

Tourism and Yoga: A Phenomenological Analysis with Reference to Select Places in India.

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Abstract

The market for Yoga tourism, although niche in India, is growing and evolving. Individuals across the globe are placing greater importance on improved health and wellness. Understanding their needs, attitude and behaviour towards Yoga tourism will open new commercial avenues in this under-served arena. Yoga tourism has emerged and grown with the 'travel to feel well' trend. The present study explained and explored the motivational factors for yoga tourism. A structured and un-disguised questionnaire was developed and used to collect the primary data from 421 respondents. Findings of the study revealed that maintain physical health, spiritual health, reduction of stress and improving life experiences positively motivate tourist for yoga tourism. However, study found that destination features do not contribute to influence tourist for yoga tourism.

Keywords Yoga tourism, physical health, spiritual health, reduction of stress and improving life experiences

1. Introduction of the study

Tourism is one of the world's quickest developing enterprises and a significant unfamiliar trade and business age for some nations. It is perhaps the most noteworthy financial and social wonders. Tourism is normally alluded to as "the action of visiting places for joy". The essential idea of tourism depends on the development of individuals outside their own place of home for example home region. Hence, tourism can be considered as the development of individuals inside a city, state, country or across worldwide limit. We all at one place of time or other have participated in some tourism action; regardless of whether it is a visit to our grandparents remaining at a close by city or a road trip to visit the landmarks in our own city or perhaps an excursion to a far off country for a vacation, etc. During any of these tourism exercises probably saw that numerous individuals are associated with offering the types of assistance like the travel planner, direct, carrier, ushers, trinket merchants, etc.

The world 'tour' is gotten from the Latin word *turnus*, signifying 'an apparatus for making a circle'. Tourism might be characterized as the development of individuals from their ordinary spot of home to somewhere else (with the expectation to return) for a base time of 24 hours to a limit of a half year for the sole motivation

behind recreation and joy. As indicated by WTO 'Tourism incorporates the exercises of people voyaging and remaining in places outside their standard climate for not more than one sequential year for recreation, business, and different purposes.'

Tourism has two sorts and numerous structures on the bases of the motivation behind visit and elective types of tourism. Tourism can be sorted as international and domestic tourism.

At the point when individuals visit an outside country, it is alluded to as International Tourism. To head out to an outside country, one requirements a legitimate identification, visa, wellbeing records, unfamiliar trade, and so on. International tourism further divides into two types: Inbound Tourism and Outbound Tourism. Inbound Tourism alludes to tourists of outside beginning entering a specific country. At the point when individuals travel outside their host/local country to another country, at that point it is called inbound tourism for that country where he/she is voyaging. For instance when a tourist from Indian beginning goes to Japan then it is inbound tourism for Japan in light of the fact that unfamiliar tourist comes to Japan. Outbound Tourism alludes to tourists going from the nation of their cause to another country. At the point when tourists travel an unfamiliar district than it is outbound tourism for

his own country since he/she is going outside their country. For instance when a tourist from India travel to Japan then it is outbound tourism for India and Inbound tourism for Japan.

Domestic Tourism movement of individuals inside their own nation is known as domestic tourism. Going inside a similar nation is simpler in light of the fact that it doesn't need formal travel archives and monotonous customs like mandatory wellbeing checks and unfamiliar trade. In domestic tourism, an explorer by and large doesn't confront numerous language issues or money trade issues.

There are 8 unique intentions of tourism which are recorded underneath:

I. Physical Motives: Many individuals make a trip because of actual awareness. Their tour is associated with their real wellbeing, prosperity and actual unwinding.

II. Pleasure: Many individuals travel to be liberated from the dreary day by day routine life. They need joy for quite a while.

III. Relaxation, Rest and Recreation: People make a trip to get loose, rest their psyche and body, and to get entertainment and cheer.

IV. Heath: Many individuals travel to get new breath and body for great wellbeing. The improvement of spas during the Roman time frame was consequence of individuals to look for great wellbeing.

V. Curiosity and Culture: Man consistently adores voyaging and is interested to know other's way of life, custom and religion.

VI. Ethnicity and Family: An enormous no. of individuals travel to visit their family, companions and family members, and furthermore new individuals.

VII. Participation in Events/Festivals: Many individuals travel to partake in gathering, meetings and shows. Some movement to praise celebrations and services.

VIII. Spiritual and Religious Motives: Visiting strict spots, journeys and so on have been perhaps the main intentions of individuals.

Yoga, the word connotes 'fortitude from the Indian old language Sanskrit word 'YOG' which dynamically means to combine, this fortitude is portrayed in significant perspective as the relationship of the shakti suggests essentialness

of body, mind and soul. The investigation of Yoga had been figured out in bygone era in India and Nepal millennia back. The set of experiences and old composition on yoga starts from around 200 B.C. (Patanjali's Yoga Sutra) in any case there are various references that position way back to the Vedic events (2000-3000 B.C.) when the investigation of Yoga was improved.

Yoga is an old-fashioned Indian prosperity discipline, hopes to get our soul together with the Universal Soul or God through careful mental and actual intercessions, exercises and attempts. Yoga was found, asked about and made by exceptional Indian sages and specialists, they were amazing driving forces, and went through without come up short in derivation and thinking in the mountains and woodlands in the mission for the theories of the up-liftmen of humankind and finally planned many dumbfounding speculations and specialities of living for the overseeing us to live in a congruity with nature. Yoga was one of them. Yoga was found, even before the start of seeing world history.

In fundamental words the Yoga can be portrayed, this science shows transcend sense - saw, transient signs, unrealities and expansion an amorphous vision and a shared characteristic of the super-suggestive Divines truth be told. Yoga empowers and merges the rhythm of body, concordance of the cerebrum and the synchronization of the soul, makes the ensemble of life. Yoga is basic known for the best course of action of preparing, for it draws out the best brand name in a person.

2. Literature review

Yoga tourism has become a significant piece of the 'travel to feel great' pattern. Yoga tourism can likewise be viewed as a subset of health tourism. Yoga implies the combination of body, brain, and soul. Yoga is generally accepted as a source to lessen pressure, improve breathing, strength, and improvement in adaptability. The investigation directed by Charak, Sharma and Chib (2021) is zeroing in on the linkages between wellbeing, otherworldliness, and yoga tourism through an assessment of the inspirations of sightseers visiting Rishikesh, India.

Yoga has become an inexorably broad movement, likewise getting famous as a type of tourism. Numerous Westerners travel to the foundations of yoga, to objections in India, where yoga started, or join yoga withdraws in different nations (Kunwar and Sharma, 2020). This is likewise the situation in Turkey where yoga has become a notable movement. In spite of the developing notoriety of yoga tourism, there is a shortage of studies on this subject, particularly comparable to its socio-social effects. Hence the motivation behind examination by Öznalbant and Alvarez (2020) is to welcome light on socio-social parts of yoga tourism. The discoveries show that there are three kinds of yoga trips: (1) yoga engaged, (2) social tourism centered, and (3) health centered. These incorporate various accentuations and fluctuated encounters, just as an assorted degree of local area collaboration and likely advantages for local people. The exploration additionally recognizes a few issues like validness, particularly in root objections.

Maharani, Parta and Supriadi (2020) have aimed to develop a conceptual model of factors influencing yoga tourism and analyzed the factors that are affecting yoga tourism in Bali. The yoga tourism in Bali had become more potential due to its favorable environment for yoga and of its mixing modern yoga. Based on the key variables a conceptual framework was developed using the push and pull factors as independent variables and tourists satisfaction and tourist motivations as a mediating variable. The framework had helped to determine which factors are the most motivating factors for tourists to choose Bali as a destination for yoga tourism. The better the stakeholders understand the motivation the more precise the segmentation of yoga tourism and can be able to manage resources properly to support yoga tourism in Bali. The paper concludes that developing Bali as a yoga tourism destination it is very essential to identify these motivations and have a strategic plan to make it optimal and sustainable.

McCartney (2019) has developed the relationship between a yoga tourist, pilgrim and tourist-pilgrim and how subjective, embodied experience is mediated through one's expectations, goals, and imagination. The focused was to know how differences can take place between the tourist and religious when

examined through the experience of yoga practitioners. The study discovered as to one's personal experience can reflect in a different way in which an individual can be both a tourist and a pilgrim and how through the pilgrimage the body is potentially transformed.

The reason for the paper distributed by Telej and Gamble (2019) is to analyze advertising methodologies that India is presently applying to advance itself as a serious yoga objective. The methodological methodology comprised of a constructivist research worldview, a subjective system and a meeting based information assortment technique. Ten inside and out, semi-organized meetings were directed with yoga experts from different foundations and yoga levels who have gone to India for yoga tourism purposes. The discoveries confirmed that understanding of yoga tourism is urgent in the decision of showcasing approach received by objections offering yoga withdraws on the grounds that, as the investigation has appeared, different impression of yoga comprise the reason for specific limited time procedures. Future exploration could develop the example size and socioeconomics of the current examination by researching, perhaps through near implies, bigger gatherings of more expanded yoga specialists from various nations or foundations.

Study led by Sharma and Nayak (2019) experimentally researched a hypothetical model anticipating the immediate and backhanded impacts of critical tourism encounters (MTEs) on social aims through objective picture and travelers' fulfillment in yoga tourism. This examination was led utilizing information gathered from 502 travelers visiting Rishikesh in India. Utilizing corroborative factor investigation and SPSS full scale (PROCESS), discoveries affirmed that MTEs impacted conduct goals both straightforwardly and in a roundabout way through objective picture and sightseers' fulfillment. MTEs were found as the most grounded influencer of social expectations in yoga tourism. This examination goes against those scientists and experts who contended travelers' fulfillment alone as the hugest influencer of objective execution.

Yoga tourism has encountered expanded interest and significance as of late because of the changing scene of otherworldliness in the western world. Nonetheless, research tending to

this marvel is scant. The examination led by Dillette, Douglas and Andrzejewski (2019) investigated yoga tourism however deduced measurements of positive mental prosperity. Deductive topical investigation was utilized to dissect 12 semi-organized meeting records. Discoveries uncovered the presence of five deduced measurements identified with positive mental prosperity and their relationship with extraordinary encounters. Proof from this examination demonstrated that yoga tourism gives the climate to yoga vacationers to encounter positive mental prosperity during their excursion just as post-trip. Results propose that yoga tourism can change the existences of members on fluctuating levels. Future examination investigating these discoveries inside a bigger wellbeing tourism setting is justified.

3. Objectives of the study

According to the World Travel and Tourism Council, Indian tourism revenue grew 6.9 percent to almost \$42 billion in 2010 despite a global recession. This compares to a worldwide tourism industry that remained flat during the same time period. Domestic tourism fueled much of the growth as Indians increasingly visited other areas of their country, but international arrivals also played an important part in the industry's expansion. Just over five million international tourists arrive in India annually (2009), and while that represents less than 1 percent of total worldwide international travel, tourists to India spend almost twice as much as the average international tourist. Tourism benefits India in three ways---employment, foreign currency and infrastructure development. Over 20 million people work in India's tourist industry. This includes jobs in hotels, transport, attractions and tour companies. Others indirectly benefit such as restaurants and retail shops. Tourism generates over \$11 billion in foreign currency, assisting the country's trade balance. Another benefit is infrastructure development such as hotel construction, airport improvements and ground transportation systems.

Yoga tourism though being very niche under tourism industry still has potential to attract masses of customers and thus present study will highlight the sector from consumer perspective

which will help policy makers to design the strategies with same direction.

Thus, with respect to above discussion, research has planned to address following objectives through study:

1. To identify socio-demographic characteristics of yoga tourist.
2. To identify motivational factors influencing yoga tourist.
3. To recognize issues and challenges for yoga tourism (if any).

4. Hypotheses of the study

In view of the above cited discussions and also the underlined objectives of the study, the researchers have decided to test the following hypotheses:

1. H₁: Motivation to maintain physical health influences yoga tourism.
2. H₂: Motivation to maintain spiritual health influences yoga tourism.
3. H₃: Motivation to reduce stress influences yoga tourism.
4. H₄: Motivation to experience life influences yoga tourism.
5. H₅: Destination features motivates for yoga tourism.

5. Research methodology

For the present study, researchers have adopted descriptive research design through survey method with a large sample size. At the outset, data set was screened for incorrect data entry and missing values. Data set was checked for normality and outliers. One-sampled t-test analysis was used to validate the hypotheses, as proposed above.

Researchers have developed and used structured and un-disguised questionnaire as research instruments with items from validated scales for measuring physical health, spiritual health, stress influences, life influences and destination features. Researchers have tested questionnaire through pilot survey to find out relevancy of the questions, willingness of the respondents to share the information, understanding of the questions by the respondents, ease and time

taken by the respondents for completion of the questionnaire and likely range of responses.

The researcher has used convenience sampling technique for selection of samples from yoga tourist. Convenience sampling technique is a statistical method of drawing representative data by selecting people because of the ease of their volunteering or selecting units because of their availability or easy access. Researcher has distributed 750 questionnaires with the help of field reviewers and Google forms. In response to that, researcher has received 421 appropriate responses, which is 56.13% rate of response. As stated by Hair, Anderson, Tatham and Black (1998), this sample size exceeds the recommended minimum.

6. Results

For the present study, researchers have used One-Sample t-Test to validate the hypotheses as proposed in the study. However, before that to ensure the appropriateness of the research instrument, researchers have tested for content validity and reliability statistics.

6.1 Content validity

Content validity is ensured through the relevant literature review on the subject of the study. Pilot study of questionnaire was conducted with the help of panel of expert consisting of professors and due changes were incorporated to improve the content and clarity of questions in the instrument. Further, pilot test of the questionnaire was carried among the sample respondents, separated from those were included in the final study.

6.2 Reliability statistics

Cronbach's Alpha reliability method is applied to check the reliability of all items in the questionnaire. The reliability coefficient value is moderately significant i.e. 0.777 and depict satisfactory reliability of the questionnaire. Reliability test was applied using SPSS software and the reliability test measures are given below:

Table 1: Reliability Statistics

<i>Cronbach's Alpha</i>	<i>N of Items</i>
.777	35

Table 2: Demographic Profile of the Respondents'

		<i>Frequency</i>	<i>Percent</i>	<i>Cumulative Percent</i>
Age	Less than 25	156	37.1	37.1
	25 to 35	63	15	52
	35 to 45	127	30.2	82.2
	45 and above	75	17.8	100
Gender	Male	254	60.3	60.3
	Female	167	39.7	100
Occupation	Service	146	34.7	34.7
	Self Employed	236	56.1	90.7
	Others	39	9.3	100
Nationality	Indian	365	86.7	86.7

	Non-Indian	56	13.3	100
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Demographic characteristics of respondents is shown in the table 2. Age, gender, occupation and nationality –wise breakup is shown in the table. The data shows responses from diversified groups and suitable for study.

6.3 Validation of Hypotheses

1. H₁: Motivation to maintain physical health influences yoga tourism.

Table 3: One-Sample Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Physical health	421	3.9264	.65596	.03197

Table 4: One-Sample Test

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (1-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Physical Health	28.977	420	.000	.92637	.8635	.9892

One sample one-tailed test is used to validate hypothesis 1. One-tailed test is used to test the statistical hypothesis that the population mean for Physical Health is higher than 3 on five point likert scale. Researcher has used 5 item scale to measure Physical Health. Table 3 provides descriptive statistics of Physical Health. Table 4 reveals statistical results for one-tailed one sample test. From the table it is observed that critical value of t statistics count as 28.97 at 420 degrees of freedom and 5 per cent level of significance. However, calculated value of one-tailed t statistics at 420 degrees of freedom and

5 per cent level of significance is 1.645. As calculated value of t statistics is greater than table value of t statistics, there is enough evidence to reject the null hypothesis. Thus, it can be concluded that motivation to maintain physical health influences yoga tourism.

2. H₂: Motivation to maintain spiritual health influences yoga tourism.

Table 5: One-Sample Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Spiritual Health	421	3.7221	.63337	.03087

Table 6: One-Sample Test

	<i>Test Value = 3</i>
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					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (1-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Spiritual Health	23.393	420	.000	.72209	.6614	.7828

One sample one-tailed test is used to validate hypothesis 2. One-tailed test is used to test the statistical hypothesis that the population mean for Spiritual Health is higher than 3 on five point likert scale. Researcher has used 6 item scale to measure Spiritual Health. Table 5 provides descriptive statistics of Spiritual Health. Table 6 reveals statistical results for one-tailed one sample test. From the table it is observed that critical value of t statistics count as 23.39 at 420 degrees of freedom and 5 per cent level of significance. However, calculated value of one-

tailed t statistics at 420 degrees of freedom and 5 per cent level of significance is 1.645. As calculated value of t statistics is greater than table value of t statistics, there is enough evidence to reject the null hypothesis. Thus, it can be concluded that motivation to maintain spiritual health influences yoga tourism.

3. H₃: Motivation to reduce stress influences yoga tourism.

Table 7: One-Sample Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Reducing Stress	421	3.7031	.60531	.02950

Table 8: One-Sample Test

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Reducing Stress	23.833	420	.000	.70309	.6451	.7611

One sample one-tailed test is used to validate hypothesis 3. One-tailed test is used to test the statistical hypothesis that the population mean for Reducing Stress is higher than 3 on five point likert scale. Researcher has used 7 item scale to measure Reducing Stress. Table 7 provides descriptive statistics of Reducing Stress. Table 8 reveals statistical results for one-tailed one sample test. From the table it is observed that critical value of t statistics count as 23.83 at 420 degrees of freedom and 5 per cent level of

significance. However, calculated value of one-tailed t statistics at 420 degrees of freedom and 5 per cent level of significance is 1.645. As calculated value of t statistics is greater than table value of t statistics, there is enough evidence to reject the null hypothesis. Thus, it can be concluded that motivation to reduce stress influences yoga tourism.

4. H₄: Motivation to experience life influences yoga tourism.

Table 9: One-Sample Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Life Improvement	421	3.6247	.78786	.03840

Table 10: One-Sample Test

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>
Life Improvement	16.269	420	.000	.62470	.5492	.7002

One sample one-tailed test is used to validate hypothesis 4. One-tailed test is used to test the statistical hypothesis that the population mean for Life Improvement is higher than 3 on five point likert scale. Researcher has used 4 item scale to measure Life Improvement. Table 9 provides descriptive statistics of Life Improvement. Table 10 reveals statistical results for one-tailed one sample test. From the table it is observed that critical value of t statistics count as 16.26 at 420 degrees of freedom and 5 per cent level of significance. However, calculated value of one-tailed t statistics at 420 degrees of

freedom and 5 per cent level of significance is 1.645. As calculated value of t statistics is greater than table value of t statistics, there is enough evidence to reject the null hypothesis. Thus, it can be concluded that motivation to experience life influences yoga tourism.

5. H₅: Destination features motivates for yoga tourism.

Table 11: One-Sample Statistics

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Std. Error Mean</i>
Destination Features	421	3.0261	.73471	.03581

Table 12: One-Sample Test

	<i>Test Value = 3</i>					
					<i>95% Confidence Interval of the Difference</i>	
	<i>t</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Lower</i>	<i>Upper</i>

Destination Features	.730	420	.466	.02613	-.0443	.0965
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One sample one-tailed test is used to validate hypothesis 5. One-tailed test is used to test the statistical hypothesis that the population mean for Destination Features is higher than 3 on five point likert scale. Researcher has used 9 item scale to measure Destination Features. Table 11 provides descriptive statistics of Life Improvement. Table 12 reveals statistical results for one-tailed one sample test. From the table it is observed that critical value of t statistics count as 0.730 at 420 degrees of freedom and 5 per cent level of significance. However, calculated value of one-tailed t statistics at 420 degrees of freedom and 5 per cent level of significance is 1.645. As calculated value of t statistics is lesser than table value of t statistics, there is enough evidence to accept the null hypothesis. Thus, it can be concluded that destination features do not motivates for yoga tourism.

7. Findings of the study

From the analysis it is observed that individual's with diversified profiles prefer yoga tourism. Age groups, gender, occupation and even nationality is not posing constraints for yoga tourism. Thus, it can be consider that yoga tourism is popular among all strata in the society.

For the present research, researchers have studied physical health, spiritual health, reduction of stress, life improvement and destination features as elements of motivates for yoga tourism. Researchers have collected the data from 421 respondents to understand their opinion on select motivational factors that influencing yoga tourism. Based on descriptive statistics, researchers have observed that maintaining physical health, spiritual health, and reduction of stress and life improvement are the elements positively influences respondents for yoga tourism. However, based on descriptive statistics researchers have also observed that destination features do not influences respondents for yoga tourism.

Researchers have also formed and validated hypotheses related to physical health, spiritual health, reduction of stress, life improvement and

destination features. Output and findings for validation of hypotheses are mentioned as below:

- Results of the study indicated that maintain physical health influences yoga tourism and provided support for H_1 (*alternate hypothesis*).
- Results of the study confirmed that maintain spiritual health influences yoga tourism, hypothesized in H_2 (*alternate hypothesis*).
- H_3 (*alternate hypothesis*) predicted positive influences of reduction of stress on selection of yoga tourism.
- Results of the study indicated that intention to experience life influences yoga tourism and provided support for H_4 (*alternate hypothesis*).
- Results of the study failed to confirm that destination features motivates for yoga tourism, hypothesized in H_5 (*alternate hypothesis*).

Researchers have used observation method and literature reviews to identify issues and challenges for yoga tourism. The findings of the study revealed following issues and challenges:

- Yoga tourism as an industry is failed to decide on any standardise offerings and thus it has become very difficult to decide quality standards for the yoga tourism.
- Lack of professional and trained manpower to handle yoga tourist is also a challenge in the sector. Human resource required in this sector have to have knowledge about yoga training and tourism and hospitality sector. Presently, there is no such institute exist that provides such a unique education and training to people interested to serve in the sector.
- Availability of affordability of yoga tourism packages is also a concerned in the sector. As there are few institutions and places involved into offering of yoga tourism packages, it gives them liberty price their customers premium. Thus, for the movement, yoga tourism is not meant for everybody and focusing on niche segment from the economic point of view.

- It is also necessary to all yoga training institution to decide on their niche. This will surely help tourist to decide and choose the places they are visiting for yoga tourism.
- Place popularly known for yoga training should be supported with infrastructural facilities like road transport, air transport and hotel facilities. Government at large can plan a promotional campaigns for these places to attract tourist from India and abroad.

8. Conclusion

The market for Yoga the travel industry, despite the fact that specialty in India, is developing and advancing. People across the globe are putting more noteworthy significance on improved wellbeing and health. Understanding their requirements, demeanour and conduct towards Yoga the travel industry will open new ad roads in this under-served field. Yoga the travel industry has arisen and developed with the 'travel to feel good' pattern.

The Hindu idea and practice of Yoga has been in presence for days of yore. Yoga comprises of an arrangement of activities that assistance a person to accomplish the ideal equilibrium in the middle of the psyche, body and the spirit. Contemplation includes supplicating and self-restraint. In the days of yore the yogis and sadhus rehearsed yoga and reflection as a lifestyle and as a methods for accomplishment of self-control and salvation. The primary object of yoga and reflection is to deal with ones faculties and cognizance.

The travel industry in India is taking a ton of drive to advance this conventional type of actual exercise; truth be told the act of yoga in India has gotten much marketed. Notwithstanding, this specialty approach of the travel industry has not yet been completely investigated by the travel industry, aftereffect of which industry is losing a chance to skim more income.

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