CHAPTER – 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSIONS

5.1 Introduction and Design

The summary of findings, suggestions and conclusions of the study entitled “Health and Wellness Tourism A study on Magnificent Manipal” is included in this chapter. The objectives of the study is to understand the global scenario and concept of the Health and Wellness Tourism as per the Indian context and to identify the feasibility, accessibility and potentiality of Manipal as a Health and Wellness Tourism destination as well as to understand the perception of people, role of Government and significant factors that contribute Manipal as a unique Health and Wellness Tourism destination. Based on the above study, a model has been proposed for the development of Manipal as a destination for Health and Wellness Tourism.

The study is a combination of descriptive nature based on survey method and statistical analysis. An analysis of the destination Manipal revealed that Health and Wellness Tourism, Sports, Events and Conference Tourism form the primary niche markets and there is potential for Manipal to grow in these tourism segments. Considering these aspects a perception study and sustainability study were conducted among the local residents and students of Manipal University to understand the feasibility of developing a model for the development of a Health and Wellness Tourism destination at Manipal.

5.2 Profile of the Potential Health and Wellness Tourists

For the perception study, six Spas of Bangalore, and four reputed Health and Wellness Centers at Manipal, which are identified for its reputation and acceptance by the youngsters.

- While the respondents in Bangalore comprised of 55% males and 45% females, the corresponding figures in Manipal was 56% males and 44% females. This indicated that
the number of male and female respondents is almost equal in Bangalore as well as in Manipal.

- 82% of males in Manipal were single whereas in the case of females the percentage was almost equal 47% single and 50% married. In Bangalore 38% males and 36% females were single when 48% of males and 55% of females were married. The more number of single males in Manipal may be attributed to the fact that Manipal is mainly an educational centre.

- 40% of Bangalore respondents, both male and female fell under the income bracket of 2 to 5 Lakhs while, the respondents with a family income of 11 Lakhs and above per annum was only 6% among males and 7% among females.

- In Manipal the respondents from the family income bracket of 2 to 5 Lakhs was 39% among males and 45% among females while those whose family income 11 Lakhs and above per annum was 10% each among males and females which is slightly higher as compared to Bangalore.

- The study revealed that majority of the people both in Manipal and Bangalore had an annual income between 2 Lakhs and 10 Lakhs.

5.3 Findings of Perception Study

The perception study conducted based on the data collected from Manipal and Bangalore may be summarized as follows.

- The analysis of the results showed that most males in the age group of 25 years and below (79 in Manipal and 18 in Bangalore) felt that exercise was to stay fit. On the other hand, most of the people in Bangalore from the ages 26 to 55 said that exercise was a type of relaxation for them.

- When 16% of the males and 20% females in Bangalore felt that exercise was a burden to them 11% of males and 16% of females in Manipal opinioned the same.

- With reference to the frequency of exercise when only 27% of males and 29% of females in Bangalore exercise daily, 46% of males and 26% of females in Manipal
exercise daily. When 13% of male and 22% of females from Bangalore said that they never exercise, only 7% of males and 13% of females from Manipal never spent time for exercise.

- Therefore number of people who exercise in Manipal is greater as compared to those in Bangalore. This means people in Manipal are more health conscious and exercise more often compared to those from Bangalore. 54% males and 36% females in Manipal said that they would like a fitness club and a massage centre. This indicates the feasibility of developing Manipal as a Health and Wellness Tourism destination.

- When respondents were asked whether they preferred to exercise indoors or outdoors, in both Bangalore and Manipal, more number of males preferred to exercise outdoors as compared to indoors. While if we observe the trend among women, the number of women who prefer to exercise indoors was higher than those who wanted to exercise outdoors both in Bangalore as well as in Manipal.

- 42% males and 67% females in Bangalore preferred early morning as the time of exercise, 45% of males and 56% of females in Manipal had the same opinion. Also, 50% males and 36% females in Manipal and 34% males and 18% females in Bangalore preferred to exercise in the evening.

- 38% of males and 40% of females in Bangalore were already members of fitness club only 31% males and 24% females were members in Manipal. This indicates that more than 50% of the people both in Manipal and Bangalore are not a part of a fitness club or wellness centre.

- 46% males and 42% females in Manipal said that they would join a fitness club or wellness centre soon, while in Bangalore 50% males and 30% females had the same opinion.

- 54% males and 58% females in Manipal admitted that they had no plans to join a fitness club. 50% males and 70% females in Bangalore chose not to join a fitness club.
• 56% of males in Manipal and 31% of males in Bangalore felt that exercise equipment is the most essential facility and swimming pool was the next choice for men both in Manipal and Bangalore.

• 4% and 5% of males in Manipal and Bangalore felt that beauty treatment was a fitness club facility where as these numbers were 19% and 24% at Manipal and Bangalore in the case of females.

• 71% of males in Manipal and 55% of males in Bangalore and 64% of females in Manipal and 58% in Bangalore agreed that they are not involved in any kind of sports activities.

• 47% of men each in Manipal and Bangalore and 63% females in Manipal and a corresponding 64% in Bangalore preferred walking. Playing football and swimming were found to be a popular activity among men in Manipal with 42% opting for swimming and 40% for playing football. The numbers looked to be equally significant for males in Bangalore as well with 31% interested in swimming and 29% in playing football.

• 66% males and 74% females in Manipal and 56% males and 62% females in Bangalore believed that health is the absence of disease; absence of stress as well as being physically fit.

• 36% of males in Manipal and 33% males in Bangalore were regular smokers, and almost an equal number 39% males in Manipal and 40% males in Bangalore responded that they never smoke.

• 36% of males in Manipal and 31% of males in Bangalore agreed that they consumed alcohol on a regular basis and 29% in Bangalore and 49% in Manipal said that they consumed alcohol on a less regular basis.

• 15% of males in Manipal admitted that they never drink the number was almost 40% in Bangalore.
• 67% of females in Manipal and 73% of females in Bangalore responded that they never drink.

• While Beauty salon was the choice of 40% females in Bangalore, Yoga and meditation centre (40%) and massage centre (36%) were preferred facilities for females in Manipal.

• 71% to 96% of the respondents irrespective of the gender both from Manipal and Bangalore said that they were aware of the term Spa.

• Only 10% of the females and 4% of the males in Manipal were not aware of what a Spa is all about.

• 42% males both in Manipal and Bangalore and 27% of females in Bangalore were of the opinion that spa is a massage centre.

• 40% of males and 46% of females in Manipal believed that spa combines beauty salon, massage centre, meditation and yoga centre, nutrition and diet counseling as well as therapeutic healing all in one.

• 70% of people in Bangalore and 86% of people in Manipal would like to have a personal care and a day spa in their locality.

• Most respondents in Bangalore as well as in Manipal liked to listen to music to relax while exercise and meditation came a close second both in Bangalore and in Manipal.

• 67% males and 53% females in Manipal said that they did not suffer from any lifestyle diseases, whereas in Bangalore only 40% of both males and females were free from lifestyle diseases.

• While 46% males and 26% females in Manipal exercised daily, only 27% males and 29% females in Bangalore had the habit of exercising daily.

• 14% of females in Manipal suffer from diabetes and 13% males had obesity as their lifestyle disease. In Bangalore 20% of males and 29% of males were reported to be obese. High/low BP was found to be significant among males in Bangalore (25%) whereas it was only 10% in the case of males in Manipal.
• Majority of the people 55% and 53% males as well as 64% and 56% of females in Bangalore and Manipal felt that all these factors are required for a healthy living.

The results above clearly indicates that the people in Manipal are aware about the Health and Wellness requirements and are willing to accept Manipal to be identified as a Health and Wellness Tourist destination.

Keeping this in view the current scenario of Health and Wellness tourism, a study has been conducted to identify the potential of Manipal as a Health and Wellness tourism destination. Manipal being an International University town dominated by students in the population mix, a content analysis on the websites of the prominent Universities of India and abroad was carried out to understand the facilities offered to students in these campuses. Table 5.1 shows the identified Universities in USA which were The Harvard University, Princeton University, Yale University, Massachusetts University and Stanford University, USA.

**Table 5.1 Wellness Facilities at International Universities**

<table>
<thead>
<tr>
<th>Name of University</th>
<th>Wellness Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harvard University</td>
<td>Centre for Wellness</td>
</tr>
<tr>
<td>Princeton University</td>
<td>Health and Wellbeing</td>
</tr>
<tr>
<td>Massachusetts Institute of Technology</td>
<td>Department of Athletics, Physical Education and Recreation (DAPER)</td>
</tr>
<tr>
<td>Yale University</td>
<td>Yale Health Plan</td>
</tr>
<tr>
<td>Stanford University</td>
<td>Bewell@Stanford</td>
</tr>
</tbody>
</table>

The identified Indian Universities shown in Table 5.2 include IIT Mumbai, IIT Kanpur, IIT Delhi, IIT Chennai, and University of Delhi.
The study proved that the American Universities are creating awareness among the students by providing Health and Wellness facilities which is holistic in nature, and encompassing physical, mental, social, intellectual and emotional wellness which is necessary for the overall development of healthy body, mind and spirit. Jai Vital (2012) said that the Indian institutions are mainly providing facilities only for physical development and are ignoring the other aspects of awareness, fitness, stress relieving, and nutrition, which are the core elements of Health and Wellness.

Hence, this study point towards the requirement of a full-fledged Health and Wellness facility at Manipal for the overall development of student community.

Table 5.2 Wellness Facilities at Indian Universities

<table>
<thead>
<tr>
<th>University Name</th>
<th>Wellness and Health Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian Institute of Technology, Mumbai (IITB)</td>
<td>Gymkhana</td>
</tr>
<tr>
<td>Indian Institute of Technology Kanpur (IITK)</td>
<td>Community Center, Faculty club, Gliding club, Nursery, Swimming Pool, Staff Gymkhana, Student Gymkhana</td>
</tr>
<tr>
<td>Indian Institute of Technology, Delhi (IITD)</td>
<td>Board of Student’s Welfare(BSW) Student Counseling Services (SCS)</td>
</tr>
<tr>
<td>Indian Institute of Technology, Madras (IITM)</td>
<td>Sports and Recreation, Medical Facilities</td>
</tr>
<tr>
<td>University of Delhi</td>
<td>Student Welfare, Student Council</td>
</tr>
</tbody>
</table>

5.4 Factors that influence people to visit a Health and Wellness Tourism Destination – Mean Scores

The data obtained from Questionnaire II was analyzed to understand the various factors that influence people to visit a Health and Wellness tourism destination. A total of twelve variables identified from various research articles were considered as being reasons for
individuals to visit the existing physical fitness centre and sports complex at Manipal. This in turn would give an insight into the feasibility of developing a Health and Wellness tourism destination at Manipal.

From the very simple statistics of mean of the responses on a Likhert scale of 1-5 the following outcomes were derived:

- It was seen that maintain fitness through exercise has shown the highest average of 4.28.
- This was closely followed by overall facilities with an average of 4.25 and the factor - improve health and beauty had an average of 4.09.
- Social status has scored the least (3.33).

The fact that fitness through exercise has scored the maximum on Likert scale itself is an indication of the sustainability of a Health and Wellness tourism destination at Manipal.

5.5 Significant components for model development – Factor Analysis

Having done the perception study and sustainability study attempt was made to identify the components that would contribute to the development of a model for the establishment of a Health and Wellness destination at Manipal. This was done by the analysis of data obtained from Questionnaire III. Principal Component analysis with Varimax rotation was done for the data set obtained from Questionnaire III for extracting the relevant factors.

While understanding correlation existing between the different variables, the following were observed:

- Highest correlation was exhibited between stress relief and relaxation
- Brand name was correlated to affordability.
- Loading of improvement of health and beauty on the second component revealed that maintenance of fitness and improvement of health were considered to be equally important motivational factors.
- The results showed that people would like to visit Health and Wellness destination for stress relief, relaxation, to maintain fitness through exercise, to improve health and
beauty which in turn brings in the fact that the proposed Health and Wellness tourism destination is sustainable.

- The fact that local residents, parents and the students are giving more importance for stress relief and relaxation also strengthens this finding.

Based on the perception study and sustainability study an attempt was made to understand various components that would contribute to the development of a model for the establishment of a Health and Wellness tourism destination at Manipal. This was done by the analysis of data obtained from Questionnaire III, consisting of 20 questions tested for reliability and consistency. Each of these questions contributes to one component which can be responsible for the development of Health and Wellness tourism destination at Manipal. This was distributed along with Questionnaire II to 120 people visiting “Marena” – the physical fitness centre and sport Complex of Manipal University. This is mainly to understand the various factors that would contribute to the development of a Health and Wellness tourism destination.

The different factors were combined under four independent variables – Quality, Marketing, Location and Potential clients where as Health Consciousness and Wellness Awareness were considered as the dependent variables. The results showed that

- Health Consciousness is more correlated to marketing and potential clients

- This explains that marketing is a very important factor that can create Health Consciousness which will lead to the need for the development of Health and Wellness Tourism destination at Manipal.

- Wellness Awareness has Quality and Potential clients as the more correlating elements which again emphasis the need for the development of Health and Wellness Tourism destination.

- The fact that potential clients are correlated to both Health Consciousness and Wellness Awareness strongly supports the development of a Health and Wellness Tourism destination at Manipal.
For identifying the significant components that would contribute to the development of a model for the establishment of Health and Wellness tourism destination at Manipal the data obtained from Questionnaire III is analyzed with principle component along with Varimax rotation for extracting relevant factors. The different variables are loaded on to each component factors such as potential clients, proximity, quality, facility, and marketing. Further analysis is carried out to identify which of these factors contribute more to the dependent variable identified as Wellness Awareness and Health Consciousness which was derived from Questionnaire I. Based on the regression analysis between the dependent and independent variables, the following observations were found to be significant:

- Under Wellness Awareness, facility and quality were identified as the important variables
- This was followed by potential clients, location and proximity.
- Under the Health Consciousness marketing and Quality were found to be important variables.

With the above findings an attempt is made to propose a model considering Marketing, Quality, Facility, Potential clients, Proximity, and Location as contributing factors. This is based on the model proposed by Ritchie and Crouch (2002)\textsuperscript{186}.

5.6 Outline of Proposed Model for Health Wellness Tourism destination at Manipal

By adapting the research findings of Ritchie and Crouch (2002), the proposed model of Health and Wellness Center at Manipal has four stages of competitiveness and sustainability in destination marketing, policy planning and management (Figure 5.1).

5.6.1 The First Stage – Supporting Factors

The first stage mainly emphasizes upon supporting factors like resources, infrastructure, accessibility, facilitating resources and hospitality of the local communities. Manipal being an International University town has student presence from 56 countries studying in various twinning and regular professional programmes. It is one of the prominent edu-tourist destinations with world class infrastructural facilities in the Asian sub continent. The University offers quality education and is ranked one among the top 100 Universities in the
QS University Rankings: BRICS. The environment is very conducive and safe with natural attractions and warm climate.

Fig. 5.1 Proposed model for Wellness Tourism destination at Manipal
On an average 4000 students join every year for formal education of University course, Short courses or Recreational courses. The courses of engineering, medicine, dentistry, communication, tourism, hospitality, management and languages, offered in Manipal are popular educational experiences for study tourists. The twinning programmes of Malacca, Malaysia, Antigua, in Medicine, Engineering and Dentistry increases the number of overseas students studying in Manipal. The money spend by these foreign students have a direct impact on the local economy. Edu tourist usually stays long in a destination to complete a minimum of semester length of study. This is a long length of stay in comparison any other kind of tourist in any other destination. These edu-tourists of foreign countries pay their educational fees in full and upfront in foreign currency and would be considered as foreign exchange earnings under tourism receipts. These international students have the highest level of expenditure per person of all tourists. The friends and relatives of domestic and international students visit Manipal during their time of study. This is referred as (VFR) (Visit of Friends and Relatives market). Focusing the VFR market is an added opportunity for growing Udupi district’s tourism industry through Education Tourism.

Manipal University has created a landmark sporting and physical fitness infrastructure “Marena” in the city. Based on the database of existing indoor and outdoor sporting infrastructure facilities in the campus, policies have been developed to use the facilities for conducting national level training camps for the selected candidates at the University level and also implement action plan to capitalize on the national level competitions at Manipal. Moreover the facility could be identified to promote a structured health and wellness programmes based on instructional guidance to health and wellness tourists.

An event and conferences can be a meeting of delegates from various parts of the country assembled for a limited duration. Over the years, the overall perspective of the meetings, events and conference tourism has improved and administrative measures are initiated for optimizing the economic benefits of these events for the benefit of the host community. Manipal University, being the educational hub for arts, Science, medicine, engineering, management, mass communication hospitality and tourism studies, Symposium, Seminars Workshops, Training programs and Continued Medical Education programs (CME)
are organized on a periodic basis by the various departments and institutions, which are usually attended by regional, national and international delegates.

A greater or a higher level of sports facilities available at Manipal are fitness center, golf stimulation courts, tennis courts, gymnasium, running tracks, squash courts, etc. This facility provides for participation in sports at leisure or in an organized setting. There are opportunities to assess and improve fitness levels with consultation of the personal coach.

The alternate or complementary healing modalities such as Naturopathy, Herbal remedies, Homeopathy, Ayurveda, Unani, Yoga and Intuitive healing sessions are available at the destination Manipal. The Muniyal Ayurvedic College, the holistic treatment of Naturopathy, Yoga and Unani at Shri Dharmasthala Manjuntheshwara Yoga and Nature cure hospital, Department of Ayurveda at the Kasturba Medical College hospital are the alternative or complementary healing centers of Manipal.

The Health and Wellness tourism offer a unique blend of the natural resources and local culture. It can encourage entrepreneurship and upgrade employment to marginally employed practitioners. It can also enhance the health of local residents with a sense of place at a destination. The destination can be strengthened and made more sustainable by engaging local community’s knowledge, people and practices in the design of wellness products. Destination can develop many kinds of health and wellness modalities and experiences generated with the cultural knowledge of wellness, natural features, and indigenous herbs and plants.

The Indigenous Culture of Manipal is a complex mixture of beliefs, rituals, literature, music and theatrical elements of Spirits or Bhutas. The devils are worshipped for blessings and protecting the villagers and their live stock. This indigenous culture and intrinsic spiritual healing qualities and the wellness experiences are unique. Promotion of teaching and sharing of these knowledge of local history, culture and sports -“Kampala” bullock race and cock fight with traditional foods in natural surrounding would be an added attraction for the health and wellness tourism.

Shri Dharmasthala Manjuntheshwara Yoga and Nature cure center, Fortune Inn Valley view hotel provides eco-lodges, bed and breakfast, retreat in natural surroundings, with health options of food in an ecologically sensitive environment and atmosphere.
The dieticians and nutritionists of the KMC hospital physical trainers and life coaches of Marena, the physical and sport complex of Manipal University are involved to provide the required information for life changes and modifications in health and wellness.

The Department of Yoga, Department of Skin (for skin care and beauty), Department of Ayurveda at Kasturba Medical College, Shri Dharmasthala Manjuntheshwara Yoga and Nature cure Center and Muniyal Ayurvedic college provide aesthetic procedures and array of body treatments. Some of the treatment such as skin care, massage, reflexology, acupressure and reiki which nurture, relaxes and rejuvenate the entire body.

A visit to “Hasta shilpa” the heritage site at Anathanagar, End point garden and jogging track at Manipal, Sohan farm, Muniyal Ayurveda garden, are a meaningful encounter with experience in natural environment other than awareness and relaxation.

Spiritual awareness helps to expand consciousness and facilitate contact with one’s innermost being. A visit to 700 year old Krishna temple at Udupi, Jain temple at Moodubidri, Saibaba temple at Udupi would provide an inner journey to self actualize, find deeper meaning in life. The guided meditations, spiritual retreats, art, music and dance therapy, breath exercises provided at the Health and wellness centers awakens the inner most feelings of pilgrimage and tourist of health and wellness visiting Manipal.

The Health and Wellness destination at Manipal has a strong supporting factors & facilitating resources and hospitality infrastructure. This include Sri Dharmasthala Manjuntheshwara Naturopathy center, Muniyal Institute of Ayurveda Medical Sciences, Department of Ayurveda, Department of Yoga, Department of Skin of Kasturba Medical college Hospital, and “Marena” – The Sports & Physical Fitness Centre of the Manipal University. All the above institutions that represent traditional knowledge and contemporary excellence extends services on ayurvedic consultations, diet and lifestyle advice, Prakrathi analysis, stress management, relaxation, rejuvenation, detox therapies, panchakarma, weight reduction therapies, hair care and hairless therapies, skin care and beauty therapies, anorectal care etc.
5.6.2 The Second stage:-Core Health and Wellness Resources Attractors

The second stage is based on three Integrated approach for the destination management – Location and Proximity, Target marketing and Accreditation of standards and quality.

5.6.2.1 Location & Proximity

Manipal has a good network of roads and railways. Udupi and Manipal is easily accessible from Bangalore, Goa and Kerala. A 700 year old Lord Krishna temple, a Hindu Pilgrimage center located at Udupi, is 3 km away from Manipal. Manipal is an authentic treasure trove of tourist pleasures. Manipal University admits 4000 students which includes an average of 500 international students annually for the various professional programmes. Studies indicate that an average of 2% -3% of the student’s parents and family members visits Manipal at any given period of time.

Manipal, situated on a plateau has beautiful scenic views and greenery all around which could provide a soothing and rejuvenating experience for wellness tourist. A close proximity to Goa – Mangalore highway helps in pouring in lot of transit travelers from all over the world. It also has a considerable amount of pilgrim tourists from temple towns around Manipal, Udupi, Dharmasthala, Murdeshwara, Kollur Mookambika, and Kukke Subramaniya.

Manipal has a variety of accommodation facilities from budget hotels to star category which gives a wide choice to the travellers. The destination also covers an area of 10 sq kms, which includes Malpe beach, Kaup beach, and St. Mary’s Island. Many restaurants serving various cuisines to satisfy the taste of multi-cultural population are also present in Manipal.

5.6.2.2 Target marketing

The concept of target marketing is based on identifying the consumer's wants and needs and designing products and services accordingly. This consumer oriented products will have a greater demand and higher level of customer satisfaction. Convenience of travel and communication had improved the movements of people which has lead to the varied taste and choices in many products.

Manipal is an ideal tourist location having all 8 P’s of tourism marketing. The 8 Ps of hospitality and tourism marketing (Product, Place, Price, Promotion, People, Process,
Productivity & Physical Evidence) are incorporated to market Manipal as a health and wellness tourism destination.

Manipal has students from fifty six countries. The visiting parents, students, delegates are coming from different cultures and the destination has to meet changing tastes and preferences as well as to provide the highest quality of services. Product involves the concepts like accommodation, attraction, transportation, restaurants, recreation etc. Manipal has variety of accommodation facilities from budget hotels to star category which gives a wide choice to the traveler.

Manipal is known for quality education ranging from engineering, medicine, law, management, hospitality, tourism and medical services which covers a comprehensive range of therapeutic services including general surgery, ayurveda, orthopedics, urology gynecology, ophthalmology, dialysis, cardiology, and cardiac surgery. The facilities provided at this location of health and wellness destination is apt for its access to variety of medical services and fitness programmes. Manipal town is also home of institutions of natural medicine, ayurveda, and yoga, which also offers programmes related to health and wellness. These institutions are taking a leading role in providing the man power requirement and technical expertise for the development of health and wellness tourism destination in Manipal.

The profile of the city, its infrastructure and human resource would enable the Health and Wellness Tourism a significant opportunity at Manipal. Manipal has a competitive advantage over other districts in the state regarding the soft infrastructure (Facilities and Services in the medical field) and hard infrastructure (wellness facilities, equipments sport facilities provided at Marena). An analysis of Manipal town revealed the four primary niche markets – Health and Wellness tourism, Study tourism, Sport tourism, and Event / Conference tourism.

One can find a blazing layout of antediluvian graven temples, modern splendid architectural buildings, beautiful hill chains, pure forests, unending beaches and very friendly people. Culturally, people follow traditions and Spirit worship known as Bhuta kola is practiced in this part of the region. Snake worship known as Nagaradhane are the most important cultural traditions in Udupi. Aati Kalanja, Karangolu and other festivals like Diwali
and Christmas are also celebrated in Udupi. Udupi is better known as the seat of Madhwa faith which was founded by the saint Madhwaacharya.

Suvarna river which flows along the valley could be used as a facility in the future for students for rowing activity, entertainment, sailing, house boat and pontoons facilities. It could be utilized for weekend activities by the students, providing wellness spa facilities for visiting parents and conference delegates which also could be added as a attraction for the transit traveler. These can be further developed into floating restaurants and ayurvedic treatment centers for the overall rejuvenation activities. The rich culture, tradition and the geographical beauty, augment the destination Manipal for Study, Sport, Event, and Health and Wellness Tourism destination.

5.6.2.3 Accreditation of Standard – Quality and Facility

Karnataka: “One State, Many Worlds” Tourist’s Paradise: Karnataka boasts rich heritage and glorious culture with magnificent monuments, temples and palaces; towering hills and exciting wild life; numerous pilgrimage sites; 320-km long coastline with bewitching white sand beaches; and endless opportunities for the growth of medical, health, wellness, and luxury tourism. Country’s best wellness facilities located in Bangalore and Mysore, with numerous yoga centers attracting plentiful international tourists.

Government of Karnataka has come out with the Tourism Policy for maintaining quality and standard which may help to exceed tourist expectations. The authorities insist on minimum prerequisite of infra structure and standard operating procedures for every health and wellness centers. This is to avoid deviations and substandard therapies from being provided at the health and wellness centers. The policy also specifies the necessity of accreditation and classification. The health and wellness service providers at Manipal are accredited and approved by various recognized agencies for its quality education, facility and quality service.

5.6.3 Third Stage:-Health Wellness Tourism Destination Policy Planning

The overall Health and Wellness market in India is estimated as INR590 bn in 2011, 20% growth over the previous year. Driven by the country’s current demand and supply
dynamics, India’s wellness industry is poised to grow at a double–digit rate over the next five years, with certain sectors, such as spas, beauty treatments, projected to grow at more than 35-40% (http://www.ficci.com). It should be a matter of pride for all Indians that along side of, organic farming, classical dance and music, ayurveda, yoga and naturopathy has emerged as an effective contributor to raising India’s profile as a dynamic power in the field of health and wellness tourism.

The advisory committee of Department of Tourism has formulated a tourism policy for the State of Karnataka. This policy form guideline for registration, classification, and approvals. The clear cut guidelines encourage the private entrepreneurs to participate in investment. The cooperation between municipalities and town also become easier. The policy identifies the procedures for the Accreditation and Classification of facilities in order to promote Health and Wellness Tourism in a way that is safe and secure for tourists.

The policy guidelines broadly classified the Health and Wellness tourism in to Rejuvenative and Curative wellness centers for the benefit of public private partnership. The Rejuvenative Wellness Centers that combine a holiday/leisure experience with rejuvenative treatments. The Curative Wellness Centers that purely address health problems with or without leisure settings. Based on the quality of service and facilities the rejuvenative wellness centers are classified in to Gold leaf and Silver leaf categories and the curative wellness centers in to Platinum Premium and Standards.

The purpose of Health and Wellness tourism is to create a healthy body, soul and mind. It is viewed as a way of life. It involves physical fitness, healthy nutrition, beauty care, and mental activity. To-day’s Health and Wellness centers are concentrating on the holistic approach of curing and nourishing the body, mind and spirit. Tourists prefer to visit these places not only for pampering the body for pleasure but also for the management of stress and attain peace of mind The activities of exercise, fitness, nutritional supplements, promoted by the Spas, Health and Wellness centers are becoming a part of our daily lives. The provincial Health and Wellness strategy of the local Udupi administration by creating budgetary provisions for the improvement of infrastructure is considered as a positive sign for the growth of Health and Wellness tourism destination at Manipal.
It is encouraging to note that entrepreneurs are showing interest to develop it as a centers of leading Health and Wellness destination for parents, conference delegates, foreign students visiting Manipal on study exchange programmes, corporate sector bank officials visiting Manipal for training, tourist and pilgrimages visiting Udupi and nearby places, and friends and relatives of students visiting Manipal. With the growing acceptance of alternate or complimentary health care treatments, the international health insurance agencies are promoting these treatments with incentives to customers for preventive health care. This will provide a good support for the growth of this market. Thus the provision of facilities on health and wellness tend to seek self improvement in health treatments and services.

According to Steinbach (2000) a wellness holiday is relating to less to individual goals and also being less medically oriented. Promoting health and wellbeing are the goals of visiting parents, relatives and international students and vacationers as well as part of market strategies of tourism providers. These can relate health to various physiological or psychological subcategories such as medical checkups, beauty treatment, slimness, fitness, diet etc. adventure, entertainment, and outdoor sports also play an important role in Health and Wellness tourism.

To assist the people in finding services the University, tourist office also need to create a data base of departments, hospitals or facility providers or products searchable on the internet. Even though the government is providing certification and grading, grants and subsidies as supporting measures are to be extended for new entrepreneurs. Greater emphasis should be given in creating awareness about the benefits of conventional, complimentary or alternative medical facilities. It is also necessary to encourage innovation to identify the best practices for the benefit of Health and Wellness facility seekers.

Wellness tourism or Health tourism model is a concept that is more expansive and more positive ideas of clusters such as clinics, medical institutions, spas, health clubs and a wider net of related institutions work together. The knowledge, skills, resources, traditions, and practices are the key to a successful Health and Wellness destination. It can encourage entrepreneurship and upgrade marginally employed practitioners. The small and medium enterprises can lead the development of the wellness sector. By involving the local
community’s knowledge, culture, natural resources, practices in design of wellness products and experiences would pose new opportunities for the host communities to nurture and strengthen the host community and make the Health and Wellness tourism more sustainable.

The Health and Wellness tourists are usually from the higher socioeconomic groups seek relaxation and rejuvenation, and spend more than other type of tourists. Development of Health and Wellness tourism can be an impetus for diversifying and improving the quality of the destinations products and markets, especially applicable to a destination reaching a mature phase of lifecycle. Health and Wellness tourism can be an effective strategy for destinations trying to increase repeat visitations to fill low seasons with new tourist markets. The pull factors that have a positive effect on odds to interest to make wellbeing holidays were natural sights, geography, climate and accessibility in the destination. With all these ideal requisites of a Health and Wellness tourism, Manipal has the potential to be one of the prominent destinations in Karnataka.

5.6.4 Fourth Stage:-Development of a Health and Wellness Tourism destination at Manipal

Manipal is a home to well known holistic health and wellness centers. These centers are jointly offering range of activities, treatments, and practices to rejuvenate and recuperate the body mind and spirit. In addition, the Manipal’s reputation in the field of research and medical technology is growing rapidly. The Kasturba Medical College has a wealth of specialist services. The study indicates that Manipal has a vast array of Health and Wellness product supply modalities which is considered to create a motivation to visit. These assets could be used to grow a Health, Wellness and Medical Spa tourism.

Manipal is also home of Naturopathy, Yoga, Ayurveda medicine. These medical institutions also offer programmes related to health and wellness. These institutions form a center for developing human resources required for the growth of this sector at Manipal. The district tourism authorities must recognize the need for developing this niche market of health and wellness with a strategic growth plan for increasing the yield with number of visitors and also to maximize their length of stay at Manipal.
The facilities of Marena - the physical exercise and sport complex of Manipal University is of International standard, managed by the professional trainers and managers. The rejuvenative wellness tourists could avail the best of facilities at Manipal. The Ayurveda and Yoga Department of Kasturba Medical College, Naturopathy and Ayurvedic center, SDM Ayurvedic College, and Muniyal Ayurvedic college are the accredited hospitals, offer world class body treatments.

Manipal University’s partnership with other international universities for varied academic programmes could help in building network and create an awareness of Health and Wellness programmes available in Manipal among the people of other countries who are more health conscious. Manipal has a potential to attract visitors for “One Stop Shops” where a variety of wellness therapies with rich authentic cultural experiences are available.

5.7 SWOT Analysis

The study on Manipal, as a tourism destination has revealed that health and wellness tourism, sport, event and conference tourism form the primary niche markets, which has a tremendous growth potential. Further to understand the growth potential of the Health and Wellness tourism at Manipal an attempt of SWOT analysis was conducted. This analysis can provide different insightful elements for the acceptability and sustainability and is also a procedure generally carried out before the development of a business plan. An open ended and structured interview questions were framed and used as a tool for discussing with the Manipal University officials, Doctors of Kasturba Medical College, officials of the “Marena” and Head of Institutions. The details are given in Annexure I. The data gathered through qualitative technique was analyzed and a SWOT analysis table was derived from answers which involves a detailed examination of the Strength and Weakness of the Manipal’s potential as well as the Opportunities and Threats in the environment within which it belongs.

Appropriate strategies are likely to

1. Capitalize and align on Opportunities and strengths
2. Strengthen, eliminate or transform weakness
3. And overcome threats.
5.7.1 **Strengths:**

1. Salubrious climate
2. Medical college having super speciality branches
3. Qualified health staff with necessary academic, operational and linguistic skills
4. Good transportation linkage by road and rail
5. Existence of tourist attraction
6. Number of budget category hotels
7. Local society is health conscious
8. Long coastal zones located a few kilometres away
9. Moderate awareness on health and wellness and positive consumer perception
10. Product health and wellness has potential for differentiation
11. Availability of religious, cultural, attractions
12. Existence of Popular IVF centre, dentistry, eye care, and transplantation units.
13. The local community is composed of multi cultural groups
14. The cost of living is comparatively low, compared to any cities/towns in India.
15. The Value proposition is appreciable (Good Price/Quality ratio)
16. The Support from local people are good
17. The Complicated surgical procedure are possible at 1/10 cost compare to any international hospitals.

5.7.2 **Weakness**

1. All the health and wellness centres located in Manipal are operating independently. No coordination among each other.
2. Future plans are not projected
3. The Udupi district does not have destination management plans
4. There is no mission, vision and related strategies for improving the health and wellness services in Manipal.

5. No cooperation is visible among related establishments providing health and wellness services.

6. No marketing plan is devised for the promotion of health and wellness at Manipal.

7. Focused effective target marketing is needed for attracting more health and wellness tourists to Manipal.

8. Accreditation, standardization and certification of health service providers is needed for maintaining quality standards.

9. There are no specific designed health packages, in any of the four Health and Wellness centres.

10. Linkage of foreign insurance companies may help to attract tourists from European countries.

11. The trends, potential, and market effectiveness are not assessed.

12. No integrated approach for health and wellness tourism development in Manipal.

5.7.3 Opportunities

1. The growth of global demand for Health and Wellness tourism is showing an annual increase of 30%.

2. After retailing, the global healthcare is the world’s largest revenue earner US 2.8 trillion(approximately).

3. The awareness increases the number of Health and Wellness guests.

4. More number of aging people.

5. Fitness and wellness issues are very popular.

6. Low cost product and services are in high demand if they have a standard quality.

7. Specialized care is limited in developed countries.
8. High prices for health and wellness services in developed countries.

5.7.4 Threats

1. Demand for highest quality, luxury comfort
2. Crises related to swine flu, etc,
3. Terrorist attacks – anxiety of Safety and security
4. Poor hygienic standards in health and wellness centres
5. Pollution of water, air and soil

5.8 Suggestions and Recommendation

Health and Wellness tourism in Manipal is in the infant stage. The primary motivation of the people visiting Manipal is for holiday and relaxation. The frame work of the Health and Wellness tourism in Manipal is very narrowly defined. Most of the budget category hotels located in Manipal are not designed to provide health and wellness tourism standards and requirements. There is no coordination among the independent operators providing Health and Wellness tourism services and there is a need for common policy regarding the Health and Wellness tourism. Manipal Health and Wellness tourism needs proper positioning imaging, and branding for attracting more tourists.

The findings indicated that Health and Wellness tourism is indeed a very suitable tourism option for Manipal considering the climate, geography, and infrastructure. The current findings show that there are emerging younger group less than 30 years are interested in physical development.

The Health and Wellness market also evolved among professionals who perceive it as to rest and relieve from their work stresses. This study suggests that marketing strategies for Health and Wellness tourism in Manipal should focus on the individual tourist health related needs and wants. As relaxation and pamper are the significant motivational factors for Health and Wellness tourists the Health and Wellness providers should position their centers based on the relaxation attributes that may stimulate a relaxing mood throughout their Health and
Wellness experiences – the atmosphere/environment, lay out and decoration, the trained staff members, and Health and Wellness treatments.

It was indicated that there is a huge potential for the development of Health and Wellness tourism in Manipal. The resources are not fully utilized and with the strategies and measures it may become one of the important Health and Wellness tourism destinations in the Southern part of the country.

It is felt that more awareness needs to be created among the people of Manipal relating to issue of Health and Wellness. The key challenge is to cultivate the awareness and market with a comprehensive plan for business development and incubation and hence the following suggestions and recommendations are proposed

5.8.1 **Incorporate wellness centre in each college**

Most of the models of the universities abroad promote health and wellness on a large success. A separate journals or magazine on Health and Wellness which include articles on Health and Wellness published by students would help to create awareness among the youth.

5.8.2 **Encourage frequent seminars and workshops**

Various seminar and workshops on Health and Wellness could be conducted on regular basis for the students, staff and locals as well.

5.8.3 **Provide health education through links on the Manipal University website**

Various links can be provided on Manipal university website that the students can access to get information about health and wellness issues.

5.8.4 **Disease Management system**

Disease Management system can be setup which send information to the mobile phones of the students through SMS. These messages would provide all the information regarding Health and Wellness and also, if the person is ill or sick these SMS reminders could send information for precautions.
5.8.5 Create Portals for health care providers

All the information should be made available regarding Health and Wellness on this portal. College Portal Information could be made accessible to college staff members and parents of the students. Student portals: specially made for students where all the information related to students health would stored.

5.8.6 24 hour helpline

24 hour helpline can be set up in order to provide information in emergency situations.

5.8.7 Affiliation of Manipal University with international universities.

Affiliation of Manipal University with global universities could also help in promoting the Health and Wellness activities. By connecting the potential customers – student parents, conference delegates, tourists, with the providers or practitioners of Health and Wellness assets this segments could be grown to the benefit of all involved and finally benefit the people of Manipal in the form of a better economy and access to even finer health services.

5.8.8 Co-branding

This is a powerful way to bring attention to the business. This is done by linking the brand with another successful brand in an area, by putting up the brand in the spotlight with a winner. Manipal’s Health and Wellness tourism centers could be co-branded with those of Bangalore and few cities of Kerala.

5.8.9 Sponsor or co-sponsoring an event

Draw the attention of the people by sponsoring certain events like Brand Scan, Utsav and other inter collegiate sports and cultural events. Signage, brochures and display hoardings put up during these events would help to promote the Health and Wellness tourist destination at Manipal.

5.8.10 Networking and referrals

This could be from other businesses or customers and is a great way to improve the business. Manipal University’s partnership with other international universities for varied academic programmes, and could help in building network and create an awareness of Health
and Wellness programme available in Manipal among the people of other countries who are more health conscious.

5.8.11 Publication of articles

Publication of articles in the local newspaper or for online publications and newsletters, provide a great way to establish the credibility and promote the Health and Wellness tourism destination at Manipal.

5.8.12 Internet forums

A small space in the I-O-N page (Local Internet service providers) and on Manipal University community pages on social networking sites would also help to create awareness among the local student population about the Health and Wellness facilities at Manipal.

5.8.13 Give customers more than they expect

The international standards maintained at the facilities of Marena (Sports complex) at Manipal will also lead to awareness through word-of-mouth among the students, parents, and visiting delegates Few other methods that could be adopted for the promotion of Health and Wellness tourism in Manipal are:

- Fusion treatments, Thai Yoga massage (a fusion of yoga stretches and massage), Watsu (Water and Shiatsu) Yogalates (Yoga and Pilates) or Aquaveda (hydrotherapy and Ayurveda) are becoming more popular as “wellness” and considered as “therapeutic”
- Gastro travel that offers cooking experiences, nutritional consultations, healthy eating classes, are also offered along with aroma therapy and relaxing spa treatments as a part of recreation of Health and Wellness programme.
- Pamphlet on Health and Wellness tourism destination at Manipal could be put in every copy of the university prospectus
- A leaflet about the Health and Wellness tourism destination at Manipal could be included in every postal correspondence.
- Hoardings and billboards can be put up at the international airport in Mangalore, Bangalore and also on the national highways.
Pop-ups showing the Health and Wellness tourism at Manipal could be created on the Manipal University web portal.

A small brochure or a leaf let could be included in every conference or convention kits.

5.9 Overall Outcome of the Research

The perception and feasibility study outcome of Manipal as a destination for Health and Wellness has coincided with the observation of Muller and Kaufmann, 2000 on a destination of Health and wellness, as a place offering harmony of body, mind and spirit, to people with self-responsibility for physical fitness, beauty care, healthy nutrition, relaxation, meditation, mental activity, education, environmental sensitivity, social contracts etc. The study of Nahrstedt, 2002 supports the findings that the attitude of people towards wellness and wellbeing is changing and is considered as self-responsibility to maintain their vitality. Dunn, 1959 also emphasized the above mentioned characteristic at destination as fundamental elements which contribute towards the overall health and wellness.

Manipal University has created a landmark sporting and physical fitness infra structure “Marea” in the city. The perception study and the sustainability study have identified Manipal to be a potential Health and Wellness tourism destination. The Health and Wellness tourism destination of Manipal offer a unique blend of the natural resources and local culture. Cohen, 2000 observed that the public is becoming aware of the potential for optimizing health, improving performance, preventing disease and ageing and enhancing beauty from inside out through investment in wellness.

Investment in wellness would encourage entrepreneurship and upgrade employment to marginally employed practitioners. It can also enhance the sense of place of a Health and wellness Tourism destination, and the health of local residents. The destination can be strengthened and made more sustainable by engaging local community’s knowledge, people and practices in the design of wellness products. The Health and Wellness destination at Manipal has strong supporting factors & facilitating resources and hospitality infrastructure. An analysis of Manipal town revealed the four primary niche markets – Health and Wellness tourism, Study tourism, Sport tourism, and Event / Conference tourism.
Government of Karnataka has come out with the Tourism Policy for maintaining quality and standard which may help to exceed tourist expectations. The authorities insist on minimum prerequisite of infrastructure and standard operating procedures for every Health and Wellness centers. This is to prevent deviations or misuse of therapies provided at the Health and Wellness centers, also to specify the necessity of accreditation and classification.

The state level advisory committee of Department of Tourism is formulated a tourism Policy for the State of Karnataka. This policy form guideline for registration, classification, and approvals. The clear cut guidelines encourage the private entrepreneurs to participate in investment. The cooperation between municipalities and town also become easier. The policy identifies a scheme for the Accreditation and Classification of Wellness Centers in order to promote Health and Wellness Tourism in a way that is safe and secure for tourists.

By involving the local community’s knowledge culture, natural resources, practices in design of wellness products and experiences would pose new opportunities for the host communities to nurture and strengthen the host community and make the Health and Wellness tourism more sustainable.

END NOTES

185 Mr. Jai vittal, Estate Officer, Manipal University, Interviewed on 11th February, 2012