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POTENTIAL OF KERALA AYURVEDA TOURISM: SPECIAL REFERENCE TO ERNAKULAM DISTRICT**P.A.MARY ANITHA****RESEARCH SCHOLAR, MADURAI KAMARAJ UNIVERSITY, MADURAI; &
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MADURAI****ABSTRACT**

Kerala Medical tourism Industry worth Rs.1600 crs in 2012 and is touching 150,000 visitors..The perfect blend of ayurveda, sun, sand and service uptagged the destination and gained brand loyalty as "God's own country".The fourteen districts of Kerala has its own unique selling propositions as a destination. Ernakulam district hosts the highest number of international and domestic tourists arrival in Kerala state. In 2010, Ernakulam attracted 277675 international arrivals and 1987743 domestic tourists. The paper analyse the potential of Kerala ayurveda tourism reference from Ernakulam District.

KEYWORDS

Ayurveda, Kerala, potential, tourism.

INTRODUCTION

The terms 'Medical Tourism' and 'Healthcare Tourism' are interchangeably used. The term 'Medical Tourism' has emerged from the practice of citizens of developed countries travelling to developing countries, around the world, to receive a variety of medical services, mainly due to continually rising costs of the same services, and complicated procedures to avail such medical services in their home countries. According to World Tourism Organisation (WTO), Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Thus, 'Medical Tourism', can be defined as provision of 'cost effective' private medical care in collaboration with the tourism industry for patients needing surgical and other forms of specialized treatment. 'Healthcare Tourism', however, could be defined in a broader perspective. Patients travelling abroad with the objective of overall wellness, without any urgent or elective medical procedures, may also be covered under the 'Healthcare Tourism'.

SCOPE OF THE STUDY

Medical tourism in Kerala has grown without much willful effort. Kerala has established itself as a prominent Destination of the World leisure tourism for its natural beauty and cultural assets. Ayurveda treatment providers along with the leisure industry have taken a collective effort to make Kerala a destination for authentic Ayurveda treatment. The scope of "Ayurveda Tourism" is high due to

- Traditional and cultural background of kerala enhances the authenticity of Ayurveda tourism in Kerala.
- Large number of traditional ancestors of treatment providers.
- Less cost of health care compared with other world countries.
- Ease and affordability of International Travel.
- Advancement in technology in marketing
- Possibility of Mind and Body rejuvenation along with leisure and travel
- Less side effects compared with other alternative medicines.

OBJECTIVES OF THE STUDY

- To study the potential of Kerala Ayurveda Tourism in Ernakulam District.

RESEARCH METHODOLOGY

To study the marketing of ayurveda tourism in Ernakulam district , exploratory research has been used. Proportional stratified sampling method was used in study. Each sector in the tourism industry forms the strata. Stratas include Govt Ayurveda Hospitals, classified Treatment centres, Non classified treatment centres, hotels and resorts with and without ayurveda tourism product, and the travel agent.

Both the sources of data collection - primary & secondary, were used in the study. Total sample size is 252. To collect the secondary data structured questionnaire is used.

THE WORLD HEALTHCARE MARKET

The world healthcare market (revenues generated through healthcare facilities, healthcare distributors, healthcare services, including managed healthcare services) was approximately over US \$ 3.6 trillion in 2004. The market grew at a CAGR of 7.8% to reach a value of US \$ 5.25 trillion by 2009. Managed healthcare, consisting of health insurance, hospital, medical and dental indemnity plans, fraternal, limited benefit plans and other miscellaneous insurance health products, accounts for a large chunk of the global healthcare market. USA is the largest market for healthcare with 40% share in world, followed by Asia Pacific region (33.5%) and Europe (21%).

On the demand side, major reasons for healthcare tourism flow from developed to developing countries are increasing number of healthcare un-insured population, waiting time and cost. One of the main reasons for high cost of medical treatment in developed countries is the increasing premium expense for coverage under medical malpractice insurance. On the supply side, the reasons include improvements in healthcare systems and technology advancement in developing countries.

TABLE 1: THE COST OF MEDICAL PROCEDURE IN SELECTED COUNTRIES

PROCEDURE/SURGERY	INDIA	THAILAND	SINGAPORE	US/UK
Heart Bypass Surgery	\$ 6000	\$ 7894	\$ 23983	\$ 19700
Heart Valve Replacement Surgery	\$ 8000	\$ 10000	\$ 12500	\$ 20000 UK \$ 90000
Hip Replacement	\$ 9000	\$ 12000	\$ 12000	\$ 75399
Knee Replacement	\$ 8500	\$ 10000	\$ 13000	\$ 69991
Gastric Bypass	\$ 11000	\$ 15000	\$ 15000	\$ 82646
Spinal Fusion	\$ 5500	\$ 7000	\$ 9000	\$ 108127

Source: Umesh Kher, "outsourcing your heart", Time May 21, 2006 Planning Commission of India

The above table explains the potential of India's health tourism sector. Heart bypass surgery, was costing only \$6000 in India compared with the \$19,700 of UK. Thailand and Singapore also, promote health tourism. But, their price compared with the Indian is much higher. The gastric bypass costs \$ 11,000 in India whereas; it cost \$82,646 in UK, \$15,000 in Thailand and Singapore. Though, the above narrated figures are taken in 2006, there can be a hike in charges in each of the country. Still, it could be much lesser in India compared with UK or USA.

Under the national accreditation structure of Quality Control of India, a National Accreditation Board for Hospitals and Healthcare Providers (NABH) has been set-up to establish and operate accreditation programme. NABH is an institutional member of International Society for Quality in Healthcare (ISQua). In addition, Indian hospitals are also increasingly turning to international accreditation agencies to standardise their protocols and project their international quality of healthcare delivery.

In 2012, India's healthcare sector grew nearly to \$40 billion and Medical tourism to USD2.3 billion .The growth rate of Medical Tourism Industry at 12% in 2002 will go to at 30% annually by 2014. Medical Tourism Revenue can potentially rise from Rs.5000 crores to Rs.10, 000 crores per year. The India government's collective spending on the tourism and hospitality sector stood at USD1.5 billion in 2010. India has the potential to attract one million medical tourists each year, which could contribute \$5 billion to the economy, according to the Confederation of Indian Industries. Health care spending in India will increase from Rs.86, 000 crores in 2000-2001 to over Rs.200,000 crores by 2014.

INDIA TOURISM

India stands 17th position in terms of FTA among the world countries. In 2011, India received 6.30 million foreign tourists and foreign exchange earned from this accounts to Rs.77591 crores. The following table shows the no.of foreign tourists visited India and the foreign exchange earnings of India during the period 2005-2010.

TABLE 2: FOREIGN TOURISTS ARRIVAL TO INDIA & FOREIGN EXCHANGE EARNINGS 2005-2010 (Rs. In Millions)

YEAR	FTA	FEE
2005	3918610	7493
2006	4447167	8634
2007	5081504	10729
2008	5282603	11832
2009	5167699	11136
2010	5583746	14193

Source: Ministry of tourism, Govt. of India, for 2010, 2011, 2012

Table 2 explains the tremendous increase in the foreign exchange earnings from the tourism sector of India. In 2010, we could see a 52% increase in the revenue.

TABLE 3. TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURISTS ARRIVALS IN INDIA 2005-2007

Rank	2005		2006		2007	
	Country	FTA	country	FTA	Country	FTA
1	UK	651803	UK	734240	USA	799062
2	USA	611165	USA	696739	UK	796191
3	Bangladesh	456371	Bangladesh	484401	Bangladesh	480240
4	Canada	157643	Canada	176567	Canada	208214
5	France	152258	France	175345	France	204827
6	Sri Lanka	136400	Germany	156808	Sri Lanka	204084
7	Germany	120243	Sri Lanka	154813	Germany	184195
8	Japan	103082	Japan	119292	Japan	145538
9	Malaysia	96276	Australia	109867	Australia	135925
10	Australia	96258	Malaysia	107286	Malaysia	112741

Sourc: Insight from Ministry of tourism, Govt. of India

TABLE 4: TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURISTS ARRIVALS IN INDIA 2008-2010

Rank	2008		2009		2010	
	Country	FTA	country	FTA	Country	FTA
1	USA	804933	USA	827140	USA	931292
2	UK	776530	UK	769251	UK	759494
3	Bangladesh	541884	Bangladesh	468899	Bangladesh	431962
4	Canada	222364	Sri Lanka	239995	Sri Lanka	266515
5	Sri Lanka	218805	Canada	224069	Canada	242372
6	France	207802	France	196462	Germany	227720
7	Germany	204344	Germany	191616	France	225232
8	Australia	146209	Australia	149074	Malaysia	179077
9	Japan	145352	Malaysia	135343	Australia	169647
10	Malaysia	115794	Japan	124756	Japan	168019

Source: Insight from Ministry of tourism, Govt. of India

From the above table we could understand that the main source countries for foreign tourists arrival are UK , USA . Bangladesh , Canada and Sri Lanka etc. India has already gained a pivotal position as tourism destination. We could easily embark it into a Medical tourism destination too. Cooperative effort from the government, policy makers, decision makers, planners and medical facilitators, tourism facilitators, together with hospitality and infrastructure developers could place India as a destination for quality & economical medical tourism.

INDIAN MEDICAL TOURISM INITIATIVE

Along with allopath, existence of traditional healthcare systems such as Ayurveda, Siddha, Unani, Naturopathy, Homeopathy and Yoga has contributed to the development of healthcare in India. In addition, Aromatherapy is popular in India, having been used under the traditional wellness systems. India is housed with production / extraction of essential oils from medicinal plants and spices. All these factors are attracting national and international tourists, generating tourism related revenue flows. There are also presences of faith / spiritual healers, who use one or more traditional therapies in their treatment procedures.

In order to tap the opportunities from the health care sector, the national accreditation structure of Quality Control of India, a National Accreditation Board for Hospitals and Healthcare Providers (NABH) has been set-up to establish and operate accreditation programme. NABH is an institutional member of International Society for Quality in Healthcare (ISQua). In addition, Indian hospitals are also increasingly turning to international accreditation agencies to standardise their protocols and project their international quality of healthcare delivery. For eg: India's Wockhardt Hospital chain promotes itself as an Associate Hospital of Harvard Medical International. Johns Hopkins Medicine International is affiliated with Apollo Hospitals Incorporated in India.

INDIA MEDICAL TOURISM STATISTICS

India has the potential to attract 1 million health tourist per annum which could contribute USD 5 billion to the economy. In 2012, India gained USD 2.3 billion from the Health tourism sector. The growth rate was 12% in 2002 and was expected to rise to 30% annually from 2012 onwards. Also, the medical tourism industry would worth USD 4 billion in 2017.

TABLE 5: TOP 5 INBOUND MEDICAL TOURISTS TO INDIA - 2009

Source/Country	Foreign tourist arrival	% of visitors for medical purpose	No. of visitors for medical purpose
Republic of Maldives	56863	62.1	35312
Bangladesh	458063	5.8	26566
Afghanistan	50762	23.9	12132
Oman	32620	14.9	4860
Sri Lanka	240836	1.6	3853
Total Foreign arrivals To India in 2009	5167699	2.2	1,13,689

Source: Inferred from purpose of foreign tourist arrival from the embarkation & disembarkation card, Bureau of immigration, 2009

TABLE 6: TOP 5 INBOUND MEDICAL TOURISTS TO INDIA - 2010

Source/Country	Foreign tourist arrival	% of visitors for medical purpose	No. of visitors for medical purpose
Republic of Maldives	58152	63.1	36694
Bangladesh	431962	8.3	35853
Iraq	28221	24.0	6773
Nigeria	23893	25.2	5973
Oman	35485	16.4	5820
Total Foreign arrivals To India in 2010	5583746	2.7	1,50,761

Source: Inferred from purpose of foreign tourist arrival from the embarkation & disembarkation card, Bureau of immigration, 2010

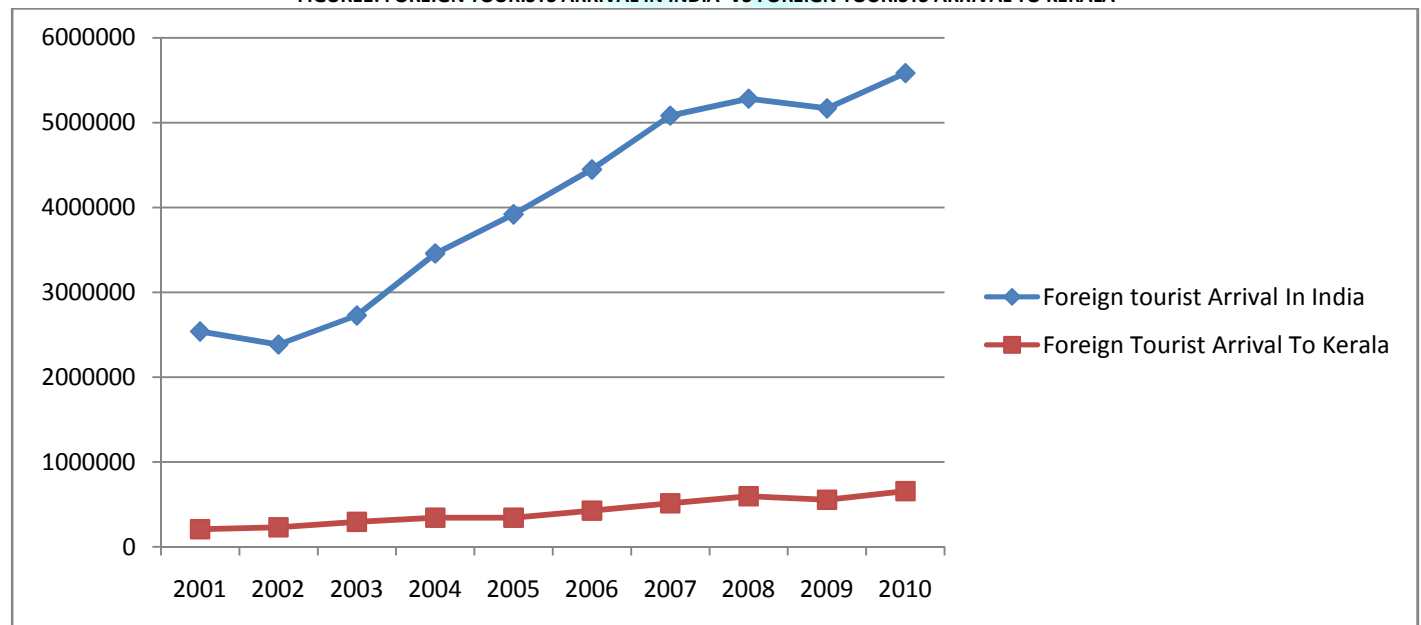
Republic of Maldives contributes more number and percentage of medical tourists to India. It is because they do not have multispecialty hospitals in their country. Moreover, India is a country where they need to spend only 45 minutes to reach the destination. Evenmore, the confidence they gained from the Indian expatriates affirms the quality care at an economical price. We could really tap the outbound health tourists from the countries like UK and USA as, we have our expatriate ambassadors working in these countries. But, the Government of India should initiate in sourcing these requirements into satisfiers. For this, Government has to spend for quality check and infrastructure development.

KERALA INITIATIVE IN THE HEALTH TOURISM MARKET

Kerala, a state situated on the tropical Malabar coast of southwestern India, is one of the most popular tourist destinations in the country. Beaches, backwaters, hills and ayurveda are the pillars of tourism in Kerala. Kerala is naturally blessed to be the flag-bearer and hub of Ayurveda.

The revenue generated in the economy of Kerala due to tourism is estimated to be nearly \$ 100 million which is 6.29% of the State's GDP. A recent study conducted to assess the economic considering the direct and indirect impact. If we consider the induced effect also, this figure is as high as 8.83. Tourism has generated employment in Kerala to the tune of nearly 0.7 million. The employment multiplier (direct and indirect) for Kerala in tourism has been worked out as 4.62.

FIGURE1: FOREIGN TOURISTS ARRIVAL IN INDIA VS FOREIGN TOURISTS ARRIVAL TO KERALA



The revenue from tourism rose at a CAGR of over 17.5 per cent during 2005–10. 8000 patients visit Kerala for Ayurveda, Ortho and cardiac treatment annually. KIMS alone attracts 40,000 (2007) Medical tourists' patients.

AYURVEDA TOURISM

Ayurveda is a kind of traditional treatment prevalent in India. The form took birth about 3000 to 5000 years ago. It's a kind of healing that uses natural medicines, oils, ointments and techniques. Ayurveda, "the complete knowledge for long life" Ayur means life and veda means knowledge. Monsoon is said to be the ideal season for Ayurvedic treatments. During this time, the atmosphere is clean and best for treatment and rejuvenation. This is when the pores of the skin are open and get cleansed easily. The atmosphere at this time of the year is also congenial as it is dust-free and cool. Monsoon is the perfect time for massages with therapeutic oils.

There are several unique herbal formulations described in Kerala texts. Many of them have now received national level acclaim and they are included in the Ayurvedic Formulary of India. One important aspect of Kerala formulations is that the stress is more on herbal components rather than on metals or minerals. There is also the history of Ayurvedic physicians developing some areas of specialisations like paediatrics, ophthalmology, martial therapy, etc. This holistic science is the knowledge of complete balance of the Body, Mind and spirit, including the emotions and psychology, on all levels. It includes in its consideration, longevity, rejuvenation and self-realization therapies through herbs, diet, exercise, yoga, massage, aromas, tantras, mantras, and meditation.

TABLE 7: DISTRICT – WISE DISTRIBUTION OF APPROVED AYURVEDA CENTRES

Sl.No.	District	Approved Ayurveda Hospital /Health Centre as Olive / Green
1	Thiruvananthapuram	26
2	Kollam	1
3	Alleppy	7
4	Kottayam	16
5	Idukki	2
6	Ernakulam	14
7	Thrissur	20
8	Palakkad	2
9	Kozhikode	6
10	Wayanad	2
11	kannur	3

Ayurveda not only cures a person of his/her health problem but offers a permanent solution to remain disease free. This form of healing focuses mainly on three parts of the body: kapha, vata and pitta. By balancing these three parts, one aims to create a state of health and wellbeing. Ayurveda Tourism may be defined as "the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year in search of knowledge of life, preventing the body ailments in addition to curing them, by understanding the thridoshas- vata, pitha and kapha of ones body elements".

In order to promote Ayurveda Tourism, Kerala Tourism Development Corporation (KTDC) encourages accreditation of Ayurveda treatment centres with tourism department of Kerala as 'Olive leaf certified' and 'Green Leaf certified'. The members of 'Olive leaf' and 'Green leaf' are benefited of listing their names in the official web sites of KTDC. This accreditation ensures quality in the field of Kerala Ayurveda Tourism Industry .

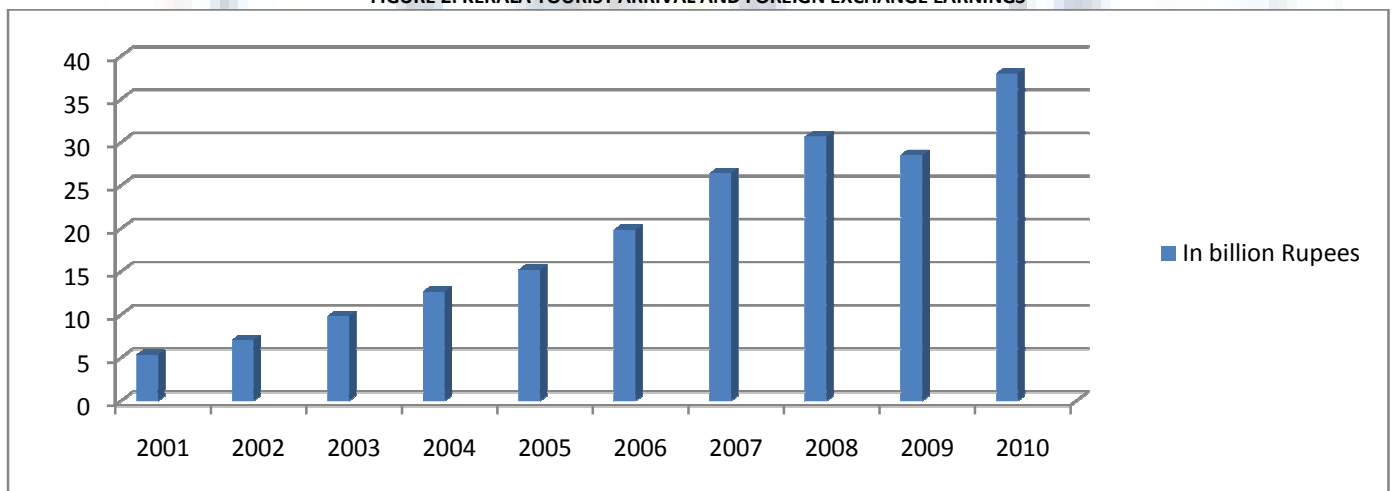
TABLE 8: KERALA TOURISM ARRIVAL AND EARNINGS

Year	Foreign tourist arrival to Kerala	Foreigntourist arrivals toIndia	% of Foreigntourist arrivals toKerala	Domestictourist arrivalsto Kerala	Foreign exchange earnings intourism (Rs. inbillion)	TotalEarnings (Rs. inbillion)
2001	208830	2537282	8.23	5239692	5.35	45.00
2002	232564	2384364	9.75	5568256	7.06	49.31
2003	294621	2726214	10.81	5871228	9.83	59.38
2004	345546	3457477	9.99	5972182	12.67	68.29
2005	346499	3918610	8.84	5946423	15.22	77.38
2006	428534	4447167	9.64	6271724	19.88	91.26
2007	515808	5081504	10.15	6642941	26.41	114.33
2008	598929	5282603	11.34	7591250	30.67	131.30
2009	557258	5167699	10.78	7913537	28.53	132.31
2010	659265	5583746	11.81	8595075	37.97	173.48

Source: Department of Tourism, Government of Kerala (2011)

It is understood from the study that the 80% of the foreign tourists ask for Ayurveda and they undergo wellness Ayurveda treatments spending an average amount of Rs.20,000 to Rs.35,000/- .Which means out of the foreign exchange earnings of Rs. 37.97Billion, Ayurveda tourism might have contributed approximately Rs.16 billion to the tourism industry in 2010.

FIGURE 2: KERALA TOURIST ARRIVAL AND FOREIGN EXCHANGE EARNINGS



AYURVEDA TOURISM IN ERNAKULAM DISTRICT**ERNAKULAM DISTRICT : HISTORY AND IMPORTANCE**

The district is situated on the coast of Arabian sea and hence, the coastal region, Kochi (Cochin) is known as the 'queen of Arabian sea'. Ernakulam district was formed in 1958. The word Ernakulam was drawn from the words *Erayanar* and *kulam* means abode of Lord Siva temple near pond. Ernakulam has a rich history as it was an important trade center in ancient times. It was well known as centre of spices trade among ancient Greeks, Romans, Jews, Arabs and Chinese. When Kodungalloor was destroyed by floods from Periyar in 1341, Kochi came to be recognized as the biggest natural port and centre of trade on the Western Coast, "The Queen of Arabian Sea". References made by the Chinese voyager Ma Huan and Italian traveller Nicol da Conti in the 15th century suggest that Kochi was a flourishing trade centre. The famous river Periyar, flows through all the taluks except Muvattupuzha. Muvattupuzha river and a branch of Chalkkudy river provide a wide stretch of backwaters to the Ernakulam district and a new dam is a major attraction of the place.

Ernakulam district hosts the highest number of international and domestic tourists arrival in Kerala state. In 2010, Ernakulam attracted **277675 international arrivals and 1987743 domestic tourists**. From ancient times Arabs, Chinese, Dutch, British and Portuguese seafarers followed the sea route to Kingdom of Cochin and left their impressions in the town.

TABLE 9: TOURIST ARRIVAL AND EARNINGS –ERNAKULAM DISTRICT 2005-2010

Year	Foreign tourist Arrival to Ernakulam District	Domestic tourists Arrival to Ernakulam District	Total Tourists Arrival to Ernakulam Dist.
2005	108773	1025944	2114717
2006	131767	1080591	1212358
2007	165125	1109644	1274769
2008	193013	1509686	1702699
2009	239364	181874	421238
2010	277675	1987743	2265418

From the above table it is clear that foreign tourist's arrival shows an increase of 40% in 2010, compared with the tourist's arrival in 2005. Domestic tourists' arrival trend is also very decisive. In 2010, shows a growth of 52% compared with the inbound number of 2005.

TABLE 10: TOP 10 SOURCE COUNTRIES FOR FOREIGN TOURISTS ARRIVALS ERNAKULAM DIST 2008-2010

Rank	2008		2009		2010	
	Country	FTA	Country	FTA	Country	FTA
1	UK	31675	USA	35323	UK	49993
2	France	21859	UK	34743	USA	36110
3	USA	18666	France	21987	France	20579
4	Germany	12072	Germany	17678	Germany	14608
5	Australia	6788	Australia	11542	Australia	9926
6	Saudi Arabia	6042	Saudi Arabia	6905	Saudi Arabia	8953
7	Italy	5573	Switzerland	6432	Switzerland	8204
8	Netherlands	4814	Italy	6453	Spain	7435
9	Spain	4733	Netherlands	5943	Italy	6998
10	Canada	4471	Spain	5324	UAE	6489

From the above tables 10. It is evident that the main source countries are UK, USA, France, Germany and Australia. A new trend from Spain and UAE is also noticeable. Even from Pakistan and Yugoslavia shows a positive trend.

AYURVEDA TOURISM IN ERNAKULAM DISTRICT

The district has cent percent literacy rate in the Kerala state. Ernakulam district is well knitted with better transportation facilities. Own culture, along with hospitality and real – authentic Ayurveda attracts foreign tourists (inbound tourists) as well as domestic tourists (intra bound tourists). Though it has a resemblance of metropolitan city, the district maintains its old legacy in its nature.

Compared with other districts, Ernakulam district has very distinctive role in the medical tourism industry. There are many positive factors that drive the ayurveda tourism industry. The district has

- 3 ayurveda college :1 govt., 2 self financing
- 48 Ayurveda medical shops
- 9 large scale ayurveda medicine manufacturers
- 32 small scale ayurveda medicine manufactures
- 87 Ayurveda treatment centres (classified & non classified)
- 13 Government ayurveda clinics
- 76 govt. ayurveda hospitals & dispensaries
- 67 hotels / resort with ayurveda facilities and products
- 14 treatment centres / hotels / resorts classified Ayurveda centres
- 7 Olive leaf certified treatment centres
- 7 Green leaf certified treatment centres
- 3000 -5000 foreign nationals visit Ernakulam for ayurveda (as per kerala tourism ministry estimation)
- Nearly 3 lakh employees in the district contribute to the ayurveda tourism sector
- Ayurveda tourism industry has 20-25% growth rate every year (as per Kerala tourism Department)

CONTRIBUTION OF AYURVEDA TOURISM TO THE TOURISM INDUSTRY IN ERNAKULAM DISTRICT

No. of Foreign Tourists in 2010 was 6,59,265 compared with 5,57,258 of 2009. Which means a percentage variation over Previous year is 18.31%. Per Day Expenditure in 2010 was Rs.3600/- compared with Rs.3200/- of 2009 and the percentage variation over Previous year is 12.5%. Average duration of Stay during 2010 was 16 days. Foreign Exchange Earnings in 2010 was Rs. 3797.37 crores compared with Rs. 2853.16 crores of 2009. Which means a percentage variation over previous year is 33.09%. No. of Domestic Tourists in 2010 is 8595075 compared with 7913537 of 2009. Which means a percentage Variation over Previous year is 8.61%. Per Day Expenditure in 2010 was Rs.1800/- compared with Rs.1500/- of 2009. This means a percentage Variation over Previous year is 20%. Average duration of Stay in 2010 is 6 days. Earnings from Domestic tourists in 2010 was Rs.9282.68 crores compared with Rs. 7122.18 crores of 2009. This means a percentage Variation over Previous year is 30.33%. Total Earnings (Direct) in 2010 was Rs. 13080.05 crores whereas, total Earnings (Direct) in 2009 was Rs. 9975.34 crores. which means a Variation over Previous year is 31.12%. Total revenue generated in 2010 (direct and indirect) was Rs.17348 Crores, compared with Rs. 13231 Crores of 2009. This means a variation over previous year is 31.12%.

TABLE 11: AVERAGE NO. OF DAYS SPEND BY THE INBOUND AYURVEDA TOURISTS FOR TREATMENT IN ERNAKULAM DISTRICT AYURVEDA TOURISM FACILITATORS

Days Spend	Govt.Hospital	Classified Treatment centre	Non Classified Treatment centre	Hotela & Resorts With ayurveda products	Total	%
1-7 Days	-	1	4	6	11	9%
8-14Days	7	5	38	38	88	73%
15-21 Days	-	2	9	10	21	18%
Total	7	8	51	54	120	

The above derivative table shows ayurveda tourists spend an average of 8-14 days, which was supported by 73%. Average duration of the stay of the tourists in Kerala is 16 days and the above said figures are surely contributing to the number of days spend by the tourists in Kerala. 18% samples responded that their clients stay for an average of 15- 21 days for the ayurveda treatment. 9% opined that, their clients spend only 1-7 days for the ayurveda treatment.

TABLE 12: AVERAGE AMOUNT SPEND BY THE AYURVEDA TOURISTS FOR THE TREATMENT IN ERNAKULAM DISTRICT AYURVEDA TOURISM FACILITATORS

AmountSpend(Rs.)	Govt.Hospital	Classified Treatment centre	Non Classified Treatment centre	Hotela & Resorts With ayurveda products	Total	%
Rs.5001- Rs.20,000	1	-	1	-	2	2%
Rs.20,001- Rs.35,000	-	1	2	17	20	17%
Rs.35,001- Rs.50,000	-	3	39	32	74	65%
Above Rs.50,000	-	4	9	5	18	16%
Total	1	8	51	54	114	

Average per day expenditure of the foreign tourists in Kerala is Rs.3600. ie for 14 days it is Rs.50,400. 65% of the aggregate samples said that their clients spend an average amount of Rs. 35,000-Rs.50,000 for the 8-14 days treatment. This also, contribute to the earnings from tourism.

17% responded that, their guests spend an average of Rs.20,001- Rs.35,000 and 16% said, their clients spend an average of Rs.50,000 and above. Whereas, 2% said their clients spend on an average amount less than Rs.20,000/-.

Another fact is that, there are many brand loyal foreign seasonal ayurveda tourists clients and domestic brand loyal seasonal ayurveda tourists. Also , ayurveda tourism facilitators get new seasonal ayurveda tourists, both foreign and domestic. It was found that, a reputed ayurveda facilitator get an average of 200-250 foreign brand loyals (repeaters) and 200-250 domestic brand loyals in the season, annually. Also, they get an average of 100-150 new foreign clients and 100-150 new domestic clients, annually. This generates good amount of revenue to the ayurveda facilitators.

There are lots of positive factors that makes the ayurveda tourism in Ernakulam District to grow. However , the important among these is the marketing mix elements - Ps of Ayurveda Tourism. Likewise, all the districts have its own uniqueness and selling points, which has to be synthesized for the total development of the Ayurveda tourism industry of Kerala. It is the duty of the Government to take preventive measures to check the malpractices in the field and to outcast the non standardized ayurveda treatment centres from the industry which, really would enhance the tourism.

CONCLUSION

Kerala government must step in the role of regulator, facilitator in order to encourage private investment in Ayurveda Tourism sector. To achieve new heights, government has to put its house in order especially in context of medical visa. A Task force needs to be made which has members from medical fraternity, tour operators & concerned Ministries which come out with holistic and feasible approach to gauge this opportunity of booming healthcare Industry in the present time.

Though the government has plans and target of 180 lakh domestic tourists by 2021, the Ayurveda Tourism Industry with all its potential has not achieved its best results. For a total rejuvenation and resurrection, the Ayurveda Tourism Industry has to manage the changes in the external environment. In fact, the effectiveness of the marketing programme depends directly on the extent to which the mix of both Ayurveda and tourism industry is able to harmonise and synthesize the different elements into a unified entity.

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