

## CHAPTER- IV

### ANALYSIS AND INTERPRETATION

1. Foreign Exchange Earnings for the year 2014 is Rupees 6398.93 crores. During 2014, the domestic tourist arrival was 116, 95,411 (an increase of 7.71%) whereas Foreign Tourist Arrival was 9, 23, 366 (an increase of 7.60%) over the previous year's figure.
2. Kerala, the Malayalam speaking region, has made valuable contributions to the world culture and one of them, is the institution of Kalari. Tacholi Othenan, the undisputed exponent and all time great of Kalarippayattu, was born in 1584. After his death at the age of thirty-two, the people of Malabar made a cult hero of him and eventually deified and worshipped him as a demi-god.
3. Irrespective of caste, community, sex, religion and social status, the people of Kerala learnt the art of *payattu*.
4. Nearly half of foreign tourists visit Kalari for Rejuvenation therapy. 28.57 per cent domestic tourists visit Kalari for Martial Arts and 31.97 per cent for Rejuvenation Therapy. Rejuvenation therapy helps for longevity,

memory, intellect, positive health, youth, excellent complexion and strength of sensory organs. Main aim of this therapy is to maintain the youth of the individual along with the maintaining of his long life. It is a costly affair but the enjoyment derived is maximum.

It is expected by the Tourism Department that in 2021, 30 Lakhs foreign tourists and 180 Lakhs domestic tourists visit Kerala. According to Kerala Tourism statistics, Foreign tourist arrivals to Kerala in 2014 showed an increase of 7.60% compared to the previous year. The domestic tourist arrivals registered an increase of 7.71% from 2013 to 2014. Blending spiritualism with tourism, the government is preparing a new programme to attract tourists. Under the Spiritual Tourism programme, the government has drawn up plans to develop holy places and heritage monuments in different parts of the country to woo tourists. The prime minister has earmarked 500 crores rupees for development of five tourist circuits such as Ganga, Krishna, Buddha, northeast and Kerala.

During 1951-1970, just after independence, Kalari got revived under the leadership of Kottakal Kanaran Gurukkal, C.V.Narayanan Nair and Chirakkal T.Sreedharan Nair. Kalari learning was banned by the British Government. Reason behind the ban was that the then King of Thalassery Sri. Pazhassi Raja gave sleepless nights to the British Empire with his army of tribals who were well-versed in the art of Kalari and using of bows and arrows. The insurgency led by

Pazhassi Raja made the British think that the training in Martial arts can cause insurgency everywhere. Three-fifth of Kalari got revival just after independence.

## **5. YOGA**

**JUNE-21** is celebrated as **INTERNATIONAL DAY OF YOGA THROUGHOUT THE WORLD**. Derived from Sanskrit word YUJ, Yoga translates to mean harmony in unity. Yoga is a method of learning that aims to attain the unity of mind, body and spirit through these three main yoga structures: exercise, breathing and meditation. Hatha yoga concentrates on physical exercises. Hatha is a compound term that means the sun and the moon.

Hindu monks, beginning with Swami Vivekananda brought yoga to the West in the late 19<sup>th</sup> century. In the 1980s Yoga became popular as a physical system of health exercise across the Western world. Many studies have tried to determine the effectiveness of yoga as a complementary intervention for cancer, asthma and heart patients. Yoga is a disciplined method utilized for attaining a goal. People in the West recognized the benefits of Yoga and are incorporating it into their exercise routine. Yoga is practiced in hospitals, along with Kalarippayattu and other physical work-outs.

Most of us are unaware of the importance of breathing properly. Stress, poor posture, long hours of sitting in the office and our bad habits- all these factors

affect our proper breathing. If the brain does not get adequate supply of Oxygen, it will result in the degradation of all vital organs in the body.

**6. Sample data collected from 260 Kalari in Kerala reveal the following health contributions over and above Martial Arts.**

**Type of Treatment Provided at Kalari**

<b>Sl.No</b>	<b>Type of treatment</b>	<b>No. of Kalari</b>	<b>Percentage</b>
1	Uzhichil	172	66.15
2	Spas	18	6.92
3	Sprain	10	3.85
4	Marma Treatment	32	12.31
5	Rheumatic Problems	6	2.31
6	No treatment	22	8.46
Total		260	100.00

Source: Survey Data.

7. Kalaripayattu weapons like sword, shield and Urumi were taken from Kerala to Delhi which can be gifted to dignitaries during the next foreign visits of Prime Minister Narendra Modi. This is an action taken by the Prime Minister to popularize our Mother of Martial Arts, Kalaripayattu in foreign countries.

8. Kerala is the only place in the world where Ayurveda is practiced to perfection. Ayurveda offers you two kinds of programmes – Rejuvenative and Therapeutic. As the name suggest, the former aims at your total well-being while the latter is ailment-specific.

9. Many performing folk arts are seen throughout Kerala like Theyyam, Thira, Mudiyettu, Kaduvakkali, Velakali, Kakkarissinatakam, Chavittunatakam, Margamkali, Kolkali, Parichamuttukali, Bhadrakalipattu, Pulluvanpattu and Thiruvathirakali.

10. **Kerala** is a wonderful shopping place for its handlooms, gold ornaments and spices. Aranmula Kannadi, Kasavu Mundu and many spices made this tip of India famous.