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THE IMPORTANCE OF AYURVEDA IN KERALA TOURISM

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Ayurveda holds a holistic view regarding life. It emphasises on prevention of diseases by observing daily routine, i.e. regulation of diet, exercise, sleep, sex etc. and by observing seasonal conducts round the year. Ayurveda and Health tourism are related to each other. Kerala health tourism plays a big role in the world tourism. The specially noticed in Kerala i.e. 365 days has a good climate, beautiful sceneries, good place in arts and climate, Ayurveda etc. Ayurveda Therapy in Kerala has a sound acceptability in present health tourism. In Kerala, the only place on earth where Ayurveda is practiced with absolute authenticity and declaration over the centuries this ancient system of medicine has proved to be not only the cure for illness but also the 100% natural way to perfect health.

My intention in my paper includes 1. The importance of Ayurveda 2. How Ayurveda is useful for the Health Tourism 3. Tourism and Health 4. Health Tourism in Kerala 5. Rejuvenation Programmes etc.

The Importance of Ayurveda

Ayurveda in Sanskrit means "The Science of Life". It is made up of two Sanskrit words Ayu which means Life and Veda which means knowledge. It is an ancient, unfailing system of treatment based on medicine prepared from herbal plants found in abundance in India. In recent years this ancient system has gained global acceptance especially for alternative ways of preventive, curative, and rejuvenative process making life a more pleasurable experience.

We are all part and parcel of nature. Just as the animals and plants live in harmony with nature and utilise the laws of nature to create health and balance within their beings, we, too adhere to these very same principles. In essence Ayurveda has been in existence since the beginning of time because nature's laws have always been in existence since the beginning of time because nature's laws have always governed us.

It gives a total approach to health, healing and longevity. This holistic system of medicine is supposed to be the oldest form of health care system available in planet today. It is believed that other healing systems were influenced by knowledge of Ayurveda. There are evidences to that Ayurveda had influenced other medical system also. The Egyptians learnt about Ayurveda long before the invasion of Alexander in India. The unani form of medical tradition came out of the interaction. In 800 A.D. Ayurvedic texts were translated into Arabic. The Islamic physician Aricenna and Razi Serapion, who helped to form the European tradition of medicine were followers of Ayurveda. It spread to the East through Buddhism in the first millennium.

The knowledge of Ayurveda is believed to have a divine origin and was imparted to saints and sages of India who received its wisdom through deep meditation. These sages were deeply devoted people, who considered health to be an important aspect of spiritual life.

There is historical evidence found in the existing classical texts of Ayurveda. Around 1500 B.C. two schools of thought existed and these made Ayurveda more scientifically variable and classifiable medical system.

i) Atreya- the school of physicians. ii) Dhanwanthari- the school of Surgery.

These texts are divided into two major categories namely "Brihatrayi" and "Laghutrayi". Each of these contains three classical texts, which are complete and are predominantly referred by Ayurveda Physicians.

Thus Ayurveda remains to be the longest unbroken tradition in the world.

How Ayurveda is useful for the Health Tourism

Ayurveda plays an important role in Health Tourism. Tourism has emerged to be a revolutionalising phenomenon, especially in the second half of the 20th century. This industry has steadily acquired an increasingly significant position in world economy. It is an essential part of life of our nation because of its effects on the social, cultural, educational and economic sectors of national societies and their international relations. Tourism development requires infrastructure, primarily in the form of accommodation, transportation services and public utilities. Tourism, by definition, is centred upon staying from home, hence the provision of both transportation and accommodation will be integral elements of development programs.

Since tourism is now an integral part of modern societies, its study and analysis becomes imperative and social benefits are to be maximized and developed in a manner consistent with society's goals. The growth of tourism has converted many communities into destination areas, either as major resorts or as temporary stop overs for travellers. The importance of the industry and its local issues, will vary according to its magnitude and relative importance. Thus presently tourism has come to be one of the world's largest industries with immense latent potential. The various types of tourism are there, among them tourism is presently gaining importance.

Tourism and Health

Health and tourism is said to be the two sides of the same coin. Tourism is a resource industry, dependent for its basic appeal upon nature's endowment and society's heritage. Health is an essential service, which ensures that our work force is in a fit physical condition to help the economy. In our hectic life style, all are physically and mentally weak. Physical and mental fitness is very important in our life. Ayurveda thus play a great role in health tourism.

Health Tourism in Kerala

Kerala health tourism plays a important role in the world tourism. The specially noticed in Kerla i.e. 365 days has a good climate, beautiful sceneries, good place in arts and culture, Ayurveda etc. Moreover in Kerala, the beautiful land of backwaters, beaches, hill station and spectacular festival that celebrate life in all its gaiety. In a world of fast foods, fast cars and oxygen bars, life is a far away from good old nature. So, when contemporary life style takes its toll in each tourist.

Ayurvedic therapy in Kerala has more advanced treatment for the common people. Kerala has an abundance of natural forests, replete with precious herbs and medicinal plants mentioned in the ancient texts. Ayurveda sees man in relation to his natural habitat. Instead of treating the symptoms of a disease, it treats the individual caring not just for the affected part but also for the entire body. The ancient texts recommend the monsoon season as the best time for Ayurvedic treatments. As the rain cleans the earth and the atmosphere, the air remains dust free and cool, oil therapy rejuvenates human body.

More and more people are turning to Ayurveda. Kerala is their destination. There are many hotels and Ayurvedic centres across the state offering rejuvenation packages. As for ailments specific therapies it is best to approach one of the many hospital and speciality center. Infact, steeped in an Ayurvedic tradition, Kerala has several established travelling centres and Medical Colleges which bring out the best doctors and paramedical staff. Naturally, getting over the fatigue that has set in over the years can't happen in a day. Ayurvedic regiments for total rejuvenation and can take anywhere from three days to three weeks. In these programmes, the Govt. has been insisting on strict quality control.

Here we can notice that in Ayurvedic hereditary treatments in Kerala values are given importance. Seeing these importance, tourists especially international tourists are more attracted, their flow also increased.

Many rejuvenative programmes of Ayurveda are

Rejuvenation Therapy (Rasayana Chikitsa), Body immunization and longevity treatment (Kayakalpa Chikitsa), Body Sudation (Swedakarma), Body Slimming, Beauty Care, Overall Fitness (Panchakarma Treatment) etc.

The main intention is to make economic growth through health tourism. For developing the health tourism, we will have to look our tourist's tastes and attitudes. We can see different types of tourist coming to our country. Some tourists like our old system and culture (food, stay etc.). They don't prefer five star hotels or Chinese dishes etc. They mainly look forward our cultural activities (Kathakali, Kalaripayattu etc.). A big percentage of tourists coming our country are mainly in pressure with mental and physical problems. They are mainly who are having a toigh life and a hectic life style. So their main intention to visit our country is to have a good traditional ayurvedic treatment. We can notice in their menu the importance is given to ayurvedic treatment, accommodation and food come next. Also in accommodation we can see they mainly look for old type of stay (nalukettu). The tourists give more importance to our life-style, food etc. Tourists mainly come for the Ayurvedic treatment as soon as their treatment is over, they return back to their country. Adjacent to this health resorts we can also add sculptures, paintings etc. which will give us more income to our country. This different types of health treatments and their awareness should be given in internet which will help more tourists to come to our country as such our income also increase.

By doing all these health tourism can grow into a bigger industry and automatically it will enhance the prestige of Ayurvedic Industry. The cardinal point here is to maintain the wish quality of service to the tourists.

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