

Exploring Yoga Retreats as an Experiential Tourism Product: Perceptions, Practices, and Future Prospects

Dr. Supriya Sikari^{1*}, Dr. Barnali Dey², Dr. Prabahan Puzari³, Subrata Pal⁴,
Arajit Kumar Das⁵, Anirban Roy⁶, Mousumi Mukherjee⁷

^{1*}Associate Professor, Royal School of Travel and Tourism Management, Royal Global University, Assam, India, Email: supriasikari@gmail.com, Orcid ID - 0009-0006-1066-016X

²Assistant Professor, Gurunanak Institute of Hotel Management, Kolkata, Email: barnalimoondy@gmail.com, Orcid ID:0009-0000-5985-5749

³Assistant Professor, Royal School of Travel and Tourism Management, Royal Global University, Assam, India, Email: prabahan09@gmail.com, Orcid ID: 0000-0003-3444-346X

⁴Assistant Professor, Royal School of Hotel Management, Royal Global University, Assam, India, Email: pal_subroto61@yahoo.com, Orchid ID: 0009-0008-0591-8909

⁵Assistant Registrar, Institute of Advance Education & Research, Email: arajitkumardas2023@gmail.com, Orcid ID: 0009-0009-5606-0540

⁶Assistant Professor, Bhawanipur College of Creative Arts & Applied Sciences (MAKAUT), Kolkata, Email: anirban0307@gmail.com, Orchid ID: 0009-0009-0571-0354

⁷Assistant Professor, NSHM Knowledge Campus, Durgapur, Email: mousumi2685@gmail.com, Orcid ID: 0009-0000-3502-916X

Abstract: Experiential tourism has emerged as a transformative form of travel that emphasizes active physical, emotional, intellectual, and psychological engagement with destinations, local communities, and cultural practices. Unlike conventional tourism, which primarily focuses on sightseeing, experiential tourism promotes meaningful participation, personal learning, self-discovery, and holistic well-being through immersive travel experiences. The growing demand for authentic and wellness-oriented travel, particularly in the post-COVID-19 era, has accelerated the popularity of experiential tourism as individuals increasingly seek opportunities to relieve stress, restore work-life balance, and enhance their overall quality of life.

Among the various forms of wellness tourism, yoga retreats have gained significant attention as immersive experiences that integrate traditional yoga practices, meditation, mindfulness, healthy lifestyles, and nature-based settings to promote physical rejuvenation, mental relaxation, emotional resilience, and spiritual well-being. Beyond their therapeutic benefits, yoga retreats provide tourists with opportunities for self-reflection, cultural immersion, and transformative learning, thereby positioning them as an important component of experiential tourism.

This study investigates yoga retreats as a distinctive experiential tourism product by examining tourists' perceptions, participation practices, and the future potential of yoga retreat tourism. The research seeks to understand the factors influencing tourists' engagement with yoga retreats and evaluates their contribution to enhancing travel experiences, personal well-being, and destination attractiveness. The findings are expected to provide valuable insights for tourism stakeholders, wellness service providers, and policymakers in developing sustainable and experience-oriented tourism products that respond to the evolving preferences of contemporary travellers while promoting wellness tourism as a growing segment of the global tourism industry.

Keywords: Experiential Tourism, Yoga Retreats, Wellness Tourism, Tourist Perception, Tourist Experience, Mindfulness, Well-being, Sustainable Tourism.

Introduction

Experiential tourism emphasizes meaningful participation, emotional engagement, learning, and memory creation. Yoga retreats align strongly with this logic because they combine structured practice (asana, pranayama, meditation), lifestyle immersion (satvik diet, digital detox, silence), place-based experiences (nature, sacred sites), and facilitated community (teachers, groups). Under the experience economy lens, tourists are not merely buying accommodation or instruction; they are buying a carefully designed "experience" that can generate well-being and personal change. Wellness tourism often including yoga and meditation retreats—has expanded rapidly and is increasingly recognized as part of the broader wellness economy. The Global Wellness Institute describes wellness tourism as travel associated with maintaining or enhancing personal well-being and explicitly includes yoga/meditation retreats within the category.

Within yoga tourism research, evidence suggests that yoga travel can function as a catalyst for positive psychological well-being and transformative experiences, reinforcing the idea that retreat participation may influence tourists both during and after travel.

Despite growing academic and industry interest, gaps remain:

1. Many studies focus either on motivations or marketing, but fewer integrate perception, practice/engagement, potential in one model.

Exploring Yoga Retreats as an Experiential Tourism Product: Perceptions, Practices, and Future Prospects

2. Mixed-methods designs are still limited, though recent work shows their value for understanding retreat motivations and outcomes.
3. Empirical models that connect experiential value → well-being → satisfaction → loyalty intentions remain under-developed in yoga retreat contexts, even though related yoga tourism contexts have tested service quality/satisfaction/behavioral intention linkages.

Review of Literature

Experiential Tourism:

According to Scott. A. Cohen (2017), Tourism is about creating experiences, which are the core of travel (Cohen, 2017). In their research article, Measuring Experience Economy Concepts: Tourism Applications, the authors defined tourism experiences as enjoyable, memorable and engaging encounters (Haemoun Oh, 2007). According to the Northern Ontario Tourist Outfitters Association (NOTO), Experiential tourism is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment (<https://noto.ca/>, n.d.).

Experiential Tourism talks about the active and meaningful engagement of tourist while travelling to a place. It also involves the local folks of the destination, their culture, tradition, belief and both physical and human environments. Experiential Tourism is not traditional sightseeing and doing some common activities, it always welcome deep involvement of tourists to any destination with an experience of doing something unique or with special interest. The key characteristics of Experiential Tourism are active and engaging participation of tourist at destination during their travel, gaining authentic experience socio-cultural immersion, personal upliftment and fulfilling purpose.

Wellness Tourism

In 2013, the Global Wellness Institute (GWI) mentioned in their *Global Wellness Tourism Economy* report that the parameters and characteristics of the emerging wellness tourism sector, estimated its global size, and highlighted its far-reaching economic impacts GWI first measured wellness tourism at \$439 billion in 2012 and estimated to reach \$894 billion in 2024 (<https://globalwellnessinstitute.org>, n.d.). They have claimed that wellness tourism and medical tourism are different practice and tourist purpose sometime may be similar but not always.

Wellness tourism is commonly defined as travel associated with maintaining or enhancing well-being (often integrating body–mind–spirit approaches). Retreat tourism is frequently treated as a *specialty subsector* of wellness tourism, where participants intentionally enter a supportive setting with a “pre-prescribed aim” (e.g., restoring balance) through bundled practices and treatments (Kelly, 2015). This distinction matters because retreats are not simply “activities” added to a holiday, they often function as an integrated experience system (schedule, social norms, food, silence/digital detox, guided instruction, and place atmosphere). Wellness tourism becomes unique as it also helps destination to mitigate and reduce the negative impacts of mass tourism. It also creates opportunity for the destination to invite and engage tourists during lean season and to boost local economy.

Research Objectives

1. To assess tourist perceptions on yoga retreats as experiential tourism products.
2. To examine practice and engagement patterns in retreats and their relationship with outcomes.
3. To test the impact of experiential value and retreat quality on perceived well-being, satisfaction, and behavioral intentions.
4. To explore how participants describe transformation and identify barriers and improvement areas.
5. To evaluate the potential of yoga retreats for destination development and sustainable experiential tourism positioning.

Research Hypotheses and Research Question:

Research Hypotheses:

H1: Experiential Value positively influences Perceived Well-being.

H2: Perceived Well-being positively influences Satisfaction.

H3: Satisfaction positively influences Behavioural Intentions.

Note: EV = Experiential Value of the yoga retreat (learning, enjoyment, escapism, aesthetics/ambience)

PW = Perceived Well-being outcomes (stress reduction, mental clarity, vitality, emotional balance)

SAT = Satisfaction

BI = Behavioural Intentions (revisit + Word Of Mouth)

Research Question:

RQ1. How do participants perceive yoga retreats as experiential tourism?

RQ2. Which retreat practices or engagement elements most strongly shape perceived well-being and satisfaction?

RQ3. Do perceived well-being and satisfaction translate into behavioural?

RQ4. How do retreat participants narrate transformation and what constraints limit their benefits?

Research Methodology

The study adopted an explanatory sequential mixed-method design. Quantitative data were collected from 279 respondents using structured questionnaires and Qualitative interviews were conducted on 18 participants to

explore transformational experiences.

Research Design

An explanatory sequential mixed-methods design was used for this research. Quantitative survey to test hypotheses and estimate relationships. Qualitative interviews to explain “why/how” behind quantitative patterns and capture perceived transformation narratives.

Sample Size, Sampling Technique and Data Collection Tool:

Quantitative survey done on 279 respondents with convenient sampling method with prerequisites of at least attending one yoga retreat before.

Qualitative interview done on 18 participants with semi-structured interviews (20-30 minutes each) sampled purposively from survey respondents.

Measurement Tool and Measurement Criteria:

All Quantitative Survey items measured on 5-point Likert scale (1=Strongly Disagree to 5=Strongly Agree). Measuring Experiential Value (EV) total eight (8) items which includes, retreat learning, getting knowledge, escapism, enjoyment, meaningfulness, ambience, aesthetics and self development. Measuring Perceived Well-being (PW) total eight (8) items which are stress reduction, calmness, vitality, mental clarity, physical wellbeing, emotional balance and peace. Measuring Satisfaction (SAT) four (4) items included like overall satisfaction, met expectations, value for money, intention to choose similar retreat. Measuring Behavioral Intentions (BI) four (4) item includes revisit intention, word of mouth, share online, try longer retreat.

All Qualitative Interview arranged with convenient sampling method with following questions:

“Describe your most memorable moment in the retreat.”

1. “Which practices affected you most (asana, meditation, silence, diet, nature, teacher guidance) and why?”
2. “Did anything change after attending the retreat?”
3. “What felt authentic or inauthentic during the retreat?”
4. “What barriers reduced your benefits?”

Data Analysis and Findings:

1. Demographic Profile of Respondents:

Gender Distribution:

Gender	Frequency	Percentage
Female	173	62%
Male	100	36%
Prefer not to say	6	2%
Total	279	100%

Table 1: Gender Distribution of the Sample

Interpretation:

The predominance of female participants suggests that yoga retreats attract a higher proportion of women. This aligns with global wellness tourism patterns where female travelers are often more engaged in self-care, holistic wellness, and retreat-based travel. However, the presence of male participants (36%) indicates increasing gender diversification within yoga tourism.

Age Distribution

Age	Frequency	Percentage
21–30 years	78	28%
31–40 years	95	34%
41–50 years	61	22%
51+ years	45	16%
Total	279	100%

Table 2: Age Distribution of the Sample

Interpretation:

The largest age group is 31–40 years (34%), followed by 21–30 years (28%), indicating that yoga retreats are particularly attractive to young and middle-aged adults. This age distribution reflects High work-related stress among working professionals, Increased health awareness in early middle age, Growing interest in lifestyle balance and mindful living, The participation of the 51+ age segment (16%) shows that yoga retreats also appeal to mature travelers seeking wellness and rejuvenation.

2. Retreat Participation Characteristics

Retreat Duration:

Retreat Duration	Frequency	Percentage
3–5 days	109	39%
6–8 days	123	44%
9+ days	47	17%
Total	279	100%

Table 3: Retreat Duration preference of the Sample

Interpretation:

Exploring Yoga Retreats as an Experiential Tourism Product: Perceptions, Practices, and Future Prospects

The majority of participants preferred 6–8 day retreats (44%), suggesting that a week-long immersive experience is perceived as optimal for achieving relaxation and transformation. Shorter retreats (3–5 days) are also popular (39%), likely due to time constraints among working professionals. Long-duration retreats (9+ days), although less frequent (17%), may reflect deeper spiritual or transformative motivations.

Prior Yoga Experience:

Prior Yoga Experience	Frequency	Percentage
Beginner	67	24%
Intermediate	142	51%
Advanced	70	25%
Total	279	100%

Table 4: Prior Yoga Experience of the Sample

Interpretation:

More than half of the respondents (51%) identified as intermediate practitioners, suggesting that yoga retreats attract individuals who already have foundational familiarity with yoga. The balanced presence of beginners (24%) and advanced practitioners (25%) indicates inclusivity across experience levels.

Motivational Profile

The top motivations reported (based on mean scores) were:

1. Stress Relief (Highest mean)
2. Self-care and Personal Time
3. Spiritual Growth and Inner Reflection
4. Detox and Lifestyle Reset

Interpretation

The dominance of stress relief confirms that yoga retreats are primarily perceived as restorative experiences addressing psychological strain and burnout. The prominence of self-care and lifestyle reset suggests that participants seek holistic improvement rather than merely physical exercise. Spiritual growth indicates that yoga retreats are not only wellness-oriented but also carry experiential and transformational dimensions consistent with experiential tourism theory.

Reliability and Validity Analysis Report:

Reliability and validity assessment ensures that the measurement instrument accurately and consistently captures the constructs under investigation. In this study, four latent constructs were measured:

- Experiential Value (EV)
- Perceived Well-being (PW)
- Satisfaction (SAT)
- Behavioural Intentions (BI)

The evaluation followed standard psychometric procedures including internal consistency reliability, Confirmatory Factor Analysis (CFA), convergent validity, and discriminant validity.

Reliability Analysis

Internal Consistency (Cronbach's Alpha)

Cronbach's alpha was computed to assess internal consistency reliability.

Construct	Number of Items	Cronbach's Alpha (α)	Interpretation
Experiential Value (EV)	8	0.91	Excellent
Perceived Well-being (PW)	8	0.92	Excellent
Satisfaction (SAT)	4	0.88	Very Good
Behavioural Intentions (BI)	4	0.89	Very Good

Table 5: consistency reliability outcome

Interpretation

- All constructs exceeded the recommended threshold of 0.70 (Nunnally & Bernstein, 1994).
- EV (0.91) and PW (0.92) demonstrate excellent reliability, indicating high internal consistency among scale items.
- SAT (0.88) and BI (0.89) show strong reliability, suggesting stable measurement.

These results confirm that the instrument consistently measures each latent construct.

Construct Validity

Construct validity was assessed using Confirmatory Factor Analysis (CFA).

Model Fit Indices

The four-factor measurement model was tested using SEM. The following fit indices were obtained:

- Chi-square / df (χ^2/df) = 2.21
- Comparative Fit Index (CFI) = 0.95

- **Tucker-Lewis Index (TLI) = 0.94**
- **Root Mean Square Error of Approximation (RMSEA) = 0.066**

Interpretation of Fit Indices

Fit Index	Recommended Threshold	Obtained Value	Interpretation
χ^2/df	< 3.00	2.21	Good Fit
CFI	≥ 0.90 (≥ 0.95 ideal)	0.95	Excellent Fit
TLI	≥ 0.90	0.94	Good Fit
RMSEA	≤ 0.08 (≤ 0.06 ideal)	0.066	Acceptable Fit

Table 6: Model Fitness Indicators

The measurement model demonstrates a **good overall fit**, indicating that the observed data adequately represent the hypothesized four-factor structure.

Convergent Validity

Convergent validity was evaluated using:

- Standardized factor loadings
- Average Variance Extracted (AVE)

Factor Loadings

- All standardized loadings were above **0.60**
- Most loadings exceeded **0.70**
- All loadings were statistically significant ($p < 0.001$)

Interpretation

This indicates strong item contribution to respective constructs.

Average Variance Extracted (AVE)

- **AVE > 0.50 for all constructs**

This confirms that each construct explains more than 50% of the variance in its indicators, satisfying the criterion suggested by Fornell & Larcker (1981).

Interpretation

The results confirm adequate convergent validity, meaning items that are theoretically related to a construct are empirically correlated.

Discriminant Validity

Discriminant validity ensures that constructs are distinct from each other. It was assessed using:

- Fornell-Larcker criterion
- Inter-construct correlations

Findings:

- The square root of AVE for each construct was greater than its correlations with other constructs.
- Inter-construct correlations were below 0.85.
- Cross-loadings were lower than primary loadings.

Interpretation: These findings confirm that EV, PW, SAT, and BI are empirically distinct constructs, establishing acceptable discriminant validity

Overall Measurement Model Assessment

The reliability and validity analysis confirms that:

- ✓ The measurement instrument demonstrates high internal consistency.
- ✓ The CFA results indicate a well-fitting measurement model.
- ✓ Convergent validity is established (AVE > 0.50).
- ✓ Discriminant validity is satisfactory.

Thus, the measurement model is psychometrically sound and suitable for hypothesis testing through Structural Equation Modelling (SEM).

Interpretation of Hypothesis Testing

H1: Experiential Value (EV) positively influences Perceived Well-being (PW).

Result: $\beta = 0.63$, $p < 0.001$ — Supported

Interpretation

The standardized path coefficient ($\beta = 0.63$) indicates a strong positive relationship between Experiential Value and Perceived Well-being. This means that as participants perceive greater experiential value (immersion, meaningfulness, aesthetic appeal, escapism, and learning), their perceived psychological and emotional well-being significantly improves.

- The coefficient magnitude (0.63) suggests a substantial effect size.
- The significance level ($p < 0.001$) indicates the relationship is statistically highly significant.

Practical Meaning

Yoga retreats that are well-designed in terms of experience staging (structured activities, teacher credibility, nature immersion, community interaction) strongly enhance participants':

Exploring Yoga Retreats as an Experiential Tourism Product: Perceptions, Practices, and Future Prospects

- Stress reduction
- Emotional balance
- Mental clarity
- Physical rejuvenation

This finding confirms that experiential components are the primary drivers of wellness outcomes in yoga retreat tourism.

H2: Perceived Well-being (PW) positively influences Satisfaction (SAT)

Result: $\beta = 0.57$, $p < 0.001$ — Supported

Interpretation

The path coefficient ($\beta = 0.57$) indicates a moderately strong positive relationship between Perceived Well-being and Satisfaction. This implies that participants who experience greater improvements in well-being are significantly more satisfied with their retreat experience.

- The effect is substantial but slightly lower than H1.
- The relationship is statistically significant at $p < 0.001$.

Practical Meaning

Well-being acts as a mediating mechanism between experiential design and overall satisfaction. In other words:

- Retreats do not generate satisfaction merely through facilities or logistics.
- Satisfaction arises because participants *feel better*—mentally, emotionally, and physically.

Thus, psychological benefits translate directly into evaluative judgments about the retreat experience.

H3: Satisfaction (SAT) positively influences Behavioral Intentions (BI).

Result: $\beta = 0.71$, $p < 0.001$ — Supported

Interpretation

The standardized coefficient ($\beta = 0.71$) indicates a very strong positive relationship between Satisfaction and Behavioral Intentions. This is the strongest path in the structural model. It suggests that satisfied participants are highly likely to:

- Revisit similar yoga retreats
- Recommend the retreat to others (Word-of-Mouth)
- Share positive experiences online
- Participate in longer or advanced retreats

The high beta value demonstrates that satisfaction is a critical predictor of loyalty behavior.

Practical Meaning

For retreat operators and destination managers:

- Satisfaction directly drives repeat visitation and positive WOM.
- Enhancing participant satisfaction is essential for long-term sustainability and market growth.

Explained Variance (R² Interpretation)

R² (R-squared) or the **Coefficient of Determination** values indicate how much variance in each endogenous construct is explained by its predictors.

Construct	R ² Value	Interpretation
PW	0.40	Moderate explanatory power
SAT	0.33	Moderate explanatory power
BI	0.50	Strong explanatory power

Table 7: Coefficient of Determination Indicators

Perceived Well-being (R² = 0.40)

Experiential Value explains 40% of the variance in Perceived Well-being. This indicates that nearly half of the improvement in participants' well-being can be attributed to how they value the retreat experience. The remaining 60% may be influenced by:

- Personal health condition
- Individual mindset
- Duration of practice
- External life stressors

Still, 0.40 represents a solid predictive contribution in social science research.

Satisfaction (R² = 0.33)

Perceived Well-being explains 33% of the variance in Satisfaction. This suggests that well-being is a major, though not sole, contributor to satisfaction. Other potential contributors (not included in the model) may include:

- Service quality
- Accommodation comfort
- Food quality

- Staff responsiveness
- Price-value perception

Behavioural Intentions ($R^2 = 0.50$)

Satisfaction explains 50% of the variance in Behavioural Intentions. This represents strong explanatory power, meaning that half of participants' revisit and recommendation intentions are driven by satisfaction levels. In tourism research, an R^2 of 0.50 is considered substantial, highlighting the robustness of the model.

Conclusion of Hypothesis Testing

- All three hypotheses (H1, H2, H3) were statistically supported.
- The structural model demonstrates that yoga retreats function as powerful experiential tourism products capable of generating well-being and loyalty outcomes.
- The findings strengthen the argument that yoga retreats hold strong potential within the wellness and experiential tourism market.

Qualitative findings:

Theme Based Qualitative Interpretation:

- **"Structured escape" produces mental clarity:** Participants described the retreat as a "protected bubble" where daily schedules, silence windows, and reduced phone use created relief from cognitive overload and improved emotional regulation—mirroring qualitative accounts of yoga's mental well-being benefits.
- **Teacher credibility and authenticity shape trust:** Teacher competence, personalized correction, and philosophical grounding were repeatedly framed as signals of authenticity. Participants contrasted this with "Instagram yoga" or overly commercial retreats, echoing yoga tourism debates about commodification and authenticity.
- **Community amplifies experience value:** Even introverted participants reported that shared routines (group meditation, satsang discussions, mindful meals) created belonging and accountability, increasing adherence and satisfaction.
- **Nature immersion acts as a co-therapist:** Retreats located near forests, rivers, hills, or quiet rural settings were perceived as more restorative. Participants linked walking meditation and sunrise practice to "felt transformation," strengthening the "experiential" dimension beyond yoga practice alone.
- **Post-retreat transformation is real—but fragile:** Many reported short-term changes (sleep, calmness, reduced anxiety, healthier eating), but long-term continuation depended on work-life constraints. This supports the idea that transformation can occur, but maintenance requires supportive routines after travel.

Common constraints/barriers

- Cost and time availability
- Overpacked schedules (fatigue)
- Mismatch between marketing promise and actual retreat delivery
- Limited inclusivity for beginners or older participants

Suggestion:

Suggestions on Operational Implications

1. **Enhance Experiential Design**
 - Design immersive schedules (not overpacked)
 - Include reflection/journaling sessions
 - Integrate silent periods
 - Use natural settings intentionally
2. **Focus on Teacher Credibility**
 - Display certified credentials
 - Emphasize philosophical grounding
 - Avoid over-commercialized marketing
3. **Destination-Level Suggestions**
 - Develop Yoga Retreat Clusters
 - Combine yoga + Ayurveda + nature trails + organic food
 - Create wellness tourism circuits
 - Support certification standards
4. **Sustainability Integration**
 - Eco-friendly accommodation
 - Local sourcing of food
 - Community participation
 - Cultural sensitivity in yoga representation

Suggestions on Managerial Implications

- Focus on enhancing immersive experiential elements
- Prioritize authentic teaching and structured wellness routines
- Measure well-being outcomes as performance indicators
- Design post-retreat engagement strategies to sustain satisfaction

Conclusion:

Exploring Yoga Retreats as an Experiential Tourism Product: Perceptions, Practices, and Future Prospects

Yoga retreats operate as a powerful tool of experiential tourism because they combine immersive participation, meaning-making, and restorative settings to produce perceived well-being and satisfaction. With the wellness tourism market expanding and yoga tourism increasingly studied for its transformative potential, destinations and operators can benefit by focusing on authenticity, service design, inclusivity, and post-retreat continuity.

Reference:

1. Abdou, A. H., et al. (2022). Modeling the relationship between perceived service quality, satisfaction and behavioral intentions in yoga tourism context. *[Open-access via PMC]*.
2. Cohen, S. A. (2017). New directions in the sociology of tourism. *Current Issues in Tourism*, 153-172.
3. Dillette, A. K., Douglas, A. C., & Andrzejewski, C. (2018/2019). Yoga tourism – a catalyst for transformation? *Annals of Leisure Research*.
4. Global Wellness Institute. (2024). Wellness Tourism Initiative: Trends for 2024.
5. Global Wellness Institute. (n.d.). What is wellness tourism?
6. Global Wellness Institute. (2025). The global wellness economy hits \$6.8T and is forecast to reach \$9.8T by 2029 (press release).
7. Haemoun Oh, A. M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research*, 119-132.
8. Itzhak, I. (2025). Beyond Om: exploring the link between motivations, retreat experiences, and perceived benefits (mixed-methods). *[Publisher page / article]*.
9. Kelly, C. (2015). Wellness Tourism: Retreat Visitor Motivations and Experiences. *Tourism Recreation Research*, 205-213.
10. Nautiyal, R. (2022). Conceptualising a tourism consumption-based typology of yoga travellers. *Journal of Hospitality and Tourism Management*.
11. Nautiyal, R. (2025). Spiritual practice as tourism experience: yoga as cultural tourism experience. *Tourism Management* (conceptual).
12. Pine, B. J., II, & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*.
13. Smith, M., & Puczkó, L. (2009). *Health and Wellness Tourism*. Routledge/Elsevier.
14. Voigt, C., & Pforr, C. (Eds.). (2014). *Wellness Tourism: A Destination Perspective*. Routledge.
15. Vogler, S., et al. (2024). Yoga and mental well-being: A qualitative exploration. *[Open-access via PMC]*.
16. Sharma, S., & Bathla, G. (2025). Analysing the perception of domestic tourists towards yoga tourism in Rishikesh, India. *Educational Administration: Theory and Practice*.
17. (n.d.). Retrieved from <https://noto.ca/>: <https://noto.ca/operators/business-information/experiential-tourism/>
18. (n.d.). Retrieved from <https://globalwellnessinstitute.org/>: https://globalwellnessinstitute.org/what-is-wellness/what-is-wellness-tourism/?utm_source=chatgpt.com