

**The Study of Yoga and Ayurvedic Center's -Health Tourism in Mysuru (Foreign and Indian Customer's Perception)**

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**1. Introduction :**

Health tourism has become a upcoming industry in wellness and healthcare sector in India with – both allopathic as well as India unique yoga and ayurvedic healthcare centers. In south India - Mysore and north India – haridwar is the hub of yoga and ayurvedic center's respectively - which are famous and attracting both foreign and Indian tourists equally.

This study will study on a comparative basis the foreign and Indian customer's perception and a comparative study of the different ( five centre's ) customer satisfaction level in the following parameters like – the quality of yoga training and treatment, the quality of ayurvedic treatment, the quality of boarding comforts , the quality of the food and catering services, the quality of the hospitality and feedback services, the quality of human relation's handling by the total team of the center's. The research study has been conducted with a questionnaire study about the perception of the foreign and Indian customer's on the quality of treatment and hospitality of five famous yoga and ayurvedic center's at Mysore to arrive at final conclusions and to arrive at new model of customer's satisfaction with varied service deliveries for foreign and Indian customer's as per their perception of present quality of service and treatment ” with lessons to learn and lessons from future improvement and innovation in service quality of varied customer base with geographically different locations and countries..

The research mainly is focused to find the present level of the quality of treatment and hospitality of these survey units at Mysore and how they are presently successful and how they can be more successful in future and what their strengths and weaknesses will be studied w.r.t the perception study of customers and their needs and aspirations for a better growth and market presence.

The research has taken up an exhaustive secondary survey for conceptual base for the present research. The literature survey on the following aspects mentioned below have be exhaustively done to find the research gap and the details of the literature survey conducted for this research paper and study is briefly given.

**a) Introduction to health tourism in India :**

Health tourism in india: is a growing sector in India. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7-8 billion by 2020. According to the Confederation of Indian Industries (CII), the primary reason that attracts medical value travel to India is cost-effectiveness, and treatment from accredited facilities at par with developed countries at much lower cost.

**b) Introduction to yoga and ayurvedic center's in India :**

*The article in times of india “ india's 5 leading ayurveda destinations “ apr-21<sup>st</sup> , 2017.state that “ From being the 'science of life', Ayurveda has become the 'slice of life' for many with the advent and positive growth of rejuvenation centres and Ayurvedic resorts in the country. People are willing to experience a 'healthier' side to an otherwise indulgent holiday by touring healing resorts as an escape from the mundane, hectic everyday existence. These resorts located at the outskirts of the cityscape over sprawling and pristine forests lure tourists into its peaceful and quiet edifices*

Ref: *The article in times of india “ india's 5 leading ayurveda destinations “ apr-21<sup>st</sup> , 2017*

**c) Introduction to perception of the yoga and ayurvedic center's customers – review of literature:**

The researcher has done an exhaustive survey of the same and has not recorded in this article because of the space limitation of the research article for publication.

2.2 **research gap** : the literature survey prove that there no comparative study taken up between the foreign and Indian customers perception on the service delivery quality, treatment quality and hospitality service quality on yoga and ayurvedic center's which is exclusive in india only.

## **2. Research Objectives and hypothesis :**

As the Title of the research suggests that the research is addressing the major research parameters of of Indian Ayurvedic products and units in yoga and Ayurvedic center's at Mysore catring to heath tourism for both foreign and Indian customers .The research objectives declared to explore need for changes and improvements in the t quality of treatment and hospitality service in the survey yoga and ayurvedic units catering to health tourism –packages in Mysore from both foreigners and Indians .

The overall objective of the present research could be split up into the study of following parameters :

- A) the quality of yoga training and treatment,
- B) the quality of ayurvedic treatment,
- C) the quality of boarding comforts ,
- D) the quality of the food and catering services,
- E) the quality of the hospitality and feedback services,
- F) The quality of human relation's handling by the total team of the centers.

The specific objectives of the research could be listed as follows:

1. To study the health tourism and it's quality of service (customer's perception) of yoga and ayurvedic survey units at Mysore.
2. To study and analyze the present level of quality of treatment and hospitality of these yoga and ayurvedic survey units at Mysore.

(under five research parameters mentioned above (a) – ( f )

3. To study and understand any other issues related to the subject matter of the research.

The Researcher has conducted a preliminary sample study by way of discussions and interviews with the selected respondents from these yoga and Ayurvedic units and its foreign and Indian customer's has designed the following NULL hypotheses:

1. H<sub>01</sub> The present level of quality of treatment and hospitality service of these yoga and Ayurvedic survey units at Mysore is Not significant enough for growth of these survey units.
2. H<sub>02</sub> There is NO diffidence in the foreign and Indian customer's perception of quality of treatment and hospitality service in the yoga and Ayurvedic survey units at Mysore.
3. H<sub>03</sub> There is NO diffidence in the five survey unit's quality of treatment and hospitality service at Mysore.
4. H<sub>04</sub> The customers (both foreign and Indian) are NOT significantly satisfied with the quality of treatment and hospitality service at these mysore survey units.

## **5. Research methodology :**

### **5.1 Primary study:**

The research methodology of this research would a preliminary sample study by way of discussions and interviews with the selected respondents Indian and foreign customers of these yoga and ayurvedic units in Mysore.

### **5.2 Secondary study:**

The methodology also include besides this sample survey the secondary survey of Books, management journals, research organization records and research magazines, conference proceedings and annual reports of the sample survey organisation and units with additional information from web sources.

### 5.3 Major Independent and Dependent Parameters

The methodology for analyzing the pros and cons of the the quality of treatment and hospitality service in the survey yoga and ayurvedic units catering to health tourism –packages in Mysore for both foreigners and Indians and to the understanding of following .:

- the quality of yoga training and treatment,
- the quality of ayurvedic treatment,
- the quality of boarding comforts ,
- the quality of the food and catering services,
- the quality of the hospitality and feedback services,
- The quality of human relation’s handling by the total team of the centers.

The above are treated as the independent parameter or factors of research and the dependent parameter defined by the research are:

- a) The perception of level of customer satisfaction of their services.
- b) The differences between the perception of the Indian and foreign customer’s
- c) The differences between the perceptions on these five different survey units selected for the study.

The research tries to find the relationship between these independent and dependent parameter and which parameter –factor and its sub-factor are studied.

The research has designed above listed the null hypothesis with regard to the objectives of the research and the same would be tested under statistical study - using random sampling methods, stratification techniques and suitable statistical tests like factor analysis , chisquare, t-tests and anova analysis.

A questionnaire would be designed with regard to the parameters of the research w.r.t the their relationship with dependent parameters of research would also be part of the questionnaires supplied to respondents drawn from these survey units at Mysore.

### 5.3 Sample survey:

The survey organisations selected for the research are:

- a. Indus valley yoga and ayurvedic center :
- b. Mysore ayurvedic academy and wellness center, gokulam.
- c. Nikila Karnataka (ayurvedic) company limited yoga and ayurvedic center.
- d. B.N pandits and co yoga and ayurvedic center.
- e. S.N. pandiths and co , Nanjangud yoga and ayurvedic center

### 5.4 The stratification of data of respondents selected for the research is as follows: Table 1 Sample Size

<u>Indian</u>	<u>-customer’s</u>	<u>foreign</u>	<u>-customer’s</u>	<u>Total</u>
unit 1 -	25		25	50
unit II	25		25	50
unit III -	25		25	50
unit IV-	25		25	50
unit V	25		25	50
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	125		125	250

### 6. Limitations and scope for further research:

As the research and survey is limited to the analysis of only at Mysore. The Second limitation is only five these yoga and ayurvedic units though there is many such Centers s are also there in mysore. The research has limited to only five research parameters. The research is limited by time constraint of four months of research .And the number of respondents is around only 50 per centers to a total of 250 for

five centers is also an additional limitations of research. With all the above limitations the researcher felt that to adopt the conclusions of this research study with any other wellness and health care centers and health tourism in India or abroad in any other cities, state, zone, area and sector specific changes and modifications might be required for suggestions and conclusions for improvements of the service delivery quality of treatment and hospitality –two important major halves of the health tourism. This research could be extended to other service sectors such as transport, education and health care is the scope for further research.

## **7. The Interpretations, Suggestions, Conclusions And New Model Of The Study :**

### **7.1 The major findings:**

The major findings of the research with regard to each objective are detailed as follows:

#### **(I) First objective of research:**

**To study the health tourism and its quality of service (customer's perception) of yoga and Ayurvedic survey units at Mysore**

**Findings with regard to objective :**The overall research survey on the respondents with additional discussions with managers, top-management at the yoga and ayurvedic center's revealed that the health tourism and it's quality of service ( as per customer's perception survey ) is of medium and slightly above medium level . Both the Indian and foreign customers are partially happy about the service quality w.r.t to treatment quality and hospitality quality at these centers.

#### **(II) Second objective of the research findings:**

**To study and analyze the present level of quality of treatment and hospitality of these yoga and Ayurvedic survey units at Mysore. ( under five research parameters mentioned above (a) – ( f )**

**Findings on the objectives:** The overall research survey this parameter show medium and slightly above medium level by (perception) both type of customers are partially happy about the service quality w.r.t to treatment quality and hospitality services quality at these centers. But there is difference and variances between the Indian and foreign customers the acceptance of the quality of treatment and hospitality services at these survey units.

And also there is difference and variances between the survey units on the quality of the treatment offered and the hospitality services quality offered as per the perception study by the Indian and foreign customers .

#### **III Third Objective of the Research Findings:**

**To study and to understand any other issues related to the subject matter of the research.**

**Findings on the objectives :** The overall research survey this parameter show and revealed that though the organisation has completely been successful in addressing the customer's needs and aspirations to their best of efforts and sincerity there is a lot of scope for improvements in all the centers w.r.t different research parameters shown above. There is need urgent need of customer's feedback services, motivational and incentive plan for employees, delegation of authority, improvement in food and hygienic quality in boarding as well as treatment beds and rooms, proper ventilation and space in yoga halls, etc. are to be in place to bring a world class service delivery to their customers. By proper planning of improvement of the service quality (treatment and hospitality) will help these centres to increase their volume of sales, customer base, capacity utilisation, more income and profits and growth for the organisations.

### **7.2 Hypothesis analysis:**

1 First hypothesis of the research's findings :\_Hypothesis -1 :  $H_{01}$  The present level of quality of treatment and hospitality service of these yoga and Ayurvedic survey units at Mysore is Not significant enough for growth of these survey units.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is partially proved on the basis of overall results. The present level of quality of treatment and hospitality service of these yoga and Ayurvedic survey units at Mysore is partially sufficient for growth and need a great quality of improvements in treatment as well hospitality service qualities. This can be brought out only by the center's management and employee's team's hard effort supplemented with work of total commitment and dedication.

2 Second hypothesis of the research's findings: Hypothesis -2: H<sub>02</sub> There is NO difference in the foreign and Indian customer's perception of quality of treatment and hospitality service in the these yoga and Ayurvedic survey units at Mysore.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is dis-proved on the basis of overall results. There is difference and variances between the Indian and foreign customers the acceptance of the quality of treatment and hospitality services at these survey units and there is a great scope for improvement of the system of service delivery.

3 Third hypothesis of the research's findings: Hypothesis -3: There is NO diffidence in the five survey unit's quality of treatment and hospitality service at Mysore.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is disproved on the basis of overall results. There is difference and variances between the five survey units on the quality of the treatment offered and the hospitality services quality offered as per the perception study by the Indian and foreign customers . So there is a great lessons to be learned from the centre's who are performing better for those center's who are comparatively performing in lower scale of service delivery.

4 Fourth hypothesis of the research's findings: Hypothesis -4 : The customers( both foreign and Indian) are NOT significantly satisfied with the quality of treatment and hospitality service at these Mysore survey units.

Findings with regard to hypothesis: The survey revealed that this Hypothesis is partially proved on the basis of overall results. As the perception survey showed that the customers (both foreign and Indian) are partially happy satisfied with the quality of treatment and hospitality services at these Mysore yoga and ayurvedic survey units.

#### **7.4 major Suggestions of research:**

1. The major suggestion of the research is that all these survey center's have a learn a lesson from feedback of customers and improve their service delivery every day wise and grow to become a number yoga and ayurvedic center sought after equally by both Indian and foreign customers.

2. These centers could learn from this study that those not performing well could learn from other centers performing better than them and take their "best practices "and implement them in their service delivery systems.

3. These centers could learn from this study that the need and aspirations of each class of customers i.e foreign and the Indians are totally different and they need to be tackled differently with different ways of servicing and delivery systems and English speaking attendants and better hygienic ambiance and hospitality services to keep them happy and make them repeat customers and bring many more from their countries.

#### **7.5 Major and final conclusion of research paper:**

The research paper conclude that the yoga and ayurvedic centers are no exception to the rule that "customer delight and great satisfaction "only can make them sustain, grow and make them market leaders, which could be only possible by continuous improvement in both treatment and hospitality quality and services of these centers .these improvements need to be implemented by total commitment from top-management and hard and committed work from the total team of employees and managers.