APPENDIX - I
QUESTIONNAIRE

It is assured that information supplied by you will be highly valid and shall be used purely for health tourism research and academic purpose. Also this information shall not be disclosed to anyone and shall be kept confidential. The researcher shall be grateful to you if you could spare some time for this work.

Please tick as applicable to you

1. Is this your first visit to Kerala or have you been before
   a) First visit □ b) Second visit □
   c) Repeat visit (Loyal) □ d) Multiple visit (More than 2 times) □

2. Duration of stay in Kerala.
   a) 1-3 days □ b) 1-5 days □
   c) one week □ d) more than a week □

3. What motivated you to plan this tour?
   a) Nature □ b) Culture □
   c) Personal leisure □ d) Health □
   e) Education / Special Interest □

4. On average how much do you spend on vacation excluding airfare.
   a) Less than 50,000 □ b) 51,000 □
   c) 51,000 to 1,00,000 □ d) more than 1 Lakh □

5. You are on this holiday
   a) on your own □ b) with family □ c) with friends □

6. How did you come to know about this resort?
a) Media  □  b) Internet  □  c) Friends  □  d) Exhibition  □

7. Which food you like in the resort?
   a) Non Veg  □  b) Veg  □  c) Both  □

8. Reasons for selecting Ayurvedic Health Care
   a) Preventive  □  b) Rejuvenative  □
   c) Natural and Herbal based  □  d) Health  □

9. The following statements given below are related to health tourism. Please mark your views in the concerned column.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
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<tbody>
<tr>
<td>• I have selected for a health resort because that is the perfect blend I can get in Kerala.</td>
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<td>• I think ayurvedic treatments are far better than any other medical treatment.</td>
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<td>• Though Ayurvedic treatments are now available throughout the world, Kerala is the ideal place to experience it.</td>
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<td>• There is lot more in Kerala rather than health care.</td>
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<td>• I was interested in Ayurvedic health care because it is preventive and rejuvenative.</td>
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<td>• I love this holiday because a lot of care is given for my health and hygienic needs.</td>
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<td>• The duration allotted for each component of the treatment is optimum.</td>
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<td>• The food choices set for me throughout this resort are the best of its kind.</td>
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<td>• The transit services provided for me throughout this resort are first-rate.</td>
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</table>
• The package is ideally priced.

10. Rate your satisfaction as:

<table>
<thead>
<tr>
<th>I am Satisfied With</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
<th>Not Considered</th>
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</thead>
<tbody>
<tr>
<td><strong>1. BOOKING</strong></td>
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<td>a) Easy Procedure</td>
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<td>b) Fast and Accurate Confirmation</td>
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<td>c) Genuine Networks With Booking Agents</td>
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<td><strong>2. PROMOTION AND AWARENESS CREATION</strong></td>
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<tr>
<td>a) Information Provided</td>
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<td>b) Information Accessibility</td>
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<td>c) Information Clarity and Accuracy</td>
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<td><strong>3. ENVIRONMENT</strong></td>
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<td>a) Natural and Eco – Friendly</td>
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<td>b) Clean and Hygiene</td>
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<td>c) Ambience of Guest Room and Treatment Centre</td>
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<td>d) Ample Parking Facilities</td>
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<td>e) Air Conditioned Villas/Cottages</td>
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<tr>
<td>I am Satisfied With</td>
<td>Highly Satisfied</td>
<td>Satisfied</td>
<td>Dissatisfied</td>
<td>Highly Dissatisfied</td>
<td>Not Considered</td>
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<td>f) Exotic Herbs and Vegetable Garden</td>
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4. FACILITIES

a) Full Time Service of Qualified and Experienced Ayurvedic Consultant

b) Full Time Service of Qualified and Experienced Therapist

c) Well Equipped Treatment Facilities

d) Certified Ayurvedic Pharmacy

e) Homely and Attentive Service

f) Special Therapeutic Diet

g) Herbal and Natural Accessories

h) Yoga and Meditation Centre

i) Cultural Entertainments

j) Indoor and Outdoor Recreations

k) Fully Equipped Conference Hall
11. Rank the following factors which motivate you to select the Health service of this resort. (1 Most Preferred & 6 Least Preferred)

- Quality Of Treatment
- Authentic medicines.
- Location of resort.
- Price.
- Facilities and Ambience.
- Personal Service

12. Rank your preferences for the following Health Care Packages. (1 Most Preferred and 7 Least Preferred)

- Rejuvenative and Stress Management Programme
- Anti Ageing Programme
- Detoxification Programme
- Slimming Programme
- Beauty Care Programme
- Post Pregnancy Programme
- Special Package for Women

**TREATMENTS**

13. Rank your preferences for the following treatments. (1 Most Preferred and 8 Least Preferred)

- Pizhichil
- Navarakizhi
- Dhara (Thyla, thakara, Ksheera, Sirodhara)
- Vasthi
- Kizhi
- Thalam
• Nasyam
• Abhyangam

14. Give the customer retention techniques used in the Resort:

<table>
<thead>
<tr>
<th>Retention Techniques</th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td>a) Direct Mail / Sales letters</td>
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<td>b) Price Discounts to Regular Customers</td>
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<td>c) Customized Services</td>
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<td>d) Loyalty Cards</td>
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<td>e) Club Membership</td>
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<td>f) Family/Group Discounts</td>
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<td>g) Complimentary Products &amp; Services</td>
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<td>h) Post Treatment Care</td>
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</table>

PERSONAL DETAILS

• Name_________________________ (Optional)

• Occupation
  (a) Housewife □ (b) Agriculturist □
  (c) Employee □ (d) Professionals □
  (e) Businessmen □

• Nationality
  (a) Americans □ (b) Europeans □
  (c) Asian □ (d) African □
  (e) Australian □

*Please tick as applicable to you*
• Gender
  a) Male □  b) Female □

• Marital status:
  a) Single □  b) Married □  c) Unmarried □

• Age in Years
  a) Less than 25 years □  b) 26 – 35 years □
  c) 36 – 45 years □  d) 45 – 60 years □
  e) 60 years and above □

• Income (Approximately p.a)
  a) Rs. 60,000 – Rs. 1 lakh □  b) Rs. 1 lakh – Rs. 3 lakh □
  c) Rs. 3 lakh – Rs. 5 lakh □  d) Rs. 5 lakh and above □

• Highest level of education attained so far:
  a) School □  b) Intermediate □
  c) Higher Secondary □  d) Graduation □
  e) Post Graduation □  f) Technically Qualified □

• Languages known_____________________________________________________

  Thank you for your valuable time and suggestions
APPENDIX – II

PICTURE GALLERY

INTERACTION WITH THE GUEST & DOCTOR
AMIDST THE HERBAL GARDEN OF SOMATHEERAM RESORT

INTERACTION WITH GUEST AND AYURVEDIC PHYSICIAN
GUEST VIEWS ON AYURBAY RESORT

INTERACTION WITH HEALTH TOURIST IN KERALEYAM RESORT
INTERACTION WITH HEALTH TOURISTS IN KAIRALI RESORT

INTERVIEW WITH ORGANIZERS
INTERVIEW WITH THE THERAPISTS