

Yoga Tourism – Its importance and opportunity

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Abstract:-

Indian tourism industry is a major contributor in the growth of Indian economy. Visiting percentage of travellers is increasing tremendously. Maximum cash flow in the hand of middle class people and proper implementation of Incredible India campaign all over the India and other countries has change the face of Indian tourism industry. Along with the outer tourism industry Yoga tourism has a growth and potential. By promoting Yoga tourism India can definitely reach its goal. Yoga is the product of Indian tourism which relates with the term, wellness, and health, spiritual and medical tourism. Due to lack of research and study in a part of Yoga tourism, it remain un commercialized in India as compare to other country which are popular for Yoga tourism like Hong Kong, Shangahi, Tokyo, and Singapore.

Key Word: - Yoga Tourism, Health wellness, un commercialized

Introduction :-

Tourism in Indian is economically very important and is growing very fast. India is in top twenty countries of the world in terms of tourist arrivals. Tourism industry has a share of 15, 24,000Crore in the gross domestic product (GDP) and it is generated employment for 81.1 million people for which is 12.38% of total employment in the country. In terms of Travel and tourism total contribution in GDP in 2018 India is ranking 3rd in among 185 countries.

India is known for its secularism, spiritual values and religious tolerance. India is also known for its ancient healing practices like Yoga and Meditation. Hence people prefer to visit India for guidance more healthy and satisfying way of life. This market also called as wellness tourism also considered as medical tourism. Indian markets are offering Yoga, Meditation and Ayurveda.

Medical tourism is growing activity in India. Medical Tourism is a movement of people for the purpose of getting cost effective treatment and surgical health care for the patients in the association of tourism industry.

Know a day's people are facing several disorders due to their busy life lifestyle, to overcome from that people prefer natural life style. Through the natural life style people can maintain their health. And to maintain this life style Yoga is very important as it increases your immunity, positivity, purity and gives a peace of mind

Research Methodology :-

Secondary data accumulated through various sources like internet, research articles, journals, reference material, newspapers, magazines, book etc.

Objectives:-

1. To learn about yoga tourism.
2. To understand the trend of Yoga tourism in various states of India.

Yoga:-

Yoga is an art and science which helps to maintain physical and mental health. It is found in India's oldest scripture of Vedas and cited in holy book of Bhagavad-Gita. For self purification Yoga practices is very important. Yoga means "Union". It is a union of breath and body, mind and muscles. Yoga has a history of 5000 years old that combines exercise, breathing, diet, relaxation and meditation. Physical and mental disciplines help to make a body stronger, healthier and can keep mind calmer and controlled.

Yoga Tourism In India:-

Yoga tourism signifies a journey of knowledge and enlightenment merging the physical and spiritual (Smith, 2003). Lehto et al.(2006) defines broadly four motivational factors for going to yoga vacation in the research and they are (1) spirituality seeking,(2)enhancing mental well-being,(3)enhancing physical condition and (4)controlling negative emotions.

For Indian tourist yoga stands for physical and mental fitness. Term Yoga confused foreign tourist , they unable to understand how can we achieve spiritual height through yogic exercises, but once they started practicing Yoga , they aware of the fact yoga is not only meant for physical fitness but also to increase the concentration and helps to keep your mind cool and calm.

There are many levels of yoga tourism. Luxury yoga package given in Himalaya retreat by personal trainer to multipurpose yoga workshop run by various yoga teachers. Yoga package includes stay at ashram, organic vegetarian food, regular yoga classes , morning and evening Arti, and learning indigenous culture .

There are many tourist travels for yoga holidays, yoga retreat visit, yoga weekends, backpacking for yoga.

There are several types of yoga tourist like

- Yoga lite – The purpose is to learn the Yoga asana for participate in yoga workshops and for pleasure.
- Yoga Traveller travels to practice the yoga for self transformation.
- Yoga practitioner, to learn yoga in depth, visits India in search of authenticity, for regular yoga practice in ashram.
- Yoga professional, to get the certification to teach the yoga in their own country.

Opportunity for India :-

- Resolutions pass by The United Nations General Assembly on 11th December 2014 announces officially 21st June as International Yoga day. It is opportunity for the Indian government to make this day more important and it will be beneficial to promote Yoga tourism with the help of “Incredible India” campaign all over the world.
- The place which is popular and mostly visited by the tourist for Yoga can be promoted through “Incredible India” campaign. This will be the opportunity for the individual state for tourism development and emplacement generation.
- **Uttarakhand**
Rishikesh is famous for yoga and also called as yoga capital of world. It is located on the Ganga River. Place attract lot of pilgrims every year from India and all over the world. Rishikesh is known for yoga and meditation therapies offered by several ashrams in Rishikesh. There popular Yoga ashram and centres, such as Parmarth Niketan Ashram, Shivananda Ashram, Patanjai Yogpeeth, Yoga Study Centre (for Hatha Yoga), Yoga Niketan and many more

- **Kerala**

Kerala is well known for its health tourism facilities and Yoga, Ayurveda treatment facilities. Apart from the scenic beauty of nature, Kerala promotes wellness tourism which provides the best quality of infrastructure and facilities to the tourist.

- **Maharashtra**

To attract tourists and international tour operators for Yoga, meditation and medical tourism, Maharashtra state government has different policies. South Asia's best state of art hospitals is located in Pune, Mumbai and Nagpur. The state government has complete package for domestic as well as foreigner travellers.

- **Assam**

To promote self employment, government has started different schemes like Assam Bikash Yojana which helps to create maximum employment generation. Also state government has sponsored the different Yoga centres at different tourist places across the state for its development. Even the Government has decided to start 300 Yoga development centres across the state.

- **Karnataka**

Karnataka is famous for their yoga masters B K S Iyengar and Iyengar Yoga. Bangalore and Mysore has the best hospitals which provide qualitative and cost effective treatment.

- **Puducherry**

Puducherry is the land of Siddhas and Saints. Several researches have been done on this place related to Yoga. There are two renowned Yoga institutes also functioning. Even Puducherry government taking initiative to arrange and promote Yoga Festival regularly which includes Yogasana practicals, paper presentation on Yoga, yoga workshops, Yoga therapy, Yogic food, Yogic music and dance to attract the tourist.

Odisha-:

To promote religious and wellness tourism with the help of Central government Swadesh Darshan Scheme Odisha government projected a 100 crore for developing the Buddhist Circuit of Odisha which will be the major tourist attraction in the state which consist yoga, performing art, temple food and festival.

- **Uttar Pradesh**

State is famous for their yoga and Ayurveda treatment. UP government has taken the initiatives to open the new yoga wellness centre all across the districts to promote the medical tourism. With help of Central Government state government is developing Ayurveda Unani method treatment centre all over 40 districts. Also starting post graduate courses in state ayurveda College and Hospital in Varanasi and Unani College, Allahabad.

- **Gujarat**

The State Department of AYUSH has decided to promote yoga for mind and body fitness module as well as to cure the various diseases. The state government decided to disease-oriented yoga sessions. This session held at Ayurveda hospitals in Ahmedabad, Patan, Rajkot and Limdi (Dahod). Department is taking help from the NGO's and specialised yoga instructor to spread the awareness on these disease-oriented camps.

- **Goa**

During the monsoon season tourism is low in Goa to boost the tourism in this period of Goa Tourism Development Corporation promote yoga, ayurveda and wellness. Also Goa has promoted there Yoga and wellness centre at Arabian Travel Market event at Dubai, which help to promote Goa worldwide.

- **Jammu and Kashmir**

To boost the tourism in Jammu and Kashmir Ministry of Tourism has approved Rs.82.17 Crore for infrastructure development. Where they developing International Yoga Centre (IYC) at Mantalai—Sudhmahadev-Patnitop which includes Yoga centre, wellness and ayurveda complex along with the spa therapies and library.

Conclusion :-

The aim of the article is to understand the importance and opportunities of Yoga Tourism. Lokmanya's vision Of "SWADESHI" can be accomplished by promoting YOGA tourism all over the India as Yoga has a 5000 year's old history. There are several states who promote yoga as a part of wellness tourism. It lead to major contribution in the Indian economy as well as it helps to generate the maximum employment.

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