



MEDICAL TOURISM: A CASE STUDY OF PRAKRUTI HEALTH RESORT, IN SATARA DISTRICT

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Introduction:

Medical tourism is an emerging trend in world. Medical tourism refers to people travelling to another country to obtain medical treatment. Such people are called as medical tourists. They may receive equal or greater treatment and care than they would have received in their own country. Affordability and better access to care are driven forces behind medical tourism. According to Medical Tourism Association interest of medical travelling is driven by cost savings and quality. Most important factor in choosing medical tourism destination is patient safety. Even cost saving and reachable travelling has made medical tourism popular in middle age women.

Medical Tourism and Healthcare Statistics.

Rank	Country	2015	2025	% Income
1.	China	\$137	\$255.4	86%
2.	U.S.A.	\$101	\$134	33%
3.	Germany	\$74.4	\$97.6	31%

Source: Medical Tourism Association Survey Report.

Above chart mentions top three countries in medical tourism and their contribution in world economy. In Asia Thailand, Singapore and India contributes more than 80% share in medical tourism. In India according to Chief Officer of Apollo Hospitals, the number of international patients visiting the hospital has been increasing by 20% every year. And the reason of this is the best quality treatments provided here in both advanced and traditional way. Ayurvedic treatments are the most ancient and effective one. Most of the people prefer ayurvedic treatments for better results.

The Ayurveda:

Ayurveda was first mentioned in Atharva Veda. So it is said that Brahma is the creator of the Ayurveda. He passed his knowledge to his son Daksha Prajapati. Daksha is deity of procreation. He then taught his knowledge to twins Ashwinikumar who were appointed as celestial doctors. Then they taught to leader of gods Indra. He taught to Dhanvantari who appeared through churning of sea for Amrut Prapti by Gods and Devils. He

passed his knowledge to Saptarshi, Bhardwaj and Kashyapa. Thus knowledge of ayurveda was passed to human by deities. And it is being practised today at peak level. Curing diseases with no side effects is the best thing about it. Ayurvedic health resorts are growing at a faster rates now a days. Present research is an attempt to study concept of health resort. Following are some objectives of this study.

Objectives:

1. To highlight the concept of Ayurvedic health resorts.
2. To check the awareness of the high level of quality healthcare in tourists by means of medical tourism at a given location.

Study Region:

Prakruti Ayurvedic Health Resort is situated on the way to Kaas Plateau which is also known as world heritage site. It is situated in 5.5 acres area. It was established in the year 1996 by Vaidya Suyog Dandekar. He is well known for his treatments based on patient's date of birth. Prakruti Ayurvedic Health resort is 8 km away from bus station. One can also reach to the place by getting off from the NH4 at Shendre to the left. It is 6.5 kms away from the tunnel while coming from Shendre. The climate of this region is very pleasant. As it is surrounded by mountains it is not too hot in the summer and even not too cold in the winter. Area receives moderate rainfall. A medical tourist who visits this resort is treated based on his Sharir Prakruti. There are three types of Prakrutis according to Ayurveda viz Vata, Kafa and Pitta. Balance of human body called Tridosh Santoolan is done by Sharir Shuddhi that is body purification by Pancha Karma. For rejuvenation of blood cells panch karmas are so helpful. In Prakruti Ayurvedic Health Resort Panchkarma is scheduled according to the nature of diseases for 1,2,3,5,7,10,15,21, and 30 days.

Methodology:

Data from study region is collected by the researcher herself. The secondary data is been collected by health resort office. Some information about health resort is collected by its website. Collected data is presented with the

help of diagrams and graphs. Analysis is made based on observations.

A Day at Prakruti Health Resort:

Morning session:

5.30 to 6.30: Basti Vidhi, Nasya, Dhoompaan, Mukhlep

6.30 to 7.30: consultation with doctors.

7.00 to 8.30: Yoga.

8.30 to 9.00: Breakfast.

9.00 to 12.30: Snehan,Swedan.

Afternoon session:

12.30 to 1.30: Lunch, Reading.

1.30 to 2.00: Rest

2.00 to 4.30: Shirodhara, Yogabhyas, Yognidra, Laughter club.

4.30 to 5.30: Evening snacks.

5.30 to 7.00: Jentak Swed.

7.00 to 8.00: Prayers.

Night session:

8.00 to 8.30: Dinner.

8.30 to 8.45: Walk.

8.45 to 9.30: Karnapooran, Padabhyang.

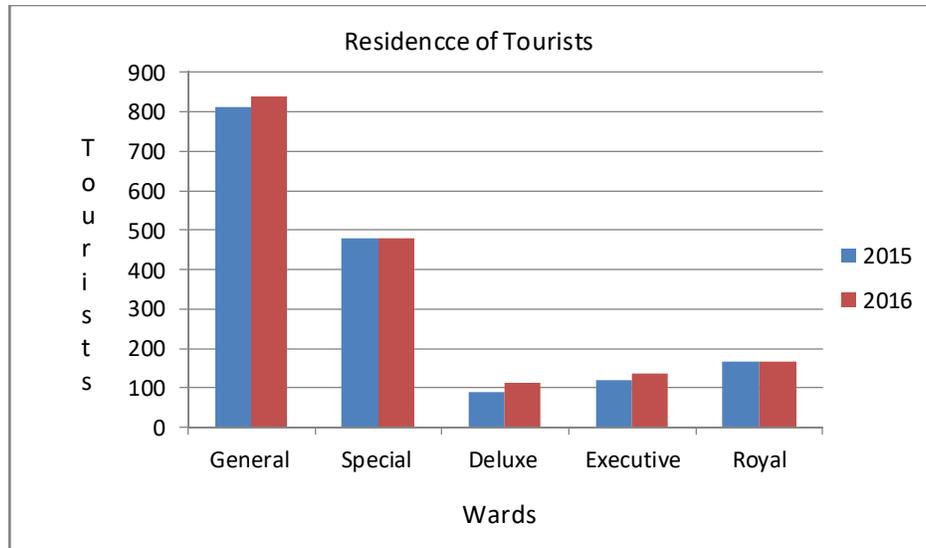
9.30: Bed Time.

Visitors chart:

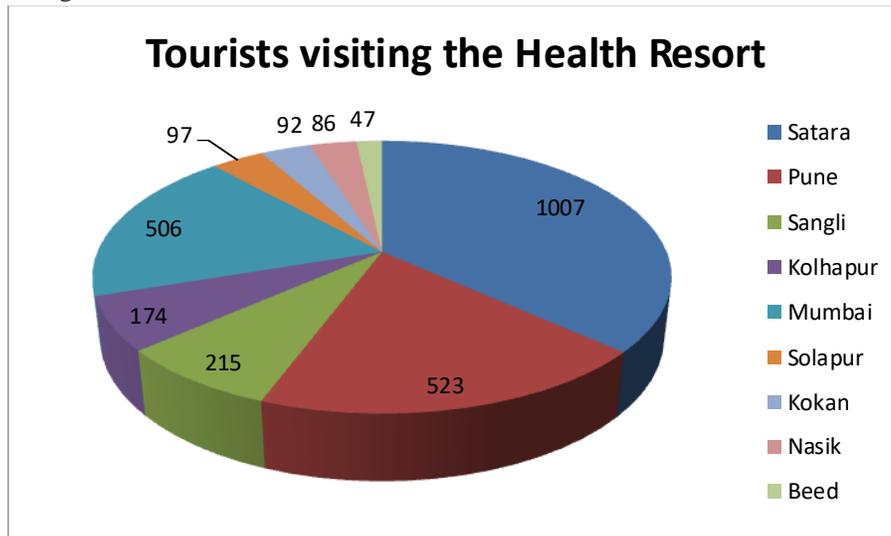


Above graph shows the number of visitors visited this health resort in last two years. The darkest bar shows numbers in 2016 where as faded one represents the number of visitors in the year 2015. The highest number of visitors can be found in the year 2016 in the month of August and lowest 114 in December. That shows an impact of climate on human body. In the monsoon diseases are frequent so number of people admitted here are more whereas winter season which is known as healthy season around shows less number of tourists admitted here.

Following chart shows information of the residence of the tourists at this health resort. Tourists prefer dormitory for medical treatments mostly.48% tourists preferred living in dormitory. Special rooms were occupied by 28% tourists. 6% medical tourists lived in deluxe rooms in last two years. Whereas executive and royal rooms were occupied by 7% and 9.7% medical tourists respectively. It shows that medical treatments available at this resort are affordable. That's why people from remote areas are also visiting this place.



Tourists visiting from another districts:



Among the medical tourists visiting to the Health Resort Satara district has highest percent share that is 37%. Medical tourists that are visiting this resort from Pune share 19% and from Mumbai it has 18% share. 8% tourists visit this place from Sangali and Kolhapur contributes for 6% in visitors who dwell for medical treatments here. Other than these major Districts tourists also belong to Solapur, Kokan, Nashik, Aurangabad, Ahemad Nagar, Akola, Thane districts of the state. People are visiting this place because of quality care treatment than they receive in their areas. Following chart shows information regarding tourists visiting this resort in concern with different diseases.

Diseases	No of Medical tourists under Treatment in the year 2015-16
Arthritis	487
SpinalCord diseases	810
Obesity	125
Diabetes	215
Blood Pressure	77
Body Purification	244

It is observed that tourists are suffering from spinal cord diseases mostly. Age factor matters mostly here. Sometimes it may be an outcome of anaesthesia that is used in when another part of body is opted. Female those who are working in cold water continuously may face nerves damages and can cause spinal cord disease due to that. Panchkarmas are the best solution provided by this health resort. Obesity is the topic of an issue nowadays as the result of changing lifestyle. Same way our changing food habits are responsible for diabetes even at early ages. But above figures shows that medical tourists admitted here are health conscious as 244 tourists were admitted for body purification.

Findings And Conclusion:

Ayurveda is the ancient way of knowledge of life. It doesn't only cure the diseases but also tells us how to prevent from diseases. That is why medical tourists who come here prefer Ayurvedic treatments. The day at resort is full of healthcare activities. Medical tourists visit this area throughout the year but the number of visitors are more in monsoon season. Maximum tourists visiting here are from Satara, Pune and Sangli. From Vidarbha and Marathwada region also tourists come to visit this place. Medical tourists visiting here are mostly suffering from Arthritis. Maximum tourists prefer to live in dormitory or general ward. Number of tourists residing in special room are at second choice. "Swasthasya swasthya rakshanam" is the moto of Ayurveda. Number of tourists visiting this resort for body purification are more. That shows awareness of people about their healthcare. In short Prakruti health resort is a hub of ayurvedic treatments. People in different areas prefer to visit this place. It provides best quality healthcare in affordable prices. The staff of this health centre is very kind at service and multilingual. This is the only health centre in Satara city in spite of accessibility issues it is famous in the district.

References:

1. Medical Tourism Association Survey Reports.
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3. American Medical Association. (2008). New AMA Guidelines on Medical Tourism.