

**Globalisation and New Tourism: A Sociological  
Study of Wellness Tourism with Special focus on  
Yoga**

**Abstract  
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## **Abstract**

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#### **Introduction**

Tourism is one of the most important sectors that Globalization has touched. Even it can be considered that tourism was established because of globalization and its rapid growth supported Globalization. Besides, it provides the opportunity to interact with different culture. Also, important changes and fast development can be observed in countries which aim to support the tourist demands and needs. The tourism Industry in India is fast becoming a major global destination. India's travel and tourism industry is one of the most profitable and contribute a substantial amount of foreign exchange. The indigenous, traditional, and alternate form of health and wellness therapies have existed in the Indian subcontinent and the globalisation has also impacted it. Of all the forms of traditional alternative health practices yoga has emerged as a prominent one. Impact of globalisation on Tourism has been evident in the past and the impact on wellness tourism cannot be neglected. Wellness tourism has emerged as one of the prominent and significant industry especially in COVID-19 time. People are engaging themselves in wellness therapies like-Reiki, Sound healing, Chakra balancing and Yogic therapies. Thus, it has become more important to study the impact of global tourist movement on wellness tourism, especially Yoga.

In this background, the main objectives of the study were:

1. To understand various theories and concepts related to Globalisation and Tourism.
2. To understand the precise impact of Globalisation on Wellness Tourism with reference to Yoga.
3. In the light of Globalisation, role of Media will be examined for the spurt of Wellness Tourism and Yoga in general.
4. To evaluate the traditional pattern of Wellness Tourism and its expanding contours in the globalised world.

5. Government programmes and policies for the development of Wellness Tourism especially Yoga and its impact.

Based on the literature review discussed above, following research hypotheses were formulated, which was tested in the study:

1. At present, there is lack of understanding about Interlinkages between Globalisation and New Tourism in India.
2. Impact of Globalisation on Wellness Tourism especially Yoga remains ignored.
3. In the light of Globalisation, whether Media helped the spurt of Wellness Tourism and Yoga in general.
4. The traditional patterns of Wellness Tourism have expanded its contours in the globalised world and penetrated every realm of modern man.
5. The Government programme and policies enacted recently have not been able to provide large scale impetus to Wellness Tourism and Yoga.

### **Methodology**

Based on the objectives of the study exploratory and descriptive research design is used. This research design gives the opportunity to use both qualitative and quantitative data to find key areas. Use of interview schedule, close ended, observation and secondary data sources from internet, Journals, Books, Government reports, Newspaper etc. is taken into consideration. The exploratory research will help to identify the various characteristics of the research problem and to derive the precise conclusion which may explore the new areas of research. The present study tries to focus on sociological study in the field of Wellness Tourism with special focus on Yoga.

The present research, “Globalisation and New Tourism: A Sociological Study of Wellness Tourism with Special focus on Yoga”, is a study of descriptive and exploratory nature. For research cities of Haridwar, Rishikesh and Lucknow were undertaken as they are the emerging hotspots and have a tremendous capacity to develop themselves as a wellness tourism destination. Respondents were from Dev Sanskriti Vishwavidyalaya Patanjali Yog Peeth, Lucknow University and yoga

practitioners from studios and centrally dispersed of in these cities. There were 300 respondents, basically Indians (due to COVID-19 restrictions), who are teachers or students in the field of yoga practice. The research work comprises seven chapters, namely- Chapter 1 -Introduction and Social Structure - It discusses the basic theme of the research and statement of the problem and socio-economic profiles of the respondents. Chapter -2- Globalisation and New Tourism: A Theoretical and Structural Understanding: this chapter explains theoretical concepts and establishes the relationship between Globalisation and New tourism. The chapter establishes connections and theoretical understanding of Globalisation and New Tourism. Chapter 3- Impact of Globalisation on Wellness Tourism with reference to Yoga: it gives details of both the negative and positive impacts of Globalisation on Wellness Tourism, especially Yoga. Chapter -4- Role of Globalisation and Media in Creating Awareness about Wellness Tourism and Yoga: it discusses the role that Globalisation and Media play in creating awareness about Wellness Tourism and Yoga in general chapter 5- Traditional Patterns of Wellness Tourism and its Modern Contours: it analyses the patterns of traditions and their expanding forms in the globalised world regarding of customs, tradition, status, fad, etc. Chapter 6-Government Policies related to Wellness Tourism and the level of Development in India: it discusses details of the government interventions and development on the policy level concerning the development of Wellness Tourism in India, particularly Yoga. Chapter 7-Conclusions, Recommendations and Suggestions, entails the conclusion of the research and suggests significant findings and recommendations for the growth of Wellness tourism with a special focus on Yoga.

### **Findings**

The first objective of the present research study was to understand various theories and concepts related to Globalisation and Tourism. Based on the facts obtained, the following conclusions were made-Where majority (31.33) % of the respondents say other forms of Tourism are being promoted at their destination. It is followed by 29.33% of respondents who believe Pilgrimage tourism is being promoted, followed by 21% who talk of Wellness tourism being promoted. Rest 13% and 5.33% assumed adventure and ecotourism were promoted, respectively. Of the total respondents' majority of the respondents were from the General category (219).

- Where majority (31.66) % of the respondents say other forms of Tourism are being promoted at their destination. It is followed by 29% of respondents who believe Pilgrimage tourism is being promoted, followed by 17.33% who talk of Wellness tourism being promoted. Rest 13% and 6% assumed adventure and eco-tourism being promoted, respectively. In most of the respondents were Males and no transgender.
- Where the majority (31.66) % of the respondents say other forms of Tourism are being promoted at their destination. It is followed by 28.33% of respondents who believe Pilgrimage tourism is being promoted, followed by 19.96% who talk of Wellness tourism being promoted. Rest 13.33% and 5.33% assumed adventure and eco-tourism were promoted, respectively. In most of the respondents were unmarried.
- Out of all the respondents, 58 respondents from the general category, 17 respondents from OBC, and four from SC do not know about the concept. (26.33%). 91 respondents from the general category, 26 respondents from OBC and nine from SC cannot say about the concept. (42%), rest (10.66%) have defined or said other things.
- Of 300 respondents, 26.33% (31 male and 48 females) do not know what wellness tourism is. 42% cannot say, and others did not report any response.
- 26% of people (43 married and 35 unmarried know about wellness Tourism). 41.66% cannot say, and others did not say anything.
- 26.33% of total respondents say they do not know wellness tourism of which 33 respondents are from joint families, 45 from nuclear families and 1 from Extended family. 42% of total respondents say they cannot say about wellness tourism of which 55 respondents are from joint families, 70 from nuclear families and 1 from Extended family. 31.66% say other responses or did not respond at all.
- Of all the respondents 52.66 % say that wellness is closely related to tourism and majority are from general category of which are female respondents. Majority respondents are married and belong to nuclear families.

- 52.66 % of the respondents says Wellness is closely related to Yoga.6% say wellness is not related to Yoga. Rest do not know (29%) or cannot say (14%) whether wellness is related to Yoga or not.
- 63% respondents chose Yoga as Wellness alternative as they knew its benefits 10% each because someone else prescribed and due to other reasons, respectively.9% chose Yoga due to ease in performance and 8% as Yoga is popular.
- Of all 300 respondents 63% chose India as a learning place because it is popular.9.66% chose India as a learning place as they find it more authentic.10% chose India due to place of origin of Yoga. Rest 8.33% and 8.66 % chose India as a learning place due to Accessibility and offers cheaper alternatives.
- 51% of the respondents chose Haridwar, Rishikesh or Lucknow as their learning place due to proximity.30% due to Authenticity,12% find it cheaper and 7% find it cheaper.
- 34% respondents learned yoga for wellness 13% for occupation,16% under Fad or fashion,10% as part of curriculum and 27% for other reasons. 53.66% chose the place for Yoga due to accessibility,13.33% due to economic viability,32% as a reference ,7.33% due to authenticity and rest 4.33% for other reasons.
- 49% of the respondents were practicing Yoga more than 1 year,28.66 % were for almost a year,36% for 2 months,7.66% for 30 days and 4.33% for 15 days.
- 59% of total respondents had person/s as motivation behind learning Yoga and 41% was motivated from Institution.
- Of all respondents i.e.,300 was learning Traditional Yoga.
- 300 respondents agreed Yoga can fulfil their objectives.
- All respondents find yoga cheaper than gymming and other form of fitness.
- 92% of the respondents choose monthly yoga package and rest 8% annually.

- 83% respondents already know places that teach Yoga,17% do not know and rest didn't respond.
- 91 % of the respondents said they will discuss benefits of Yoga with the people in their country 9% said no.
- All respondents said apart from India they have not learned yoga from any other country.
- The data shows that out of all the respondents the access to education in Yoga and tourism, the General category has comparatively more involvement than their OBC, SC and ST counterparts. This shows a lack of sensitisation among other castes. While comparing genders, female respondents are more actively participating in yoga practice. It indicates that it is gender inclusive in nature.
- The second objective of the present research study was to understand the precise impact of Globalisation on Wellness Tourism with reference to Yoga. One hundred twenty-eight respondents from the general category,30 respondents from OBC category and 8 from SC category said there is a positive role of globalisation in tourism. This comprises 56% of the total sample size. 10.33% consider there is negative role of globalisation in tourism.31% cannot say and 3% say there is no impact. The data clearly indicates that majority of the respondents consider there is a positive role of globalisation on tourism.
- Of all the respondents, 59% agree that the impact of tourism on India's social and cultural identity promotes peace, brings people together, changes the pattern of behaviour, changes in quality-of-life and change in lifestyle.
- Of all the respondents 65% agree that the reason behind tourist influx to India are wild/Desert safaris, Nature seeking places, Adventurous activities, Spiritual places, Pilgrimage and Historical places and 16% do not know the reason.
- 67% of the respondents agree food pattern was changed due to foreign tourists visit and 23% Said No.

- 96% respondents agree due to foreign tourists visit trade of the region got affected positively. 4% do not know. No one said due to foreign tourists visit trade of the region got affected negatively.
- The respondents find the reason behind choosing their respective wellness product -is ease of doing 53% ,21% find it Cheaper,18% chose due to more benefits ,5% chose due to popularity and 3% chose any other reason.
- 70% did not agreed that Infrastructure of the region was impacted by foreign tourist's visits,30% agreed.
- 33% seek placement after the yoga course and 67% said no.
- 62% did not think that it will help them for securing a job 38% think it will.
- None expect to earn Up to 10000 ,10000-20000, 10%-20000-30000 30000-50000 9%-50000 &above .81% expect nothing (Nil).
- All the respondents agree the impact of yoga on health and fitness is positive.
- 83% believe the impact of wellness tourism on them is the health improvement.13% believe it is for economic gain.
- 70% think yoga can cure your illness, and 30% do not.
- 85% of respondents believe yoga is a preventive measure to control illness, and 15 % do not.
- 4% expected Infrastructure development,10% Teaching improvements, 20%- Learning techniques,59% wanted free access, and 7% believed in other ways in yoga & wellness to make it more appropriate.
- Respondents are aware of any alternative forms of wellness-(Spiritual tourism) -76%, Forest healing-none, horticulture tourism-none, and 24% know other forms of fitness.

The third objective of the present research study was to examine that considering Globalisation, the role of Media in the spurt of Wellness Tourism and Yoga in general.

- 82% think yoga has been promoted on a large scale.
- To promote their institution on a global scale respondent use segment of media – Newspapers-14.33% social media -41.66 %, TV-22%, Radio-1% and Other-24.66%
- To promote their institution on a regional and national scale the segment of media one use-Newspapers-14% social media-38%, TV-22%, Radio-1% and Other-25%
- 85% of the respondents agree that to take yoga to global scale social and digital media inventions have provided impetus to Yoga.
- 56 % said Commodification,3% said glorification,31% fashion trend and 10% said other negative impacts of social and digital media in portrayal of Yoga.
- All respondents 100% agree for positive portrayal of yoga and wellness media should increase publications on wellness specially yoga.
- 85% think yoga, wellness and other forms have been appropriately advertised.
- All respondents 100% think after declaring 21<sup>st</sup> June as world yoga day media institutions have yoga appropriately
- 91% agree role of celebrities too has impacted in gaining recognition for yoga in masses.
- 84% agree that in Indian cinema portrayal of yoga has impacted its image.
- 76% of all respondents agree due to uncontrollable social media content the image of Wellness or yoga in specific will be hampered.
- 92% of all respondents think media has commodified yoga.
- 81% of respondents think self-learning through social media will lead to serious health complications.
- From the internet, 68% of respondents found information about yoga for the first time

- Newspaper-none, radio-none, Outdoor-none,32% by word of mouth

The fourth objective of the present research study was to evaluate the traditional pattern of Wellness Tourism and its expanding contours in the globalised world-

- 60% of respondents knew Rishikesh is the world's Yoga capital.30% know Haridwar is the Yoga capital, and 10% know Kottayam.
- Any other form of wellness treatment other than yoga that all respondents know is Ayurveda.
- All the respondents think it is Ayurveda from where traditionally wellness tourism has evolved in India.
- All the respondents agree that India has all the advantages-trained professionals, evolved techniques, unique travel experience, low cost, and hospitality to hold India a wellness tourism destination.
- 90% of respondents say spa, Ayurveda detox, Meditation, Yoga, and rejuvenation are all the practices involved in wellness tourism. The remaining 10% believe only Yoga is wellness tourism.
- All the respondents think the role of wellness tourism in uplifting society by cutting down medical costs 51%, empowering the economy 30%, creating opportunities for the masses 12 %
- None of the respondents know when wellness went global.
- All the respondents consider Vedas, where the first wellness was recorded.
- Of all the respondents, 84% say Ayurveda is the oldest 16% did not know.
- Of all the respondents, 91% think healthcare costs drive the shift to wellness
- cultural impacts on wellness-58% productivity, employer's policies 8%, leisure time activities 8%, 9%-others
- According to the respondents, the importance of wellness and why it has grown in its extent is a combined 55.3 % that constitute choice towards a

healthy and fulfilling life, high medical costs, prevention of a variety of ailments and a busy lifestyle.

- According to the respondents, how wellness has globalised is dependent on changes in food patterns (0%), clothing style (0 %), language adaptation (13%), changes in techniques (68.67%) and 21.66 % of respondents agreed on other reasons.
- Majority of the people 65% believe it has become more readily available, 26% change in form and 9% other reasons.
- 26.33 % think the original form of traditional yoga is affected due to Globalisation. 42% do not know the reason, and 31.66 % cannot say.
- As a yoga practitioner do you wish to go to foreign countries 10% say yes, 12% say no, 29% do not know, and 49% cannot say.
- 52.67 % cannot say traditional yoga be transformed, 29% say it can, 13% do not know, and 5.33% say no, it cannot transform.
- 41 % agree that all forms of enlisted yoga are transformed versions, and 59% either did not respond or had no clue.
- All the respondents' understanding of Yoga was that it comprises all -Dhyana, kriya, pranayama and asana.
- 53% think that in contemporary times, professional yoga teachers are changing the traditional form of yoga 29% cannot say, and 18% do not know.
- 55% think yoga teachers should be from an academic background, 31% cannot say, and 14% do not know.
- In the international yoga day protocol, traditional yoga was taken into consideration. 53% think the latest prevalent forms of yoga, like yin-yang yoga, vinyasa yoga, etc., should have been included, 29% do not know, 13% cannot say, and 5% say no.

- Inclusion of traditional yoga in international yoga day protocol shows classic is superior to transformed forms of yoga 50% agreed to this. 29% do not know, 18% cannot say, and 3% do not agree.

The fifth and final objective of the present research study was Government programmes and policies for the development of Wellness Tourism, especially Yoga and its impact.

- 84% of all respondents agree that the government is celebrating world Yoga Day for health/wellness, to promote employment, to promote tourism and to promote Indian culture, whereas 8% agree it is being done to promote Indian culture.
- All the respondents agree that the government is doing something to promote wellness/ yoga.
- All 300 respondents agree that the way the government has encouraged yoga; will impact positively.
- All the 300 respondents agree that policies will impact student turnout.
- All respondents 100% agree that there is positive impact of making yoga mandatory by various state governments.
- 92% of respondents agree yoga is being transformed into a trade.
- All 100% of respondents think yoga and wellness should be promoted.
- 70% of the respondents say there is a positive impact of the Commodification of yoga.
- 100% of respondents agree that policies related to yoga are impacting tourism.
- 100% of respondents agree after the creation of the AYUSH department all segments of the wellness sector benefited.
- All the respondents agree that the advertisement of AYUSH helped people associated with this sector adopt education and techniques effectively.

- 70% agree that the MOUs undertaken by the government with other nations helped the Wellness Tourism sector.
- 100% of respondents agree India gets the maximum number of Yoga students from India itself.
- Respondents agree that India gets the maximum Yoga students from Rishikesh compared to other cities.
- 83% know any Central Sector Scheme of the government benefits for wellness tourism.
- 85% of respondents think that with the ever-increasing number of unskilled workforces in the field, the future of wellness tourism, especially Yoga stands at stake.
- 91 % agree that the provisions entailed in the promotion of yoga fests and Utsav promote the classical tradition of yoga, educate scientific aspect of Yoga, educate on government policies, promote make in India and create a network of training institutes.9% agree that these provisions promote make in India.
- **POLICY IMPLICATIONS:** As the whole world has become a ‘global village’ due to the process of globalization, its ramification is felt in all strides of lives including tourism and health. Coming further down to the micro level a new form of tourism named Wellness Tourism which includes Yoga has blossomed on the basic structure of tourism in contemporary times. In recent decades not only India but also the whole global world has witnessed and experienced the flavour of Wellness Tourism and Yoga because of globalization. The study suggests Excessive use of traditional medicines may lead to complications. The infrastructural development of the destination is yet not according to the demand of the tourists. Sanitation and hygiene of the destination need to be taken care of Creation of airports and roadways for easy access to the destination. Yoga should be practised under the able supervision of experts. Yoga’s therapeutic role needs to be focused more. Sustainable ways of doing things should be practised at the destination both by the host and the tourist.

The safety of the tourists is of prime importance. Ecologically friendly traditional practices can be introduced at the local and regional levels. Alternative forms of tourism that are pro-environment can be incorporated in tourism promotions. The traditions and customs of the host destination should be preserved. Avoidance of any kind of destruction of natural resources should be kept in mind. New tourists are already environment-sensitive, but government should also introduce mechanisms and innovative techniques for environment friendly tourist activities. There is also prevalence of drug abuse, alcoholism's-trade, illegal marketing at the destination that need to be kept in check. Means and measures should be to control commodification of Yoga for benefits of the masses. There should be measures to control excessive promotions on media platforms that is hampering the true portrayal of yoga. The professionals should be trained keeping in mind the balance between traditional and modern approach of yoga practices. There should be a regulatory body to control and certify authentic Yoga practices. Effective means to sensitize the learners of YOGA to practice ethics and moral standards.