

## **SUSTAINABLE PRACTICES ADOPTED IN THE TEA DESTINATIONS FOR DEVELOPING WELLNESS TOURISM THROUGH AYURVEDA- A CRITICAL EVALUATION OF STUDY**

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### **Abstract**

*Tea has always been a captivating and favourable hot drinking beverage for all Indians since ages. Exploring different varieties of tea by visiting different tea gardens in India by the tourists has been observed in recent studies. Tea drinking behaviour has also affected the flow of the tourists in different tea destinations. This paper provides a critical evaluation of the sustainable practices adopted in tea destinations to develop wellness tourism through Ayurveda. Wellness tourism has gained significant attention in recent years, with travellers seeking experiences that promote health and well-being. Ayurveda, an ancient Indian system of medicine, has been recognized for its holistic approach to wellness and has become a key element in many destination's tourism offerings. Tea destinations are unique locations that have capitalized on their natural beauty and resources to attract tourists looking for relaxation and rejuvenation. By incorporating Ayurvedic principles into their wellness offerings, these destinations have been able to differentiate themselves in the competitive tourism market. The study examines the various sustainable practices that tea destinations have implemented to support their wellness tourism initiatives. This includes promoting organic farming practices, reducing waste and energy consumption, supporting local communities, and preserving the natural environment. By focusing on sustainability, these destinations not only enhance the visitor experience but also contribute to the long-term well-being of the region. Through a critical evaluation of these practices, the study highlights the importance of balancing tourism development with environmental conservation and community engagement. It emphasizes the need for destination stakeholders to work together to ensure that tourism growth is sustainable and benefits all stakeholders involved.*

*Overall, this study contributes to the growing body of research on sustainable tourism practices and their impact on wellness tourism. By highlighting the successful strategies employed by tea destinations, it provides valuable insights for other destinations looking to develop their wellness tourism offerings. Through a holistic approach that integrates Ayurveda, sustainability, and community engagement, tea destinations can continue to attract visitors seeking unique and meaningful wellness experiences.*

**Keywords:** Sustainable practices, tea destinations, wellness tourism, Ayurveda, environmental conservation, tea tourism.

### **1. INTRODUCTION**

Let's start with how tea places promote Ayurvedic wellness tourism using sustainable approaches. This introduction will introduce key principles, emphasize sustainable tourism, and highlight Ayurveda's relevance to wellness tourism. In addition to their beauty and cultural

significance, tea houses are becoming wellness tourist hubs worldwide. This transformation is driven by global awareness of sustainability and holistic health approaches, including Ayurveda. Old Indian medicine and wellbeing Ayurveda is known worldwide for its holistic approach to health, which emphasizes natural remedies, a balanced lifestyle, and tailored therapy. Ayurveda's use in tourism, especially in tea destinations, combines traditional knowledge with modern tourism practices. This partnership attracts tourists and promotes sustainable practices, which protect the environment and culture. Sustainability in tourism is protecting the environment, uplifting local inhabitants, and preserving culture. Sustainability in tea places encompasses economic viability, socio-cultural authenticity, and environmental preservation. These connected and critical criteria determine wellness tourism initiatives' long-term success. Tea, a popular drink, is associated with relaxation and rebirth. High biodiversity and vulnerable habitats often coexist with tea growing. Thus, sustainable tea production and tourism are necessary to protect natural habitats, conserve water, and reduce carbon emissions. Customers' quest for authentic and engaging travel experiences aligns with tea places' promotion of Ayurvedic wellbeing. Ayurveda's personalized health regimens, herbal medicines, and mindfulness techniques attract travelers seeking natural well-being. Ayurveda-infused tea destinations stand out in a crowded market and enhance the local economy by offering wellness-related services and commodities. To critically evaluate sustainable tea destination practices for Ayurveda wellness tourism, stakeholders' potential and challenges must be examined. Sustainability can boost tourist enjoyment and location attractiveness, although infrastructure, training, and certification costs are often involved. To maintain tourist trust and morality, Ayurvedic medicines and products must be authentic and high-quality.

### 1.1.Objectives of the Study

- To assess the impact of Ayurvedic wellness tourism on visitor flows in tea destinations
- To evaluate the effectiveness of sustainable practices in promoting wellness tourism
- To examine the integration of Ayurvedic principles with sustainable development goals in tea destinations

## 2. LITERATURE REVIEW

**Cyranski, C. (2017)** examined Ayurveda production at a wellness resort in Kerala, South India. International health tourism and transnational practice formation inform theoretical and empirical study. It shows how and why practitioners, management, guests, and various organizations like the Kerala tourism department, European travel agencies, the Kur school of German medicine, and the Western concept of stress shape the Ayurvedic practice at the resort, a popular tourist destination with a large German guest base. Instead of a watered-down version of "authentic" Ayurveda represented in classic texts or purportedly practiced in Indian clinics as contended by scholars and practitioners, the resort represents a space where transnational networks and circulations converge to produce a new form of Ayurvedic practice that is one specific instance of a global variety.

**Fedorova, A. (2016)** established a new service for the case company, a northern India spiritual vacation operator. Case corporation, the thesis's commissioning party, had its wishes and goals considered. The paper describes the new-product strategy developed from earlier research to fulfill its needs. All primary facts come from in-depth, semi-structured interviews with the business owner. This method is observational—case studies are utilized in qualitative research.

Secondary data comes from academic publications by other scholars, organizations, and media. Paper is divided into two parts. First portion presents a theoretical summary of spiritual tourism product. The second section explains the example company's new product. The study concludes with a fully defined new product evaluated against the case company's development strategy.

**Varghese, A. A. (2020)** surveyed travelers about Ernakulum's many internet-based advertising platforms and Ayurvedic treatments. The study included 100 patients. The findings suggest that travelers should find the web stage increasingly exciting to appreciate the complexities and efficiently receive treatment habitat surveys. Travelers reveal personal information in internet surveys. India has become a mid-tier medical tourism destination in recent decades. One can get clinical care while traveling abroad through the tourism business. Computerized advertising has a major impact on tourism. Transportation and settlement companies are among the most significant organizations to use cutting-edge marketing tactics to engage with networks and ensure their clients have the finest knowledge while away from home. Tourism also had to spot smart advertising. Ayurveda Tourism Kerala has set prerequisites for numerous internet-based life stages based on its target demographic.

**Dahanayake, S. (2023)** highlighted 10 dimensions: professionalism, meaningfulness, environmental aesthetics, refreshment, hedonism, hospitality, engagement, novelty, value for money, and authenticity with indicators (40). Environmentalism was appealing, but professionalism and value for money were crucial MWTE elements. Identification of MWTE structures explains wellness travel. Deep knowledge may inform evidence-based decisions, policies, and practices that increase wellness tourists' happiness and well-being. Wellness tourism has few MTE studies, but specialist tourism does. To fill knowledge and empirical gaps in wellness tourism and resolve theoretical inconsistencies, this study investigates the main characteristics of memorable wellness tourist experiences (MWTE). Qualitative exploration revealed MWTE dimensions. Criterion-based snowball sampling chose worldwide primary wellness tourists for semi-structured interviews in October–December 2022. For grounded theory thematic analysis, NVivo was used.

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research Design**

An analytical and descriptive research design will be used for this investigation. It seeks to analyze the effects of these elements on tourism results while describing how visitors perceive and interact with Ayurvedic wellness and ecological practices in tea regions.

#### **3.2. Sampling Strategy**

The study will employ convenience sampling to choose participants, with a particular focus on visitors who visit tea areas that are well-known for their ecological practices and Ayurvedic wellness services. This approach was selected due to its feasibility in reaching a certain tourist population that may offer valuable perspectives related to the goals of the research. Through in-person interviews held on location at these tea sites or via electronically disseminated questionnaires, about 100 tourists will be polled. This sample size is thought to be adequate to collect detailed information about how travellers perceive Ayurvedic wellness offerings in relation to their travel decisions, experiences during their stay, awareness of sustainable practices, and the significance of coordinating wellness tourism with sustainable development objectives.

### 3.3.Data Collection

This research will use a structured questionnaire that matches the study's goals with previous data analysis. It will cover several areas of Ayurvedic wellness and eco-tourism in tea regions. The questionnaire initially examines how Ayurvedic wellness alternatives affect travellers' travel selections and destinations. It will also assess how Ayurvedic wellness influences travellers' rest, rejuvenation, and cultural immersion. The poll will also assess visitors' knowledge and perception of these tea sites' sustainable practices.

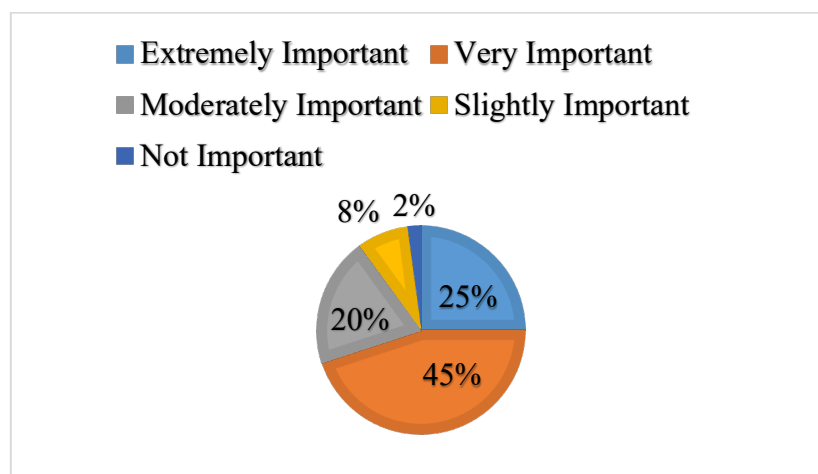
This section will evaluate how energy efficiency, garbage reduction, and organic farming have attracted wellness visitors to these destinations. It will also examine how tourists view the importance of integrating Ayurvedic health practices with sustainable development goals to discover how sustainability influences their location and satisfaction. A mixed-method approach will collect data using online completion via electronic distribution and in-person interviews at tea places. This two-pronged technique ensures face-to-face engagement with travellers, allowing in-depth responses on complex Ayurvedic health and eco-friendly activities. The study will employ these methods to collect rich qualitative and quantitative data to improve wellness tourism in tea destinations.

## 4. DATA ANALYSIS

### 4.1.Visitor Perception of Ayurvedic Wellness

**Table 1:** How important is the availability of Ayurvedic wellness services in influencing your decision to visit tea destinations?

|                      | Frequency  | Percentage |
|----------------------|------------|------------|
| Extremely Important  | 25         | 25.0       |
| Very Important       | 45         | 45.0       |
| Moderately Important | 20         | 20.0       |
| Slightly Important   | 8          | 8.0        |
| Not Important        | 2          | 2.0        |
| <b>Total</b>         | <b>100</b> | <b>100</b> |

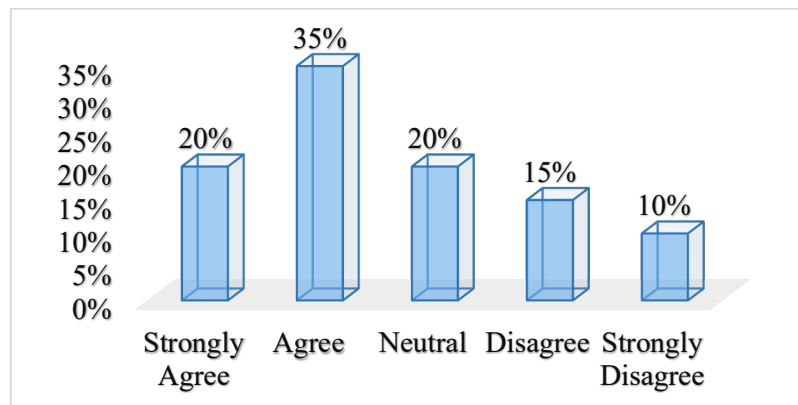


**Figure 1:** How important is the availability of Ayurvedic wellness services in influencing your decision to visit tea destinations?

Table 1 shows how tourists rank the availability of Ayurvedic wellness facilities in relation to other factors while choosing tea destinations. Ayurvedic wellness services are highly significant, according to 70% of respondents, with 25% thinking they are extremely important and 45% thinking they are very important. An additional 20% consider these services to be somewhat significant, indicating a large interest in Ayurvedic products among travellers as a whole. A smaller percentage, 8%, think that Ayurvedic services are somewhat essential, which suggests that they have some influence but not as much as the majority. Merely 2% of participants believe that Ayurvedic wellness services are irrelevant while making decisions.

**Table 2:** Do you perceive Ayurvedic wellness offerings as a significant factor in enhancing your overall tourism experience in tea destinations?

|                   | Frequency  | Percentage |
|-------------------|------------|------------|
| Strongly Agree    | 20         | 20.0       |
| Agree             | 35         | 35.0       |
| Neutral           | 20         | 20.0       |
| Disagree          | 15         | 15.0       |
| Strongly Disagree | 10         | 10.0       |
| <b>Total</b>      | <b>100</b> | <b>100</b> |



**Figure 2:** Do you perceive Ayurvedic wellness offerings as a significant factor in enhancing your overall tourism experience in tea destinations?

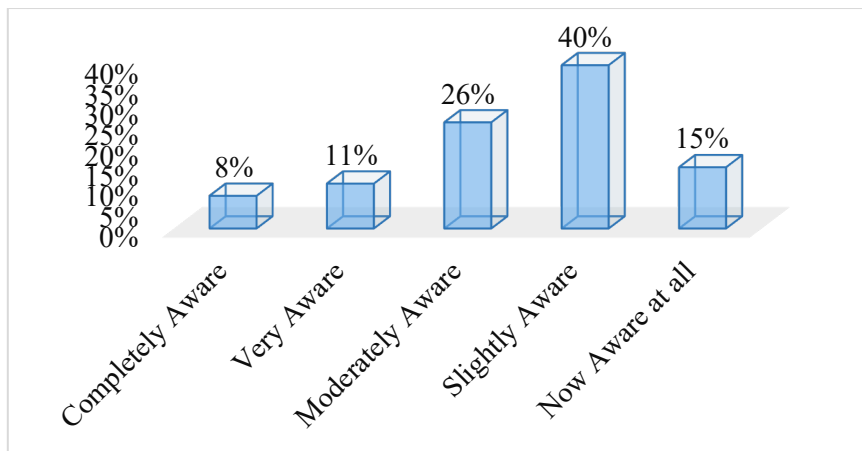
Table 2 lists the opinions of one hundred travellers on how much Ayurvedic wellness options contributed to their overall enjoyment of tea places. Most respondents have good opinions, with 55% agreeing (35%) or strongly agreeing (20%) that Ayurvedic wellness greatly improves their travel experience. Twenty percent of the respondents hold a neutral stance on the issue. However, 25% of visitors either strongly disagree (10%) or disagree (15%) that Ayurvedic wellness makes a major contribution to their travel experience.

#### 4.2. Effectiveness of Sustainable Practices

**Table 3:** Are you aware of the sustainable practices implemented in this tea destination?

|                  | Frequency | Percentage |
|------------------|-----------|------------|
| Completely Aware | 8         | 8.0        |
| Very Aware       | 11        | 11.0       |
| Moderately Aware | 26        | 26.0       |
| Slightly Aware   | 40        | 40.0       |

|                  |            |            |
|------------------|------------|------------|
| Now Aware at all | 15         | 15.0       |
| <b>Total</b>     | <b>100</b> | <b>100</b> |



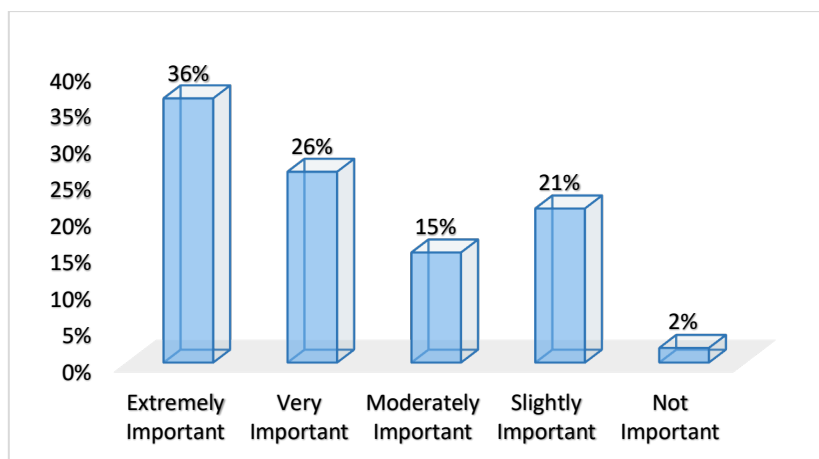
**Figure 3:** Are you aware of the sustainable practices implemented in this tea destination?

The distribution of answers pertaining to visitors' awareness of the sustainable techniques used in the tea destination under investigation is shown in Table 3. The majority of respondents gave different indications of their awareness of these sustainable practices: 8% said they are fully aware, 11% said they are extremely aware, 26% said they are somewhat aware, and 40% said they are little aware. On the other hand, 15% of respondents said they knew nothing about the existing sustainable projects. These results indicate that although a sizable percentage of tourists are aware of the sustainability initiatives at the tea destination, there is still a substantial chance to improve communication and promotion of these initiatives in order to better inform and involve tourists.

#### 4.3.Integration of Ayurveda And Sustainable Development

**Table 4:** How important is it for you that Ayurvedic wellness offerings are aligned with sustainable development goals?

|                      | Frequency  | Percentage |
|----------------------|------------|------------|
| Extremely Important  | 36         | 36.0       |
| Very Important       | 26         | 26.0       |
| Moderately Important | 15         | 15.0       |
| Slightly Important   | 21         | 21.0       |
| Not Important        | 2          | 2.0        |
| <b>Total</b>         | <b>100</b> | <b>100</b> |



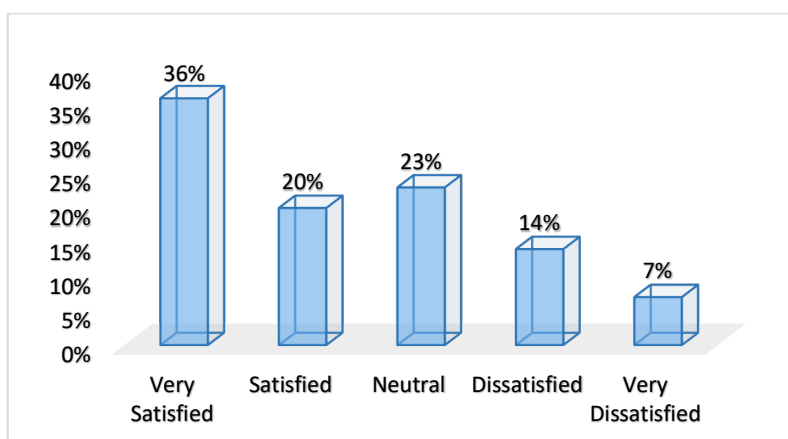
**Figure 4:** How important is it for you that Ayurvedic wellness offerings are aligned with sustainable development goals?

Data on visitors' opinions of how important it is to match Ayurvedic wellness programs with sustainable development objectives in tea destinations is shown in Table 4. It demonstrates that a sizable majority of respondents believe this alignment to be essential, with 36% saying it is very important and another 26% saying it is very important. This indicates that travellers strongly agree that including sustainable practices with Ayurvedic wellness into travel plans greatly enhances travellers' happiness and decision-making. On the other hand, a smaller portion of respondents—15%—think that this alignment is rather significant, and 21% think that it is somewhat crucial. Merely 2% of respondents say it is not significant.

**4.4.Visitor Satisfaction and Impact**

**Table 5:** How satisfied are you with the Ayurvedic wellness services offered in this tea destination?

|                   | Frequency  | Percentage |
|-------------------|------------|------------|
| Very Satisfied    | 36         | 36.0       |
| Satisfied         | 20         | 20.0       |
| Neutral           | 23         | 23.0       |
| Dissatisfied      | 14         | 14.0       |
| Very Dissatisfied | 7          | 7.0        |
| <b>Total</b>      | <b>100</b> | <b>100</b> |



**Figure 5:** How satisfied are you with the Ayurvedic wellness services offered in this tea destination?

An analysis of visitors' satisfaction with Ayurvedic wellness treatments provided at a particular tea destination is shown in Table 5. A significant proportion of participants indicate positive satisfaction, with 36% expressing "Very Satisfied" and 20% expressing "Satisfied." Nonetheless, a significant segment of travellers seems apathetic, as 23% chose "Neutral." On the other hand, discontent is comparatively smaller, with 14% reporting that they are "Dissatisfied" and 7% saying that they are "Very Dissatisfied."

## 5. CONCLUSION

This study sheds light on the vital role that sustainable practices have in promoting Ayurvedic wellness tourism. The results demonstrate how these tea sites become much more appealing to travellers looking for holistic health experiences when Ayurvedic wellness offerings are integrated with sustainable development objectives. In addition to promoting environmental stewardship, the use of sustainable techniques including organic cultivation, waste minimization, and energy saving enhances the allure and genuineness of wellness treatments in tea locations. The report also emphasizes how important travellers believe Ayurvedic wellness services to be in tea destinations in terms of shaping their trip choices and enhancing their overall tourism experiences.

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