Yoga Tourism
A Journey of Physical, Mental, and Spiritual Development

The purpose of this study is to identify yoga tourism, understand why it is a niche market, and how to promote this activity to a wider audience.

Introduction
Yoga Tourism is used to describe a variety of tourism practices and behaviours that tourists understand to contribute to their own feeling of meaning, purpose, and identity.

Benefits
Physical & Mental health benefits.
Creating an Awareness of Culture and Heritage.
Tourism industry & locals’ Benefits.

Opportunities

Challenges

Tourism & Recreation
Vancouver Island University

Qi-Kuan (Brant) Yang

International Yoga Day
http://www.worldyogaonline.org/day/404985