

A Sociological and Anthropological study of the operation of Ayurvedic massage parlors affects the tourism industry: Galle Divisional Secretariat

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Abstract:

Medical Tourism or Suwaseth Travel is one of the fastest growing resort markets in the world. Although the medical tourism industry in Sri Lanka was in its infancy, it continues to emerge in the first place. Since then, this research has been conducted to identify the key factors influencing this, the activism of Ayurvedic massage parlors, the attractions of the medical tourism industry in Sri Lanka, and the impact they have on the tourism industry. Are Ayurvedic massage centers contributing to the development of the tourism industry as a research issue in this study? It is important to uncover the social and economic factors influencing the attraction of the tourism industry as well as the underlying causes of the problems encountered in the functioning of the associated Ayurvedic massage parlors. were used. The study used ayurvedic tourist hotels in the Beruwala Divisional Secretariat Division in the Kalutara District and used the sampling method on demand as a non-random sampling approach. Tourist hotels are selected using the random sampling approach, the snowball system. Tourist Ayurvedic Massage Centers in Sri Lanka are active in the medical tourism business or Suwaseth Tourism. Ayurvedic centers for foreign tourists can provide many treatments to tourists. Massage is one of the most popular Ayurvedic treatments and there are many activities conducted by these centers to attract medical tourists. Medical tourists and their associates visit Sri Lanka and with tourism activities it creates an additional leisure market for the tourism industry. The researcher has identified contributions from these assistants. This research is mainly conducted to identify the factors and priorities of Ayurvedic massage centers for the tourism industry in Sri Lanka as well as to identify its social and economic impact. It also affects the growth of the tourism industry.

Keywords: - Ayurvedic massage centers, tourism, medical tourists, social and economic impact

01. Introduction

Tourism is the integration of cultural resources, vital ecosystems, as well as biological processes and conditions that affect the survival of the human system, and the management of the resources available to a society to meet its economic and social needs (World Tourism Organization, 1987). Tourism is the practice of traveling and staying in places outside their habitual surroundings for more than 24 hours and not more than one consecutive year for leisure, business and other non-work-related purposes - as well as individuals or groups leaving home A collection of activities, services and industries that provide tourism experience, including transportation, parking, catering, retail, catering and other hospitality services (WTO, 2007) Tourism is one of the fastest growing and most lucrative industries in the world - according to the Sri Lanka Tourism Development Authority's annual statistics report, international tourist arrivals increased by 3-9% in 2012, exceeding one billion globally - Asia and the Pacific region Tourist arrivals to and from all regions show the highest growth in all regions - Sri Lanka's service industry is the largest contributor to the GDP - the service sector contributes 22-3% to the tourism industry (Central Bank Report, 2013) .

A voyage of 1000 miles southwest of the Andaman Islands will surely reach Sri Lanka (Marco Polo, 1271), one of the most beautiful islands of that size in the entire world (Marco Polo, 1271) - Destinations, lakes, waterfalls, mountains, scenery Sri Lanka has inherited many of the most beautiful attractions for the tourist heritage with the cohesive nature of the resources accumulated on the tropical island, such as the forests, the glorious ruins of ancient civilizations - most significantly influenced by Buddhist, Hindu and Christian cultures, making it an environmentally friendly tourist destination for tourists. Yes- Sri Lanka is still a popular tourist destination for coastal vacations but the Sri Lankan economy has the potential to develop a wide range of tourism activities based on genuine culture, uniqueness of nature, rural way of life and friendly people (Silva, 2011; 6).

Economic analysis shows that tourism was the fifth largest foreign exchange earner in 2012 - According to the annual statistics released by the Tourism Development Authority of Sri Lanka, Sri Lanka's tourism industry recorded a record one million visitors in 2012 - Sri Lanka Tourism Arrivals exceeded the targets of 950,000 to 1,005,605 in 2012 (Sri Lanka Tourism Development Authority, 2012) - Therefore, the tourism industry plays an important role in economic

development and provides a variety of activities such as leisure, recreational activities, and access to medical care for travelers traveling to other destinations. Holiday Travel, Recreation and Leisure Activities More than half of international tourist arrivals are due to travel to other countries (52% or 536 million arrivals) - About 14% of international tourists are reported to have traveled for busy and professional purposes. 27% visit friends and relatives.

Visited for religious purposes, pilgrimages and other purposes such as health care (World Tourism Organization, 2012) - Traveling for health care is becoming a major reason for departure from their usual environment.

Medical Tourism or Wellness Tour

Medical tourism, alternatively known as health tourism, is a term that is emerging from the rapid growth of the tourism industry as people around the world travel to other countries for medical, dental and surgical treatment - travel for activities such as vacations and leisure. Is a silent revolution that has wiped out the healthcare landscape of countries for decades (FYKABA, 2011). Medical tourism is defined as tourism activities that include medical practices or activities that promote the well-being of the traveler (Tribune's, 2007). The medical tourism business is a group of activities in which a person often travels long distances or across borders, directly or indirectly, to obtain medical services for leisure, business or other purposes. At the beginning of the medical tourism industry, there were only a handful of hospitals, and four or five countries promoted the medical tourism industry as part of the tourism industry, but today hundreds of hospitals and clinics around the world are promoting the medical tourism industry as part of the tourism industry - hence the emerging medical tourism industry. Businesses in Asian countries such as India, Thailand and Sri Lanka are required to complete these markets (July, 2009). Patients who travel for medical treatment expect to receive high quality medical treatment at an affordable price (DyaradasaAs, 2007). Many authors have agreed to increase the demand for the medical tourism industry where patients go abroad to seek medical treatment because of the high quality services provided at significantly lower prices in developing countries compared to industrialized countries (RkadasaE, 2008).

Wellness tours apply to Western (allopathic) and ayurvedic treatments usually Western tourists who travel to Asian countries for complex surgeries and allopathic treatments because of the high cost of treatment in their home countries however, high blood pressure and heart disease, Ayurveda is also sought by many as a reliable treatment for chronic common ailments such as diabetes, paralysis, high cholesterol, and orthopedics (Perera, 2011; 17). Management Ayurveda - "Ayurveda" or too widely, "Life Science" as known and interpreted by, snowy slopes of the mountains, the Himalayas in northern India who is into history dating back to the presumptive past five millennia, medical system and its origins from the Ayurvedic philosophy of life-Wall Street sickness Has been serving mankind by expelling and providing relief - although it is not currently practiced, Ayurveda was originally intended as a medicine for all living beings - according to the scriptures, there are separate branches in Ayurveda dedicated to ensuring the well-being of plants and animals - Ayurveda It is based on the two main objectives of curing the diseases of the sick and maintaining the good health of the healthy (Buddhadasa), 1960; 8).

Ayurvedic massage - massage the Greek word came into English it rubbed, squeezed, wielding, bruising and meaning, however, tilts raised fundamental texts of Ayurveda caraka corpus, Sushruta corpus and massage Qur'an, the word is seen, but not the old almost always "udvartanaya" There are words like 'internal', 'convection' etc. which have similar meanings to massage- internal is an ointment used in the place of rubbing - exfoliation means to compress the body, to compress- to apply an ointment in the oil. hosted tilts abayaṅgaya oil elicits only other herb falls Deodorants and a former hækiya- doctors to cure diseases of the human body and to maintain nirōgībhāvaya soldiers, wrestling Champions kāyabala growth of massage used in the book (Weerasekera, 2012; 11)

Massage types - full body massage, steam is not, officially meet, ærōmāterapi, sports massage

Ayurvedic massage - In Ayurvedic massages, a variety of medicinal oils are also applied to the body and massaged on them - it is best to do this under the supervision of someone who has some knowledge of Ayurveda and the senses while performing Ayurvedic massages - or it is usually done by massaging the body with oil instead. As a massage only.

Śirōdhārā - This is also an Ayurvedic treatment method - a continuous stream of oil is applied to the forehead and scalp and then massaged - it is said to give better results for head based ailments.

Massage is still practiced in several places in and around the city of Colombo - in some places the Sanskrit word for massage has been used instead of "massage" - the middle part of the body and the face should be gently repressed so that the other body and its delicate, rough nature can be healed - arms, pork, kaṭi, surface, mass, śīrṣapāda the organs severely repressed abhimataya- other parts of Central suppress size karannēya- flesh weak areas, focal spots of the root, heart and, milestones and checkpoints, and mild repression like gender-Wall Street By training both parties to the transport of excrement, they will be able to spread this treatment outside the hospital and benefit the people as well as the transporters and their livelihoods (Seneviratne, 1990; 131).

Ayurvedic treatment has become an integral part of tourist hotels in Sri Lanka and occupies an important place among Ayurvedic beauty and herbal treatment beauty services (Perera , 2011; 17). Travel is based on people's innate curiosity and passion - tourist attractions are diverse and complex and are primarily based on people's fears and attitudes - one such desire and hope of tourists is to seek medical treatment abroad - to attract more and more tourists due to health reasons. Every effort should be made by the tourism industry as Sri Lanka has the potential to develop it. - by billions of dollars of global travel for medical treatment, according to industry experts taste 40 in 2010 was projected to provide the (lokupatiragē , 2011; 16). Many foreigners are increasingly turning to traditional medicine for heart disease , orthopedic surgery , cosmetology , massage, etc. Today, with the advancement of new technologies, Sri Lanka has the potential to attract more and more medical tourists along with hospitable people. Ayurvedic Massage Centers are now spread all over Sri Lanka, with a special emphasis on Ayurvedic Massage Centers for foreign tourists - thus expanding the range of Ayurvedic massage centers associated with the tourism industry today. Yes, they can be identified as having both positive and negative effects

Research problem

Are Ayurvedic massage centers contributing to the development of the tourism industry as a research issue in this study ? It is important to find out the social and economic factors that affect the attractiveness of the tourism industry as well as the root causes of the problems faced in the functioning of the associated Ayurvedic massage parlors. Medical tourism is about going abroad for medical treatment - there are many reasons to go abroad for medical treatment - in the twentieth century there was a desire to go to developed countries for medical treatment but in the 21st century it is developing to seek medical treatment. People seem to be more inclined to go to existing countries - so a developing country like Sri Lanka has the potential to promote Sri Lanka as a medical tourist destination - so it is more appropriate to identify the factors that influence tourist attraction to complement other tourist destinations and attract medical tourism.

According to the findings of the Medical Tourism Association , Latin America and Asia are the two leading regions for medical tourism, with nearly 80% of the demand for medical travel coming from cost savings - Sri Lanka's medical costs are developing as they are lower than other developed countries. As an existing country, Sri Lanka can attract a large number of tourists seeking medical treatment by addressing specific target markets. The World Tourism Organization (WTO) has stated in its annual report that one of the fastest growing sectors of the tourism industry is the medical tourism industry - although it is a growing industry , Sri Lanka has not been able to address this particular tourism sector - providing medical treatment in developing countries. They are more inclined to travel to developing countries than to take over - but as a new concept for a country like Sri Lanka to enter this market and compete side by side with other Asian countries, they are still unable to strengthen their promotion activities - so they face competition successfully. It is important to determine and prioritize factors that contribute to the attractiveness of the medical tourism industry

Although much research has been done on the medical tourism industry, only a few of them apply to Sri Lanka - it is a new concept to the country - so it is useful to identify the factors influencing the development of the medical tourism industry to promote this concept as a new concept for Sri Lanka throughout the country - to attract medical tourists. In order to take over, Sri Lanka must be as complete as countries such as India , Singapore and Malaysia, so it is important to determine and prioritize factors that influence medical tourist attraction - as Sri Lanka has bilateral agreements with other countries to attract more foreign medical tourists. Hospitals and resorts in Sri Lanka are also taking necessary steps to attract medical tourists - hence the importance of recognizing the contribution of Ayurvedic massage centers etc. to the attraction of the medical tourism industry to reap the benefits and the problems that have arisen in connection with it. Today, Ayurvedic massage parlors are spread all over Sri Lanka, with a special emphasis on Ayurvedic massage parlors for foreign travelers - a wide range of tourism-related Ayurvedic massage parlors today. Are prevalent- one can identify how both positive and negative effects have arisen in them at present-

Although medical tourism is an emerging sector in the tourism industry , many Sri Lankans are unaware of the country's medical tourism practices - which has led to a setback in this field of tourism as well - as a result of which medical tourists often travel to other countries with their relatives or friends. It also creates an entertainment market - Sri Lanka has a number of attractions that should create an environment conducive for leisure travelers as well as foreigners working in other countries to enjoy their leisure time during their stay in Sri Lanka - thereby creating a medical tourism industry. The tourism industry can benefit in a variety of ways and the creation of alternative markets has made Sri Lanka a genuinely foreign overseas destination for medical tourists - this is a new concept for Sri Lankan tourism as well as scholars interested in the tourism industry, so much research has not been done in this particular resort area. - So this Research on the area is really needed

Research Objective

Main Objective - Identifying the contribution of Ayurvedic massage centers to the tourism industry and making suggestions -

Specific Objectives

- Identifying the nature of tourism and medical tourism
- Study of the activities of Ayurvedic massage centers related to tourism
- Identify problems that have arisen in the Ayurvedic massage parlors associated with the tourism industry
- Identify ideas and suggestions for the success of Ayurvedic massage parlors on the growth of the tourism industry

The practical significance of research

Subjective importance - Tourism is intertwined with other disciplines - studies related to tourism can be studied in a variety of fields, including economics, ecology, geography, politics, culture, etc. - but here it is important to study the sociological significance of this study. Science is the science that studies human behavior - sociologically influencing human behavior in the field of tourism - a large number of people today are associated with the tourism industry - so it is essential to recognize the importance of this research sociologically.

Theoretical Significance - It is important to identify the various theories that have developed in relation to the tourist movement - from which of these theories the study should take especially theories of social exchange theory, community attachment theory, and Murphy's ecological model of tourism. It is very important to study

Practical Significance

Tourism is a business that is directly and indirectly linked to employment to a large extent - today a number of jobs have been created in the tourism industry - joining the tourism industry and having a job there has a huge impact on the individual economy as well as the national economy - such a significant impact. It is important to identify the shortcomings in this field sociologically - today Sri Lanka's tourism industry is gaining traction in the world. Since the establishment of Sri Lanka's tourism industry, the country's economy has been strengthened by the influx of foreign exchange - and Sri Lanka's tourism industry continues to thrive, experimenting with new effects and competing globally to maintain and improve that level of the economy. Ayurvedic massage parlors associated with the tourism industry are in high demand as a result of the Suwaseth Tour or the visit of foreigners to seek medical treatment in Sri Lanka as a unique way to earn foreign exchange.

It has been noticed in the East as well as in the West that Panchakarma therapy in Ayurveda has a high tendency to cure ailments - hence it is timely to inquire into the body massage techniques of Panchakarma therapy - especially in private hotels related to the tourism industry as well as those related to the hotel industry. There are many Ayurvedic massage parlors available today. After the Thirty Years Civil War in Sri Lanka (2009) the tourism industry can be identified as a significant growth industry and an industry that can make a significant contribution to the country's economy - hence the significant growth of the tourism medicine sector as a significant sector and thereby contribute to the economy. Not much research has been done in this field as it is a new concept in comparison to the tourism sector in Sri Lanka - the new concept emerging for the global fear of the medical tourism industry is very rare among the community so those interested in this field can gain knowledge from this-

Billion, according to medical tourism patients Union 6 million, medical visits global GDP niṣpāditayaṭa billion 45-95 contributed ḥækiya- amount of the contribution is given to the global gross domestic product and the related research through the tourist resort spa. Through the contribution of Sri Lanka to the tourism industry can be identified and the contribution of medical tourists to the tourism industry of Sri Lanka can be identified - hence it is important for policy makers in the tourism industry to conduct this research in order to attract more foreign medical tourists to the country. There is not much research on medical tourism as a new concept in comparison to Sri Lanka and it is important for those interested in doing research to have literature in the context of Sri Lanka - hence this research helps to fill the gap in literature in this particular field of tourism - as a new concept relative to Sri Lanka. Not much research has been done on the medical tourism industry and it is important for those interested in doing research to have literature in the context of Sri Lanka - so this research will help fill the gap in literature in this particular field of tourism.

02. Research Methodology

Concept framework

The conceptual framework can be identified as the basis on which the scientific basis of any study depends - the main study problem of this study is to examine whether Ayurvedic massage centers contribute to the development of the tourism industry - two main variables can be identified in this problem variable - tourism business development and Ayurvedic massage centers yannayi- contribution to the tourism development of the tourism industry into a variable dependent on the objectives of the study of the contribution of Ayurveda massage centers have boldness in the

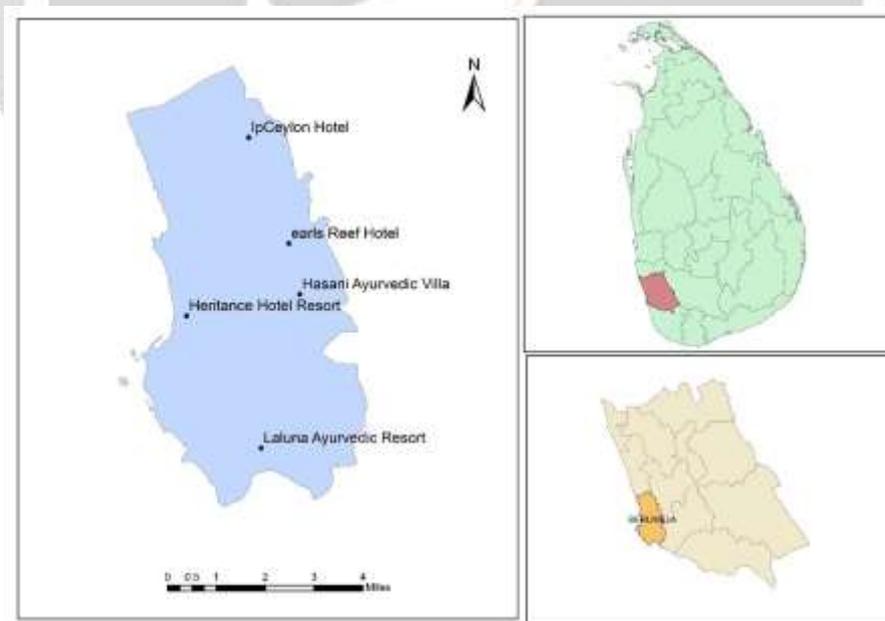
independent variable Ayurvedic massage centers recognize the contribution for the development of business hækia- Ayurvedic massage centers in this study Content concepts include the nature of the impact of hospitality staff , excellent service , lack of long waiting lists , low cost , patient privacy , attraction and environment on the development of the tourism industry, or the study of the inter-variable relationship between the two variables. Encounters- This conceptual approach can be identified with the following note-

Dependency variable	Autonomous variable
Growth in tourism	Hospitality staff
Number of tourists	Ayurvedic Massage Centers
Tourist stay in Sri Lanka	Excellent service
Places to stay	Local treatment and drug use
Various tourism activities	Low cost
The amount spent	Protecting the privacy of patients
Popularity in the world	Attractions and the environment

Field of study

researcher selected industry-related Beruwala Divisional Secretariat won the largest attraction in the Kalutara district in Western Province as a field of academic research for the Colombo ,Galle Road, Colombo-Galle main road or kilometers 73-7 kilometers away in Beruwala Divisional Secretariat Grama It consists of 82 Divisions - This beautiful Divisional Secretariat is located in the Beruwala Police Division and the Aluthgama Police Division.

Map No. 1.1 - Field of study



Population, Samples

Summation

The sample representing the sample used for this study is an infinite number - due to the fact that the duration of the tourist stay is not fixed and the tourists do not choose a specific area to visit.

1 Sample - It is expected to use the on-demand sampling method, which is a non-random sampling approach, as a sample entry used in the selection of tourist hotels in the context of infinite aggregation. Tourists at tourist hotels are selected using the snowball system, which is a random sampling approach.

2 sample - The study sample is expected to be used by tourists visiting the following tourist hotels in the Beruwela area in August , September and October 2019 . 55 tourists will be used as the expected sample.

Total number of tourists = 1103

Sample Percentage = 5%

Tourist sample = $1103 \times 5\% = 55.15 = 55$

Horitons Ayurveda Mahagedara	Tourists 11
Laluna Ayurveda Hotel	Tourists 11
Epsilon Hotel	Tourists 11
Hasani Ayurvedic Villa	Tourists 11
Earls Reef Hotel	Tourists 11
The sample	Total 55

Under the snowball system

Academic limitations

Subjective limitations

The field of tourism is intertwined with different areas social, economic, environmental , geographical, political, cultural, etc. but this research focuses on the field of tourism and the sociological field of Ayurvedic massage centers - tourism is related to human behavior. Is a forest industry - especially as the subject matter limits of this study are the sociological study of the activities of the Ayurvedic massage parlors associated with the tourism industry-

Theoretical limitations

The various theories that have been developed in relation to tourism can be identified - including the theory of modernity, the theory of social and cultural change, the theory of gender, the theory of activism, the theory of behavior, and the theory of behavior. Does-

Practical limitations

Tourism is a unique industry that is directly related to human behavior - the focus here is solely on the sociological identification of the functioning and deficiencies of the Ayurvedic massage parlors that have been established in connection with the tourism industry-

Data collection methodology

There are two main sources of data collection - the primary data source and the secondary data source that compile the data for this study.

Primary data sources

In the use of primary data sources, the researcher used the data that was verified and absorbed by the researcher himself in the field of research without using any other source - using various research methods, this data was collected in relation to their research areas - the nature of the data collected there is as follows Can show-

Tables 1- Preliminary data collection

The methodology expected to be used	The target party	The nature of the data expected to be collected
Questionnaires	Doctors and staff working in the Ayurvedic massage parlors associated with the tourism industry Foreign tourists	Attitudes towards Ayurvedic Massage Centers and their Uses- Data that helps identify the social background of the individuals concerned

		<p>Opinions of doctors , travelers and staff on tourism and its utility in Ayurvedic massage parlors</p> <p>Identify the Ayurvedic massage experience of the employees and the problems faced by the employees.</p> <p>Employment in Massage Centers Social , Economic , Educational Impact on Employees</p>
Interviews	<p>Officers of the Western Provincial Department of Ayurveda</p> <p>Resort Associate Managers</p> <p>Officers of the Development Division of the Beruwala Divisional Secretariat</p>	<p>Granting permission to establish Ayurvedic massage centers related to tourism and information on its activities</p> <p>Obtaining views on the problems that may arise in the operation of tourist Ayurvedic massage centers</p> <p>Gaining an idea of personal attitudes towards the functioning of Ayurvedic massage centers</p> <p>Obtaining views on existing problems regarding unregistered tourist Ayurvedic massage centers and steps to be taken to resolve them.</p>
Observations and participatory observations	<p>Employees of Tourist Ayurvedic Massage Centers</p> <p>Doctors</p>	<p>Information on the legal activities related to Ayurvedic massage centers</p> <p>Quantitative and quality information on employee service</p> <p>Information on the use of new strategies</p>
Amulet studies	<p>Heads of High Earnings Ayurvedic Massage Centers</p>	<p>To get an idea of the contribution of Ayurvedic massage centers to the development of the tourism industry through personal attitudes</p>

(Source ; Compiled by the researcher)

Secondary data sources

A secondary source is a source used by a researcher to describe something that has not been directly demonstrated.

Tables 2- Secondary data collection

The methodology expected to be used	Information obtained
Books , magazines , newspaper articles and the Internet	Gathering information relevant to the research topic and the research study written in relation to it
Divisional Secretariat Reports (Resource Profile 2017, Obtaining Information by Indigenous Medicine Grama Niladhari - From 2014)	<p>Study of information on land area , population , employment structure of the study area</p> <p>Information Study on Registered Ayurvedic Massage Centers</p> <p>Study of reports on doctors employed in Ayurvedic massage centers</p>
Western Province Department of Ayurveda	Implemented Regulations on Registration of Tourist Business Related Massage Centers

(Source ; Compiled by the researcher)

Methods of data analysis

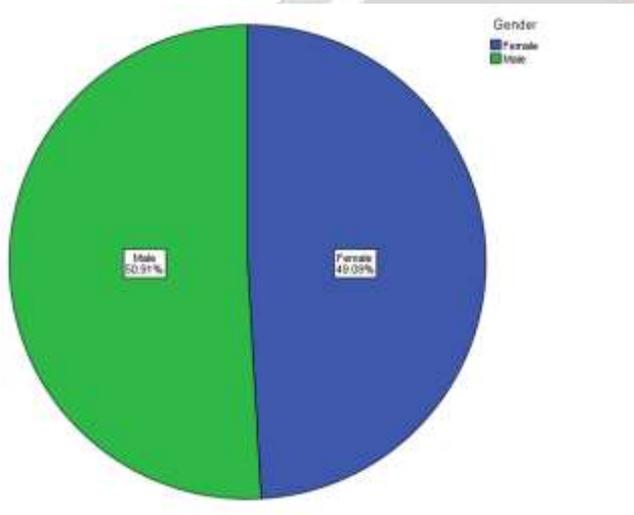
Quantitative data analysis : Quantitative data analysis involves a scientific interpretation of statistically analytical phenomena using statistical methods. Here the scientific methodology uses the concept of percentages, ratios, media, averages, etc.

Quality data analysis : Qualitative data analysis is the study of data that cannot be adequately quantitatively analyzed from a qualitative point of view .It contains an analysis using theories and concepts that exist in sociology to highlight the qualitative values embedded in those situations. Tables, charts and maps were used by the researcher to analyze the quantitative data and qualitative data collected in the field during the study .The data was analyzed using these Excel, Spss , GIS methods. It also seeks to analyze quantitative data that supports qualitative data analysis in relation to the study of the relationship between problem variables in the data analysis process.

03. Data analysis

Femininity

Graph No. 3.1 – Gender

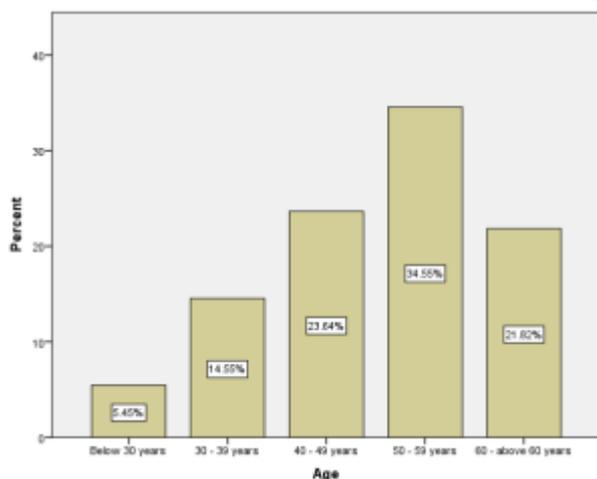


(Source - Field Studies 2019)

From the chart above it can be seen that the majority of the total data contributors belong to the male party. It is 51% and a total of 27 people represent the male party. The female party as a whole represents a low value. The women's party is represented by a total of 28 members. It is 49% as a percentage . Thus, it appears that the number of male tourists visiting Sri Lanka for Ayurvedic massage is higher than the number of female tourists.

Age of tourists

Chart No. 3.2 - Age of tourists



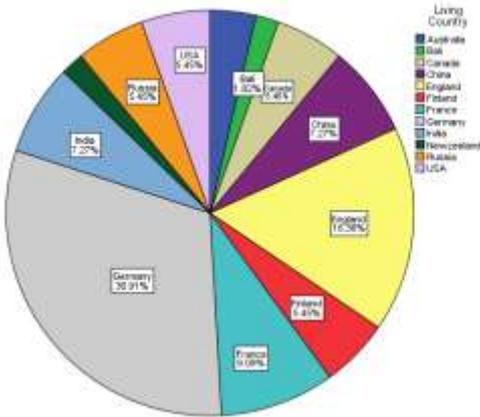
(Source - Field Studies 2019)

The chart above shows that the majority of visitors to Sri Lanka for Ayurvedic massage among the total data contributors are in the age group of 50-59 years . It is 35% and in total 19 people represent the age group of 50-59 years . Overall, the number of tourists under the age of 30 participating in Ayurvedic activities is generally low. The total number of tourists under the age of 30 is 03 . It is 5% as a percentage . This shows that tourists between the ages of 50-59 are more likely to seek Ayurvedic massage.

Country where tourists live

Chart No. 3.3 - Country where tourists live

(Source - Field Studies 2019)



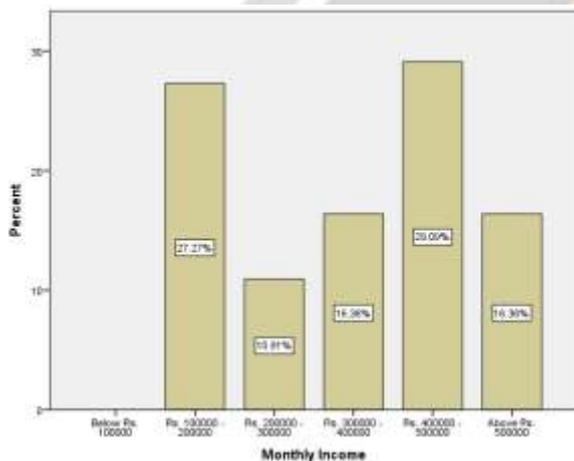
The chart above shows that the majority of the total data contributors come from Sri Lanka, a European country. It is 31% and represents a total of 17 %. Also, New Zealand and Bali account for the least number of Ayurvedic massage therapists. It is a percentage of 2% of the total.

Apart from this, tourists from England, France, China, India, Russia, Finland, USA and Canada can also be identified for their Ayurvedic activities. Accordingly, it can be identified that more and more tourists residing in Germany come to Sri Lanka for Ayurvedic massage activities.

Monthly income of tourists

Chart No. 3.4 - Monthly Income of Tourists

(Source - Field Studies 2019)

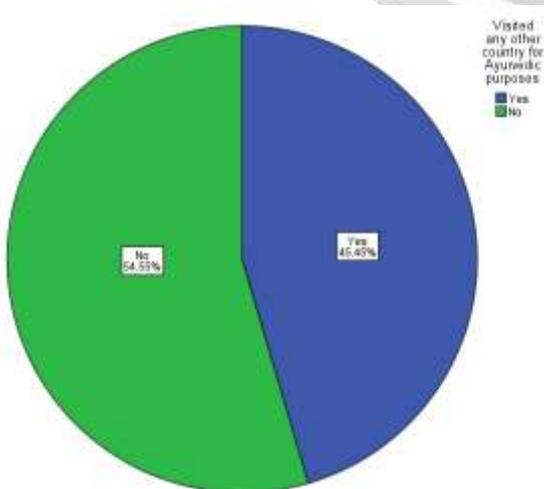


From the chart above, it can be seen that the majority of the data subscribers are tourists earning between Rs. 4-5 lakhs . Those databases make up 29% of the total , representing 16 % of the total . Also, as the chart above shows, the specialty of this place is that tourists earning less than one hundred thousand rupees (100000) have not come to Sri Lanka for Ayurvedic activities.

Other countries visited for Ayurvedic activities

Chart No. 3.5 - Other countries visited for Ayurvedic activities

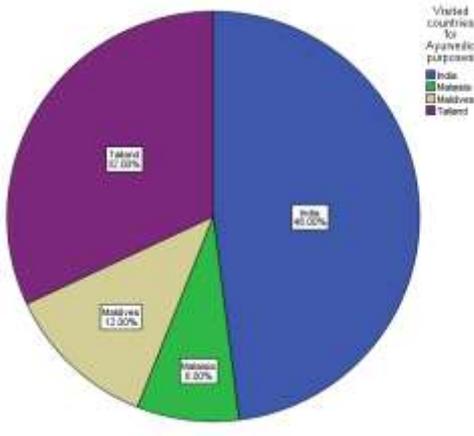
(Source - Field Studies 2019)



From the chart above, it can be seen that the majority of the total data contributors have never traveled to other countries for Ayurvedic activities before. That is to say, those tourists were the first to choose Sri Lanka for their Ayurvedic activities. It represents 55% of the total and represents a total of 30 database subscribers. Tourists who have traveled to other countries for Ayurvedic activities before coming to Sri Lanka have the lowest number, which represents about 25 % of the total, which is 45% as a percentage . This chart shows that Sri Lanka was the first country to select the majority of data contributors for Ayurvedic activities.

Other countries that practiced Ayurveda

Chart No. 3.6 - Other countries where Ayurveda was practiced

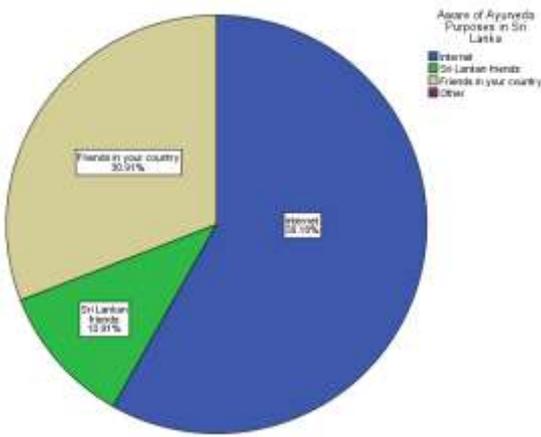


(Source - Field Studies 2019)

The chart above shows that the majority of tourists who have previously opted for other Ayurvedic activities have opted for India. That amounts to 48% . In addition , it is clear that tourists have visited countries such as Thailand , Maldives and Malaysia for Ayurvedic activities .

How to become aware of Ayurvedic activities in Sri Lanka

Chart No. 3.7 - How to become aware of Ayurvedic activities in Sri Lanka

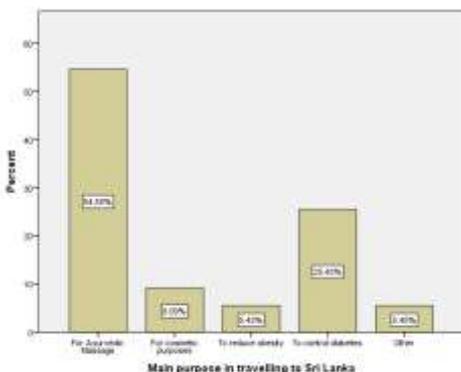


(Source - Field Studies 2019)

The chart above shows how data contributors became aware of Ayurvedic practices in Sri Lanka. Accordingly, the chart above shows that the majority of data contributors learned about Ayurvedic practices in Sri Lanka through the Internet. That number is 58% , representing a total of 32 data subscribers. There are also a significant number of data contributors from their friends in their country who are aware of Ayurvedic practices in Sri Lanka. That amount is 31% as a percentage. There are also tourists who have learned about Ayurveda from friends in Sri Lanka. They make up 11% . The chart above shows that the Internet is the main way to learn about Ayurvedic practices in Sri Lanka. Awareness of Ayurvedic practices in Sri Lanka from friends in their own country shows the popularity of Ayurvedic practices in Sri Lanka.

Main Objectives of Visiting Sri Lanka

Chart No. 3.8 - Main Objectives of Visiting Sri Lanka



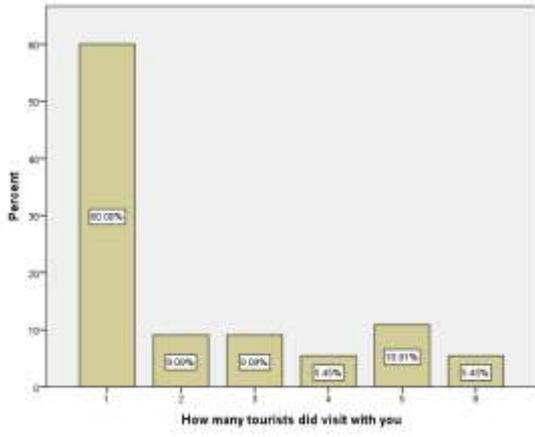
(Source - Field Studies 2019)

From the chart above, it can be seen that the majority of the total data subscribers are traveling with their main objective of engaging in Ayurvedic massage among the Ayurvedic activities. It is 55% and represents about 30 % of the total . Other main objectives of tourists visiting Sri Lanka for Ayurvedic activities include diabetes control , cosmetic activities , other Ayurvedic activities (such as Chinese acupuncture) , and obesity reduction. Here we can see how a small number of tourists who visit the country turn to Ayurvedic activities with the aim of reducing obesity. That amount is 5% as a percentage, which represents a total of 03 %.

Number of other tourists who came with tourists

Chart No. 3.9 - Number of other tourists who arrived with tourists

(Source - Field Studies 2019)

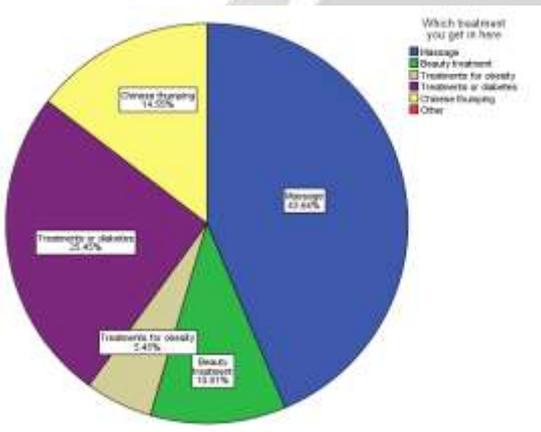


The chart above shows the number of other tourists who come to Sri Lanka for Ayurvedic activities. The data on voters all arrived with the other tourists, visitors can see the country does not see opportunities to come alone. Accordingly, it can be identified that all the tourists who came for Ayurvedic activities have come to this country with their partner or their friends.

The treatment received by the tourists during this trip

Chart No. 3.10 - The treatment received by tourists during this tour

(Source - Field Studies 2019)

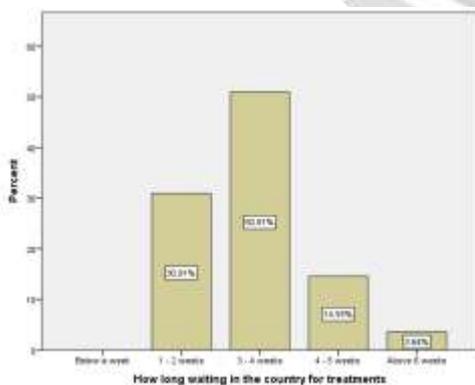


From the chart above it can be seen that the majority of the total data contributors have opted for Ayurvedic massage among the treatments. It is 44% and represents 24 % of the total . It can also be found that among the treatments received by all the databases, there are treatments for diabetes , Chinese acupuncture , beauty treatments and obesity reduction respectively . The least commonly used treatment for obesity is obesity. That amount is 5% as a percentage and it shows 03 people in total . Thus, Ayurvedic massage is one of the most popular and widely used Ayurvedic treatments.

The length of stay in the country for treatment

Chart No. 3.11 - The length of stay in the country for treatment

(Source - Field Studies 2019)

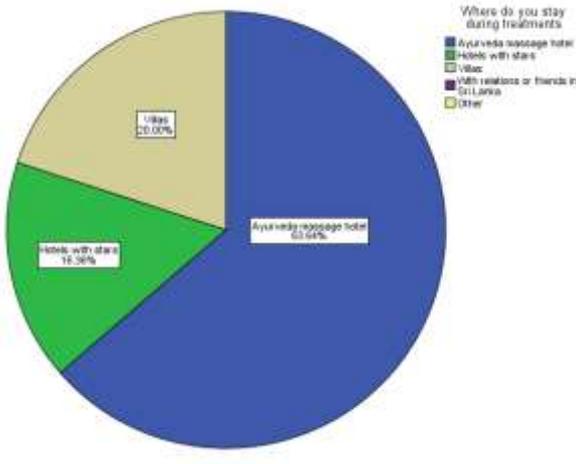


The chart above shows the length of stay that the data contributors have in Sri Lanka for treatment. According to this chart, the majority of the total data subscribers stay in the country for 3-4 weeks . It is 51% of the total data subscribers . Also, the main thing to note here is that there are no tourists who stay in the country for less than a week. That is, it can be identified that tourists who come to this country for Ayurvedic activities stay in the country for a week or more.

Where to stay during treatment

Graph No. 3.12 - Location during treatment

(Source - Field Studies 2019)

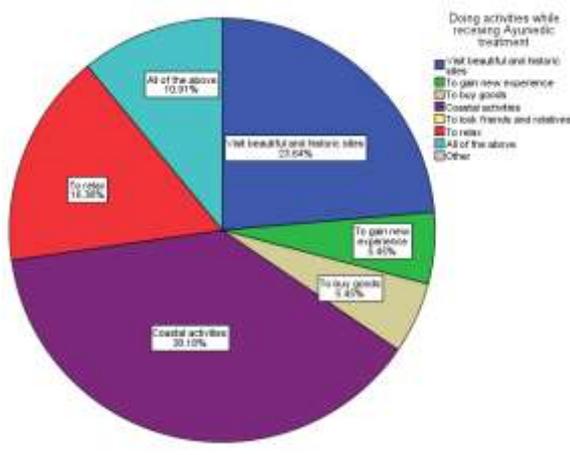


From the chart above, it can be seen that the majority of the total data subscribers stay in Ayurvedic massage hotels during the treatment period. It is 64% and represents 35 people in total. In addition to this, the chart above shows that tourists who come for Ayurvedic treatment stay in guest houses and star hotels respectively.

Other activities performed while receiving Ayurvedic treatment

Chart No. 3.13 - Other Activities Performed While Obtaining Ayurvedic Treatment

(Source - Field Studies 2019)

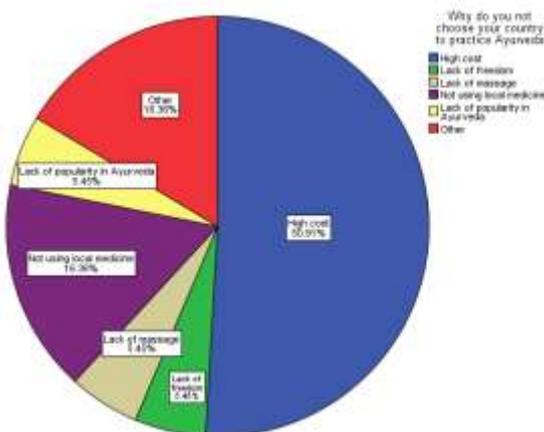


Considering the other activities that tourists are exposed to during the period of receiving Ayurvedic treatment, it can be identified from the above chart that the majority of the data subscribers are engaged in coastal activities. It makes up 39% as a percentage and represents a total of 21 people. In addition, tourists can visit beautiful and historic places to relax, experience new things and buy goods, respectively.

Reasons not to choose one's motherland for Ayurvedic activities

Chart No. 3.14 - Reasons not to choose one's motherland for Ayurvedic activities

(Source - Field Studies 2019)



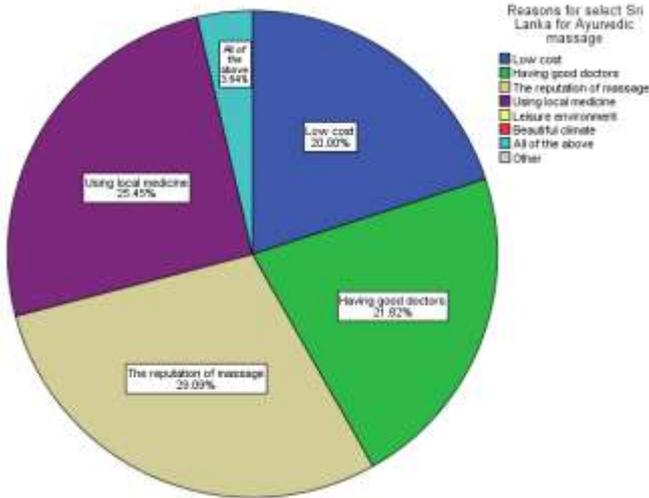
The chart above shows the reasons why data donors did not choose their home country for Ayurvedic activities. The majority of databases did not choose their country because of the high cost they incur in their country. As a result, the percentage of those who did not choose their homeland as a percentage is 51%, which is the opinion of 28 people in total. Another significant group of data contributors are of the opinion that this was due to the non-use of local medicines in their home countries. Only 16% hold that view. That is 09 in total. In addition, some people did not choose Ayurveda for their motherland due to the unpopularity of Ayurveda in their country, the lack of freedom and the lack of proper massage. This shows

that the reason why the majority of data subscribers do not choose their home country is because of the high cost.

Reasons to choose Sri Lanka for Ayurvedic massage

Chart No. 3.15 - Reasons for choosing Sri Lanka for Ayurvedic massage

(Source - Field Studies 2019)

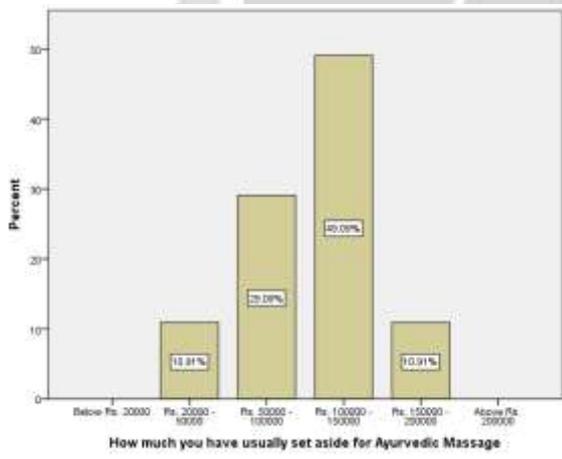


From the chart above, it can be seen that the reason for choosing Sri Lanka for Ayurvedic massage. The majority of databases have chosen Sri Lanka for Ayurvedic massage because of Sri Lanka's reputation for massage. Those who hold that opinion make up 29% as a percentage, representing 16 in total . The order of the use of drugs in the local Sri Lanka , expert medical wakefulness , reduce costs , has led to the choice of Sri Lanka Ayurvedic massage tourists have contributed to all of the above factors. Thus, it appears that the majority of data donors choose Sri Lanka because of the reputation of Ayurvedic massage in Sri Lanka. That is the fame of Sri Lankan Ayurvedic practice in the world.

Expenditure on Ayurvedic massage

Chart No. 3.16 - Expenditure on Ayurvedic massage

(Source - Field Studies 2019)

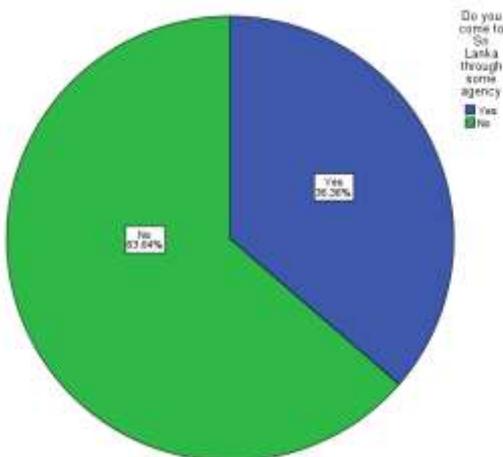


According to the chart above, the majority of data donors spend between Rs. 100,000-150,000 on Ayurvedic massage . It is 49% and has a total of 27 database subscribers. This chart also shows a significant amount of money spent between Rs. 50,000-100,000 . It is 29% as a percentage and it is 16 in total . It can be seen that the maximum amount spent by a data contributor for Ayurvedic activities is between Rs. 150,000-200,000 and the minimum amount spent by a tourist for Ayurvedic activities is between Rs. 20,000-50,000.

Have you used an agency to visit Sri Lanka?

Chart No. 3.17 - Has an agency been used to visit Sri Lanka?

(Source - Field Studies 2019)



The chart above shows that the majority of data contributors have come directly to Sri Lanka and no agency has been used for this purpose. The majority of direct database visitors to Sri Lanka make up 64%, representing a total of 35 people. Also, an agency has used a minimal number of database visitors to Sri Lanka. That percentage is 36% and it can be identified as a total of 20 %.

Apart from Ayurvedic activities, there are other matters for which money has been allocated

Table 3.1 - Other matters for which money has been allocated in addition to Ayurvedic activities

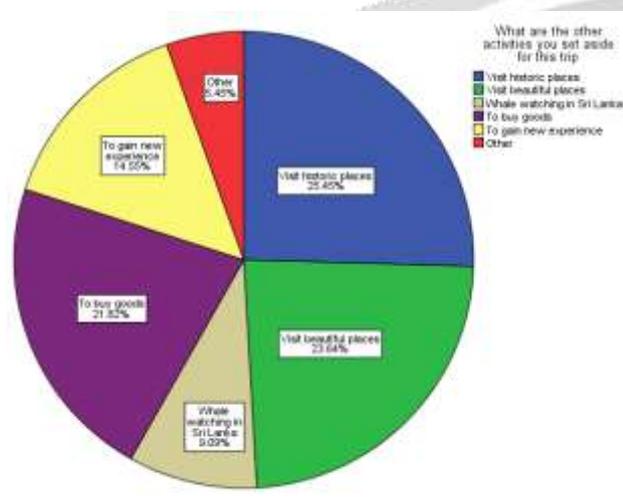
	Count	Column N %
Other activities you set aside for this trip	Yes	55
	No	0
	Total	55
		100%

(Source - Field Studies 2019)

According to the table above, almost all the data contributors have allocated money for many other activities in the country in addition to Ayurvedic activities. Thus, it appears that tourists visiting the country engage in Ayurvedic activities and spend money on other tourism activities. Accordingly, it can be identified that it is very important for the growth of the tourism industry.

Other matters besides Ayurvedic activities where money has been allocated

Chart No. 3.18 - Other matters besides Ayurvedic activities where money has been allocated



(Source - Field Studies 2019)

From the chart above, it can be seen that the majority of data contributors have set aside their money to visit historical sites in addition to Ayurvedic activities. That amount is 25% as a percentage, making up a total of 14 people. In addition to beautiful places, respectively, and are expected to make things work in addition to the Ayurvedic view, items for purchase, to get the new experience, and for whale watching in Sri Lanka can be seen to have their time apart. Thus, it appears that a large number of databases are interested in visiting historical sites in addition to Ayurvedic activities.

The main reasons for choosing Ayurvedic massage centers for treatment

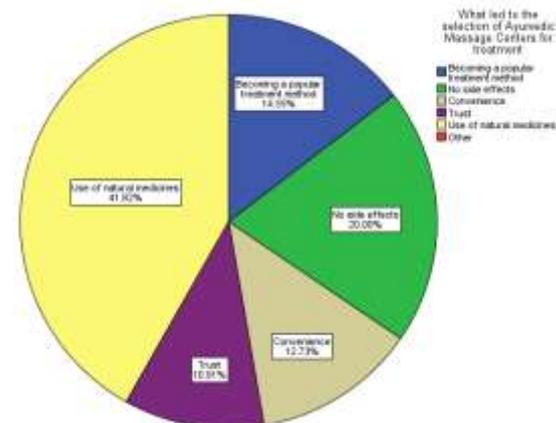


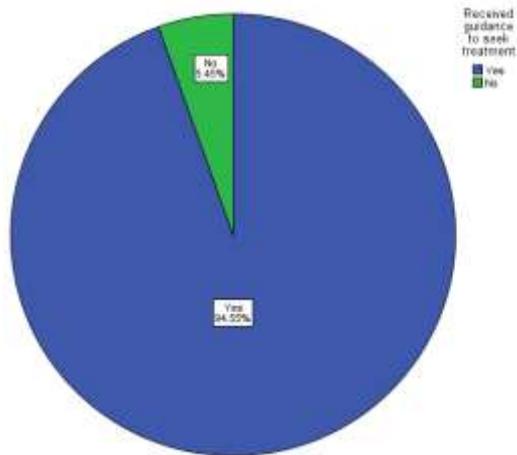
Chart No. 3.19 - Main Reasons for Selection of Ayurvedic Massage Centers for Treatment

(Source - Field Studies 2019)

The above chart shows the main reasons behind the choice of spa treatment for the majority of voters in a database spa, the main reason for selecting the treatment that they use natural medicines. Data subscribers hold 42% of the total opinion, representing 23 in total. In addition to spa treatments to choose the side effects due to lack of information, respectively, and, to a popular treatment, comfortable that, the belief that things can be identified by the above graph that the affected.

Guidance received for treatment

Graph No. 3.20 - Guidelines for receiving treatment

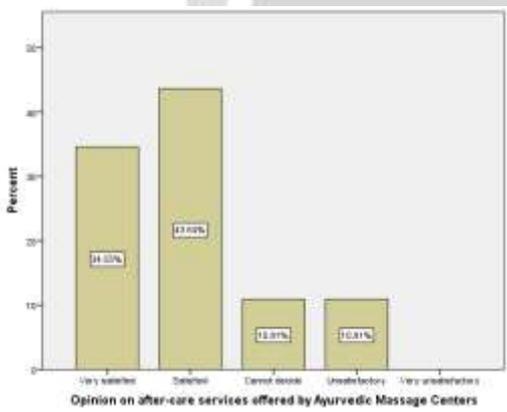


(Source - Field Studies 2019)

The chart above shows that the majority of data donors received the right guidance from Ayurvedic massage centers to seek treatment. Those databases make up 95% of the total and 52 % of the total . The chart above shows that 5% , or as little as 03 people in total , have not been properly guided to receive treatment.

Opinions on Post-Care Services at Ayurvedic Massage Centers

Chart No. 3.21 - Opinions on Post-Care Services at Ayurvedic Massage Centers



(Source - Field Studies 2019)

The chart above shows the opinion of the data subscribers about the back care services of the Ayurvedic massage centers. Accordingly, the majority of data subscribers are of the opinion that they are satisfied with the post-security services. Those databases make up 44% of the total , representing 24 in total . Also, a significant number of data subscribers are of the opinion that they are highly satisfied with the back-up services. That amount is 35% as a percentage . Also, the percentage of people who have a neutral opinion about the back-care service as a percentage is 11% . It also shows that a small number of data subscribers are not satisfied with back-up services. That number is 11% as a percentage and it can be identified that it is 06 in total .

Opinions on the capabilities of doctors working in Ayurvedic centers

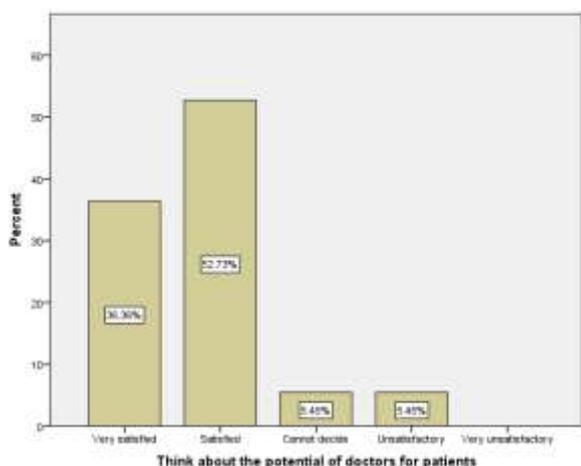


Chart No. 3.22 - Opinion on the Ability of Doctors Working in Ayurvedic Centers

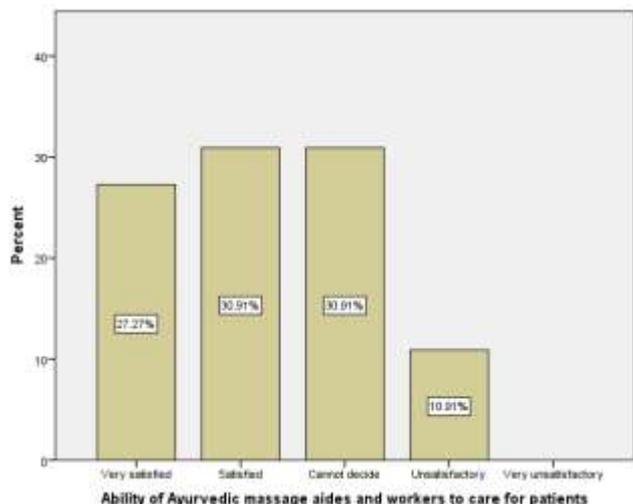
(Source - Field Studies 2019)

The chart above shows the opinion of the data contributors on the capabilities of the doctors working in the Ayurvedic Centers. Thus, the majority of data contributors are of the opinion that they are satisfied with the ability of physicians. The percentage of such databases is 53% and the total is 29 % . In addition, this chart shows that a significant number of other data providers are highly satisfied with the ability of physicians, which is a percentage of 36% . Also, 5% of the data subscribers have a neutral opinion about the ability of the doctors and the minimum number of the data subscribers are that they are not

satisfied with the ability of the doctors. That group is 5% as a percentage and 03 in total . Thus, it appears that the majority of tourists who visit Ayurveda are satisfied with the capabilities of local doctors.

Opinion on the ability of employees in Ayurvedic centers

Chart No. 3.23 - Opinion on Employee Capacity in Ayurvedic Centers



(Source - Field Studies 2019)

The chart above shows the opinion of the data contributors on the capabilities of the employees working in the Ayurvedic Centers. Thus, the majority of data subscribers are satisfied with the performance of their employees, while others seem to have a neutral opinion. The percentage of those databases is 31% and the total is 17 % . In addition, this chart shows that a significant number of other data subscribers are highly satisfied with the performance of their employees, which is 27% as a percentage . Also, 10.91% of data subscribers find that they are not satisfied with the performance of their employees. The total number is 06.

Opinion on the facilities available in Ayurvedic massages centers in the country

Table 3.2 - Tourist views on facilities available at Ayurvedic massage centers in the country

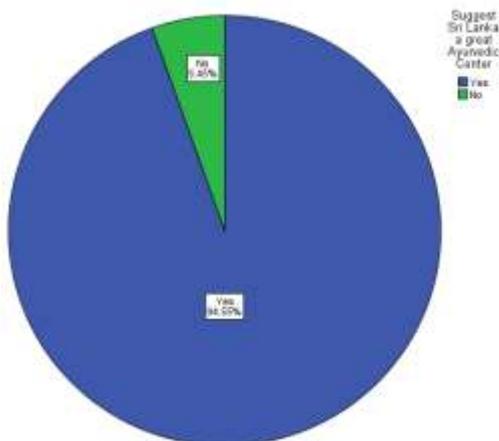
		Count	Column N %
Ayurveda massage center had proper facilities	Very satisfied	15	27%
	Satisfied	20	36%
	Cannot decide	17	31%
	Unsatisfactory	3	5%
	Very unsatisfactory	0	0%
	Total	55	100%

(Source - Field Studies 2019)

According to the table above, the opinion of the data contributors regarding the facilities available in the Ayurvedic massage centers in the country can be identified. Thus, the majority of data contributors are of the opinion that they are satisfied with the facilities available at Ayurvedic massage centers in the country. Those databases make up 36% of the total, out of a total of 20 . In addition, a significant number of other data subscribers have a neutral view of the facilities at Ayurvedic massage parlors in the country, which is 31% as a percentage . Also, the percentage of data subscribers who are highly satisfied with the facilities of Ayurvedic massage centers in the country is 27% . Also, a small number of databases are of the opinion that they are not satisfied with the ability of doctors. That percentage is 5% and that number is 03 in total . This shows that the majority of tourists are satisfied with the facilities available at Ayurvedic massage centers in the country.

Proposing Sri Lanka as an Excellent Ayurvedic Center

Chart No. 3.24 - Proposing Sri Lanka as an Excellent Ayurvedic Center



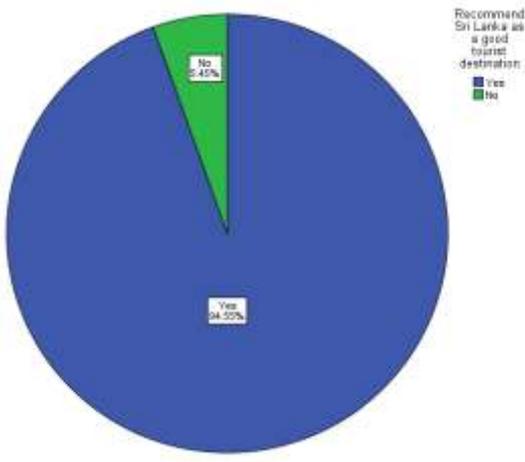
(Source - Field Studies 2019)

From the above chart it can be seen that the majority of the total data contributors suggest Sri Lanka as an excellent Ayurvedic center. That figure is 95% , representing 52 % of the total . Also , a minimum percentage of 5% states that Sri Lanka is not recommended as an excellent Ayurvedic center. That number is 03 out of the total data subscribers . This

chart shows that the majority of data contributors on Ayurvedic activities in Sri Lanka are satisfied.

Proposing Sri Lanka as a good tourist destination

Chart No. 3.25 - Proposing Sri Lanka as a Good Tourist Destination

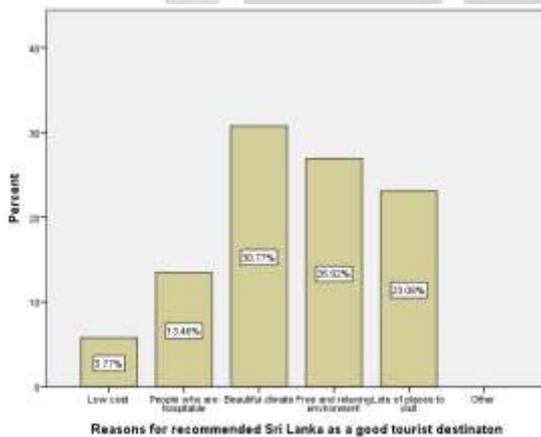


(Source - Field Studies 2019)

From the chart above, it can be seen that the majority of the overall data subscribers suggest Sri Lanka as a good tourist destination. That number is 95% , representing a total of 52 data subscribers. As many as 5% say they do not recommend Sri Lanka as a good tourist destination. That number is 03 out of the total data subscribers . Accordingly, this chart shows that a large number of databases suggest Sri Lanka as a good tourist destination.

The main reasons for proposing Sri Lanka as a good tourist destination

Chart No. 3.26 - Main Reasons for Proposing Sri Lanka as a Good Tourist Destination



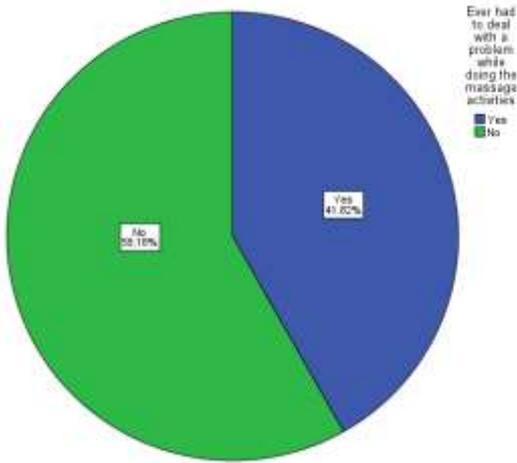
(Source - Field Studies 2019)

The main reason for suggesting Sri Lanka as a good tourist destination is that the majority of data contributors cite the beautiful climate prevailing in Sri Lanka. The percentage of such databases is 31% and the total number of databases is 16 %. In addition, they cited the free and relaxed environment , the large number of places to visit , the hospitality as well as the low cost as reasons for proposing Sri Lanka as a good tourist destination , respectively.

Did the tourists have any problems during the massage?

Chart No. 3.27 - Did the tourists face any problem during the massage?

(Source - Field Studies 2019)

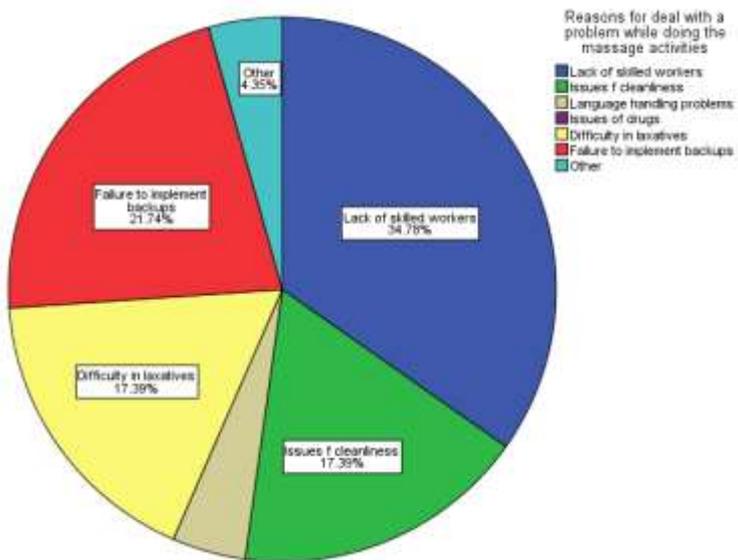


The chart above shows whether the tourists had any problems during the massage. The majority of the database users state that they did not have to face such a problem. That proportion is 58% , representing a total of 32 databases. A minimum of 42% of data subscribers state that they experienced problems during massage.

Problems encountered during massage

Graph No. 3.28 - Problems encountered during massage

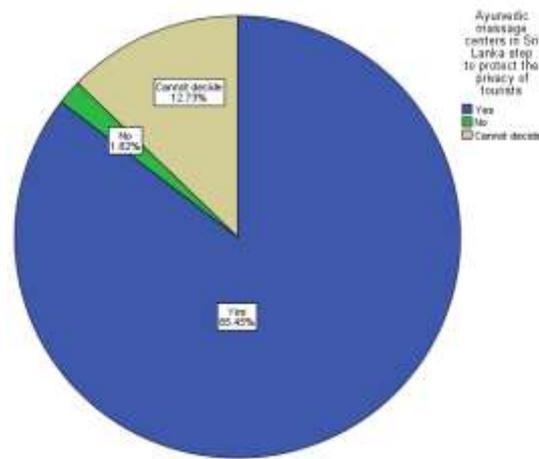
(Source - Field Studies 2019)



From the chart above, it can be seen that among the problems encountered during massage, the problem faced by the majority of data collectors was the lack of trained staff. The percentage of data subscribers who hold that view is 35%, making it a total of 08 people. In addition to these problems there are problems with post care cleanliness defecation and other problems respectively as can be seen from the chart above. This shows that the main problem is the lack of trained personnel.

Have Ayurvedic massage parlors taken steps to protect the privacy of tourists ?

Chart No. 3.29 - Have Ayurvedic massage parlors taken steps to protect the privacy of tourists



(Source - Field Studies 2019)

The charts above show that, according to the majority of data contributors, Ayurvedic massage parlors in Sri Lanka take steps to protect the privacy of travelers. That proportion is 85% , representing a total of 47 people. And 13% said they had no idea what steps were being taken to protect confidentiality. Also, a small number of data contributors have stated that the Ayurvedic massage centers in Sri Lanka have not taken steps to protect the privacy of tourists. That amount is 2% as a percentage , which is one person overall. Thus, the majority of data contributors can be found to be satisfied with the steps taken by Ayurvedic massage centers to protect their confidentiality.

04. Conclusions and Suggestions

Data analysis was discussed in the previous chapter. This chapter explains the research conclusions and suggestions. It also explains the recommendations of future researchers on medical tourism in Sri Lanka.

Conclusions

Medical tourism is one of the fastest growing industries in Sri Lanka as well as in the world. As discussed in the literature, many foreigners come to many Asian countries to seek medical treatment at a lower cost with a private service than in their home country. Meanwhile, Ayurvedic massage therapy has become one of the most popular treatments today.

The conclusion is that the track could be higher than women, male tourists visit the country for medical tourists from the Ayurvedic massage. The majority of tourists belong to the male party. It is 51% and a total of 27 people represent the male party. The female party as a whole represents a low value. The women's party is represented by a total of 28 members. It is 49% as a percentage .

arrival of tourists aged 50-59 and had seen that there is a tendency to focus more of Ayurvedic massage. The majority of tourists who visit Sri Lanka for Ayurvedic massage are in the age group of 50-59 years. It is 35% and in total 19 people represent the age group of 50-59 years.

majority of medical tourists come to the country, it is clear that research in Germany, the European country. It is 31% and represents a total of 17 % . The total number of tourists visiting Sri Lanka for Ayurvedic massage can be found in the UK , France , Russia , Finland , USA , Canada as well as Asian countries such as China and India.

Returning a majority of medical tourists million 4-5 is observed that the amount of tourist revenues between. Those databases make up 29% of the total , representing 16 % of the total . Also, as the chart above shows, the specialty of this place is that tourists earning less than one hundred thousand rupees (100000) have not come to Sri Lanka for Ayurvedic activities.

It can be seen that most of the people visit Ayurveda for their main purpose of engaging in Ayurvedic massage activities. It is 55% and represents about 30 % of the total . The number of tourists who have opted for Ayurvedic massage among the treatment options is high. It is 44% and represents 24 % of the total .

The paryēṇayen is concluded that the majority of visitors were treated during the stay in the hotel will be taken and Ayurvedic massage. Accordingly , a large number of tourists have stated that the main reason for choosing Ayurvedic massage centers for treatment is that they use natural remedies. It can be concluded that the Ayurvedic massage centers have received the right guidance for treatment and are satisfied with the after-care services and the steps taken by the Ayurvedic massage centers to protect their confidentiality.

It can be identified that the majority of tourists stay in the country for 3-4 weeks. It is 51% of the total data subscribers. Also, the main thing to note here is that there are no tourists who stay in the country for less than a week. That is, it can be identified that tourists who come to this country for Ayurvedic activities stay in the country for a week or more.

Considering the other activities that tourists are exposed to while receiving Ayurvedic treatment, it can be identified from the above chart that the majority of the data subscribers are engaged in coastal activities. It makes up 39% as a percentage and represents a total of 21 people. Medical tourists and their accompanying visitors visit Sri Lanka and engage in tourism activities such as leisure, cultural and historical sites of Sri Lanka.

One of the reasons why most tourists do not choose Ayurveda is due to the high cost of treatment in their home country such as Ayurveda.

The main treatment for visitors to choose Sri Lanka is convinced that this research is to have a reputation for Ayurveda. The cost of medical treatment in Sri Lanka, which is a developing country, is also relatively low compared to most developed countries in the world. The quality of the health sector in Sri Lanka is higher than other developing countries and is completely similar to the developed countries in the world. Excellent service is provided regarding the use of indigenous medicine in Sri Lanka, the skills of Ayurvedic doctors, attractions as well as the privacy of patients. They are the reason for choosing Sri Lanka as their medical tourist destination.

This research confirmed that most medical tourists come to Sri Lanka by obtaining information through the internet. It can also be seen that there are a significant number of tourists who come to Sri Lanka after obtaining information from those who have been treated before, that is, from friends and relatives. It is a testament to the popularity of Ayurvedic treatments in the country.

The research observed noted that the majority of tourists visiting historical sites work in Ayurveda that their money has been allocated. That amount is 25% as a percentage, making up a total of 14 people. In addition to beautiful places, respectively, and are expected to make things work in addition to the Ayurvedic view, items for purchase, to get the new experience, and for whale watching in Sri Lanka can be seen to have been separated from their money. Thus, it appears that a large number of databases are interested in visiting historical sites in addition to Ayurvedic activities.

The majority of tourists say that they did not have to face any problems during the massage. That number is 58% as a percentage, representing a total of 32 databases. A minimum of 42% of data subscribers report experiencing problems during massage. Among the problems encountered during massage, the problem faced by the majority of data collectors was the lack of trained staff. The percentage of data subscribers who hold that view is 35%, making it a total of 08 people. In addition, the research shows that there are post-care issues, cleanliness issues, defecation issues, and other issues, respectively. It can be specifically identified that the main problem here is the lack of trained personnel.

Travel to healthcare is a growing sector in the international tourism industry as a whole and has ample scope for further development locally and internationally. Tourism in Sri Lanka overall it was considered so significant locations, the management in Sri Lanka if the necessary legislation can be provided with a practical approach to implementation and development of the vast space.

Suggestions

According to research findings, there are a number of suggestions for implementation.

ඉදිරිපත් Identify existing sub-sectors in the health industry and easily integrate them into a proper development plan and appoint an action committee with knowledge of the local Ayurvedic system and expertise in the field.

Hospitals need to be more competitive in attracting more foreign patients than in other Asian countries.

Hospitals and Ayurvedic centers should focus on international relations with countries to attract more foreign patients.

Foreign patients come to Sri Lanka not only for medical treatment but also for the tourism industry. Therefore, it is necessary to focus on providing more incentives for tourism activities.

To attract foreign patients as well as their colleagues, one should focus on tourism activities rather than regular tourism activities.

In order to attract more foreign patients to Ayurvedic centers, they need to be more innovative and use marketing methods other than internet for advertisements.

should focus on the performance and attitudes of employees temptation Ayurveda centers to provide services to foreign patients ākarśadhāya accelerated.

Ayurvedic centers can provide a high quality and more personalized service with high quality and more to make patients feel comfortable.

food for tourists with patients to encourage patients to choose Sri Lanka and transport can be affordable. Establishment of services required for other tourist experiences at Ayurvedic Centers.

visa regulations should be easy, and the country should be simple rules to attract more foreign patients.

Sri Lanka Ayurvedic Centers should apply for more international certification. It is important to increase credibility and create an optimal health market that is more international.

Expansion of employment opportunities for Ayurvedic doctors in the tourism industry in this country. The establishment of Ayurvedic Panchakarma Hospitals in the main tourist areas of the country, which charge money for treatments aimed at the tourism industry, can provide employment to many Ayurvedic doctors, thereby generating revenue for the Government and with the assistance of the Ministry of Tourism.

To attach the Rural Tourist Police and to enforce appropriate laws and regulations to prevent possible crimes and misconduct in the Ayurvedic massage centers associated with tourist resorts.

Sri Lanka has been an ideal destination for tourism since ancient times due to its geographical location and the proliferation of tourist attractions in the country. The closest proof of this is that Sri Lanka is one of the top countries to visit in 2019 . Although Ayurveda is still prevalent in this tourism industry, there are only a limited number of job opportunities for Ayurvedic professionals. Also, the entry of state Ayurveda into the tourism industry is very slow compared to the private sector. Therefore, the public sector should pay more attention to this.

Also, most of the Ayurvedic treatment units operating in many hotels in the country are not properly supervised by the government and they too should be regulated and graduate Ayurvedic doctors should be attached through government intervention . Today there are no graduate Ayurvedic doctors in most of these treatments and sometimes there is only one doctor in several hotels.

Furthermore, the Ayurveda Herbal Gardens owned by the Department of Ayurveda can increase the employment quota by developing them into tourist-oriented institutions.

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