



ROLE OF AYURVEDA IN WELLNESS TOURISM

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ABSTRACT

The richness and the purity of the Indian soil lies in its variegated culture and climate, architectural heritage, rituals and also for the use of traditional medicinal practices. The Indian land is known as the Land of Divine as it possesses the healing property either through the use of matter or non-matter substances or both. Indian culture has the tradition of nurturing its guests in the best way possible. Earlier and even today these guests are known as 'Athithi'. This is how the Phrase 'Athithi Devo Bhava' is synonymous to the Indian culture. By fostering ancient practices of Ayurveda, Yoga and Naturopathy, Siddha, Sowa-Rigpa, India has established itself as an important wellbeing recession among the domestic as well as international voyager. We could stretch the awareness as well as recognition of Ayurveda across the entire world through this platform of tourism. Today, we are trying to cure every crucial domain of life be it in sense of human health, environment, food etc. by adopting countless natural remedies to stop the fast rate loss of nature and its constituents. This article is all about the role of Ayurveda in the direction of wellbeing through the tourism as the medium, thus contributing both in the field of health as well as economy of our country. Therefore, the Ministry of Tourism has drafted the guidelines for this medical tourism. In presenting this review article, we searched various websites, OPD's result, Ministry of Tourism and Ministry of AYUSH guidelines.

KEYWORDS: Shirodhara, Dincharya, Aachara Rasayan, Yoga.

INTRODUCTION

India has always been the center of attraction since when it was discovered by the Portuguese explorer Vasco da Gama. The Portuguese discovery of the sea route to India was the first recorded trip directly from Cape of Good Hope. It also had a long history of trade and commerce since before the Christian Era ranging from Gulf countries like Egypt in the west to China in the east. They came to India for trade but took back along with them the various secrets and mantras of healthy and long livelihood through the practice of yoga and asanas and abundant treatment techniques by the use of traditional medicines.

There was also the Tamil monk named Bodhi Dharma who is said to have carried Buddhism and the Martial Arts to China. Like Bodhi Dharma, the ample of explorers from India like Swami Vivekanand and Paramhans of Radha-Krishna Mission carried the rituals of our country in different parts of the world.

As the entire world knows, India is said to be "INCREDIBLE INDIA" or "ATULAYA BHARAT" not only because of its vibrant culture and rich history but also our country offers the feast for yoga, naturopathy, spirituality, various ways of healing and maintaining mental health.

India has the tradition of treating its guests or Athithi as equivalent to God, thus originating the phrase "Athithi devo Bhava".

The sanskrit phrase 'Athithi Devo Bhava' is taken from the 'Taittiriya Upnishad', Shikshavalli which says 'Matrudevo Bhava', 'Pitradevo Bhava', 'Acharya Devo Bhava' and 'Athithi Devo Bhava' which means guest is equivalent to God.

India is called as the land of Saints and Yogis who used to increase their age by doing years of meditation and discovered various herbs that acted in both ways in terms of prophylaxis as well as treatment.

Different Acharyas wrote holistic and medicinal books like Vedas and Upanishads for the wellness of the common people. They were aware of the science and the disease process which was later on discovered. They have earlier mentioned about the communicable disease and their spread which we spotted in the 21st century after the breakdown of Covid-19. They have written each and everything about the pandemic disease.

They knew the immense power of sun rays which they used to kill the germs from the body surface or clothes. To get rid of pathogens like fungus and bacteria, the clothes and edible things were kept in the sun heat and slowly and gradually this practice became the part of routine life.

Where Acharya Charaka is known as the father of medicine-oriented treatment then there is Acharya Sushruta, who is known as Father of Surgery. The immense combination of both these practices are taking the medicinal-power of Ayurveda to the new level.

There are mainly four Vedas namely:

Rig-Veda,
Yagura-Veda,
Saam-Veda
Atharva-Veda.

The term Ayurveda is derived from the 4th Veda called as ***Atharva-Veda.***

The time period of this Veda is said to be **1500 B. C.** Our Ayurveda is said to be the ***Upp-Veda*** of this Veda. It is known by its various synonyms like ***Brahma-Veda, Bhaisajya-Veda, Atharvanga-Veda*** due to the contents it possesses in it. It contains various ways of treatment through natural processes.

The ayurvedic treatment not only focuses on treatment but also on prevention of diseases through diet and lifestyle management. Ayurveda has the tremendous collection of drugs which could act as immunity-boosters.

Ayurveda has two principles, the first says that first maintain the health of a healthy person and the second one acts on the elimination of the disease of a diseased one.

The effect of treatment of Ayurveda is solely based on the "***Panchmahabhut-Siddhant***" which says that the body of every individual is made up of *Aakash*(space), *Vayu*(air), *Agni*(fire), *Jal*(water) and *Prithvi*(earth) and these five elements govern the entire universe. These ***Panchmahabhuts*** combine to form ***Tridosas*** i.e., *vata*, *pitta* and *kapha* that determine our health and physical status and the three ***Gunas*** i.e., *satva*, *raja* and *tama* that are responsible for our mental and spiritual health. Thus, Ayurveda uses these energies to obtain the optimum

health of an individual. Now here arises a question in our mind that what is wellness or medical tourism?

Wellness tourism defines the travelling for wellness to maintain or enhance their personal health or well-being and wellness services focus on healing, relaxation or beautifying of the body that is preventive or curative in nature.

Unlike other remedies, Ayurveda fulfills all the criteria of this tourism. This could be best co-related with the basic principle of Ayurveda given in chapter-30 of Charak Samhita Sutrasthana that states:

“प्रयोजनम् चास्य स्वस्थस्य स्वास्थ्य रक्षणम् आतुरस्य विकार प्रशमनम च” ॥ [च सू ३०/२६]

So, from this we can conclude that the starting line itself explains that first we have to take care of the health of a healthy and for attaining this, people across the world are keen to visit our country. Ayurveda is not the science of treating fever just by prescribing a paracetamol, it is the science of treating the cause of fever.

The agenda of this tourism is to balance the main domains of wellness (such as physical, social, spiritual and mental). Wellness does not limit itself to yoga and meditation but following various ayurvedic principles like *Dincharya, Ratricharya, Ritucharya, Saddvritta, Pathya and Apathya*, use of Rasayana drvayas like *amla*, various Rasa aushadhis, immunity boosters like *Guduchi* which is said to be equivalent to *Amrit* or *elixir of life* are also the part and parcel of wellness tourism. To add more to this, the use of *Astha-Ahara-Vidhi-Vishesh Aaytana* or eight rules of eating habits and use of *Aachar Rasayan* enhance not only the external beauty but also makes the person full of positivity and peacefulness from inside. People from across the world are attracted to attain this form of life and come with a full package of time so that they could be benefitted with their moto of coming to India. Earlier people were not much aware and had very little or no faith in this magical science but this Covid-19 had made the world know that the cause of spreading of this viral disease were already mentioned in our Samhitas by our acharyas. According to *Sushruta Samhita Nidana Sthana chapter-5* has mentioned the following shloka:

प्रसंगऽद् गात्रसंस्पर्शान्निःश्वासात्सहभोजनात् ।

सहशय्याऽऽसनाच्चापि वस्त्रमाल्यानुलेपनात् ॥

कुष्ठ ज्वरश्च शोषश्च नेत्राभिष्यंद एव च ॥

औपसर्गिकरोगाश्च संक्रामन्ति नरान् रम् ॥

[सु नि ५/३२-३३]

This has made the unbelievers to believe in our pathy. This is a great opportunity for us to explore Ayurveda at a world level through wellness tourism. Like Uttarakhand other states must also be known as wellness centers. today the mid-day meal for children is prepared

on Ayurvedic principles for boosting up their immunity. Ayurvedic rules in the form of comics is being published to make children easily understand and interesting as they are the future of our country. Such practices should be made at world level too. We should work really hard to spread the knowledge mentioned in our Vedas and classical texts in every corner of this earth. Now, the ministry of tourism has drafted guidelines for wellness tourism. These guidelines address issues regarding making available quality publicity material, training and capacity building for the service providers, participation in international and domestic wellness related events.

MATERIAL AND METHOD

Government Of India as well as Ministry of Tourism, media, newspaper all these are playing a huge role in spreading the utility of Ayurvedic principles at a gross level. Many Ayurvedic practitioners are doing a great job in uplifting Ayurveda not only in India but also beyond the country.

RESULT

According to the report by the global wellness institute, wellness tourism is slated to grow at an average annual rate of 7.5% by 2022. this is higher than the projected 6.4 % for the annual growth of overall global tourism.

Declaration of 21st June as the International Yoga Day itself is a big achievement. This covid pandemic has witnessed the management of mild to moderate cases of corona virus by use of Ayush Kwatha, Sanshamni vati, Giloy etc. In India, Ayurveda is practiced daily and is part of the fabric of the nation. Ayurveda has established India as a genuinely world-class medical and wellness destination.

DISCUSSION

More recently, India is being promoted as a cultural and wellness tourism destination to meet the rising demand for wellness tourism from Europe and Asia. India's ancient healing practices, yoga, naturopathy and ayurvedic treatments offer attractive options for European tourists seeking a wellness vacation. We have to find new ways of attracting people and building faith in their minds regarding Ayurveda. This will help in not only curing the individual but the entire earth as a whole, only then we could get rid of this "*Janpado-udhvansha*".

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