CHAPTER 3

INDIAN DIMENSIONS

3.1 Introduction

Wellness has always been an integral part of Indian lifestyle. But it would not be wrong to say that a more evolved and commercial approach towards their facet has been fairly recent in India. The professional lifestyle is a stressed one which leads to tension. Health has become a major concern with the awareness of sedentary lifestyles that lead to overweight, stress, cholesterol and tension. Too fatty, too sugary, salt laden, diet habits also complicated the issue of good health.

The health and wellness sector in India is in the stage of progression with the entry of new investors with private equity funding. This is regarded as a remarkable growth in the health and wellness tourism verticals. For example, the VLCC health care Wellness unit based in Delhi received national and international private equity investments ranging over 43 million dollars. According to a report by FICCI, Ernst and Young in 2009, India’s wellness market is expected to grow about 30-35% year after year due to rising consumerism, globalization and changing life styles, rising disposable incomes, increasingly demanding and stressful work place conditions and sedentary lifestyles.

3.2 India – A Contemporary Global Center for Health and Wellness

India and China are the oldest and greatest civilizations of earlier times and it spreads through the length and breadth of the Asian land mass from China across to India, Arabia, West coast of Africa and South East Asia. As a result, the imprints of these two civilizations – Indian and Chinese became the part of philosophy, religion, and other cultural practices of Indonesia, Malaysia, Thailand, Cambodia, Myanmar, Laos, Philippines, and Vietnam.
Most of the Eastern healing traditions are having the original theoretical roots in Indian and Chinese traditions which have been modified and adapted to local health traditions to suit the needs of the local population. These have now been accepted as modalities of treatments by various cultures and subcultures. The people of Japan, Indo China, Archipelago and Middle East countries developed their own healing practices even though they were originally belonging to the part of India and China for traditional healing practices.

Unani or Graeco Arabic medicine of Middle Eastern tradition has its origin in Greece with Hippocrates and came to India through Moghul dynasty and later spread over to Bangladesh and Pakistan. Confluence of traditions are blend in the modalities and treatments of this region. Su Jok and Shiatsu are the Chinese traditions of acupressure treatments focusing on meridian points of the human body. This form of treatment is followed in Thai medicine as well. Ayurveda treatment has been spread through the neighbouring hilly regions of India to China and influenced the traditions and practices of Chinese medicine.

The healing traditions of the East and the West have a vast difference. The East sees the body as a Divine temple and the holistic healings is based on cultural and spiritual rituals. The East shares the principles of mind, body, spirit and environment for the basis of treatment.

The benefits of meditation in stillness, silence and breathing and its influence on the functioning of mind, body and spirit was understood and practiced by the ancient sages long before the conduction of scientific research by the West to understand the mysteries of mind. The Eastern health and wellness treatment practices are time tested and accepted as a healing tradition for generations across the world.

The old traditions and practices are being brought in to the hotels, health resorts and studios from the back yards of ashrams and courtyards of temples for the benefit of providing elixir of life. The Acupuncture, the Chinese art of treating on pressure points is widely accepted as a magnificent legitimate health and wellness management practice. Approximately half of the populations of the most industrialized countries are now using complimentary medicine as a part of their general health care and also for wellness and preventive purposes (Bodeker et al. 2005)\textsuperscript{144}. The scientific literature based on research
acknowledges the benefits of indigenous systems and therapies such as massages, meditation, yoga, quigong, ayurveda, acupuncture and Chinese treatments. It is interesting to note that most of these therapies are used in the Spa industry.

The traditional system of Indian treatment is one among the oldest organized practice for curing human sickness. It has Cultural origin dating back to 5000 BC. India is a seat of spiritualism with a confluence of five major religions – Hinduism, Sikhism, Christianity, Islam, Buddhism and Jainism. The wellness tourism services were extended to pilgrims and patients from thousands of years ago in India.

India is fast emerging as one of the preferred destinations for this increasingly visible section of medical and wellness tourists. The wellness treatment in India incorporates alternate treatments incorporating Siddha, Yoga, Unani and Naturopathy. The fundamental of Ayurveda, Yoga, Meditation, Unani Naturopathy and Homeopathy are a combination of curative, preventive, rejuvenation and is based on physical cleansing and purification of soul. This also brings in the role of religion in cure, care and wellness practices in India as a natural solution to health, a gift to the world. According to Poornima (2012) the researchers, scientists and doctors of the Western world has started accepting the positive aspects of the Indian system of natural healing practices and are guiding their patients for cure of their illness. As per the research conducted among the people of America approximately 70% prefer to avail natural treatments and more than 25 billion US dollars are spent on wellness therapies and products.

Diabetes is the common metabolic disorder fiercely affecting populations in all geographical regions of the world and is causing a major problem for health in the country. Various studies depict that the major cause of diabetes in India is due to lack of physical work, deskbound activity, sluggish lifestyle, obesity, stress and consumption of diet rich in sugar, fat and calories. Also, diabetes, which was once prevalent only among adults, is now found commonly in younger generation and children, due to changes in lifestyle and unbalanced eating habits. According to a recent study conducted in India about 61.3 million people are suffering from diabetes related illness. It is likely to reach 80 million by 2025 turning India the “Diabetes Capital of the World”.

Traditional yoga exercise, ayurvedic diet management, spa treatments, herbal healings, massage, beauty care facials, aroma therapy, acupuncture, thermal and winter
treatments are the low cost and wide range of treatments to lessen, alleviate or remove pain or for enhancement purposes, and also for excellent leisure and relaxation adopted to improve physical and emotional state of wellbeing. These cultural and traditional practices make India a Health and Wellness Tourism destination.

3.3 Health and Wellness Treatments – Indian Perspective

India holds competitive advantages in health and wellness or health tourism, be it the low cost advantage, availability of health care professionals, reputation for traditional and advanced health care segments such as Ayurveda, Unani, Naturopathy, Cardio vascular surgery, Organ transplant etc. All these project turn India as an ideal health care destination. Henderson (2004) differentiates between travel for reasons of wellness, illness or disease, example medical interventions and health checkups.

3.3.1 Ayurveda

Ayurveda which originated thousand years ago in India, is considered as one of the oldest practices of health care in the world based on natural systems and principle for balancing the body, mind and spirit with nature. Ayurveda is a Sanskrit term combining “Ayus” and “Veda” “Knowledge of life” or “Science of life”. The Rig Veda, Hindu holy book of wisdom written over 6000 years ago narrates the fundamentals of prescriptions and treatments that help to overcome various ailments. Ayurveda is popular throughout the world as an alternative medicine since its approach is holistic in nature by preventing the illness, healing the sickness, and preserving life. The concept of Ayurveda is based on the five elements of universe, air, fire, water, earth and celestial matters. Their representations in a human body in the form of Dosha’s – Vata, Pitta, and Kapha. Any form of disturbance in these Doshas loses the body’s stable state or balance. Ayurvedic systems deal with the analysis of symptoms of diseases, its causes, diagnoses and treatment. It is based on Mental, Physical and Spiritual aspects of wellbeing. This is a traditional form of practice which is an indigenous medical practice inherited from the ancestors skills.

The treatment of Ayurveda had new dimension around 520BC during the time of Budha with discovery of several metals. Medical practitioners infused herbs with mercury, sulphur, and other metal powders to make the treatment more powerful. The famous Buddhist herbalist Nagaurjana developed several metal and herbal concoction and popularize it for the treatment of various ailments.
The Emperor Ashoka (304BC-232BC) and Monarch Chandragupta Maurya (375-415 AD) promoted Ayurveda and the therapy flourished with the contributions from the renowned herbalists of that time and became rich in terms of its content. It remained in the forefront as a means of treatment over several centuries. The traditional methods of Indian Ayurvedic practices have a strong influence on the South East Asian Spas through the Buddhist priests who migrated from India. The treatment of Ayurveda is based on creating a perfect balance of body, mind and soul and incorporating various medicines based on herbs, gems, amulets and jyotishi for curing ailments along with yoga aroma and meditation. Panchakarma – is a rejuvenation therapy involving five treatment strategies, developed indigenously from India, which was spread to the West by Maharshi Mahesh Yogi during 1980’s and 1990’s. The treatment of Panchakarma eradicate the basic causes of disease by removing the toxic materials from the human body, and re-energize the body tissues thus treating and reducing the existing disease and their symptoms.

Kerala, a leading Ayurveda tourism destination has a long history of practicing Ayurveda and gained wider popularity among international tourists. It has added a lot of value to the tourism experience in the state. The popularity of Ayurvedic oil massages which caught the tourist’s fascination and the process of delivery became commercialized. Ayurveda become an item in the list of facilities that the resort or hotels offer together in addition to Kerala’s unique selling points. One of the best known traditional Ayurvedic treatment center – Kottakkal Arya Vaidyasala in Malappuram district of Kerala State has many International patients and domestic patients from other parts of India seeking curative and preventive treatments such as de stress, detoxification, relaxation, and rejuvenation. Many hotels in other states are also entering the wellness service market, offering Ayurvedic massages, tying up with professional organizations in a range of wellness fields. Ayurveda has become a globalized indigenous system of health and wellness having Ayurvedic practicing centers spread across countries like Hungary, Britain, Austria, Germany, North America and many parts of Asia where it is accepted as an accredited health care treatment.

3.3.2 Yoga

The word yoga had its origin from the Sanskrit language “Yuj” meaning to “Unite”. As per the belief, the principle of Yoga is established by Lord Shiva and, goddess Parvathi was enrolled as the first disciple to learn the art. Ruminants of the idols with poses of Lord
Shiva and goddess Parvathi performing asanas and meditation discovered from the archeological excavations sites of Harappa and Mohan-jo-daro proves that the art of yoga has been practiced thousands of years ago. Yoga had its first mention in the Rigveda. In Bhagavad Gita, it has its mention as “the skill in action”. The Upanishads which was written in 4th and 8th century carry an elaborate narration of the principles and benefits of yoga.

“Yoga is not a religion but it is meant for individual growth and for physical, emotional, intellectual, and spiritual balance” (Iyengar 1989). Thus, yoga and meditation is identified as an essential element of holistic and spiritual tourism. Ashtanga Yoga and Hatha yoga are the two popular forms practiced in recent years. Raja yoga has only breathing and visualization techniques that include Buddhist meditation for achieving calmness of mind and inner peace. Raja yoga has become Westener’s choice in recent years. As per the philosophy of yoga, the root cause of any disease is the imbalance between the energy levels of the body. The process of yoga therapy may help to restore and harmonize emotional, mental and physical balances which bring tranquility in an individual’s life.

Satyamoorthy (2012) opined that Yoga is a traditional health care practice perfected in India by the hermits and saints thousands of years ago. It is considered as an art as well as science involving moral, mental and spiritual health of an individual. It helps living in tune with the universe. It is an Indian tradition that dates back to 3000BC. It is a practice that uses posture and breathing techniques for relaxation and improving strength. Yoga is suitable for all ages and do not require special equipment. Yoga is known for its rigorous yet relaxing asanas which help to be aware of body, mind and environment.

Yoga asanas or Practice of various postures is based on both art and science for maintaining physical and mental health. This ancient traditional art is becoming very popular. Yogasanas are involved in flexing and stretching of the body keeping the vertebral column supple, strong and healthy. It increases the blood flow and tone up the muscles, and rejuvenates each and every cells of the body with ample amount of oxygen supply. The various postures of yoga invigorate the internal organs by the gentle massage and maintain them in healthy condition. It also helps to create a perfect internal peace by cleansing and detoxifying the entire body and increases immunity against diseases. The yoga also keeps the cholesterol and blood pressure level in check also, help in slowing down the physical
and mental ageing process. Various postures in yogasana results in free flow of blood and impart a radiant glow on neck, face, hair and skin and also speed up the metabolism resulting in slimness of the entire body.

3.3.3 Siddha

Siddha is a medical system where the Physician studies the clinical history after observing the patient’s pulse. In Siddha system of practice it is believed that the disease or the condition of discomfort in a human body is due to the loss of equilibrium of the five elements of the human body.

3.3.4 Unani

Unani medicine is a system which is based on the principle of body and its composition on air, earth, water and fire. These natural elements have influence on the human body which has different temperaments such as cold and hot, wet and dry. This form of medicine believes that the four natural elements blends and forms a new temperament groups such as hot-wet, hot-dry, cold-wet, and cold-dry. This branch of medicine improves health through preventing disease.

3.3.5 Naturopathy

The history of naturopathy is traced back to Vedic times and finds its mention in Vedas and ancient texts. “Swasth Vritta” mentioned under Ayurveda is the practice of Naturopathy. It is an age old tradition where the patients are treated with natural medicines and natural healing process after educating them about the healthy life style. According to naturopathy, “a disease can be treated by regulating diet without taking any medicine” A right choice of food in accordance with ones hunger and constitution is the basic principle. Udupa (2012) shared that “The naturopathic medicines incorporate water, earth, light, heat and diet for its treatment and cure. The naturopathic treatments concentrate on enhancing the healing power present in the human body”.

Naturopathy believes that the cause of disease in a human body is due to the accumulation of waste products and that its timely removal provides relief and cure. The natural healing power of the human body is utilized for the treatment of illness. The cause is evaluated on the basis of overall factors responsible for the disease which involves the environmental, emotional, psychological factors, working, and relaxation. In naturopathy
treatment, there is no identified cause of the disease or treatment and the organs such as stomach, kidneys, lungs etc. are purified by fasting. As a part of the therapy fasting is encouraged to eliminate the overloaded morbid elements accumulated in the human system.

### 3.3.5.1 Acupuncture

Treatment using Acupuncture is an age old Chinese procedure, practiced for the disease resulting from the energy disruption in the human body. The specific point of the body is stimulated by inserting thin metal needles. The inserted needles activate the flow and retain the continuity of energy flow in the body. By removing the block, the flow of Qi is retained for retaining the energy level in the human body.

### 3.3.5.2 Herbal Medicinal Treatment

Every part of the identified herbs and plants such as roots, seeds, pods, flowers, bark and leaves are used for the herbal medicinal treatment. It is also used in naturopathy treatment. The chemical compounds produced by these plant parts as part of their metabolic activities produce various chemical components which is beneficial to human body.

### 3.3.5.3 Hydropathy

Water is known for its curative and palliative virtues. The accurate hydropathical procedures such as steam baths, neutral baths, cold packs, floatation and wrapping are used for the treatment of balancing the metabolism of various organs in the body.

### 3.3.5.4 The Healthy Diet

This provides vital nutrients which aids in the body’s metabolic functioning and overall body development.

### 3.3.5.5 Music

Unique application of music as a therapy enhances the positive mood of the individual and results in psychological and emotional changes in behavioral pattern of the human being.

### 3.3.5.6 Mud Therapy

Different varieties of mud from identified locations such as Peat based organic mud,
thermal mud obtained from the hot springs, brine mud collected from the sea bed are used for the treatment of several illness. The application of mud on the body influences the physical and emotional state of mind and subsidizes the physical and mental ailments. It increases the circulation of blood and removes black heads by detoxifying the skin.

3.3.5.7 Natural Reflexology

The rubbing and kneading on the surface of the body increases the blood circulation and stimulate the superficial layers of the skin and increases nerve stimulations. Massages on pressure point are usually adopted to loosen the muscles of feet and hands. Natural reflexology therapy is widely used for disorders like back pain, insomnia, migraine, arthritis etc.

3.3.5.8 Magnet Therapy

Small static magnets are placed on several parts of the body to stimulate the body tissue and cells. It helps in controlling several physical and psychological ailments.

3.3.5.9 Chromo Therapy

This is a natural method adopted for treating disease by colour and for maintaining good health. By nature, every colour rays has a wave length of specific nature and carry different energy levels.

3.3.5.10 Semi Precious and Precious Stones or Gems

These stones or gems are believed to have astrological links, the ability of interfering with human energy levels and rectifying its imbalances. It enhances the mental, spiritual, and physical health of a human being.

3.3.5.11 Aroma Therapy

Aroma therapy is a holistic form of treatment widely used for the physical and psychological wellbeing of an individual using essential oils extracted from aromatic plants, shrubs and trees. It increases the stability of mind and body as well as resistance power. Scientific researchers are on to study the efficacy of essential oils and associated aroma therapy’s role in the physical and physiological wellbeing of an individual. The main method of aromatherapy is through massage with application of floral, herbal and essential oils. Aromatherapy is also used on babies for the benefit of relaxation and skin development.
India is a land of diverse cultures and beliefs with inherent spirituality. India has many religious places like Amritsar, Dwaraka, Ajmer, Vaishno Devi, and Tirupathi which are serving as spiritual as well as tourism centers. India is also having motivating speakers and proponents of spirituality like Swami Baba Ramdev, Sri Sri Ravishankar, Mata Amirtanandamayi who are attracting many domestic and international spiritual tourists. Many of these national and international tourists are visiting these spiritual centers or spiritual leaders for spiritual healing.

Spiritual wellness seekers reflect a quest for enlightenment, and the religious places offer a calm serene environment. De Botton (2002) suggests that people like to connect with universe and infinity through “Sublime” landscapes. Others may simply attend courses which can lead to spiritual enhancement (e.g. Yoga, meditation, chanting).

Buddha like the Hippocrates, the father of Medicine also believes in the innate healing power of human beings, through life style changes and attitude towards life. Rajasekhar (2012) said that the optimal health and wellness in a human body is achieved when the mind, body and spirit act in tandem. It also increases the life span of the human being. The disharmony of mind body, and spirit lead to diseases.

Stress is another factor that influences balance of the physical, mental and spiritual state of health. According to Buddha “Craving is the fountain head of all human miseries”. Buddhism focuses on “Emptiness”-wisdom of knowing the impermanence of material things. Abstinence from craving, remove the stress from the mind and fill with composure, which constitute wellness in body and mind. Buddha advises to seek the “Light” within through meditation and awaken to self-knowledge which opens the door to ultimate wisdom.

3.3.7 Meditation

“Meditation brings wisdom; lack of meditation leaves ignorance. Know well what leads forward and what holds back; choose the path that leads to wisdom” Buddha, (The founder of Buddhism 563-483 BC).

The term meditation has its origin from two Latin words “Meditari” which means exercise of mind and “Mederi” which means to heal (Meditation is to heal by the exercise
Meditation is one of the ancient forms of health practices involving mental, spiritual and physical experiences and the records reveal that the meditation has a history of 5000 years. The practice of meditation is associated with all the major religions such as Hinduism, Buddhism, Christianity, Sikhism and Islam. It is the contribution of many great spiritual leaders aimed at physical, mental and spiritual health.

According to Sri Sri Ravishankar,

“In meditation, healing can happen. When the mind is calm, alert and totally contented, then it is like a laser beam—it is very powerful and healing can happen”.

The scientific research substantiates that meditation stimulates the activity of the prefrontal cortex of the brain, the part of the brain responsible for creating the positive emotions, and increases “whole brain thinking and learning capacity”.

Integrated Amrita Meditation techniques “IAM” (Fig. 3.1) is created by Mata Amirtanandamayi, affectionately known as “Amma” by her followers. Many of these techniques are self-taught and practiced extensively by herself as a master with complete understanding. She has extensively practiced traditional meditation for a decade as part of intense spiritual worship and has a thorough understanding of various forms of meditation.

It is simple combination of yoga, pranayama and meditation.

According to the study published in the International Journal “Evidence Based Complimentary & Alternative Medicine”, IAM technique has helped in

- improving the power of concentration, expansive thinking, awareness
- increasing flexibility
- toning of muscles
- increasing oxygen in the blood
- removal of toxins
- lowering cholesterol levels
- increasing emotional stability
- decreasing the irritability and moodiness
- heightening the sense of awareness and
- lowering the cortisol and lactate levels
Fig. 3.1  Integrated Amrita Meditation Mata Amirtanandamayi Math

This technique of meditation is taught across the world by trainers free of cost for the benefit of creating happiness in humanity.

3.3.8  Art of Living

Art of Living is a movement founded by spiritual leader Sri Sri Ravi Shankar in 1982. This is a practice of breathing to remove the stress related violence and societal issues. According to Sri Sri Ravi Shankar

“Every emotion has a corresponding rhythm in the breath and regulating breath could help to relieve personal suffering”.

The UNESCO has given this movement a consultative status as an NGO. The spirituality enhances human values, such as compassion and enthusiasm. The art of living foundation offer a combination of yoga, breathing techniques, meditation, several stress elimination and self development programmes. According to its founder, Sri Sri Ravi Shankar, the Art of Living based on meditation, yoga and Ayurveda, being one of the best de-stressors teaches one how to prevent illness. The right combination of yoga, pranayam, meditation, proper food and ayurvedic herbs can correct one’s system. The organization’s
core aspect of life improvement or stress buster technique “Sudharshan Kriya” has a range of mental and physical benefits. The research study has proved that this technique helps in the reduction of the level of stress hormone (Cortisol), relief from anxiety and depression, enhancement of brain function with improvement in mental focus.

3.3.9 Integrated Medicine – Indian scenario

According to Cohen, (2002)\textsuperscript{152}, Eastern traditions are based on holistic thinking that maintains a cosmological perspective outlining a philosophy of life, while Western medicine is based on a reductionist approach, emphasizing controlled scientific experimental and mathematical analysis. These two broad approaches have led to the development of two different approaches to achieving health and well-being.

India is showing a quantum leap in the integrated medicine, where East meets the West and technology meets tradition. India has largest system of traditional medicine practitioners in all forms – Ayurveda, Yoga, Unani, Homeopathy, Siddha, Holistic and acupuncture. India is blessed with different climate and locations to cater to all types of tourists. More over most of the people speaks English, and the Physicians are well educated and knowledgeable. All these positive factors would favour India as a most sought after destination for the integrated treatment and cure.

The general population is better informed than ever through greater access to health information. The public is subsequently demanding more from the health care providers and are not interested in treating illness alone. Instead they want to maximize their health, prevent or slow down the ageing process and achieve higher levels of functioning (Cohen, 2001)\textsuperscript{153}.

The Western medicine, concentrate on the illness model and spent money for research and development of drugs and remedial treatments. The Integrated medicine emphasizes on wellness and preventive model, the wellbeing.

Most of the integrated medicine is provided as a specialized package in rehabilitation, prevention, rejuvenation, reenergizing, or holistic treatment vacations. Traditionally, most of these practices are originated from India and integrating the Eastern and Western medicine is considered the future of the modern health care. The cost effectiveness and its least side effects prefer people to rely on this form of integrated medicine. It is based on proven traditional alternative or complementary healing practices.
which would enable the people who suffer from chronic ailments to improve the lifestyle. Since, the state government is actively promoting the Integrated Medicine, Bangalore, the Capital city of Karnataka, became the hub for the combination of traditional and modern systems for doctors from all over the world. In order to drive this initiative Prince Charles, the founder of Royal College of Integrated Medicine collaborated with the Soukya Foundation of Dr. Issac Mathai. A Memorandum of Understanding is reached to provide clinical training for European and Western doctors in Ayurveda and Homeopathy to integrate them in to their treatments. Prince Charles is a strong advocate of integrated medicine and in his speech in the World Health assembly, 2005 at Geneva he said, “While scientists try to learn more about how acupuncture works, increasingly robust evidence drawn from various international studies indicate that it does work, particularly in conditions like osteoarthritis of the knee”.

The list of all the Health and Wellness centers in India for all the types of health and wellness treatments has been listed in Table 3.1

3.4 Role of Spas -- Pampering to Health and Wellness

The Generation X’ers and the ageing baby boomers are aware of the importance of disease prevention through fitness of body, mind and spirit which is extended through SPA’s that recognize and promote health and wellness. The famous Mayo clinic’s website states “Mayo Clinic complementary and integrative Medicine programme was created to address the growing patient interest in wellness promoting activities”, (Mayo Clinic 2007)154.

WebMD news letter which proclaims the following is of interest in this regard: “Live the happiest healthiest possible” WebMD, (2007)155. The news letter also offers links to sites for healthy cooking, beautiful skin, sleeping well, and weight loss.

Asian SPA’s are based on ancient traditions of healing remedies of the East. Most of the practices are based on the philosophies, practices, and preaching of the three major religions – Hinduism, Buddhism, and Confucianism.

The Indian spas are natural and approaches are holistic in nature and focuses on over all healing using ayurvedic treatments. These treatments are adopted in Indian spas for refreshing individuals to achieve harmony in terms of health and wellbeing of body, mind and soul. These treatments include massage, facials, and body treatments.
### Table 3.1 List of Health and Wellness Centers in India for all the types of Health and Wellness treatments

<table>
<thead>
<tr>
<th>Type of treatment</th>
<th>Health Centers in India</th>
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<tbody>
<tr>
<td>3.3.1 Ayurveda</td>
<td>Ananda Spa, Rishikesh Himalayas</td>
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<td>Aalia, Haridwar</td>
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<td></td>
<td>Kottackal Arya Vaidyasala, Malappuram</td>
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<tr>
<td></td>
<td>Khyber Himalayan Resort and Spa, Gulmarg</td>
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<tr>
<td></td>
<td>Kairali Ayurvedic Healing Village Health Resort, Palakkad</td>
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<td></td>
<td>The Leela’s ESPA Spa, Udaipur</td>
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<tr>
<td></td>
<td>Somatheeram Ayurvedic Health Resort, Kovalam</td>
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<td>Sarovaram Ayurvedic Health Centre, Kollam</td>
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<td></td>
<td>Kalari Kovilakam, Palakkad</td>
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<td></td>
<td>Ayurvedic Yoga Villa, Wayanad</td>
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<td>Indus Valley Ayurvedic Centre, Mysore;</td>
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<td>Soukya, Bangalore</td>
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<td>3.3.2 Yoga</td>
<td>NaturOville Ayurvedic and Yoga Retreat, Rishikesh</td>
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<td></td>
<td>Indus Valley Ayurvedic Centre, Mysore</td>
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<td>Soukya, Bangalore</td>
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<td></td>
<td>Siddha Wellness Centre, Kerala</td>
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<td>3.3.3 Siddha</td>
<td>Deva Vidya Siddha Wellness Retreat, Thiruvananthapuram</td>
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<td>Siddha Wellness Centre, Kerala</td>
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<td>3.3.4 Unani</td>
<td>Hijiama Cupping Wellness Centre, Bangalore</td>
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<td>3.3.5 Naturopathy</td>
<td>NaturOville Ayurvedic and Yoga Retreat, Rishikesh</td>
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<td></td>
<td>Soukya, Bangalore</td>
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<td>3.3.6 Religion and Spirituality</td>
<td>Jiva Spiritual Wellness Centre, Bangalore</td>
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<td></td>
<td>Ananda Spa, Himalayas</td>
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<td>3.3.7 Meditation</td>
<td>NaturOville, Ayurvedic and Yoga Retreat, Rishikesh</td>
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<td></td>
<td>Indus Valley Ayurvedic Centre, Mysore</td>
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<tr>
<td></td>
<td>Soukya, Bangalore</td>
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<td></td>
<td>Siddha Wellness Centre, Kerala</td>
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<td>3.3.8 Art of Living</td>
<td>Sri Sri Ayurveda Wellness Centre – Bangalore, Pune, Hyderabad</td>
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<tr>
<td>3.3.9 Integrated Medicine</td>
<td>Soukya, Bangalore</td>
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</table>
The Indian Day Spa, usually provide for those who want a quick enhancement of beauty and, physical and mental refreshment. Day Spa treatments such as massage, facials and whole body treatments such as mud wraps and salt scrubs are offered on a day use basis. Massage is the most popular spa treatment having several health benefits and practiced for centuries. The massage produces softness, strength, colour, improve appetite, reduces stress and build up immunity. “Shiro Dhara,” treatment using warm oil on specific body parts relieves stress and strain of the entire body. It also rejuvenates and revitalizes the human mind and body.

3.5 Indian Spas Treatments

The Indian Spas’s approaches are holistic in nature, focus on overall healing coupled with Ayurvedic procedure of treatments. It is most preferred since it takes away the tension and refresh, revitalizes and balances the body and mind to develop a harmonious life. The Indian Spa Resorts are well planned to provide a complete range of traditional Ayurvedic treatments and services.

3.5.1 Ananda: Destination spa

Ananda Spa in Rishikesh a former residence of Maharaja of Teri-Garhwal is located in the midst of the Sal forest near the mythological locations of Haridwar and Rishikesh at the Himalyan foot hills (Fig. 3.2).
It is one of the famous Ayurvedic spas which has won many awards for its offer of personalized traditional treatments and diet in well designated luxury settings. This Luxury resort Spa offer seventy nine body treatments integrating age old traditional system of Ayurveda with contemporary modern Spa technology.

3.5.2 Amatrra, New Delhi

Amatrra resort in Delhi (Fig. 3.3) offers traditional Ayurveda, Oriental and Astrological treatments incorporated with 21st century technology and equipments for the provision of therapeutic and rejuvenation treatments. Most of this practices are time tested and is provided to harmonize and balance the human energy through the services of Spa.

![Amatrra Spa](image_url)

Fig. 3.3 Amatrra Spa

3.5.3 Jiva Spas, Taj Group of Hotels

This place offers a wide range of traditional and authentic health and wellness treatments in a cozy atmosphere (Fig. 3.4).

3.6 Karnataka State Tourism Policy – Health and Wellness Tourism

Karnataka is a “Mini Incredible India” in its tourism offerings-“Many worlds of tourism interest under one roof”. The foreign tourist may be charmed by the culture and heritage, adventure, pilgrim centers, hill stations, wildlife sanctuaries, cruise, wilderness, Heli-tourism and health and wellness tourism offerings – One state encompassing the spectrum of many worlds of tourist interests.
In order to create a congenial environment for the Private investors, the Department of tourism, Karnataka State had drafted the Karnataka Tourism policy (2009-14). The policy is developed with an intention of Karnataka to be positioned and promoted as India’s premier Health and Wellness destination. It is planned to develop a Virtual Health care and Wellness City in the form of a grid that links all major existing facilities with International standards. And also to take advantage of the traditional systems of wellness and medicines like Ayurveda, Unani, Siddha, and Yoga and to project the state as a unique destination for spiritual healing.

Resurgence of interest in Ayurveda, Holistic and naturopathy has provided an impetus to health and wellness tourism in Karnataka. In order to promote Health and Wellness centers, Department of Tourism, Government of Karnataka has worked out scheme for accreditation and classification for the delivery of safe and secured procedures at Rejuvenation and Curative wellness centers across the state for tourists. The Government had invited private partnership for developing health and wellness centers across the country, “Your Massage Our Message” (Deccan Herald 27th January, 2010) (Fig. 2.6).
Understanding that the younger generation is the future of the state, the Department of Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy of Government of Karnataka initiated marketing the health and wellness through various Programmes such as “Tradition meets Technology” among the college students and young IT professionals in their campuses who are responsible for generating a substantial income for the state.

3.7    Tourism Destination – Coastal Karnataka

A tourist destination may have one or more tourist attractions. These attractions are known as “Tourist traps”. Most of the destinations depend upon the revenue received from the tourism. Coastal Karnataka is identified as religious, cultural, health and wellness tourism destination.
Your Massage.
Our Message.

Get international exposure for your Health & Wellness centre with Karnataka Tourism accreditation.

With the aim of promoting the state as a leading Health & Wellness tourism destination, Karnataka Tourism is initiating a process of accreditation and classification of qualified Health & Wellness centres. The centres will be classified as 'Rejuvenative' and 'Curative' Health & Wellness centres. Certified centres will be listed in Karnataka Tourism's global promotional campaigns. Thus gaining from the trust and global exposure generated by association with Karnataka Tourism.


Fig. 3.6 Deccan Herald News Paper Advertisement (27th January, 2010)
3.7.1 **Advantages on a Destination**

The Health and Wellness tourism offer a unique blend of the natural resources and local cultures. Manapure (2012)\(^\text{156}\) opined that “A tourist destination for Health and Wellness could be developed by engaging the knowledge and practices of the local people. It can encourage entrepreneurship in creating wellness products. It can also promote the feeling of oneness and sense of place of a destination and improve the health of the residents”.

The Health and Wellness tourism also helps in upgrading the employment of the marginally employed practitioners in the Health and Wellness tourism sector. There is a propensity among the Health and Wellness tourists to spend more as they are from the higher socio-economic group having high stress jobs and are seeking rejuvenation and relaxation. This can benefit the destination economically and become sustainable. Health and Wellness tourism could be marketed with new products to increase the repeat visits, so as to fill low seasons or to develop a new tourist market. In order to meet the current needs of the Health and Wellness tourists, innovative products and services are developed incorporating cultural knowledge, natural features, local herbs and plants, to create new experiences. In this context, the present study tries to understand the significance of Manipal, Udupi District as a potential tourist destination.

3.7.2 **Health and Wellness Tourism Destination**

Health and Wellness tourism locations have been in existence for hundreds of years, providing various forms of Health and Wellness products. “Unique natural features such as mineral healing waters, beach, mountain resorts, and sacred sites are often the key attractions in these destinations”, (Steiner and Reisinger, 2006)\(^\text{157}\).

Destinations all over the world are developing necessary infrastructure and experiences to attract Health and Wellness tourists. “Tourism demand fuelled by baby boomers generation is strong for activities contributing to the wellness of mind, body, emotions and spirit. These tourists seek lifestyle changes, rejuvenation, respite from hectic lives, and have one of the highest disposable incomes of all demographic segments”, (Gracia-Altes, 2005)\(^\text{158}\).
The development of SPA’s and Wellness hotels worldwide, has helped in providing a unique experience of products of national or regional resources of mountains, mineral waters, seas, rivers, local traditions and practices, wherever there is a reasonable infrastructure for tourism.

The Health and Wellness tourism products are offered by countries depending upon the nature. Countries with sea coast offer products for thalassotherapy. Mountain Alps in Europe, National parks in Central and South America, Safaris and Jungles in Africa, Desserts in the Middle East and North Africa are considered by Health and Wellness tourist as an ideal location for adventure. Middle East and North America is marketing their desserts as an ideal location for Yoga and meditation. Medical therapeutic wellness tourism in Germany has a big following by medical wellness tourists. Holistic activities at traditional ashram in India or Buddhist retreat in Thailand are also becoming a Health and Wellness tourism destination. Udupi and Manipal which is famous for culture, heritage, pilgrimage, beaches, farm and Health and Wellness is an ideal tourist destination.

3.7.3 Pilgrimage Tourism Destination

3.7.3.1 Udupi - The temple city

Udupi is associated with the Temple of Lord Krishna. According to the legend, the temple city is established by the Saint Madhvacharya in 13th Century. It is believed that the divine intervention of Saint Madhavacharya have saved a ship and the crew from the storm at Malpe. The sailors of the ship gave him the idols of the Lord Krishana and Lord Balaraman as a token of their gratitude. Saint Madhavacharya did the Pratishte of Lord Balarama at Malpe known as Vasabhandeshwara and the Lord Krishna at Udupi known as Krishna Mutt (Fig. 3.7).

Saint Madhvacharya the great sage passed on the right of worship and administration of the KrisnaMutt to his eight disciples. Each disciple set their Monastries around the Krishna Mutt. – Eight Monastries – “Ashta Mathas” – Pejavara, Puttige, Palimaru, Adamaru, Sodhe, Kaniyooru, Shirur and Krishnapura. Each Monastries look after the temple for two years in rotation.

The Udupi Krishna temple is divinely covered from all the sides by five temples – Sri Mahisha Mardhini Temple, Kadiyali; Sri Indrani Devi Temple, Indrali; Sri Durga Temple Kunjalugiri; Sri Vishnumoorthy Temple, Kannerpady and Sri Mahakali Temple,
Ambalpadi. The temples of Sri Anantheshwara and Sri Chandramoulishwara located at the
ear street is attracted by thousands of devotees from across the country.

Paryaya – is the festival celebrated during the handing over of the worship of
Krishna Mutt. This festival is conducted once in two years. The Swamiji looking after the
worship is named as Paryaya Swamiji. The ceremony is conducted in the month of
January. Thousands of pilgrims across the country join to witness the ceremony.

![Udupi Sri Krishna Temple](image)

**Fig. 3.7 Udupi Sri Krishna Temple**

In all the Hindu temples the Vigraha (the idol of God) face the entrance. But in the
Udupi temple the Lord Krishna faces the back of the temple. It is believed that Lord
Krishna, pleased by the bhakti (devotion) of Kanakadasa turned to face the window. The
window where the Lord Krishna is facing is called “Kanakana Kindi”.

The Udupi Sri Krishna Temple is known for the year around festivals and
celebrations. The year round festivals and celebrations attracts pilgrimages from the length
and breadth of the country. Thus the Udupi Lord Krishna temple is becoming an important
pilgrimage tourism destination.
The window “Kanakana Kindi” is illustrated with wood carvings. The ten incarnations of Lord Vishnu, the tiny symbol of the Lord Krishna as a young boy holding the churning rod and rope in the right and left hand is visible through the nine holes of the window.

The Udupi Krishna Mutt is known for Dvaita or Tatvavaada philosophy highlighting the traditions, religious learning and customs and is recognized throughout the world. Udupi is known as the centre for literature as the “Daasa Sahitya” is originated from Udupi.

3.7.3.1.1 Celebrations at Sreekrishna Temple-Udupi

3.7.3.1.1.1 Seven Utsavas

Saptosavas or the Seven Utsavas is the annual festival of Sri Krishna temple. This Utsavas is celebrated in the middle of January every year. The celebration commences five days prior to Makara Sankramana.

3.7.3.1.1.2 Sri Madhwa Navami

Sri Madhwa Navami is celebrated on a grand scale in Udupi. This is celebrated in the month of Makara (February). It is believed that on the ninth auspicious day Sri Madhvacarya disappeared from mortal sight.

3.7.3.1.1.3 Holi Kamadahana

This is celebrated in the month of March. The pilgrimages from Lord Krishana temple move as procession to Kadiyali temple and return back to burn effigy of “Kama” and end with the sprinkling of coloured water.

3.7.3.1.1.4 Sri Rama Navami

This is celebrated in April on the ninth day of the bright half of the month of Chaitra.

3.7.3.1.1.5 Mesha Sankramana

This is a celebration of the New Year day. The celebration consists of a Chariot Utsava, Cradle Pooja.

3.7.3.1.1.6 Vasanthosava

This is celebrated as Spring Festival or Vasantha Pooja conducted every night for
two months in the month of Chaitra. After offering the Prasadam to God it is distributed to
the public.

3.7.3.1.1.7 Narasimha Jyanthi

Narasimha Jyanthi is celebrated in the month of May as a special abhisheka of
feeding the Brahmin. This chariot festival is conducted for the deity, Sri. Narashimha of
Sri.Krisnapur and Sri Kaniyoor Mutt.

3.7.3.1.1.8 Bhagirathi Janmadina

In the month of June, Mantapa Pooja is conducted for Lord Sri Krishna, with the car
festival on the night prior to the “Bhagirathi Gudi Pooja” at Madhwasarvar.

3.7.3.1.1.9 Chaturmasa

This is the festival of abhisheka to the idol of Lord Krishna conducted for a period of
four months. This begins in the month of Ekadasi of Ashada Masa and continues up to
Karthik Masa.

3.7.3.1.1.10 Jagaranaseva

Special celebrations of Pooja, reading of Puranas, celebrations of music, dance and
Sankeerthana are conducted during the Chaturmasa Ekadashi night.

3.7.3.1.1.11 Sri Krishana Jyanthi

Complete fast is observed during this celebration between August to September.
After the special Pooja “Argya” offered for Lord Krishna, the Golden chariot is carried
around the temple.

3.7.3.1.1.12 Bhajana Saptaha

Bhajana Saptaha is held day and night continuously for seven days in the month of
August, at the Sri Laxmi Venkatesh Temple.

3.7.3.1.1.13 Ganesh Chathurthi

This festival is celebrated in the month of September to mark the birthday of Lord
Ganapathi, on the bright half of Bhadrapada.

3.7.3.1.1.14 Anatha Chathurdhashi

This festival of Kalashapratishte Pooja comes in the month of September ie; 14th day
of bright half of Bhadrapada. A sumptuous feast for Brahmins is provided in the mutt.

3.7.3.1.15 Navararhri (Dasara)

In this celebration the Lord Krishna’s idol is decorated in the form of Lakshmi and the celebration last for ten days in the month of October.

3.7.3.1.16 Panchami Jagarana Pooja

This special pooja is conducted every morning during Ashwija Shuddha Ekadashi till Kartika Shuddha Dwadhashi.

3.7.3.1.17 Deepavali (Balindra Pooja)

This festival is celebrated in the month of October or November. The entire temple area is decorated with wick lamps during the new moon day and pooja is offered to the image of Bali drawn on the ground in front of the Gopuram. On the 13th day of the Ashwija, pooja is offered to water followed by oil pooja offering to Lord Krishna.

3.7.3.1.18 Laksha Deepotsava

The Tulasi pooja is conducted in the night from the first day of the month of Karthika till Dwadhashi.

3.7.3.1.19 Subramanaya Shashti

Mantapa Pooja is conducted at the Sri Subramanya shrine, followed by Chariot Utsava and feast. A car festival for Lord Krishna is arranged in the night followed by Pooja.

3.7.3.1.20 Dhanu Pooja

During the month of Dhanu a special pooja takes place at dawn every day. Pongal and many other sweets are distributed as an offering to devotees.

3.7.3.1.21 Guru Samaradhana

The Paryaya Swamis celebrate the Aradhana or Death Anniversary of their immediate Guru on a grand scale.

3.7.3.1.22 Paryaya Mahotsava

It is a celebration of handing over and taking over the charges of Krishna Mutt. It is the biggest of all festivals in Udupi. This festival is scheduled for 17th and 18th of January
on every alternate year. Pilgrimages from length and breadth of the country come down to Udupi to witness the occasion. Fig. 3.8 shows the swamis at the Paryaya mahotsava.

3.7.3.2 Dharmasthala the temple village

Dharmasthala, a perfect example of “Unity in Diversity” is situated in the Belthangadi taluk of Dakshina Kannada on the banks of the river Nethravathi and is located forty five miles from Manipal. The temple is managed by the Jain administration, devoted to Lord Shiva and the idol of the temple is Gold linga. The Hindu priests belonging to the Madhava sect conduct the daily poojas for Pilgrims from length and breadth of the country numbering an average of twenty thousand who visit the temple on daily basis. Free food is given to all the pilgrims. Guest house with modern amenities and the clean mechanized kitchen are the added features to meet the day today needs of the temple. It is believed that Annappa, the servant of Heggade family established the Shiva linga in Dharmasthala. Anticipating the need of Heggade to worship Lord Shiva, Annappa with the divine intervention relocated and established the Shiva Linga from Kadri temple to Dharmasthala, near Heggade’s house. Annappa had vanished after the consecration of the Shiva Linga had become a local God as “Annappa Panjurli”. Dharmasthala is involved
in creating opportunities in the field of education and employment for improving the society and communities living far and wide.

As per the legend Birmanna Pergade, the Chieftain of Jain community lived in a village at Belthangady in a house named “Nelliadi Beedu” near Dharmasthala, 800 years ago. The family is known for its simplicity, affection, and generosity. They were very pious and extended hospitality to all the needy. It is believed that the Angel Guardian of Dharma turned in to human form and was in search of a place where Dharma could be practiced and propagated. The Angel Guardian of Dharma arrived in Pergade’s house. The family of Pergade looked after the guest with great respect. “The Dharma Daiva” was pleased with the sincerity and appeared in the dream of Perigade and explained the purpose of the visit. “The Dharma Diva” requested him to vacate the house and dedicate himself for the propagation of Dharma.

As per the Dharma Diva’s will Pergade constructed another house to worship Daivas at Nelliadi Beedu. Pleased by the practice of sincerity, affection and hospitality Dharma Daivas again appeared and instructed to construct separate shrines to consecrate the four Daivas - Kalarahu, Kalarkayi, Kumaraswamy and Kanyakumari. Pergade was requested to identify two people of noble birth to act as Dharma Diva’s Oracle and four reliable persons to help Pergade in day today activities. Daivas promised Pergade protection for his family, abundance of charity and renown for the Kshetra.

Devaraja Heggade invited Shri Vadiraja Swami of Udupi to consecrate the idol of Lord Majunath and Shiva Linga according to vedic rites. Swamiji felt immense happiness with the observance of the Heggade’s vedic rites, charity to the community and named as “Dharmasthala”, meaning “abode of religion and charity”. The Heggade family being the custodian of Dharmasthala strengthened the principles of charity and religious tolerance initiated by the Pergades six hundred years ago. It is considered to be a place of religious and communal harmony, where the rich and poor, devout and atheist and people of different faith coexist. Dharmasthala (Fig. 3.9) is one of the two places in the country where the civil cases are decided between the parties. The cases are addressed before Heggede and his decision is accepted as final.

Even today, the tradition of generous hospitality is carried on to each and every pilgrims irrespective of the caste, creed or culture and treat them as honourable guests at
Dharmasthala They are provided with free food and shelter. An average of twenty thousand pilgrims are fed freely at Annadana - Annaporna choultry named after the Goddess of food.

![Dharmasthala](image)

**Fig. 3.9 Dharmasthala**

### 3.7.3.3 Murudeshwar- the pilgrimage paradise

Centuries old Murudeswar temple is famous for the tallest Lord Shiva’s idol in the world having a height of 123 feet (Fig. 3.10). It is located around 140 km away from Manipal on the national highway. The temple is surrounded by sea on three sides, and it forms an important aspect of the Murudeswar temple, situated near the small hill called Kanduka Giri. The step leading the temple is guarded by two life size elephant statues. The background of Western Ghats add beauty to the natural serene surroundings of the temple.

### 3.7.3.4 Moodbidri – a Jain pilgrimage destination

Moodbidri is situated forty kilometres away from Manipal. In the ancient days the town of Moodbidri was known as Vishishta Nagar of Tulu Desha. Moodbidri has been a busy town of trading activities. It is also known as Jain Kashi for the Jains, for the
presence of number of Basadies. The thousand pillars Basadi (Fig. 3.11) is situated here. There are eighteen Basadies, eighteen lakes, and eighteen temples located around the area. Jains from all over India travel to this place of worship at several Basadies dedicated to different “Theerthakaras”. Thribuvana Thilaka Basadi (Chandranath Temple) built nearly five centuries ago has a thousand pillars and is extensive and magnificent. The object of interest in the Chowta Place are the whole beautifully carved wooden pillars, handsomely carved wooden ceiling and a wooden screen with fine carvings.

![Fig. 3.10  Lord Shiva at Murudeshwar temple](image)

3.7.4 A Cultural Tourism Destination – Coastal Karnataka

Historically, Krishna temple is the cultural centre of Karnataka. Udupi district was formed about six years ago. The people of this district are interested in culture and arts and host cultural events regularly. The Udupi district has many auditoriums, galleries, programme halls to conduct various cultural events. Book release, art camps, art
exhibitions, workshops, related to art and culture are a regular feature. The Udupi district has promoted many writers, artistes of various categories and has arranged their felicitations. Discussion on various aspects of art form and folk performances are frequent and common. Religious organizations, temples, mutts, and churches, work as patrons and promotes various cultural activities. Many individual patrons promote the art and culture by providing finance, place and other facilities.

Fig. 3.11 Thousand pillar temple

The art galleries, art schools along with temples and other institutions conduct exhibitions and demonstrations to enhance and entertain the devotees visiting the town during the time of the festivals and celebrations. Thus Udupi is known as the land of festivals. The city of Manipal is a centre of higher learning, banking, health care, as well as industries located in Shivalli village Panchayat. The local clubs, and public associations conduct variety of Sports such as Buffalo Race, Cock fights, fish/crab hunting etc.

Multicultural society in South Karnataka celebrates Diwali, Dusshera, and Christmas. Hindus a dominant religious population in south Karnataka believes in Spirit Worship and Mass Possession. This is very common and practiced in the interior villages.
Bhuta Kola, Aati Kalenja, Karangolu, Huli vesh (Tiger dance) (Fig. 3.12) and Nagaradhane, Folk arts like Yakshagana are the popular cultural traditions. Local Non Profit organisations such as “Rathabeedhi Geleyaru” encourage and promote the creative pursuits of the young artists in order to sustain the traditions of the region.

3.7.4.1 Bhuta Kola (Spirit Worship)

The people of Coastal Karnataka traditionally follow dual worship – Puranic Gods, and Local Spirits. The Puranic Gods are worshipped in the temple with the help and guidance of Brahmin Priests. The Brahmin Priests act as a mediator of God and the devotees become mere spectators of the worship and receive offerings. It is believed that the God cannot be approached directly.

The Spirits are considered as local and personal deities have more intimate relationship with the people, family, village, or region. The devotees of spirits conduct periodic worships under the belief that the spirits protects their villagers and belongings and live stock from mishaps and alert them when necessary.
Two great art forms are originated from the coastal Karnataka, Bhuta Kola and Yakshagana. These are the ancient form of dance worship commonly practiced among the Tulu-speaking community of Udupi, in Dakshina Karnataka and Kasargod district in Kerala. This has a resemblance with the Hindu form of worship “Theyyam” in North Kerala. Bhuta Kola (Fig. 3.13) is a ritual dance of spirit impersonator, performed in a highly stylized version. Whereas the Yakshagana creates a world of divinity with supernatural beings, costumes, actions, make ups, dance and dialogue.

The spirit worship is traced back to tribal era. It is a complex system of beliefs and rituals. It is composed of music, narrative dances, trances, and dialogue. It is one of the ancient religious beliefs and practices of South India. It also reflects the socio economic and socio cultural values prevailed in the society at different regions. The colonialists of Europe considered the Bhuta Kola as “Devil Worship” and branded as religious perversions. It has a mixture of complex elements of theatre, music, rituals and beliefs. It is believed that the Spirits are the attendants of Lord Shiva or Ganas, who are the guardians protecting the villagers and livestock. The spirit possession, trance, and dialogue, forms the important aspect in Bhuta Kola.

![Fig. 3.13 Bhuta Kola](image)

The impersonator – Bhuta pretends to be an incarnation of the respective spirit, and reflect its possession, trance and create dialogue of impersonator with the devotees. The Bhuta impersonator behaves like an incarnation of a concerned spirit, listening, solving problems, warning and comforting the devotees. The Bhuta impersonator acts as a healer and solves the legal and judicial problems of the village.

### 3.7.4.2 The Ritual – Spiritual Worship

The spiritual worship is a night long ceremony conducted on a decorated stage where the image of the deity and other articles of worship are arranged on the elevated stage. The devotees are seated on the other side. The orchestra, accompanied with drums and wind instruments are seated with the musicians on another side. The stage is decorated with
palm leaf, mango leaf and areca flowers. The stage worshiper or the person who invokes the Spirit or Bhuta is usually dressed up in colourful outfits, bells, swords, and other accessories. Symbolically different colours are used to bring out various characteristic features of the spirit. Different pastes from various plant extract are used to make up impersonator. A ceremonial oil bath is given to impersonator for physical purification. The impersonators family members sing the ballad which narrates the spirit’s history of descent to land, heroic deeds, its influence etc. The impersonator develops himself for imposing through self hypnotism. Impersonator change in to a spirit and call authorities the reason for the spirit’s invocation.

The devotees plead for protection, prosperity, and good crop. If the spirit is pleased, using the oracle spirit will convey the pleasure, promises, protection and prosperity. If the spirit is not satisfied, certain rituals are prescribed along with punitive measures for the acts of insult or impurity to the holy place or certain acts of commissions and omissions on part of the devotees. The quarrels or disputes are settled by impersonator taking the role of an arbitrator or a tribunal. The decision of the impersonator is treated as final without any provision for appeal. Bhuta Kola remains an intimate part of the life of the people in Coastal Karnataka even though the younger generation are sceptical about the powers of the spirit.

3.7.4.3 Aati Kalenja

It is a traditional dying art of dance ritual performed during the monsoon months of July and August in the coastal region of Karnataka. This form of dance ritual has a resemblance to “Theyyam” dance performed in the northern part of Kerala. The person acting as Bhuta or Spirit known as “Kalenja” dressed up in colourful costumes, tender coconut leaves and a cap made out of areca spate or sheath (Fig. 3.14). The Bhuta and his assistant, a drummer, go around the village and dance in front of homes. The householders reward them with rice, coconuts, etc.

3.7.4.4 Nagaradhana

Snake worship is a traditional ritual widely practised in coastal Karnataka. Snakes shrines are constructed in one corner of the garden often under a Neem tree termed as “Nagabana”, the sacred groove, resting place of Snake God. People are cautious about damaging or defacing the groove which is considered as sacrilege. It is difficult to trace the
origin of Nagaradhana. Snakes are considered as the symbol of fertility. The snakes are worshipped during “Nagarapanchami” by offering “milk” and “tilak” applied on their forehead. The Snake worship ritual (Fig. 3.15), centred around the serpent design, drawn on the ground continues till early in the morning. A similar kind of ritual is found in Kerala and is known as Sarpam Tullal and Sarpam Kali. Fear from the wary of wrath of Naga Diety the Nagabanas have remained unspoilt and have contributed immensely to the preservation of valuable trees and medicinal plants in Dakshina Kannada.

Fig. 3.14   Aati Kalenja

Fig. 3.15   Nagaradhana
3.7.4.5 Yakshagana

Yakshagana, is a theatre style stage drama and dance performance conducted night-long in Coastal Karnataka (Fig. 3.16). The theme is usually based on a story from Indian epic poems and puranas. The components of Yakshagana – music, dance and dialogue are developed based on the ability and calibre of the actors.

The background support is based on ragas and talas of Carnatic music. This performance of theatre, music and dance was evolved during the Bhakthi movement. It is very popular in the districts of Uttara Kannada, Udupi, Dakshina Kannada and Kasargod. In this theatre style drama the actors wear colourful costumes head dresses and face paints to enact various roles.

Fig. 3.16 Yakshagana

3.7.5 Moodabidri – a Farm Tourism Destination

The Coastal Karnatakas beauty lies in her rural landscape. A few large country side agrarian houses holding large farms are doubling as tourist hubs. Many are offering home as resorts. Local communities share the benefits of farm tourism. It does not cause any environmental hazards. Farm tourism also helps augmenting dwindling farm incomes.
The rustic tranquillity of farms, along with the organic produce tag and warm hospitality is drawing tourists, creating a new genre of farm tourism at Moodabidri (Fig. 3.17). This organic farm of hundred acres is visited by more than seventy people per day which include vacationers from neighbouring states of Kerala, Chennai, Mumbai, students, foreigners and agriculturists. A lot of tourists visit the farm during Viraasat celebrations. The farm has the Western Ghats as its backdrop and is home to exotic varieties of flowers, fruits, and medicinal plants. Vermi culture is practised and the farm teems with peacocks. Visitors get to see and learn about plantations.

![Soans farm at Moodabidri](image)

**Fig. 3.17** Soans farm at Moodabidri

Return to the roots strategy, scenic locales, distinctive South Kanara cottages, local coconut cuisines fresh air and rejuvenating agrarian hospitality, all work wonders in promoting farm tourism. Presently farm visits and food is eked out as a hospitality measure. Simple local vegetarian food is served to all visiting tourists under the mango trees. All the tourists are taken on a tour of the farm including the spices and tropical fruits garden. Fragrant and slush filled paddy fields with farm workers singing harvest songs give
the city tourists an unforgettable experience. Visit to this farm give a slice of life in natural surroundings far from the madding crowd.

The tradition, culture and geography of South Karnataka satisfy the requirement of an ideal tourist destination. Udupi district is known for its pilgrimage tourism since the celebration and worship is carried out throughout the year. Manipal, the international University town located three kilometres away from Udupi host students from 56 countries which also turns the city in to a cosmopolitan status.

3.8 Conclusion

India has largest system of traditional medicine practitioners in all forms – Ayurveda, Yoga Unanai, Homeopathy, Siddha, Holistic and Acupuncture. India has a long standing traditional herbal and alternative treatment history. India is showing a quantum leap in the Integrated medicine, where East meets the West and technology meet tradition.

The integrated medicines are provided as a specialized package in rehabilitation, prevention, rejuvenation, reenergizing, or holistic treatment vacations. Traditionally, most of these practices are originated from India and integrating the Eastern and Western medicine is considered the future of the modern health care.

The National and the State Policy guideline for promoting Health and Wellness would aim to leverage India’s potential in traditional systems of Ayurveda, Siddha, Naturopathy, Meditation and Yoga which in turn will help to project India as a unique destination for Health, Wellness and Spiritual healing. Karnataka Tourism policy (2009-14) was developed with an intention of positioning and promoting Karnataka as India’s premier Health and Wellness destination (Karnataka State Tourism Policy page.No.17). It is planned to develop a Virtual Health care and Wellness City in the form of a grid that links all major existing facilities of traditional systems of Health and Wellness treatments like Ayurveda, Unanai, Siddha, Yoga with International standards, so as to project the state as a unique destination for Health and Wellness tourism.
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