

[41103]

**M.B.A. TOURISM & HOSPITALITY DEGREE EXAMINATIONS
FOURTH SEMESTER**

**Paper -III: MEDICAL AND ECO TOURISM
(W.E.F. 2015-16 Admitted Batch)**

Time : 3 Hours

Maximum : Marks 75

SECTION - A

(Short Answer Type)

Answer any FIVE questions.

(5×4=20)

1. a) Classify Health and Medical Tourism
- b) Advantages of Medical Tourism
- c) Ecology
- d) Role of Private sector in Health and Medical Tourism
- e) Environmental issues in Health and Medical Tourism
- f) Ecological foot prints
- g) Community Participation
- h) Protected areas

SECTION - B

(Essay Answer Type)

Answer the following Question in not exceeding 90 lines each.

(5×8=40)

2. a) Discuss the present scenario of Health and Medical Tourism Market in India.

(OR)

- b) Elaborate on nature and scope of Health and Medical Tourism in India.

3. a) "Andhra Pradesh the hub of Health and Medical tourism of India". Comment.

(OR)

b) Discuss the Health and Medical tourism markets scenario at global level.

4. a) Elaborate on the traditional health care system prevailing in India.

(OR)

b) Discuss Certification and Accreditation procedures in Health and Medical Tourism in India

5. a) Write a short notes on:

i) Basic Law and idea of Ecology

ii) Functions of Eco System

(OR)

b) Discuss the concept and components of an Ecosystem. How does energy flows in an eco system?

6. a) Discuss about Eco Tourism Project — Thenmala and Sunderban Eco tourism Project

(OR)

b) Elaborate on Types of Community Participation and its issues and challenges.

SECTION - C (Compulsory)

(15 Marks)

CASE STUDY

7. Medical Tourism.

The medicine system and the type of treatments in India is quite different from that of the west as here in India the traditional methods of curing like Ayurveda, siddha, unani, yoga, naturopathy, are used. The medical expertise along with allopathy and other modern equipment has made India a Global Medical Tourism destination. The major attraction of tourists toward India for the medical tourism is the cost factor. The treatment which they procure in western countries in a much high rate is given here in India in a very low rate

with the same technique and equipment. Many surgical procedures are available at one-tenth the cost of those in developed countries.

The yoga is the most popular part of the medical tourism in India which has attracted several tourists and has encouraged many organisations to conduct classes for different segments of market. Similarly the Ayurveda, naturopathy and the other nature treatments are also gaining popularity in the world and will soon be recognised and practiced.

Ayurveda proves to be the most ancient and popular medical practice among the tourists arriving to India for the treatment. Vedas and Samhitas of Charaka, Bhela and

Shusruta contain the earliest mentioned Indian medical practices. It works on the principle of prevention is better than cure and is a natural way to diagnose and heal the body and mind by preserving the balance between the elements - Earth, Water, Fire, and Air -that constitute the body. Ailments like arthritis, paralysis, obesity, sinusitis, migraine, premature aging and general health care are cured by Ayurveda. To curb excessive toxins, a cleaning process called Panchkarma is recommended that revitalizes the mind and body. Ayurveda also has natural remedies for treatment of skin, hair and beauty problems to the more serious ailments such as paralysis and diabetes. Some prominent treatments offered by Ayurveda in South India are Abhyangam, Dhanyamla Dhara, Thalam, Kativasthi, Kizhi, Ksheeradhoomam, Lepamam, Nasyam and Yoni Prakshalanam. Now Ayurveda is sought after as a gentle healing system, which leads to a long and healthy life, by people in and outside India. Travel has become a popular leisure activity for people from western countries opt to come to India to spend their leisure time and to undergo treatments which are highly expensive in their home countries. The state like Kerala which proudly bears the caption "Gods own country" is being preferred as tourism destination for foreigners. It has already been in vogue that in the field of tourism Kerala is ranked first among the Indian states, and also Kerala is one of the ten "must see destination" of the world. The most favorable factors for Kerala as health tourism destination are its authenticity in rich Ayurvedic healthcare heritage with multifaceted attractions. Women in Kerala are playing a very tremendous role in the promotion of Ayurveda. The reasons highlighted were better hospitality and management skills, more punctual, regularity, and also have more patience. They were considered to be rendering better services. The elevation of economic status of the population at high level and the better literacy rate have helped the people to be more aware of the need of a healthy living. Needless to say, leaps and bounds of Ayurveda among the healthcare methods are ascribed to Panchakarma therapies. Ayurveda resorts are providing treatments for ailments such as arthritis, paralysis, obesity, sinusitis, migraine, and skin ailments..

Questions:

Taking the above background into consideration, briefly outline a model in which both East and West Godavari Districts can be the planned as a destination for Medical Tourism in similar lines to that of Kerala with its existing expertises, natural infrastructure and resources