



## YOGA TOURISM AND PROSPECTS IN NORTH INDIA

**Pradeep Kumar**  
Research Scholar, Department of Economics  
Kurukshetra University Kurukshetra

**Prof. Kuldeep Singh**  
Department of Economics  
Kurukshetra University Kurukshetra

**Abstract:** *Yoga has become an increasingly widespread activity, also becoming popular as a form of tourism. Many Westerners travel to the roots of yoga, to destinations in North India, where yoga originated, or join yoga retreats in other countries. This is also the case in Turkey where yoga has become a well-known activity. Despite the growing popularity of yoga tourism, there is a dearth of studies on this topic, especially in relation to its socio-cultural impacts. Therefore the purpose of this investigation is to bring light on socio-cultural aspects of yoga tourism. The findings show that there are three types of yoga trips: (1) yoga focused, (2) cultural tourism focused, and (3) wellness focused. These include different emphases and varied experiences, as well as a diverse level of community interaction and potential benefits for the locals. The research also identifies some issues such as authenticity, especially in root destinations. Yoga tourism has witnessed a secure growth in recent years around the world. As the number of the world's population is becoming more aware of health care options, along with an increase in the quality of health care as a priority in the minds of most age groups, patients are required to carry out cross-border healthcare. The main reasons why yoga tourism facilities are of high quality specialized treatment, the possibility of immediate service for travel combined with affordability. In regions where the quality of care is not available, access to health care can lead to medical travel, for others, cost effectiveness could be the reason. North India has become one of the most sought after destination for medical tourism worldwide due to its high value proposition in terms of quality of health care, a pool of professionals and the availability of alternative treatments, such as Ayurveda and yoga. However, there are several areas in tourism, which entered the field of research only recently. Yoga tourism is one such area, where only a few scientists began to work in a systematic way. The article highlights the emergence of a spiritual tourist-oriented research and explores the potential to further work in the study of tourism.*



**Key Words:** Yoga tourism, socio-cultural aspects, authenticity, local community interaction, trip typology

## INTRODUCTION

It is not a widely known fact, but Swami Vivekananda did not go to the Chicago World Congress of Religions in 1898 for the purpose of proselytizing Yoga or Vedanta. The brahmin masters of these two Hindu traditions generally bear some skepticism about the likelihood of foreigners or non-Hindus achieving substantial spiritual accomplishments. They are open to teaching Westerners, but the more traditional among them have expressed the opinion that perhaps the most that an American should hope for is to be reborn as a brahmin, presumably male. While their skepticism is surely myopic, it may not be very far from being a correct assessment of the results of America's encounters with Hinduism.

The actual aim of Swami Vivekananda's journey to America a century ago was to encourage financial investment in economic projects in North India, an aspiration that has turned out, a century later, to be more successful than the propagation of ahimsa, aparigraha, pratyahara, and other fabulous but formidable core practices of Hindu culture. It is for certain that America has bred more capitalists in North India than North India has been able to foster yogis in America, provided that we hold to a chaste definition of yogi. This is no fault of North Indians, since the American culture of self-satiation does not lend itself naturally to recognizing the shortcomings of ahamkara.

Tourism in North India is not only generating value for the country, but also led to the development of an accomplished workforce. Growth is driven by a combination of expansion in income levels and routine changes, the development of a diversity of tourist offers, policy and regulatory carry by the government. Spirituality, yoga has newly become a significant subject of investigation in the areas of social and economic. It adds a new dimension to the tourism industry, as it is called Yoga tourism. As a result, there has been increased interest in awareness and research in the field of yoga thematic tourism. Tourism is an old movement of age-related Wellness of civilized nations is normally used to mean a healthy balance of mind, body and spirit, which leads to an overall feeling of well-being. yoga and wellness tourism it can consequently be defined as physical, mental and spiritual practice or discipline that originated in ancient North India. There is a wide variety of yoga schools, practices and goals in Hinduism, Buddhism and Jainism. Among the best known types of



yoga is hatha yoga and Raja yoga. In other words, Beauty is the view of health that focuses on the entire being and its further development. North india has always been known for its rich heritage tradition of Wellness and It has great opportunities to offer to applicants for wellness . Carrera and Bridges (2006) have been defined medical tourism trip, which is systematically planned to maintain their physical and mental health. The yoga guru from North india introduced yoga in the Western countries, after the success of Swami Vivekananda in the late 19th and early 20th century. In 1980, yoga has become popular as a structure of physical exercise throughout the Western world. Yoga in the North indian tradition, however, is more than a physical exercise, a meditation and spiritual core. One of the six major schools of orthodox Hinduism is also called yoga, which has its own epistemology and metaphysics, and is closely related to the philosophy of the Hindu Samkhya.

### **OBJECTIVES OF THE STUDY**

The study aimed at the emergence of a dominant position in the field of tourism in the world of yoga, focusing on the current state of affairs in North india in the field of tourism and the way yoga promotes the industry through government. In addition, it focuses on what more foreign tourists are attracted to india and encourages the indian government industry to collect foreign tourist's yoga. This work is based on literature review, including studies, websites, newspapers, magazines published, travel and tourism, which contain information on medical tourism. This research also aims to understand why some developing countries like North india Yoga promote tourism effectiveness than others. It also emphasizes a competitive advantage in North india to other countries.

### **LITERATURE**

It has been experiential that spirituality and Yoga in general has recently become an important research topic in the areas of social and economic life and a new measurement to the tourism industry is added, the word yoga is derived from a Sanskrit word Yuj which means meditation, or to join, which refers to a process increasingly definitive liberty of the bonds of karma and rebirth. Yoga is generally practiced the real yoga or hatha yoga based on the system of Patanjali (AD c. 500) was one of the conventional system of North indian philosophy. Yoga has endured in North india for many years. However, there is a current



marvellous revival in yoga, particularly due to two factors, both of them related to the health field. Even though yoga has a important philosophical aspect to it, its impact on health is an obvious appeal to the common man. First, renowned physician faces difficult problems, such as asthma have begun to recognize that Western medicine, despite it's beyond doubt scientific basis, does not have all the answers. Second, we have begun to see the need for a more holistic view of human distress in all its dimensions, as seen in other systems, such as yoga. Yoga has many advantages over most of the exercises. It is an exercise that can be done for any age group and even the fittest people. Yoga is also the most complete of all exercises, and that benefits every part of the body and internal organs.

### **THE ROLE OF YOGA AND SPIRITUALITY IN NORTH INDIAN TOURISM**

People from all over the globe move towards North india for Ayurveda, yoga and meditation in Rishikesh, Uttaranchal, which is practiced for centuries. In fact, North india quickly emerged as a health tourism destination because of them. From time immemorial, North india has been identified for its spirituality, yoga and religious tolerance and its secular nature. North india is called the Yoga Bhoomi and the gate of heaven. North india is known throughout the world for its ancient curative practices and substitute therapies. Over thousands of years, we have to get our own systems of indigenous medicinal and healing practices such as Ayurveda, naturopathy and pranic healing, to name a few. It is no wonder that people from around the world turn to the North indian subcontinent for orientation towards a more spiritually satisfying way of life.

### **MOTIVES OF FOREIGN TOURISTS FOR VISITING ASHRAMS**

- ❖ The mainstream of foreign tourists visiting for yoga and spirituality believe that religious places give you peace of mind and feel spiritually fulfilled. This is since they prefer to have their tours to places rather than religious adventurous, exotic and historical monuments.
- ❖ Foreign tourists can participate in festivals and celebrations in North india. They feel very well and more satisfactory in their lives.



- ❖ Nearly half of the tourists believe in North Indian religions and customs and use the rituals used in the North Indian traditions. They have a desire to know the religious significance that works throughout the day, as sacred and holy Ganges River.
- ❖ Some foreign tourists even visited Satpuris willingly, including Ayodhya, Mathura, Kashi, in Ujjain and Dwarka. They feel they are not looking for luxury, but the arduous way to achieve God's intent they make life simple, more rewarding and fun.
- ❖ Foreign tourists, holy prayer bands at night on the banks of the Ganges, temples, North Indian, speeches and interaction with the monks.
- ❖ Tour operators mislead most tourists complained that tour operators take tourists misleading different modes of transport.
- ❖ Drinking water is a necessity for everyone. But water is available in a variety of yoga is not healthy. The everyday guests can buy a bottle of mineral water.
- ❖ Aviation Association is not available, such as Rishikesh, Kashi, Ujjain and others, as well as road infrastructure is also a problem. The only corridor and narrow railway is slow and perilous travel.

Bad manual tools were available another problem for them (especially in France Russia). Nieznajomość local language and the lack of information are facing problems Tourists due to lack of bilingual guide who can speak to them in their own language.

- Security believes most tourists who are dangerous when travelling by bus and walking on the streets because of pickpockets and thieves.
- Some who seek donations have complained that they often have to spend money to fight AIDS Donations are made by unauthorized persons.

Quality Standards in Hotels Beds various hotels were quite unsatisfactory for tourists. Quality purity proved to be very poor. Illiteracy Illiteracy is also a major obstacle in communication. The language barrier was another problem communication with residents. Acceptance of Credit Cards Due to the lack of credit card acceptance facility, the tourists have to carry money with them, which is not safe. Recreational Facilities Tourists find North Indian Culture (tradition, music, dance, etc.) and bear fascinating joy experiencing our



culture. Expectations Tourists Many tourists wanted some local events should be conducted as cultural dances. Some even say that should not be professional instructors to teach yoga. Yoga in comparison with other systems of meditation Islam In beginning of the world Persian scholar Al-Biruni in the eleventh century visited the North india, an North indian living in 16 years, with several large Sanskrit translated works in Arabic and Persian. One of them was Yogasutras Patanjali. Al-Biruni's translation retained many of the main themes of the Yoga philosophy of Patanjali , but some of the sutras and analytical commentaries were transformed in a manner more in line with Islamic theology. The Al-Biruni's version of the Yoga Sutra of Persia and the Arabian Peninsula with about AD50. Później, 1050, in the 16th century, was translated by Amritakunda text Yoga into Arabic and Persian. After yoga was accepted by the Sunni Islamic and Islamic president. Islamic minority doctrines, such as the Sufi movement, especially in South Asia, adopted North indian yoga exercises, including posture and self-control. Muhammad Ghawth, Shattari mystic and one of the translators of Yoga in the 16th century changed his passion for yoga and were persecuted because of his Sufi views. Christian Meditation Christians integrate yoga and other Eastern spiritual aspects of prayer and meditation. This may be attributed to the desire to experience God in its fullness. In 2013, Monsignor Raffaello Martinelli (Benedict Shafi) has worked for more than 23 years, indicating that his meditation, the Christian can learn from other religious traditions (Zen, Yoga, controlled), in 2013, Monsignor Rafaelo Martini, breathing, mantra), in reference to the aspects of Christian meditation like the Catholic Church rejects nothing is true and holy in these religions should therefore not refuse to use simply because they are not Christians, on the contrary, one can take them what is useful, as long as that the Christian concept of prayer, are not included in the logic and requirements. In the context of all this, that this broader to be taken and expressed again. In the past, the Catholic Church has expressed Romania and other Christian organizations concern and disagreement with some of the practices of the East and the new era, which include yoga and meditation. International Day of Yoga

On December 11, 2014, the 193-member UN General Assembly official agreed by consensus a resolution of 21 June as International Day of Yoga . The belief on this day came after the call for adoption on June 21 as the International Day of Yoga by North indian Prime Minister Narendra Modi in a speech to the UN General Assembly on September 27, 2014, suggesting June 21, which is one of two surprises, International Narendra Modi Day





Yoga He said that date is the longest day in the northern hemisphere and is of particular importance in many parts of the world. The first International Yoga Day was pragmatic around the world on June 21, 2015. Approximately 35,000 people, including North Indian Prime Minister Narendra Modi and many dignitaries, performed 21 asanas (yoga positions) for 35 minutes in Rajpath, New Delhi. The yoga day, watched by millions around the world in Rajpath, established two Guinness World Records - the largest yoga class, with 35,985 people and records of the majority of nationalities participating in the group to eighty-four.

## CONCLUSION

The tourism provides largest number of jobs in the world. North India has always pointed to tourists from all over the world to experience 5000 years of civilization. Diversity of national cultures, Religions, languages, fairs and festivals, majestic nature monuments and many enchanting It can take almost the whole world. All these elements provide a unique set of capabilities, tourists to enjoy. Although the arrival of tourists is only a fraction to as Bangkok and Singapore Even in the recent boom period, connoisseur say that to attract more tourists, North India have to upgrade airports, safety and security, roads and other infrastructure to world standards. The success the tourism industry will largely depend on the success of all strategic fronts. North India must change their traditional approach to the market is more competitive and modern. North India has to develop unique market position, brand and image that cannot be owned by another player. North India can do it presents as a place of spirituality, meditation and yoga. Places such as Rishikesh Haridwar, already known as the world's yoga capital, still has a lot of potential they attract tourists, especially foreign tourists who visit North India to study yoga and break up with life.

This method is more consistent with a genuine practice of yoga. And what is yoga, properly conceived, one may ask? Yoga is learning to direct one's heart and mind to identifying the vasana (habitual, characterological energy patterns) that pollute one's experience and that continue to taint oneself and others with gross, selfish, short-sighted thoughts, and then reducing or removing those vasana so identified. Yoga is evolution. Or, as Swami Gitananda once said, The meaning of life is to evolve. But most of us are preoccupied with devolving. That seems an apt way to sum up the sojourn of most American yoga seekers in North India. It is not really North India's fault – they could never have estimated how powerful and resilient could be the commodification of everything by American culture, nor



how effortlessly it could reduce the spiritual resources of yoga to more of the same. Swami Vivekananda could not have known. But if he could, it would be my guess that he would not have gone to Chicago, and would have stayed in North India, remaining with a culture that may yet have more opportunities to put the practices of yoga to meaningful use.

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