VII. Conclusion

The present study is intended to understand the Potentiality of Kottakkal Arya Vaidyasala on Tourism aspects. There are so many patients taking treatment from outside the country and state. Many of them are satisfied with the treatment and they recommend their friends for the

treatment. Language barrier is the main problem faced by the tourist in Kottakkal Arya Vaidyasala and lack of infrastructure facilities and the Government should make take necessary action to promote and standardize the Ayurveda treatment outside the country. The study also reveals that customers of arya vaidya sala are satisfied with the treatments offered by them. Even though the authority should take necessary steps to overcome the mentioned drawbacks or problems stated earlier.

VIII. References

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