
**ENTREPRENEURIAL OPPORTUNITIES FOR WELLNESS TOURISM IN
MADHYA PRADESH**

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ABSTRACT

Tourism industry has been emphasized with the wellness tourism market. The term 'wellness' is widely used in European tourism. Global Wellness Institute defines wellness tourism as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. Wellness tourism may help destinations mitigate the negative impact of mass tourism or over tourism. Many studies have concentrated on yoga and healthy diet only, but wellness tourism includes relaxation, mental learning, health promotion treatments, therapies, spiritual, social activities and consumer satisfaction. Some operators and businesses are more concerned about the apparent of the wellness market and the need to diversify products and promote in the new markets. Madhya Pradesh is blessed with a natural and religious spirit; there are many ashrams of Yoga and Spiritual Gurus. This paper is focused on understanding organized development of wellness tourism in Madhya Pradesh. Being the heart of the country Madhya Pradesh should work on commercialization of resources on wellness tourism. We explored entrepreneurial opportunities in establishment of new wellness spots in Madhya Pradesh. It was observed that different organizational structures like (PPP) public private partnership and individual community societies have not been tried and promoted in the sector.

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INTRODUCTION

Health tourism is one of the rapidly growing segments of the global tourism market. I am pleased to introduce a relatively new topic in the area of travel. I hope to fill a huge information gap in our routinely stressed, often overworked, mostly not too healthy lives. Practically all urban people are now familiar with the word “*stress*” and we use it knowingly to explain a host of sorry symptoms, from allergic sneezes to advanced sclerosis.

How do I know what’ll suit me: simple yoga or those luxury Kerala Ayurveda oil treatments? Will the expense be worth it? The Wellness tourism of India has all the answers of your questions. I have tried also to answer on behalf of wellness tourism of your questions, bringing you a smorgasbord of wellness offering in India-from luxury spas to naturopathy resorts, from yoga to meditation retreats.

So, choose what suits you best. There’s something here for everyone. To understand the Wellness tourism first you should know the concept of Wellness, Tourism and then Wellness Tourism. There is no universally-accepted definition of wellness. The scientific meaning of wellness is the state of being healthy and free of diseases. The following definitions may be helpful to understand the meaning of wellness:

1. “*Wellness is the optimal functioning of whole body and creative adapting to environment that involves the person.*”
2. “*The fact of being physically and mentally healthy and fit.*”
3. “*The quality of being healthy*” is called wellness.
4. “We can understand the Wellness, is considered the optimal state of health.”
5. “Wellness, involves a healthy balanced of mind, body and spirit which results in overall³feeling of well-being.⁴”

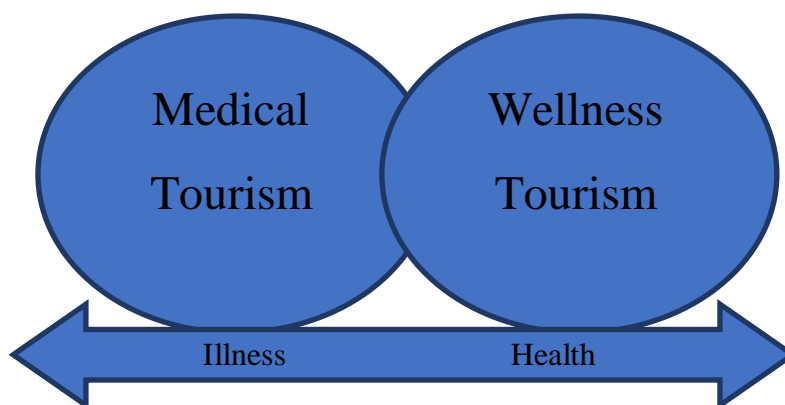
³Bensemman, J, *Copreneurship and rural tourism: Observations from New Zealand and future research directions*, 4, JOURNAL OF TOURISM CHALLENGES AND TRENDS,(1), 41–57, (2011).

⁴BhartiMandeep, “*Opportunities and challenges of wellness tourism in India*”, *Advances in Economics and Business Management*, pp. 374-378, (2015).

Wellness can be defined also as, “*The target of a healthy and balanced lifestyle.*” In fact, wellness is the capability of an individual by which he leads a well-balanced life. Wellness is made up of multiple dimensions such as physical wellness, mental wellness, emotional wellness, spiritual wellness, social wellness, occupational wellness and environmental wellness.

While rural tourism opportunities are prevalent, the application of entrepreneurship within the sector is scarcer, as businesses are often managed as a lifestyle, with the primary focus more on the personal needs of the operator’s family than the enterprise itself. Personal motivations include meeting other people, balancing lifestyle with an occupation, a desire to work from home and to have fun. Business owners prefer to keep the business modest and under control than have it grows too large.

The business is managed for survival, relying on minor improvements that replicate the success of others within their strong network (Granovetter, 1973). Many rural enterprises operate with this mindset.



Closely related to wellness is the concept of well-being, which according to Sheldon and Bushell (2009) refers to a connection with nature, inner and outer beauty therapy, massage, spas, sauna, relaxation, energy balancing, art, music, and diverse treatments. At its core though, well-being is self-responsibility, concerned with personal focused attention to one’s physical body, relaxation, health, and the mind. However, what constitutes wellbeing for one person is not necessarily regarded as such by others.

TOURISM ENTREPRENEURSHIP

The aforementioned references to rural tourism, wellness tourism and camping each provide opportunities for entrepreneurial response to capitalize in an innovative manner. Whether

they are or not remains the perplexing question, given the characteristics of tourism entrepreneurship. Tourism offers low entrepreneurial barriers for entry, either to start from scratch or purchase an existing business, and in some cases need for little capital.

As a result, the sector attracts individuals with limited business and or industry expertise, resulting in a reliance on a small but strong social network, where replication of existing ideas is the norm. The small-scale nature of the enterprises results in undercapitalization, both in terms of financial and human capital.

Tourism is the temporary short-term movement of people to destinations outside the place where they normally live and work and includes the activities they indulge in at the destinations as well as all facilities and services specially created to meet their needs. Tourism does not only mean travelling to a particular destination but also includes all activities undertaken during the stay.

According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world’s total jobs directly and millions more indirectly through the multiplier effect as per the UN World Tourism Organization (UNWTO). In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewelry and readymade garments.

WELLNESS TOURISM IN INDIA

The states of India have many tourists destinations with the possibilities of wellness tourism within its circumference because it does not only soothes the eyes but also satisfies the ethical needs of the visitors because many places in the country are the epitome of belief and dependence for the oldest religion, Hinduism. Wellness Tourism is about traveling for the⁵ primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. Wellness Tourism holds immense potential for India. The Indian systems of medicine, that is Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, etc., are among the

⁵ Page, S. J., Forer, P., & Lawton, G. R. (1999). Small business development and tourism: Terra incognita? *Tourism Management*, 20, 435–459.

⁵ Wilson, W. B. (2012). *Redefining success: Still making mistakes*. Toronto: Portfolio Penguin.

most ancient systems of medical treatment, in the world. India can provide medical and health care of international standard at comparatively low cost.

Government initiatives for wellness tourism

The Ministry of Tourism also provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centers, i.e. representatives of wellness centers accredited by NABH or the State Governments. The MDA assistance is for participation in medical/tourism fairs, medical conferences, wellness conferences, wellness fairs, and allied road shows, the Ministry of Tourism’s “Incredible India Campaign”. Ministry of Tourism, Department of AYUSH and NABH brings Accreditation for Wellness Centers.

Wellness tourism opportunities in Madhya Pradesh

The main products of wellness tourism are spas, ayurveda, naturopathy, yoga and meditation which rejuvenate one’s mind, body and soul. Some of the most popular places in Madhya Pradesh for wellness tourism draw regular tourists and travelers from all over the globe to various travel destinations in Madhya Pradesh that boasts of some of the natural healing procedures and life style changes to foster physical and psychic well-being of the deserving tourists. There are many popular places in the state for wellness tourism that are renowned for their tranquil living atmosphere, natural environment, beautiful flora and fauna and organically validated traditional healing procedures for the mind.

The concept of wellness tourism refers to travelling for activities planned for health and well-being as top priority. Typical wellness trips include healthy food, spa treatments, exercise, and opportunities for spiritual and creative development.

The Ministry of Tourism, Government of India in the last few years has charted various plans to further boost this segment. Moreover, luxury hotel chains and standalone boutique players have invested significantly in developing experiential wellness products to further attract travellers. With these efforts, India can soon become a high value wellness tourism hub.

Religious, historic and natural sites are being developed as tourist destinations so that more and more national and international tourists will be attracted to the state," he said addressing a three-day workshop organized by World Travel and Tourism Council at Khajuraho. We

also promote as a wellness spots in Panchmari, sanchi, Ujjain, Bhedaghat, omkareshwar, Mandu, Maheshwar.

ANALYSIS OF WELLNESS TOURISM

Strengths

Wellness is synonym to India, World class wellness facilities at affordable costs established at aesthetic locations. International visitors are already well versed with the alternative therapies prevailing in Madhya Pradesh including state of the art equipment technology and procedure. Tourists are welcomed as '*guests*' and made to feel at home even in unfamiliar surroundings. The state has recognition and classification of centers facilitated by the Central and State Government. Ayurveda & spa are available in all major resorts.

Permanent cure of disease and rejuvenation of body, mind and spirit is imparted by the Wellness therapies. Our country is predicted as best performing country in wellness tourism by UNWTO. Wide range of tourism resources, equable climate, variety of cuisine and vivacious culture are available in the country.

Weaknesses

- Poor infrastructure in terms of roads, drainage and traffic systems.
- Unscientific waste management system and pollution control.
- The positive message and curative therapies of Ayurveda has not yet spread globally to the full extent⁶
- Presence of a large number of unlicensed alternative medical practitioners.
- If Ayurvedic medicines need to be exported, many countries pose compulsion of a certification regarding non-existence of metals in medicines.
- Open latrines, contaminated water and sewers convey a negative image, Spread of diseases like swine flu, chikanguniya, birds' flue and leptospirosis.
- Lack of international accreditation, Poor coordination among tourism providers.

⁶ Bennett, M., King, B., & Milner, L. *The health resort sector in Australia: A positioning study*, 10 JOURNAL OF VACATION MARKETING, (2), 122–137, (2004)

Opportunities

- Preventive healthcare
- Combination of Ayurveda, Spa, Meditation, Naturopathy or health care with leisure tourism.
- More stress management and holistic treatment centres.
- Medical outsourcing.
- Government controlled information centres on Wellness in all countries.
- Organizing of International Wellness expos in India, annually.
- An exclusive website for wellness tourism facilities in India monitored by Government.

Threats

- Commercialization of health care.
- Threat on public health system due to over emphasis on health tourism.
- Travel agents stress only on the massage part of Ayurveda
- Unlicensed and unqualified medical practitioners getting established.
- Adverse effects on culture o Unhealthy competition among Wellness providers.

Three types of rural entrepreneurship

SITUATION	INITIATIVE ENTREPRENEUR	LIMINAL ENTREPRENEUR	VISIONARY ENTREPRENEUR
Netherlands’ Farm Spa	Two initial franchises	Concept developers	Third franchise operator
Innovation	Incremental improvements based on replication of others	Adaptation of idea replicated elsewhere	Radical innovation
Level of “new”	New to themselves	New concept for	New concept,

		domestic market	original thinking
Entrepreneurship Search for new ideas	Lifestyle From within strong network ties	Leadership From within industry or country	Periphery, fringes

CONCLUSION

Travel and tourism industry plays a very important role in business development. The statistics from World Travel and Tourism Council reports that tourism generated 9.8 % of global GDP (Global Domestic Product) and supported 284 million jobs. This equals to 4 in 11 jobs in global economy. The report also states that travel and tourism industry continues to make vital contribution to the economic strength and social development of the world. In Madhya Pradesh tourism industry is growing and has recently attracted more and more people - not only business people but also leisure tourists.

SUGGESTIONS

- The farm spa concept could be developed. This can be started with a cooperative venture between farmers seeking source of alternative revenue generation. Farm spa’s product consists of an orderly progression through various types of baths, steam baths, and wraps established within a contemporary farm building. The most important product attributes from the guest perspective is the choice of treatments, operator personality, nature-based setting, safety, peaceful environment, and a branded operation.
- The quality services target the middle-class urban market with affordable opportunities for escape, rest, relaxation, and rejuvenation. Accordingly, the activity is positioned as a short get-away for the domestic market, whether for a day or overnight experience.
- Promoting the services is undertaken by both the franchisor and the franchisee, although at different levels. The franchisor is responsible for online communication, including the website, broad-based publicity, and brand development. Imitative entrepreneurship is the norm amongst tourism business operators as products, services, processes, organizational frameworks, and marketing initiatives are

replications of what is already in place by others such that no significant difference exists in the products themselves.

- Each form of entrepreneurship is different, but each is needed. The visionary needs the others to replicate his/her ideas, although it is the luminal entrepreneur who will do so first, given the periodic search for new ideas.
- The successful ideas are noted over time by the imitative entrepreneur who is more risk adverse, but comfortable to replicate ideas shown to be successful by others. Wellness tourism needs each of these. Rural entrepreneurship is a nebulous concept, due in part to minimal research. Although many studies have suggested the importance of tourism and entrepreneurship in rural contexts also. We defined entrepreneurship as a dynamic process of vision, change, and creation that requires an energy and passion to create and implement new ideas and creative solutions.