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Essentials oils for a healthy environment: A systematic review study in various industries promoting tourism, hospitality sectors

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Abstract---“Health is wealth with essential oils”. Aromatic plants have also been a boon to humans, particularly in developing countries, who have used them for millennia as food, medicine, health, aromas, and flavoring in meals by their predecessors and generations. These plants are not only used in traditional ways, but they are also exported to developed countries as an ingredient or raw material for fragrances, tastes, and medications. Many of these plants are shipped to industrialized countries as raw materials for pharmaceuticals, perfumes, and tastes, in addition to their traditional uses. When the final item with value-additions is imported back, it will cost the countries several times more than the raw material export revenue. Very few developing countries are producing essential oils and few of these countries are not able to produce good quality conforming to international standards. Plant-based product promotion and development has gained traction as a result of a rise in green consumerism and the present resurgence of the usage of "Naturals" in developed and developing countries, which has provided new impetus to the creation of plant-based products. More openness and demand for new resources, materials, and goods are brought in by a free-market economy. Since ancient times, essential oils (EOs) have been utilised to cure a variety of diseases and have grown in popularity over time. China and India are the world's largest producers of essential oils, followed by Indonesia, Sri Lanka, and Vietnam. Citrus oil will see an increase in demand. Citrus oil, eucalyptus oil, clove oil, peppermint

oil, basil oil, maize mint oil, spearmint oil, sandal wood oil, and others are among the products sold in the country. The increased demand for natural products over synthetic substances in developed countries has generated a niche market for essential oils. Furthermore, the demand for ethically produced exotic oils is growing as the demand for essential oils for use in aromatherapy grows. Many developing countries with abundant raw materials or favourable climatic conditions for the implementation of crop-wise cultivation programmes would benefit from the expansion of the essential oils sector. Essential oil production may still be a viable source of foreign exchange revenue for underdeveloped countries. Even countries that produce essential oils have numerous challenges in order to compete on the global market. The global essential oils market is predicted to increase at a CAGR of 9.3% in value from 2021 to 2026, from a value of USD 10.3 billion in 2021 to USD 16.0 billion in 2026. The market is predicted to account for 253.2 KT in 2021 and 345.4 KT by 2026, rising at a CAGR of 6.4 percent over the forecast period. Some of the factors driving the growth of the market for essential oils include increased awareness of preventive healthcare, improvements in the standard of living, and the rise in double-income households, as well as increased demand for aromatherapy, rejuvenation, tourism, and hospitality developments. This research will use secondary data from a review survey to focus on aspects and essentials of oils. The goal of this systematic review is to look at all of the published data on EOs.

Keywords---aromatic plants, essential oils, natural product, hospitality, tourism, rejuvenation.

Introduction

Plants can produce two types of oils: fixed oils and essential oils. Fixed oils are glycerol and fatty acid esters. • Essential oils are a concoction of volatile organic chemicals derived from a single botanical source. These oils give the plant its flavour and smell, and they're named "essential" since they're the plant's essence. Antibacterial therapies are now in use, but they have a number of negative effects, and bacterial resistance to antibiotics is on the rise. As a result, better solutions are required. Since ancient times, essential oils (EOs) have been utilised to cure a variety of diseases and have grown in popularity over time. Several clinical investigations have demonstrated the safety and efficacy of EOs. This article provides an overview of essential oils, their uses, and side effects. Despite significant gains in oral health in various nations, according to the World Oral Health Report, oral health concerns persist, particularly among impoverished groups in both developing and developed countries. Dental caries and periodontal disorders are the most common oral health concerns in the world. Oral illnesses have a negative impact on overall health. Individuals' quality of life and working capabilities are also impacted.

Antibacterial medicines, which are now used to treat oral health concerns, have been linked to a variety of side effects, including diarrhoea, vomiting, and nausea.

A key issue is the rise in bacterial resistance to antibiotics. There is a need to discover new therapeutic agents and perform further clinical research on traditional medicines acquired from various plant sources due to the negative effects, developing bacterial resistance, and high cost connected with the normal therapeutic approach. Many previously used antibiotics have been re-examined, and clinical trials are being conducted to determine their efficacy and potential negative effects. Essential oils are one of these natural medicines (EOs). There has been an increase in interest in EOs in recent years. Approximately 3000 essential oils have been identified to date. Since ancient times, plant extracts such as essential oils have been used to treat a variety of medical and dental issues. Antibacterial, antifungal, and antioxidant activities are found in secondary metabolites produced by a variety of therapeutic plants.

The global essential oils market is predicted to increase at a CAGR of 9.3% in value from 2021 to 2026, from a value of USD 10.3 billion in 2021 to USD 16.0 billion in 2026. The market is predicted to account for 253.2 KT in 2021 and 345.4 KT by 2026, rising at a CAGR of 6.4 percent over the forecast period. Some of the factors driving the growth of the essential oil market include an increase in knowledge of preventative healthcare, improvements in the standard of life, and the rise in double-income homes, as well as an increase in demand for aromatherapy.



Fig 1. Various Essential oils

EOs and their components

EOs are plant secondary metabolites made up of a complex mixture of terpene hydrocarbons, particularly monoterpenes and sesquiterpenes, as well as oxygenated derivatives like aldehydes, ketones, epoxides, alcohols, and esters. The compositions of EOs vary widely. Even the composition of EOs derived from the same variety of plants varies depending on geographical location. The maturity of the plant from which the EOs are taken also influences the composition. Essential oils (EO) are aromatic molecules obtained from plants that

are mostly made up of terpenes and other compounds such as aldehydes, fatty acids, phenols, ketones, esters, alcohols, nitrogen, and sulphur compounds.

Use of Essential oils for daily usage

Aromatherapy in Tourism and other Industries

Aromatherapy is derived from the words aroma (fragrance or smell) and therapy (treatment). This therapy is a natural technique to repair the mind, body, and soul of a person. Since at least 6000 years, several ancient civilizations such as Egypt, China, and India have employed this as a popular supplementary and alternative therapy. The medicinal, cosmetic, aromatic, fragrant, and spiritual uses of essential oils have grown in popularity. Essential oils, which are claimed to be highly concentrated chemicals derived from flowers, leaves, stalks, fruits, and roots, as well as distilled from resins, are used as the major therapeutic agents in aromatherapy. There is a growing tendency in the tourism industry to use this technique for full body massages to relieve tension and stress, improve blood circulation, and treat sleep disorders. Their organic nature and ability to interact with the body in a supportive manner create a sense of well-being.

Aromatherapy's usage in holistic health has advanced dramatically in the last few years. According to a review of the literature on this therapy, various studies have been conducted to investigate the effects of this therapy on the human brain and emotions. Its involvement in mood, alertness, and mental stress in healthy persons has recently sparked heated debate among scientists. Essential oils have been valued as a scent with healing properties for the body, mind, and soul for generations. These fragrance molecules are highly strong organic plant chemicals that eliminate disease, bacteria, virus, and fungus from the environment. Their antibacterial, antiviral, and anti-inflammatory properties, as well as their immune-boosting properties, have a hormonal, glandular, emotional, circulatory, relaxing, memory, and alertness enhancing effect.

Cosmetic aromatherapy – Latest trend in Service Industries

Certain essential oils are used in cosmetic items for the skin, body, face, and hair in this therapy. These products are used for their cleansing, hydrating, drying, and toning properties. Essential oils in facial products can help you achieve healthy skin. On a personal level, full-body or foot bath cosmetic aromatherapy will be a simple and effective approach to have an experience. Similarly, a few drops of the right oil can provide a reviving and rejuvenating feeling.

Massage aromatherapy

Massage with grape seed, almond, or jojoba oil in pure vegetable oil has been proved to have great results. This is also known as massage therapy's healing touch.

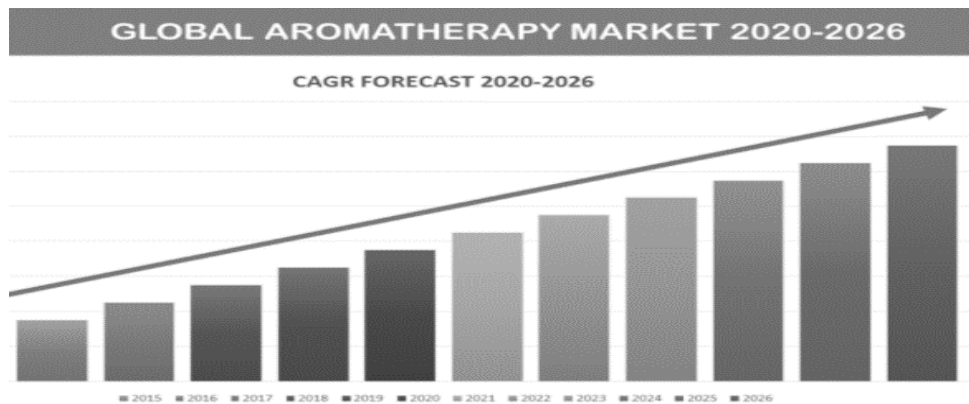


Fig 2. Global Aroma Market increasing from 2015- 2026

Literature review

- Grzywacz et al. (2007) conducted a study to understand the differences in ethnic and age in the use of alternative and complementary medicine. By illustrating on models of health self-management, the study found that ethnicity and age will influence the choice of deprived health in the use of complementary and alternative medicine.
- Hongratanaworakit (2009) did a study on the effect of aromatherapy massage on humans using rosemary oil. The researcher examines the effect of rosemary oil on individual emotional and autonomic parameters responses in healthy subjects after the absorption of EO through the skin.
- Kamkaen et al. (2015) have conducted a study to examine the physiological effects of lemongrass massage oil on the vital signs of 29 volunteers in Thailand. Blood pressure and pulse rate were measured.
- Lis-Balchin (1997) also comes up with the idea that alternative therapy and healing mostly depend on belief compared to scientific evidence. In the past, healing was achieved by priests who gave people spiritual guidance and a feeling of peace and security.
- Michael Vincent (2009) suggested that aromatherapy oils can be effectiveness in sports injuries, as a result people having the facility to perform in sports of their selection activity.

Research Design & Methodology

Rationale behind choosing the topic: As service sector is growing, consumption of essential oils in hospitality, travel and tourism industries are growing, and many consumers have started using essential oils for daily consumption.

Objectives

- To study customer Usage for essential oils.
- To study the opinion for using the essential oils.
- To suggest using essential oils to other customers.

Tools for Data Collection

Data collection was done by using secondary source of data.: Secondary Data: Research articles, journals, magazines, books etc.

New Development will Provide the Boost in the Market

According to a recent analysis from Grand View Research, Inc., the worldwide essential oil industry is predicted to reach USD 13.94 billion by 2024. Market participants are projected to use essential oils in the production process as consumer knowledge and willingness to buy organic and natural products grows. Over the forecast period, the shift in focus from synthetic to natural products is expected to drive market growth. Increasing demand for flavours & fragrances from numerous applications including personal care, home care, food & beverages, aromatherapy, etc. has driven the essential oils demand as these oils are used as major constituents in fragrances and flavours. Other beneficial characteristics of essential oils, such as antibacterial, aphrodisiac, anti-inflammatory, antidepressant, antispasmodic, diuretic, and tonic, are projected to increase demand in industrial, medicinal, and domestic applications.

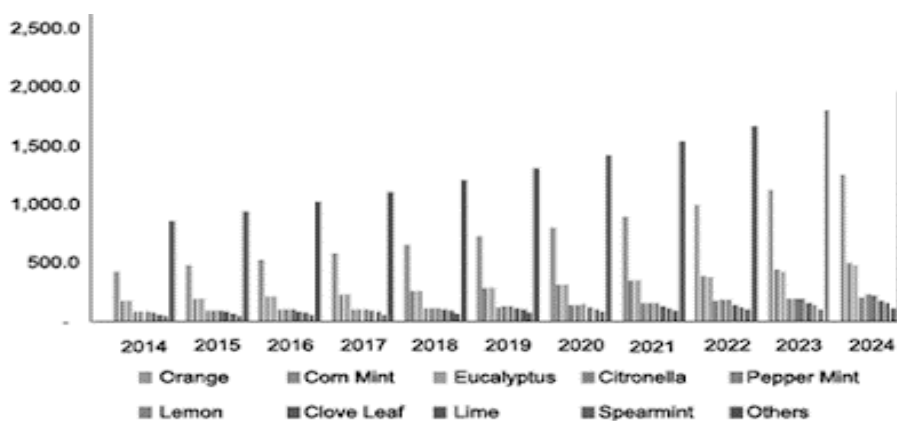


Fig 3. Essential Oil Market Size, different flavours, Growth, Trends and Forecast till 2024

Results and Findings

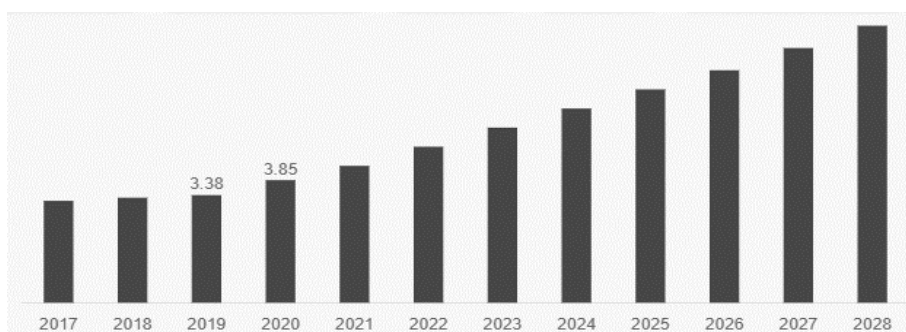


Fig 4. Benefits of Aromatherapy and Essential Oils

Essential oils access into blood and can effectiveness both beauty and health. On the other hand, some oils can be harmful to the human skin due to the fact that they will be irritating your skin. Essential oils are both physical and emotional in the body likes facial oils which are helping people to chill both mind and soul. As described in this paper, there is considerable evidence that EOs have potential to be developed as preventive or therapeutic agents for various diseases, remedies etc.

Findings: COVID-19 Impact on the Global Market

Food and beverage makers have been concerned about the need to prevent viral infections among consumers as a result of the pandemic. Viral infections have a negative impact on an individual's growth, intestinal health, and performance. Essential oils are highly concentrated oils used for flavour and smell. They're fragrant substances derived from a plant's leaves, stems, blossoms, bark, roots, and other sections. They have antioxidant, antibacterial, and anti-infective qualities that are beneficial to one's health. Orange oil, lime oil, lemon oil, lavender oil, rosemary oil, geranium oil, citronella oil, and other essential oils are used in a variety of industries, including food & beverage, cosmetics & toiletries, home care, aromatherapy, health care, feed, and others. Because the release of lockdown in various regions has raised the consumption of high-quality food & drinks, cosmetics & toiletries, home care, aromatherapy, health care, and feed items, the pandemic will have a beneficial impact on the overall growth of the essential oils market.

Potential contribution

Producing essential oils can be a lucrative business but one which will depend on the quality of bottling and the marketing of the product. Because the essential oil business has become highly competitive, it is critical to have the right packaging to attract consumer attention. How To Market Essential Oils for improving sales:

- Do Market Research and Identify Trends.
- Start a Blog on Essential Oils.
- Educate Users on Aromatherapy.
- Build Your Email List.
- Build Your Social Media Presence.
- Write Engaging Product Descriptions.
- Use Google or Facebook Ads.
- Start Selling Online with Green Dropship.

Contribution to the society

Essential oils have a pleasant scent, can help you sleep, and can reduce stress and treat fungal infections. They have concentrated plant extractions. Distillation transforms a plant's "essence" into a liquid form that can be used for a variety of medical and recreational purposes. Because of their anti-inflammatory, antibacterial, and antiviral characteristics, essential oils are commonly utilized in natural cosmetics. They also function as natural preservatives. Essential oils have a favorable influence on the human body in addition to all of these advantages.

Conclusion

We may conclude from the preceding study that essential oils play a significant role in reducing stress, treating fungal infections, and treating sleep disorders. Aromatherapy is a natural and non-invasive gift of nature to people. The usage of fragrance not only eliminates sickness symptoms, but it also rejuvenates the entire body. Aromatherapy promotes physiological, spiritual, and psychological well-being in preparation for a new stage of life. This treatment is effective not only as a preventative measure, but also in the acute and chronic stages of disease. Pharmaceutical companies are attempting to provide environmentally friendly, alternative, and natural treatments for diseases linked to infections and metabolism. The evidence regarding aromatherapy's effectiveness in treating medical issues is currently limited.. Nonetheless, there are some data from empirical studies that suggest EOs may have therapeutic potential in humans. Aromatherapy, which entails the use of essential oils, is widely thought to have the power to improve psychological and physical well-being. Chemical aromatherapy and other spa, beauty treatments, massages, saunas others even attract and have a good potential in services sector like hospitality, tourism. As more of the tourist attraction before COVID-19 was at peak but because of pandemic, tourism, hospitality sector went drastically down but now again we can see the shift in these industries and export, import of essential oils has also increased. *GIVEN THAT ONE DROP OF ESSENTIAL OIL REPRESENTS A SIGNIFICANT AMOUNT OF PLANT MATERIAL, UTILIZE IT JUDICIOUSLY, RESPECTING AND APPRECIATING ITS POTENCY.*

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