

# UNDERSTANDING SPIRITUALITY THROUGH YOGA WITH SPECIAL REFERENCE TO “YOGA TOURISM”

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## ABSTRACT

*India is as much known for Yoga & Meditation. It is a part of wellness tourism will be top of the state's agenda to attract international tour operators and tourists. The Indian culture is quite different from that of western. In Indian culture we give emphasis to personal relationship, family, respect, giving, spiritualism, team spirit, marriage. The Indian culture from ages is preaching dharma, karma, moksha, Artha.....it makes us believe and apply the values in our regular phenomenon. The Indian families on any part of the world would respect and will follow the Indian value. Also our Indian managers though being on the higher position will apply the preaching's of Bhagwad gita, Bible, Kuran, Guru Granth Saheb into the corporate world as well. The Indian culture is acclaimed by western countries. The foreigners are mostly impressed by the Indian culture and most of them once visited any pilgrimage, decided to settle down there. This paper emphasizes on understanding the role of “Yoga tourism” in promoting the growth of tourism sector in nation building.*

**Keywords: Yoga, Spirituality, Wellness.**

## INTRODUCTION:

“We are disconnected from ourselves in today’s times. Therefore, Yoga helps us in reconnecting with ourselves. Yoga is not just about getting rid of diseases (ailments) but it is a guarantee of wellness.”—Prime Minister Shri.Narendra Modi

“Incredible India” “Athithi deo Bhavo” Unity in diversity” are not only the phrases or quotes but actually these three words portrays the country’s culture & heritage. From the time of Mauryas, Cholas, Aryans and the British rule India out of all odds emerged as a country with strong ethos and principles. The Indian culture is comprised of its people, customs, tradition, heritage, cuisines, languages, music, literature, art and whatnot everything is special in this ‘land of gods’

## Objective of Study:

- To study the insight growth in tourism sector with a special reference to the Yoga Tourism.
- To understand the role of yoga tourism in Nation Development

## **RESEARCH METHODOLOGY**

The study is completely based on secondary data and observation of tourists visiting India for Yoga purposes.

### Literature Review:

The ministry of tourism is drawing out a roadmap to use yoga as a product in a bid to attract more travellers to the country, sources said. The 2015 draft policy of tourism, awaiting cabinet clearance, also stressed on the need to promote yoga to boost tourism." As a science that seeks to keep the body, mind and soul in concert, yoga is India's gift to the world which holds the promise of self-realisation," the 2015 draft policy on tourism states. According to sources, the ministry will first identify yoga centres across the country and then link them to tour operators. "We plan to improve the skills in these centres in a bid to attract foreign tourists. For this, we are going to prepare a module and also request the concerned state governments for assistance," said a source in the ministry. The ministry is also planning to tap the overseas market to help promote yoga among tourists. Social media and public platforms will be used aggressively to sell yoga.

### Yoga, Meditation & Spirituality

Spirituality is a refined state of mind. Spirituality means having deep feelings & belief including a person's sense of peace, purpose, connection to others, and beliefs about the meaning of life. Spirituality includes introspection. Spirituality comes within. And due to today's difficult and complex lifestyle people are more adhering to spirituality. Spirituality doesn't mean to be superstitious. Spirituality even differs from religion. A person could be spiritual but not necessarily religious. Spirituality helps to bring the integration between mind & body, helps to develop the positive attitude towards others as well as toward one self. In India most of foreign tourist finds that peace of mind. In India there are lots of spiritual centers which help in attaining salvation (moksha) ,Spirituality through Yoga, Meditation.

The word yoga means union. Yoga unites our soul with the supreme power. Yoga is the ancient technique used by sages, gurus to keep their mind and body pure. To stay fit and healthy they used to practice yoga. Yoga uses different postures using hands and legs, breathing exercises. Yoga helps individual to develop a sense of physical, mental & emotional as well as spiritual well being. As the true origin of Yoga is from India hence the foreign tourist visits India the most for Spirituality.

Meditation is concentration. By mediation they can face life in a better manner because then their mind will be balance, harmonious. The mind will be purified and balanced one, full of love, compassion, healthy detachment, goodwill & joy.

### Yoga in Indian Tourism

The ancient Yoga is reinventing itself in the 21<sup>st</sup> Century as a means of healthy and balanced living. India is known to be as Yoga Bhoomi and the gateway to heaven. For more than thousand years now the yoga & meditation helped in healing & medicinal practices through naturopathy, ayurveda. People from all over the world are turning to India for guidance towards a more spiritually satisfying way of life.

### **Steps taken by Government of India to boost Yoga Tourism in India:**

1. The International Yoga Day celebrated at Rajpath last year had set two Guinness World Records in a day. The mega event broke the record for the largest yoga class ever, with 35,985 participants.
2. Ministry of Ayush and the Tourism Ministry are promoting India as a 'Yoga Tourism' hub, where people can come to heal their bodies and calm their minds
3. Government of India gives out a list of authentic Yoga institutes as well as the publicity material with yoga postures, which are distributed to the public through the Ministry of Tourism centres internationally.
4. Some cities, such as Haridwar and Rishikesh, are being promoted as yoga hubs, in the same vein as Kerala has promoted itself as a state for Ayurvedic massages.
5. Rishikesh is being promoted as the 'Yoga Capital of the World'.

### **CONCLUSION:**

Tourism in India has been rising steadily since the 2002 'Incredible India' ad campaign, which targeted higher-yield (read 'wealthier') tourists. From low-cost ashrams to a multiple-star meditation retreats, India's holy cities promise what everyone wants today – thousands of years old recipes for eternal youth India is a country of Gods. From 4000 years India is known for its spiritual and religious sentiments. The most preferred place for Spirituality is India. India as a journey from its developing to now amongst the developed nation has strongly established her international relation with different countries. India is considered to be the country which will emerge as a supreme power to rule the world economy. Even under the world recessionary days India stood strong and faced the challenge with her grace. India took years to establish herself economically and to shift her image from a poor nation to rich nation. And this shift is mainly because of the growing Tourism Industry. Once during chief minister conference held on October 30<sup>th</sup> 2001, Mr. Atal Bihari Vajpayee stated- "Tourism is a major engine of economic growth of any country. Tourism has great capacity to generate employment of diverse nature to unskilled and skilled labor". And that was the time when India needed it the most. The study had helped to understand that India's international relationship is going strong mainly because of tourism which is at the same time helping country to be economically more strong and stable. India now emerged as most vibrant economy in the world.

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