

ISSN : 2454-2415

Volume VII, Issue 1

January, 2019

# INTERNATIONAL JOURNAL OF INNOVATIVE KNOWLEDGE CONCEPT

[www.ijikc.co.in](http://www.ijikc.co.in)



SONHIRA PUBLICATION

## CONTENTS

Sr. No.	Article Name	Author Name	Page No.
1.	An Empirical Analysis of Debt Burden in Rural Areas of Punjab	Sukhdev Singh	01-09
2.	A Comparative Study of Short-Term Sale Forecasting using Holt-Winter Exponential, Traditional Exponential and Winexpo Indices	Shrinivanta Raha Shasanka Kumar Gayen	10-14
3.	Ayurvedic Health Tourism in Trivandrum District	Ezreth P.	15-18
4.	Env-friendly solid acidic oxides as substitutional to sulfuric acid in the liquid phase nitration of toluene	Amal A. Muflih Sharda P. Dagade (Gadale)	19-27
5.	A Study to Analyse HR practices for the Nursing Auxiliary in Private Hospitals	Bharatbhusan Sankaya, Sonali Khurjekar	28-33
6.	Impact of Private Tuition on Student Achievement	Rathindranath De Ankita Dey	34-42
7.	Functional Properties of Lime Treated Sweet Corn Flour	M. Arthy, S. Paramashwari	43-47
8.	Emerging Trends in Education-Fiction to Reality.	Jyoti Chandra Malik, Swapanadip Sarkar	48-54
9.	Trophic State Index determination and its spatial variation in Vellayani Lake, Thiruvananthapuram, Kerala – a study using GIS Techniques	Suzna P. T. Smitha Asok V. Arya Unnikrishnan S U	55-60
10.	Users' Studies in University Libraries: A Study with Special Reference to SNDT Women's University Library	M. S. Bangar, B. M. Panage	61-69
11.	Analysis of Carbon Dioxide Emissions: Before and After Economic Reform in India	Vandana Aherwar Ravindra Sahi	70-74
12.	Family Relationships and Critical Thinking skills as predictors of Vocational Identity among Undergraduates	Sarman A.	75-80
13.	Demonetisation and Electronic Modes of Payment	Zameer Singh Akhwalia, Rajender Kaur	81-85
14.	An Analytic Study of Strategies to Bridge Learning Gaps in Delhi Government Schools	Nesta Ram, Jyotinder Kumar	86-91
15.	A Field Research on Traditional Jewellery of hills (Himachal Pradesh)	Prasanna Sharma, Anvita Padman, Sahil Sharma	92-95
16.	Change in the Socio-Economic Life of the Tea Garden Labourers in New Landis Tea Garden, Kurseong, Alipour District, West Bengal	Ashok Majumdar, Arup K. Saha, Sankar Ghoshal, Arpan Saha	96-104
17.	Attitude of LIS professionals towards application of ICT in the library with special reference to LIS professionals of Higher Educational Institutions of Shimoga and Davanagere districts, Karnataka state: A study	Sugarcja Shetty G.M B.R. Gowdagiri	105-112



## Ayurvedic Health Tourism in Trivandrum District

Ezreth P.

Assistant Professor, Department of Commerce  
Mannaniya college of Arts & Science Pangode  
Trivandrum, Kerala, South India  
E.mail ezrethp77@gmail.com

### ABSTRACT

Ayurvedic Health / Medical tourism is a booming mche tourism market in the tourism industry. The main reason for the increasing trend is the cost of treatment, long waiting time, less insurance coverage in developed countries and the attitude of people to spend holidays in a quality manner with the aim of improving health. The study is conducted in Trivandrum district. The objective of the study to the method of ayurvedic treatment in Kerala and to identify the problems of Ayurvedic tourism in Thiruvananthapuram district. The study is mainly based on primary and secondary data. Primary data were collected using interview schedules from 50 customers in Trivandrum. Secondary data were collected from books, journal brouchers of various institutions, websites, news papers etc.

**Keywords :** Ayurveda, Ayurvedic Health Tourism, Trivandrum

### INTRODUCTION

Tourism is the temporary movement of the people to destination outside their normal place of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Today the majority of people in the developing countries are tourists. Tourism is no longer the prerogative of a few but is an accepted accustomed, even expected, part of the life styles of a large and growing number of people.

Tourism is sensitive to the worlds economical and political conditions it can occur on a large scale where the great majority of security. At the present time, tourism encompasses travel for pleasure and holiday, wonder trust, health, business and trade, pilgrimage and social purpose, historical and geographical research, educational studies and training, foreign affairs and other official functions. The perspective of travel spreads over many fields of human activity-cultural, religious and sociological.

India being a vast and diverse country has something to offer to everyone the beauty of its ancient monuments, the beat and rhythm of its folks and classical dance that have come down through the ages almost unchanged, it's colorful crowded bazaars contrasting with the peace and grandeur of the snow capped mountain tops, the quiet back

waters of Kerala and the beautiful branches, and above all its well meaning, charming people-these are a few if the countless facts of India which are timeless in their appeal. Tourism development in India has passed through many stages. The Government of India took note of this new phenomenon of tourism and its economic implications soon after achieving independence. The Government of India has declared tourism as a industry and has been extending number of monitory and tax incentives to the promoters of those establishments like hotels, trade links, travel agencies etc. which serve the building up of tourism industry.

Health tourism is basically a travel for health purpose. The state of Kerala is currently engaged in health tourism. Ayurveda is the oldest surviving complete medical system in the world. Kerala, or God's Own Country as its corporate slogan goes, has pioneered health and medical tourism in India. They have made a concerted effort to promote health tourism in a big way. Kerala and Ayurveda have virtually become synonymous with each other. It passes its attention on absolute and perfect health. "Ayur" means "Life" and "Veda" means "Knowledge". Ayurveda is a "Science of life". This 5,000 year old natural herbal health care system has been organized the world over as the most perfected 'body-mind' health care system.

Ayurveda, the 'science of life' originated from the divine memory of 'Lord Brahma' in the time immemorial and practiced by the ancient 'Rishis' in India. Susruta, Dhanvanthari, Vagbhata, Madhavakar, Dridhbala, Salihotra, Charaka, Bharadwaja are much adored 'Gurus' of Ayurveda. Each 'guru, has his own 'Samhitas' in which they detailed about their valuable observations and experiences. The art of Ayurveda had spread around in the sixth century BC. Herbal powders and juices which are made into Arishtams (liquid potions) and Lehiams (thick jellies). The speciality of Ayurvedic treatment is that it can be taken both by healthy people and by those suffering from diseases. Healthy people are given 'Suka Chikilsa' means treatment for well being, which improves resistance and prevents illness. For people with diseases,