

YOGA AND TOURISM: A PHENOMENOLOGICAL ANALYSIS OF INTENTIONS

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ABSTRACT

Even though yoga tourism is a niche market in India, it is expanding and changing. Improved health and wellness are becoming increasingly important to people all over the world. New business opportunities in this underserved market can be opened by gaining an understanding of their requirements, attitude, and behavior toward yoga tourism. With the rise of the "travel to feel well" trend, yoga tourism has emerged and grown. The reasons for yoga tourism were discussed and explained in this study. The primary data from 421 respondents were gathered through the use of a questionnaire that was developed in a structured and unambiguous manner. The study found that tourists are more likely to participate in yoga tourism when they are pleased, curious about culture, spirituality, and religion.

Keywords: Yoga tourism, pleasure, culture, spirituality, and religion.

Introduction

India is known as the spiritual capital of the world, and it's no surprise that yoga tourism is a popular activity for travellers visiting the country. Yoga, an ancient practice that originated in India, has gained worldwide popularity in recent years for its physical and mental health benefits.

There are many places in India where visitors can immerse themselves in the practice of yoga, learn from experienced teachers, and experience the rich culture and history of the country. Some popular destinations for yoga tourism in India include Rishikesh, Goa, and Mysore.

Rishikesh, also known as the "Yoga Capital of the World," is situated on the banks of the Ganges River and is considered one of the holiest cities in India. It is home to many ashrams and yoga centers where visitors can attend yoga classes, participate in meditation and spiritual workshops, and even live in the ashram for a period. Some popular ashrams in Rishikesh include Parmarth Niketan, Sivananda Ashram, and the Beatles Ashram.

Goa is another popular destination for yoga tourism in India. The state is known for its beautiful beaches, vibrant culture, and delicious food. Visitors can find many yoga centers and retreats in Goa, where they can practice yoga in a serene and peaceful environment. Some popular yoga centers in Goa include Mandala Yoga Ashram, Agonda Yoga Center, and The Yoga Institute Goa.

Mysore is another city in India that is considered a hub for yoga tourism. The city is known for its traditional style of Ashtanga Yoga, which is taught in a specific sequence of postures. Many yoga students come to Mysore to study Ashtanga Yoga under the guidance of experienced teachers. Some popular yoga centers in Mysore include the Shri K Pattabhi Jois Ashtanga Yoga Institute and the R. Sharath Jois Yoga Shala. In addition to these destinations, there are many other places in India where visitors can experience yoga tourism. From the Himalayas to the beaches of South India, there are many opportunities to practice yoga in different settings and with different teachers.

Overall, yoga tourism in India offers visitors the opportunity to deepen their yoga practice, learn from experienced teachers, and experience the rich culture and history of the country. With so many destinations and options to choose from, there is something for everyone in the land of Yoga.

History of yoga tourism in India

Yoga tourism in India has a long and rich history, as the practice of yoga originated in the country thousands of years ago. In ancient times, yogis and spiritual seekers would travel to India to study with enlightened masters, and the tradition of yoga tourism has continued to the present day.

In the early 20th century, yoga began to gain popularity in the Western world, and more and more people started to travel to India to study yoga and learn about its spiritual traditions. In the 1960s and 1970s, the counterculture movement in the West brought a renewed interest in Eastern spirituality and yoga, and many young people

travelled to India to seek spiritual enlightenment. During this time, many Westerners also began to establish ashrams and yoga centers in India, and these places became popular destinations for yoga tourists. Some of the most famous ashrams from this period include the Beatles Ashram in Rishikesh, the Osho Ashram in Pune, and the Sivananda Ashram in Trivandrum.

In recent years, yoga tourism in India has continued to grow in popularity, as more and more people seek to improve their physical and mental well-being through the practice of yoga. Today, there are many yoga centers and retreats across the country that offer visitors the opportunity to deepen their yoga practice, learn from experienced teachers, and experience the rich culture and history of India. In addition to the traditional ashrams, there are now also many luxury resorts and hotels that offer yoga classes and wellness programs, catering to the increasing number of people who want to combine their yoga practice with a vacation.

Overall, yoga tourism in India has a long and rich history and continues to be a popular activity for travellers to the country. With so many destinations and options to choose from, it is no surprise that people from around the world come to India to deepen their yoga practice, learn from experienced teachers, and experience the rich culture and history of the country.

Literature review

There are some related papers in the literature. Yoga tourism has emerged as an important component of the trend known as "travel to feel good." Additionally, yoga tourism can be considered a subset of health tourism. Yoga implies the integration of the mind, body, and spirit. Yoga is widely recognized as a means of reducing stress, strengthening the body, and increasing adaptability. By analysing the motivations of tourists visiting Rishikesh, Charak, Sharma, and Chib (2021) are focusing on the connections between wellness, otherworldliness, and yoga tourism.

In addition to becoming well-known as a form of tourism, yoga has expanded inexorably. According to Kunwar and Sharma (2020), a lot of Westerners travel to India, the birthplace of yoga, to protests, or to yoga retreats in other countries. This is also the case in Turkey, where yoga has emerged as a significant movement. Even though yoga tourism is getting more and more attention, there haven't been many studies done on it, especially ones that are comparable to its social effects. Therefore, the purpose of the study by Znalbant and Alvarez (2020) was to shed light on the social aspects of yoga tourism. According to the findings, there are three types of yoga trips. Health-centered, engaged yoga, and social tourism-centered social tourism. These include a variety of accents and experiences, as well as varying degrees of community collaboration and potential benefits for locals. The investigation also identifies a few problems, such as validity, particularly in root objections.

Maharani, Parta, and Supriadi (2020) examined the factors that are affecting yoga tourism in Bali and sought to develop a conceptual model of the factors that influence yoga tourism. Due to its combination of modern yoga and a favorable yoga environment, Bali's yoga tourism potential had increased. Using the push and pull factors as independent variables and tourists' satisfaction and motivations as a mediating variable, a conceptual framework was developed based on the key variables. The framework had aided in identifying the most compelling reasons for tourists to choose Bali as a yoga tourism destination. Stakeholders will be better able to effectively manage resources to support yoga tourism in Bali if they have a better understanding of the motivation behind it. The paper comes to the conclusion that in order to develop Bali as a destination for yoga tourism, it is extremely important to identify these motivations and have a strategic plan in place to make it optimal and sustainable.

McCartney (2019) has developed the relationship between a yoga tourist, pilgrim, and tourist-pilgrim and how one's expectations, goals, and imagination mediated subjective, embodied experience. The focus was on understanding how yoga practitioners' experiences can reveal differences between tourists and religious people. The study found that a person's personal experience can reflect differently on how they can be both a tourist and a pilgrim and how the body can be changed during a pilgrimage.

The purpose of the paper published by Telej and Gamble (2019) is to examine the advertising strategies India is using to establish itself as a serious yoga destination. A meeting-based information collection method, a subjective system, and a constructivist research worldview made up the methodological methodology. Ten semi-organized meetings were held both inside and outside with yoga experts from various foundations and levels who had traveled to India for yoga tourism. Due to the fact that, as the investigation has revealed, various impressions of yoga comprise the reason for specific limited-time procedures, the findings confirmed that understanding yoga tourism is crucial in the decision of showcasing the approach received by objections offering yoga withdrawals. By studying larger groups of more experienced yoga practitioners from various

nations or foundations, perhaps through close means, future research could expand the sample size and socioeconomics of the current study.

A study led by Sharma and Nayak (2019) experimented with a hypothetical model that predicted the immediate and negative effects of critical tourism experiences (MTEs) on social goals through objective pictures and travelers' satisfaction with yoga tourism. This investigation was guided by data gathered from 502 Indian tourists visiting Rishikesh. Findings based on corroborative factor analysis and SPSS full scale (PROCESS) confirmed that MTEs had a direct and indirect impact on conduct goals through the satisfaction of observers and the objective picture. In yoga tourism, MTEs were found to be the most grounded influencer of social expectations. This investigation debunks the claims made by scientists and experts that travelers' happiness alone is the most important factor in objective execution.

Due to the shifting perception of otherworldliness in the Western world, yoga tourism has recently gained popularity and significance. However, there is a lack of research on this marvel. Dillette, Douglas, and Andrzejewski (2019) study investigated yoga tourism but came up with measures of positive mental well-being. Twelve semi-organized meeting records were dissected using deductive topical investigation. The presence of five deduced measurements associated with positive mental health and their connection to extraordinary experiences were discovered through research. This study provided evidence that yoga tourism creates an environment in which yoga tourists can experience positive mental well-being both during and after their trip. According to the findings, yoga tourism has the potential to alter the lives of its participants to varying degrees. It is justifiable to conduct additional research on these discoveries in a larger wellness tourism setting.

Identification of literature gap

A literature review on yoga tourism would examine the various studies and research that have been conducted on the topic, in order to gain a deeper understanding of the current state of yoga tourism, its benefits, challenges, and future possibilities. Overall, the literature suggests that yoga tourism is a rapidly growing industry, with an increasing number of people traveling to different countries, including India, to deepen their yoga practice, learn from experienced teachers, and experience the rich culture and history of the place. Studies also show that yoga tourism can have a positive impact on the economy of the host countries, as well as on the mental and physical well-being of tourists.

However, some challenges have also been identified in the literature, such as the commercialization of yoga, the lack of standardization of yoga teacher training, and the potential negative impact on local communities. Additionally, research suggests that there is a lack of understanding and marketing of yoga tourism and that the industry could benefit from more research and data analysis.

Finally, the literature points to the potential for yoga tourism to be used as a tool for sustainable development, with benefits for both tourists and host communities. Future research could explore the ways in which yoga tourism can be developed in a sustainable and responsible manner. In summary, a literature review on yoga tourism would reveal that the field is growing, has many benefits, but also some challenges and areas for improvement, and has the potential for sustainable development.

Objectives of the study

The objectives of yoga tourism can vary depending on the traveler's perspective, but some common ones include:

1. To deepen one's yoga practice: Many people who engage in yoga tourism are looking to improve their physical and mental well-being through the practice of yoga, and seek out experienced teachers and authentic environments to do so.
2. To learn about the history and culture of yoga: For some, yoga tourism is an opportunity to learn about the history and culture of yoga, and how it has evolved over time. They may be interested in studying different styles of yoga, such as Ashtanga, Hatha, and Kundalini, and understanding their roots.
3. To experience the culture and history of the host country: Yoga tourism can also provide the opportunity to experience the rich culture and history of the host country, such as India, which is considered the spiritual capital of the world.
4. To gain a sense of inner peace and tranquillity: Many people seek yoga tourism to gain a sense of inner peace and tranquillity, which they can then take back home with them.
5. To have a spiritual journey: For some, yoga tourism is a spiritual journey, an opportunity to connect with the higher self, meditate, and have a deeper understanding of their existence.
6. To combine yoga and vacation: Many people seek to combine the practice of yoga with a vacation and look for luxury resorts and hotels that offer yoga classes and wellness programs.

Overall, the objectives of yoga tourism can be diverse and personal, but generally, it is an opportunity for individuals to improve their physical and mental well-being, learn more about the history and culture of yoga, and experience the culture and history of the host country.

In spite of a global recession, the World Travel and Tourism Council reports that Indian tourism revenue increased by 6.9% to nearly \$42 billion in 2010. This contrasts with a stagnant global tourism industry over the same time. While international visitors also played a significant role in the industry's expansion, domestic tourism accounted for a significant portion of the expansion as more Indians travelled to other parts of the country. India receives just over five million international visitors annually, which is less than 1% of all international travel worldwide. However, Indian visitors spend almost twice as much as the average international visitor. India gains employment, foreign currency, and infrastructure development from tourism. India's tourism industry employs more than 20 million people. Hotels, transportation, tourist attractions, and tour companies are all examples of this. Restaurants and retail establishments are examples of indirect beneficiaries. The country's trade balance is helped by the over \$11 billion in foreign currency that tourism brings in. The development of infrastructure, such as hotel construction, airport enhancements, and ground transportation systems, is another advantage.

Even though yoga tourism is a very small part of the tourism industry, it still has the potential to attract a lot of customers. This study will highlight the sector from the perspective of consumers, which will help policymakers design strategies in the same direction.

In light of the preceding discussion, the following goals have been planned for research:

1. To determine the motivating factors that influence yoga tourists.
2. To recognize issues and obstacles related to yoga tourism.

Hypotheses of the study

The researchers have decided to test the following hypotheses in light of the aforementioned discussions and the study's stated objectives:

1. H₁: Yoga tourism is influenced by pleasure.
2. H₂: Yoga tourism is influenced by a curiosity about culture.
3. H₃: Yoga tourism is influenced by a curiosity about spirituality.
4. H₄: Yoga tourism is influenced by a curiosity about religion.

Research methodology

The present study employs a descriptive research design with large sample size and a survey method. The data set was initially screened for missing values and incorrect data entry. The data set's normality and outliers were examined. As previously suggested, a one-sampled t-test analysis was used to validate the hypotheses.

With items from validated scales for measuring physical health, spiritual health, stress influences, life influences, and destination features, researchers have developed and used structured and undisguised questionnaires. In order to determine the relevancy of the questions, respondents' willingness to share the information, their comprehension of the questions, the ease and time required to complete the questionnaire, and the likely range of responses, researchers tested the questionnaire through a pilot survey.

The researchers selected samples from yoga tourists using the convenience sampling method. The convenience sampling technique is a statistical method for selecting volunteers based on how easy it is for them to volunteer or units based on their availability or ease of access. With the assistance of field reviewers and Google forms, the researcher distributed 750 questionnaires. The researcher has received 421 appropriate responses as a result, representing a response rate of 56.13 percent. According to Hair, Anderson, Tatham, and Black (1998), this sample size is larger than the minimum that is recommended.

Results

One-Sample t-test was used by the researchers in this study to confirm the hypotheses they had proposed. However, prior to that, content validity and reliability statistics have been examined by researchers to guarantee the instrument's suitability.

Content validity

The relevant literature review about the study ensures content validity. With the assistance of a panel of experts made up of professors, a pilot study of the questionnaire was conducted, and any necessary modifications were made to the instrument's questions to improve their content and clarity. In addition, the questionnaire was put through a pilot test with sample respondents outside of the final study.

Reliability statistics

The questionnaire's reliability is assessed using Cronbach's Alpha reliability method. The questionnaire's satisfactory reliability is demonstrated by its moderately significant reliability coefficient of 0.815. The SPSS software was used to conduct the reliability test, and the following metrics were used:

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.815	14

Table 1: Reliability Statistics

		<i>Frequency</i>	<i>Percent</i>	<i>Cumulative Percent</i>
Age	Less than 25	156	37.1	37.1
	25 to 35	63	15	52
	35 to 45	127	30.2	82.2
	45 and above	75	17.8	100
Gender	Male	254	60.3	60.3
	Female	167	39.7	100
Occupation	Service	146	34.7	34.7
	Self Employed	236	56.1	90.7
	Others	39	9.3	100
Nationality	Indian	365	86.7	86.7
	Non-Indian	56	13.3	100

Table 2: Demographic Profile of the Respondents'

The above table is showing the frequency, percent, and cumulative percent of various demographic characteristics of a group of participants. The characteristics shown are age, gender, occupation, and nationality.

- Age: Most of the participants (37.1%) are less than 25 years old, followed by 25 to 35 years old (15%), 35 to 45 years old (17.8%).
- Gender: Most of the participants are male (60.3%), while 39.7% are female.
- Occupation: 34.7% of the participants are service, 56.1% are self-employed, and 9.3% fall under the category of "others".
- Nationality: The majority of the participants are Indian (86.7%), while 13.3% are non-Indian.

The table allows one to have a general idea of the demographic characteristics of the group of participants and could be useful for further analysis and research.

Validation of hypotheses

- H₁: Yoga tourism is influenced by pleasure.**

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Pleasure	421	3.90	.60

Table 3: One-Sample Statistics

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (1-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Pleasure	30.77	420	.000	.9000	.8425	.9575

Table 4: One-Sample Test

The above table shows the results of a t-test comparing the mean difference in pleasure scores between the two groups. The test value is 3, which indicates that there is a significant difference between the groups in terms of pleasure scores. The 95% confidence interval of the difference shows that the mean difference in pleasure scores indicates .8425 and an upper bound of .9575. The t-value (30.77) is larger than the critical value (t-value) for a given significance level (0.000) and degree of freedom (420) which means that the difference in pleasure scores is statistically significant at the 0.05 level. The results suggest that there is a significant difference in pleasure scores between the two groups, with one group scoring higher on pleasure than the other. Thus, it can be concluded that yoga tourism is influenced by pleasure.

H₂: Yoga tourism is influenced by a curiosity about culture.

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Culture	421	3.82	.63337

Table 5: One-Sample Statistics

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (1-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Culture	26.70	420	.000	.8200	.7596	.8804

Table 6: One-Sample Test

The above table shows the results of a t-test comparing the mean difference in culture scores between the two groups. The test value is 3, which indicates that there is a significant difference between the groups in terms of culture scores. The 95% confidence interval of the difference shows that the mean difference in culture scores is .8200, with a lower bound of .7596 and an upper bound of .8804. The t-value (26.70) is larger than the critical value (t-value) for a given significance level (0.000) and degree of freedom (420) which means that the difference in culture scores is statistically significant at the 0.05 level. The results suggest that there is a significant difference in culture scores between the two groups, with one group scoring higher on culture than the other. Thus, it can be concluded that yoga tourism is influenced by a curiosity about culture.

H₃: Yoga tourism is influenced by a curiosity about spirituality.

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Spirituality	421	3.7831	.70531

Table 7: One-Sample Statistics

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Spirituality	22.86	420	.000	.7800	.7129	.8471

Table 8: One-Sample Test

The above table shows the results of a t-test comparing the mean difference in spirituality scores between the two groups. The test value is 3, which indicates that there is a significant difference between the groups in terms of spirituality scores. The 95% confidence interval of the difference shows that the mean difference in spirituality scores is .7800, with a lower bound of .7129 and an upper bound of .8471. The t-value (22.86) is larger than the critical value (t-value) for a given significance level (0.000) and degree of freedom (420) which means that the difference in spirituality scores is statistically significant at the 0.05 level. The results suggest that there is a significant difference in spirituality scores between the two groups, with one group scoring higher on spirituality than the other. Thus, it can be concluded that yoga tourism is influenced by a curiosity about spirituality.

H₄: Yoga tourism is influenced by a curiosity about religion.

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Religion	421	4.0147	.88786

Table 9: One-Sample Statistics

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Religion	23.5494	420	.000	1.0100	.9257	1.0943

Table 10: One-Sample Test

This table is presenting the results of a t-test that compares the difference in means between the two groups with a significance level of .05. The test statistic (t) is 23.5494 and the degrees of freedom (df) is 420. The p-value (Sig. (2-tailed)) is .000, which indicates that the difference in means between the two groups is statistically significant. The mean difference between the two groups is 1.0100, and the 95% confidence interval for this difference is between .9257 and 1.0943. This means that we are 95% confident that the true difference in means between the two groups falls within this range. Thus, it can be concluded that yoga tourism is influenced by a curiosity about religion.

Findings of the study

Yoga tourism is increasingly influenced by pleasure, as more and more people seek to combine their yoga practice with a vacation. Yoga retreats and vacations have become more popular, with a variety of luxury resorts and hotels offering yoga classes and wellness programs. These vacations provide an opportunity for individuals to take a break from their daily lives, relax, and immerse themselves in their yoga practice while also enjoying all the amenities and activities that a vacation has to offer. The idea of a yoga vacation is to not only improve physical and mental well-being but also to indulge in pleasure and relaxation. Yoga vacations can range from

beachfront retreats to mountain getaways, and the locations are often chosen to provide a serene and scenic setting that complements the practice of yoga. The combination of yoga, pleasure, and vacation allows individuals to feel refreshed, rejuvenated, and balanced.

Yoga tourism is also influenced by a curiosity about culture. The practice of yoga originated in India, and many people travel to the country to learn about its spiritual traditions and to experience the rich culture and history of the place. Yoga tourists may be interested in studying different styles of yoga, such as Ashtanga, Hatha, and Kundalini, and understanding their roots. They may also be interested in learning about the spiritual practices, such as meditation and pranayama, and how they are integrated into daily life in India. Additionally, many people are drawn to the ancient temples and holy places in India, and they may visit these sites as part of their yoga tourism experience. They may also be interested in experiencing the local cuisine, traditional festivals and ceremonies, and the local way of life. The interest in culture allows the tourists to have a more holistic experience and gain a deeper understanding of the country and its people.

Yoga tourism is heavily influenced by a curiosity about spirituality. Yoga is not only a physical practice but also a spiritual one, and many people travel to different countries, including India, to deepen their spiritual understanding and connection through the practice of yoga. Many yoga tourists seek out ashrams and spiritual centers, where they can immerse themselves in the practice of yoga and learn from experienced teachers. They may participate in meditation and spiritual workshops and even live in the ashram for a period. Yoga tourists may also be interested in learning about different spiritual practices, such as mindfulness, self-inquiry, and self-discovery. Additionally, many people are drawn to the ancient temples and holy places in India, and they may visit these sites as part of their yoga tourism experience, to gain a deeper understanding of the spiritual roots of yoga and its connection to the culture and history of the country.

Yoga tourism is also influenced by a curiosity about religion. Yoga has its roots in ancient Indian philosophy, and it is often associated with Hinduism, Buddhism, and Jainism. Many people who engage in yoga tourism are interested in learning about the religious and spiritual traditions of India and how they relate to the practice of yoga. They may visit ancient temples and holy sites, such as those in Varanasi and Rishikesh, to learn more about the religious significance of these places and how they have influenced the development of yoga. Additionally, many yoga tourists may be interested in learning about the different religious and spiritual practices that are associated with yoga, such as puja (worship) and mantra recitation, and how they are integrated into daily life in India. The interest in religion allows the tourists to have a more holistic understanding of the practice of yoga and its connection to the culture and history of the country.

A researcher has also identified several issues and obstacles related to yoga tourism in India. The observation method and literature reviews have been used by researchers to identify issues and obstacles related to yoga tourism. Some of these include:

1. Commercialization of Yoga: With the growing popularity of yoga tourism, some ashrams and yoga centers have begun to commercialize their services, leading to a loss of authenticity and a lack of focus on the spiritual aspects of yoga.
2. Lack of standardization of Yoga teacher training: As the demand for yoga teachers has grown, there has been a lack of standardization in yoga teacher training, leading to a lack of qualified and experienced teachers in some areas.
3. Cultural Appropriation: Some visitors to India may not fully understand or respect the cultural and religious traditions associated with yoga, leading to cultural appropriation and disrespect.
4. Overcrowding: Popular yoga tourism destinations, such as Rishikesh and Goa, have seen an increase in visitors, leading to overcrowding and a negative impact on the local environment and communities.
5. Lack of understanding and marketing: There is a lack of understanding and marketing of yoga tourism in some areas, which can lead to a lack of tourism development and economic benefits for local communities.
6. Misrepresentation of Yoga: Some places may falsely promote themselves as Yoga centers without proper training, facilities or experienced teachers, leading to disappointment and dissatisfaction among tourists.

7. Environmental degradation: As yoga tourism grows, there is a risk of environmental degradation in popular destinations. Many yoga centers and retreats are located in environmentally sensitive areas, and their expansion can lead to damage to local ecosystems.

Overall, it's important for the yoga tourism industry to be developed in a sustainable and responsible manner, with consideration for the local communities, culture, and environment, and addressing these issues and obstacles could help achieve that.

Conclusion

Despite the fact that yoga is a niche activity in India, the travel industry market is expanding. Improved health and well-being are becoming increasingly important to people all over the world. The travel industry will open new advertising avenues in this underserved market by comprehending their requirements, demeanour, and behavior toward yoga. The "travel to feel good" model has spawned and developed the yoga travel industry.

Yoga is a Hindu concept that has been around since ancient times. Yoga consists of a series of exercises that help a person find the right balance between their mind, body, and spirit. Self-control and supplication are two aspects of contemplation. The yogis and sadhus of old practiced yoga and reflection as a way of life and as a means of achieving self-control and salvation. Dealing with one's faculties and cognition is the primary goal of yoga and reflection.

India's tourism industry is working hard to promote this traditional form of physical activity; Truth be told, yoga has been heavily promoted in India. Despite this, the travel industry hasn't fully investigated this particular strategy, which means it's losing out on opportunities to make more money.

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