



# The spread of yoga tourism, yoga retreats and the relationship with mindfulness. Application proposals for tourism operators

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## Abstract

The yoga tourism market is under growing and evolving. A big number of people nowadays during their leisure time, choose vacations focusing on improving health and wellness. The purpose of the present study was to investigate the leading factors of yoga tourism and to explain possible relationships with mindfulness as a factor enhancing well-being and yoga retreats expansion. A systematic review data was performed using the Google Scholar database investigated relevant literature toward published papers between 2000 and 2022 using specific keywords. The collection, evaluation, and analysis of the most appropriate issues argued that tourism experiences gained from participating in yoga tourism activities could positively motivate tourists to form positive attitudes and behavior towards yoga retreats as a tourism product and additionally open new markets and business prospects. In the present paper practical applications for the utilization of the yoga retreats by tourist operators are proposed and discussed.

**Key words:** Well-being, wellness tourism, physical exercise, recreation, leisure, yoga philosophy