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Transformative Potential of Yoga Tourism

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Chhabra, Deepak Dr., "Transformative Potential of Yoga Tourism" (2021). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 69.
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Transformative Potential of Yoga Tourism

The purpose of this study was to test the transformative potential of yoga retreat programs, using cyclical transformative model integrated with PERMA (positive emotions, engagement, relatedness, meaningfulness and accomplishment) dimensions in Rishikesh (a historical yoga town), India. A mixed method technique was used to collect data. The results report that multiple benefits are sought by wellness tourists. Their expectations soar as they engage with the program/environment, after they arrive at the site. Some elevated experiences, such as happiness, produce short-term benefits; but some enduring transformative benefits also happen and these stay for a long time upon return home. The transformative process evolves and is cyclical in nature, as the participants share and engage with their community, upon return. This study suggests that the restorative and therapeutic potential of yoga tourism should be tapped by the destination marketing organizations, as they endeavor to reconstruct tourism for the intra- and post-pandemic times.