

teaching note

Holistic Approach to Wellness—A Case Study of Himalayas

Summary and Importance of Case Study

No doubt Himalayas have been referred to the tourists for natural attractions and have also been considered as the abode for heavenly and spiritual attainments. Even some privileged studies have shown the Himalayas' involvement in the procurement of various health ailments and wellness. The need for attention by various authorities for the development of such concept is of paramount importance. This case study approaches to develop an inclined image of Himalayas in terms of natural wellness among tourists. In this case study the various concepts that are considered important for the complete well being and to which Himalayas and its environment acts as complement has been highlighted. Moreover it also focuses on the various constraints that have made the concept an undefined so far.

Definitions

Wellness tourism is a form of tourism that satisfies the person's main motif for maintaining and strengthening the physical, spiritual, emotional and psychological health in high quality tourism establishments that offer diverse and individually prepared services in four basic components of wellness, stimulating the tourists' well being and adding the medical wellness, beauty and body care (Gojčič, 2005).

It is the mountainous range covering five countries: Bhutan, India, Nepal, China, and Pakistan, with the first three countries having sovereignty over most of the range. The Himalayas are bordered on the northwest by the Karakoram and Hindu Kush ranges, on the north by the Tibetan Plateau, and on the south by the Indo-Gangetic Plain.

Medical/Health Tourism is a growing sector in India. India's medical tourism sector is expected to experience an annual growth rate of 30%, making it a \$2 billion industry by 2015 (Hamid, Zubeda (2012). As medical treatment costs in the developed world balloon - with the United States leading the way - more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. Every year approximately 150,000 of these tourists travel to India for low-priced healthcare procedures.

Teaching Objectives

This case study will help in defining the contemporary image of Himalayas as wellness tourism destination. This case study aims to

- Define the natural wellness tourism concept along with the Himalayas alternative tourism aspects.
- Describe the various negative points that refrain the development of wellness tourism in Himalayas.

Himalayas



Map displaying the regions covered by Himalayas, Source: <http://world-geography.org/mountain/296-himalayas.html>

- Suggest and recommend conducive strategies to overcome the limitation in developing natural wellness concept in Himalayan region.

Teaching Strategies

This case study provides a broad spectrum of understanding the contribution of nature to the human wellness in contrast to Himalayas. This case study should be effective in discussion. The level of involvement derives with the attention of various tourism development authorities looking forward for the alternatives for wellness tourism other than commercial ways. Also this study would be appreciated with the involvement of students who acknowledge the newer concept of natural wellness techniques at no cost notion. Below are the discussion points that shows the connection of Himalayas to the various wellness theories and definitions:

Defining Natural wellness along with Himalayan tourism terminology

The wellness concept can easily be understood with the natural available amenities. Himalayan region could be felt as a prospect for authoritarian to the needful tourists who could not afford luxurious and expensive treatments available in the market. The availability of traditional ayurvedic centers and also natural herbs located in Himalayas fulfill such requirement of tourists who are conservative towards their budget. This case study is endorsed with the examples of places like Sulfur spring and Gasa hot spring that offers the natural treatments to the health ailments. Students could be asked to suggest the various destinations known to them that could offer such perspective to the tourists. Moreover other aspects related to the area can also be discussed by focusing the issues like how could you define the wellness tourism? Discuss the relationship between nature and wellness/wellbeing? How nature could play a role in attaining wellness? How Himalayan tourism contribute to the wellness tourism?

Describe the various consequences that restraint the development of Himalayan wellness

This case study has defined the various issues that refrains the wellness tourism development along the Himalayan region. Thus, discussing these issues with students, other discussion points could also be derived like what other issues do you think that could be discussed? what practical approaches could be derived for the sustainance of wellness tourism in Himalayas? ? Analyze the threats and challenges related to the development of natural wellness tourism in Himalayan region? How the commercialization of wellness treatments and practices has influenced the traditional wellness treatments?

Suggest and recommend conducive strategies to overcome the limitation to develop natural wellness concept in Himalayan region

Overlooking the various perspectives and constraints to the well-

ness tourism in Himalayas, various alternatives to those constraints have been developed. Based on such examples students could be asked like whether these strategies could be beneficial for the wellness tourism in Himalayas? What role private and government organizations could play in the development of such concept? What are the other alternatives that could be a beneficial to the wellness tourism development in Himalayan region? And what are future aspects of wellness tourism development on Himalayan region?

Teaching Approaches

The study tends to define the various teaching approaches. This case study has the numerous possibilities to be used as a teaching tool to the researchers and also to the students (graduate and postgraduates) especially to the tourism studies. It can better be understood through below given example, i.e.:

- This case study can be offered to the students for an auxiliary reading in the form of short essay.
- It could be an affective teaching tool when students are asked to find the other possible aspects to wellness through nature and present their findings.
- Discuss about the findings that students could be asked to report the related consequences and to give effective suggestions.
- Based on this case study, the students could be asked to develop an analytical report on positive and negative impacts of wellness tourism on Himalayan region.
- Assignments would be a better option to gain an in depth knowledge about the wellness opportunities.

Teaching Techniques

Instructors may use this case study in variety of ways. These include the case as:

- An individual assignment
- A group assignment.
- A class room discussion.
- Explaining the different parts of Himalayas with the help of power point presentation.

Discussion Questions

- What factors contributes to the wellness concept development in Himalayan region?
- Discuss how nature could be an affective source of wellness and wellness tourism development?
- Analyze the wellness tourism development approach in Himalayas through SWOT analysis.
- How the wellness tourism could be an additional source of measurement for sustainability?
- Find out the possible threats that may arise during the devel-

- opment of wellness tourism on Himalayas' environment.
- Design the promotional strategies for the nature based wellness in Himalayan region.
 - Define the various strategies to make the tourists aware of natural ways of attaining wellness.
 - Discuss how the commercialization of wellness components has affected the traditional ways or practices of wellbeing.

References and Further Readings

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