

A COMPREHENSIVE MODEL FOR DEVELOPMENT OF SUSTAINABLE HEALTH AND WELLNESS TOURISM DESTINATION AT MANIPAL

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Abstract *Health and Wellness as a concept has been practiced in India since time immemorial. India has a long history of wellness practices with distinction of being the birthplace of alternate therapies such as Ayurveda which has entered in to the domain of spas.*

This paper presents an exploratory qualitative study to understand the perception of people at Manipal about Health and Wellness and to establish the feasibility so as to propose a comprehensive model for the development of Health and Wellness destination at Manipal. The study was done by getting the feedback from the tourists, pilgrimages, students and the people visiting the Marena-an indoor physical fitness and sports complex center of the Manipal University, through questionnaires. A factor analysis using principal component method was done and the results have shown that stress relief and relaxation were loaded on the first component signifying that these are the most important motivational factors. The detail study of factor analysis has indicated the sustainability of health and wellness destination at Manipal.

A statement questionnaire was developed to understand the various factors that would contribute to the development of a health and wellness destination. In order to get a detail understanding of the various factors to be considered for developing the model the various factors were combined under five dependent variables-quality, facility, marketing, location and potential clients. The set of five statements were included under each dependent variables thus encompassing a questionnaire of twenty statements and were distributed among the students, parents, relatives delegates tourists visited Manipal in the month of August and September, 2012.

The Health Consciousness and Wellness Awareness were considered as the independent variables. and studied using the questionnaire I, framed on the factors such as concept of exercise, frequency of exercise, concept of health, smoking habit, drinking habit, concept of wellness centre, wellness treatments, relaxation techniques, factors to stay healthy, etc.

Having established the Independent variables and Dependent variables statistical analysis was done to understand the relationship of the dependent variable to the independent variable. The results show that Health Consciousness is more correlated to marketing quality and location which explains that marketing is a very important factor that can create Health Consciousness which will lead to the need for a Wellness destination. Wellness Awareness has facility, quality and Potential clients as the more correlating elements which again emphasis the need for the development of Wellness destination. The fact that location and potential clients are correlated to both Health Consciousness and Wellness Awareness strongly supports the development of a Wellness destination at Manipal. With these factors a model was proposed based on the study conducted by Ritchie, J, R. B and G. I. Crouch (2002) for a health and Wellness destination at Manipal.

Keywords: *Health and Wellness, Tourist Motivation, Factor Analysis, Stress Relief and Relaxation, Marketing, Potential Clients*

INTRODUCTION

Health and Wellness as a concept has been practiced in India since time immemorial. India has a long history of

wellness practices with distinction of being the birthplace of alternate therapies such as Ayurveda which has entered in to the domain of spas. Ayurveda is a medical system that identifies imbalances in person's "Doshas" and prescribes a

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personalized, detoxifying regime of diet change, exercise, meditation, massage and herbal medicine. Many ancient practices such as Rasayana chikitsa, which deals with improving health and vitality; Swedakarma; Panchakarma treatment etc, which had remained unpracticed for long have been brought back to life through the opening of wellness centers and spas across the country.

With more than one billion people in 2013 and beyond, who are formally “disabled” and a massively greying global population, the hospitality industry will soon shift focus from luxe pampering to delivering wellness to person of all ages and ability levels.

According to the studies conducted by various researchers, many consumers turn to health and wellness centers for personal health and fitness and also consider these centers as venues to improve their health and wellbeing. There is a paradigm shift in the consumer’s needs from indulgence to wellness. The concerns about the personal health and fitness increased the demand for health related holidays.

Chon and Singh, 1995 states that concerns about personal health and fitness have increased the demand for health related holidays in USA. Consequently, the resorts are developing amenities like fitness facilities and services such as health spas to meet the requirement of the vacationers. These have been added to release stress and improve nutrition and physical conditioning. It is also cited as a primary reason for attracting health and wellness tourists and has predicted that more people travel for health reasons to resorts and spas where monitored, individualized beauty treatments and health programmes are provided.

The health and wellness tourism oriented activities are accepted and recognized for staying healthy and for healing and curing remedies. This sector’s development is reflected by strong interest in health consumer products, anti aging creams, and medical procedures. In addition people are practicing healthy lifestyle to keep them fit and healthy. Travis and Ryan, 1981; Kammermann et.al, 1983 in Nahrstedt, 2005, had termed this life style as “wellness” which can be described as a way of life, that an individual create to achieve his/her highest potential for wellbeing. This consists of actions that the individual is able to control, such as how they exercise, eat, manage stress, and perceive the environment, and achieves a high level wellness which involves continual striving for a more healthful way of living.

Additionally, Smith and Puczko, 2009 stated that, in historical terms, health and wellness practices have been very much embedded in regional and local traditions and cultures, with available natural resources also determining the forms of wellness that are developed.

Even though there is a remarkable development in wellness tourism, the motivation influencing the consumers choice

or desire to make a wellness holiday is an unexplored phenomenon (Bushell and Seldon, 2009; Chen and Prebensen 2009). Most of the studies are showing few empirical evidence of wellness tourist motivations but refers to spa goers or spiritual tourists (Smith and Puczko, 2009)

Motivation is interlinked with physiology, psychology and philosophy. It is used to understand the tourist behavior and decision making for travel. For the providers of tourism it is to understand the needs to satisfy the tourists at a particular destination. Page, 2009 defined motivation “as a state of need, a condition that exerts a push on the individual towards certain types of action that are seen as likely to bring satisfaction”. It indicates the intrinsic reasons why the individual is embarking on a particular trip (Weaver and Lawton, 2002). It is directly linked to the demand for tourism which can be affected by range of factors, and to consumer/tourist behavior, which does not only affect the initial purchase but also the tourist experience as well as future decisions (Lomine and Edmunds, 2007).

Travelling for the purpose of health is one of the earliest motivations for tourism. The components of health care tourism were not analyzed until 1987 when Goodrich and Good rich defined it from a supply perspective as the deliberate promotion of a tourist facility’s or destination’s healthcare services and facilities in addition to its regular tourist amenities. According to these authors, this form of tourism was seen to include, among other services, medical examinations by qualified doctors and nurses at the resort or hotel, special diets, acupuncture, transvital injections, vitamin complex intakes, special medical treatments for various diseases such as arthritis, and herbal remedies. Goodrich and Goodrich, 1987 predicted the growth of this concept with rising incomes, and foresaw that people would devote more time to leisure/recreational activities and seek longer, healthier lives.

A 2005 report by the WHO estimated that of all the 58 million deaths in the world in 2005, 35 million (60%) was caused by chronic diseases such as heart disease, stroke, cancer, chronic respiratory disease and diabetes.

With the growing awareness on lifestyle diseases and concern on health care costs, the West is spurring new interest in India’s indigenous systems of medicine, such as **Ayurveda**, **Yoga & naturopathy**, **Unanai**, **Siddha**, and **Homeopathy**. AYUSH in short, the West calls it Complementary Alternative Medicine or CAM. The American Medical Association and American Association of Medical Colleges are now open to evidence- based CAM. The survey conducted among the younger generation is showing that four in ten people in US have used CAM in the last year. Insurance companies are also recognizing some aspects of it.

Wellness tourism is one of the most promising niche markets within the tourism field. It is a diverse sector leading to wide

range of visitor's needs and expectations. Relaxation is the central motivational factor for health and wellness tourism. The relaxation factor consists of getting refreshed, escape from busy job, relaxing away from the ordinary, having no rush, being physically active, and feeling at home away from home.

India has a plethora of wellness opportunities from Yoga to meditation to Ayurveda. The studies among the youth indicates that overall stress levels are increasing exponentially due to peer pressure, technology, time pressured, work obsessed, materialistic and individualized societies. More and more people are cash rich and time poor, the statistics reveal that working mothers have the least time for themselves and leisure activities.

The quality of life (QoL) indicates the things that make feel good are quality relationship, good housing, leisure, freedom from pain, and happy state of mind. The subjective indicators of quality of life include stress levels, use of leisure time, sense of safety, family relationships, job satisfaction, happiness etc.

Many alternative and complimentary practices are used in medical spas, in destinations which provide specific medical services for fitness levels, weight, body fat, blood pressure, cholesterol, etc, and make recommendations for a healthier life. In most of the Wellness destinations therapeutic treatments such as relaxing massages, yoga classes, water based treatments or physical exercises are imparted under a qualified practitioner on a regular basis for a set time period and with specified outcomes.

The world wide trend of going back to nature, against the synthetic and symptomatic treatment has led to the growth, or rather revival of the traditional holistic methods of medicine like Ayurveda. It is the health and wellness part of the system that is gaining more popularity among the tourists, even though apart from the preventive care, the system has excellent curative treatment as well.

Wellness can become a kind of "finding yourself" in an era of mega stress. Wellbeing should therefore be understood as holistic philosophy for life. The final goal should not only be aiming for temporary feelings of happiness but also include long term contentment (Schobersberger, 2000).

The health and wellness has to be holistic and encompasses physical, spiritual, social, emotional, intellectual, and environmental wellness. The health and wellness programmes reduce medical costs by preventing the occurrence of poor health that negatively impact productivity.

Health tourism can be defined as "the attempt on the part of tourist facility or destination to attract tourists by deliberately promoting its health care services and facilities, in addition to its regular tourist amenities (Bennett et al., 2004). Hall, 1992 conceptualizes health tourism as comprising three

elements: "Staying away from home, health as the primary motive and occurring in a leisure setting".

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

Although, health and wellness tourism is used interchangeably by some, wellness tourism is considered a subset of health tourism and one differentiation some use is that medical activities play an important role in health tourism where as the medical and cure dimension is not used in most part of wellness tourism (Smith & Puckzo, 2009 and Mueller & Kauffman, 2001).

Research Problem

With the study of various references published on Health and Wellness Tourism Destination, hardly any attempts have been made to establish the potential of a destination for health and wellness tourism qualitatively.

Wellness Tourism Based on Tourist Motivations and Locations

The health and wellness tourism identified by Smith and Kelly, 2006 defines six dimensions of wellness tourism based on tourist motivations and locations where the relevant activities usually take place that reflect the definition of Sheldon and Bushell, 2009. These wellness activities and their locations is depicted in Table 1

Table 1. Location of Wellness Activities

Wellness Activities	Locations
Medical/Cosmetic	Hospitals, Clinics
Corporeal/Physical	Spas, Massage, Yoga
Escapism and relaxation:	Beach, Spa, Mountains.
Hedonistic/Experiential	Festival spaces
Existential and Psychological	Holistic centers focused on self-development and philosophical contemplation
Spiritual	Pilgrimage, New age events, Yoga retreats
Community Oriented	Voluntary work, Charity treks, Holistic centers

Manipal could be developed in to an ideal health and wellness tourism destination as the University admits 2,500 students which include an average of 500 international students annually for the varied professional programmes. It is noted that an average of 2% -3% of the student's parents

and family members visit Manipal at any given period of time.

The study conducted by Crites and Crites 2003, at Hawaii showed that the distinctive natural resources – the beauty and energy of the land and environment, Hawaiian culture, diverse customs, and traditional massage therapy are core resources that attract tourists.

Manipal's natural, cultural, environmental resources and the core health and wellness resources available could be highlighted to attract the visiting parents and family members. An effort should be made to identify and market the core resources and competencies that may make the destination unique.

RESEARCH OBJECTIVES

The present research was taken up with the following objectives;

- To elicit the perception of tourists visiting Manipal as a health and wellness destination
- To examine the feasibility for development of Manipal as a Health and Wellness Tourism destination with special reference on "Marena"
- To propose a Comprehensive Model for the development of Health and Wellness Tourism at Manipal.

Methodology

Keeping the current scenario of wellness tourism the present study has been conducted to identify the potential to develop Manipal, an International University town of 20,000 students, as a health and wellness tourism destination. The study also tried to understand the sustainability of the same at Manipal. Temporary relocation of students from the family and their presence in Manipal are the motivating factors of the parents and relatives visitation to Manipal. The social factor of the health and wellness illustrate the desire to share a special, pleasant experience with family and friends while relaxing and meeting other health conscious people in a destination.

The perception study conducted to understand the feasibility of the development of a Health and Wellness destination at Manipal has shown that more people in Manipal think that exercise is important to stay fit and that only a very small number in Manipal find exercise to be a burden. 75% of people in Manipal would like to have exercise equipments, dieticians, swimming pools, weight management programs and beauty treatments available in their area. The fact that almost 86% of the people desire for a spa or personal care centre in Manipal emphasizes the need for the development of a Wellness tourism destination at Manipal. It was also

found that 'work' is the major stressor for men in Manipal while the major stressor for women is 'health'.

Factor Analysis

To analyze the various factors that may influence the development of a health and wellness tourism destination at Manipal 120 questionnaires were distributed among the people visiting the "Marena" – the physical fitness centre and sport Complex of Manipal University. This study was done mainly to understand the various factors that influence people to visit Marena, the Physical fitness and sport complex of Manipal University, which would be an indirect measure of the sustainability of the Health and Wellness Tourism destination at Manipal.

Marena – Manipal University's Physical Fitness and Sport Complex: Manipal University has been renowned for providing state of the art infrastructure and facilities to all of its students. In the same spirit, the University opened an ultra-modern indoor sports complex "Marena" in Manipal University premises in March 2010. This Physical fitness and the sports complex is one of its kinds in India where students can engage in various kinds of physical fitness and sports activities. The "Marena" complex is within a reach of 1 km from all the Manipal University institutions. This sports complex is over and above the other various sports facilities provided at different institutions. The whole facilities are having a built up area of 145000 Sq.ft, which include 3 lawn tennis courts, 1 basket ball court, 4 Squash courts, 5 Badminton courts, Beach volley ball court, 7 golf simulators, Table tennis, Billiards, Cricket practice court, indoor jogging park, Gymnasium with best machines, tread mills, assisted by physical fitness coaches aerobics trainers.

Table 2. Mean Value of the Variables

Variables	Mean
Maintain fitness through exercise	4.28
Overall facilities	4.25
Improve my health & beauty	4.09
Indulgence & self satisfaction	4.04
Relaxation	3.94
Affordability	3.83
Stress relief	3.76
Brand name	3.5
Escape from boredom	3.48
Friends	3.43
Free time	3.34
Social status	3.33

To identify the reasons for the individuals to visit “Marena” a questionnaire containing relevant variables were circulated to 120 respondents who visited the existing physical fitness centre and sports complex at Manipal. The response was entered on a scale of range of 1-5 (Likert Scale). The results of it is furnished in Table 2.

The data obtained was subjected to factor analysis to get the most significant factors which influenced the individuals to visit the sports complex.

Factors and Factor Loadings

Table 2 shows the average values of the different variables. It is seen that significant importance is given to fitness through exercise which has scored the maximum value (4.28). Social status has scored the least (3.33). The fact that fitness through exercise has scored the maximum on Likhert scale itself is an indication of the sustainability of a wellness centre at Manipal.

In order to have an understanding of the underlying factors that can influence the development of wellness centre at Manipal a factor analysis was done. Factor analysis is the

Table 3. Details for Quality, Marketing, Location and Potential Clients

	Question Nos	Details
Quality	1-5	Satisfactory quality of equipments and facilities according to international standards is necessary for attracting health and wellness tourism.
		Satisfactory quality of recreational and health services according to international standards has an important relation with attracting health and wellness tourism.
		Offering different types of health and therapy services (yoga, meditation, different kinds of ayurvedic regenerative / recuperative treatment etc.) is effective factor in attracting health and wellness tourists.
		Wide variety of recreational facilities (boating, water sports, beaches, sports and games facilities etc.) is effective factor in attracting health and wellness tourists.
		Offering recreational facilities as package to tourists during the period of therapy can attract health and wellness tourists
Marketing	6-10	Having websites, publishing special brochure are necessary procedures to attract health and wellness tourists.
		Participating in international exhibitions and advertising the health and wellness facilities available in Manipal in foreign embassies is effective tool in attracting health and wellness tourists.
		Incorporating links of the websites in various web portals like airlines, Indian railways, banks, web travel portals (make my trip, yatra.com, first flight etc.) can be potential source to attract more health and wellness tourists.
		Competitive pricing for various health and wellness facilities can attract more health and wellness tourists.
		Cooperation between KTDC and health and wellness centres in Manipal with advertisement in KTDC websites is effective factor for attracting more health and wellness tourists
Location & Proximity	11-14	More direct international and national flights to the nearest airport is effective in attracting health and wellness tourists.
		Developing an airport at Manipal is effective in attracting health and wellness tourists.
		Effective road and rail connectivity is an effective factor in attracting health and wellness tourists
		Internet access with facility for online booking for the various packages is an effective factor for attracting more health and wellness tourists.
Potential Clients	15-20	Presence of students from different countries is an effective factor for attracting international health and wellness tourists.
		Parents of students of Manipal Universities visiting their wards can be potential source for health and wellness tourists.
		Word of mouth experiences shared by parents can be a potential source for health and wellness tourists from their home town (including friends, relative & colleagues)
		Health and wellness facilities of Manipal being offered to the participants of conference/seminars conducted by the University can be effective in attracting health and wellness tourists.
		Incorporating visit to the prominent pilgrim centers around Manipal in the health and wellness package can be an attraction for more health and wellness tourists.
		Incorporating visits to the various historical sites, monuments, cultural centers etc., as part of health and wellness package can be an attraction for more health and wellness tourists.

technique by which data sets of a group of interrelated variables are reduced into smaller sets of uncorrelated factors. It is a statistical technique that can be used to analyze the matrix of correlation coefficients of a set of variates and provide better understanding and interpretability of the structure of the matrix. The method employs eigen value – eigen vector analysis to derive a smaller number of variables (factors) from the matrix of correlations or covariances that are linear combinations of the original variables and are uncorrelated (orthogonal) to one another. The elements of the transformed eigen vector matrix are called factor loadings and are indicative of the amount by which each original variable contributes to the total variance. A factor can be described in terms of the variables measured and the relative importance for them for that factor.

Factor Rotation

Once factors are extracted it is possible to calculate the loading of the variable on each factor. Generally it is found that most variables have high loadings on the most important factor. This characteristic makes interpretation difficult and so a technique called factor rotation, by which factor axis is effectively rotated such that variables are loaded maximally to only one factor, is used to discriminate between factors. In other words, the large elements in the factor loadings are made as large as possible and the small elements are made as small as possible. Among the different orthogonal rotations viz. Varimax, Quartimax and Equamax rotations the Varimax rotation is chosen as it is a good general approach that simplifies the interpretation of factors.

Almost 95% of the variance was explained by 10 components. Hence, the rotated component matrix was extracted with 10 components.

A statement questionnaire was developed to understand the various factors that would contribute to the development of a Health and Wellness Tourist destination. Further, in order to get a detail understanding of the various factors to be considered for developing the model the various factors were combined under four dependent variables - Quality, Marketing, Location and Potential clients. The set of statements or suggestions were included under each dependent variables thus encompassing a questionnaire of twenty statements and were distributed among the students, parents, relatives, delegates, tourists visited Manipal in the month of August and September, 2012. Table 3 shows the various items that are consolidated to obtain these four major factors of Quality, Marketing, Location and Potential clients.

The above four variables were considered as dependent variables whereas Health Consciousness and Wellness Awareness were considered as the independent variables. To

obtain the Health Consciousness and Wellness Awareness the following factors were considered (Table 4)

Table 4. Factors Considered for Health Consciousness and Wellness Awareness

Health Consciousness	Concept of Exercise
	Frequency of Exercise
	Concept of Health
	Smoking Habits
	Drinking Habits
Wellness Awareness	Concept of wellness centre
	Wellness treatment
	Relaxation techniques in Wellness
	Factors to stay healthy

Having established the Independent variables and Dependent variables statistical analysis was done to understand the relationship of the dependent variable to the independent variable.

RESULTS AND DISCUSSIONS

Factor Analysis

A total of 12 variables were identified to be 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 wellness centre at Manipal. From the very simple statistics of mean of the responses on a Likert scale of 5 it is seen that maintain fitness through exercise has shown the highest average of 4.28 closely followed by overall facilities with an average of 4.25 and improve health and beauty with an average of 4.09.

In order to understand the correlation existing between the different variables assumed, the correlation matrix for the 12 variables were extracted. It was found that the highest correlation was exhibited between stress relief and relaxation (0.553). Brand name was correlated to affordability with a coefficient of 0.521 as well as with social status with a coefficient of 0.482 (Table 5).

To still understand the significance of the underlying factors the variables were subjected to factor analysis and rotated component matrix was extracted. The result showed that most significant variables the factors of stress relief and relaxation were loaded on the first component which signifies that these are the most important motivational factors. The fact that these variables exhibited the highest correlation (0.553) explains this. A loading of 0.907 - maintain fitness through

Table 5. Correlation Matrix for the Variables

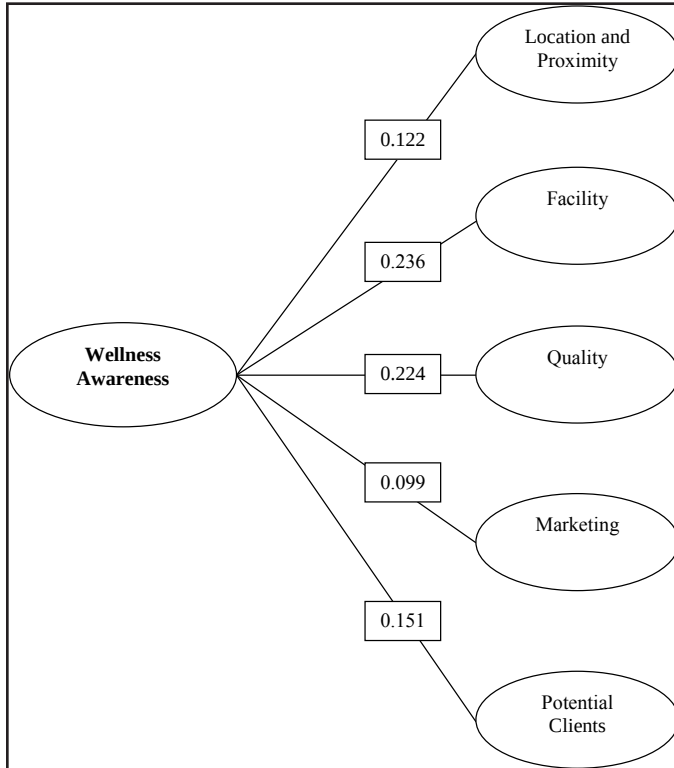
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exercise and 0.684 - improvement of health and beauty on the second component revealed that maintenance of fitness and improvement of health were considered to be equally important motivational factors.

The correlation coefficient of 0.474 existing between these two factors also plays an important role in explaining this. The motivational factor of overall facilities have highest loading on the third component. The factors of affordability, escape from boredom, friends, brand name, were loaded on the components 4, 5 and 6 respectively (Table 6).

The fact that the factors of free time, indulgence & satisfaction, and social status were loaded on the last 3 components, clearly indicate that these were less important motivational factors. Thus it is very clearly indicated that the significant factors that are considered to be responsible for the development of health and wellness centre at Manipal are stress relief, relaxation, maintain fitness through exercise and improve health and beauty. This in turn helps us to conclude the sustainability of health and wellness centre at Manipal.

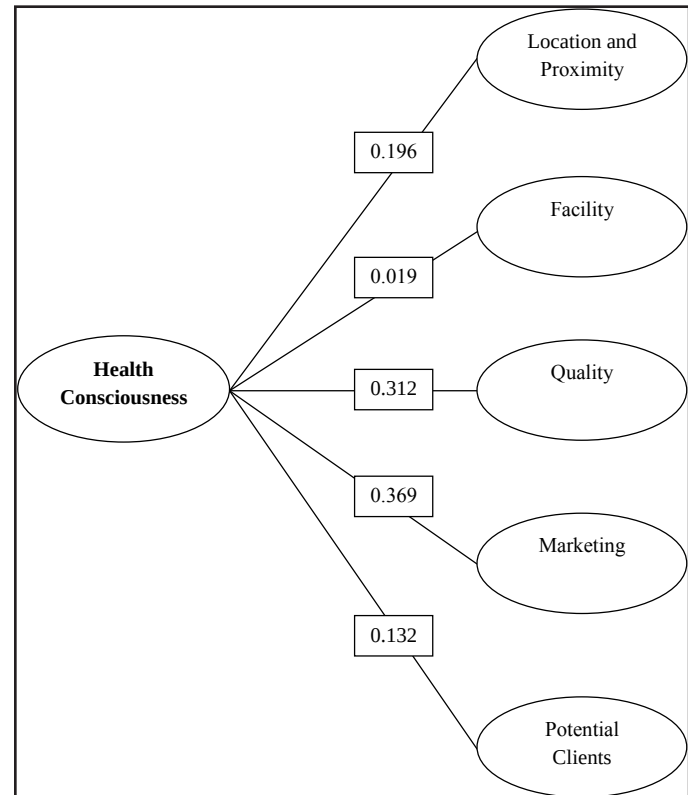
Figure 1. Wellness Awareness and Independent Variables



The results of Regression Analysis between the Dependent variables (Health consciousness and Wellness Awareness) and independent variables (Location and Proximity, Facility, Quality, Marketing and Potential Clients) is shown in Figures 1 and 2. The fact that potential clients are correlated to both

Health Consciousness and Wellness Awareness strongly supports the development of a Wellness Centre at Manipal.

Figure 2. Health Consciousness and Independent Variables



In the case where Wellness Awareness is taken as the Dependent Variable, Facility and Quality with regression coefficients of 0.236 and 0.224 respectively were identified as the important variables. Potential clients with a regression coefficient of 0.151 and location and proximity with 0.122 as the regression coefficients were found to follow. When Health Consciousness was considered as the Dependent Variable Marketing and Quality with regression coefficients of 0.369 and 0.312 were found to be the important variables.

Hence an attempt was made in the next phase of the research to develop a model for the development of a Health and Wellness centre at Manipal with Marketing, Quality, Facility, Potential Clients and Proximity and Location as the contributing factors.

Proposed Model of Health and Wellness Tourism Destination at Manipal

Over the years, Karnataka has a number of excellent Health and Wellness destinations operating in Health and Wellness tourism sector. This activity of tourism is also being promoted by the Tourism Department through Karnataka

Tourism Policy 2009 -14. It is to ensure that the Health and Wellness treatments such as Yoga, Ayurveda, Naturopathy therapy, etc, are administered as per standard operating procedure and minimum prerequisite of infrastructure that must be complied by every Health and Wellness center. This concept of Health and Wellness tourism has been positioned and financially supported in order to promote the state as a Health and Wellness tourist destination.

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 and Yoga which in turn will help to project India as a unique destination for Health Wellness and Spiritual healing.

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 Health and Wellness facilities offered to students in these campuses. Table 7 shows the identified Universities in USA which were The Harvard University, Princeton University, Yale University, Massachute University and Stanford University, USA.

Table 7. Wellness Facilities at International Universities

Name of University	Wellness Centre
Harvard University	Centre for Wellness
Princeton University	Health and Wellbeing
Massachusetts Institute of Technology	Department of Athletics, Physical Education and Recreation (DAFER)
Yale University	Yale Health Plan
Stanford University	Bewell@Stanford

Table 8. Wellness Facilities at Indian Universities

University Name	Wellness and Health Activities
Indian Institute of Technology, Mumbai (IITB)	Gymkhana
Indian Institute of Technology Kanpur (IITK)	Community Center, Faculty club, Gliding club, Nursery, Swimming Pool, Staff Gymkhana, Student Gymkhana
Indian Institute of Technology, Delhi (IITD)	Board of Student's Welfare(BSW) Student Counselling Services (SCS)
Indian Institute of Technology, Madras (IITM)	Sports and Recreation, Medical Facilities
University of Delhi	Student Welfare, Student Council

The study proved that the American Universities are creating awareness among the students by providing Health and Wellness facilities which is of 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. 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 element 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.

An analysis of destination Manipal revealed that Health and Wellness tourism, sport, event 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, tourists, pilgrimages and students of Manipal University to understand the feasibility of developing a model for Health and Wellness destination at Manipal.

The Perception study reveals the fact that the parents aging 45 to 55 are conscious about the health and wellbeing and the students in the age group of 22 to 25 are growing with the interest in healthy lifestyle. Thus the analysis of data from Questionnaire I reveals that the people of Manipal are looking forward to a Health and Wellness center at Manipal. The Questionnaire II was tested for reliability and consistency and circulated among 120 respondents visiting Marena. The data was used to understand the most important factors that influence people to visit the Health and Wellness destination which is an indirect measure of the sustainability of the Wellness destination at Manipal.

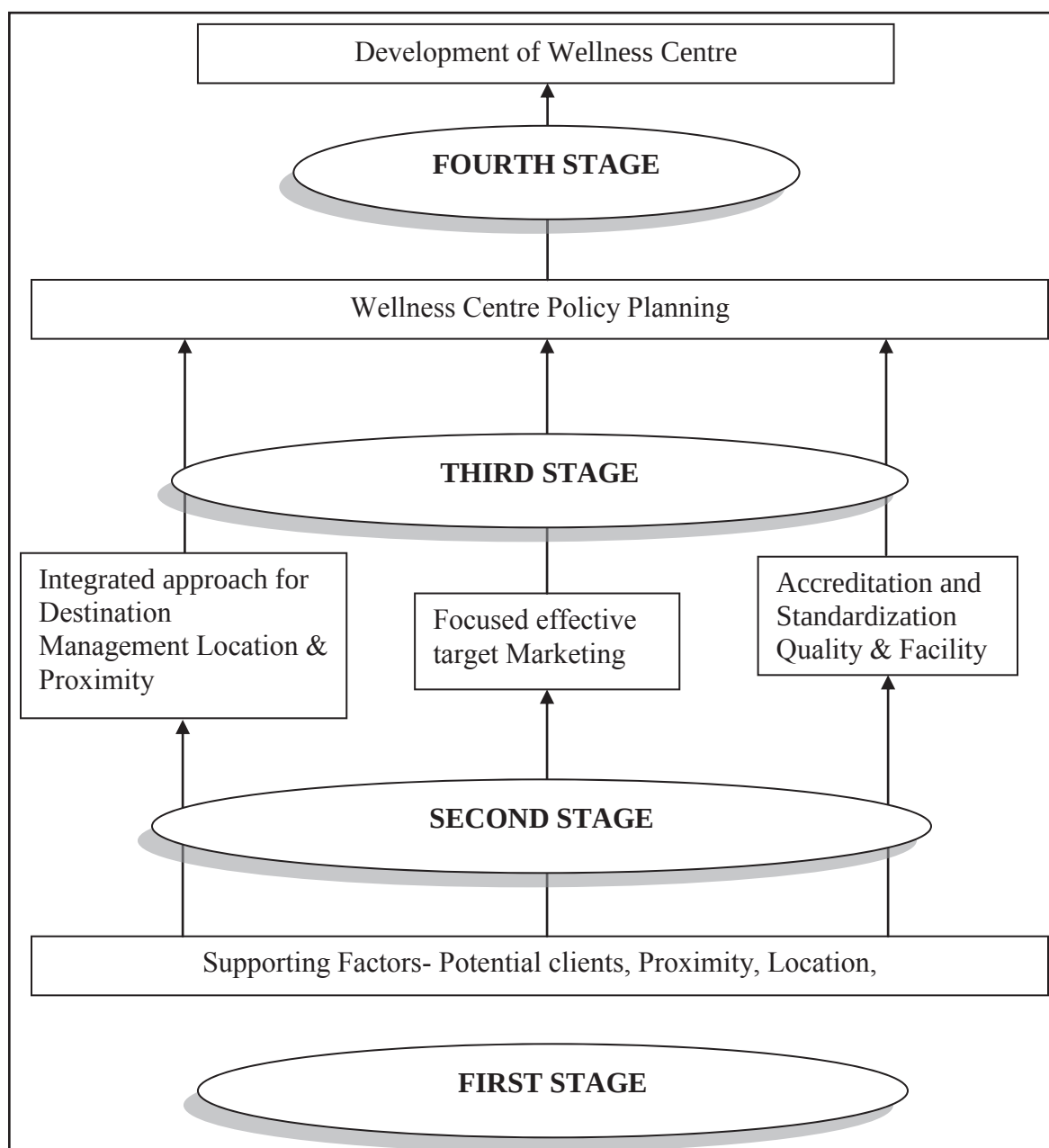
While understanding correlation existing between the different variables, it was found that the highest correlation was exhibited between stress relief and relaxation and brand name was correlated to affordability. Loading of improvement of health and beauty on the second component revealed that maintenance 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 centre 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 center 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 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 question contributes to one component which can be responsible for the development of Health and Wellness 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 tourist 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 show that Health Consciousness is more correlated to marketing and potential clients which explains that marketing is a very important factor that can create Health Consciousness which will lead to the need for a Health and Wellness center at Manipal. Wellness Awareness has Quality and Potential clients as the more correlating elements which again emphasis the need for the development of a Health and Wellness destination. The fact that Potential clients are correlated to both Health Consciousness and Wellness Awareness strongly supports the development of a Wellness destination at Manipal.

Figure 3. Proposed Model for the 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 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 were derived from Questionnaire I. Based on the regression analysis between the dependent and independent variables under the Wellness Awareness facility and quality were identified as the important variables followed by potential clients, location and proximity and under the Health Consciousness marketing and Quality is 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.

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 having student presence from 56 countries studying on various, twinning and regular professional programmes, is favourably positioned to become a leading study tourist destination for international students in Asian region. It offers an ideal environment to study with quality education provides pristine natural assets and attractions, a hospitable community, a safe environment, a warm climate world class infrastructure and support services. These factors are some of the reasons why Manipal attracts almost 2500 student visitors each year for formal education experience. Study tourism includes travel to undertake a university course, short course or a recreational course. Manipal has a wealth of education infrastructure to attract and host these visitors

This region is particularly attracted to friends and relatives often visit students during their time of study in the city, which is often referred as the VFR market (Visit of Friends & Relatives). Targeting the VFR market is an additional opportunity for growing Udupi district's tourism industry via Study Tourism.

Manipal University has created a land mark sporting and physical fitness infra structure "Marena" in the city. Based on the data base of existing indoor and outdoor sporting infrastructure facilities in the campus, investigate opportunities to integrate new and existing sport infrastructure in to a training camp strategy for the selected candidates at the university level and also implement action

plan to capitalize on the national level competitions at 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 sense of place of a 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 tourism destination at Manipal has a strong supporting factors & facilitating resources and hospitality infrastructure

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 destination awakens the inner most feelings of pilgrimage and tourist of health and wellness visiting Manipal.

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.

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, 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.

Target Marketing

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.

Given the city's infrastructure and intellectual capital, health and wellness tourism represents a significant opportunity for Manipal. Manipal has a competitive advantage over other district in the state regarding the quantity and quality of soft (expertise in the medical services) 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.

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.

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 prevent deviations or misuse of therapies provided at the health and wellness centers, also to specify the necessity of accreditation and classification.

Third Stage: Health Wellness Tourism Destination - Policy Planning

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

Wellness tourism or Health tourism destination 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.

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.

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.

Fourth Stage: Development of a Health and Wellness Tourist Destination at Manipal

The Manipal is a home to well known holistic Health and Wellness destination collectively they offer a wide range of activities and treatments to motivate, relax, rejuvenate and pamper the mind body and spirit

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.

The facilities of Marena – the Physical Fitness 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

Findings 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.

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 destination in the southern part of the country.

Incorporate wellness centre in each college .Encourage frequent seminars and workshops Provide health education through links on the Manipal University website Disease Management system Create Portals for health care providers

Limitations

The study is conducted at Manipal in Shivalli village of Udupi District. In this international University town, major part of the population mix are students and their parents residing at the destination for a limited period for the purpose of completing their education. The other category attracts to this destination are pilgrimage tourists visiting nearby temples. The study was aimed to obtain data about them, as well as little information was available about them.

In spite of the fact that the respondents were chosen from heterogeneous mix, it may not be possible to justify that

it establishes the true reflection of the entire population. A major limitation of this study is due to the nature of exploratory study and the type of respondents (mainly parents and students) which limit the research findings. It is suggested that a comparative work in similar context in different locations in India would prove beneficial for the possible validation of the findings. More and more varied concepts of health and wellness tourism are being introduced on a frequent basis and to getting a fresh perspective on these new concepts provides more scope for research.

CONCLUSION

The frame work of the health and wellness tourism destination 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. 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 tourism market also evolved among professionals who perceive it as to rest and relieve from their work stresses. This paper 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 destination in the southern part of the country.

A major limitation of this study is due to the nature of exploratory study and the type of respondents (mainly parents, tourists, pilgrimages and students) which limit the research findings. It is suggested that a comparative work in a similar context in different locations in India would prove beneficial for the possible validation of the findings.

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