CHAPTER 1

INTRODUCTION

1.1 Introduction

Health and Wellness tourism has been accepted as luxury and prestige with the involvement of the multinational companies in global luxury business models. These MNC’s are using the concept of “Wellness message” to market their financial and other prestigious products strategically, even if they are not related to wellness. The health and wellness tourism at a destination usually provide both physical and emotional satisfaction and demand premium prices for the wellness services.

The research document titled “the trading up phenomenon” published by the Boston Consulting Group in 2002 explains the term of “New Luxury” and predicted the middle market consumers awareness of choosing quality products of high performance and emotionally satisfying services. It has been observed as a consumer trend of spending towards health consciousness and emotional satisfaction in the travel sector.

Kuoni, one of the biggest travel company in association with the Gottlieb Duttweiler Institute Switzerland conducted an in-depth study based on the analysis of various websites conducting on line polls, conducting interviews with experts, reviewing specialist literature and using trend studies and published a report on the future of leisure travel and also identified how best to satisfy the future customer needs (Bosshart and Frick 2006). The findings are as follows:

1) It is forecasted that the elderly would be the main travelers as the society is getting old and the children and young people would be less in number.

2) Most of the tourist destinations would be with contaminated water, polluted air, beaches and ugly buildings and the risk of infections would be much higher. The
health consciousness among the tourist would increase and these destinations would be avoided by the tourists.

3) The unspoilt nature would be very scarce and therefore be more valuable.

4) The people may look for meditative tranquillity and spiritual experiences than showing excited enthusiasm. The experience society exhausted by life look for relaxation, become more important than entertainment.

5) It is predicted that the demand for package tour may diminish and the individual travel may increase with demand for cheap and luxury products.

6) Great number of people choose to avail travel holidays for the sake of new experience, relaxation and pleasure, recuperation and regeneration.

According to Bhat (2012) wellness once considered as a luxury and comfort of the rich is becoming a necessity and it is now a need for all. The Multinational companies and investors are considering this as a big investment opportunity in the health and wellness sector. As of now, a small percentage of the market is being looked after by the organized group of companies. The one thousand one hundred core health, wellness, beauty, luxury sectors are getting attracted to significant investors in the private equity firms such as “Talwalkars of Mumbai” “Better Value Fitness” which owns one of the oldest fitness and widely networked health chain in India and look beyond core sectors for investment.

The “New tourist” is greatly different from those of the “Old tourist” in decision making and behavior patterns. They rely more on their independence and quality consciousness, and are experienced and flexible and “Harder to Please”. The prime determinants for this group are quality and value for money. The new tourists are hybrid in nature and ask for individualized products (Poon 1993 and Weiermair 2003). Individualization in this sense also implies optimizing opportunities for the customers by choosing best fitting solutions to their needs (Horx 2001). This indicates that the health and wellness tourism providers have to create quality and flexible services and products for attracting high end tourists. The attitude of people towards wellness and wellbeing is changing and is considered as self-responsibility to maintain their vitality (Nahrstedt 2002). In order to satisfy the needs of the “new tourist” the wellness vacation should be planned and well packaged.
Similarly demographic changes also depict the new consumer. One of the most prominent and important driving force among the socio-demographic factors is the phenomenon of population aging associated with most western cultures (Foot 2002)\(^7\) and Mühlhausen (2000)\(^8\). In the OECD countries each third person will be over 60 years by 2020 (Horx 2001)\(^9\). According to trend research, the “aged tourist of the future” will constitute the wide majority in tourism and can be characterized as being in relatively better health with more travel experience and with relatively higher level of income, which translate into increases in both the frequency and the intensity of travel (Horx 2000\(^10\), Horx 1999\(^11\) and Godbey 2002\(^12\)). Vacation is becoming a scarce commodity in the busy life. It is considered as an extension of life to achieve a new lease of energy and enthusiasm by experiencing something different from everyday life. This help to reassure and readdress the basics of life. “Multi-optional tourists” ask for products bundles and complete service offerings (Weiermair 2001\(^13\)). Sports in leisure and tourism have undergone a paradigm shift towards infotainment, experience orientation, health concern and questions of life balance (Mikunda 2002\(^14\), Pine and Gilmore 2000\(^15\)). The leisure sport tourism should be promoted for the consumer benefit as it is beneficial for “anti aging” tourist activities. The leisure sport tourism could be a part of health and wellness at a tourism destination. In the year 2000, 30.4% of Germans interviewed as tourists in the “Reiseanalyse 2000” said, that it is very important to do something for their holiday (Lohmann and Aderhold 2000\(^16\)). Health is becoming one of the most important services and markets in the developed world. (Brat et al.2001\(^17\)). It is predicted that wellness vacations in particular may become the most favoured holidays by the year 2003 and beyond (Kagelmann and Guthmann 2003\(^18\)).

The new millennium is welcoming a series of industry and lifestyle trends arising out of growing awareness of what it means to be well and how this can be achieved. The demand for wellness related services is intensifying and constantly evolving and it has been observed that the public is becoming aware of the potential for optimizing health, improving performance, preventing disease and ageing and enhancing beauty from the inside out, through investment in wellness (Cohen 2004\(^19\)).

Pilzer (2002\(^20\)) suggest that in 2002 existing items in the U.S wellness industry such as Spas, fitness centers and vitamins has reached approximately $ 200 billion. This includes $70 billion for vitamins and $25 billion for Spas and fitness centers – about half
the amount spent to purchase US automobiles. Pilzer (2002) further suggests that the $200 billion is only the tip of the iceberg, and wellness products and services represent the beginning of a new $1 trillion sector of the US economy. In an updated edition of his book, Pilzer estimates that in 2007 the wellness industry had expanded to over $500 billion and that the untapped market for wellness had increased in size due to millions of new wellness consumers.

The rise of wellness consumer is aligned with a move towards Lifestyles of Health and Sustainability (LOHAS). In 2000 LOHAS described as $228 billion US market place for goods and services focused on health, the environment, personal development and sustainable living that include diverse market segments including personal health, natural lifestyles, green building, alternative energy and transportation and ecotourism. A strong component of LOHAS movement is trend for consumers to choose more holistic, prevention based models of healthcare and this is evidenced by the increasing utilization of complimentary and alternative medicine (Tindel et al. 2005). Spas have been predicted to play major role in this with the suggestion that in the future, wellness retreats and spa will become centers of education, teaching the client how to take care of themselves and enjoy optimum health (Stapleton 2003).

The growth in health and wellness market is happening with the number of global consumer trends

(a) The US baby boomers of 1940’s and 1950’s are turning as aging populations.

(b) The younger generation is growing with interest of wellness services and thus to prevent illness.

(c) Growing interest in alternative and complimentary form of medicine.

(d) Improved interest to learn the integration of mind, body and spirit.

1.1.1 Social Determinants of Health (SDOH)

Social determinants of health (SDOH) are social and economic conditions that influence the health of individuals and communities. Research on SDOH provides evidence that: health follows a social gradient; stress damages health; the health impacts of early development and education lasts a lifetime; poverty and social exclusion cost lives; stress in the workplace increases the risk of disease; Job security improves health;
unemployment causes illness and premature death; social supports and supportive networks improve health; alcohol, drug and tobacco use are influenced by the social setting. Sustainable health and wellness is not only part of our survival but it is also a continuously rewarding way to live our entire lives (Marmot, 2004 and Raphael, 2004).

At the end of 20th century a new form of health and wellness has emerged – medical tourism, spa tourism, and wellness tourism. In the words of Rao (2012) Medical tourism encourages tourists to travel across the borders for specialized health care treatments; cosmetic surgery, dental surgery, specialized surgery such as cancer treatments, transplant surgeries etc. India, Singapore, Arab emirate, Argentina, Israel, Poland, Russia, and Lithuania are the forerunners in this specialized area of medical tourism.

The increasing wealth of the middle class society and the sedentary lifestyle fatigue resulting from the fast modern life have led to the formation of two other forms of health tourism – “Looking good” and “Keeping fit”. This trend of health tourism is showing a positive acceptance with the highly developed countries.

Spivack (1998), pointed out that most of the health and wellness resort operators in the US are of the opinion that the word “SPA” is traditional, and is considered a place for pampering or beauty treatments. New terminologies of ‘lifestyle resorts’, ‘longevity ventures’, ‘holistic wellness programmes’ or ‘fitness vacations’ are used to promote or market the health and wellness products.

The perception of spas between Europeans and Americans are different. Europeans associate it with medical treatments with mineral water for various diseases where as Americans consider Spas as health and fitness centers. Some of the premier spas in North America avoid mineral water treatments which are against the norm of original SPA – concept of finding cure with water ‘Sanitas Per Aquam’.

The perception of Spa experience according to Kaspar (1974) as a part of rigorous medical science, it is the healing properties of the waters, mud, herbs, and even climate that derive the overall experience. Spivack (1998) see it as part of social, physical, psychological or spiritual engagement and believe it as more a holistic approach to wellness. McNeil and Ragins (2004) identifies Spa a nurturing and healing place where consumers can enjoy community time, shared experiences with friends and relatives and spouses. They want to feel protected and cared for and be able to make personal
connections. Malagi (2012)\textsuperscript{31} opined that Wellness is an experience of the greatest feel which awakens the consciousness of the state of mind, where the look, feel, performance, fulfillment, enjoyment and longevity is achieved. Wellness is the best preventive medicine for stress and disease. The present day Spas, of health and wellness resorts are conceptualized as temples of cultures where the experience rituals help to raise the consciousness of participants.

Spas or health and wellness centers has been predicted to play a major role in this promotion with an anticipation that “in the future, wellness retreats and spa will become centers of education, teaching the client how to take care of themselves and enjoy optimum health” (Stapleton 2003)\textsuperscript{32}.

1.2 Review of Literature

On the basis of research done till date, it is found that substantial consumer demand exists for health and wellness tourism. In order to develop a theoretical frame work on the definition, need, necessity and the factors that influence people to visit a health and wellness tourism destination, published research article from various journals were reviewed.

On May 28, 2004 the National Institute of Health Center for disease control announced that a survey of 31000 US house hold found that 36\% are using integrated and complementary health services. When spirituality is included as a criterion, the number jumps to 62\%, Global Advisory services, (2004)\textsuperscript{33}. In 2002, Pilzer (2002)\textsuperscript{34} coined the expression “Wellness Revolution” and referred to it as the “next trillion dollar industry” because it has grown at a phenomenal rate in the past 10 years in almost every developed country in the world.

The balance or harmonization of four elements – water, fire, earth and air is considered very essential for health and wellness as per Indian, Chinese and Greek philosophies. Water therapies help to heal and soothe the body; the heat treatment increases the peripheral blood circulation; the earth offers abundance of natural herbs, flowers, fruits, plants and mud. Oxygen contained in the fresh air form the essence of life. The European health and wellness model has also been based on these four elements (Lee 2004)\textsuperscript{35}. In the words of Connel (2006)\textsuperscript{36} tourism is about relaxation, pleasure and an increase in personal wellbeing and even health. Among the Asian wellness traditions,
Indian ayurvedic practices, the oldest system in the world considered as the “Science of Life” focus on the holistic approach of treating the body, mind and spirit as one and it focus on identifying the root cause of the problem and encourage the body to heal by itself.

Muller and Kaufmann (2000)\textsuperscript{37} tried to find similarities in American and European understanding of wellness and suggested that the wellness is a state of health featuring the harmony of body, mind and spirit. Self responsibility, physical fitness, beauty care, healthy nutrition, relaxation, meditation, mental activity, education, environmental sensitivity, social contacts, etc. are defined as fundamental elements which contribute towards the overall health and wellness. Dunn (1959)\textsuperscript{38} also emphasize the concept of wellness as a special state of health comprising an overall sense of wellbeing which sees “Man” as consisting of body, mind and spirit and being dependent on his environment.

The traditional idea that improved health on holiday is an anticipated consequence of escape from work and the movement to a place with a cleaner (or warmer) environment, seems to become a central theme of tourism in an active rather than passive sense (Connel 2006).\textsuperscript{39} Additionally, the demand for health and wellness product may also be correlated with the increase in pollution in cities deteriorating the living condition, increasing poor diets and unhealthy lifestyles, augmented alcohol and tobacco consumption and even problems of integrating people in to the working process after idleness or accidents. Kasper (1990)\textsuperscript{40} and Adam (2003)\textsuperscript{41} identifies wellness as a complex multidimensional concept incorporating the elements of lifestyle, physical, mental, spiritual wellbeing and ones relationship to oneself, others and environment. Wellness is the balance of all the dimensions. The importance should be given to identify the cause of wellness rather than the cause of illness.

The survey conducted by the American College of Sports Medicine in 2007 among the “Cash rich and Time Poor” - American citizens who are fond of making money by sacrificing the quality time had identified the following as the fitness trends of this century:

- Children and obesity
- Special fitness programmes for older adults
- Mind body exercise
- Exercise and weight loss
Functional fitness

Personal fulfillment

The health and wellness tourism is a subset of medical tourism. Deutscher Wellness Verband (2008)\textsuperscript{42} suggest that the term “Medical Wellness” can be used to somehow integrate the concepts of Health and Wellness – medically supervised programme designed to make specific changes to lifestyle which can help to achieve the optimum wellness.

According to Gracia-Altaes (2005)\textsuperscript{43} Health and Wellness tourism has appeared from the rapid growth of what has become an industry, where people travel to obtain all forms of health related effects. Health and Wellness tourists are in higher socio-economic groups or higher stress employment and spend more than other type of tourists. Understanding the need and the necessity, destinations all over the world are developing measures to attract health and wellness tourists by creating adequate experiences and required infrastructure.

The literature survey indicates that the concept of health and wellness has an ample scope for growth and development in tourism sector. The government of Karnataka has already identified the scope in this sector and specified this in the Tourism Policy 2009-14 of Karnataka State. The drafted policy has a clear vision to promote health and wellness centers throughout the state to attract the domestic and international tourists. In order to standardize the procedures in these centers licensing and certification is made mandatory, identifying with the Gold and Silver leaf categories based on the services provided. The Government is also promoting new entrepreneurs in this sector with subsidized loans and tax holidays. Sociologists tell us that human, as animals are programmed to appreciate a youthful, healthy appearance because this signals fitness for reproduction. But consumers are vain and cultural definitions of beauty also encapsulate a youthful appearance. It is no surprise, therefore, that health concerns encompass physical appearance (Morris 1994)\textsuperscript{44}.

Manipal is known for its health care and education with super special facilities in medical sector. The facility of 145000 Sq.ft is created for the benefit of student population for recreation, physical fitness and sport activities. The study of Gallup (1999)\textsuperscript{45} and Nahrstedt (2001)\textsuperscript{46} identified that in North America, Australia and Asia, Health and Wellness is considered as a new segment for daily leisure and the hospitals have been started to integrate wellness centers through Gyms, Saunas and fun pools in to their programmes. Based on these reviews a perception analysis is conducted to understand the
people perception towards health and wellness and its acceptance for improving quality of life at Manipal.

The Health and Wellness tourism has traditionally linked to spa experiences (Letho et.al. 2006)\cite{47}. Spa is generally accepted as a wellness concept in Europe. Laws of Bismark has given the right for every workers to avail the Spa facilities for cures with therapeutic or prevention purposes.

In the opinion of Ramnarayan (2012)\cite{48} the physical facilities provided at “Marena”- the physical fitness and sport complex of Manipal University could be integrated to offer a health and wellness package by incorporating various treatments of fusion – Ayurveda, Unani, Naturopathy, and Yoga. This could be developed as a place of leisure setting with a primary motive of health and wellness for students, parents and visitors who are staying away from home.

A questionnaire was developed to understand the influencing variables at Marena – the physical fitness and sport complex of the Manipal University for the students, visitors and parents. The variables used for analysis include – influence of friends, to improve health and beauty, for indulgence and self satisfaction, relaxation, escape from boredom, stress relief, maintain fitness through exercise, because of free time, affordability, brand name, overall facility and social status. The data was analyzed by the factor analysis using the principle component method and the factors extracted were subjected to varimax rotation for getting the factor loadings. The result showed that the factors of stress relief and relaxation were loaded on the first component which signifies that these are the most important motivational factors.

Further, to analyze the favourable factors for the development of the health and wellness tourism destination at Manipal twenty statement questions were developed on the basis of extensive review of the following literature: Cohen (1996)\cite{49}, Plog (1974)\cite{50}, Mathieson and Wall (1982)\cite{51}, Ratz and Puczko (2002)\cite{52}, Goodrich, (1993)\cite{53}; Gronroos, (1984)\cite{54}; Mueller and Kaufmann (2001)\cite{55}, Oswald and Hentrone (1999)\cite{56}. The data from these statement questions were then analyzed to understand their cluster towards the four major components of Quality, Marketing, Location and Potential clients. Based on the above findings a model of sustainable health and wellness tourism destination is proposed for Manipal on the basis of the literature by Ritchie and Crouch (2000)\cite{57}.
1.3 Definition of Wellness

The term “Wellness” is a composition of two words “Wellbeing” and “fitness” coined by the American physician Dr. Halbert Dunn in 1961. He called this a state of the human body and mind in terms of personal contentment “High level Wellness”, which is defined as an overall sense of wellbeing of body, spirit and mind which is depending upon the environment (Nahrstedt 200258, Muller and Lanz 199859, Kaufmann 199960 and Dunn 196161). Authors like Ardell (1977)62, Travis (1984)63, Benson and Stuart (1992)64 adopted the term “Wellness” in their health related publications. Wellness is considered as a subcategory of health tourism (Muller and Lanz 1998)65.

There is no single definition neither for terms “Wellness/Wellness tourism” nor “Health tourism”. Many researchers have explored concepts and definitions relating to the general theme (Kasper 199066, Good rich and Good rich 198767 and Lund 200068).

The World Health Organization defines health as a “state of complete physical, mental and social wellbeing” which reflects a preventive way of living that reduces, and even eliminates, the need for remedies. The concept of “Wellness” emphasizes personal responsibility for making lifestyle choices and self care decisions that will improve the quality of life people who engage in wellness tourism are generally healthy, but seek therapies to maintain this state of wellbeing. Table 1.1 consolidates the perception of Wellness by different authors.

Wellness can also become a kind of “finding yourself” in an era of mega stress. Wellbeing should therefore be understood as holistic philosophy for life. The final goal should not only be aiming for temporary feelings of happiness but also include long term contentment (Schobersberger 2002)69.

According to Kaspar (1996)70 “Health tourism is the general term for a tourist sojourn with the aim of maintaining, stabilizing and regaining health, during which – in order to differentiate it from a normal holiday – health services form a focal and vital part.” Health tourism includes various physiological or physical categories such as medical checkups, beauty treatments, slimming, fitness, diet, etc. whereas a wellness holiday is more based on enjoyment and pleasure, relating less to individual goals and also being medically oriented, (Steinbach 2000)71.
Wellness tourism is the sum of all the relationships and phenomena to enhance personal wellbeing for those main motive is to preserve or promote their health and travel to destinations which deliver services and experiences to rejuvenate the body, mind, and spirit. Bennett et al. (2004)\(^3\) has indicated that the ‘Wellness segment’ of medical and health care tourism promotes healthier life styles. This segment includes Spas, Thermal and water treatments, Acupuncture, Aromatherapy, Beauty care, Facials, Exercise and diet, Herbal healing, Homeo therapy, Massage, Spa treatment, Yoga and similar products. Table 1.2 explains the domains of Health and Wellness tourism.

Douglas (2001)\(^4\) states that Medical tourism is a form of special interest tourism since Medical tourists are travelers whose main motivation for travel is for specific purpose. On the other hand Connell (2006)\(^5\) has found that provision of cost effective medical care in collaboration with tourism industry has greater market potential as tourists primarily seek medical treatment and afterwards look for more conventional form of tourism experience – Leisure and Relaxation at a tourist place. Wellness tourism is

<table>
<thead>
<tr>
<th>Tourist Motivation</th>
<th>Typical location/Activities</th>
<th>Reference authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical /Cosmetic</td>
<td>Eg. Hospitals, clinics</td>
<td>Connell</td>
</tr>
<tr>
<td>Corporate/Physical</td>
<td>Eg. Spas, Massage, Yoga</td>
<td>Lea; Lehto, Brown, Chen and Morrison; Puczkó and Bachvarov</td>
</tr>
<tr>
<td>Escapism and Relaxation</td>
<td>Eg. The beach, The Spa, Mountains</td>
<td>Pechlaner and Fischer; Puczkó and Bachvarov</td>
</tr>
<tr>
<td>Hedonistic / Experiential</td>
<td>Eg. Festival spaces</td>
<td>Lea; Pernecky and Johnston</td>
</tr>
<tr>
<td>Existential and Psychological</td>
<td>Eg. Holistic Centres focused on self development and Philosophical contemplation</td>
<td>Smith and Kelly; Steiner and Reisinger</td>
</tr>
<tr>
<td>Spiritual</td>
<td>Eg. Pilgrimage, new age events, yoga retreats</td>
<td>Devereux and Carnegie; Pernecky and Johnston; Lehto Brown, Chen and Morrison</td>
</tr>
<tr>
<td>Community Oriented</td>
<td>Eg. Voluntry work, Charity treks, Holistic centres</td>
<td>Devereux and Carnegie; Smith and Kelly</td>
</tr>
</tbody>
</table>

Source: Smith and Kelley, 2006\(^2\)
described as a process and state of pursuit for maximum human functioning involving body, mind, and spirit, and the wellness model takes a holistic approach to human health and wellbeing.

**Table 1.2 Domains of Health and Wellness Tourism**

<table>
<thead>
<tr>
<th>Domain of Health and wellness</th>
<th>Typical Destination</th>
<th>Typical activities /Type</th>
</tr>
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<tbody>
<tr>
<td>Physical</td>
<td>Medical spas</td>
<td>Surgery trips, Rehabilitation retreats</td>
</tr>
<tr>
<td>Beauty treatments</td>
<td>Cosmetic surgery facilities</td>
<td>Hotel/Day retreats</td>
</tr>
<tr>
<td>Relaxation/Rest</td>
<td>Pampering spas, Wellness hotels</td>
<td>Thalasso therapy centers</td>
</tr>
<tr>
<td>Leisure/Entertainment</td>
<td>Spa resorts with ‘fun waters’</td>
<td>Sport/Fitness holidays</td>
</tr>
<tr>
<td>Life/Work Balance</td>
<td>Holistic centers</td>
<td>Occupational wellness workshops, Life coaching holidays</td>
</tr>
<tr>
<td>Psychological</td>
<td>Holistic centers</td>
<td>Workshops</td>
</tr>
<tr>
<td>Spiritual</td>
<td>Meditation retreats</td>
<td>Yoga centers, Pilgrimages</td>
</tr>
</tbody>
</table>

Mueller and Kaufmann (2001)\textsuperscript{76} states that Wellness tourism is the sum of all relationship and phenomena resulting from a journey and residence by people whose main motive is to preserve or promote their health. They also mention that Wellness is more or less connected to medical tourism and that the major difference is the terms of demand. Wellness is addressed by healthy persons to preserve or promote their health. According to Smith and Kelly (2006)\textsuperscript{77} and Lehto et al. (2006)\textsuperscript{78} Wellness is about self – development and the reconciliation of body, mind and spirit. Adoption of new psychotherapies and complementary treatments led to preservation of the body increasing absence of diseases including mental, psychological and emotional problems.

Bywater, M (1990)\textsuperscript{79} has recorded that despite the growing interest in health and fitness, spas and thermal health resorts in the European community are enjoying mixed fortunes. Opinion is divided only on whether this sector represents medicine or tourism, and whether and to what extent the two can meet. In the words of Goodrich & Goodrich (1987)\textsuperscript{80} most of the countries promoting health and wellness tourism highlight the use of
the facilities and natural resources such as mineral water and climate along the regular 
amenities to attract tourists. These destinations provide specialized health care facilities 
and services of doctors and hospitality professionals for specialized medical and herbal 
treatments. Hall (1992) provided an analysis of health tourism within the context of 
adventure and sport tourism. Health Tourism was compared to the other two forms of 
tourism based on its activity levels and motivation spectrum. Hall refers to the Van Spielen 
who defined health tourism as staying away from home, health as the most important 
motive, and done in a leisure setting. Van Spielen formulated five components, each 
identifying a more specific market segment.

1. Sun & Fun activities
2. Adventure sport activities
3. Principal motive for travel is health
4. Travel for sauna, massage
5. Other health activities

From time immemorial the alternative therapies such as Ayurveda, Unani, Siddha, 
and Homeopathy (AYUSH) were prescribed and practiced in India. As India being the 
birth place of Ayurveda, the Rasayana Chikitsa, Sweda Karma and Panchakarma treatment 
for improving health and vitality were practiced for various human ailments. These popular 
treatments which had not practiced for long have returned with vigour through the opening 
of health and tourism destinations and Spas across the nation. Within tourism, wellness is a 
new trend which has developed recently and has shown remarkable growth potential. This 
is mainly due to the overall education and awareness about the personal health. WHO also 
has played a major role in promoting the integrated concept of wellbeing and fitness 
through its global health policy. The stake holders of the tourism especially the hotels and 
tourism providers are quick in en cashing the benefit of it by providing Spas, beauty 
treatments, sport facilities, spiritual activities, massages and rehabilitation programmes. 
Today’s wellness tourists are self-aware, active seekers of enhanced wellbeing, health and 
happiness. Stake holders of the market must be aware that the needs of wellness tourists 
vary enormously at different times and stages of their lives (Smith and Kelly 2006).
The holistic approach to the health and wellness concept which encompasses physical, spiritual, social, emotional, intellectual, and environmental wellness would prevent the occurrence of poor health and productivity of the nation and would also reduce the medical expenses spent for the welfare of the citizens.

Health and Wellness tourism can be defined as the attempt on the part of tourist facility or destination to attract tourists by deliberately promoting its health care services and facilities, in addition to its regular tourist amenities. Bennett et al. (2004)\textsuperscript{83} and Hall (1992)\textsuperscript{84} conceptualizes health tourism as comprising three elements: “Staying away from home, health as the primary motive and occurring in a leisure setting”.

According to Cohen (2003)\textsuperscript{85} enhanced health assumes high levels of physical strength, stamina, mental clarity, physical beauty, maximum enjoyment and fulfillment from life which requires a holistic integration of multiple factors that determine physical, psychological, emotional, social, economic, environmental and spiritual health. Eastern philosophies consider enhanced health as “perfect health” or enlightenment”, where people attain a state of perfect Bliss or Nirvana or Ananda. Ananda is a Sanskrit word which is considered by Vedic scholars to be the innermost level of the individual self. It is the goal of the path to enlightenment and is found in the deepest experience of meditation and the innermost level of our being. Maharishi (1986)\textsuperscript{86} and Campbell (1988)\textsuperscript{87} also state that the pinnacle of the human potential it is to know the unburdened state of total aliveness. Most people aim at achieving the ultimate state of bliss through Spa experience.

Malagi (2012)\textsuperscript{88} also opined that Health and wellness is about individual’s choice of taking responsibility and precaution to prevent diseases and improve the health by being active and changing the lifestyle pattern.

The modern day health and wellness tourism includes offerings such as yoga and meditation, holistic and spiritual experiences, massages, beauty treatments, sports and fitness to name a few.

Although, health and wellness tourism is used interchangeably by some, wellness tourism is considered a subset of health tourism and one differentiation some use is that medical activities play an important role in health tourism where as the medical and cure dimension is not used in most part of wellness tourism (Smith and Puckzo 2009\textsuperscript{89}, Mueller and Kauffman 2001)\textsuperscript{90}.
The health and wellness tourism has traditionally been linked to Spa tourism experiences (Lehto et al. 2006). Spas are a special example of the effect of the wellness concept in Europe. The social insurance laws of Bismarck, German Chancellor, 1871-1890 made spas accessible to the working class. Every worker obtained the right to stay in spa for four to six weeks every three years for cures with therapeutic or prevention purposes.

1.4 Concept of Wellness

The concept of wellness was developed by Dunn in 1959 as a special state of health, an overall sense of wellbeing consisting of body, mind and spirit, as well as the environment. The complex concept of wellness incorporates the factors of life style – an individual’s relationship with self, others and on the environment other than physical, mental, and spiritual wellbeing. The concept of wellness also includes, physical, spiritual, intellectual, emotional, social, and occupational aspects of life (Dunn 1959). According to Smith and Puczko (2009) it is balance of body, mind and spirit. Figure 1.1 depicts the body, mind, spirit spectrum in Health Tourism.

The term ‘medical wellness’ can be used some how to integrate the concepts of health and wellness a medically supervised programme of wellness for clients. This involves making specific changes to life style which can help to achieve optimum wellness. Fosarelli (2002) has mentioned that in addition to taking better care of their bodies, many people are searching for new ways to make themselves healthier by paying more attention to their emotional and spiritual lives. Saracci (1997) questioned the widely accepted definition of health.

WHO, 1948 defines that good health is not only having a disease but also a complete feeling of physical, social and mental wellbeing. Saracci opined that this state of health corresponds much more closely to happiness than to health and wellbeing. The common problems relating to emotions, passions, personal values and questions on the meaning of life do not make one happier, but they are equally not strictly reducible to health problems. The concept of health tourism is more of medical and curative in nature, whereas, the wellness tourism is of preventive in nature. Both these terms are being used interchangeably. Muller and Kaufmann (2001) defines Wellness as a balanced state of body, spirit, and mind, including such holistic aspects and dimensions as self-responsibility, physical fitness, beauty care, healthy nutrition, relaxation, mental activity,
and environmental sensitivity as fundamental constitutional elements. Wellbeing should therefore be understood as a holistic philosophy for life and become a kind of “finding yourself” in an era of mega-stress. According to Hamilton et al. (2008) happiness from family, work, spiritual practices enhance our wellbeing and elevate our spirits and well being.

<table>
<thead>
<tr>
<th>Medical (Therapeutic) tourism</th>
<th>Leisure spa tourism</th>
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<tr>
<td>Thalasso tourism</td>
<td>Medical (surgical)tourism</td>
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<tr>
<td>Holistic Tourism</td>
<td>Yoga and Meditation Tourism</td>
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<tr>
<td>Occupational Wellness tourism</td>
<td>Spiritual Tourism</td>
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</table>

**Figure 1.1 The Body-Mind-Spirit Spectrum in Health Tourism.**
Source: Smith and Puczko (2009)

### 1.5 Dimensions of Wellness

The word wellness holds a wide range of dimensions. It identifies the psychological and physical state of human being. The psychological dimension is more than the physical state. According to Merriam Webster wellness is nothing but good health which is actively sought as a goal by human beings – which involves physical fitness, nutritious meal and exercise as a part of the total wellness. The wellness has several dimensions often considered as a wheel having seven spokes: physical, mental, spiritual, career, social, family and financial, having a degree of balance or harmony, (Figure 1.2).
The Wellness concept creates a good harmony in life – physically, mentally, spiritually, and greatly influence the overall human health. It is having a strong influence of changing lifestyles and cure of diseases.

![Dimensions of wellness having seven spokes](http://www.definitionofwellness.com/)

**Fig. 1.2 Dimensions of wellness having seven spokes**

Source: [http://www.definitionofwellness.com/](http://www.definitionofwellness.com/)

The encyclopedia of Stanford (2007) defined wellbeing as “what is non instrumentally or ultimately good for a person”. It is all about the awareness of maintaining health, well being and happiness. It helps to create an overall harmony in physical, mental spiritual and biological health. In the Western culture, environmental care, social contacts, meditation and mental activity, physical fitness and beauty care are the self responsibility of the individuals and also form the fundamental elements of health and wellness. In the era of competition for fitness and beauty, well being is a choice of lifestyle. It is also becoming a way of life. With the increasing stress and pressure it is a means of survival for few. The active process of wellness creates awareness on various positive and optimistic outlook and a holistic and balanced approach for a successful existence. The essential
dimensions of the holistic concept of wellness are classified as physical, mental, social, emotional, cultural, spiritual, educational, occupational, financial and environmental.

Corbin and Pangrazi (2001)\textsuperscript{99} defined wellness as multidimensional state of being, describing the existence of positive health in an individual as exemplified by quality of life and a sense of wellbeing. It reflects an individual’s mental, physical, emotional wellbeing along with the social, occupational, spiritual, physical, Intellectual environmental, spiritual and emotional frame work. The social dimension of wellness encourages the sharing of physical environment to the common welfare of one's society. This is achieved by empathy, effective listening, building close associations with likeminded people for common good. It also understands the need for relaxation, recreation and finding time for all those social activities.

1.5.1 The Occupational Dimension

The occupational dimension of wellness is the personal satisfaction derived by involving in planning and participation in a work which will help to achieve personal satisfaction. This is well reflected in an individual’s attitude and work.

1.5.2 The Spiritual Dimension

The spiritual dimension of wellness involves an individual’s understanding the meaning about the purpose of existence, appreciation for life, influence of natural forces that exist in the universe etc. In other words it’s the understanding of the self spiritual core.

1.5.3 The Physical Dimension

The Physical dimension of wellness encourages the regular physical activity, knowledge of nutritional foods and discourages the use of intoxicants.

1.5.4 The Intellectual Dimension

The intellectual dimension of wellness help an individual to develop creative, stimulating mental activities thus help to develop, improve and share the skills and knowledge which will benefit others.

1.5.5 The Emotional Dimension

It is the awareness and acceptance of positive feeling and related behaviours. It is an understanding about one’s limitations and enthusiasm about life. It is about managing the
individual feelings and effectively coping up with the stress while emphasizing the positive and satisfying relationship with others.

1.5.6 The Environmental Dimension

It is all about accepting and respecting the nature and the other species of life. It highlights the importance of leading a lifestyle that is suitable for the environment. The awareness about the importance of environment preservation would help to protect and contribute towards its betterment.

1.5.7 The Financial Dimension

It is all about maintaining a delicate balance of managing money and its relative aspects of mental, spiritual, and physical dimensions.

1.5.8 The Mental Wellness Dimension

The mental wellness dimension is influenced by various factors – family history, illness and medication, biological factors, traumatic events, stress and low economic status.

1.5.9 The Medical Wellness Dimension

It is the provision of preventing and promoting maximum wellbeing through multiple treatment procedures. The medical wellness is a practice of health care for delivering wellness outcomes. This could be overcome by Practicing optimistic attitude, creativity and faith, physical activity, good nutrition, adequate rest and sleep. The medical wellness is achieved by treating and preventing disease and promoting medical care for a good health. Table 1.3 describes the spectrum of Health and Wellness Tourism.

<table>
<thead>
<tr>
<th>Physical Healing</th>
<th>Beauty Treatments</th>
<th>Leisure Entertainment</th>
<th>Life / Work Balance</th>
<th>Relaxation / Rest</th>
<th>Psychological</th>
<th>Spiritual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical spas/bath Surgery trips Rehab. Retreats</td>
<td>Cosmetic Surgery trips Hotel/day spas</td>
<td>Spa resorts with fun waters Sport/fitness holidays</td>
<td>Holistic Centers Occupational wellness workshops</td>
<td>Pampering Spas/baths Wellness hotels Thalasso therapy Centers</td>
<td>Holistic Centers Work shops</td>
<td>Meditation retreats Yoga Centers Pilgrimages</td>
</tr>
</tbody>
</table>

Source: Smith and Puczko (2009)
1.6 Overall Frame Work of Health and Wellness

Felce and Perry (1995) argue that this model accommodates both concerns that objective data should not be interpreted without reference to personal autonomy and preferences and concerns that expressions of satisfaction are themselves relative to the individual's temperament and the circumstances and experiences that have shaped their frame of reference. Wellness is thus not a purely subjective phenomenon. It is compounded by external influence or more objectively measured quality of life and quantifiable standards of living, (Figure 1.3).

![Diagram of Overall Frame Work of Health and Wellness]

**Fig. 1.3 Overall Frame work of well being**

The model that Felce and Perry (1995) promote and the dynamic constitution of wellness can be related to the well-known hierarchy of needs developed by Maslow (1943). The five needs of every human being according to Maslow are; physiological, safety, belonging, esteem and self-actualization.

As such wellness revolves around social, occupational, spiritual, physical, intellectual and emotional aspects of the human being and the attainment of wellbeing on all these fronts. Wellness is thus taken to be the well-being of body, mind and soul (Smith and Puckzó 2009).

The concept of global village had influenced the health and wellness tourism as a global leisure based health and wellness tourism system. This involves a net work of health resorts with special wellness and vital programs, facilities and professionals. This network program offers all known treatments and wellness elements involving body, mind, soul, relations and environment, (Figure 1.4).

Maslow’s conclusion was that the human condition is in a perpetual state of want, aspiring to the satisfaction of each tier in the five-tiered hierarchy. Hattie et al. (2004) have turned these five tiers into the “wheel of wellness” (Figure 1.5) outlining in detail which factors influence one’s aspirations to wellness. The wheel incorporates the objective framing provided by larger global events and more local frameworks, (such as education, media, industry, family and more) and the subjective everyday feelings and actions towards the attainment of self-actualization, or what they term spirituality.

1.7 Principles of Wellness

Adams (2003) refers four main principles of Wellness:

1. Wellness is multidimensional
2. Wellness research and practice should be oriented towards identifying cause of wellness rather than cause of illness.
3. Wellness is about balance.
4. Wellness is relative, subjective or perceptual.
Fig. 1.4 Model for Health and Wellness Tourism Facilities

Source: Nahrstedt, (2001)
Fig. 1.5 The wheel of wellness
Source: http://www.wikiprogress.org/index.php/Wheel_of_Wellness

1.8 Properties of Wellness Tourism

1. Wellness is the adequate method for health prevention and preservation in an aging society.

2. Wellness supports the trend of individualization, because wellness help to discover one’s own personality and ability to spend time with on self and his or her appearance.

3. Wellness, in its holistic aspect, can offer a wide range of different services. Multi optional consumers can choose between relaxation, mental training, different kinds and intensities of sport offerings and beauty treatments.
4. Wellness tourism as can constitute an opportunity to combine fun, entertainment and adventure with health care and or with the goal of building up strengths for everyday life.

5. Wellness may be considered as an opportunity to find a desired life balance between family, job and environment.

6. Health and wellness is non seasonal and could increase the guest’s stay depending on the wellness treatment and the utilization of accommodation possibilities also would grow.

1.9 Research Problem

The demand for health and wellness tourism is growing faster. There exists an adequate potential for its development considering the fact that India has time tested traditional and scientific medical systems like Ayurveda, Yoga and Naturopathy. Literature review suggests that various aspects of Health and Wellness tourism destination have not been examined scientifically in the Indian context. Hardly any attempt has been made to qualitatively or quantitatively, establish the potential of a destination for health and wellness tourism. Hence this work has been taken up to establish the potential of Manipal as a Health and Wellness destination in coastal Karnataka. The problem has thus been defined with the following research objectives.

1.10 Research Objectives

The present research was taken up with the following objectives.

a. To explore the Global scenario of Health and Wellness Tourism.

b. To describe the concepts of Health and Wellness Tourism as per the Indian context.

c. To portray the feasibility and accessibility of Manipal.

d. To identify the destinations significant factors that are contributing to the development of Manipal as a unique Health and Wellness tourism destination of India.

e. To bring to limelight the present potentiality of Manipal as a Health and Wellness tourism destination.

f. To establish the feasibility of developing of Manipal as unique Health and Wellness tourism destination of India.

g. To study the perception of people at Manipal about popularizing the existing Health
and Wellness center at Manipal.
h. To propose a model for the development of Health and Wellness centre at Manipal.
i. To evaluate the role of Government in extending support for developing the said Manipal as an important Health and Wellness tourism destination of the world in general and the India in particular.

1.11 Methodological Frame Work

Conceptual Frame work – Based on the literature survey conducted on Indian dimensions and Global trends, a model for Health and Wellness tourism destination at Manipal is being proposed (Figure 1.6). The perception, motivational factors, strengths, opportunities and threats are analyzed for its sustainability. Descriptive methodology is adopted to bring in the origin, historical aspects of healing practices and traditions followed in various countries and the evolution and the development of the Spas. Picturesque details were added to bring in the reality of Health and Wellness practices and to showcase the culture, traditions followed at the region where the study is conducted. Narrative methodology is followed to introduce Manipal as the Health and Wellness Tourist Destination. Analytical study is used to understand the necessity, acceptability and sustainability of a Health and Wellness tourism destination at Manipal.

1.11.1 Perception study

A Study is conducted using Questionnaire – I (Appendix – I) containing relevant variables at Manipal and Bangalore. The Questionnaire which included questions pertaining to personal information and perception of Health and Wellness were circulated to 100 respondents from Bangalore and 159 respondents from Manipal and the result is furnished in the tables 4.1 to 4.6. This is to understand the feasibility of the development of health and wellness tourism destination at Manipal.

1.11.2 Sustainability study

To identify the reasons for the individuals to visit “Marena” – the sport complex and physical fitness centre at Manipal, Questionnaire – II (Appendix – II) containing questions depicting twelve variables which influenced people to visit “Marena” were distributed among the 120 identified respondents using “Marena”. The result of this analysis is
furnished in tables 4.6 to 4.9. This is to understand the sustainability of Manipal as a Health and Wellness tourism destination.

![Diagram](image)

**Fig. 1.6 Conceptual Frame Work- Diagrammatic representation**

### 1.11.3 Factor analysis

A Questionnaire – III (Appendix – III) containing twenty statements considered as significant components were circulated to the same 120 respondents to identify the significant factors to be extracted as independent variables and dependable variables.

### 1.11.4 Regression analysis

Using the above results to formulate the two independent variables and four dependable variables and bring in their relationship. This will identify the most significant components that can be used in developing the model.

### 1.11.5 SWOT Analysis

Further, to understand the growth potential of Health and Wellness tourism destination at Manipal, SWOT Analysis – a procedure conducted before the development
of a business plan was also taken up. For this, open ended and structured interview questions were framed and used as a tool for discussing with twenty two participants which included Manipal University officials, Heads of Institutions, doctors of Kasturba Hospital and officials of Marena. The details are furnished in Appendix IV.

Four major components such as Quality, Marketing, Location and Potential clients which contribute towards the development of a Health and Wellness destination were identified. Twenty statement questions were framed and data collected for these on a Likert scale of 1-5 and analyzed to understand how these statements cluster towards the four major components. After identifying these, the four components were then regressed with Heath Consciousness and Wellness Awareness to identify the components to be considered for the development of the Health and Wellness centre at Manipal

1.12 Area of Study – Magnificent Manipal – A Health and Wellness Tourism Destination

Karnataka is ranked 4th as domestic tourism destination and 5th International tourist destination in India. Karnataka is blessed with 314 kms of Coast line - Udupi (92 kms) Dakshina Kannda (62 kms) and Uttarkannada (160 kms). The coastal Karnataka is a strong hold of Hindus, Muslim and Jain Pilgrimage. Twenty five recognized bio diversity hot Spots in the world are identified in this part of the country.

Udupi is also known as Temple city. The new district which was separated from Dakshina Kannada in 1997 is considered to be a “Parashurama Srishti” having a rich cultural heritage and spiritual beauty. It is located between the thick green mountainous forest of the Western Ghats on the Eastern side and the Arabian Sea on the Western side. Udupi is also known all over the world as the birth place of “Udupi Hotels.”

1.12.1 History and Geography of Manipal

Manipal is an International University town located in the Karnataka state in India (13.35 N and 74.48 E). It is located on the periphery of Udupi city and is under Udupi Municipality. Manipal is 3 kms away from the temple city of Udupi in the rocky hinterland on the South West part of India. The coastal part of the Arabian sea is 8 km away from Manipal. The city of Manipal on the Deccan plateau provides a panoramic view of the sea shore in the West and the mountainous Ghat range in the East (Fig. 1.7).
Fig. 1.7 The Map of Karnataka showing the destination Manipal

The name “Manipal” is derived from “Mannu Palla”. The word Mannu in Tulu language means mud and Palla means lake. This muddy lake collects ample amount of water during the monsoon season and maintain the water table level of the Shivalli village of Manipal. This lake also offers boating facilities to visiting tourists (Fig. 1.8). Manipal is located on a barren hill plateau. Dr. T.M.A. Pai a visionary, doctor, banker, educator and philanthropist transformed this barren hill into an International University town by starting a medical college in 1953. He tried to address the three basic problems that affected the
people at Manipal – Poverty, ill health and illiteracy. The super specialty Kasturba Medical College hospital provide quality medical treatment to the poor and lower middle class people across the state through various schemes such as Arogya card, Yshwasini Scheme, Konkani card, Arogya Suraksha, Synd Arogya scheme, Bajpai Arogya Suraksha, etc. These schemes facilitate discounted or free diagnostic treatments, microbiological tests etc.

Fig. 1.8 The Manipal Lake

The Manipal University (Fig. 1.9) located at Manipal, comprises various educational institutions: Manipal Institute of Technology, Kasturba Medical College, Manipal Life Sciences Centre, Manipal College of Pharmaceutical Sciences, Welcomgroup Graduate School of Hotel Administration, Manipal Center for Information Sciences, T A Pai Management Institute, Manipal Institute of Computer Education, Manipal Institute of Communication, Manipal Institute of Management, Manipal Institute of Jewellery Management, School of Allied Health Sciences, Manipal School of Nursing, Manipal College of Nursing and Manipal Malakka Medical College. The Headquarters of Syndicate bank and the Manipal Power press are also located in Manipal. Manipal is having the credit of having the largest number of mobile phone connectivity in the country. Manipal also has
the distinction of having the largest number of ATMs located compared to any major city in India. The tropical climate is the characteristic of coastal plains of this region. The climate is usually warm and humid during the months of November to May and intermittent showers during the monsoon months of June to October. Manipal being located on an elevated Cliff of land, 73 meters above the sea level has fine blow of breeze the entire day and night and an average temperature of 23°C to 35°C throughout the year.

![Manipal University](image)

**Fig. 1.9 Manipal University**

1.12.2 Tourist attractions in Manipal

1.12.2.1 Smrithi Bhavan

This was the residence of Late Dr. T M A Pai, the architect of Manipal which is turned it in to a museum that displays the memorabilia and is dedicated to the memory of the Dr. T M A Pai.

1.12.2.2 Anatomy, Pathology and Physiology Museum

The museum has a display of record number of normal and diseased specimen of human body. It is an academic center of physiology and anatomy which attracts hundreds
of school children, researchers and other visitors to satisfy their curiosity. This is one among the top anatomy, pathology and physiology museum in Asia.

1.12.2.3 End Point

This beautiful spot situated on the top of the hill, a cliff overlooking the valley along the river Swarna is a center of attraction for nature lovers and attracts a large number of visitors, joggers and strollers on evenings of week days (Fig. 1.10).

![Fig. 1.10 End Point, Manipal](image)

1.12.2.4 Dr. TMA Pai Planetarium

The planetarium is a part of the Manipal Heritage Park, developed to create interest among the school and college students in astronomy and star gazing. It is situated near the Manipal Junior college and the Manipal lake. It is dedicated to Dr. TMA Pai. The Heritage park conducts several scientific and cultural pursuits to attract budding scientists.

1.12.2.5 Hasta Shilpa

This is a museum of antiques, history and ancient architecture. It is an antique lover’s paradise. The traditional and ancient houses of this region are recreated and displayed with
antiques collected from ancient houses. It is a treat for the eyes who has an interest in history, culture, antiques and traditional architecture (Fig. 1.11). The public is allowed to visit the museum free of cost.

![Fig. 1.11 Collections at Hasta Shilpa](image)

### 1.12.2.6 Brindavan Garden and Sri Venu Gopalakrishna Temple

The temple is designed to create the feeling of openness and religious harmony. The architecture of the temple is quite unique and the surrounding landscape adds beauty to the temple. The Brindavan Garden located in front of the temple decorated with colourful illumination and a fountain is a paradise for children.

### 1.12.2.7 Vadabhandeshwara Temple

This temple is located in the sea shore four miles West of Udupi. The idol of Balarama installed by Sri Madhavachrya is worshipped. Thousands of people visit this famous shrine during the day of Mahalaya Amavasya (New Moon Day) after taking bath in the sea.

### 1.12.2.8 Malpe

Malpe is four kilometers away from Udupi. It is one of the natural port of Coastal Karnataka and it is located at the entry zone of the Udayavara river. The ten kilometer
length of the river is navigable for small commercial cargo boats. The bank of the river which has fascinating natural scenery with three rocky island on its background, leave an everlasting memory in any tourist’s mind (Fig. 1.12).

![Fig. 1.12 The Malpe Beach](image)

1.12.2.9 St. Mary’s Island

These are a group of Islands located (latitude 13°20’60’N, longitude 74°40’60’E) on the North of Malpe harbour 7 kms away from Udupi. As per the legend Vasco-da-Gama discovered this group of island in 1498 and is named as “El Pardon de Santa Maria” meaning St. Mary’s Island. The island is famous for its scattered crystallized basalt rock formations which create beauty to the entire island (Fig. 1.13).

1.12.3 Cuisine

Udupi is known for its delicious vegetarian food all over the world. The cuisine is associated with the Krishna Mutt. According to the legend or tradition to satisfy Lord Krishna, different varieties of food is offered every day except a period of four months during the monsoon, when there is a restriction for ingredients. A variety of dish requirements on a daily basis led to the innovation of new menu items incorporating seasonal and locally available ingredients. As a tradition, the cuisine for Lord Krishna at Krishna Mutt is prepared by Shivalli Madhawa Brahmins and is distributed free to temple
pilgrimages. The vegetarian cuisine for Lord Krishna has an unlimited vegetarian fare. Variety vegetarian fare is prepared from Green brinjal, Green peas, Pulses, Elephant yams, Sprouted and Split pulses combined with Cabbage, Green spinach etc. These are blended with spices, ground coconut and sour yoghurt to tantalize the tongue. The coastal sea provides variety of shrimps, prawns, tropical fishes, mussels, crab, oysters and squids.

![St. Mary’s Island](image)

**Fig. 1.13 St. Mary’s Island**

Coastal Karnataka cuisine is largely influenced by the South Indian cuisine, with several dishes being unique to the diverse communities of the city. Coconut, curry leaves, ginger, garlic and chillies are common ingredients in most of the Coastal Karnataka cuisine. Fish Curry is the popular dish in coastal Karnataka. Using the fresh condiments and grounded coconut tasty dishes such as Kori Roti, Kundapuri Chicken, Kane or Lady Fish curries are served with Neeru Dosas, Sanna, Chapatis, Rice, Parathas, Roties etc.

1.12.4 Health and Wellness Tourism Destination Perspective – Manipal

1.12.4.1 Requirements for Customer Experience

In order to enhance the customer experiences in health and wellness tourism, destinations all over the world are developing necessary infrastructure such as fitness and sports facilities such as tennis courts, golf courses, squash courts, gymnasium, running tracks etc.
The sports and physical fitness facilities provided at Marea enhance the participation of sports activities at leisure. It also provide opportunities to evaluate and improve the physical fitness with the specialist advises of the coaches for achieving better results. The facilities include tennis courts, golf courses, squash courts, gymnasiums and running tracks.

1.12.4.1.1 Fitness and sports

Marena, a Manipal University indoor sport complex and physical fitness centre of 145000 sq.ft. provides an ultramodern facility of three lawn tennis courts, one basketball court, four squash courts, five badminton courts, beach volley ball court, seven golf stimulators, table tennis, billiard, cricket practice court, indoor jogging track gymnasium, Sauna, steam, tread mills and aerobic facilities satisfy the requirement of an ideal health and wellness tourism destination (Fig. 1.14).

These facilities are extended to students, faculty members of Manipal University, parents and the guests who opt to stay at Fortune Inn Valley view.

Fig. 1.14 Marena – The Manipal University Physical fitness & Sports Complex
1.12.4.1.2 Complimentary treatments

These complimentary treatments are alternative healing models like Chinese herbal remedies, homeopathy, unani, intuitive healing sessions, energy work, chiro practice, ayurveda, acupuncture and naturopathy.

The Kasturba hospital, is a multi-speciality hospital having the provision of choosing complementary treatments for various ailments. The department of Ayurveda, Yoga and Naturopathy play a major role in extending this facility to the health and wellness tourists. Tourists from sixteen countries visited Manipal in 2013 (Fig. 1.15). The trends of choosing combination or alternative treatments are increasing day by day.

![Department of Ayurveda Annual Statistics 2013](image)

**Fig. 1.15 No. of International patients at the Department of Ayurveda, KMC, Manipal - Annual Statistics 2013**

1.12.4.1.3 Indigenous cultures in Health and Wellness treatments

The indigenous cultures usually practice traditional intrinsic spiritual and healing techniques. The health and wellness tourism experiences are meant to share the local history and culture. These traditional spiritual healing practices involve shaman healers,
sweat lodges, blessing ceremonies, traditional foods, native plants etc. The culture of healing knowledge and practitioners of spiritual healing is needed to share the experience of indigenous culture in a health and wellness tourism destination.

Udupi is considered to be a Parasurama Srishti, famous for rich cultural heritage, traditions and spiritual beauty. The year around celebration at the seven hundred and fifty year old Udupi temple attracts pilgrimage tourists all year around from across the nation.

1.12.4.1.4 Healing accommodations

The resources of accommodation offered in healthy surroundings, with varied food options attract many health and wellness tourists to a destination. In the opinion of Nair (2012) the Fortune Inn Valley View, a four star ITC hotel, located adjacent to the KMC super speciality hospital provides all the requirements for Health and Wellness tourists. The sixty eight room hotel provides package tour facilities for pilgrimage temple visits, river cruise, a diet menu option, specially designed for the Health and Wellness tourists. Special health package for Health and Wellness check-ups are made available in association with the Kasturba hospital.

1.12.4.1.5 Lifestyle modifications

Holistic health practitioners, life coaches, diagnostic systems counsellors and nutritionists at the destination provide information required for the modification of habits, behaviours and lifestyle changes to a much healthier nature. Bairy (2012) was of the opinion that the practitioners of specialized branch of holistic medicines such as Yoga, Ayurveda, dieticians, nutrition coaches at KMC hospital and physical fitness trainers at Marena provides adequate information required for the modification of lifestyle and focus on changing habits and behaviours to healthier ones.

1.12.4.1.6 Nature Experience

Nature experience refers to nature meditations, eco-tours, agricultural tours, visit to botanical gardens, swimming, hiking in nature. Finding relaxation and enjoyment in the natural environment is also considered as an experience. Items such as natural herbs, sea weed, mud and organic flowers also promote pleasure and awareness to the Health and Wellness tourists. Manipal being located on an elevated cliff of land blessed with fine breeze throughout the day and night maintains an average temperature of 23°C to 35°C
throughout the year. The end point garden at Manipal provide a natural experience while using the jogging and walking tracks, and is also an ideal location for meditation and yoga. These meaningful encounters with the nature environment would promote awareness, relaxation, and pleasure. Use of local green leafy vegetables, green beans, pulses, yams, colocassia, sprouted grains, cabbage, carrot and cauliflower with spices, coconut and curd provide an unlimited spread of Udupi vegetarian cuisines that satisfies the palate of health and wellness tourist visiting Manipal.

1.12.4.1.7 Relaxation and Rejuvenation

The complete recuperation and rejuvenation primarily focus on nurturing the body. These healing centres are to be manned by certified practitioners. The therapies include body massage, skin care, aesthetic procedure, body treatments, zero balancing, reflexology, polarity, acupressure, reki etc.

The NABH accredited super speciality Kasturba hospital of 2500 beds extends super speciality treatments for the health and wellness tourists. The department of Ayurveda, Yoga and Naturopathy provides a holistic medical care along with promoting scientific research in Indian traditional medium – Ayurveda, Yoga and Naturopathy.

The departments extend service on ayurvedic, yoga and naturopathy consultation, diet and lifestyle advice, stress management, relaxation, rejuvenation, detox therapies, panchakarma, weight reduction therapies, hairless and hair care therapies, skincare, beauty therapies and anorectal care, etc.

1.12.4.1.8 Inner Pilgrimage

The destination resources needed retreat centres, natural environments, spiritual guides, to self actualize and understand the meaning in life. The holistic approach to health and wellness tourism promotes spiritual awareness in order to expand consciousness and facilitates to understand the innermost being. The health and wellness tourism destinations also conduct monitored meditations, religious retreats, sacred sites visits, sacred healing, reflection to self, sessions on personal improvement, astrology readings, breath work, dance therapy sessions as a motivation for health and wellness tourism vacationers. Bairy (2012)\textsuperscript{108} also informed that Manipal University provides full-fledged counselling sessions to all the students and parents by trained counsellors. The specialized department of the university conducts various self reflection sessions for the members of the faculty and
students of the Manipal University. The department also conduct retreats, guided meditations, spirited discussions for the benefits of the students, faculty members and student parents. This help to self actualize and understand the meaning of life.

1.12.4.1.9 Travel for the purpose of serving others

In order to avail a feeling of happiness and satisfaction of wellbeing through sharing and serving traveller philanthropy and voluntary-tourism would help to contribute to the destination in some way. This could include helping voluntarily to preserve its natural features or elements or by working with the local community in meaningful projects. Clustering of different experiences in a region of the destination could be a used as a marketing tool for creating an appeal for a health and wellness tourist destination. Manipal University is having student strength of 20,000 students from 56 nations, coming from varied culture and habits. The voluntary organizations of various institutions work with local community for preserving the natural features at the destination Manipal. The philanthropic activities of students and the parents contribute to the destination in some way. Venugopal (2012)\(^{109}\) of the opinion that in order to impart the customer experience in Health and Wellness tourism, facilities such as fitness and sports, complementary treatments, exposure of indigenous cultures, provision for healing accommodation, facilities for life modification, nature experience, relaxation and rejuvenation, an ideal spiritual location for understanding the inner pilgrimage, and an experience of voluntary services are usually provided at a destination. The factual study conducted at Manipal identifies it as an apt health and wellness tourist destination. In order to substantiate the above finding of Manipal as a Health and Wellness tourism destination, further evaluative analysis such as perception study, significant factor analysis and SWOT analysis needs to be carried out.

1.13 The Sources of the study

The current study is framed after exhaustively collecting, screening, reviewing and analyzing data from both primary and secondary sources.

1.13.1 Primary Sources

1.13.1.1 Interviews

In order to understand the growth potentiality and sustainability of Manipal as a
health and wellness tourism destination through SWOT analysis, interview technique mainly based on open ended questions were used to interview the academic and medical celebrities of the Manipal University and the KMC Hospital, Manipal. Interviews were personally conducted during the course of the study between 4th and 12th February, 2012. Dr. Anice George, Dean, Manipal College of Nursing; Dr. H S Ballal, Pro Chancellor, Manipal University, Col. Madahav M Shanbag, Dean, Manipal Institute of Jewellery Management, Dr. K J Malagi, HOD Department of Ayurveda, KMC Hospital, Manipal University, JMJ Bhat, Director, ICAS, Prof. Harichandra Hebbar, Director, MICS, Prof. Nishant Manapure, Dean, Manipal School of Architecture and Planning, Dr. P. Sripathi Rao, Dean, Kasturba Medical College Dr. Poornima Baliga, Dean, International Centre, Dr. B. Rajshekar, Dean, Manipal College of Allied Health Sciences, Dr. K. Satyamoorathy, Dean, Manipal Life Sciences Centre, Dr. N. Udupa Dean, Manipal College of Pharmaceutical Science, Dr. Ullas Kamath, Dean, Manipal Malakka Medical college, Dr. Venugopal, Director, Manipal Institute of Management, Dr. Vinod V Thomas, Director, Manipal Institute of Technology, Mr. Jai vittal, Estate officer Manipal University, Dr. K. Ramanarayan, Vice Chancellor Manipal University, Dr. H. Vinod Bhat Pro Vice Chancellor Manipal University, Dr. Indira Bairy, Director, Student Affairs, Manipal University, and Mr. Gopi Mohan Nair General Manager of Fortune Inn Valley view obliged to get interviewed.

1.13.1.2 Government sources

year Perspective Plan for Development of Sustainable Tourism in Karnataka, Market Research Division, March 2003 by the Ministry of Tourism, Government of India; Global Hospitality Insights: Top Thoughts for 2012; Ernst & Young Tourism and Hospitality; Indian Brand Equity Foundation November, 2010 & November, 2011, published by the Department of Tourism, Government of India etc.

1.13.1.3 Questionnaires

Three types of questionnaires were used to collect the data. For analyzing people’s perception towards health and wellness data was derived from a sample size consisting of 159 respondents from Manipal and 100 respondents from Bangalore (259 samples) using the Questionnaire I (Appendix I). The respondents were all 18 years and above and consisted of the general population.

In continuation to the above study a questionnaire was developed to analyze the various factors that may influence the development of a health and wellness tourism destination at Manipal (Appendix II Questionnaire II). 120 questionnaires were distributed among the respondents visiting the “Marena” – the Physical fitness centre and Sports Complex of Manipal University.

This study was done mainly to identify the various factors that influence people to visit the physical fitness centre and sports complex which would be an indirect measure of the sustainability of the Health and Wellness tourist destination at Manipal. The reasons for the individuals to visit “Marena” (variables) used for analysis include

a. Influence of friends
b. To improve health and beauty
c. For indulgence & self satisfaction
d. Relaxation
e. Escape from boredom
f. Stress relief
g. Maintain fitness through exercise
h. Because of free time
i. Affordability
j. Brand name
k. Overall facility and
l. Social status

To obtain a relationship with the various parameters that would enable the development of the model at Manipal a questionnaire was developed and distributed to the 120 identified respondents in Manipal along with questionnaire I (Appendix III - Questionnaire III).

1.13.2 Secondary Sources

National and International Publications on Health and Wellness Tourism were used to study the origin, history, trends and future prospects for the Health and Wellness. Printed books, Conference Proceedings, Newspapers, Reports published by the Non-Governmental Organizations. Variety Search engines, Websites, Journals, Proceedings and Periodicals were consulted extensively for the collection of the secondary data.

1.14 The Period of the Study

This doctoral study attempts to trace the history of healing traditions of the East and the West. The time tested healing traditions practiced by the ancient sages for centuries are being brought in to the hotels, health resorts and studios from the backyards of ashrams and the courtyards of temples, for benefitting the humanity providing elixir to their life. So the genesis of this thesis dates back to the time immemorial and as far as the closing period of the study is concerned it successfully ventures up to 2013, by spearheading in to the current trends in establishing and developing a Health and Wellness tourism destination at Manipal and the concluding period of the study ends with December 2013.

1.15 The Scope of the study

(a) The research was conducted to understand the potential prospects of Manipal to be developed as a Health and Wellness destination.

(b) This model could be replicated in any part of the country with similar geographical, cultural and educational environments. The study could be further enhanced in future research by incorporating the financial component in to the model.
(c) It is suggested that a comparative work in similar context in different locations in India would prove beneficial for the possible validation of the findings.

(d) More and more varied concepts of health and wellness tourism can be introduced to get fresh perspective to widen the scope for further research

1.16 The Limitations of the study

The study is conducted at Manipal in Shivalli village of Udupi District. In this International University town, majority of population mix are students and their parents residing at the destination for a short period for the purpose of completing their education. The respondents were chosen from heterogeneous mix, justifiably, it establishes the true reflection of the entire population. However, the other categories of tourists who are attracted to this destination are the pilgrimage tourists visiting nearby temples. So, the perceptions of such respondents may differ from time to time. Hence, in future, studies can be conducted according to the time and climate.

The Strength Weakness Opportunities and Threats were analyzed using a convenience sample of twenty two officials of various academic institutions of the Manipal University. Whereas the questionnaire used for the perception study comprises data of socio economic nature such as age, marital status, annual income etc. This sample too may vary when administrative and academic changes will take place in the University of Manipal. In such circumstances another study which will be statistically representative to the then scenario will be necessary.

1.17 Organization of the Thesis

The content of the various chapters has been analyzed in the following section. A brief explanation of the chapter wise description of the thesis is presented here.

Chapter 1 Introduction briefly explains the Definition, Principles, Properties, Domains, Dimensions, Concept Structure, Conceptual Frame Work, Review of literature pertinent to the topics addressed in the research work, the Perspective of Manipal as a Health and Wellness tourism Destination. Besides it also includes the main Objectives, Scope, and Research Methodology of the present work.

Chapter 2 Global Trends provides a review of trends around the globe, Evolution of wellness over the decades, Ancient Roman Wellness and healing, Health and Wellness
movements in Europe, Health and Wellness treatments, History, Evolution of spa, Domains of Spa, and Categories of Spa.

Chapter 3 Indian Dimensions describes various dimensions, and its relationship of culture, history and traditions of India – a Global Center for Health and Wellness, Indian treatments, Karnataka Tourism Policy, Cultural and religious importance of Health and Wellness tourist destination, Manipal.

Chapter 4 Manipal-The Magnificent Health and Wellness Tourism Destination deals with the analysis of the Health and Wellness destination at Manipal, tourist motivation based on location, the people’s perception of Manipal as a Health and Wellness tourist destination, Analysis of the various factors that influence the people to visit a Health and Wellness destination by using mean score and factor analysis, as well as deriving the significant components for model development.

Chapter 5 Summary of Findings Suggestions and Recommendations gives an overall picture for creating a model and explains the outline of the four stages of development of the proposed model and its acceptability and sustainability for the development of Manipal as a Health and Wellness Tourism destination based on SWOT analysis. The chapter also suggests avenues for future research.

1.18 Conclusion

The wellness once considered as a luxury and comfort of the rich is now becoming a necessity and need for all. The multinational companies and investors are considering this as a big investment opportunity in the Health and Wellness sector.

Health and Wellness is an experience of the greatest feel which awakens the consciousness of the state of mind, where the look, feel, performance, fulfillment, enjoyment and longevity is achieved. Health and Wellness is the best preventive medicine for stress and disease. The present day Spas, Health and Wellness resorts are conceptualized as a place of worship for cultures to create an experience of the traditional rituals to enlighten the consciousness.

Based on the various principles, dimensions, and concepts of health wellness, Manipal is identified as a destination. Research study was conducted to understand the potential of Manipal to be a Health and Wellness destination. The perception and
sustainability study, the SWOT analysis and the answers to the twenty questions has statistically supported the potentiality of Manipal to be developed as a Health and Wellness destination.
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