

Master Thesis

“Sensing yoga experiences of India”



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Executive summary

The main topic of this thesis is (SIT) special interest tourism – yoga tourism, and how it is experienced through our bodies and five basic human senses – sight, taste, hearing, touch and smell. These are explored through the literature review and highlighted with a possible gap between existing data and possible research.

The aim of this thesis is to explore the multi-sensuous nature of yoga tourist experiences in two Indian cities Rishikesh (North) and Goa (West). The research is conducted with mixed method approach which includes semi-structured interviews and an online survey. In order to discover the role of senses in tourist experiences, this thesis philosophical view is pragmatic, in the sense that different data can help build the entire picture and that there may be multiple realities in the end. Furthermore, data collection includes different ethnographies such as: audio and visual representation. In this research, author is used as a practitioner/researcher due to the experiences and inspiration gained through travels for yoga purposes. Therefore, in order to bring more creative elements to this research, it is supported only with own photos from the two field trips to India in 2016.

Analysis is conducted in accordance to main research question, exploring each sense in yoga practice and its experience. Through the analysis of empirical findings, gathered in chosen yoga destinations, thesis is supported with discussions of the research results and its value for readers. Finally, it finishes up with conclusions that overall yoga usage will continue to grow, but it will become more focused on such complex phenomena of sense scapes. Further elaborations of this research in regards to expanding the knowledge within multi-sensuous experiences are shown in the end of the last chapter.

Most of the additional materials are added in the appendices section and also available on online storage platform dropbox.com

Keywords: *yoga tourism, senses, embodied tourism, multisensory experiences, India yoga tourism, research methodology, multiple senses.*

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Chapter 1 - Introduction

Nowadays, there are many types of different tourists, which are choosing particular destinations based on various factors. Thus, there is this niche in tourism classification called SIT – special interest tourists. This particular field includes types of tourists who would travel based on their hobbies and interests. According to ACS distance education SIT term means: *“is the provision of customized tourism activities that caters to specific interests of groups and individuals.”*¹

The main theme of this research is based on SIT – yoga tourism. Unfortunately, there is no exact or official definition about what yoga tourism is exactly, but the most common is under the wellness tourism – *“is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities”*. (Dimon, 2013)

This particular research area is chosen due to the fact that the interest towards yoga tourism is increasingly growing year by year – according to Yoga Alliance data *“since 2012, the number of practitioners increased by 50% to over 36 Million; Yearly practitioner spending grew from \$10B to \$16B.”*² India is on the bucket list of many travelers around the world, and many people are going to India for several reasons. According to World of Wanderlust journal, people go to India for the Holiest River in the world, beaches, chaos, food, history and architecture. Also, for religion and spirituality, this includes yoga tourism.³

Therefore, the goal with this thesis is to plant a seed for an academic concern about multisensory yoga travel experiences. Looking through the literature available on sensuous tourism, most researchers explored and analyzed motivational factors, customer behavior of tourists. Therefore sensuous scapes of yoga tourism have been neglected by the researchers. According to Howes (2013), sensory studies involves a cultural approach to the study of the senses and a sensory approach to the study of culture. It challenges the monopoly that the discipline of psychology has long exercised over the study of the senses and sense perception by foregrounding the sociality of sensation. However, sensory studies also encompasses many other disciplines as scholars from across the humanities and social sciences have, over the past few decades, successively turned their attention on the sensorium. (Howes D. , 2013)

¹ <http://www.acsedu.co.uk/Info/Hospitality-and-Tourism/Tourism/Special-Interest-Tourism.aspx>

² <http://www.prnewswire.com/news-releases/2016-yoga-in-america-study-conducted-by-yoga-journal-and-yoga-alliance-reveals-growth-and-benefits-of-the-practice-300203418.html>

³ <http://www.worldofwanderlust.com/10-reasons-why-you-need-to-travel-to-india-this-year/>

This thesis is based on two field trips to different parts of India (North and West), in the role of a yoga tourist herself. This helps to identify all the forms of the complexity of multisensory world of yoga tourism, its impact and experiences through five basic human senses.

Through the research of yoga tourism in general and specifically in India, a certain gap is identified in terms of literature in regards to how yoga tourism can be a sensual experience in the first place. Especially there is no such research made about sensuous experiences of yoga tourists. The main hypothesis of this research is that those multisensory elements are crucial and key to the yoga tourist experiences after all.

Different places in the world activate different senses, which eventually are linked to the memory about the place and the experience. According to Lindstrom and Kotler (2005) our understanding of the world, for the most part, is experienced through multiple senses.

Finally, in order to combine together two main areas of interest – Yoga tourism and Sensuous experiences, following research is conducted based on these two main topics.

1.1 Purpose of the project

Since there are not a lot of materials and research already made in regards to yoga tourism experiences, the concept of yoga itself is a very complex discipline, which includes many different elements. Moreover multisensory experiences of yoga tourism are less presented in the literature of yoga tourism. Tourism destination that provides yoga tours also has its own service chain structure, which involves different people communicating between each other in order to provide best activities they have. When it comes to yoga experience, it depends on various aspects. Therefore, in order to understand and evaluate the level of yoga experience in two Indian regions, it is important to analyze the complexity of the sensuous scapes of yoga tourism. Nowadays, trends within yoga world and evolving technology can also influence the embodied yoga tourism.

Usually, all the researches are gathering data and analyzing such things like social aspects of a yoga destination, anthropology, and philosophy or management analysis of yoga businesses. However, poorly assessed yoga tourists and their experience can mislead or create less credible results. Yoga tourism in this project, in this particular case, is based on India field trip and the research at the

destination. Yoga tourism has still a lot to offer to the researchers, destination developers and mainly to tourists. The aim of this work is to break all the stereotypes existing there in people's minds when it comes to authentic yoga experiences. Yoga gurus in India are usually expected to look and behave the same way, have certain eating patterns. However, it might not be the most accurate picture of them.

Moreover, one of the main purposes of this thesis is to gather and analyze current multi-sensuous scapes of yoga tourists in North and West of India. Define how five main human senses build up on tourist experience, mood, emotion and satisfaction. Moreover to find interconnection between the sociology of the body, senses in relation to experiencing yoga tourism. India as a yoga destination is used as a base example and area of the research. There are also different elements need to be taken into consideration when analyzing yoga tourists in India. That would be their educational background, cultural differences between Asia and Western countries. Due to the complexity and subjectivity of this subject, the difference between yoga tourist's nationalities and huge amount of different senses involved in tourism (besides the basic ones), the aim will be to sum it up and look at it from a critical perspective.

Finally, the aim of this paper is to offer a contribution in the area of human senses experiences in yoga tourism, by presenting the original findings gathered in India. The main purpose of this thesis is to investigate how senses play one of the key roles in the tourists' experiences in yoga tourism and therefore, to inform researchers about how senses are perceived when practicing yoga in Indian two cities.

1.2 Research question

When discussing the area of my interest with my friends, I was inspired to have a closer look into tourist experiences from a different perspective. Many times, when travelling, I never actually thought of using my five basic human senses, to notice and analyze them, when being a tourist myself. When I was telling about my experiences being a yoga tourist, my classmates asked me different interesting questions, related to our Tourism studies. "How was the food, does it smell a lot in India", "is it dirty everywhere", "how is yoga experience and local people around", "I heard it is very crowded and noisy over there"? All this made me think about how we can perceive

experiences through our bodies and basic senses. Thus, the main subject of this thesis came up, to research human body and senses in connection with yoga tourism.

The main objective of this paper is to explore the complexity of multi-sensuous scapes, the impact and complexity of human body and its senses when being a yoga tourist in two Indian cities.

Finally, in order to achieve main objective of this thesis, this following research question is developed: *How yoga tourists, visiting one of the chosen regions of India (Rishikesh or Goa), experience their practice through body and the five basic human senses, and how that informs the research of multi-sensuous scapes of SIT (special interest tourism)?*

Additionally, in order to answer the main research question fully, certain sub-questions are constructed for help:

- What sensuous scapes experience yoga tourists?
- How important for tourist experiences are senses and body when traveling to India?
- How this research expands the complex phenomena of multi-sensuous yoga tourism?

1.3 Research objectives

Main research objectives are focused on answering:

- To explore sensuous scapes of yoga tourism in Rishikesh (Goa in addition).
- To find out the impact of multisensory nature of yoga tourism on tourist experiences.
- To inform existing researchers about the multisensory experiences of yoga tourists and expand the knowledge on the theoretical framework of SIT and sensuous aspect of it.
- To define the importance of human senses for yoga tourists.

1.4 Research Plan

In order to achieve stated objectives, overview of the research plan is developed below:

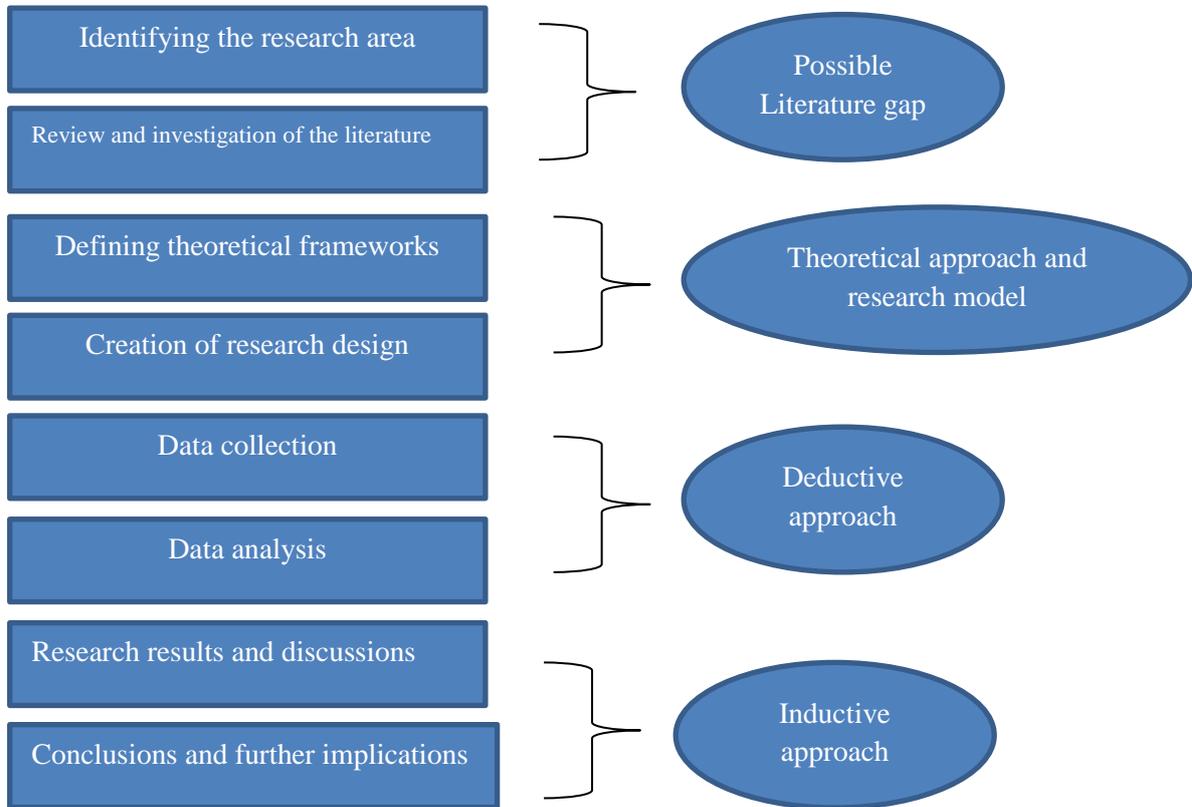


Figure 1. Own creation, adapted from A. Simanska (2016)

1.5 Structure of the thesis

Dividing a project into phases makes it possible to lead it in the most logical direction. Through this organisation into chapters, the whole paper is divided into smaller components, thus making it easier to follow. The following paragraph describes main sections of this paper. ⁴

⁴ <https://www.projectmanagement-training.net/category/six-phases/>

Chapter 1 is an introduction to the thesis, which aims to introduce reader to the topic of this paper, as well as to the main area of the research, and ideas behind it.

Chapter 2 represents all the methods used for this thesis. The purpose of methodology chapter is to elaborate through the examples on the choices of data collection, research approach, and research design. Also, to have a critical look on validity and reliability of data collected throughout the research.

Chapter 3 is the literature review, which helps reader to understand what researchers have already discovered on this subject. Moreover, to underline a possible gap between existing data and new findings, that possibly will enrich the existing data.

Chapter 4 shows specific theoretical frameworks that are used in this paper, thus, how they are relevant to the analysis and lead to the answer of the main research question. Main objective of this chapter is to show a challenge for the research, and then critically look at the analysis with help of theories.

Chapter 5 is the main part of the project, because it combines all the empirical findings with theoretical frameworks, which lead to the analysis. This includes most of the gathered data, exploration of the results, and critical look on certain patterns, that lead to answers.

Chapter 6 brings up discussions about the research results, its value, and shows the difference on how this paper is unique from other researches about multi-sensuous scapes in yoga tourism.

Chapter 7 is the final part of this paper, which concludes all the findings, based on the analysis. Thus, this chapter develops certain implications for the future research.

1.6 The place of yoga in the research

Yoga plays one of the central roles in this research, due to its relevance to special interest tourism – yoga tourism. Yoga is something that interests me a lot for a long time, therefore I want to research this area from academic perspective, and look into such complex elements like multi-sensuous scapest, experience from yoga tourism and how senses are related to it. According to literature review, there is a recent wave of scientific and exploratory researches that are made on yoga, its positive impacts on health, tourism, mental state etc. (Belluz, 2015). Based on personal experience

it is interesting to explore more variations of sensuous scapes during the yoga practice at a yoga destination. The aim of this exploration is to add value to the existing data about complex phenomena of senses in tourism and inform yoga tourism researchers about specific yoga destinations of India and its sensuous scapes.

Chapter 2 – Methodology

2.1 Yoga as a research method

The aim of this chapter is to give enough information for reader on how the study is conducted. Thus, mainly to specify the choices of methods used in this paper, also to explain the reason behind its usage and to find suggestions and solution on the main research question.

Thesis is based on empirical data collection which includes both - primary and secondary data.

Being a frequent yoga traveler myself, I see yoga tourism based on diversity of things. However, the focus in this work is based on material interactions and sensuous dispositions of yoga tourism. A field trip to India helped to collect a significant data to explore the implications of the multi-sensory yoga tourism. Using untraditional research methods, create another way to represent what affects yoga tourists emotional state, sensing interpretations and embodied in yoga experience of India.

Strongly influenced by Sarah Pink`s work about visual anthropology (Pink S. , 2006), I use approach of a “short term ethnography” which is described in Pink & Mackley paper “Saturated and Situated: rethinking media in everyday life’ Media, Culture and Society” (2013), considering that field research not necessarily has to last for a long period of time (i.e months, or a year). Instead, be involved in people`s lives, which use more interventional and observational methods in order to deal with questions that will reveal what matters to those people in context of what this research is seeking out (Pink, 2013). Thus, in this case, short term ethnography can bring valuable results with intense and qualitative data collection. That is why the best option is to go and visit yoga places myself. According to Pinks, ethnography is an established approach to doing research, which the

anthropologist Tim Ingold suggests, has its objective “to describe the lives of people other than ourselves, with an accuracy and sensitivity honed by detailed observation and prolonged first-hand experience” (Ingold, 2007).

Non-traditional methods provide interesting documentation of the sensing tourism and it also help to address broader issues and contribute to an understanding of yoga tourism experiences.

This thesis does not show a wide set of theories that explain the problem statement, however there are few theoretical frameworks involved to challenge empirical findings. Although it has a critical analysis of untraditional research methods, which has its own challenges, pros and cons. Thus, the empirical findings of this project are based on personal feeling, sensing, experimental field notes, personal interviews with yoga tourists and audio-visual recordings, in addition with few theories for a discussion. Thus, it supports the idea of the thesis to be an exploratory paper, showing a clear glimpse on multi-sensory yoga tourism of Rishikesh and Goa and its influence on human body.

According to Patchett, M. (2010), attempts to move beyond issues of representation and re-focus cultural geographic concerns on performative and bodily practices are linked to the inception of what Nigel Thrift describes as ‘non-representational theory or the theory of practices’ (Thrift, Non-representational theory: space , politics, affect, 2008). According to Thrift, the non-representational project is concerned with describing ‘practices, mundane everyday practices that shape the conduct of human beings towards others and themselves in particular sites’ (1997: 142). Rather than obsess over representation and meaning, Thrift contends that non-representational work is concerned with the performative ‘presentations’, ‘showings’ and ‘manifestations’ of everyday life (1997: 142). Therefore, this paper is more about showing real life examples followed up with discussions.

So how can yoga tourism in Rishikesh and non-representational theories are interlinked to inform the analysis of yoga tourism? Suggestion is that yoga tourism has the multi-sensuous and material environment that affects yoga tourist experiences.

The role of human senses in the individual’s perception of the surrounding world has attracted increasing attention from different disciplines, revealing its multidisciplinary nature and importance (Howes, 2005). Specifically, the evolution among neuroscience, psychology, and marketing research has allowed interesting experimental results with neurological explanations, showing the importance of the relationship between the three fields in the rise of sensory marketing. (Krishna,

2010). However, this research is not going to take neuroscience paths or explain senses work through brain, but focus on simple yoga experiments and its results.

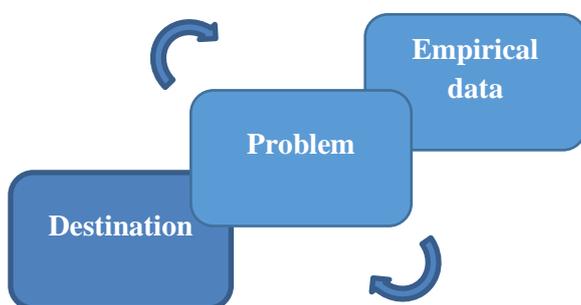
The sensuous tourism researchers can develop innovative methods when it comes to yoga tourism experiences. Based on the empirical knowledge collected on the field trip to an Indian “yoga capital” - Rishikesh, my goal as a sensuous tourism researcher is to explore its nature. As well as its influence on human body and tourist experiences.

2.2 Research design

Research design is used to structure the research and show the overview of the whole process of writing. The purpose of the research design is to explain and show the reader in details how the whole research is conducted. ‘A research design is the detailed blueprint used to guide the implementation of a research study toward the realization of its objective’ (Aaker, 1991).

The focus of this research design is on gaining insights and get familiar to body and human senses of yoga tourist in Rishikesh. Therefore, this research is meant to provide details on the sensuous situation in Rishikesh as a city and its yoga studios, also because there is a small amount of information exists on that matter.

Figure 2: Research design (own creation)



By doing this exploratory research I bring attention to multisensory strategies of yoga tourism in Rishikesh, as a practical example, mainly due to the fact that tourism researchers tend to keep findings cognitive and neglect the significance of our bodies as a tool to the yoga experiences.

Tourism studies empirically addressing the role of the five human senses in tourist experiences are still scarce. Thus, more research is needed in order to conceptualize the sensory dimension of tourist experiences and to understand its relationship with the other dimensions of tourist experiences suggested in the literature. (J. Kim, 2015) This thesis will exemplify how yoga tourists perceive their experience through the senses and materiality.

2.3 Research philosophy

The choice of a specific philosophy for a research is impacted by practical implications. Moreover, it is important to understand how knowledge is created and the where this knowledge is coming from. The purpose of this paper is to explore the sensuous nature of yoga tourist experiences in Rishikesh. Research methodology is a philosophical stance of worldview that underlies and informs the style of research. (Jupp, 2006). Understanding research philosophy and agreeing to adapt pragmatism as a main perspective for a research paper, is contested as the first step in setting other research parameters and choices to this particular study. (Kagioglou, 1998)

In addition, within this thesis there is used a humanistic approach, due to the fact that it is myself, being involved in the research process, with my own view and perception.

Philosophy of this research is pragmatic, which “recognize that there are many ways of interpreting the world and undertaking research, that no single point of view can ever give the entire picture and that there may be multiple realities.” (Saunders M., 2012)

Moreover, pragmatism research philosophy can integrate different research approaches within one study, as it involves mixed methods with different techniques. In this paper, it is integrated research approach with combination of methods. With the sensuous approach to the problem, I use variety of data sources through the senses.

2.4 Ontology

This section questions the assumptions that need to be made about the way in which the world works and concerns itself with the nature of reality (Saunders M., 2012).

According to Saunders et al. (2012), ontology is associated with a central question of whether social entities need to be perceived as objective or subjective. In this thesis, researcher's view of the nature is external and multiple. Due to the fact that in this research is used also a quantitative approach, where it views realities as "objects", by using questionnaire, which indicates "positivism" (Saunders M., 2012).

In this research, the constructivist view is adopted, because it is based on naturalistic approach of data collection such as interviews and observations. Moreover, as a variation of such view is also phenomenology, due to the focus on experiences and events. According to Armstrong (2010), this approach helps to understand people's meanings, by gathering data which is seen as natural rather artificial.

There are two types of ontology: objectivism, which characterizes the situation of the existing reality of the social entities and another one, is subjectivism, which is created from the perception and the following actions of the social actors. Saunders et al. (2009) explains that within the subjectivism view, the researcher believes that the involved actors have their own opinion about the work and how jobs should be performed. Therefore, in this thesis I show how things really are with sensuous yoga tourism. Thus, I take on a subjectivist view, which comes from a social phenomenon that is created by perceptions and actions of tourism actors. This paper is developed around the yoga tourists experiences based on five basic human senses, therefore, it seeks to explore participant's worldview through the senses.

2.5 Epistemology

This section deals with the sources of knowledge, to be clearer, it deals with knowledge nature, its sources and limitations. Due to such a big variety and availability of sources to produce knowledge, it is important to stress and explain the chosen ones specifically for this paper. According to Saunders et al. (2009), epistemology questions the assumptions of what is acceptable as knowledge and that which constitutes an acceptable knowledge in a field of study.

Main focus is chosen to be on empirical knowledge, where I rely on objective facts that have been established and can be demonstrated. (Dudovskiy, 2016) Moreover, this paper is highly influenced by the researcher, who has collected data to show the multi-sensuous worldview from yoga tourists

of Rishikesh. Moreover, by going there myself, helped me to establish a certain relationship with local yoga studios, it`s teachers and international guests.

Based on primary data findings and its analysis, all the logical conclusions are perceived as empirical knowledge.

2.6 Research strategy

The inductive approach is characterized as a move from the specific to the general. (A. Bryman, 2011). Main research strategy in this paper is based on inductive approach, with some deductive thinking. Due to the fact that this research is mostly a qualitative research, inductive thinking is the most suitable here. This is because when developing the structure of the thesis, I looked through the theory and existing literature about the connection between tourist experiences and sensuous scapes. After that there is a development of research problem. However, when approaching the analysis, the aim is not to test or confirm existing theory, but have an open-ended and exploratory approach which is eventually considered as a good addition to existing one.

In an inductive approach to research, I begin by collecting data that is exploring the sensuous scapes of yoga tourists. After the data has been collected, evaluation of the results happens, with a close look for patterns in the results, working to develop a theory that could explain those patterns.



5

Figure 3: Inductive approach

In conducting an exploratory research, the researcher should be willing to redirect focus from unexpected results that occur during the research, (Saunders M., 2012), allowing the researcher to investigate the case from different angles and keep an open mind. In this approach, there is no framework that initially informs the data collection and the research focus can thus be formed after

⁵ <https://2012books.lardbucket.org/books/sociological-inquiry-principles-qualitative-and-quantitative-methods/s05-03-inductive-or-deductive-two-dif.html>

the data has been collected. (Flick, 2011) Mixed methods approach is used in this research which helps to improve credibility of the results.

2.7. Data collection

This section includes all the methods used in data collection for the project.

Type of data	Chosen method	Purpose
Field notes:	Travel diary handwritten in English (field trip May 2016)	To count myself as one of the yoga tourists, to observe, make notes and create credible data
Visual Ethnography:	Photos, Video Recordings	To show justifiable data, for reader to see in their own eyes
Audio Ethnography:	Soundscape recordings of the sounds during the yoga practice.	To make reader hear for themselves in order to make it valid data
Interviews:	Audio recordings of the interviews or/and transcriptions	To have an in depth opinion from other tourists and support the analysis based on opinions.
Questionnaire	Online survey on web platform www.surveymonkey.com	To get to know precise numbers of yoga practitioners, on their importance of senses during their practice.

Figure 4: Data collection overview (adapted from Martin T. Jensen)

When doing empirical data collection, choices were made towards both - qualitative and quantitative data collection. Therefore, in Figure 4 are shown all the types of data during the field trip and after, as well as chosen methods and their purposes.

2.8. Primary data collection

Primary data in this thesis is that, what is derived from the first-hand sources, this can be historical first-hand sources, or the data derived from the respondents in survey or interview data. (Bryman, 2012). In this particular case, step forward yoga tourists in India. To spot a yoga tourist in Rishikesh was easy, due to the fact that when walking on the street, I could see many not local people. Moreover, I had to make assumptions based on people's looks, type and colour of skin and cloths. Then I had to speak with them, asking the purpose of their visit to this city.

I found that in order to spot a yoga tourist in Rishikesh there are particular visual and audio elements that help to identify them. For example, looking at their nationality, particular style of clothing, carrying a yoga mat, language or accent they speak. How to spot a tourist or other nationality when being in Rishikesh? My main criteria's were just visual looks, so by the type of clothes, colour of hair, eyes and if I hear the language, it makes it easier to spot yoga tourists. Typical look of Indian person is that they have darker skin, black hair and dark eyes. Therefore, all the rest with light elements are possible tourists. My concentration is only on international tourists, so domestic tourists were not approached. This is because of the possible cultural differences or expectations people have when coming to Rishikesh from abroad.

On photo below is shown a typical Indian family, taking a picture of a tourist (author).



Photo 1 - Locals reaction on a tourist. "Openness and curiosity".

Furthermore, many photos were taken to show the yoga environment of the city (locals, advertisement banners, posters etc.) and particular yoga halls/places for practice (design of the room, yoga mats, objects etc.). Even the texture and fabrics of the yoga mat shapes an experience and makes a difference when it comes to a yoga practice.

The main fieldwork behind this thesis happened in a two weeks' time frame, from 2/05/16 – 16/05/16, in which I was mainly based in an Indian city called Rishikesh, situated in the foothills of Himalaya Mountains. During that period I had a chance to interview seven yoga tourists from different parts of the world.

The aim of the field trip to Rishikesh was to get a glimpse on materiality and the sensuous scapes of the yoga practice in local studios of the city. Therefore, being a yoga tourist myself, a lot of data is based on my personal experience and observations. The concept of “participant observation” is used to encapsulate a method in which a researcher takes part in daily activities, rituals, interactions, and events of a group of people as one of the means of learning the explicit and tacit aspects of their life routines and their culture”. (K. Dewalt, 2002) Also, why using the participant observation as a research method, (K. Dewalt, 2002), it improves the quality of data collection and interpretation and helps to develop a solid and reliable analysis.

During the field trip in Rishikesh, observant participation has been done through my participation in local yoga classes in different studios around the city, where my priority was to meet yoga tourists, and share yoga experience with them. Usually those connections with participants would end after the class and only occasional meet ups would repeat next days or would continue after the actual yoga class (going for lunch together, or joining another yoga event). Throughout the whole period of my research in Rishikesh, there were always tourists in a yoga class for `hatha` practice.

Yoga classes were held according to specific timetables for each studio. Therefore I had a chance to try all of them during the day in one studio or mixing with others. Each yoga class I was counting how many students were participating in the class and noting it in field notes in order to understand whether it changes significantly from day to day or not. Also it was interesting to find out that most popular time for attendees were morning classes (first one at 7 a.m and next one at 10 a.m).

Yoga schools in Rishikesh have all sorts of different classes, starting from the classical hatha yoga (focus on asanas – body postures), meditation and also doing Ayurveda treatments, like massage, panchkarma (cleanse) etc. Interesting to see that in comparison with our local Western yoga places,

they usually have these options to buy passes or memberships, whereas in Rishikesh it is not as common yet. While visiting all kinds of yoga classes my aim was to get a perspective on how it feels like to be a yoga tourist in Rishikesh, through the sense perspective and embodiment. By doing so my goal is to explore the complex nature of sensuous scapes and notice whether it affects my mood, emotions or whole experience.

Certainly I tried all sorts of different yoga classes and studios, preferably I would have tried all of them but due to the limited budget and time constraints, it was impossible to check all of them.

Even though this thesis is not touching the demographic research of the yoga tourists of Rishikesh in depth, I did find out that majority of the yoga tourists of Rishikesh were women. It did influence me in my data collection, as my aim was to get to talk to more men than women, possibly to get a different perspective. However, out of ten interviews (together with Goa), there are five of them with men. According to literature review, yoga practice is mostly popular for women. A recent Washington Post article points out that many still view yoga as a “women’s practice,” although its benefits for physical health and well-being extend to both sexes.⁶ Therefore, keeping that in mind, my goal was to interview as many men as possible, so that it equals the results and make the research more credible.

All the materials are available for reader to access on www.dropbox.com

Login: stjuxa@hotmail.com

Password: tourismstudent

2.9. Interviewing methods

In-depth interviews can be defined as a qualitative research technique which involves “conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program or situation”. (Neale, 2006)

⁶ http://www.huffingtonpost.com/carolyn-gregoire/yoga-women_b_4163938.html

There are three different formats of interviews: structured, semi-structured and unstructured. In this thesis, a structured to semi-structured interview techniques are used in order to have an option to ask additional questions to expand certain issues and for clarification. Moreover, to be able to analyse and compare answers from all the respondents.

Interviews were chosen to be as one of the main primary data collector because they include possibilities of collecting detailed information about research questions. Moreover, in interviews I have direct control over the flow of primary data collection process and have a chance to clarify certain issues during the process if needed. (Dudovskiy, 2016)

“In conducting an interview the interviewer should attempt to create a friendly non-threatening atmosphere. Much as one does with a cover letter, the interviewer should give a brief, casual introduction to the study; stress the importance of the person’s participation; and assure anonymity, or at least confidentiality, when possible” (Powell, 2010). Moreover, Engel and Schutt (2009) warn about possible interviewee bias during the primary data collection process and argue that interviewee bias would seriously compromise the validity of the project findings. Other scholars, on the other hand, recommend that “some interviewer bias can be avoided by ensuring that the interviewer does not overreact to responses of the interviewee. Other steps that can be taken to help avoid or reduce interviewer bias include having the interviewer dress inconspicuously and appropriately for the environment, holding the interview in a private setting, and keeping the interview as informal as possible” (Powell, 2010).

Having these informal semi-structured interviews in Rishikesh, most of the times, happened during a local cuisine. This creates mutual experiences that allow the interviewer and interviewee to share through sensuousness of the taste, sounds and visual information.

2.10. Questionnaire

The essence of survey method can be explained as “questioning individuals on a topic or topics and then describing their responses” (Jackson, 2011).

In business studies survey method of primary data collection is used in order to test concepts, reflect attitude of people, establish the level of customer satisfaction, and conduct segmentation research and a set of other purposes. (Dudovskiy, 2016)

Alternatively, according to Neuman (2005) from the viewpoint of practicality the most popular variations of surveys include questionnaires, interviews and documentation review.

In this research a small survey with eight questions was spread around in yoga network in order to get exact numbers and statistics to show and rely on. The aim of the survey is to see the level of importance of senses when practicing yoga. The aim was to get hundred respondents as a maximum number, because this number is enough to get an overview on this matter.

2.11. Target and sampling

Data collection process includes talking with different people, therefore it is important to stress by which criteria's they were chosen for interviews and questionnaires. When a certain segment of population is chosen, it is important to set a certain size in order to establish the reliability of the results of the study. In this thesis, the aim was to conduct ten personal interviews during the field trips. Those interviews were aimed to collect data from yoga tourists of Rishikesh and Goa.

In quantitative data collection, the aim was to get hundred answers to the online survey. Also, for sampling technique, having this advantage of being a yoga student myself, and having connections within yoga enthusiasts, I asked many of my yoga friends, and shared the link also on yoga studios friends webpages, asking to answer this short survey for the research purposes. In quantitative research, the more results you collect, the better it is for research reliability. In order to have reliable data enough, due to yoga tourism being special interest tourism, hundred respondents are chosen to be enough. Therefore, after hundred answers were collected, I received a notification on my email, and was able to stop the data collector online. In approximately two months' time, I collected the necessary amount of answers. Thus, a convenience sampling technique is used, due to the fact that all the respondents were yoga students from different yoga studios around the world.

2.12. Field book and observation

Holloway stated that observation can be defined as *systematic data collection approach, where researchers use all of their senses to examine people in natural settings or naturally occurring situations.* (Holloway, 1997)

In order to document all my experiences, conversations and observations during the research trip, a daily field diary was written in order to unfold the yoga tourist experiences. All the writings were written on my notebook in English, since it is the appropriate way to use it, print or upload for reader's convenience. Notes were taken after yoga classes, to capture the experiences with senses and body or in the evening before going to sleep. It was crucial to make notes as soon as possible so that nothing important is forgotten. In particular, I asked myself questions like: how do I feel when I do yoga, for example – touching the yoga mat, the air in the class, all the sounds I hear, the visuals? The aim was to stay true and critical at the same time. There were both, positive and negative things that affected my senses, feelings and mood. Each note is based either on a yoga event or interaction with people.

2.13. Secondary data collection

Secondary data is something that is based on other people's point of view. By doing a literature review, I found many relevant and interesting findings on multisensory tourism. Therefore, in the analysis chapter, there are used examples from other researchers. Moreover, the statements that proves certain things. Most of the secondary data is gathered from books, online journals and other researcher's reports. The great advantage of using secondary data in this paper is that I can use a lot of materials without using too much time of producing them myself.

In this thesis, secondary data is based on four main characteristics:

- 1) Availability: all the data used in this thesis has to be available for reader and easy accessible.
- 2) Relevance: data should be relevant to the main topic of this paper and its questions.
- 3) Accuracy: all the methods are clear to reader, showing the dependence on this data.
- 4) Sufficiency: to have enough of this type of data to support the final findings.

Adapted from MSG (management study guide)⁷

2.14. Limitations

There are some limitations to this study that are influenced from external factors, or limitations that researcher (myself) cannot control. The chosen area of the research is Rishikesh and Goa, which was limited to a certain amount of days – fourteen days in Rishikesh and ten days - Goa. Also, there were interviewed only those people who have visited Rishikesh or Goa, in order to give valuable information regarding their yoga experiences.

Methodology is limited in data collection when it comes to collecting sensuous related data. Thus, it is not possible to save fragrances or smells from the field trip. Moreover, touching experiences are not transportable, or possible to move, so impossible to collect and present with findings, as it is with sounds and visual pictures.

2.15. Delimitations

There are certain things in this thesis that I chose to limit. Firstly, the place of the research is only Rishikesh and Goa, as yoga destinations of India. Thus, personal interviews were conducted only with those people who were actually visiting one of these places. When spreading the link for the questionnaire about the senses, there were used only those platforms or social groups, who are involved with yoga or practice yoga themselves. The link was shared on Facebook.com yoga pages, Couchsurfing.com forums, yoga web-sites forums and sent directly to people around the world who I personally know, who practice yoga. This research is limited to five human senses and body perspective in order to make research scoped and as narrow as possible.

2.16. Realiability

According to Andersen (2006), the reliability of the study can be perceived by the way the research is done and by the researchers' precision while gathering information that is

⁷ http://www.managementstudyguide.com/secondary_data.htm

needed for the research (Andersen, 2006). Therefore, methodology chapter includes all the types and methods of data collection that is used in this research to make the outcomes more reliable.

All the photos, sound recordings and interviews from the trip were taken with a Samsung Galaxy S4. Few recordings unfortunately got lost due to unforeseen circumstances during the second field trip, where the phone was stolen. Luckily, the transcripts of Rishikesh interviews were already done and safe on computer. Therefore in the attachments is available data, supporting the research, it has all precise transcriptions of interviews, but only five out of ten actual recordings are available for listening (on dropbox account). Using phone as the main tool to collect data might not show the best possible quality of gathered materials, which influence reliability of this research.

2.17. Criticism

In this research the field research and its interpretation is based on various types of ethnographies like visual, audio and video. Not all types of research areas is possible to show in this paper, like for example taste, touch and smell. This particular data on sensuous scapes is just explored and described by the researcher and majority of it is shown through pictures, because taste, touch and smell also include sight in it. Thus, it makes harder for reader to check the all gathered outcomes of the field research. Main disadvantages associated with chosen methods relate to subjective nature of approach. Primary data generated in this study cannot be generalized since data is very much impacted by personal viewpoints and values of tourists and other parties.

Observation methods were used during both field trips, but only one field book is available with every day notes from the researcher. Therefore, some relevant observations might not have been spotted and recorded to field notes from second trip, which might have added relevant information to this research.

Chapter 3 - Literature review

3.1 Yoga tourism literature

“Niche Tourism, Yoga Tourism or Transformative power of senses in yoga tourism.”

This chapter will have a very close look on literature review that already exist and gives an overview on what disciplines have yoga tourism explored. Literature was reviewed based on two perspectives. First, is the general picture on yoga tourism, which includes management, planning, public health, sociology, anthropology fields. Furthermore, a closer look was taken based on what is missing in this existing research and data. Based on that background, what could be done more to fulfil this niche – yoga tourism. To be able to provide an original, unique analysis, by focusing on phenomenology, and the sociology of the body and senses in relation to constructing and experiencing yoga tourism. All in all, the aim is to look into yoga tourism from a different angle, and how this new literature could add knowledge and expand the existing one.

To begin with, the definition of terms “Tourism” and “Tourists”, they have varieties of sources, there is no one official definition of tourism. Different sources define “Tourism” differently. *Macintosh and Goeldner* summed it up as follows:

"Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home".

Finally, in order to prevent the disaccords to define "Tourism", also UNWTO defined it as indicated: *"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."*

Now, when we are clear about what we understand by these words, it is essential to see on the industry itself. According to Lehto et al. (2006) yoga tourism *“has appeared and grown with the 'travel to feel well' trend and can be viewed as a subset of wellness tourism”* (p. 25). Nowadays people are living under lots of stress within everyday life. Therefore yoga seems to be a good

solution in order to bring “*a powerful relief for the increasing stress and pressures that ail individuals in contemporary society*” (Lehto, Brown, Chen, & AM, 2006).

Yoga tourism became a tourism phenomenon, where people started to practice yoga not only on a daily basis but also while being on holidays (Lehto, Brown, Chen, & AM, 2006).

Tikkanen (2007) suggested different categories of tourism like: “*holiday travel, business travel, health travel, visiting friends and relatives, religious travel, travel for an economic benefit, travel for educational purposes, and finally sports and activities travel*”(p. 723-724). Some of them can be perceived as a part of yoga tourism for example: health, holiday and educational purposes (Tikkanen, 2007). It is hard to define yoga tourism since it is a very broad subject, therefore now the discussion will be provided from different perspectives.

As mentioned earlier yoga tourism is a part of wellness tourism where both can be recognized under the special interest tourism in order to attract yoga tourists (Lehto, Brown, Chen, & AM, 2006).

Special interest tourism can be defined as “*a form of tourism which involves customers whose holiday choice is inspired by specific motivations and whose level of satisfaction is determined by the experience they pursue*” (Hannam & Knox, 2010, s. 92), while Lehto et al. (2006) in their work cited Redekop (1999) who is defining special interest tourism as “*niche markets developed by specific sites or places for groups or individuals who wish to develop certain interests and visit sites and places connected with a specific subject such as yoga or sports. Special-interest tourists tend to share a common hobby or interest that bonds them*” (p.26). They also are stressing out that “*development of special interest tourism reflects the need of travellers to spend free time more profitably by engaging in cultural, physical, educational and spiritual activities*” (Lehto, Brown, Chen, & AM, 2006).

According to Kelly & Smith (2006) wellness tourism is described in numerous ways while Muller and Kaufmann (2000) make a contrast between wellness and health, where wellness tourism is perceived as a subset of health tourism. Therefore in this case, it is yet unclear where yoga tourism can be - under wellness tourism, health tourism or spiritual tourism.

Health tourism is defined by Goodrich & Goodrich (1987) as: “*an attempt on the part of a tourist facility to bring tourists by deliberately promoting its health-care services and facilities, in addition to its regular amenities, include medical examinations by qualified doctors and nurses at the resort*

or hotel, special diets, acupuncture, trans-vital injections, vitamin complex intakes, special medical treatments for various diseases such as arthritis, and herbal medicines” (Goodrich & Goodrich, 1987, s. 217). As a result of the following definition medical tourists will “tend to travel in order to cure or treat a certain illness or medical condition” (Voigt, Brown, & Howat, 2011, s. 17).

In contrast wellness tourism is “a state of health, which comprises an overall sense of well-being and sees a person as consisting body, mind and spirit, lifestyle and self-responsibility for health see paramount in the quest for a better quality of the life” (Koncul, 2012, s. 527), hence wellness tourists lean to go on a holiday to maintain or improve their health and well-being (Voigt, Brown, & Howat, 2011, s. 17).

This distinction between illness and wellness is the starting point for defining yoga tourism as health tourism. Most of the authors classify yoga tourism as a niche of well-being practices (Lehto, Brown, Chen, & AM, 2006). Kelly and Smith (2006) add a sub classification between wellness and yoga tourism, defining yoga tourism as spiritual tourism. In order to understand what type of tourism is yoga tourism, the figure below is a result of the mentioned theory.

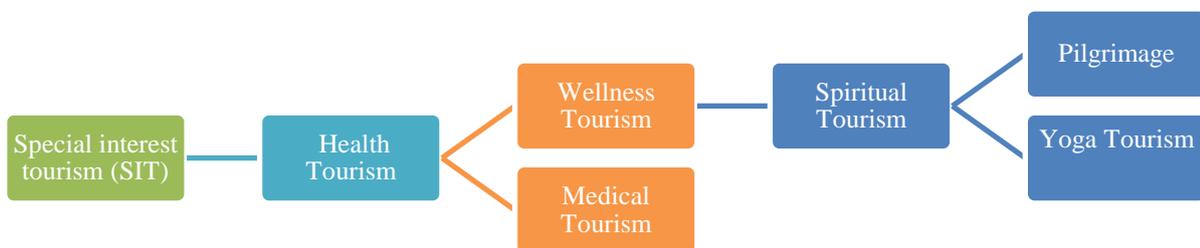


Figure 5 (Voigt, Brown, & Howat, 2011) (Kelly & Smith, 2006)

According to Lehto et al. (2006), yoga tourism exclusively represents “holistic, naturopathic, alternative, aboriginal, Eastern medicinal practices/therapies that meet the demand for fitness improvement, healthy lifestyle education, nutrition counselling, healing, preventative medicine, solving personal problems, and relieving, or alleviating, stress or depression, in this context, yoga tourism, similar to the general wellness tourism programmes” (Lehto, Brown, Chen, & AM, 2006).

According to Moutinho (1987, p.18) specific travel motivations are “related to images based on personal experience, knowledge, reports and advice from friends, information gained directly or indirectly from mass media, advertisements and travel intermediaries”.

On the other hand Lehto et al. (2006) are suggesting that yoga tourism motivation are being seen as a push factors that makes “people to go for yoga trips and vacations and thus fuelled the demand for yoga tourism” (p.18). They indicate three important push factors of yoga tourists:

- 'get away from routine work'
- 'seek an authentic yoga experience'
- 'enjoy yoga fun' (Lehto, Brown, Chen, & AM, 2006, p. 27)

Lehto et al. (2006) are mentioning that the desire for healthy lifestyle is a significant and major contributor to travel. “The escape or 'push' from a mundane, divide urban environment has been recognized as a major motivating force in tourism” (Lehto, Brown, Chen, & AM, 2006)

The four factors as the main motivation of yoga tourists have been distinguished by Lehto et al. (2006) as: seeking spirituality, enhancing mental well-being, enhancing physical condition and controlling negative emotions.

According to Lehto et al. (2006) yoga tourists are those who “actively seek to enhance emotional, intellectual, spiritual wholeness, in addition to physical well-being, they are mostly physically healthy as the perceived physical condition of an average yoga tourist is very high” (p.33).

The yoga tourist is observed as a distinct market segment whose motivation and decision making are primarily influenced by their interest in yoga.

Lehto et al. (2005) produced the first profile of yoga tourists as mainly female, professional, well-educated, aged 35-54, spiritual but not religious and, interested in holistic therapies and healthy lifestyles.

The significance of this research is that it identifies the influences on the growth of yoga as a niche tourism product and is one of only a few studies (Smith and Kelly, 2006; Lehto et al., 2006) that tries to identify the core concepts of the yoga tourism package. Another key finding of the research was the awareness of the promotion of yoga tourism, alongside other niche tourism products, to attract a wider range of tourists and offer a broader experience.

Smith and Puczko observe that 'yoga can be packaged with almost any activity provided it is attractive to the target market' (Puczko, 2009, p. 229). These findings are important as they validate McKercher and Chan's (2005) argument that niche tourism products need to be seen not in isolation, but within the broader context of the existing tourist products and visitor mix.

Yoga tourism is an emergent niche tourism market that can be viewed as a subset of wellness or holistic tourism. Considerable debate exists as to exactly what wellness tourism is and how tourism actively contributes to this (Kelly and Smith, 2009). Smith and Puczko comment on how 'relatively little research has been undertaken about the profiles and motivations of the so called health visitors' (Puczko, 2009, p. 132).

According to Keneth Liberman findings, Hindu traditions generally bear some scepticism about the likelihood of foreigners or non-Hindus achieving substantial spiritual accomplishments. For example for most Americans, both in US and India, a "yogi" usually refers to a person who does yoga. And by "yoga" what is meant is the practice of asana, the physical positions that compose the third of the eight limbs of yoga, according to Patanjali.⁸ All the products like yoga mats, yoga pants, yoga bags etc. are all generated for asana practice – which is an American modification of yoga. American yoga aspirants remain very much inside their own cultural universe and have minimal contact with Indian society, except for the commodified yoga they desire and receive. This research basically describes a typical day of a western yogi in India, their schedule and about their practice. The essence of doing yoga is not about a human body or the physical aspect of it, the point is to use bodies in the right way and to gain control over the "monkey" mind. Our mind is always busy, thinking, remembering, talking etc. Thus, according to yoga teacher Nadeem (Rishikesh, 2016), the purpose of yoga activities are to achieve peace within body, mind and soul.

According to Aggarwal et al. (2008) "*with the increasing sophistication, foreign visitors also require travel products to offer quality, comfort, convenience, relaxation, independence and unique learning experience that maximize the value of their leisure time*". Also, when assessing the tourism in India, sources state that Tourism provides the second highest net foreign exchange earnings to their economy. (Adarsh Kumar Aggarwal M. G., 2008)

⁸ "Yoga tourism in India" Keneth Liberman, University of Oregon, USA

Spiritual tourism is a tourism that is motivated by faith or religious reasons has been in evidence for centuries. (Richard Sharpley, 2005)

According to the UNTWO, it is estimated that about 330 millions of tourists visit every year the main religious places, being the spiritual motivation one of the most important among them.⁹ Bywater (1994) also mentioned that spiritual travel occupies an important segment of international tourism and has been growing steadily. A spiritual tourist can be described as someone who visits a place out of his/her usual environment, with the intention of spiritual growth (in relation to God or the Divine), regardless of the main reason for travelling.¹⁰

Rishikesh is where Raibhya Rishi is believed to have done penance to please God who appeared as Rishikesh; hence the name. Rishikesh is located at a height of about 1360 feet above sea level. It is believed that several yogis and sages lived and practiced penance here. Rishikesh represents the site where Vishnu vanquished the demon Madhu. Rishikesh is one of the first choices of tourists coming to India for Ayurveda, yoga and meditation.

Studies have been carried out to find out the attractiveness of a tourist destination based on attributes of a destination (Banerjee, 2013). For example Hu and Ritchie (1993), proposed the image building towards a tourist destination based on the feelings, belief and opinion that individuals have about a destination's perceived capacity to provide satisfaction in relation to their different levels of needs. Latest studies emphasize on both multi attribute approach and holistic impressions of the tourist site to find out its image (Adarsh Kumar Aggarwal M. G., 2008).

Following bullet points are shown for reader to see the research made by BISWAJIT SATPATHY and DEBENDRA MAHALIK in 2010 about Rishikesh tourism situation. This overview helps to create an understanding of what researcher is going to experience doing the field work herself.

Motives of foreign tourists behind visiting ashrams.

Source: South Asian Journal of Tourism and Heritage (2010), Vol. 3, No. 1

⁹ <http://www.spiritualityyouth.eu/blog/defining-spiritual-tourism>

¹⁰ <http://www.spiritualityyouth.eu/blog/defining-spiritual-tourism>

- *Majority of foreign tourists visiting Rishikesh believe that religious places give a peace of mind and they feel spiritually satisfied. That's why they prefer to make their trips to religious places rather than adventurous, historical or exotic sites.*
- *Approximately half of the tourists believe in Indian religion and customs and enjoy the rituals followed in Indian tradition. They have an urge to learn about the religious importance of Haridwar, ashrams and Holy Ganges.*
- *Foreign tourists are likely to celebrate and participate in Indian festivals. They feel very pleasant and more satisfying in their lives.*
- *They believe that they are not looking for luxury but their arduous journey to meet the divine goal to make life simple and more fulfilling and rewarding.*

Experiences of foreign tourists visiting ashrams in Rishikesh.

Drinking water is a necessity for everybody. But the available water at Rishikesh is insalubrious. The visitors have to buy bottled water every day. The poor availability of tourist offices in Rishikesh was another issue, which cropped up as a problem for the foreign tourists.

Poor availability of a guide was yet another problem faced by them (especially by the ones from France and Russia). Unfamiliarity with local language and lack of information were the problems faced by tourist due to the non-availability of a bilingual guide who can converse with them in their language. (Biswajit Satpathy, 2010)

According to Satpathy and Mahalik (2010), Rishikesh has lots of bad reviews, and this is what their research has gathered:

*Rishikesh has **misguiding tour operators**, when most of the tourists complained that the tour operators duped the tourists by misguiding them about the various transport facilities available. Also, Rishikesh lacks the **accessibility ease**. There is no straight airport facility, and the road infrastructure is in a horrible condition. One-sided lanes for roads and narrow railway gauge make the journey slow and risky. Moreover, majority of the tourists considered it to be **unsafe** while traveling in buses or walking on streets because of the pickpockets and thieves. The tourists complained that they were often forced to cough-up money as aids and donation at the ghats by non-authorized people. Accommodation facilities of various hotels were quite satisfactory. Quality of cleanliness was found to be **very poor**. Illiteracy is also a major hurdle in communication. The language barrier was another problem in communication with the local residents. Credit card*

acceptance due to lacks of credit card acceptance facility, tourists have to carry money along with them which is not safe (Biswajit Satpathy, 2010).

Main places of interest in Rishikesh are:

- Triveni Ghat
- Bharat Mandir
- Lakshman Jhula
- Nilkantha Mahadev
- Kaishanand Mission Ashram

Source: South Asian Journal of Tourism and Heritage (2010), Vol. 3, No. 1

All this existing data and conclusions can be examined and followed up with new knowledge that comes from sensuous perspective and yoga experience.

Finally, westerners already discovered that “yoga” for them is viewed as a way to become more beautiful. According to a case study on experience of foreign tourists visiting Rishikesh, India, the particular destination, “the capital of yoga” in India, the increase in demand for travel has created new marketing opportunities in tourism. (Adarsh Kumar Aggarwal). WTO (World Tourism Organisation) made forecasts that tourism is growing rapidly in future, which makes even more opportunities for yoga market.

Known facts – tourism industry is the largest employment generator of the world. India can be considered the yoga and spiritual capital of the world. People come to the country to learn yoga and for spirituality. The land of spiritual salvation is the place which gave birth to multitude faiths like Buddhism, Jainism, Sikhism, to name only few. (Adarsh Kumar Aggarwal). People from across the world now come to India for Ayurveda, yoga and meditation in Rishikesh, which is practiced since centuries. It is no wonder now, why people are turning to the Indian sub-continent for guidance towards a more spiritually satisfying way of life.

According to Hu and Ritchie (1993) studies proposed the image building towards a tourist destination based on feelings, belief and opinion that individuals have about a destination`s perceived capacity to provide satisfaction in relation to their different levels of needs. (Banerjee, 2013)

Due to the fact that there is a lot of research and data already made, that exist for public about the motivational factors of foreign tourists behind visiting Rishikesh, and India in general, also what they seek when they travel and what they expect, thus the idea for this particular research is inspired from different methods approaching the same goals and motives of travel.

Moreover, there is a study showing marketing strategies how to boost tourism in Rishikesh, and the influence of yoga tourism on India culture, economy etc. There is no research done on how to boost Yoga Tourism through the sensual and embodied experiences.

Most of the studies related to yoga have focused on India case, how Westerners perceive yoga, their yoga lifestyle in India, and many other studies defining yoga tourism, arguing whether it is all health, heritage or wellness tourism.

All foreign tourists visiting particular places of this research in India would be considered as the universe and sample unit for the research, with the purpose of the visit either yoga or spirituality. Sample size is to aim for 10 foreign tourists, interviewed and found on the streets, ashrams, hotel etc. The time period for the research period is fourteen days in Rishikesh and additional ten days in Goa (May and December 2016).

Experiences through senses can create different perspectives, that people usually never pay attention to, and remind about the basics that receive information to the brain: mouth –the taste, nose – the smell, ears – the hearing, eyes - the sight, body - a touch. Also in this research, the main focus is on these five basic activities or skills of our human bodies to get the experience.

According to ministry of tourism, they are drawing a roadmap to use yoga as a product in a bid to attract more travellers to the country. Moreover, *“properly marketed, yoga has the potential to draw in a significant number of travellers. It is, however, necessary to (create an) inventory of the institutions imparting yoga and connect them to the tourism market by adapting them suitably in terms of language orientation, physical infrastructure and ability to handle visitors,”* the draft policy adds.

Subhas Goyal, the president of Indian Association of Tour Operators, told: "This is a good start. Yoga is popular across the world and the demand for yoga tours is increasing. It is a good thing that

the government has taken an initiative in this regard".¹¹ Therefore, India is a great start to research the complexity of sensuous tourism in a yoga oriented destination.

3.2 Multisensory tourism literature

Multisensory stimulation environment supplies sensory stimuli to stimulate the primary senses of vision, hearing, touch, taste, and smell, through the use of different activities on a yoga destination. (Yuanwu Cui, 2016). Therefore, the main hypothesis is that by expanding yoga tourism experience to multiple senses, the scope and impact of the multisensory stimulation could be expanded. Multisensory stimulation environment has inherent advantage of giving sensory stimulations from all five senses. (Yuanwu Cui, 2016)

An experience can be defined as the “result of encountering, undergoing, or living through situations” and “triggered stimulations to the senses, the heart, and the mind”. (Luca Meacci, 2015). According to Meacci (2015), senses play a central role in our perception of the surrounding world and in the experience process. According to this, the study of sensory dimension of tourist experiences is recently pointed out as pivotal to management in the tourism industry. In particular, recent studies show that there is not a dominant sense but a successful tourism destination should attract tourists by more stimuli and provide for all the senses. (Luca Meacci, 2015). Therefore, recently appeared this concept of “sense scape”, as multi-sensorial “scape”. Thus, the aim for this paper will be to discover and present the innovative way to feel yoga experience, involving all the human senses.

This change in tourism and in consumer’s behaviour calls for new approaches that make use of innovative ways for offering yoga tourism. (Pine, 1999) (Schmitt, 1999) (Holbrook, 2000). Nevertheless, tourism studies about the role of the five human senses in tourist experiences are still not sufficient to cover this topic and more efforts in conceptualization are needed, playing today an important research opportunity. (Luca Meacci, 2015)

The role of the senses in human life, experience and knowledge has been a reason of reflection since the early days of philosophy. (Aristotle, 2002) When Aristotle discusses the particular senses

¹¹ <http://www.hindustantimes.com/india/yoga-tours-to-help-boost-tourism-in-country/story-iiJZtjFtW8kiwDwNg2F7oN.html>

in *De anima* 2 .6–12, his main effort goes into describing the sensible qualities, with very little further explanation of what must happen for the soul to perceive them.)

A thing never has only one sense. Each thing has several senses that express the forces and the becoming of forces at work in it. Still more to the point, there is no ‘thing’, but only interpretations hidden in one another, like masks layered on the other. (Voss, 2013) Based on that statement, this research is challenging yoga activities, or the time when tourist is practicing yoga, and whether one or several senses are active at the same time, or just one after another.

Aristotle said very important things about senses. He was the first one to define the five senses, to specify their organs and functions. He was the one suggesting that error is not due to the senses but to misinterpretation by the mind. (Massie, 2013) Based on this sentence, there is a suggestion that any negative experiences in tourism may not be because of bad sensuous interactions or feelings, but due to misinterpretation of those feelings by the mind. This is also challenged in the research, on how exactly sensuous scapes are interpreted by the yoga tourists.

The first feature that sets the sense of touch apart from the other senses is that it is coextensive with sentient life in two important ways. First, touch is the condition of all sentient life. As such, it provides the extension of a class of beings (if *x* is a sentient being then *x* possesses at least the sense of touch). Touch, argues Aristotle, is possessed by all animals insofar as they have the ability to sense food (this is why all animals with touch also have taste) (Massie, 2013). Based on this hypothesis, that taste and the sense of touch is interconnected, and this is challenged in the data collection process, when during the interviews, (most of them are done in cafes, during the meal), what people pay attention to, taste or touch, or both of these senses at the same time.

Also, the senses: sight, smell and hearing occur at a distance, while touch and taste (which Aristotle treats as a species of touch) requires contiguity. No doubt, in order to touch, some contact must occur. Yet, it does not follow that this contact is unmediated. Therefore, it is interesting to see how yoga tourists’ assess senses that occur at a distance and senses of taste and touch require actual touch with their bodies. Then, which of these two possibilities affect tourists stronger.

This philosopher argued a position claiming that knowledge begins with sense perception, through the apprehension of the external world. (Massie, 2013) Afterwards, in the 18th century, philosophers such as Kant defended the idea that knowledge of the world begins with the senses, evolving however through understanding and reasoning. (Massie, 2013) (Deleuze, 1984)

Merleau-Ponty, who, in *phenomenology of perception*, stresses the role of the body, rejecting the dualism of mind and body. Thus, the body is seen as a form of consciousness, its interactions with the world being what constitutes mental states and activities. By looking into mentioned suggestion, it is interesting to explore, whether this dualism of mind and body is connected with senses, or is it hard to separate body, mind and sense scapes.

The senses translate each other without any need of an interpreter, and are mutually comprehensible without the intervention of any idea. These remarks enable us to appreciate to the full Herder's words: 'Man is a permanent sensorium commune, who is affected now from one quarter, now from another.'¹² (Merleau-Ponty, 1962) But then, who interpret senses – our brain, our body or something else. This is what triggers the curiosity and desire to explore the complex idea behind senses and tourist experiences.

According to Meacci (2015), modern psychology considers that sensation involves mental processes necessary for the basic detection of the surrounding world, by which a stimulated sensor receptor creates a pattern of neural messages that represent the stimulus in the brain, initiating the individuals' experience of the stimulus. Thus, psychologists approach the human senses assuming they are important aspects of the individuals' experiences and behaviour. (Luca Meacci, 2015) Thus, considering this statement, senses involve more than just physical body, it goes on deeper levels of psychology, where yoga tourist, without even noticing are activating mental processes. Thus, is it also considered to affect the mental state or actually exercise, train the brain.

Moreover, according to Damasio, in *Descartes' error*, he claims that the factual knowledge required for reasoning and decision making comes to the mind in the form of images. That is why one of the main methods in this research, to show factual knowledge is to use images, taken by photo camera. Historian Smith claims that "senses are historical, that they are not universal but, rather, a product of place and, especially, time so that how people perceived and understood smell, sound, taste, and

¹² Quoted by Werner, op. cit., p. 152

sight changed historically” (Smith M. , 2007). If senses are possibly affecting the history of a human kind, then there is no doubt that this power of sensing things has great impact. Thus, it has to be used in a smart and strategic way, in order to get the most out of it, from a tourist perspective.

Smith (2007) also claims that the relationship between the senses and modernity and the connections between the senses, emotion, space, and metaphor are very complex and relevant to consider. In yoga tourism, it is the same transposing power of detail through the power of the five senses. But what is even more powerful, more stirring and more enduring is the sixth sense of travel – the fusion of the five senses, the collective feeling. (Mendiratta, 2010). So, if senses are straight connected to emotions, yoga tourism must have certain aim or goal to achieve through emotions. According to Anita Mendiratta, there is this sixth sense in traveling, it is the feeling of being in a place, that deeply held emotion attached to a specific moment in time, and felt once again in the in the mind’s eye when cellular memory triggers return, which makes travel so profoundly impactful beyond the immediate, three-dimensional experience. With all the stimuli and emotion of the moment combined into a multi-sensory cocktail, it is the resulting feeling of the moment which is so intoxicating. (Mendiratta, 2010) Therefore, this sixth sense, or the mixture of all five senses, that create a certain feeling play a very important role for a yoga destination. So the aim for the business in the industry is to create a positive feeling/emotion or a nice cocktail full of senses. The main struggle is to break it all in small pieces, to the details. Because even the smallest thing like a fragrance or spice can influence the whole feeling of the trip. Thus, this is exactly what is critically assessed and analysed in this research, based on yoga practitioners’ experiences.

Literature also suggests that people from low socioeconomic level, particularly based on education, participate less in yoga (Park CL, 2015). Therefore, being in India, it is possible to see, whether Indians themselves are interested in yoga practice and whether they do it on a daily basis. One of the possible reasons why this statement is true is that yoga also cost money, and it is relatively not cheap, especially for lower classes.

There is an indication that lately males are showing an increasing interest in health tourism (Smith M, 2014). Senses could be one of the key elements, which could introduce them to the yoga practice. Therefore, during the data collection process, it is possible to asses, who men or women are more attentive to senses, and for whom sensuous scapes are important.

According to the paper of Lehto, Brown and Chen in 2006, the typical yoga tourism customer is a highly educated, high income, middle aged, well-travelled, healthy, exercising, professional, social, and intellectual woman, who is already committed to yoga practice for a long time. (Lehto, Brown, Chen, & AM, 2006). Therefore, it is interesting to check that in real life, whether yoga tourists that I meet in real life are similar to the picture that Lehto described. The mentioned above can also support the fact that women are great motivators for males to join them for a yoga trip. Changed mind-set of a yoga destination can use multi-sensory experiences in a new way, in a more productive way. But what productive way is it. Do yoga destinations really need improvements in their yoga image or not.

Wellness tourism services and activities can range from self-beautification, psychological balance and lifestyle improvements, to a search for transcendental meaning. (Voigt, Brown, & Howat, 2011) Therefore, figuring out main reasons of yoga tourists to come to the place, will prove or not the purpose of wellness tourism at the first place.

A lot of research was made to identify different tourist typologies. (Cohen, 1979) (Smith, 1989)

Moreover, according to Edensor (2000), tourists and the destination can also be perceived as a particular stage, and all the roles are performing their roles. Performances vary enormously and depend upon the regulation of the stage and the players, and the relationship between the players. (Edensor, 2000) Therefore, yoga tourism and the sensual aspect of it can also be based on interaction processes, and depend on acting skills on the stage. Each performance is unique and creates a certain interaction with senses, which eventually form a feeling. Adler mentioned about performance tourism as a “performed art”. Therefore, being at a yoga destination myself, I am able to find out who are playing roles on the scene of “sense scapes”.

Sennet (1994) in his paper “Flesh and stone”, talks about body posture and physical movement through space, and through stylized movements. Thus, social identities are “signalled, formed, and negotiated through bodily movement”. (Desmond, 1994). In tourism in general, the human body moves with the rhythm of the place, and touristic activities. When it comes to yoga practice, especially in the physical aspect of it, body is doing certain movements in the space, creating postures. During these postures what senses are actively working and receiving information and which ones are inactive. It is suggested that minimizing of sensory stimuli tends to pacify bodies of tourists, inducing conformity and reducing the possibilities for idiosyncratic performances (Edensor, 2000).

Moreover, Edensor also suggests that for example the pedestrian is likely to enjoy a more vivid and varied sensual experience in heterogeneous space. As well, as the “smells scapes” of heterogeneous space are rich and varied. “Soundscapes” also have different volumes and tones, which can be pleasant or not. Therefore, this paper is challenging and expanding the characteristics of sense scapes. People with their cultural backgrounds can interpret senses accordingly. It depends on various of things like - tourists’ place of birth, upbringing, education and many other different factors. This will be followed up in this paper further.

There are not many studies on the multisensory experiences, within tourism industry, however there is this book BUY.ODOLOGY, written by Martin Lindstrom (2009), where he describes the positive outcomes of using multiple senses in their marketing, and how it affects consumer behaviour. Lindstrom (2009) for example, connects the use of multiple senses with emotional experiences.

Therefore, human senses and embodied experiences cannot be ignored when being a yoga tourist. In order to create the feeling of being welcomed, to create the feeling of authenticity, human senses can be used as one of the best and the most affordable tool for a great yoga trip to Rishikesh or Goa. Furthermore, this paper is aiming to get a better understanding of multisensory experiences of yoga tourism in India. Studies show that pleasant scents for example, create pleasant states of mood. It has also been shown that we process senses differently depending on age, gender, cultural background etc. (Lindstrom, M. & Kotler, P., 2005). So, basically the more information you know about person, the more explanations you can get to their sensing procedure.

Tourism is also a series of staged events and spaces. It is also full of cultural encounters within the tourism space. According to Isacsson et.al, multisensory marketing is in a starting phase and there is just a hand full of marketers who are using multisensory marketing in their campaigns nowadays, also in tourism industry. It is stated by several researchers that multisensory marketing is the future of advertising and branding (Isacsson, Alakoski, Back, 2010). This is assed in real life example, the so called capital of yoga, to check in own eyes, whether multisensory marketing is used in their destination image. According to Linstrom & Kotler (2005), vision in brand building and bonding is our most persuasive sense with a share of 58%, smell being the second most important one with a proportion of 45%, hearing stands for 41%, taste for 31% and touch for 25%. Therefore, this study is challenged on the example of yoga practitioners, answering the survey about the importance of different senses during their yoga practice. However, sight is perceived as the most seductive sense,

and the one used the most when it comes to marketing and branding. Visuals govern consumer behaviour. Sound on the other hand help us generate moods by creating feelings and emotions. (Isacsson, Alakoski, Back, 2010). So destinations can actually influence consumer behaviour and generate moods, feeling, and emotions.

In 2009 Martin Lindstrom undertook a vast multisensory consumer research project involving the scanning of brains and stimuli-testing. He concluded that visual pictures are more effective and meaningful if they are combined with another sense such as scent or sound. (Isacsson, Alakoski, Back, 2010). Therefore, when doing yoga in another country, it is interesting to discover, what is affecting the experience the most, one sense or few together, or a new sense which is a combination of many. Generally speaking the visual sense has attracted the most attention in literature (Davies, 2002). Other elements and stimuli that affect our minds, emotions, and consumer behaviour have attracted less attention. (Isacsson, Alakoski, Back, 2010). Is it the same with yoga destinations or the picture is a bit different, this paper is challenging existing data. According to Lindstrom (2005), there are about 100 000 scents out of which 1000 are so called primary scents and the rest being mutations and blends of scents. (Lindstrom, M. & Kotler, P., 2005). Each human sense is unique and different from others. Of all our senses scent taps right into memory. When we smell something our nose recipient cells signal our brains limbic system that triggers memories, our emotions and senses of wellbeing. (Lindstrom, M. & Kotler, P., 2005) Thus, how sense of smell is working when people are doing yoga activities.

Chapter 4 - Theoretical frameworks

The aim of this chapter is to introduce theoretical frameworks that are used in connection with empirical findings. This is an overview of theories, and its relation to this research. There are few theories involved, as it is mentioned in methodology chapter, because of the exploratory approach to the analysis, being more creative than theoretical and based on empirical findings. Therefore, focus of this research is on non-representational theories.

4.1 Non-representational theories.

Non-representational theory has emerged since the mid-1990s in a series of papers and book chapters written by Thrift (Simpson, 2010). According to Thrift (2007), non-representational theory represents an interest in “the geography of what happens” and in a little more detail, Lorimer (2005: 84) suggests that its “focus falls on how life takes shape and gains expression in shared experiences, everyday routines, fleeting encounters, embodied movements, precognitive triggers, practical skills, affective intensities, enduring urges, unexceptional interactions and sensuous dispositions...which escape from the established academic habit of striving to uncover meanings and values that apparently await our discovery, interpretation, judgment and ultimate representation”. (Simpson, 2010).

Firstly, non-representational theory tries to attend to the ‘onflow’ of everyday life. (Thrift, 2007). Therefore, during the field trip to Rishikesh, and later to Goa, helped to register the processes of yoga experiences. Consequently, attention is given to the mechanisms of human body, its sensual perception of yoga experiences.

Secondly, non-representational theory is “resolutely...pre-individual. It trades in modes of perception which are not subject-based”. (Thrift, 2007). It means that all processes of encounters forced me not only to be critical, but also as a researcher, to constantly ask myself questions like: what do I feel now? Why do I feel it this way and not the other way? Thus, to be more aware of things around me, present in the moment.

Third, non-representational theory is interested in the human body and its co-evolution with things. (Thrift, 2007). This brings some experientialism to this research. In this paper my main tool is body, and how it co-exists, interacts and lives in the external environment.

Finally, by using these theories, yoga tourism is analysed through sensual technologies of a human body.

“Experiences are argued to be subjective, intangible, continuous and highly personal phenomena. (Sarah Quinlain Cutler, 2010). Moreover, according to Highmore (2002) the word ‘Experience’ can refer to two different states: the moment-by-moment lived experience (Erlebnis) and the evaluated experience (Erfahrung), which is subject to reflection and prescribed meaning.

The basic element for sensory tourism is the connection between a tourist and the place itself through all the five human senses, thus, affecting them on emotional level. This creates a certain bond between a visitor and the place, followed by memories. Although dominant sensuous experiences can be rooted in the sensuous landscape, the potential for resistance can be equally ingrained and enacted through the sensuous body. (Degen, 2008).

Further, illustration of the connection between yoga tourism, and what influence the experience.

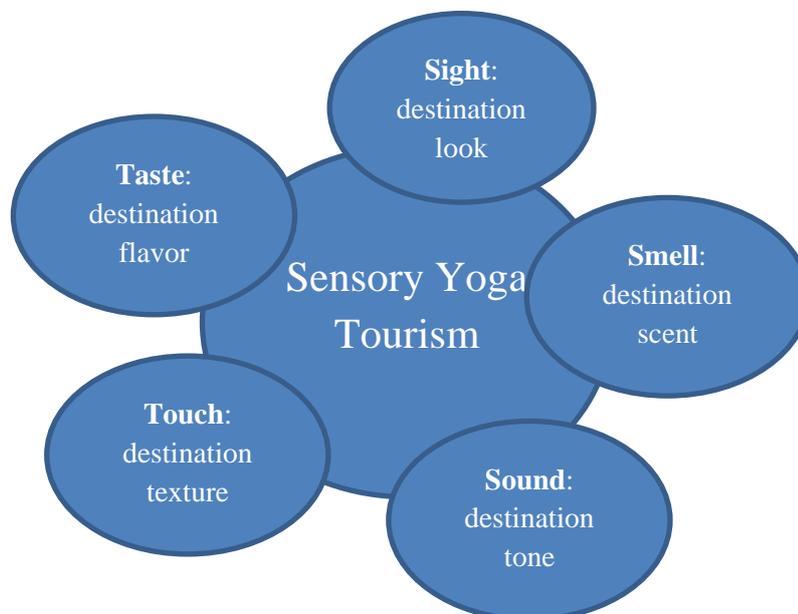


Figure 6: Sensory yoga tourism diagram (own creation)

4.2 Special interest tourism (SIT)

This research is also exploring the development of yoga tourism in the regions of India, Goa and Rishikesh in particular cases. Introducing yoga tourism has a certain mission to generate income, develop tourism. Research and analysis can only be based on a today`s situation.

Special interest tourism is one of the fastest growing segments within the tourism industry. A more mature travelling public is increasingly seeking experiences which satisfy a whole spectrum of interests. Accordingly, there is a need for new experiences that cater to these markets. (Norman Douglas, 2001). Special interest tourism incorporates various sectors such as regional, urban, environmental, cruise, heritage, cultural, sex and educational tourism. Thus, yoga tourism is one of the examples of well-being, health or spiritual tourism.

Special interest tourism products operate within a broad industry framework affecting the social, political, environmental and economic context of the tourism region and tourist market. (Norman Douglas, 2001). But how does it affect the multisensory experiences of tourists?

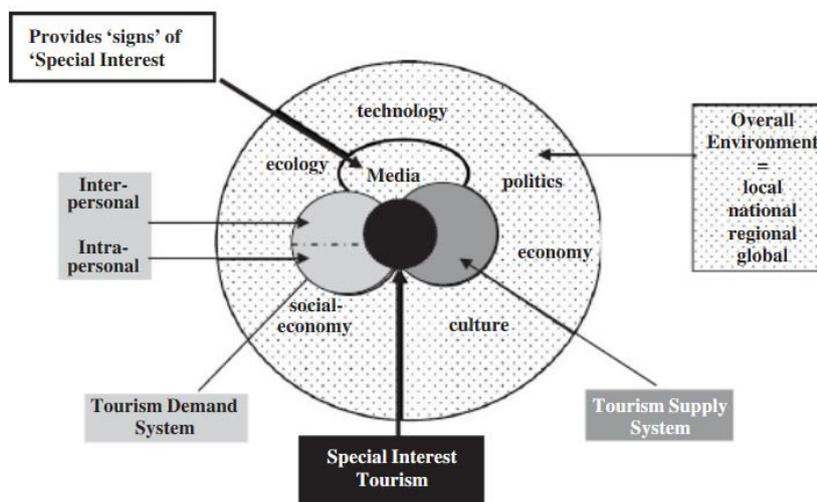


Figure 7: Adapted from Birgit Trauer “Conceptualizing special interest tourism—frameworks for analysis”

Tourism places no longer only present continuity in time and space with historical and biographical meaning but are instilled with physical and emotional sensations of a consumption-oriented society. (Morgan, 1996). Douglas et al. (2001, s.2) recognized SIT to have “emerged from concerns for the delivery of sustainable tourism”. Therefore, for the context of this research, the main area of yoga tourism is SIT.

4.3 Suppliers of SIT

Every consumption of SIT is based on special interest or hobby. There is a big list of various special interest travels. Destinations also keep that in mind, and operators, according to Douglas and Derret (2001), have therefore now diversified their products either “*based on their own expertise within the field of special interest or their awareness of the growing latent and salient consumer demand*”. The aim of SIT suppliers is to satisfy all the possible expectations and needs of SIT travellers. That is why it is important to identify these needs, and desires. Moreover, from the multi-sensuous perspective, what senses are involved in this particular SIT. How this interaction happens, and on what level it depends on the supplier side.

Rishikesh suppliers are mostly the ones who provide taste experiences (cafes), hotels and guest houses who provide accommodation (combination of senses) and finally yoga studios and travel agents where first ones provide with yoga experiences and travel agents with adventures and sightseeing.

4.4 Consumers of SIT

In this project main role goes to consumers of chosen destinations. As SIT aims to meet the needs of particular tourists, the host destination has certain activities in order to satisfy their needs. It is crucial to recognize that the experience is a process of consumption where an event, the real object, became an experience. It is not possible to define one certain model towards the interaction of human senses and following experience from them that influence the whole travel. Every person has their own perception, emotions, feelings that are based for example on the place of birth, upbringing, personal traits or other personal factors. After the trip, people share their memories and experiences with family, friends, students and online, for others to see. Consumers of yoga tourism are basically anyone who has entered the yoga class.

4.5 A senses-based model

According to Meacci and Liberatore (2015), the secret is to intervene in the right place in the process of experience, or where it triggers the subjective elaboration – the stimulation of senses. Senses stimulate with the first encounters, in marketing, this term is called “touchpoints”. (Luca

Meacci, 2015). These touchpoints, according to Jenkinson (2006) are also called “moments of truth”. It is increasingly no doubt that, not only all senses are equally important (Pan, 2009), but also that there is a powerful phenomenon of interaction of the senses. (Krishna, 2012).

The senses-based model brings together the strategic elements and identifies the method for the design of a touristic experiences success in five actions (Luca Meacci, 2015). Even though the aim of this research is not to create a design a successful touristic experiences through senses, still it brings valuable knowledge in the importance of multi-sensorial approach, and it is worth looking into it.

Senses-based model (adapted from Meacci, Liberatore, 2015)

- 1) Identify and create multiple experiential points varied
- 2) Assign to each experiential point its sensory nature, that is the main sense associated
- 3) Give a score to every sense involved. Every sense is a dimension of valuation of the overall experience.
- 4) Evaluate the effectiveness of the experience on the five-dimensional plane of the senses
- 5) If some sensory dimensions are characterized by low involvement, create new experiential points.

Looking into this model and applying gathered empirical data later on in the analysis chapter helps to stress the importance and influence of `touchpoints` on the sensuous experience.

The stimulation of the senses is one of the goals of the tourist and a key part of the intangible nature of the tourist product or service that needs to be suggested in marketing materials. (Dan Knox, 2010)

4.6 Embodying tourism

Tourism studies has tended to lack a sustained and critical analysis that takes account of the physical, social and cultural characteristics of human bodies and the experiences of living in, with and through such bodies. (Dan Knox, 2010). Therefore, the aim of this theory is to connect empirical data from the field trip and apply it to embodiment frameworks and theories. Knox (2010, pg 59), has very good highlighted that some approaches have seen the body as a form of ‘physical capital’ – something that has an exchange value within a metaphorical economy.

From here, it is interesting to discover how human bodies are used as promotional materials of the yoga destination.

According to George (2009), many Western tourists now visit India for medical treatments, as well as Ayurveda. Hannam (2009) notes, in this context, that: ‘Kerala was the first state of India to sell health tourism abroad by promoting Ayurveda.’ That followed with the growth of shady spas and massage parlours in the garb of Ayurvedic treatment”. (Dan Knox, 2010). Finally, looking into embodiment of yoga tourism will help to demonstrate that the body indeed has begun to be taken into consideration at the certain destinations, especially in health and yoga tourism.

Chapter 5 - Analysis of the empirical findings

“Can You Hear, See, Smell, Taste, Touch Me, Now?”

— *Mark M. Smith*

“We know not through our intellect but through our experience.”

— *Maurice Merleau-Ponty*

The aim of this chapter is to combine theoretical frameworks with the empirical data collected during the field trip to India. Moreover, due to the recent wave in sensuous tourism within researchers that was discovered in Chapter 3 – Literature review, this analysis is a contribution to an existing research within global tourism and its rich multi sensuous experiences. The analysis is putting human body as central to the empirical research, in connection with its ability to feel through the senses: sight, hearing, touching, smelling and tasting.

With the opening quotes I want to stress out that tourists experience is not only based on external factors, but also on a human body and its internal elements like human senses. Throughout the analysis chapter certain photos are shown as examples, and as the main visual material, with certain comments and analysis on particular matter.

All the relevant to the research photos from the trip are available for reader to view in dropbox.com, access is provided in methodology chapter. All the additional video sources are available with web link on youtube.com (link in section “Additional trip to Goa”).

5.1 Visual ethnography of yoga tourists (Sight)

It is through our eyes we can see things around, especially all the characteristics of things like colours and light. According to Emma Aspfors (2010), colour has also proven to have both physical and psychological influences on humans. (Aspfors, 2010)

In order to visually document the field trip, there is a certain amount of photos made during the research work. Most of the pictures were made on my phone camera (Samsung Galaxy S4) and a photo camera (Sony RX - 100). The aim behind the photos was to show the “yoga scapes” when doing yoga, yoga field trips and gatherings. Pictures include the yoga classes, different designs and textures of the yoga mats, surroundings, posters etc.

Social research, for nearly hundred years, endeavoured to establish its research credentials by adopting an objective or ‘scientific’ approach that, to a significant degree, has indirectly marginalised image-based research (Prosser, 2005). Therefore, image-based research makes a greater contribution to this research.

On the photo number 4 is shown an example on how yoga schools are inviting the tourists for ‘drop in’ yoga classes. All the yoga studios I have seen in Rishikesh have a banner, poster or a stand with their offers. When talking to this particular yoga studio, the most popular classes are the ones in the morning. They explain it also with the fact that most of the tourists know the “exercise” yoga better, and they prefer physical activity to meditation. When having a chat with the practitioners, they also prefer a morning practices due to the fact that early morning is more sacred time of the day when you can spend time for yourself, and in this case it is not that hot weather during the morning, which makes it more pleasant for practice. Therefore, in case of Rishikesh, weather and temperature feeling plays one of the crucial roles when it comes to organising the timetable for the classes.

Literature review shows that the subject of the visual is important in tourism research. (Burns, 2010). However, research into language use as a part of the visual has not been conducted. Thus, this analysis explores the use of sight of yoga tourists as a visual element in tourism representation. (Burns, 2010)

According to Sarah Pink (2013), a researcher should attend not only to the internal meanings of image but to how the image was produced and how it is made meaningful by its viewers. For Howes (2003), the senses operate in relation to each other in a continuous interplay of impressions and values. (Pink, 2013). It is not possible to feel other people`s experiences, or compare them, due to its complex nature. Routes to understanding other people`s sensory experience are complex, require cultural knowledge, may be difficult to access, and are not always dominated by vision – either in modern western or other cultures. (Pink, 2013). Visual sense, separately, does not really engage with other senses. However, it can trigger a human body to act towards the object, and then eventually use and engage other senses with what you see. In this research there were used certain tools to research and represent visual and non-visual aspects of multi-sensuous experiences.

These are: photo cameras and pictures for visual. In order to represent non-visual aspects, there are audio recordings of different sound scapes uploaded on dropbox. Smell is only possible to transport in souvenirs, like for example I brought home a lot of different aroma oils, incense sticks, candles. All of these things are involving touching, seeing and smelling. For the non-visual aspect of taste, it is also possible to bring either spices, fruits, juices or anything else that is eatable and transportable. Unfortunately it is not possible to attach those things to this research, so the only way of explaining is to introduce non-visual senses into visual pictures.

Below are the series of photos from the field trip to Rishikesh, with comments and elaboration.



Photo 2 Local Sadhu in Rishikesh (author`s own)



Photo 3 Local Sadhu (Baba) near Rishikesh (author`s own)

On those two photos are seen locals of Rishikesh. Those people are called Sadhu, which means a religious ascetic or a holy person.¹³ The one from the left is sitting in the city centre, reading books, it is his home. Many tourists are passing by him, giving him donations, taking pictures of him. He might even not be a real Sadhu, but he acts like one to earn some money. Therefore, because of his looks, he attracts a lot of tourists.

The one from the right is a real Sadhu and his name is Baba, whom I visited on my trip to the ‘Vasishtha cave’. My yoga teacher from Latvia calls him her guru. He lives by the river Ganga, far from the city, in a small shelter in the bushes, alone, by himself. I asked the jeep driver to stop by his place. I went to greet him, give some presents. He went to the river to bless my malas and showed his long hair for the picture. Local people in Rishikesh know about him and they call him Baba, which is used to an older gentleman, whose knowledge and experience is respected.

Sensuous scapes: Those people you can only watch and see with own eyes, hear if they talk with you, possibly touch if they allow. Smell and taste is not really useful in relation with other human beings.



Photo 4 Evening yoga practice (author`s own)



Photo 5 ” Satsang” or an evening lecture (author`s own)

These two photos above show the yoga practice I joined during the trip. First photo represent the group of people practicing yoga under the command of a teacher. It is an evening hatha yoga class

¹³ <https://www.britannica.com/topic/sadhu>

on the beach. People are standing in asana, breathing. Second picture shows the lecture or a satsang, where teacher talks about particular yoga topic.

Sensuous scapes: Photos shows a regular hatha yoga class. It engages most of the senses, besides taste. I can hear sound of the river, birds singing, and voice of the teacher. I can smell scents of water, fresh air, sand, sometimes fragrance of flowers. I can see the environment around me, other people practice, or my eyes are closed. All the touching feeling are based on the yoga mat and the surface under, on sand it is soft. Second photo involve more or less the same senses, just hearing is more focused on the voice.



Photo 7 Yoga programme painted on the wall (author's own)



Photo 8 Yoga advertisement of Rishikesh (author's own)

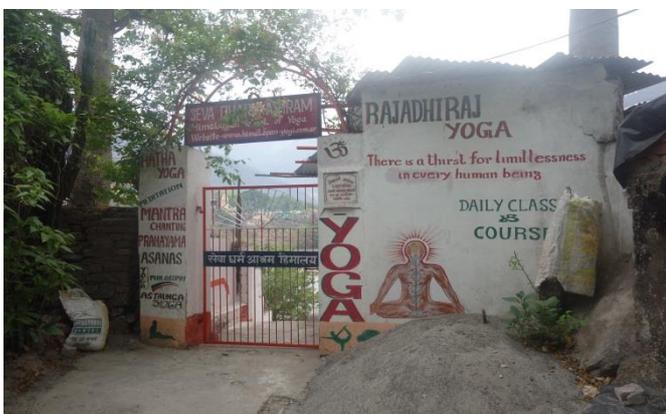


Photo 9 Yoga advertisements (author's own)



Photo 10 Yoga stand on the street (author's own)



Photo 11 Yoga schedule for courses and drop in classes (author`s own)

On Photos four above photos are the yoga advertisements you can see walking around Rishikesh, it is class`s schedules, which are on every corner of Rishikesh, offering different classes, yoga styles or courses.

Sensuous scapes: all the marketing and advertisements are perceived through sight. Most of the banners are big and colourful, attracting tourist`s attention.



Photo 12 Typical Indian lunch at the local café (author`s own)



Photo 13 Tourists waiting for food in Ganga View café (author`s own)



Photo 14 Lunch in local cafe (author`s own)



Photo 15 Fruit market (author`s own)

On next four photos is represented food and one of the local cafes with tourists. Rishikesh has a lot of small local cafes, where tourists can find and try Indian cuisine. Also, when the weather is too hot, there are many fruit shops on the streets who offer fresh juices.

Sensuous scapes: Sense of taste comes through the chemical receptors on tongue. Basically tongue feels all the tastes and sends information further to the brain. From here, taste influences the touristic experience, due to the fact that people have to eat something during their trip. In India it could be a problem because most of the food there is very spicy. For those people who does not like spicy food, are having troubles at getting to try local cuisine.

Visual representation can offer pathways to the other senses and resolve the difficulties anthropologists face in researching and communicating about ‘emotions, time, the body, the senses, gender and individual identity’, visual representation can offer pathways to the other senses and resolve the difficulties researchers face in researching and communicating about ‘emotions, time, the body, the senses, gender and individual identity. (Pink, 2013)

The sense of sight is probably the most developed and prominent human sense (Krishna, 2012). Hultén (2011) states that sight can be regarded as the most powerful sense for discovering changes and differences in the environment, and it is also the most common sense in detecting goods or services. According to Arnould *et al.* (2004), most past research on vision in consumer research has examined colour or more complex visual stimuli, such as words and pictures. Results of previous studies, for example, indicated that human exposure to warm hues (red-orange-yellow) raises blood

pressure, heart rate and perspiration, whereas exposure to cool hues (green-blue) has the opposite effect.

When it comes to yoga halls I have visited in Rishikesh, most of them have light colours, for example light green as on a photo below.



Photo 16 Vedic Yoga centre yoga hall

This is a regular yoga hall, with common yoga mats ready for use, some additional pillows to support the body. Therefore, according to previously mentioned studies, green is a cool colour, and it does have a calming effect, reducing the heart rate and blood pressure. In India it is easy to notice that they like to use a lot of colours. Therefore, when going shopping for mats, people can choose any colour they want, which is also possibly please their vision during the practice.

Summary

In order to sum up the visual representation and the ‘sight’ as a tool for yoga tourists, it is clear that vision plays a very important role in touristic experiences. However, it is not possible to define whether it is a main factor influencing the perception of overall destination experience. It does create a certain emotional response based on what person sees around. Thus, it continues towards memorizing and finally sharing the experience with others.

Next section gets into the importance of the audio and video research analysis.

5.2 Sound and video ethnography (Hearing)

To explore the sounds around the yoga classes I used a voice recorder on my phone, which is also available on dropbox account. Being present there myself, I did believe that it is important what we hear when we practice yoga. Also, for a richer exploration of the yoga experience, voices and sounds can help to create for a reader a sense of “being there” in the moment. Recordings represent a range of sounds during the yoga class in Rishikesh, which include the voice of the city, noises, music, talks etc. Sounds are involved in to the multisensory nature of yoga tourism experiences, but are often neglected by the tourism researchers.

Even though hearing is largely considered to be secondary in terms of perceptual power when compared with the sense of sight, the auditory system (ears) is capable of picking up and conveying various kinds of information to the brain (Wright, 2006). Arnould et al. (2004), argue that sound patterns can create a mood of relaxation or stimulation, and point out that religions and cults have been using music for many years to induce trances or other mood states.

According to Assael (1995), advertisers frequently make use of music through jingles or as background themes to create positive associations with brands, whilst (Hulten, 2011) points out that the sense of sound can be linked to emotions and feelings and can impact brand experiences and interpretations.

Moreover, those audio “backgrounds” can influence the whole atmosphere, mood and experience of a yoga practice. Therefore this thesis seeks to explore the “soundscapes” in yoga tourism. By doing so I am not suggesting that specifically these sounds are crucial elements and define yoga experience but just to make few examples. Thus, by doing so, the aim was to bring to attention to the tourism researchers that effects of audio perception are under researched and there is a possible future research development based on the “soundscapes”.

During the field trip I have visited local yoga studios and ashrams. There I met one couple from Ukraine, they both are yoga tourists, and they create beautiful videos about their trips. They were happy to help me and gave me permission to use their video in this paper, to show the beauty of capital of yoga - Rishikesh.

The video is made with an aerial drone, just showing the main places of Rishikesh. Video is available here: https://www.youtube.com/watch?v=RF5_zPr8ibI

This video shows the beauty of Rishikesh nature (mountains, sunrise, sunsets, holiest river Ganga). Moreover, in the video you can see the beauty of Rishikesh architecture, which include main city attractions like Ashrams, the bridge Lakshman Jula, market and other people with their everyday activities. Finally, it is possible to see in your own eyes, what is happening there in those moments, how locals walk around, how Natasha is doing yoga on the roof top. This video underlines the peaceful and calming character of the place. This is what yoga tourists mainly do, practice yoga, walk around and explore the culture and its heritage.

During the field trip I have recorded few sounds that characterize Rishikesh and to show what all the tourists usually hear. For example, on voice recording number 5 – man playing flute on the street, you can hear the general noise of the street, where most of the locals sell souvenirs. This man, sitting on the street, playing flute also create a special sensuous environment. Some people would stop, and listen to it. Some would not even pay attention to it and pass by.

According to Agapito et al. (2012), the authors found that tourists identified hearing as the most important sense in their experience behind sight. Thus, the soundscape of tourism play an integral role in creating a desired feeling. Based on my online survey, hearing also is number two from the most valuable senses. There is also such thing like “sound tourism”, yet there are plenty of tourist sites where what you hear is essential to the experience, sometimes to the point of being more important than what you see.

On recording number 7 – “mantras chanting”, this was recorded from the window of my guest house, at 8 a.m., where there was a small group of people slowly passing by, singing mantras. And this is what you can experience in India. Some tourists might be sleeping, and wake up from this sound finding it annoying. Tourists, who wake up early, might just find it as an interesting experience of local life and entertaining. By this mantra chanting on the street, locals educate people about their religions, about their beliefs. Another good example is recording number 3.”morning prayers”, which was recorded at 6 a.m. in Rishikesh. For tourists it can be exhausting to wake up like this, but these sounds of the city.

After talking to tourists in Rishikesh and Goa about their sound experiences, most of the people where highlighting the sounds of nature, that they enjoy. In Rishikesh I was able to record the sound

of the fast stream of holy river Ganga, with its rapids. On recording number 1. "sounds of river Ganga", you can hear the natural sound of water stream in the river. It was recorded just by the beach, near river rapids. People, enjoying the silence of nature, search for authentic soundscapes. Natural sounds, are sounds that we cannot control, they are just there, all the time. Interview participants mentioned that natural sounds are pleasant as they start to feel more connected to the Mother Nature, to earth.

When it comes to the sounds of the city of Rishikesh, or what yoga tourists hear there, a good example is recording number 4. "sounds of Rishikesh". This is just some music, or a local concert they make on Sundays, to involve and attract tourists to walk around, visit shops and spend money. This recording characterizes the sound of the city during the day, when it is busy on the street, different music is coming from the shops, and eventually there is this general sound. Also, a good example of what sounds are there during the day on the streets of Rishikesh, is recording number 2. "sounds from the street", where you can hear music playing out loud from one local shop near the Niketan Ashram. Finally, recording number 6. "Noise from outside", was recorded from my guest house room around midday, when I wanted to lay down and relax a bit.

In addition, most of the yoga tourists coming to Rishikesh want to escape their busy lives, and join a spiritual retreat in India. Thus, they are looking for the silence of mind. However, when coming to India for the first time, interviewee Andrey, for example, mentioned that it was too much in the beginning, like too much of sounds, noise, people. Also, it can be perceived as there is too much pollution in the soundscapes – coming from noise.

During the yoga practices in different yoga studios of the city, I could also record the sounds that I heard, sitting in meditation. Recording number 8. "sounds", you can hear the overall mixture of music, people talking, the general noise. Therefore, sitting during the yoga class, when windows are open, it is inevitable to hear noises. Therefore, those people who lived in Ashrams, located far from the main streets, were very happy, so that it is more peaceful and quiet.

In many cases, when being a tourist in Rishikesh, it is not only one sense, but a combination of few at once. Tourists spend a lot of time in public places. In Rishikesh case, it is markets, cafes, transportation facilities. It all has its own soundscape, which affects visitors' perception of the place. For example, when going to a local café, there is music, chosen by the staff, creating an atmosphere and certain mood of the place. On recordings number: 9, 10 and 11 is the different music playing on

the background of local cafes, where I had meals. It is also very depends on peoples preferences, some say it is sound pollution, some find it attractive and entertaining.

In addition I have recorded few of the yoga classes I participated during the trip to Rishikesh. They last around 1h 30 minutes and more. All the classes were very different from each other in the sense of style of yoga, teacher approach, and the structure of the class. Some begin with breathing exercises, meditation, or mantra chanting. Some classes were held by a western guest teacher.

One of the last sounds that I recorded was from my train trip from Haridwar to Delhi. Sound recording number 17.”Sounds from the train”. You can only hear the general noise, a mixture of wind, train, speed and noise from the inside.

Summary:

Soundscapes of Rishikesh are so varied, that it can satisfy any needs and preferences of yoga tourists. City has also natural sounds, like wind, river flow, birds. This brings authenticity to the travel experiences and creates certain mood for the tourist. Due to the fact that sound is important and goes number two from all five human senses, yoga tourists had pleasant and not so pleasant sound experiences during their trips.

5.3 Materiality and yoga experience (Touch)

Touch or tactile perception is a sense that is different from sight and hearing in that it is not localised to one area of the body. Humans can therefore ‘feel’ through the skin with any part of their bodies, be it through the hands, fingers, feet, toes, arms, legs, head, face, chest or bottom (Wright, 2006). According to Arnould et al. (2004) there are various complex sensations that



Photo 17 Yoga hall

constitute the sense of touch, and many parts of the human body are much more sensitive than others.

When doing yoga, the sense of touch has a very important impact. If yoga studios want to pursue high quality of touching experiences, then the focus should be on the textile of a yoga mat, offering in a class.

Push and pull mechanisms are known in the motivation for touristic activities, where push are the internal motivators, and pulls are usually the external incentives that lead to touristic activities. (Klenovsky, 2002)

Every tourism industry spends a good amount of their investment on advertisement's, especially offering yoga packages based on human body and senses. All this is done to meet the unmet need for senses and "feeling good" experience. Encouraging people to go on a yoga trip will bring value not only to the social economy but also to the public health and social tourism in general.

Multisensory marketing is in a starting phase and there is just a hand full of marketers who are using multisensory marketing in their campaigns nowadays. (Isacsson, Alakoski, Back, 2009). Thus, also Rishikesh market and local shops sell cheap yoga mats, because they know that most of the tourists come here without their personal mats and use one from here.

Arnould et al. (2004) also point out that numerous studies have highlighted the vital effects of touch. Studies have, for example, shown that babies that were massaged gained weight as much as 50% faster than unmassaged babies, that touch is critical in the psychological as well as the physical development of children and that sustained touching can reduce a human's heart rate and can have a calming effect on a person (E. J. Arnould, 2004). Assael (1995) noted that consumers also use 'feel' as a means of determining quality by, for example, using the feel of textile fabrics, clothing, carpeting or furniture to evaluate the quality of the specific product.

Yoga mat is one of the main tools for yoga practice. It is essential when going on a yoga trip. From my experience, I did not take my own mat for the trip due to its



Photo 18 - Before the yoga class in a Vedic yoga centre

sizes and weight. It might not be convenient to carry it around when traveling by different types of transportation (plane, train, tuk-tuk, busses).



On the photo below is shown Tuk-tuk, the most common way of transportation in Indian cities. Considering the quality of roads, it can be a very bumpy ride, which influence tourist touching senses in the first place. In addition it can cause harm, with bumps.

A tuk-tuk, local transportation

Coming back to yoga mats, I bought one from a local shop in Rishikesh. Yoga mats are sold here in every store, due to the amount of yoga tourists, and city being named for a capital of yoga. According to interview results, all of the interviewees did not take their own mat on a trip. They all just bought a cheap one from local shop.

When asking tourists about their criteria's for choosing a yoga mat, (material, texture etc.), it was useful to understand that it makes a difference on what kind of yoga mat to practice. Many interviewees answered that they prefer thick yoga mat, in order to feel more comfortable, warm on a hard surface like floor, ground or stones. On the picture above is shown a yoga hall of one of the local studios. There are no windows but just a cage to protect from birds coming in. The floor is covered with linoleum, so it is quite a cold surface to practice on. However, due to Indian climate with majority of days being very hot and humid, it is made specifically for room to stay chill and well air conditioned.



Photo 19: Goa yoga studio

On photo above I took a picture of one yoga hall that I found in a luxury spa hotel of Goa. The whole building is newly renovated. The room for yoga is fully equipped, with fresh yoga mats, supporting pillows, board. When talking to reception, yoga classes here were only for the hotel guests, and they are mostly conducted on the request, and not on daily or weekly basis. Therefore, this room is not used often, because even not so many guests know about this place.

5.4 Scents of yoga experiences (Smell)

As Aspors (2010) mentioned in her paper, it is important to remember that it is very individual how different scents are experienced and what memories they awake. One scent can be light for one person, and heavy for another. So it depends on certain tastes/memories and perceptions. For this research, it is unfortunately very hard to collect smells, and impossible to save them for the reader to feel. Therefore, all the empirical findings are collected through the author's experiences of smell.

It is believed that the human smelling ability develops and reaches a plateau at about the age of eight and then declines as humans grow older. The sense of smell is the only sense that cannot be turned off. (T. Suhonen, 2009). This sense is the most direct of all senses, and odour can affect significantly an individual's evaluation of things and other people (Zhou, 2011). The sense of smell can also be related to pleasure and happiness and is believed to be correlated closely to emotions

and memories (Hulten, 2011). It should, however, be noted that, even though the sense of smell is less important for humans than for many other animals, odours have a persistent and omnipresent quality that may be difficult to escape (E. J. Arnould, 2004). Evidence seems to suggest that good or bad feelings generated by smells in humans are being associated with upbringing, culture, learning, emotion and psychology (Wright, 2006). For scent to be used as a marketing tool to attract attention to a specific product, it is vital that the scent corresponds with the product (T. Suhonen, 2009). Teller and Dennis (2012), however, argue that the effect of ambient scent on consumer-related reactions has received relatively little attention from marketing researchers in the past.

India has lots of different smells, both pleasant and not. Based on interview results, yoga tourists had a lot of encounters with different scents. Most of the pleasant ones mentioned and experienced myself were: scents of fresh food, spices, flowers, oils, incense sticks, fruits. The most unpleasant ones mentioned were: street pollution, gas from bikes, cars, garbage on the street. Thus, majority of smells were pleasant, especially during the yoga practice with aroma from the lighted up incense stick. Only few, occasionally noticed unpleasant scents.

In India, it is possible to bring the smell home. Tourists can buy all sorts of spices for culinary purposes, variety of incense sticks, natural oils, perfumes etc.

5.5 Taste of yoga experiences (Taste)

Taste is probably one of the less affective senses when going on a yoga trip, because it is mostly used during the meals, trying out the local food. Also, according to survey result, taste is a sense that does not matter at all when practicing yoga (52% not important at all, 29% does not matter). It is hard in India to find something not spicy and suitable for western tourist. It is quite recent, that Indian cities open cafes called “German bakery”, which has continental breakfasts, western coffee and sandwiches. Mostly, what you can get to eat in India is local spicy food. It is all very hard to monitor, due to the different tastes. When gathering data from people you went on a yoga trip, I could ask and see their answers regarding the food and taste senses.

According to (Wright, 2006) the average adult person has approximately 10 000 taste buds that are able to detect the chemical constituents of food and beverages. Taste buds are grouped according to themes (salt, sour, sweet and bitter) at various locations inside the mouth. People use the tip of the tongue to taste sweet things, the back of the tongue to taste bitter things and the sides to taste bitter

things, whilst salty things are tasted up front and along the surface (E. J. Arnould, 2004). Assael (1995) pointed out that taste can be an elusive perception.

According to interview results, some people who do not eat spicy food had problems to find a proper food or to try a local cuisine. Variety of spices and mixture of it in their food is a part of their culture. On the other hand, the ones who like to spice up their food said that it was a delicious experience, and fresh Indian food is one of the highlights of the trip.

Taste is also one of those senses that I cannot gather, save or attach to this paper. However, talking with yoga tourists in Rishikesh about taste, they surely were bringing something eatable back home, for their friends and relatives to try and taste something Indian.

Interesting enough that most of the people I talked to, and from the interview results, majority of people really enjoyed all the food and drinks they had in Rishikesh.

Following photos below represent the local food and drinks of Rishikesh that are eaten in between the yoga practices:



Meal on banana leaf



Lassi – milk drink with mango



Typical Indian meal



Food on the train



Indian sweets

Throughout the trip I had a chance to try different local meals. Different meals on these pictures are not only representing the multi-sensuous scape of taste, but it is also perceived based on visual look, through vision. Taste and visual look does not always match. For example, if these photos does not seem to look delicious and pleasant, it does not mean that taste receptors necessarily will not like to eat it.

5.6 Interviews

Another valuable material of the research is the data collected from personal interviews with the yoga tourists of Rishikesh. Which were all made during the field trip to India. In total, there are seven interviews from Rishikesh, and additional three from the trip to Goa.

Due to the fact that few of the recordings got lost with the phone, in attachments, there are all the precise transcripts of the interviews taken. Also, an access, and link to dropbox.com, for the interview recordings that are still available to listen or download in mp3 formats.

Generally speaking, answers gave a lot of relevant information to answer main research question. Moreover, it is interesting that all the interviewees had to think about senses, and remember whether it affects their yoga practice at all.

Interview-based ethnography in which we might comprehend informants' experiences through their spoken narrations and gestures rather than through participant observation. This approach allows the researcher access to informants' voiced interpretations of their prereflective experiences and tries to imagine and empathise with these. (Pink, 2013)

When analysing the surroundings of the yoga classes in Rishikesh, there were many things to consider as it is a complex, rich, negotiated and multi-sensuous experience. Thus, based on that critical observations and people opinion raised another question, what does it mean to have a yoga experience in Rishikesh? It is hard to define one and ultimate answer to that, due to the fact that we are all human and we all have different perceptions, feelings and desires. Despite the fact that each person can define wishes and preferences for the perfect yoga class, I did managed to collect a lot of similarities when it comes to experiences during the yoga practice. Based on that, it was possible to validate that yoga experiences are rich and very diverse.

5.6.1 SEEING

Based on interview results, research show that yoga tourists do not care much about what they see, especially when practicing. Few of them mentioned that it is nice to have for example “*pictures of the Hindu gods on the wall, and nice wooden floor...*”. Moreover, yoga tourists prefer an open space with good air flow for the practice, especially in India, as it gets very hot and humid. Finally when being yoga tourists in Rishikesh, most of the people liked what they see, enjoyed the surroundings based of the fact that it is different from where they live and it is nice to change the picture from time to time. All the respondents from Goa were very happy to get a chance to practice out on the beach, with the nice view on sunrise or sunset. Research shows that all the natural views create pleasant pictures to the sense of sight.

5.6.2 HEARING

According to interviewee`s answers, absolutely all of them have been able to define that sounds are very important to their experiences. They could also define pleasant sounds and negative ones. The interesting fact is that all of them said sounds from the cars, horns from busy traffic were the sounds they defined as negative ones. Due to the fact, that locals can get loud, on busy streets of Rishikesh centre, it is a usual and normal behaviour for them. Thus, for tourists, it seems a bit too much in the beginning and hard to get used to. Especially during the yoga practice, where you want to find peace, you need silence, in order to focus on the inner sounds. When discussing pleasant sounds during their practice, it was more or less the same. They enjoyed nice meditative music on the background, or sounds of nature (wind, bells, birds, river flow). Respondent from Rishikesh (Mark) also mentioned that he always takes his ear plugs, because in India it is also loud during the night and he could not sleep without blocking his ears. Most of the respondents mentioned that they miss quietness and peace. In Rishikesh it is hard to find place where no sounds can get your close to ears.

5.6.3 TOUCHING

In regards to touching experiences, it is interesting to find out that most of the Rishikesh interviewee`s pay attention to touches. In the sense that they choose comfortable cloths to practice,

and have preferences with the surface they practice on. Eventually it all lead to their main tool for practice which is a yoga mat, and it does make a difference what kind of yoga mat they touch. Also for Goa respondents, touching experiences are important in the sense that some enjoy doing body movements on the beach in the sand, to feel it on the skin. Moreover, skin was mentioned to be one of the most important tools of human bodies to interact with the world. All of the respondents mentioned hot weather conditions of India, therefore the choice of their clothing based on that is very important. Clothes must be light colours, thin, breathing and preferably from natural materials. Same with shoes, most of the tourists and locals walk in flip-flops.

5.6.4 SMELLING

According to empirical findings, there is a big variety of smells in Rishikesh. Few mentioned that overall this place is a mixture of different smells. However, interviewees were able to define pleasant smells they remember and not pleasant ones. For pleasant smells during their yoga experiences were the smells of incense sticks, flowers, fresh cooked food, spices, oil aromas, fresh air in the mornings, ocean breeze, candles. In regards to unpleasant smells, answers were pointing out towards the busy streets, many cars and bikes gas pollution, smell of fish. In addition, smells of smoke, garbage on the street and general dirt were the most memorized negative ones. If looking only on yoga practice, usually there are lighted up pleasant aromas.

5.6.5 TASTING

Tasting is not something you can feel during the yoga practice itself. However, tasting is a part of touristic experience at a certain destination, as it is essential for our bodies to get energy. Therefore, people's assessment on local cuisine is important to understand, as it is a vital process of human beings, to eat and drink, when they travel. According to interview results, food in India is very spicy, as they add a lot of chilli pepper, ginger, turmeric, carry and many other spices to make their meals tasty and rich. Thus, those, who cannot eat spicy food, like one guy from Goa (Aleksey) said it was a disaster, because it is almost impossible to find something without spices. However, for those who likes and enjoys spicy food, it was one of the most things they remember from the trip. Moreover, Rishikesh has no meat or fish products because North regions of India are more religious

and they have more strict vegetarian diet, and same goes for tourists when they go to eat in cafes. On the other hand, Goa has variety of fish and meat in all cafes, due to the cultural difference of both regions and a close location to ocean.

Summary:

Some respondents had to think about the answers to the questions, which shows a certain pattern that they do not pay much attention to senses when being yoga tourists. Also, some respondents mentioned that it is hard for them to separate body, mind and senses, they just observe and notice the general picture of “feelings”.

5.7 Sensuous Questionnaire

In addition to the personal talks with tourists, I made a short questionnaire with 8 questions, in order to get a clear picture on importance of the senses for yoga tourists in general. Questions ask respondents to assess the level of importance of each sense during their yoga practice. Analysis of the results below leads to interesting conclusions.

First question of the survey ask whether they pay any attention the senses when practicing yoga. Interestingly, that 52% of the respondents answered *sometimes*. For those people who practice yoga it is expectable for them to listen to what is happening around, they become more sensitive. 29% of respondents said *always*, which means that for yoga tourists sensing the world around is a part of yoga experience.

Second question of the survey ask participant to choose only one sense, which they think is the most valuable for them. 57% of answers chose Sight, and it is more than a half of all responses. Second is Hearing with 30%, Smell and Taste are equally assessed and only few people chose Touch. This leads to a certain result that tourists value the most their vision. Thus, most of the things they see while being in Rishikesh perceive through their eyes.

Third question ask how important are sounds when they practice yoga. 56% of all said *important*, where 21% think *very important*, and for 18% it *does not matter*. Thus, out of 100 answers I can say that for 77 people sounds during their practice are more or less important. Therefore, when being yoga tourists in Rishikesh, people asses and are strongly influenced by sounds during their exercise.

Fourth question ask about importance of smell during the yoga practice. Here, results are quite the same with the previous question about sounds. So, 49% said it is *important*, 23% said it *does not matter*, and 17% think it is *very important*. Only few people think smell is not important at all during their yoga practice.

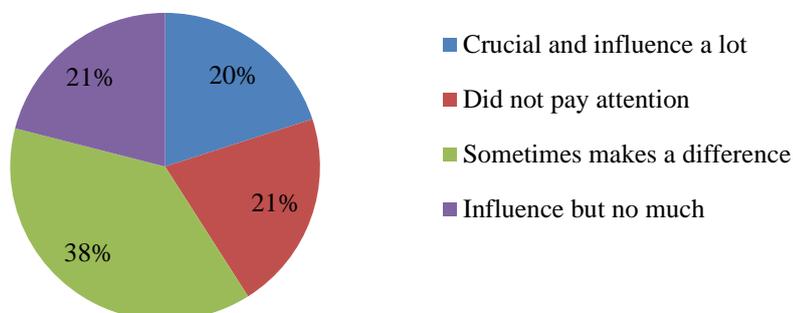
The fifth question asks about importance of touching sense. Exactly half of the answers say it is *important*, for 25% it *does not matter*, 18 people think it is *very important* and only 4 people mentioned it is *not important at all*. This means that in total, for yoga people, touching sense during their practice are important. So when going on a yoga trip to Rishikesh, for example, it will matter for them, which physical encounters they engage with.

The sixth question is about the importance of the fourth sense – sight and the visual looks when they practice. 52% said it is important and 14% said it is very important. However there are people for whom it does not matter at all – 32%. Thus, for variety of yoga practitioners it is important what they see when they practice yoga. Although some people do prefer to close their eyes during the practice in order not to be distracted by the external environment.

The seventh question is about the importance of the fifth sense – taste. Here, 52% said that it is *not important at all* when they practice yoga. There are few respondents who think it is important – 10%, or very important – 2%. Most of the answers point out that it does not matter, or not important at all. When it comes to practice, taste is not involved.

The last question ask about how experiences through senses influence travel experience overall. This question did not give a certain answer, as it is more or less equally divided from having crucial influence on experience to the level of not influencing the travel experiences.

How tourist experiences through senses influence travel experience?



However, most of the answers say that sometimes it makes a difference – 38 people out of 100. Thus, it made to think and remember their travels, they agree that human senses influence overall travel experience.

Summary:

Even when being a yoga tourist in Rishikesh can affect you by the locals. Wandering around the streets attracts a lot of attention to you, due to your looks (light skin, western looks, colour of clothes etc.). Most of the people I talked to, get very annoyed with Indians being very curious about them, taking photos of them, or just looking and talking to them. The fact that most important sense for respondents is vision proves the literature about sight being one of the main and strongest sense that is influenced.

5.8 The bodily practice and embodiment

What does it entail when the body is working during the yoga practice?

Tourism studies has tended to lack a sustained and critical analysis that takes account of the physical, social and cultural characteristics of human bodies and the experiences of living in, with and through such bodies. (Dan Knox, 2010) According to literature review I can conclude that most of the researches are concentrated on marketing of destinations, or behaviouristic aspect travel. Therefore, the aim of this sub-chapter is to critically analyse the physical aspect of yoga tourism.



Photo 20: Random tourists practicing Acro yoga on a roof top



Photo 21: Yoga tourists doing hatha yoga on the roof top

The classic Cartesian mind/body dualism has led most thinkers to consider minds and bodies as separate entities rather than recognising their interconnectedness in the experience of being human. (Hannam & Knox, 2010). When talking to yoga tourists about different senses during their practice, it is hard for them to separate them, they mostly say that when they practice, they become one, where body and mind is together, and you are one light. (Interview Maria, Goa – 3).

The main purpose of yoga tourism is to go and practice yoga. Yoga on the other hand has many activities in it, that doesn't involve our bodies to move. For example: breathing exercises are mostly done in sitting still position, meditation – also sitting or lying down, most importantly relaxed and not moving.

Embodiment includes tripping, falling over, and a whole host of other such mistakes. It includes vulnerability, passivity, suffering, and even simple hunger. It includes episodes of insomnia, weariness and exhaustion, a sense of insignificance and even sheer indifference to the

world. (Thrift, 2008, p. 10). Also being a yoga tourist in India, people are vulnerable in a way that after eating local meals, few tourists get food poisoning (Interview results). Moreover, it was hard for some people to fall asleep as it is still very hot and humid in the evening. Loud noise from the street, time difference in new place and mosquitos were those things that people mentioned the most, concerning negative experiences.

During the yoga practice, there are certain movements and postures that are called “asanas”. It is important to understand the meaning of few yoga words and its interpretation.

According to yogapedia.com, Asana – *“is traditionally defined as a “comfortable seat” that is the seated posture used for meditation. More typically now in yoga, the term is used for any physical posture of Hatha yoga. It is the third limb of Patanjali’s eightfold path of ashtanga, following after the yamas and niyamas.”*

The style of yoga that involves postures is called “Hatha yoga”.

Hatha yoga – *“is the yoga tradition most familiar to Western culture. The term is derived from the Sanskrit ha, meaning “sun,” and tha, meaning “moon.” The practice aims to unite the active and receptive qualities represented by each celestial being.”*

So when practicing yoga you move your body from one position to another, this also can cause some harm or injuries to the body, if over doing or doing without supervision from the teacher. Therefore, this type of activity can be dangerous for beginners, or people who do it for the first time. Therefore, it is important for teacher or a group leader to know about the level of experience in yoga. On two photos above are yoga tourists of Rishikesh, practicing Hatha yoga outside, on the roof-top. The first picture is the “Acro yoga” style, *which is physical practice which combines yoga and acrobatics.*

The second picture is a regular hatha yoga class. All the movements during the class are made in connection with breath. For each asana there is certain time to stay in the posture, in order to breathe through, and feel any sensations after. After one posture involving muscles to work actively, there is a relaxation asana, where you are still, just breathing, observing and noticing what happens inside. Our physical bodies has own level of elasticity, so for some people who practice stretching regularly has it all easier than others, and gets more out of it. For those, who have not so much experience with stretching or exercises, it is more difficult to stay in the posture long enough

and there is a chance to do the asana wrong. Doing postures with errors can cause injuries and certain misbalances. (Notes from guest teacher lecture).

Body is very actively used during the yoga practice and also just being a yoga tourist. Even the way the body moves today can influence person's mood for the day. According to Nadeem (a yoga teacher from studio), each day is different in the practice, and our bodies elasticity is also different one day from another. Therefore, the quality of body movement during the yoga trip and practice can influence experience and add information to the complex multi-sensuous perception. This example of body change and influence on mood can reduce yoga tourist experience to pure behaviour. Tourist can be affected by the practice, and see other destination activities already through a sceptic filter.

After a close look on body and its usage in yoga experience, opens another term, closely related to embodiment which is called – proprioception. This notion contributes to an existing data on sensuous tourism experiences.

The term proprioception is composed of the Latin proprius (one's own) and perception and thus literally designates one's own perception. It is the sense of position and posture, movement and velocity of the body and body parts. This involves the location of our body or body parts in space, the relation of our body parts to one another, and the extent to, and pace at, which they change their position. (Berthoz, 2000)

Proprioception relates to the sensuous tourism research in yoga practice, in Hatha or Acro yoga in particular. During these practices person moves concrete body parts to a certain position and remains still in the posture for few deep breaths or a longer period of time, depending on postures level. Thus, proprioception informs multi-sensuous scapes with its own perception of position and posture during the yoga practice. Some researchers propose that movement can be considered as the sixth sense. Proprioception thus originally stems from the fragmentation of the sense of touch. As such, proprioception is still classified as a component of touch or the haptic system. The haptic system consists not only of immediate skin contact and tactility but also internal bodily, or somatic, sensations. Proprioception constitutes one of these somatic sensations within the haptic system. In addition to proprioception, these somatic sensations comprise kinesthesia (the sense of movement) and the vestibular system (the sense of balance) (Paterson, 2009).

For example during the yoga practice, when it is still dark, you sit with your eyes closed or open, you cannot rely on your other senses but touch and proprioception. It can be substituted but not entirely replaced. Senses work the best in connection with each other, supporting one another.

When it comes to a yoga experience especially in another country and different culture, there are variety of things that can influence the tourists experience. Being focused only on human senses and materials around, it was clear that even such small details and nuances like the space and architecture of the yoga hall is influencing the whole yoga class. Thus, comparing few of the yoga rooms, and asking people of what they think about the room, it was obvious, that people do enjoy a big spacious room, preferably with big or windows or just a wall without window but with an open net for the air flow. Air is one of the crucial things when it comes to yoga, due to the fact that most of the practices are based on breathing techniques or focus on breath. Therefore a proper ventilation or air flow is a necessity, especially since May in Rishikesh is extremely hot and sunny.

Then it also raises another question – What does yoga class include, when thinking through the senses?

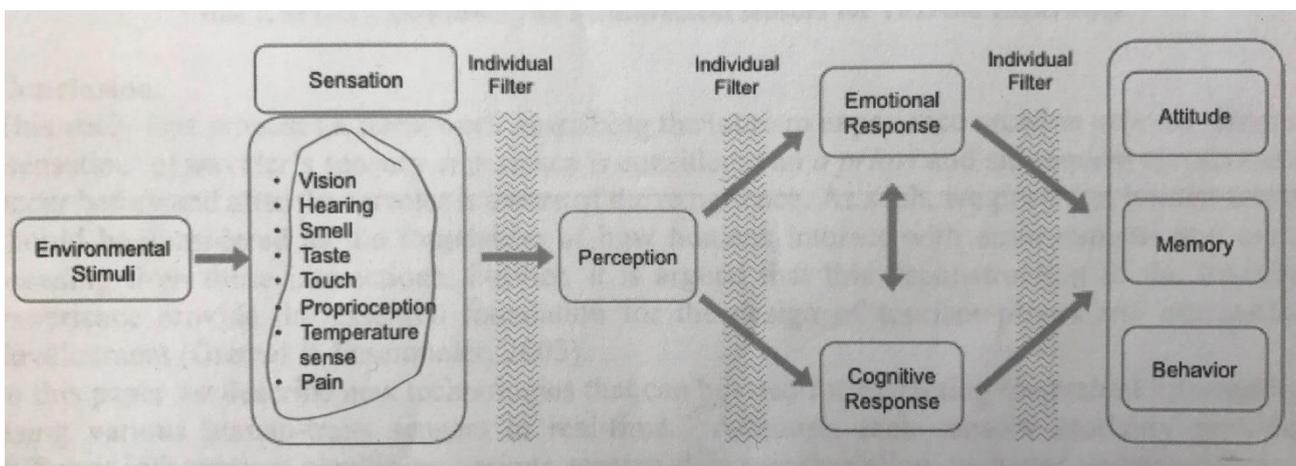


Figure 8 Framework of Tourism Experience Creation (Adapted from Krishna, 2012)

Looking at the figure above, adapted from Krishna (2012), during the yoga practice all the environmental stimuli, suggested by Krishna A. are triggering sensations, and then through individual filter comes perception of those external influencers. Yet, there is another individual filter that cause particular response, and yet after one more filter is born attitude, memory and behaviour. So, when practicing yoga, person sense almost all of the environmental stimuli.

Therefore, there is no one general answer to what each yoga practitioner feel and perceive during the practice, as it is all going through several individual filters, that might be based on education, nationality, or anything else.

Summary:

This shows an example that yoga experience cannot be controlled and influenced much, because of the several individual filters throughout the complex process of sensing and perception.

5.9 Notes from the field book

The highlights of my days in Rishikesh are all written in the field book – Appendix nr.

The primary fieldwork of the thesis is based on “multi-sited ethnography” (Marcus, 1995), representing the complexity of tourist experiences. All the notes eventually helped me to recap the experience or data I got from the people. Writing the field diary can also be challenging when it comes to the timing, due to the fact as most of the days were full with activities - yoga classes, yogis gatherings and so on. Thus, by the end of the day sometimes I felt exhausted for writing. However, it was very important to do this as soon as possible in order to document all the important things, fresh in the memory. Writing at the cafes during a lunch for example was also not possible, since there were always lots of people around being friendly or curious, wanting to have a chat. The only possible place for documentation was my hotel room after a long day of yoga wandering. Thus, I had a fixed time for writing in the evening before going to sleep.

The idea on the field diary was also influenced by the belief that tourism researchers are also the storytellers in a way, “who neither can nor should attempt to separate themselves from the researched (Clifford&Marcus, 1986; Geertz, 1973; Vannini, 2012). Therefore, this research includes me, my experiences and thoughts. By doing so, it will allow the reader to better understand all the interpretations - see, hear and imagine what the researcher experienced herself. The intention behind this is to bring trustworthiness of the yoga experiences, provide a specific description of a yoga class and a critical overview on sensing and material experiences. Finally to add value to the field notes, next section describes the role of the visual data collection.

Extract from the field book: 05/05 Yoga experience



Photo: Practise by the River Ganga on the stone beach

Today I decide to relax a little, not to go far, but concentrate on yoga experiences. I woke up around 4:30 a.m. It was still dark and quite outside. There is a yoga studio near the river that starts their first class at 5 a.m. I decided to participate. When I came down to the river, on the stone beach few people were already sitting, waiting for class to begin. It was an early morning pranayama and hatha yoga class. Temperature is very warm and comfortable. Streets are still empty and quiet with occasional yoga tourists wandering around to join the early morning practices. When I came and joined the class, we were only 5 people there. The surface we were sitting on was sand with stones which made it quite uncomfortable as the yoga mat is thin and you can still feel. After closing my eyes I could

hear wind, bird singing and the fast flow of the river Ganges. Starting to follow my teacher with breathing techniques I realized that I could feel the smell of the river and the excrement's of the cows, which are walking around everywhere. Strong morning winds were blowing away those smells bringing another. Locals started to wake up, and the longer we sat there, the more senses I could catch (smell of cooking the breakfast, sounds from the cars, temple bells with morning rituals etc.) Morning hatha yoga class is very energizing, yet not sweaty as it is still windy and chill outside. We met the sunrise and finished the class with a morning mantra chanting, which created this feeling of unity, and a pleasant music in our heads. What a great start for today! The other 4 people were also first timers for this class, 3 women and 1 men - 2 from USA, 1 from UK and 1 from Russia.

Noting the highlights of my days during the field trip to Rishikesh helped me to be a part of this experiment and summarize all the yoga experience through my own eyes, ears, skin, nose and tongue. So, after some time pass, it is great to have field notes saved so that I can still review my experiences for the trip.

Field notes are essential for this research because it is one of the tools for qualitative research.

5.10 Additional field trip to Goa (West India)

One more field trip happened in 2016 (15DEC-29DEC) to another region of West India – Goa. This trip was taken for the research purposes, in order to be able to compare yoga destination Rishikesh with another famous Indian location – Goa. Trip was organised by a small group of people who practice yoga. Their purpose of the visit was to enjoy beach, ocean, Ayurveda, and plus, do some yoga in their spare time.

During this trip I was not able to collect a lot of qualitative or quantitative data. However, I can share my personal experience and analyse the ethnography of multi sensuous yoga experiences in other Indian region Goa, in comparison to Rishikesh and adding value to findings of this research.

In Goa, I conducted a research from the perspective of the people being observed. Collecting data from 3 yoga tourists brought a perspective on what sensuous scapes are there in Goa. Following analysis of sensuous scapes of Goa yoga tourists is based on personal observations, photos and personal interviews with yoga tourists.

5.10.1 Sense of Touch

Based on empirical findings from Goa, sense of touch is more memorable and active for tourists due to the natural environment of the place. Goa has sensuous trigger like beach, salty wind, ocean, forests etc. in comparison with Rishikesh, where tourists mentioned such things like river, mountains, birds and beautiful sunrises. Thus, from both destinations, sensuous scapes of touch differ a little, based on natural environment. When it comes to yoga practice, tourists from Goa had an opportunity to practice on the beach, on the sand, whereas tourists from Rishikesh practicing by the river Ganga were saying about the hard surface, and the beach from stones. According to interviewees answers, there were only positive feedbacks on the sense of touch, only one respondent (Maria, interview Goa 3), mentioned about not comfortable bed in her room, so she had problems with sleep and her back, which influenced the whole experience about the trip. Interesting enough is that when asking about touching experiences, people mostly mention their clothing, things they buy in the souvenir shops. They remember about joyful Ayurvedic full body massages and the smell of the oil on their body.

5.10.2 Sense of Taste

Goa does not differ from Rishikesh when it comes to food. Indian cuisine is more or less the same. The difference is that some regions have something their own, local, only typical for Goa. For example in Rishikesh it is impossible to find anything with meat or fish, most of the food there is vegetarian. This is also due to the fact that in North regions of India, people are more religious and follow vegetarian dieting. In Goa, you can find meat and fish everywhere. This is due to the fact that ocean is there, and it is also a way for local people to earn money. They fish and sell it fresh to local cafes. Therefore, when asking about taste experiences in Goa, Maria (interview Goa 3), mentioned that it was so good to have choices of meat and fish, and it was not too spicy if you ask them in advance to cook it mild. Whereas, when practicing yoga, taste is not relevant, because food comes only after the practice, so being a tourist experience of trying local cuisine.

5.10.3 Sense of Sight

Seeing things is the most common human sense, where people do not really need to pay attention to it, as it is active all the time as long as eyes are open and see. In Goa, respondents say that during the yoga practice or any Ayurvedic treatment they do not actually care about what they see around. This is because most of the times they close eyes, and activate their touching sense or any other sensations inside. All in all, Goa has lots of very nice views, especially nature. There are many people on the beach, just sitting and watching the ocean. It calms mind and gives energy at the same time (Goa interview 3). In comparison to north India there are not so many places to visit, like temples or Ashrams, there are just few churches, because there are a lot of Christians living in Goa. Therefore, in spare time tourists can go to the market, visit a church and shop for souvenirs, else, there are only bars, cafes and Ayurvedic centres. On the beach and on the main road, there are many tourists walking around, that's why it is not the best place to search for quietness, peace or meditation, it is a very popular place for tourists and it gets busy.

In Goa, there are more new freshly renovated buildings, as the beach tourism is going well. So in comparison to Rishikesh accommodation, Goa has more clean and good looking buildings, houses, rooms and swimming pools. When checking-in in the guest house, we could also choose a room with a view to the ocean, which made the stay even more pleasant for eyes.

Early mornings, when the sun is rising and ocean is yet calm, it is possible to spot some dolphins surfing around, close to the shore. They are wild dolphins, therefore it is a good luck to spot some in the morning. Thus, it makes a good memory to take home, having this picture in mind.

5.10.4 Sense of Hearing

When being a tourist in Goa, you can definitely hear something different from Rishikesh, which is ocean waves, wind and seagulls scream. Most of the sounds are more or less the same, coming from the busy streets, honking cars and bikes around. This city is also full of busy shops with local people browsing around, music and voices. There are not so many places for religious people to go, like temples or Ashrams like there are in North of India. Here there are small chances to hear bells ringing or prayers from the temple. However, as Goa is considered to be a “chill out” zone, there are lots of cafes, bars and restaurants with music and tourists around. According to interview results, sound scapes were mostly based on relaxing music from the massage/treatment rooms, or the chaos of the busy streets.

5.10.5 Sense of Smell

Smelling experiences of Goa tourists are very rich. In addition to cultural habits, locals burn a lot of oak and sandal incense sticks. The most pleasant smell that tourists mention is the ocean air on the beach, blooming flowers, fresh cooked food. Thus, most of the smells in Goa are similar to the ones in Rishikesh. The only difference is, that in one place there is a river, and in another one is ocean. One of the most negative smells that were caught there was a smell of old fish and garbage cans while walking on the main street. (Goa interview 3, Maria). The most pleasant ones were the smells of Ayurveda treatments, where everything smelled fresh and delicious. Those are smells of aroma oils, butter, soap, mint water, lime and other.

5.10.6 Personal observations

According to my personal experience, Goa is very different from Rishikesh, and indeed it is not very much concentrated on yoga. Instead it is focused on Ayurveda and medical treatments based

on natural, authentic recipes of cleanse, massage and usage of different oils, aromas, flowers and eco medicine. When exploring Goa through senses, it was a big range of encounters through sounds, smells, touches, tastes and views. The climate there is very nice there during December, as it is very warm, no rains, blue skies. Also, many people go there for the nature and views like palm shores, jungle mountains and rivers. (Interview Goa 2). My purpose of the visit was to explore whether Goa has something to do with yoga tourists, and if it can be called as one of yoga destinations of India, after Rishikesh. Although I joined a yoga group for this trip, yoga wasn't the main activity of the trip. Goa is a luxury and small region for Ayurvedic medicine. Therefore, I had joyful experiences involving my five human senses when trying treatments.

Also there is a video available from Aleksey Bulavin, who allowed me to use it for thesis, to show our trip to Goa. Available here: <https://www.youtube.com/watch?v=h9jY7ehnpUU>

The video was filmed from one of his trips to Goa in 2016. It perfectly sums up the beauty of the place. Especially showing Goa's real nature, real life and the fact, that there still exist wild beaches, untouched nature, and simple life of locals.

Summary:

Being on a second yoga trip for the research purpose, helped me to conclude that activation of multiple senses gives a stronger sense of experience. Thus, creating bright and authentic memories about the places you visit, so that you can share your experiences with others after the trip. Also, according to Irina (Goa interview 3, Maria.), the more senses are active at the same time, the better.

Chapter 6 - Discussions

This chapter in the thesis aims to discuss all the findings and interpretations of the data collected throughout the research. Moreover, it includes possible recommendations and chances for future actions for the chosen research destination – Rishikesh and Goa.

First aspect to be discussed is the actual idea behind the research. That was: to identify how yoga tourists in Rishikesh experience it through the five basic human senses. Based on researcher perspective, tourists unlikely to pay attention to senses when experiencing India, or doing yoga in Rishikesh. Thus, it might lead to a certain competitive advantage for a destination, and for new marketing strategies.

Within the introduction chapter, it was explained why five human senses can be crucial in tourist experiences. Also, understanding the interpretation of such terms like sense scapes and multisensory experiences is important for the reader, to follow the analysis part. Analysis chapter, where all the empirical findings were gathered and challenged with theoretical frameworks, in order to create knowledge about the possible issues and challenges of a destination.

According to mentioned above, there were certain patterns that proved sense scapes to have influence on tourist experience, as well as behavior.

So the findings from this research mean that Rishikesh doesn't really need to change or do anything to improve their yoga image. As well as Goa, has its own tourists coming for Ayurvedic treatments, so this region doesn't need to improve as a yoga destination. Analyzing the sensuous scapes of Rishikesh mean that there are many triggers and elements, influencing sensuous experiences, and all of them create certain memories for tourists, and willingness to come back again. Quantitative findings mean that senses are important for yoga people, in the sense that those, who practice yoga, pay attention to what they feel during their practice. Thus, being more attentive to senses, when traveling, yoga tourists highlight all the negative and positive experiences, which can bring value to the further research, small yoga businesses and destination development. Then, paying attention to what senses influence tourists in what way can exclude and avoid bad experiences and have more satisfied visitors.

This research is limited to a certain country and destination. Moreover, it is limited to special interest tourists. If there is more time and resources, this research yet can be updated with other

famous yoga destinations, like Bali, Costa Rica, or any other place that has yoga tourists as a main segment. However, having these limits helped to stay focused on one small city, hidden place near Himalaya Mountains. Finally, concentrating only on yoga tourists in this research helps to fill in the gap on sensuous experiences and add data about complex multi-sensuous scapes of Indian capital of Yoga, from the other angle, to be precise, from empirical data and ethnographies.

So how this research brings value and differs from other researchers work?

Below table is drawn to discuss similarities and differences of this research vs. others.

Similarities	Differences
Explore multi-sensuous scapes of tourism	Limit to one/two destination in India and a yoga segment
Look for connection between senses and tourist experiences	Include my own perception of senses from field trip, role of observer and a yoga tourist
Use some theories to challenge or prove findings	Use a lot of visual, audio, video materials gathered during the research
Use similar structure of the report	Base my research mostly on empirical findings
Results of the research bring value but has opportunity for further research	Limit the research to five basic human senses, adding materiality and proprioception perspective.
	Use mixed methods in gathering data, and different tools of representation

This area of multi-sensuous scapes is chosen as the main topic because of its recent exploration. However, literature review shows that multiple sensory experiences appear not only by visual impressions like we used to think, but also is influenced by smell, sounds, touch and tastes. Therefore, decision to make this research different from other works, is show a real life example, of being a yoga tourist in a so called “capital of yoga” Rishikesh. Even though the aim of this paper is not to show how senses influence tourists behaviour, still it involves certain patterns that lead to certain conclusion about tourist experiences, memories and what they say to their friends and family when they come back home. By conducting this paper I want to bring attention of the researchers,

that using different data gathering methods, contribute to creative thinking and help to approach the complex components of multi-sensuousness. Therefore, results of this research can assist in destination marketing by not only visual stimuli, but also introducing as many sense scapes as possible. For example, putting video clips about the city, yoga school or event on their web-site. Also, to encourage not only use pictures, but also music and audio recordings. Giving tips on where to have a nice meal in town and what yoga mats to buy.

All in all, the aim is not to create a certain strategy for businesses or destination itself, but to understand what sensuous scapes yoga tourists catch there, and from there to discuss what these particular senses give to their tourist's experiences, and yoga experiences.

Chapter 7 - Conclusion

The last chapter of the thesis is conducted to conclude and draw the findings of the research. Also, to answer stated research questions and sub-questions. This was done by focusing on main aspects and main findings from different chapters of the thesis.

Answering the main research question of this research - *How yoga tourists, visiting one of the chosen regions of India (Rishikesh or Goa), experience their practice through body and the five basic human senses, and how that informs the research of multi-sensuous scapes of SIT (special interest tourism)?*

The literature search that was made prior the analysis, made a clear impression that there exist a certain gap in the academic research of the multisensory tourism. Therefore my goal was to bring value to the multisensory tourism research. By conducting this particular exploratory research, I was able to find out what yoga tourists in India can tell about their sensuous scapes.

According to survey results, most of the tourists do not pay attention to the senses when they travel, however, when asking them precisely, about each human sense, during personal interviews, they were able to remember, highlight and elaborate on specific elements that trigger their senses to work. Different sensuous scapes create different information for tourists. For example, when practicing in the busy district of the city, people hear all sorts of noise from the outside, which disturbs, distracts. However for few people, it does not really matter, as they are deep in the practice, so when the sounds are there, they just observe them, but don't allow them to affect or influence their perception and focus on what they do at the moment. Thus, when assessing the effect of human senses on experience, it is crucial to keep in mind that all people have different perception, which is based on several of reasons like culture, upbringing, environment, education and many other factors that can be researched further.

Because of the main purpose of the research – to bring awareness and explore the complex sensuous nature of yoga experiences in India, it followed both, by qualitative and quantitative methods, in order to make a better assessment of multi-sensory data. Focusing on specific senses during the yoga practice, tourists were able to talk about four out of five of them. Sense of taste is not relevant during the yoga practice, however it plays very important role for yoga tourists during the time when they do not practice, but feed their bodies. Thus, local cuisine of Rishikesh and Goa is very

similar, and for some people it makes it very hard to have a meal with pleasure, due to the spicy nature of their food. For those, who like spicy food, were absolutely delighted, and described their taste experiences with pleasure. Thus, different senses can work together and create a memorable experience. Also, looking at the importance of human senses for yoga tourists, majority of respondents believe that senses make a difference to their tourist experience. Thus, yoga destinations and marketing strategists, based on this research can evaluate findings and create personalized yoga products for a better experience. In this case, the only issue or something to improve is the overall pollution of the place, which makes it difficult to control for one hotel or cafe to another.

According to Agapito et al. (2012), based on general studies` findings, in the overall tourist experiences no single sense seems to dominate constantly, also this research shows that it is not possible to define a dominant one. However, according to quantitative data, the most valuable human sense is chosen to be sight.

Every minute tourist is in contact with something, touch points that trigger sensuous nature of perception and tourist interaction with destination.

Yoga tourists visiting Rishikesh are able to practice yoga and perceive through individual filter multi-sensuous scapes, coming from external stimuli. Those are not only five basic human senses but also other senses like proprioception. This research proves the complexity of multi-sensuous nature of tourist experiences, thus, informs special interest tourism about nuances in regards to yoga tourism.

7.1 Further Research

In order to get precise picture about what each human sense can make with tourists experience, it is interesting to know the background of the tourists, and get a deeper understanding on why they react to certain elements exactly how they react. But this can also be connected with psychological and anatomical studies, including research on human brain. Therefore, having this very complex area that affects yoga tourist experiences, further research is necessary

All the respondents for interviews were yoga tourists, therefore, this research has limited results, which are just based on special interest tourists. In order to make a broader perspective and continue

the research of sensuous experiences of chosen locations, it would be good to talk to normal tourists, who are visiting Rishikesh or Goa not for yoga purposes, but for other reasons.

It would be interesting to talk to yoga tourists about what expectations they have prior going on a trip, and then also to talk to them after the trip. This could help to analyze the connection to their expectations, actual experience, and post reviews in connection to sense scapes.

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Appendix nr: 1 Field notes

Field book was written by Anastasia Karnauhova, for the research purposes, during the field trip to India, Rishikesh (02.May – 16.May 2016). In addition, it is supported with own photos from the trip.

02/05 First encounters.

Early morning I arrived to the Haridwar train station, which is another 20km to Rishikesh left. It was an overnight train straight from Delhi. Train was fully packed with locals, I was lucky enough to get the top bunk and get some sleep on my bag. It was not so comfortable, as it is a bumpy, noisy trip, with few stops, and it seemed that Indians never sleep at night, but walk around, talk and laugh. However this one of the easiest ways to get to the hidden city called Rishikesh, known as the capital city of yoga in India.

From Haridwar you also have to take a Taxi or a local Tuk-tuk, and spend another 30 min – 1 hour on a bumpy road towards the town. There is also another way to get here, to fly from Delhi to the nearest airport “Jolly Grant” at Dehradun which is 35 km away. It will be interesting to know how yoga tourists are coming here. What is their first experience and feelings.

As for me, it was an exhausting, very long overnight train, not a soft sleeping bunk. This is how it looked.

My first encounters were not very pleasant. When finally getting in to the city, I had to find my guest house, which was another 30 minutes’ walk. I arrived to the place



around 5:30 a.m. where my Indian friend welcomed me with warm and delicious “chai” (Indian

milk tea with sugar). After a small talk my room was ready and I could catch up on some sleep in a comfortable, clean bed with covers and pillow! The room is very clean, with good bathroom (toilet+shower), with huge bed (2 singles together), and with a big balcony facing the city from the hill.

After having a good rest, I went for a walk, as the city woke up, shops and cafes were open. I did have something to compare with, because it is my second trip to Rishikesh, the 1st one was in March 2015.

First notes on sense scapes, feelings and materials that stimulate them:

Dusty, dirty road that influences the air and it is hard to breathe in. Moreover poor locals, dirty environment of course affects the general sights, as I see with my eyes a lot of sand, rubbish. My ears hear negative sounds for my perception, which is non-stop horns of the cars, bikes, tuk-tuks, extremely annoying and loud. Apparently it is the way of living here, as it is their way through the crowds and also letting everyone know that they are driving past you. One of the bright senses that created positive feeling inside of me was this smell of Indian spices and fresh food. Variety of fruits, different colours of their cloths, very bright and colourful is creating the Indian mood, special atmosphere. In the city there are lots of different temples (Hindu), small and big. It is inevitable to hear a lot of bells ringing around, according to their tradition, to “wake yourself up”, one of the ways to turn on the senses, to build awareness in the body.

Late afternoon I had my first Indian meal which was delicious and spicy, especially for a spicy food lover, it was a very pleasant moment to sit in a calm, quiet café by the holy river Ganga and enjoy fresh food. Also, browsing around, I met one American, who invited me to join today's evening gathering, to share stories, sing mantras together. The vibe of the city and people in here are very special. Smiling, kind, positive, peaceful and loving at the same time. My yoga teacher described this city as an “Anahata chakra city”, which means it is a heart centre, loving and kind city. Another element of the city, which creates this special holy atmosphere is the river “Ganga”, with its amazingly beautiful emerald green colour and fast stream. May, is already summer here, and a pre monsoon season. Which is the perfect time for tourists to visit. Though it can get extremely hot, temperature ranging 40-47 degrees C. This can create an unbearably hot and sweaty experience. With this draught, even water supplies became more expensive. Even locals few times mentioned to me, that these days are the hottest ever so far. It is very humid and hot. Not pleasant for tourists and

sensual experience. Usually that finishes with few heavy storms and occasional showers, and it did indeed at night.

I finished my first day in Rishikesh attending this international gathering where I had a chance to get to know other tourists like me, to chat with them and ask relevant questions to my thesis. During that gathering I had another field book, where I took notes based on answers I have got from the participants.

03/05 Exploring the yoga tourists days.

Today I woke up very early in the morning in order to get some practice done on the roof top of the hotel, and make observation on what mornings in Rishikesh are like. By 5 a.m. I was on the top floor of the Yoga Centre *Guesthouse, where I lived. It was still dark, but already getting light from the sun on the sky. The reason behind this early start is that the sunrise starts around 5:30 a.m. And it is a great location, the building is situated on a hill, so you can see the whole city from the roof top. The temperature showed 24 degrees C. It was warm, but breezy. The wind was still warm, with some accent on freshness. It was a perfect weather to practice, not too hot, and not chilli.*

The surface of the roof is just cold stone, I had quite thin yoga mat with me, so it was really hard to practice, as I felt every bone and every small stone from below. I was lucky enough to have soft, comfortable, spacy pants from natural cotton which I bought yesterday and a soft sweatshirt. After few asanas, I warmed up, and was ready to meet the sun. I was such a nice feeling to catch the warmth of the rising sun on my face. After 20 minutes of sitting there calm and peaceful, enjoying the start of the day, I came back to the room to take a shower. Unfortunately, there were some problems with water, so it was only cold water available. Not a pleasant experience, to fresh up like this.

I went to have breakfast in a café close by. There I met another girl, Natalie, who was also travelling here to practice yoga, with a group of people. I had a nice warm Indian breakfast chatting with her, and she agreed to be interviewed by me later today in the evening, since they all have a program for today, things to see and do in Rishikesh. The café is called Ganga View, which is situated by the river, with nice view on the bridge “Laksman Jula”

After delicious breakfast I had in plans to participate in a yoga class during the lunch time, in a local school. Also to have an Ayurveda massage in my guest house. During the walk, passing by all the variety of shops with souvenirs, cloths etc, I could see a lot of banners with advertisements, offering yoga classes, guesthouses, yoga education Ayurveda treatments, like this:

When paying attention to the senses, sight is getting different information non-stop, so when seeing the dirt, or cows walking around, it creates not a nice feeling. By the end of the day, cloths, especially white shirts become grey in dust and dirt from the streets. By 10 a.m. city is waken up, and a lot of tourists are coming out to the locals, to shop. Rishikesh is also called a hippie destination, as I could also notice a lot of young people walking around smoking hash or something else forbidden by the authorities. But apparently it is easy to get this here in Rishikesh. Therefore, sometimes I have been disgusted by the cocktails of smells, walking around the city.

At 14:00 I got the school I noticed from yesterday, to participate in a hatha yoga class. It was too hot outside, so it was a pleasant surprise, when I realised that the class is happening inside in a A/C cool hall. Class was not for free, it cost me 500 rupees, which is approximately 8 EUR. We were 7 students for this class, the teacher was a local teacher Nadeem. He is about 35, very nice man, flexible, and with good English. After one hour and a half, we finished. I really enjoyed the good exercise, with Indian music on the background, smelling sandal incense stick. I had my own yoga mat, and was prepared with comfortable cloths. I had a small chat with few, and they mentioned that it was quite chilli by the end of the class. To sum up, it was a pleasant experience for me, because I was prepared well for the class. All of my senses were involved in this 1,5 hour class.

The teacher was very friendly, and I had a small talk with him after the class. He mentioned to me, that when it is a high season, he gets around 10-15 students every day. They are all internationals. He is working a lot with senses, therefore he is trying to make this yoga experience more pleasant, with different music, aromas, candles, pictures on the wall, and nice temperature.

After the class I went to grab lunch with 2 girls from the class. They lived just near this studio. One of the girls Alex agreed to come over for an interview tomorrow, during the breakfast.

After delicious lunch, and a good walk by the holy river, I was going towards my guest house. It was an extremely hot and sweaty day. I was looking forward to the spa in the evening. At 17:00 I was downstairs in the Ayurveda centre of my guesthouse, where I received all the pleasures possible for all my 5 senses. It was a great aroma oil massage, with nice music on the background,

very relaxing. So after almost 2 hours of Spa, I came to the room to change, and run over to the café from this morning to meet with Natalie for the interview. She was very friendly and answered all of my questions. After that I came straight to my room to write the highlights of the day, but I was so tired, I just fell asleep.

04/05 Spiritual temples and ashrams.

Today the plan was to interview American girl I met yesterday in a yoga class. I had a very nice, but hot sleep. During the night there was a thunderstorm, so there were problems with the electricity, my ventilator was on and off during the night. I woke up at 6:15, and went upstairs to get my body moving and stretching, doing few asanas, enjoying the cloudy sunrise.

My aim for today is to be a tourist, and visit all the small and big ashrams and temples of Rishikesh. After a quick coffee and a cheese sandwich in the “German bakery” (yes, India has western style coffee shops with not Indian food). I went for a walk to the nearest and the biggest temple of Rishikesh, which is called Tera Manzil Temple. I went early in the morning, due to it is always full of locals, walking around and ringing the bells of a temple, and it gets quite busy and hard to walk around. It has 13 floors, and lots of bells. After removing my shoes and leaving it by the entrance I started my climb, viewing beautiful and colourful pictures on the walls of all Indian Gods. The further I went, the hotter it was, and also on the top floors, without the rooftop, the floor was already unbearable hot, as the sun was shining bright. My feet were melting, and it was painful experience, many times I had to run in order not to get burned skin on my feet. Other than that, when you reach the top floor, and you see few carpets around, so that you are able to stand on them, the view of the city, mountains and the river is just breath taking and absolutely worth the climb.

Picture the view from the top



On my way back to the bottom, I have noticed more and more people entering the temple and climbing up. It does get very busy and crowded. Downstairs, I received my shoes back, and freshened up with a nice lime+sugar+mint+ice drink , which was such a pleasure in this heat.



(Mint, lime, ice, sugar – sweet delight of locals).

My next stop is Anand Prakash yoga ashram. I took a Tuk-tuk, and after about 40 minutes I was by the entrance of the ashram. It also a place where many tourist go, live and practice yoga. Therefore, when I came in, I met the girl at the reception, explained her the purpose of my visit. She said she could walk around with me and show the ashram, then have lunch altogether. After that, have free time and then visit the next yoga class for free which is at 4 p.m.,



and talk to the teacher as well. So I did according to her suggested plan.

The territory is quite big, a lot of trees, flowers and green colours. Birds are singing around, I felt such a peaceful and pleasant atmosphere right away. The lady – Shane, was very friendly and smiling. She showed me around, all the classes, yoga halls, the kitchen, chanting room, rooms for guests. And it was a time for lunch. I was amazed how many people came over to the dining area. She mentioned that they have only few rooms left, that they are quite full at the moment. It smelled so tasty, I was feeling the hunger. It was a table with different local food, basic like rice, curry, paneer, and some chapatti (bread). A lemonade or water for drink. I had a small chat with few tourists who lived and practiced there. One French visitor Sergej, agreed to have an interview with me after the yoga class at 4 p.m. It was a big spacious yoga hall. The teacher was a local man, with good English. We were 12 students for this class. It was a 1 hour 20 minutes meditation + hatha yoga+ mantra singing class. I really enjoyed it. After the class, I asked few questions the teacher – Tribhuan, who is living in the ashram for more than 15 years now. He told me that many tourists are coming and traveling from far to visit Rishikesh, to meet him, to practice and live in ashram. He said, life in the ashram gives peace, love, and harmony to the ones who practice here.

After that I went to interview Sergej, we spent another half an hour and I was on my way to my last temple for today – Parmarth Niketan. It took me another 40 minutes by tuk tuk to get there. Temple Parmarth Niketan is one of the biggest and famous in Rishikesh, it is situated by the river Ganga. Every day they are doing this special ceremony called Ganga-Arti at 6 p.m. *So I came there just by the time they were starting. There were many people around, local and tourists. It was a lot of young local boys playing instruments and singing mantras, a lot of flowers putting into the river, a lot of fire burning in special candles, where I had a chance to hold it, and wash my hands in it. They say it doesn't hurt, and I was amazed that truly, it doesn't burn you if you touch first. I had amazing experience during this ceremony. After the ceremony, it was already dark, so I took a tuk tuk home. Had light dinner in my guest house café and went to my room, to relax.*

05/05 Ayurvedic experience

Today I decide to relax a little, not to go far, but concentrate on yoga experiences. I woke up around 4:30 a.m. It was still dark and quite outside. There is a yoga studio near the river who starts their first class at 5 a.m. I decided to participate. When I came down to the river, on the stone beach few

people were already sitting, waiting for class to begin for an early morning pranayama and hatha yoga class. Temperature is very warm and comfortable. Streets are still empty and quiet with occasional yoga tourists wandering around to join the early morning practices. When I came and joined the class, we were only 5 people there. The surface we were sitting on was sand with stones which made it quite uncomfortable as the yoga mat is thin and you can still feel. After closing my eyes I could hear wind, bird singing and the fast flow of the river Ganges. Starting to follow my teacher with breathing techniques I realized that I could feel the smell of the river and the excrement's of the cows, which are walking around everywhere. Strong morning winds were blowing away those smells bringing another. Locals started to wake up, and the longer we sat there, the more senses I could catch (smell of cooking the breakfast, sounds from the cars, temple bells with morning rituals etc.) Morning hatha yoga class is very energizing, yet not sweaty as it is still windy and chill outside. We met the sunrise and finished the class with a morning mantra chanting, which created this feeling of unity, and a pleasant music in our heads. What a great start for today! The other 4 people were also first timers for this class, 3 women and 1 men - 2 from USA, 1 from UK and 1 from Russia.

After that I came back to my guest house, relaxed a bit. At 8 a.m. I joined the yoga class with Shailendra, a friend I met in New Zealand, on a yoga teacher training. He is a very young, smiling and smart guy. In the beginning of each class he always plays harmonium, and sings mantra. After that, just sitting still in a small meditation, you notice your thoughts, listen to the sounds, and feel the senses of touch with your body, cloths, yoga mat. Then moving into exercises, or hatha yoga, in the morning it is slow, more focused on stretching and breathing. At the end, again, we all sing mantra together with the sound of harmonica. After the class, Shailendra asked me if I could hold a class tomorrow morning instead of him, because he has to leave to Delhi for few days. Of course I was happy to help.

After a nice, pleasant stretching, I went for breakfast, and decided to visit Ayurveda places of Rishikesh. Maybe to choose few special treatments or massages for following days. I went in to the first I noticed by the advertisement banner. It was called "Vedic Ayurveda Treatment". They told me everything what they do, how they work with the body, chakras and energy, using different oils, scents and massage treatments for health. I made few appointments with them for today and tomorrow, just to try it out. I chose the most popular for tourist's treatments: Shirodhara and Abhyangam. Today at 4 p.m. I have Shirodhara, which means an ancient therapy that feature the

steady streaming of warm, fragrant oil on to the “third eye” on the forehead, followed by a scalp massage. And tomorrow at 5 p.m. I have a full body massage where the body is wrapped in finest quality cold-pressed sesame oil followed by smooth, gentle movements to rub the oil deeply into the body. They have a big selection of treatments in their centre, but they said these one were the most popular from the tourists. After that I just went for a walk, took some pictures of the city. Sit down by the river to observe how locals wash, swim and fill their bottles with holy river water. I sat down to have lunch in the nearest café, to try some spicy local Indian food. It was very cheap, fresh and delicious. I was so happy that I love spicy food, else I would have problems finding something not spicy to eat. It is great to have this big selection of fresh juices and fruit lassi, which you cannot always find back home. After that I was making my way back to the Ayurveda centre to receive my first ever Shirodhara treatment. It was about 45 minutes, and I had such a pleasant, relaxing experience. It really does a calming effect on you, the oil aroma was very strong and pleasant. Skull massage felt very professional. It was unforgettable treatment. After that, I went home, straight to bed, read a book, and fell asleep immediately.

06/05 Yoga and Ayurveda

Today, I woke up very early and fresh. It was 5:43, and I managed to come up to the roof to meet the sunrise. By 7:45 a.m. I was in a yoga hall, getting ready for my first ever yoga teaching experience in India. I lighted up few candles near the altars, incense stick, and sit down to wait till the students come in. I had 4 people attending the class. I began with small meditation and breathing exercise. And then slowly moved on to some warm ups and exercises. I finished the class in about 1,30 hour. It was a very interesting experience, due to the fact that I had to feel the vibe of the students, whether to give easier positions, or more advanced. I had to use my hearing a lot, to hear their breathing technique. And also, to observe, whether they are doing positions correctly. I had a chat with one guy, who just has arrived by the morning train. His name is Antony, and he agreed to answer my interview question today, during the lunch. After the class I went to the German bakery, to have a coffee with sandwich. After, I went to explore other yoga schools of the town. Every second building has yoga banners, inviting for practice. It was extremely hot and humid to walk around, browsing, so I decided to enter all the yoga schools I saw on my way. In total I have visited about 6 places before my Ayurveda treatment at 6 p.m. Few of the places were welcoming me with a fresh drink (juice or water with lemon and ice). I thought it was very nice and

pleasant in this heat. All of the places had reception, with a consultant to tell about their services. Their yoga schedule seemed to me quite similar to each other, with an early start, afternoon classes, ayurvedic treatments. Few of the places had a very nice aroma in the room, with incense sticks burning. All of the places had common yoga mats to offer, and new ones for sale. I took different brochures from yoga places, to know the schedule and sort of events/activities happening following week, so that I could come and experience it myself. At last I was by the place I booked my ayurvedic massage. It took about 45 minutes in total. So, I received a full body massage, my body was wrapped in cold-pressed sesame oil. It was an unforgettable experience. I felt very relaxed, and fresh at the same time. I had a very deep sleep right after.

07/05 Rishikesh market and shopping

Today I woke up early again, I guess it is impossible here in India to sleep long. It gets loud and busy already starting from 7 a.m. Also, in order to practice, while it is still fresh and not too hot. Mornings are beautiful here in Rishikesh. After a hatha yoga class with Shailendra, I had a local Indian breakfast. I decided to participate in the evening at one yoga studio for mantra chanting and a sat-sang. The first part of the day I spent for shopping. I took a tuk-tuk to get to their main central market area. To buy souvenirs home. I was lucky, it was cloudy and not so hot during the day. Market was very big, crowded with locals. Not so many tourists know about this place. My teacher Shailendra advised me to buy things there, as it is much cheaper than in the touristic centre. I bought a lot of different spices, yoga cloths, and typical Indian elephant statues and magnets for my friends and relatives. I felt very insecure during my shopping, as Indians are very persistent when they see a tourist browsing around. I grabbed lunch at the local café, just a rice and carry. All vegetarian. Shailendra said to me, that North of India is mostly vegetarian region. South is more eating meat and fish, chicken in particular. I took a tuk-tuk back to the city, to put all the things I bought in the room. And I was making my way to one of yoga events for the evening. I was surprised how many tourists came, we were around 15 people for the chanting mantras part. More and more people were coming for the last part – the sat-sang from the local teacher. The room was quite spacy, still, people were quite squeezed close to each other. The topic of the sat-sang was “mysterious force of Karma”. It was about one hour talk, or a lecture from the teacher. With was followed up with questions answers and discussion from the crowd. At the end, we were all invited to drink some “chai”, or a local milk tea. I had small chats with few tourists like me. They also

came to Rishikesh for yoga purposes, one also wanted to continue further up to explore Himalaya. One was living in the ashram I visited for the evening arati. When discussing their multi-sensory experiences being a yoga tourist in Rishikesh, it was interesting to see that some were tired of the hot weather, some were tired of spicy cuisines everywhere. Some were happy about everything, as they were focused on the spiritual aspect of their trip. One girl agreed to meet with me next day for lunch to answer the interview for thesis. I came home quite late, around 10 p.m. and fell asleep right away.

08/05 Socializing with locals and tourists.

I had a good sleep, not so early start as usual, as I was going to the yoga school not far from my guest house for the morning drop in class. The class started at 9 a.m. It was a very energetic exercise, it was quite fast, and mostly moving with the flow of Surya namaskar or Sun salutation sequence. The teacher was Mitra, young guy who used to work abroad, and came back to India in order to find something deeper. I really enjoyed the class. We were only 5 people practicing. 3 girls and 2 boys. All were Western-looking, tourists. After the class I was meeting the girl I met yesterday, for lunch and interview. We had very fresh and tasty local food in the café on the main street of Rishikesh. I really enjoyed her company, it felt like we have known each other before. She also invited me to come tonight to her Ashram, as they have special Sunday dinner together, chanting and just sharing yoga/travel experiences. After lunch, I browsed through shops on my way back to the guesthouse. On the way I went in to a place, with banner saying “experience North India like a true yogi”. It was a travel agency who organises different trips around Rishikesh, trekking, rafting, biking etc. I was considering trying something out, something with a group of tourists, something that I never tried before. I booked a trip to a Vasishtha cave, waterfalls and rafting through the holy river Ganga on the way back. It was a plan for tomorrow.

After I relaxed in my room, fresh and energetic I went to the ashram for the Sunday dinner and chanting. It was still hot outside, but cloudy. At the dinner, it was a charity dinner, so everyone put money at the entrance. There was a plenty of local food, so it was a self-service, people took what they wanted and how much they wanted. My new friend was with 2 other friends she shared a room with. They were all from US. We had very nice chat while eating. After that, all the teachers of the ashram came together, made a small speech and started playing harmonium and chant mantras. I

knew most of them, so it was such an interesting experience to sing together with so many people. It was a big hall, full of people. Local and tourists. I had such a nice feeling, singing unison with the crowd. I had goose skin, and this feeling of big energy, of wholeness and unity. That we are all the same, sisters and brothers. After chanting, there was a small lecture from a Bhagavad Gita chapter (Indian bible). Questions, discussion, opinion sharing. I stayed for a bit longer, and then went home, to sleep, as I had to wake up very early next day. People stayed there, longer to chat, participate in discussions, listen to the teachers, and just to spend nice time together.

09/05. Experience India as a true yogi.

Today I had a very early start, as I had to meet my guide outside of the guest house already by 6 a.m. It was a tour, with 3 jeeps, we were 9 tourists on the tour. All international, different age group, but mostly young people between 25-35.

Our first stop was by the waterfalls to take few pictures, and drink some tea and get to know each other for the trip. Nature is beautiful in Rishikesh. I have seen and heard beautiful birds singing around. Mountains, green trees, waterfall, warm weather. Tour guides were telling interesting stories about the country, this city, and particular location. It was interesting to



listen. First stop was short, as we were on the way to the Vasishtha cave, due to high season, we were going there closer to the opening time, so that it is not too busy to walk in inside, and have enough time to meditate. Vashistha cave is a cave of great Vedic sage in Hinduism. Many people go here to visit this place, to pray to him, to meditate. I have read few of his books as well, so it was interesting to see. It is located downhill from the hill, and is guarded by local monk. Indeed cave was very small, and there was limited space inside to sit down. It was very dark inside, so it took some time to get used to the darkness, and not to step on someone near, while you search for the spot to sit down. There were candles inside and the picture of the sage. I had a very calming,

experience, sitting on common pillow, in half lotus, with eyes closed, just relaxed, and just listening to this amazing silence inside of the cave, feeling the energy of the place. On the way back, when everyone was ready to go, it was already hot outside, and we had to climb all the way up to the road, through many steep steps. Our next stop was lunch in the local café in a small village, where we were taking the rafting boat for our way back to the city. Lunch was tasty, spicy and very simple (rice, with chicken curry, chapatti bread, lemonade).

When we reached the place, it was already +38 degrees C. They gave us helmets, paddles, and made a security briefing with the instructions on how to paddle, how to behave on the boat.

We had 2 boats for our group. River was quite rough, we became absolutely wet after the first stage of rapids. Burning sun, and very fresh, chill water shower was super contrasting but nice. Nice, until it became windy, and it was already quite cold. Our rafting was about 2 hours. We had a swimming stop, where we were all just thrown out of the boat. Of course with your own will. To be honest I had a blast.

Boat reached the city centre, and were all off the boats. All wet and freezing. I was lucky, my guest house was just 100 metres away from this place. When I came home, I was happy to take a warm shower and relax. The worst part was, that I had a fever, and had no energy, so I slept til the next morning.

10/05. Cleanse and detox day.

Today I woke up around 10 a.m. and I was feeling very sick. So I spent the whole day lying in bed. Thanks God I had enough of water supplies prepared in the room for my stay. So I was taking some pills to get rid of the fever, and drinking water all day. I texted my friend, the owner of the guest house Shailendra and he came to visit me. He said it is definitely not because of the cold or food I had yesterday, but because I was blessed in the holy river, when swimming yesterday. So it was a cleanse from all the bad karma, bad energies and everything that Ganga river had to take away from me. He brought me some local medicine, to blend with water, just minerals to help me get through this. So I was sleeping, drinking water and getting better, the whole day. As they say, it was for the good, good to my spirit, and good to my health.

11/05. On the other side, over the bridge.

I woke up very early, around 5 a.m. and I was amazed how light, how fresh and healthy I felt in the morning. I guess there was some kind of truth in his words, regarding the cleaning effect I had from the holy river. I took a quick shower, grabbed my things and went to nearest ashram for the earliest class. It was just 15 minutes' walk away from my guest house. The class started at 6:30 a.m. and we were just 6 people to participate. Teacher had Indian looks, so he was local, living and teaching in the ashram. His name is Aarush, and he is 49 years old. The class was very pleasant, but similar to what I had already experienced. Half an hour meditation, hatha yoga with different body movements and positions – exercises to warm up. The class was quite chill, after the rain last night. I stayed there to chat with tourists living in the ashram, and I was invited to stay and join them for breakfast. I got to know their stories, and yoga journeys which were absolutely amazing and worth writing about them. One guy agreed to answer few of my questions for the paper. So after spending few hours in this Ashram I decide to go across the bridge, to visit city on the other side of the river. Crossing the beautiful bridge “Lakshman Jhula”, getting though the crowds I came to the other side.



I was surprised that other side was also full of markets, guest houses and local street café`s. There was also a beach, where local boys were swimming in the river. Andrey, whom I interviewed few days ago. He mentioned that here lives a very special astrologist, who I should definitely visit. Therefore, I was browsing around, looking for yoga places, yoga schools and also searching for this woman. When I found the place, she agreed to meet me after 2 days, so that she can prepare all the information regarding my horoscope. Her name is Amadini, and she is about 65 years old. Whole life she was studying and practicing astrology. She took all the number needed (date and time of birth) and I was free to go till the next time I see her.

On the way back I was summing up, that on this side, there are not so many yoga studios or yoga ashrams offering events, classes or something like that, as it is in the central region. When I came back close to my home, I stopped by to participate in the evening yoga class in one studio. It was 1,5 hour hatha yoga class, with 8 people attending. It was too hot in the room, even with all the

windows open. I felt like practicing in sauna, sweating and having sticky hands. Not a pleasant experience. After the class I rushed back to my cool room to take shower. I sat down to update the field book and went to sleep.

12/05. Meditation, rituals and spiritual enlightenment.

Today I wanted to visit famous ashram where The Beatles were living and practicing meditation - Maharishi Mahesh Yogi's Ashram. It is one the top attractions of Rishikesh, because fans are still coming to visit it, for “Beatles”. The Beatles ashram is officially closed now and the whole area is under Government control. Still there are old buildings of ashram is there. No one is there right now.

I took a local tuk-tuk, and after 30 minutes I arrived to the gates of the ashram. It looks like an old ruined building. There is also a watchman who does not allow people to go in. But, I noticed some people getting inside. When I asked him, if I can walk in, just for a short walk, he said I can, if I pay. So I gave him 300 rupees (5 U.S. dollars), in order to enter. Inside there were just ruins of the building, as nobody is taking care of it. I had a walk there, sit down to close my eyes and listen to the sounds around me. It was very loud, nature loud. Birds were whistling, wind was swaying the trees, and then there was this silence, as the village



Beatles Ashram

is quite a walk from there, and road is also far away, so there is no disturbance but only peaceful meditative atmosphere. I spent there about one hour, it was very nice energy and feeling to be inside. Not so many people are coming here, since the ashram is closed for quite a while already. On my way back I walked to the village and took a tuk-tuk, and went to another ashram who was conducting a special fire ceremony today. It was very crowded there, but it was possible to join and sit down in a circle, around the fire, where a monk, while chanting mantras was throwing to burn raw rice, some sand and wood. They do this ceremony

every week on Thursdays. The whole process takes about 2 hours, and after that we stand up and put our finger in the ashes and draw a dot on our foreheads, in the area of a “third eye”.

On my way back to the guest house I had dinner with Shailendra and his family. They cooked for me some delicious local food, special family recipes. We talked a lot about spiritual paths, yoga and philosophy. I felt so welcomed in his house, I received a lot of inspiration from his stories, and a lot of good advices in regards to teachings and practices. It was already getting late, so I went to sleep.



Shailendra with his family

13/05. Yoga all day long

I woke up very early and went upstairs to the roof, to practice and meet the sun. I started counting days till I am going home. I have only few days left and I will be again on the road. Today I wanted to spend the day just for practice, for noticing all the thoughts, sensations, feelings and emotions that are coming in.

I went downstairs to have breakfast in my favourite local café “Ganga View”. After that I packed my things for the day, took my yoga mat and went by tuk-tuk to the ashram for Hatha Yoga. It was almost 11 a.m. The class started, classroom was still fresh and well ventilated. During the class I heard nice mantra on the background. We started with meditation, and then slowly moved into stretching, and vinyasa (flow exercises). Only 5 students attended the class. It was 2 hours class, and I felt very light and energetic after it. I caught the smell of food, already cooking for lunch in the ashram, so I could not resist and stay there for lunch. It was a self-service catering, so I took what I really wanted. I had a joyful meal with fresh watermelon juice. After that I went to meet the teacher, he promised to show me around, tell about daily life of the ashram. After a walk and chat with Sandeep, he left me at their library. I browsed through all the yoga philosophy books, and took one for a read, outside in the shadow. It was very hot, but breezy in the shadow. I relaxed and read for about an hour, it was very silent and calm around. There was another event in this Ashram I was planning to join. There was a guest teacher from Goa coming for a satsang and chanting in the late afternoon. Sandeep put me on the list of participants, and I was surprised that it was already quite a

list of names joining today. After a walk around, I sat down by the river, and enjoyed amazingly quick, beautiful stream of the river Ganga.

Day was passing so fast, I was already heading back to the ashram for the guest teacher class. People were coming in, it was their biggest yoga hall, for around 100 people. It was almost 5 p.m. I was sitting on the floor on the pillow. Teacher was sitting in front on a chair, he had a small microphone on. We were quite many, around 50 people, both locals and tourists. The main topic of the class was: the power of chakras in human body. It was very interesting, that I was even taking notes in my small yoga notebook I had with me. Many times during the classes teachers ask student to pay attention or focus on specific chakras. So it was good to hear very in-depth explanation on each chakra, where it is located, what it does and how to balance it in our daily life.

The class was about 2 hours, and after few questions from the audience, we all finished with small 5 minutes meditation on our 1st, main and core chakra “Muladhara”. Finally we finished with mantra Om.

I saw happy faces around, I would assume people really enjoyed this, and came to ashram today specifically for this event. Evaluating my senses throughout the day, the easiest one to highlight was the sight, as I was evaluating what I see throughout the day. Whether I like what I see, or not. Of course, when I got used to the city and its vibe, in general, it was a pleasant experience for my eyes. Warm colours around, nice decorations of the ashram, beautiful river flow etc. When it comes to sounds, most of the sounds were nice and pleasant. Only street noise of the horns sometimes were noticed. All the touching experiences were quite neutral, as I didn't pay attention to it too much. Smells today were quite strong, as I felt the fragrance of lotus by the river, incense sticks during the hatha yoga class, smell of all paper books I was browsing through. Last and not least was the taste of the local food, which was super delicious and spicy.

After the satsang was finished I took a tuk-tuk back home to my guest house, updated my field book, and was ready to rest till tomorrow.

14/05. What are stars and star signs saying?

Today I woke up early as I had to go to meet famous in Rishikesh astrologist Amadini. I took a tuk-tuk and after 40 minutes I was at her doors on the other side of the city. I was a first one for today,

so 8 a.m. she invited me in. She has a big apartment in a freshly built building. In India, she would be considered coming from one of the upper class, or richer cast. She takes only 2 people per day, because each session takes 3 to 4 hours. She was very kind and smiling. Her housekeeper prepared some delicious milk tea for us and we started the talk. Or her monologue. She was talking a lot, about what astrology means to every person, what my date and time of birth mean. How it all is connected to yoga and spiritual path etc. I was very excited when I came, and eventually I was amazed about how many things she said, and they were real in my life. Amadini gave me advices regarding past and all the memories I have about it. She also gave me a ritual on how to destroy all the bad things like emotions, grudges or thoughts, which influence my present karma. Finally, gave me advices for now, what I need to do after I leave her place and also advices for future. We finished the talk, and she used her tarot cards, in order to view my nearest future. It was interesting to listen what she said. It started to smell really delicious and I was already feeling hungry. I was lucky, she invited me to stay for lunch and eat with her. Lunch was very spicy, and she was laughing at me, as she didn't believe that Europeans could actually eat spicy food.

After lunch, I was leaving Amadini, as she had to relax a little, as she was waiting for another client for today. I was really impressed by this woman, her interesting personality and her hospitality. Of course it wasn't for free, that was her job, but well, when again you will have a chance to hear about stars and its influence on our life.

I left her house, it was almost 2 p.m. I decided not to take a lift back to the other side, but just have a walk. I kind of regretted it, as it was extremely hot outside. Thanks God it was all the way downhill, and mostly in the shadow because of the high trees around. I was going back through all the markets, ashrams again, crossed the bridge and came back to my room. I did a small ritual that Amadini asked me to do, wrote everything on a piece of paper. I took a lighter and went down again to the river. I burned the piece of paper I made, and threw away all the ashes to the river. Ritual was done, I felt some sort of relief. That I came here for a reason.

I went to meet with Jessica in her Ashram, and she introduced me to another friend of hers, who also agreed to answer my interview questions for me. We all had dinner together in a café nearby. When I came back to my room, I was so tired that I fell asleep very quickly.

15/05 Last day in heaven

Today is my last day of the trip. I woke up very early, because I had to do one more swim in the holy river Ganga, before I leave. Astrologist from yesterday also mentioned to me few times that I have to wash myself in the river, letting the Ganga Mother take all the bad things from me, and clean my soul. Safest to have a dip in the river was on the beach near my guest house. And, safest was to do in early in the morning, before the sunrise, when most of the locals still sleep. Thus, I went to the beach at 5 a.m. and had a quick dip in the river. Then I came back to the room, changed to my yoga cloths and went upstairs to the roof in order to get this sunrise one more time, in silence and calmness. After my practice I went downstairs to my usual café to have breakfast. After the breakfast I came back to my room in order to sort out my bags and pack. I had slightly more things now, due to all the souvenirs I bought. Still, as I am a light traveller, I was able to leave few of the things here, for future usage in the guest house. After I packed my things I went for a walk to the beach, to sit down and meditate by the holy river Ganga for one more time. I washed my mala's in the water and went back to the centre, to browse through the shops to buy last things to bring home. On the way back I went to visit Alex in her Ashram nearby my place. She took her other friend with us, and we ate lunch together. Her friend Mark agreed to answer my interview questions, so when Alex left for a massage, I recorder my last interview in Rishikesh.

I went back to my guest house and packed the rest of the things. For the evening I decided to go to Parmarth Niketan ashram again, to see their special evening event, holy arati ritual. A lot of dancing, singing and smiling. I really soaked a lot of energy from these people and from everything I experienced here. At the end all people had a basket from flowers in their hands, so did I. We all lighted up the amphora inside of the basket, made a wish and put it in the river. It was an amazing view of all the lights swimming away with the Ganga flow. All those baskets, flowing away, taking all the wishes out there to the universe.

It was already dark when I came home, so I took shower, packed the rest of my things and went to bed. My last night in India for this time.

16/05 Time to go home

I woke up with alarm, as I had to be down to check out by 6 a.m. and there was a car waiting for me to take me to the train station. I said goodbye to Shailendra and his family. I said goodbye to the city and I was on my way back, home. My train to Delhi was leaving at 7 a.m. I bought a bottle of

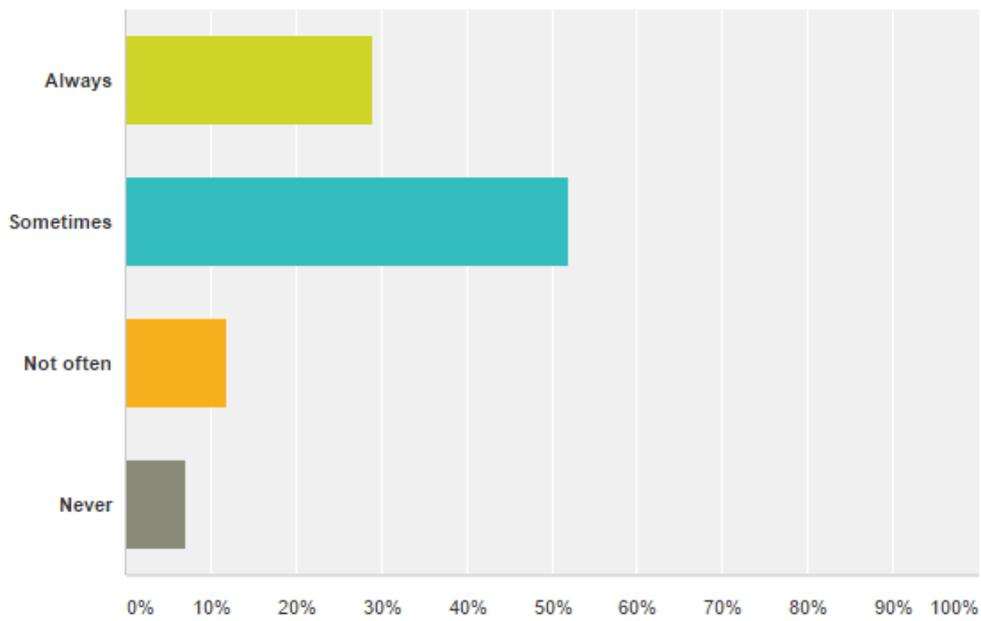
water at the station, and I was taking my seat in the 2nd class coach. It was estimated about 4 hours train trip to Delhi, and from there i have my flight back to Copenhagen.

In train I was reading a book I bought here, and eventually was able to catch some sleep. So for me those 4 hours were really quick, and I was already in Delhi. I met Shailendra`s friend from Delhi, who took me to the airport. There were huge traffic jams in Delhi, so it took me about one hour to get from a central station to the airport. I was lucky, because my flight was still in 2 hours by the time I entered the airport. I made a last gaze, took a breath of India, captured last view of the crowds and noises from the street. After long queues to check in, and even longer queue for immigration, I was grabbed a coffee from the duty free, browsed through the shops. And time passed really quick, I was taking off back home.

Appendix nr: 2 Questionnaire results

When doing yoga, how often do you pay attention to senses?

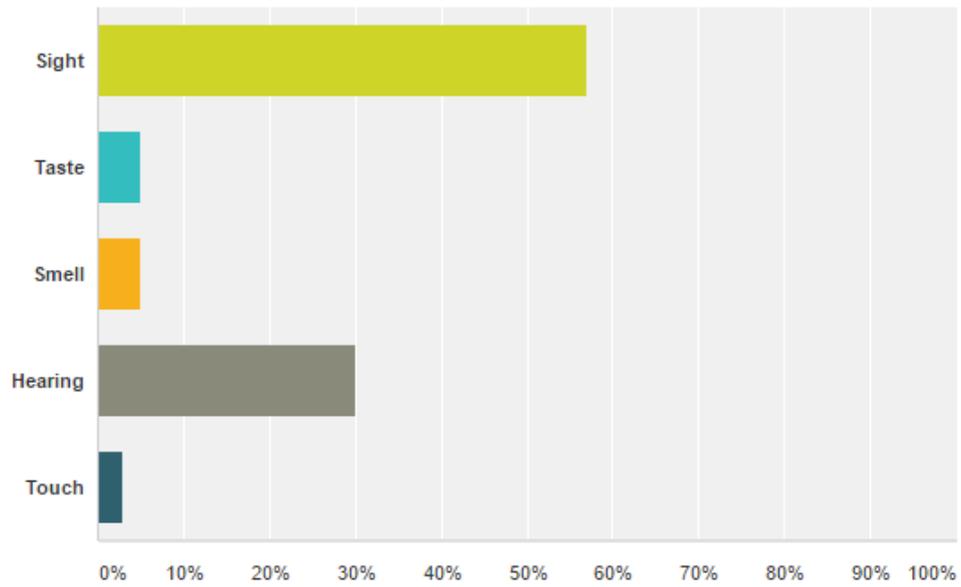
Answered: 100 Skipped: 0



Answer Choices	Responses
Always	29.00% 29
Sometimes	52.00% 52
Not often	12.00% 12
Never	7.00% 7

Which human sense is the most valuable for you? Choose only one

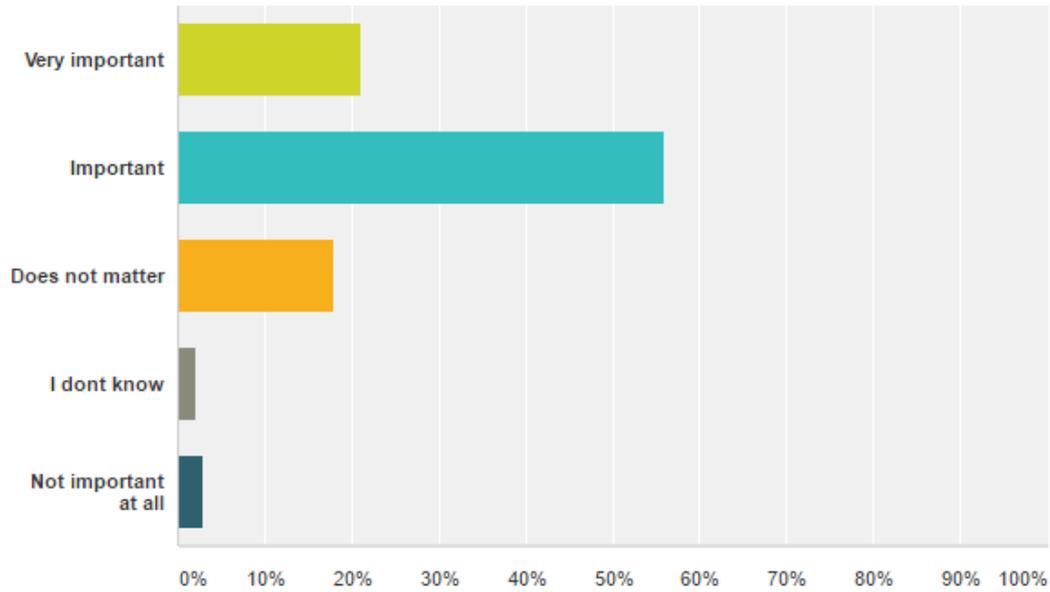
Answered: 100 Skipped: 0



Answer Choices	Responses
▼ Sight	57.00% 57
▼ Taste	5.00% 5
▼ Smell	5.00% 5
▼ Hearing	30.00% 30
▼ Touch	3.00% 3

How important for you are sounds, when practicing yoga?

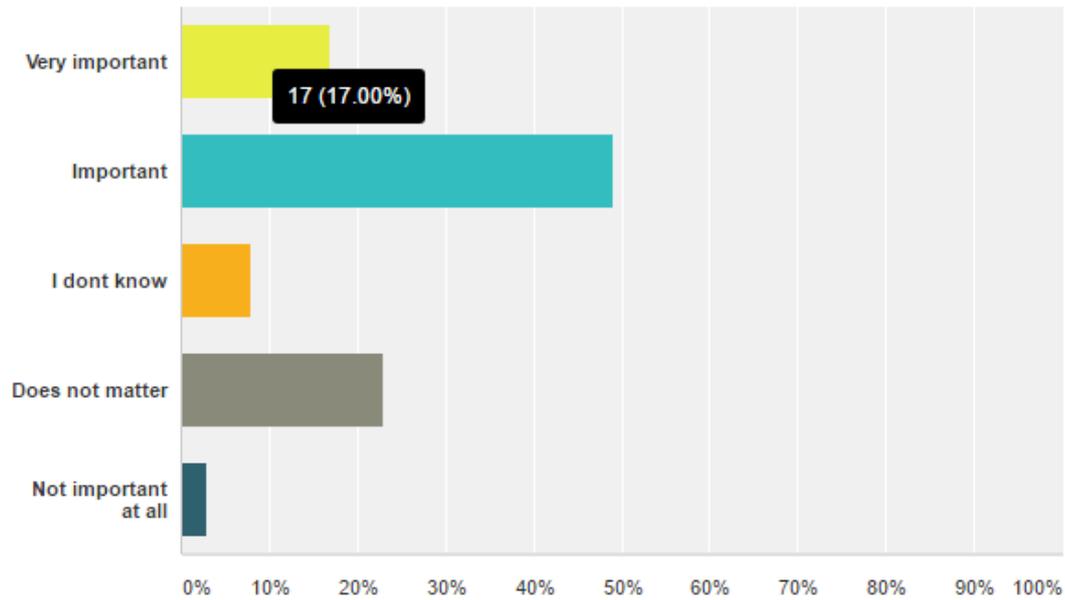
Answered: 100 Skipped: 0



Answer Choices	Responses
Very important	21.00% 21
Important	56.00% 56
Does not matter	18.00% 18
I dont know	2.00% 2
Not important at all	3.00% 3

How important for you are smells, when practicing yoga?

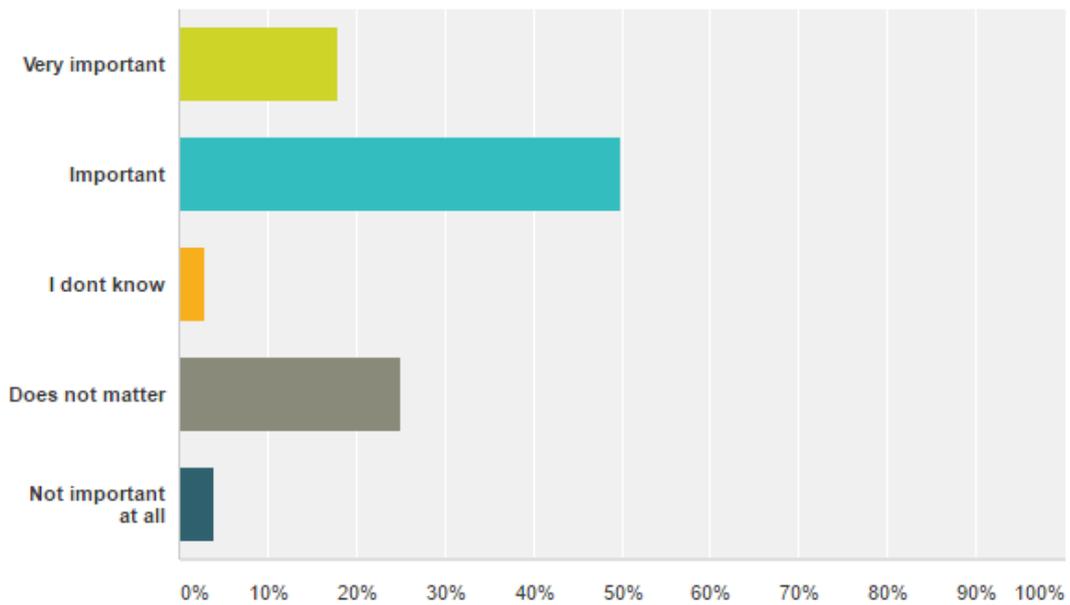
Answered: 100 Skipped: 0



Answer Choices	Responses
Very important	17.00% 17
Important	49.00% 49
I dont know	8.00% 8
Does not matter	23.00% 23
Not important at all	3.00% 3
Total	100

How important for you are touching senses, when practicing yoga?

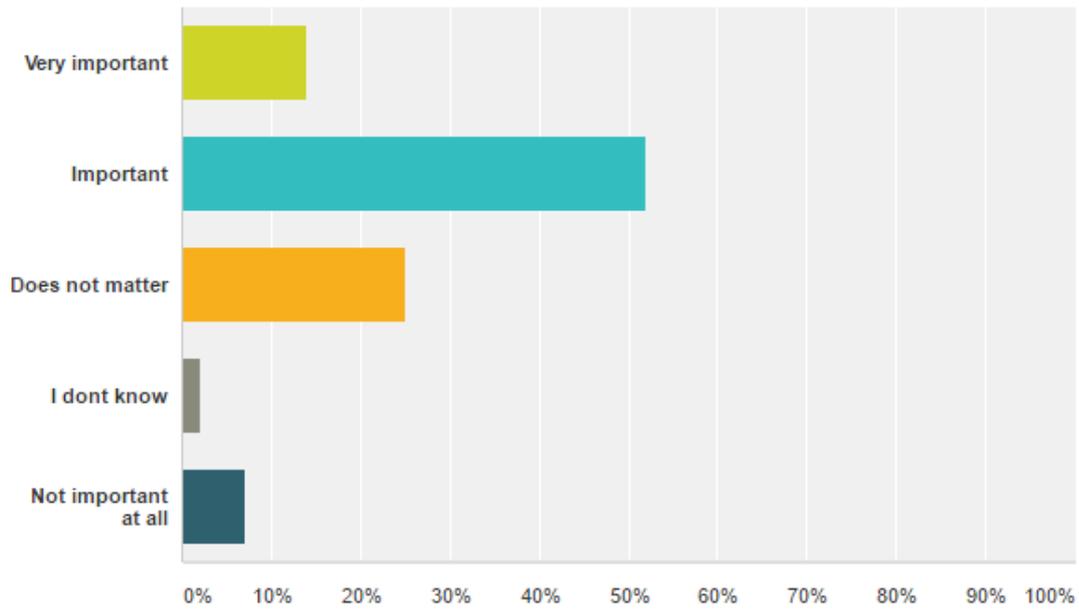
Answered: 100 Skipped: 0



Answer Choices	Responses
▼ Very important	18.00% 18
▼ Important	50.00% 50
▼ I dont know	3.00% 3
▼ Does not matter	25.00% 25
▼ Not important at all	4.00% 4

How important for you are visual looks, when practicing yoga?

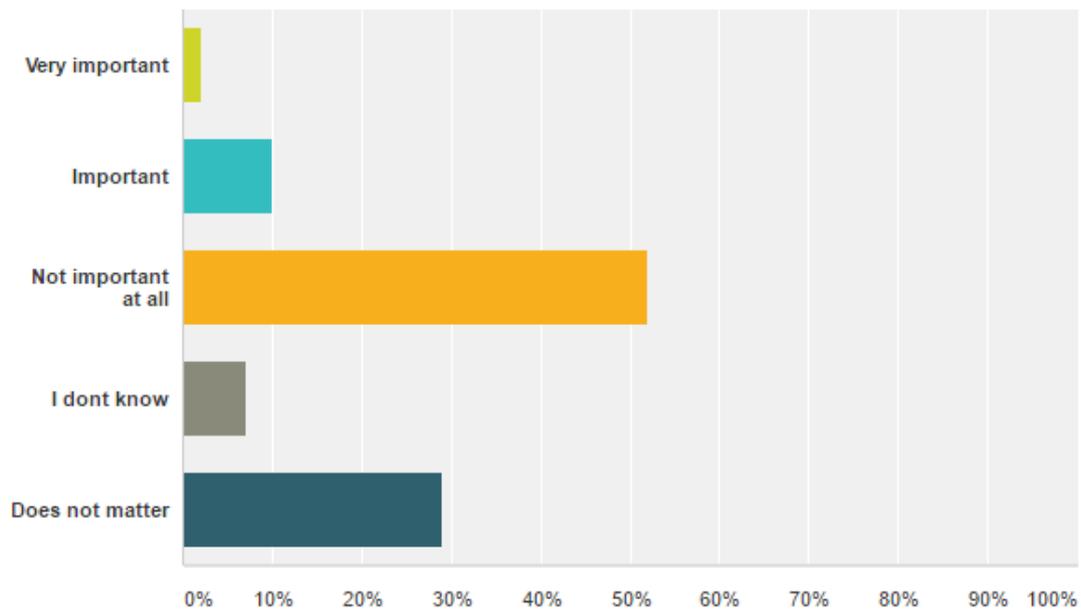
Answered: 100 Skipped: 0



Answer Choices	Responses
Very important	14.00% 14
Important	52.00% 52
Does not matter	25.00% 25
I dont know	2.00% 2
Not important at all	7.00% 7

How important for you are tastes, when practicing yoga?

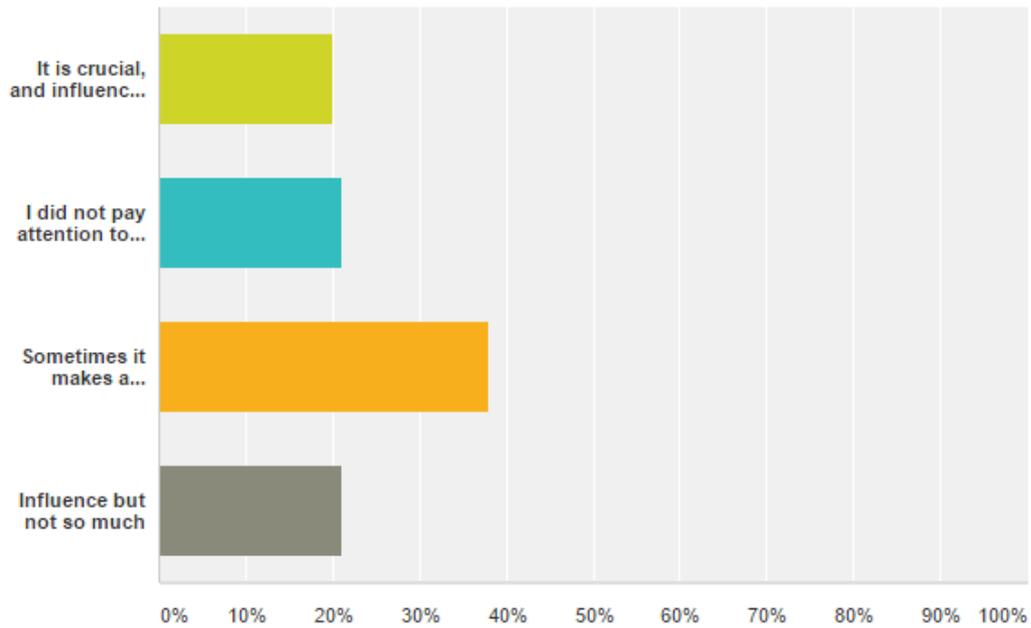
Answered: 100 Skipped: 0



Answer Choices	Responses
Very important	2.00% 2
Important	10.00% 10
Not important at all	52.00% 52
I dont know	7.00% 7
Does not matter	29.00% 29

How touristic experiences through senses influence your travel experience?

Answered: 100 Skipped: 0



Answer Choices	Responses
It is crucial, and influence a lot	20.00% 20
I did not pay attention to senses when traveling	21.00% 21
Sometimes it makes a difference	38.00% 38
Influence but not so much	21.00% 21

Appendix nr: 3 Questionnaire questions

- 1) When doing yoga, how often do you pay attention to senses?
- 2) Which human sense is the most valuable for you? Choose one
- 3) How important for you are sounds, when practicing yoga?
- 4) How important for you are smells, when practicing yoga?
- 5) How important for you are touching senses, when practicing yoga?
- 6) How important for you are visual looks, when practicing yoga?
- 7) How important for you are tastes, when practicing yoga?
- 8) How touristic experiences through senses influence your travel experience?

Appendix nr: 4 Interview questions: Yoga through Senses

General questions:

- 1) Name/Surname + Age + Nationality
- 2) How many times have you been to Rishikesh?
- 3) How did you come to the city (Train, Plane, Taxi, other)?
- 4) What is the purpose of your visit? Why Rishikesh?
- 5) How long is your stay?
- 6) What was your first impression about the city and yoga practices?
- 7) What do you like the most when you practice yoga in Rishikesh?
- 8) What do lack the most when you practice yoga in Rishikesh?
- 9) What Rishikesh could improve as a yoga destination?
- 10) When you pack for a yoga destination, what are your essentials?
- 11) Why exactly those things?
- 12) Would you visit Rishikesh for yoga again? Why?

Senses questions:

- 13) When practicing yoga in a Rishikesh studio what were your experiences with different sounds? What sounds did you hear? Background music/Noise from the outside/Sounds in the room/other?
- 14) Which sounds you find disturbing when practicing yoga?
- 15) Which sounds you find pleasant? (i.e. chanting mantras)
- 16) When practicing yoga what smells did you catch? (food, cars, incense sticks, others?)
- 17) Which smells you found pleasant? (i.e. aroma oils)
- 18) Which smells you found annoying or not pleasant?
- 19) How important for you are visual looks/design/interior of the room when you practice yoga?

Asses your experience in Rishikesh.

- 20) How important for you are touching senses when you practice yoga? Style of cloths (comfortable, light?).

21) Do you usually do yoga on your personal mat or do you use the common one from the studio?

22) How the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

23) When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks)

24) Have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

25) Overall how is your yoga experience in Rishikesh so far?

Appendix nr: 5 Interview 1 - (Natalie)

Interview 1: Natalie Anishenko (Latvia)

Location: Rishikesh

A – Anastasia (me)

N – Natalie (interviewee)

A: Hello Natasha, my name is Anastasia, and I am really glad to meet you and thank you that you agreed to answer few of my questions for my master thesis. So please, just introduce yourself shortly and tell me your name, surname, age, nationality and maybe your education.

N: My name is Natalie Anishenko and I am 27 years old, I've born in Riga, so I am Latvian, actually my parents were grown in Russia, so mostly I speak Russian. An I am an engineer. I have finished the bachelor studies of geology.

A: Ok, good, so first question regarding the city we are in right now, so how many times have you been to this city to Rishikesh?

N: I have been only once.

A: So how did you come to the city, was it a train, plain, taxi or other way of coming in?

N: I came by a tuk-tuk

A: But was it, you flew from Delhi, and then by train or how? Cause it is really hard to get into the city.

N: Yeah, actually, it was part of a trip, because i was studying in Latvian university, there was a course about yoga, then we had the opportunity to go to Haridwar, to one university (Indian name), which is situated near Haridwar. And so as a part of our studies we went also to Rishikesh.

A: And what is the purpose of your visit exactly? And why was it chosen to be Rishikesh?

N: Actually it is the golden city of yoga maybe, and our teacher, who is teaching us yoga in Haridwar, he is from Rishikesh and so we had this trip in order to know something more to be not only between the walls at university but also to know something more, we visited several temples, and went through all the tiny, cosy streets of Rishikesh.

A: How long was your stay?

N: In Rishikesh we stayed only one day, but the whole stay in India was for 2 weeks.

A: What was your first impression about the city and the yoga practices in town, in Rishikesh?

N: It was really great, because when you are going through the streets and you see all the banners about yoga and people, it's quite positive and i am very enthusiastic about it.

A: What did you like the most when you were practising yoga here?

N: They have a spirit here and that is the most important thing.

A: What did you lack maybe the most, was there something missing in Rishikesh, maybe right now or when you practice yoga in Rishikesh, maybe something you miss, something you want to change?

N: Everything depends, sometimes when you practice yoga, you don't need anything, so you just need to be here right now and that is the most important thing. If to say about the backgrounds it is very good when you are at the river bank, you have the fresh air, but of course lack of tidiness maybe that is the thing.

A: And what you think Rishikesh could improve as a yoga destination?

N: I don't know, maybe if it would be more cleaned would be more comfortable but of course it is a part of Indian nature, so everything is pretty fine, the studios are pretty nice, the banners are big, everything looks good, maybe also would be great not to have so many pictures of western people on the banners, because now you can see them everywhere.

A: When you pack for a yoga destination, what are your essentials, what you take, what is must have to have when you go on a yoga trip.

N: I need my mat and my malas just for chanting, so these are two important things, of course yoga clothes, i am practicing in it

A: And why exactly you take those things?

N: It is better when you use your personal things, because you have your energy stored, and so you have your own corner and so you have the power, with every chanting you have more energy, so like this.

A: So would you visit Rishikesh again, for yoga?

N: I would really love to visit it once again, because i really like it and its so pleasant here and it felt like home.

A: Ok, and then i have few questions regarding senses and multisensory experiences, so when practising yoga in studios of Rishikesh, what were your experiences with different sounds maybe what sound you heard, maybe background music or noises.

N: Yes, there were chanting's and everywhere you could see the prayers it's really great when you have the yagja in the morning, and also sing all the mantras. The one thing i really didn't like it's the horns because they are everywhere you can't sleep sometimes normally, it's like the part of it, the horns of the trucks and the trains.

A: So when you practiced yoga, what was the most disturbing sound you heard?

N: The horn from the train

A: Which sounds you found pleasant when you were doing yoga?

N: The wind

A: Which ones??

N: The wind

A: Oh ok the wind... So your yoga classes were mostly outside or like on the open area or in the class?

N: It was in the class, but still everything was open, so the windows were open and everything was free.

A: Ok, so when practicing yoga, what smells did you catch?

N: There were some sticks with sandal, so i really like it, it's like you are on its wave

A: So this is the smell you found pleasant?

N: Yes

A: And maybe there were any smells you found not pleasant or annoying?

N: Well not really, maybe when you are going for a walk, then yes of course, and you can see some smoke and the smog etc.

A: So how important for you are visual looks, design, interior of the room when you practice yoga?

N: It's really great when you have the pictures all around for example of devas, so you can be more connected, because if there is nothing on the walls ok, but it is not for India.

A: How important for you are touching senses when you practice yoga, or maybe like touching something like the style of cloths you are wearing when you practice or your yoga mat, so any textual and touching senses.

N: Yes it is very important, it is really great that you have natural cloths, and that one of the things you should buy when you are in India, and the second i like practice just on the grass because you can feel it, like feel the mother earth.

A: And do you usually use your own mat or the common mat in the studio?

N: I try to use my own, but if i can't take it i am using from the studio.

A: How the choices of the yoga mat influence your practice and experience, so it's also like how you choose and decide on which yoga mat you buy or take?

N: So first its i guess the colour and then the thickness, so it shouldn't be too thin, but actually sometimes it happens you have a thin one, and if you are a skinny, so it can be painful, but when you practice it should not matter so...

A: Ok, and when being a yoga tourist in Rishikesh how would you asses your taste experiences, so all the food, drinks, and snack you eat here?

N: Well, i am really not fond of Indian food, as it is too spicy for me, and most of it is something strange, but there are few things which i like, like cherry, some sweets and lassi, how can you live without it in India?

A: When it is so hot in India, do you still feel hungry or would you just drink juices, lassi etc?

N: Yes of course, more drinking, when it is hot you don't really need it and when you practice then you lessen it, but then at some point you get hungry and you try to give your body the boost, in order to feel right.

A: So have you been to other regions of India, for yoga purposes?

N: Yes I've been to several places, to Varanassi, Goa, Golden triangle, but there is less practice then in other cities.

A: Do you remember what were the sensual differences maybe you felt there when doing yoga or just being a tourist?

N: Well, Varanassi was kind of scary, being for the first time there, cause you see all the statues, and hear the chanting all the time even at night and it's so powerful, and all the burning of the people dead bodies, but it is a great opportunity to understand life more, our dharma and where we are going, but in Goa everything was so fine, green grass, nice water and so, there is the lightness when you are practicing you feel more free.

A: So overall how would you asses your yoga experience in Rishikesh so far?

N: I really liked it and i love the city, and i would love to come her once again.

A: Ok, thank you very much for your time, and your answers, it was really nice to meet you

N: It was really nice to meet you too!

Appendix nr: 6 Interview 2 - (Andrey)

Interview 2: Andrey Vasiljev (Russia)

Location: Rishikesh

N – Nastja (me)

A – Andrey (interviewee)

N: Hello Andrey, thank you for agreeing to answer few of my questions for my interview for the thesis, so just please shortly tell about yourself, your name, surname, age, nationality, background

A: My name is Andrey Vasiljev, I'm twenty seven, and I was born in Russia

N: Do you study, or have you been studying?

A: No, right now I am working

N: Ok, so how many times have you been to Rishikesh, India?

A: To Rishikesh, this is my second time.

N: How did you come to the city, was it a train, plane, taxi...other?

A: Well, initially I flew to Delhi and travelled here by train.

N: Was it an overnight train or during the day? Cause it takes a long time.

A: First time we came by train, and second time, now we came by bus. From Delhi it is not so long, maybe couple of hours.

N: What is the purpose of your visit?

A: Well, I am here mainly to practice yoga, relax a bit, visit some holy places, yeah stuff like that, I love this place.

N: And why exactly Rishikesh?

A: Well, couple of reasons actually, first of all, my teacher with whom I came here, well he planned the trip to Rishikesh because she loves this place, has been here many times, so this is the place she visits every year. This is the main reason. But also because it is considered one of the holiest places in India. Its great atmosphere here, great people, great place to do yoga, just to explore, like nearby regions: like the north India, Himalayas, it is very nearby, also it is nice that you can fly to Delhi and as I said yes, it is only couple of hours only to get here, so overall all those reasons.

N: And how long is your stay here this time?

A: We are here for two weeks

N: So what are your first impressions this time about the city, when you came, about yoga practices in town, did it change from the last time maybe.

A: Well last time I was last year, so I can't say that a lot has changed since then. But overall, my first impressions when I came here last year was very hectic, a lot was happening all around the place, like there are motorbikes going, cows, just people different nationalities, a lot of locals as well. It was kind of too much first time, but now I am a bit more used to it, you can see that behind all this fuss that is going on, there is kind of this, you can feel this deeper level of Indian authentic atmosphere and I like it a lot, it is really calming.

N: What did you like the most when you practiced yoga here in Rishikesh?

A: Well, mostly it is the atmosphere, you can basically feel how this place goes back centuries, I mean there is just this great spirit in this place, a lot of yogis, a lot of famous yogis practice here, Himalayas are nearby so it's like a you could say like an outpost for my new gurus, because a lot of them live in Himalayas, and Rishikesh is the closest city to North India, and Himalayas, which is considered to be the holiest region of India.

N: What did you lack maybe most in practice, something you are missing when you practice here, considering from your home practice?

A: Not really, it could be a bit hectic if you like to practice around noon or during the day, as a lot of stuff going on like there is a lot of noises and it is a bit difficult to concentrate, especially even to calm down, to do calm practices, it can be a bit too much, but overall I can't say that something is really bothering me, especially if you want to go deep into practice.

N: What about the weather, maybe it is too hot sometimes?

A: Yes the weather could be a bit of nonsense sometimes, especially if you want to practice outdoors, to do hatha yoga, because yes, it is barely impossible to do it noon, sun is you know - too hot

N: Burning?

A: Yeah yeah, burning.

N: So what you think Rishikesh could improve as a yoga destination?

A: It's a bit hard to say, because one part I love about this place it is its authenticity, like you could really dive into this atmosphere of how India is, and how yoga practices are done here from one point of view. But from another point of view, recently, even comparing with last year, there are a bit more tourists here, a bit more teachers from Europe are coming to teach different yoga, hatha, pranayama and other kinds of yoga practices. I think it is important so that there is a balance so this place doesn't become Westernized, but some places, things could be improved, like it could get a bit cleaner maybe in rooms etc, but these are small things, I think the atmosphere is still the most important and if they manage to preserve it here, I think it would be the best.

N: When you pack for a yoga destination, like to Rishikesh, what are your essentials, what you pack, what are must have`s?

A: Well I think that good thing about yoga you don't need to have anything, except your heart open, your mind ready to practice. Well yoga mat it the only thing that comes to mind, because it is better to practice kind of in your own space, which has your energy, kind of feel like your small home, yeah, that's basically it, but even that you know it is not so essential.

N: Why exactly yoga may needed, when you practice yoga?

A: Its just when you practice you kind of connect with your inner energies, and they also spread to the stuff around you, to your room like some practices considered they affect people nearby, on the streets. It is nice to have the stuff that is your own that kind of catches those vibes and preserves them, so the next time when you practice on the same mat, it kind of help you to reach your mind condition, which you reached in the practice before, and it helps you to go forward. So each time you don't have to start from the beginning. Those are the main reasons why its important.

N: Do you also take some cameras, or those touristic things to take pictures or not really?

A: Not really I have to say, yeah it is always nice to take pictures to remember afterwards, cause some places are just really special here, how they look, its amazing. For me it is not that essential.

N: Would you visit Rishikesh for yoga again?

A: Yeah probably, I really really like this place.

N: Ok, I have few questions regarding the senses, so when practicing yoga in Rishikesh studio, what were your experiences with different sounds, so what did you hear, music, noises, background music or? What you have noticed?

A: Well, there is one great thing about Rishikesh, that especially in the mornings and evenings you can practice outside, as the weather is really nice those times for the practice. Yeah there could be a lot of different sounds, like sounds of nature, the Ganga flowing, some animal jumping around, still sounds from the street and people, you can pretty much hear sound of the city from anywhere and it doesn't matter where you practice, even if it is close to Ganga. I think the most that I like, that the sounds here are very refined, for example you practice near ganga and you could hear the stream of water and it is really nice and it calms you, it kind of adds overall calmness your body and mind, you can attune to that and it helps you that way. The same is with the clean air, or practice near fire. It really helps to practice and senses, it help them to perceive this clean, refined elementals.

N: Were there any sound you found disturbing? Any negative sounds?

A: Well it depends where you practice, yeah if you practice in your room in a hotel, maybe when it is a crowded area of the city, it can be a bit disturbing, especially during the day, because there are sounds all over the place, a lot of bikes, horns, people shouting, yeah it could be a bit of a problem. But it depends what you want to practice, which kind of yoga and it also depends if you are used to that or not. For example first time I came here it really bothered me a lot first couple of days, but when you get used to that and make that not bother you.

N: Were there any sounds that you really liked? Pleasant sounds when you practiced?

A: Yes, all the sounds of nature are really nice here.

N: When practicing yoga what smells did you catch?

A: Well I gotta say when I practice, I don't really pay attention to smells, and usually my focus is elsewhere. But there are definitely strong in both ways nice and not nice smell going on here. You can catch smell of food and even cows nearby. Again, it doesn't matter this smell is good or bad, it is nice anyway, it can help your practice as well. Similar with sounds, smell are also very refined here, if it smell food, then you can really smell it, it is very strong. With other smell same, you can kind of incorporate it into your practice.

N: So which smell was the most pleasant one and which one not so much?

A: I think the most pleasant one in regards to yoga was the local flora, trees, smell of nature. And not pleasant one could be the bike passing by or something like that; it could be a bit disturbing, because it is definitely the opposite of calm smell, like nature.

N: So how important for you are visual looks, design, and interior of the room when you practice yoga?

A: Well I've got to say not important at all, because most of stuff I like to do with my eyes closed, especially meditations, you can imagine, but even if it is asanas, breathing exercises, different kinds, still I like to go deep inside me, so eyes are usually closed for me, so the outer exterior doesn't not bother me that much.

N: So it does not matter yeah?

A: Yeah it doesn't.

N: So how important for you are touching senses when you practice yoga, does it matter which cloths you are wearing, what yoga mat textile you are touching?

A: Yeah, that is an important one, I think. It is really important to wear cloths you are really comfortable in, the one that won't get you distracted from the practice. The same is with mat; you have to feel comfortable in your surroundings, so in that sense yes, it is important.

N: So you always take your own personal yoga mat?

A: Yeah, but when I come here, I usually just buy one from the local place, and then use it throughout my stay here.

N: And how the choices of yoga mat influence your practice and experience?

A: Well there are different kinds of yoga mats, some are better some are not so good, but first of all, I am not sure that people here that sell mats really bother that they should be the best ones, they are usually pretty much the same ones around here.

N: Cheap ones?

A: Yes, they usually are cheap ones, but I don't think it is too important again, probably it is important if you want to pay attention to that, but I usually don't, just important that it is my own yoga mat and that's it.

N: When being a yoga tourists in Rishikesh, how would you asses your taste experience, so everything you tried, drink, eat...?

A: Yeah, the food here is really amazing, it is really different from what I have home in Russia, it is like a food from another planet. First of all most of the stuff here is quite spicy, or even if it is not spicy, when you taste it, you can feel it is strong, the taste is really strong. I like that, I think it is similar to the air and water, it is really refined, and you can understand it is clean clean tastes.

N: In this hot weather, do you actually feel hungry you eat or you more drink something?

A: No, no I am not getting hungry, especially during the day, as it is very hot, you mostly want to drink, my favorites are fruit juices, maybe watermelon juice, stuff like that, but yeah in the morning and in the evening it is nice to have nice spicy meal.

N: So have you been to the other regions of India for yoga purposes?

A: No I mostly have been to North India, near Rishikesh, I have been to Himalayas couple of places, but not too far away, jut 5-6 hours drive. So yeah, I mostly have been to the North.

N: So overall, how is your experience at the moment here?

A: I really really love this place, people here, the place itself, the more you are here, the more you understand how it works, how the communication between people works, how deep it the spirit of the place, you can come here again and again and discover new things every time, so overall I think it is a great destination for yoga.

N: Ok, Andrey, thank you very much, for your help, thank you for your answers.

A: You are welcome it was my pleasure.

Appendix nr: 7 Interview 3 - (Sergej)

Interview 3: Sergej

Location: Rishikesh,

S – Sergej (interviewee)

A – Anastasia (me)

A: Hello Sergej, my name is Anastasia, and I am really glad to meet you and thank you that you agreed to answer few of my questions for my master thesis. So please, just introduce yourself shortly and tell me your name, surname, age, nationality and maybe your education.

S: Hello, my name is Sergej, i am 48 years old, i live in France and i am an engineer.

A: Ok, good, so first question regarding the city we are in right now, so how many times have you been to this city to Rishikesh?

S: In Rishikesh it's my second time, first one was 2 years ago.

A: So how did you come to the city, was it a train, plain, taxi or other way of coming in?

S: I had a flight to Delhi, and then next day i had a morning train to Haridwar, about 2 or 3 hours. Finally by taxi to my Ashram.

A: And what is the purpose of your visit exactly? And why was it chosen to be Rishikesh?

S: First time i was in Rishikesh i was with a group of people and it was an organised tour to India from France. We had only 3 days here, and i really liked this small and cosy town. That is why after few years i decide to come back to India and spend a month in a local Ashram, just relaxing, practicing yoga and take rest from all the stress from work back home.

A: How long was your stay?

S: Previous time it was a 2 weeks trip, this time i here by myself for one month

A: What was your first impression about the city and the yoga practices in town, in Rishikesh?

S: I liked it very much, even though it was so different from what we have back home, and it was my first time in India. First thing i noticed that it was super hot and humid during the day, so i was wondering how i am going to practice and survive this heat. But in general i found this city very friendly, small and beautiful at the same time. It really feels like a capital of Yoga, with many westerners walking around.

A: What did you like the most when you were practising yoga here?

S: I liked the most probably the whole atmosphere, energy or spirit of the place. Also local teachers and how they offer the teachings here. Also, i really like local food, as it is very spicy and fresh.

A: What did you lack maybe the most, was there something missing in Rishikesh, maybe right now or when you practice yoga in Rishikesh, maybe something you miss, something you want to change?

S: Mmm, not much, maybe just my favourite delicious coffee from back home. Also it is quite dirty here if you compare to home. Else it is just an experience here, so i take it as it is.

A: And what you think Rishikesh could improve as a yoga destination?

S: Not sure, because if yoga studios from here change, they would be what they are now. It will be more western or copied from other schools. Now it is good as it is, as it is still remaining a unique yoga destination.

A: When you pack for a yoga destination, what are your essentials, what you take, what is must have to have when you go on a yoga trip.

S: For sure I need a yoga mat to practice on, also some warm clothes in case it get cold in the evening. Also my malas, for chanting and a notebook for notes.

A: And why exactly you take those things?

S: Because this is what I use in my every day practice. Just to keep myself warm, to have place to do asanas, sing my mantras with malas, and finally I make notes in my yoga diary, in order to point out thoughts, emotions or just ideas after my practice or meditation.

A: So would you visit Rishikesh again, for yoga?

S: Yes, definitely, maybe after few years I would come back again, just to spend a month under the Ashram, to get new teachings, relax from daily routine.

A: Ok, and then i have few questions regarding senses and multisensory experiences, so when practising yoga in studios of Rishikesh, what were your experiences with different sounds maybe what sound you heard, maybe background music or noises.

S: I heard so many sounds here, it is amazing. It is really a noisy town, and India in general. I can feel that it is a very populated country, so many kids playing outside, running, screaming. Also all the bikes, cars, busses, trains, it is crazy how they drive and use a horn nonstop.

A: So when you practiced yoga, what was the most disturbing sound you heard?

S: One of the most disturbing sounds is on the streets, when they horn all the time, even when just passing by, so that you know they are there. I am happy I live quite I walk from the main road, so I can sleep and not hear all the car sounds in the Ashram.

A: Which sounds you found pleasant when you were doing yoga?

S: Nice mantra and music they use for the classes, also when we chant altogether it is an amazing feeling and sounds of the crowd singing in unison. Also the river and all the nature sounds were really pure and joyful. I remember them, still.

A: So your yoga classes were mostly outside or like on the open area or in the class?

S: You can practice anywhere you want in the ashram, they have quite a big territory. Also 2 yoga halls, with no windows in it. Most of the time I go to the hall as it is in the shadow, and with fresh wind.

A: Ok, so when practicing yoga, what smells did you catch?

S: Very strong smell of food all the time, maybe because kitchen is located just under my balcony. Also fresh air in the morning from the river. During the day on the main road it gets busy with cars so its only dust and gas smells.

A: So which smells you found pleasant?

S: My favourite is freshly made food, all the spices I can feel it very strong and I really enjoy it.

A: And maybe there were any smells you found not pleasant or annoying?

S: I did not pay too much attention on something that smells not pleasant, but in general I would say on the main road, there is just no air but just dust, smell of fuel and garbage. Not pleasant at all.

A: So how important for you are visual looks, design, and interior of the room when you practice yoga?

S: It is very important for me, because my wife is an interior designer back home, so we really pay attention to what we see around. This ashram I chose only because of it looks, and nice web site. Also the garden they have here, the river Ganga. I have nice room, with few paintings of Hindu gods, so yes, I notice those things.

A: How important for you are touching senses when you practice yoga, or maybe like touching something like the style of cloths you are wearing when you practice or your yoga mat, so any textual and touching senses.

S: It is quite the same as with visual looks, I really like to touch something nice, soft and pleasant. Therefore I pay attention to what yoga mat I buy, where I sit, what I wear, which malas I use.

A: And do you usually use your own mat or the common mat in the studio?

S: When I travel I always find and buy one from locals, just to leave it here when I leave.

A: How the choices of the yoga mat influence your practice and experience, so its also like how you choose and decide on which yoga mat you buy or take?

S: First I research all the yoga mat brands, and then I decide on the reviews, material, softness, size and weight of yoga mat. I buy it in my favourite colours, blue or black.

A: Ok, and when being a yoga tourist in Rishikesh how would you asses your taste experiences, so all the food, drinks, snack you eat here?

S: Food here is one of the main things I come here. I really like spicy Indian food. So besides yoga, food is number one here. Every time when I try to cook back home, it still doesn't taste the same as it is here. That is why always buy a lot of spices here to take home.

A: How weather in India influence your eating patterns?

S: It doesn't matter too much, I still want to eat when I am here. But I drink much more here, because of this heat and humidity. Last time I came home and I lost about 3 kg`s.

A: So have you been to other regions of India, for yoga purposes?

S: Yes I have been to Goa last year, and I was surprised that it not a yoga destination yet, it is only focused on spa, Ayurvedic massage, oils and cleanse treatments.

A: Do you remember what were the sensual differences maybe you felt there when doing yoga or just being a tourist?

S: Yes, I prefer Rishikesh for sure, in Goa I just feel lazy, just want to lay down, sunbath and swim in the ocean. Here, we have a holy river, mountains and lots of practice time, so it is more productive if you want to come for knowledge and yoga experience.

A: Would come to this city again to practice yoga?

S: Yes, I am sure I will come back, and will try to take my wife or few of my yoga friends here.

A: Ok, thank you very much for your time, and your answers, it was really nice to meet you

S: It was really nice to meet you too!

Appendix nr: 8 Interview 4 - (Antony)

Interview 4: Antony Valdo (Italy)

Location: Rishikesh

N – Nastja (me)

A – Antony (interviewee)

N: Hello Anton, thank you for agreeing to answer few of my questions for my thesis. So please, let's begin with short introduction of yourself, your name, surname, age, nationality?

A: Hello Nastja, yes I hope I will manage to answer all of them. So, my name is Anton and I am 23 years old, and I live in Italy.

N: Ok, so how many times have you been to Rishikesh?

A: It's my first time here in Rishikesh

N: And how did you come to the city (Train, Plane, Taxi, other)?

A: Well I had flights, first to Delhi, and then a flight to Dehradun. I think it is the fastest and easiest way to get there. Also, there are regular regional busses operating from airport to Rishikesh, and it's just about an hour drive. So, it was convenient.

N: Ok, so what is the purpose of your visit? Why Rishikesh?

A: I have few friends who visited this place many times, and I have never been here. So, I finally decided to go. I practice yoga at home from time to time, and since Rishikesh is known as a capital of yoga, and based on all the stories and reviews from my friends, I was very excited to plan my trip to this city.

N: And how long is your stay here?

A: I stay in Rishikesh for 2 weeks, and then I go to Varanasi.

N: Ok, so, what was your first impression about the city and yoga practices of Rishikesh?

A: Well, my first impression when I came here was that this city is full of tourists, like it is more of them than locals. I really like their approach to yoga, I feel like you can get authentic knowledge here. There are some occasional guest teachers coming to teach from all over the world, which I find is a great opportunity to share experiences, to bring something new.

N: Ok, so tell me please what do you like the most when you practice yoga in Rishikesh?

A: Mmm, I really like that everything here is so simple, nothing special, just your yoga mat, place to practice, and some guidance from teachers from time to time. I really like that everyone here is with the same vibe, most of the people come for yoga, Indian culture and nature. So, I am not an exception, I like the whole idea of being here, practicing yoga.

N: Nice, and what do you lack the most when you practice yoga here?

A: Well, nothing much, because it is a totally different environment here, and 2 weeks is not that long, but of course in the end I would want to go back home. Sometimes it gets very loud and dirty here, I would say I lack some silence and tidiness.

N: Ok, and what you think Rishikesh could improve as a yoga destination?

A: Well, I think Rishikesh is getting more and more tourists every year, so it doesn't really need to advertise much. I even googled Rishikesh, and almost everywhere it says that it is the capital of yoga. I think city could improve many things, like building more nice guest houses, and manage to maintain them, but unfortunately, I don't think Indian government will want to give and spend money on that, there are so many poor people around, trying to survive. So, all in all, there are lots of things to improve, but on the other hand it is good as it is now.

N: Ok, and when you pack for a yoga destination, what are your essentials?

A: When I packed this time, my essentials were easy and comfortable cloths, sun block, lots of wet wipes, sleeping bag, malas, notebook. That's all what come to my mind.

N: Ok, and why exactly those things?

A: Because when you go to India, my friends told me about few must have things, just in case. But most important for me is to have a notebook, my malas and good cloths for this weather. Anyway, not much is needed for yoga practice, so it is better to keep as simple and light as possible. And if you need anything, you can buy it in local stores, they literally have anything.

N: Ok, nice, and would you visit Rishikesh for yoga again? Why?

A: Yes, I would, not soon though, because I like to explore other countries, or other cities. But so far, I really enjoy it. I think the yoga knowledge and local cultures is an amazing experience, that everybody should try at least once.

N: Good, and I have few more questions regarding the senses, so when practicing yoga in a Rishikesh studio what were your experiences with different sounds? What sounds did you hear?

A: Here you can here so many sounds, loud and not much, pleasant and not, I was amazed sometimes how loud it can get here, especially on the main street, with lots of car, people, shops, tourists, cows. It is a big chaos during the day, it gets very busy with sounds as well. I heard a lot of birds here, especially in the morning. Also, a lot of praying, singing mantras and local music.

N: Ok, and which sounds you found disturbing and which pleasant when practicing yoga?

A: The most disturbing sound was when few cars or bikes passing by were honning non-stop, very loud and distracts form the practice. The most pleasant sounds are birds singing outside, or nice local mantra music playing on the background.

N: Ok, and when practicing yoga what smells did you catch?

A: Well, there are too many smells in India, and Rishikesh is not an exception. The ones I remember are smells of incense sticks, smell from the busy street, smell of food, fruits.

N: And which smells you found pleasant and not so pleasant?

A: The most pleasant smell I remember is sandal wood oil, when our teacher put a little bit below our noses, before the practice, so that we can smell it during the class. Also, I love the smell of fresh and spicy food. Not so pleasant is the smell of dirtiness, garbage, street dust and probably the smoke and gas from old cars and bikes around here.

N: Ok, how important for you are visual looks/design/interior of the room when you practice yoga? Asses your experience in Rishikesh.

A: It is not important at all, I don't really care where to practice, on the street, or in a well-designed yoga hall. Here in Rishikesh you have to take everything easy, as it is, simple. You cannot expect a lot from their yoga halls, if they have A/C, that's already huge.

N: Ok, then how important for you are touching senses when you practice yoga? Style of cloths (comfortable, light?).

A: I pay attention to touching a lot, even when not practicing yoga. I think skin is one of the most amazing tools our body has. So, when practicing here, touching experiences are very important to me, that is why I usually have a t-shirt and shorts, so that I have more of my skin touching the surface.

N: OK, and do you usually do yoga on your personal mat or do you use the common one from the studio?

A: I usually use mine, but this time, friends advised me to buy one from here, and leave it when I leave, just not to carry it around. Also, because it is dirty here, it's better to use one here.

N: And how the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

A: Well, it is better when your yoga mat is light, wide, thick and soft, that's my perfect combination. Of course, I couldn't get similar here, but back home, this is what I have.

N: When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks)

A: It's delicious here, everything is fresh and tasty. Especially their local food, like chapatti (bread) and paneer (cottage cheese). Usually I am not a big fan of spicy food, but here, spicy food doesn't really affect me, and I eat with pleasure.

N: Ok, and have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

A: Yes, I was in India once before, few years ago, but that was just a typical Indian triangle trip, just to visit the most touristic places, for sightseeing. Nothing connected to yoga. But I liked it, this country is beautiful. I didn't pay much attention to senses, or I wouldn't remember much now, but I liked food, nice local music, aromas of oils they presented to us, I bought a lot of incense sticks to my friends, and I bought a nice small soft sleeping bag. So, it was a good shopping trip.

N: Ok, nice, so overall how is your yoga experience in Rishikesh so far?

A: My yoga experience here is amazing so far, my notebook is almost full with notes from lectures, mantras and just thoughts. I love this place, it is perfect for me at the moment.

N: Great, thank you very much Anton for your time and valuable answers, enjoy the rest of your stay!

A: Thank you Nastja, same to you!

Appendix nr: 9 Interview 5 - (Alex)

Interview 5: Alexandra (USA)

Location: Rishikesh,

A – Alex (interviewee)

N – Nastja (me)

N: Hello Alex

A: Hi Ana!

N: It is good to see you again, and thank you for agreeing to answer my questions for the interview.

A: Yes, sure, I hope you are doing good?

N: Yes, very good, thank you. So please tell me shortly like an introduction about yourself?

A: My name is Alexandra, my surname is a bit difficult one, it is Simanska. I am almost 26 years old and I am from US, and I am currently a student, doing my masters degree, like you do now.

N: Ok, yes, so how many times have you been to Rishikesh?

A: Rishikesh, actually the time we met back then was the 3rd time I have been there, and I am planning another trip, that hopefully gonna be this year and it is going to be the 4th time.

N: Ok, that`s cool. So how did you come to the city this time?

A: That for sure was a plane first of all, I flew to New Delhi, which also was a very long flight from New York, you know how it is. And then straight through our travel agent we got picked up, it was really nice because I don`t like all that confusion, and we went to the train station. There we had a sleeper coach, not as nice as in US of course. So I could rest on the way to Haridwar, I don`t know if I pronounce it correctly. When we arrived, there was a mini bus waiting for us, so in half an hour we were in Rishikesh in our Ashram.

N: Ok, so what was the purpose of your visit, and why exactly Rishikesh?

A: Well the thing is that it was a planned trip the one I am doing right now, like planning . I wanted to come back to that city, practice yoga, relax and enjoy the good food and I have few friends there because I was there many times. Of course I have some favourite places I wanted to come back, so that's what I did. Doing yoga in Rishikesh studios is different from US, like completely different experience. Then of course I met tourists from other countries like you and you know we click, we have the same vibe, I don't know but somehow I feel like this place is special.

N: Ok, so how long was your stay?

A: That was for 2 weeks, that was one of my holidays from school, that's how you plan your holidays, you go to Rishikesh.

N: What was your first impression about the city and yoga practices there.

A: Well, if I should be honest, the first time I came to town, I had kind of a cultural shock, as it was my first time in india and I guess you had the same when you came here for the first time

N: Yeah...

A: It was in 2014 I guess, when I got to Rishikesh I just fell in love with the city and its set up and you know all those small streets, local cafes, shops, awesome people, I don't know but that feeling is still there, even though the cultural shock was still there, was also interesting to see what other schools can offer in yoga market, especially when being in the yoga capital of India, if I can call like that. SO I have heard a lot of good reviews from my us friends and international friends so you know it is not just based on other people. So the impression was mainly that here guru`s are more into meditation, and chanting, instead of the European or American view on yoga being focused on the physical body. That was the thing, cause I was focused on my body I was doing yoga because I wanted to get slim. That completely changed my attitude and my mind about yoga. The city itself I love it, it is very small and cosy, people are so friendly and smiling and welcoming, at first it felt weird but then it felt awesome.

N: Ok, so what you liked the most when you practiced yoga in Rishikesh?

A: Let me think, well, I liked the atmosphere, the spiritual connection to the place. I like the style of yoga and the teaching manner of the studio, it is completely different from US, it feels like you can

perceive the authentic teachings, and I am the person who likes to sleep a lot, but here it was not so hard to wake up so early in the morning and start practicing, like it was at home. At home I really need to push myself. But I guess it is also about the place, it is more mental than physical. So that was the main difference, and it was also easier when it is not so hot and humid in the morning.

N: Ok, so what did you lack the most when you practiced yoga in Rishikesh?

A: Well, that is typical, not teenager but young woman or young person, I lacked my favourite music and chanting on the backgrounds, or maybe also the smell of the incense sticks I usually light up for my class. Also my personal yoga mat, as I took my travel addition with me, that one is not so comfortable. I have few friends who just bought one on the trip, and then they just left it there, I should have done the same, I just didn't want to throw out things like that.

N: Ok, so what Rishikesh could improve as a yoga destination?

A: Well, for us, like tourists, I would say it would be great if they would have more clean and fresh guest houses, so that you don't experience such a big difference when you come here. Every year more and more people are coming in, and sometimes you do like space in a studio for students, and maybe more information flow in the city regarding events and classes, like more yoga events happening around, like workshops or free classes, or guest lectures or gatherings for chantings. At least that comes into my mind.

N: Ok, so when you pack for yoga destination, what are your essentials to take with you?

A: I think everyone has more or less the same pretty much, but of course that is yoga gear, which includes yoga mat, towels, wet wipes, a lot of them, then yoga cloths, I have plenty of it, well just to have a comfortable stay but also to pack light, who knows you might decide go for a trip to Himalayas, and you don't want to carry all of your belongings with you.

N: Ok, yes. So why exactly you take those things?

A: Well, I guess this is why I didn't buy a yoga mat here, it is always better to have your own mat with you, so you can always go and practice on your own, and it is yours, and you know the material it is made from. The cloths are essential concerning the weather conditions, so all the mosquitos all those weird stuff you can find in India. It must be comfortable and safe, you cannot just pay attention to all the insects crawling around you.

N: Yeah, ok, so would you visit Rishikesh for yoga again and why?

A: Oh for sure yes, I am planning the trip right now. It is one of my favourite destinations actually for yoga, and from places in India in general. I have met so many cool people here, and made new friends from all over the world and I changed my yoga perception completely so I love to practice here, especially during the early mornings, sun on the roof top, witnessing how the city wakes up and the sun it is awesome, and it is very warm and cheap here you know.

N: Ok, so I have few questions regarding the senses and sensual experiences, so when practicing yoga in Rishikesh studio what were your experiences with sounds, like what sounds did you hear, any music, noises?

A: I would say early morning chanting's and prayers around, that for sure I can remember, and sometimes when you decide to sleep longer it seems impossible without sounds, with never ending horns around. Windows are always open to get some air, and together comes the sound. People are very loud on the streets. In the room, during the class its calm and peaceful and we try not to pay attention to anything that is happening around you. Sometimes they turn on some local instrumental music which is nice, but still you could hear all the noises coming from the outside, and sometimes it can be really disturbing, especially for the person like me, I am not doing yoga professional, it is for myself, so I dont know how to turn off the noises around me.

N: Ok, so which sounds you found really disturbing when practicing yoga?

A: For sure the general noise from the street, and people noise, loud horns from the outside that's for sure.

N: Ok, so which sounds you would say were pleasant?

A: The birds, they are always pleasant, especially in the early mornings. Sometimes nice instrumental music on the background I told you about, that get you in to the class or massage its just relaxing.

N: When practicing yoga what smells did you catch? (food, cars)

A: Well, the thing with India is, that it is hard to define one smell, because sometimes it's a mixture of different ones and you cannot really understand where it come from. Sometimes it is a cafe nearby and smell of food can be disturbing as it distracts you from the practice. And you just want

to go out and eat some food. India is full of smells so most of the time it is a mixture of a pleasant smells, and sometimes it can be disgusting ones.

N: So which smells you would say were really pleasant you remember about?

A: Well, my favourite one is sandal wood, but of course also aroma oils and incense sticks, sometimes fresh food smells good if you are hungry, but also my favourite ones are flowers, jasmine and lotus, oh my God, they are so nice!

N: So which smell you found really annoying or not pleasant?

A: Well sometimes you could feel someone smoking around the corner, or the gas from cars and bikes. Especially if you have windows facing the street. You just cannot avoid it, at that time I was lucky and my windows were not facing the street and were far from the road, so it also made a good impression.

N: How important for you are visual looks/design/interior of the room when you practice yoga?

A: It is more pleasant when you have nice design in the room, few beautiful pictures on the wall, nice carpet on the floor, but most importantly that it is clean floor, best would be wooden, in more natural elements. Also my ashram has a lot of different paintings and pictures of hindu gods or enlightened sages, so I guess that's it.

N: How important for you are touching senses when you practice yoga? Style of cloths (comfortable, light?).

A: For me very important, especially the cloths should be light, thin, breathing, it is not about being fancy but more about being practical, as it is very hot during the day here. Also, comfortable soft yoga mat to practice those are important touching senses.

N: Do you usually do yoga on your personal mat or do you use the common one from the studio?

A: I don't like the common ones, I always try to use mine, I feel more comfortable. In a way it also has my energy on it, I would not use the one from somebody else, or I wouldn't give mine to anyone, first of all hygiene wise and the energy that we are sharing.

N: How the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

A: My yoga mat should be very soft, cause I don't like to practice or stand in asana on a hard surface, also it should not smell of rubber or anything else, like those cheap ones, it is best if it is made from natural material, usually those are very expensive, but I would invest this money in a good yoga mat, as it is my main tool for practice so it makes sense to invest in it.

N: When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks you had)?

A: Food here is delicious and very spicy, I love spicy food, so it is one of my favourite thing about rishikesh and india in general, I am a fan of indian food. But also, you have to be careful, few times my friends got stomach problems and got very sick for few days. The hygiene here is not on top level, conditions in which food is cooked or vegetables washed in water from the river. If US hygiene controller would be coming to check they would be shocked. I am still fine though.

N: Have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

A: I have been one time in Soth, in Goa, but that was mainly for Ayurveda, spa and relaxation by the beach. So it was not the same like in Rishikesh. It was very nice. I will never forget the smell of weed everywhere there, people say it is legal there.

N: Overall how is your yoga experience in Rishikesh?

A: It's great, I was enjoying every moment of it here, and didn't wanna go home, maybe I should move to India and Rishikesh, I should consider that 😊

N: Haha, yeah. Ok, thank you very much Alex, for your answers it is very helpful.

A: You are welcome, I hope it helps you, and let's keep in touch.

N: Yes, bye bye!

A: Bye bye Ana.

Appendix nr: 10 Interview 6 - (Jessica)

Interview 6: Jessica Lindstrom (Sweden)

Location: Rishikesh

J – Jessica (interviewee)

N – Nastja (me)

N: Hello Jessica, thank you for agreeing to answer my questions about your trip. So please, let's begin with short introduction of yourself, your name, surname, age, nationality?

J: Hi, my name is Jessica, I am 29 years old and I am from Sweden

N: Ok, so how many times have you been to Rishikesh?

J: It's my second time in Rishikesh

N: And how did you come to the city (Train, Plane, Taxi, other)?

J: First I came to Delhi, I spent few days there, and then I had train tickets to Haridwar, there one of my friends who live here met me on a bike, and this is how I got here.

N: Ok, so what is the purpose of your visit? Why exactly Rishikesh?

J: When I first came to this small town, I was with a travel group, and we were going to camp in the mountains, so it was just a stopover in Rishikesh, to relax, buy everything we needed for mountains. We just spent here few days, but it was enough for me to come back here for yoga holiday.

N: Ok, and how long is your stay here?

J: I stay in Rishikesh for 3 weeks.

N: Ok, so, what was your first impression about the city and yoga practices of Rishikesh?

J: It was very good, that's why I wanted to come back here. I really like that so many yoga minded people are coming, especially when it is so cheap to live here. It is not so different from other

regions of India, but I like the set up of the city, that it is located in Himalaya foothills and that the holy river Ganga is here.

N: Ok, so tell me please what do you like the most when you practice yoga in Rishikesh?

J: I like to do yoga here because of the teachings you get here, also, that all the people coming here from all over the world. I like the atmosphere in the class. Everybody is so friendly and smiling to each other. It is not like back home, where there are many grey days with rain, and angry people around. I feel more relaxed and peaceful here.

N: Nice, and what do you lack the most when you practice yoga here?

J: Sometimes I miss my home, and my yoga hall I practice in. But in general, I just try not to think about bad things and try to stay positive. It is all just for a short time, and eventually I will go home.

N: Ok, and what you think Rishikesh could improve as a yoga destination?

J: I think Rishikesh is already a great yoga destination, and nothing much they can do. Maybe just to renovate old buildings, make it more clean and fresh. But I believe tourists do not care much about those things, they might even come here particularly for that reason, that Rishikesh is still real and untouched by travel agents and huge hotel chains.

N: Ok, and when you pack for a yoga destination, what are your essentials?

J: For a yoga trip, I always take with me an empty bottle for water, my yoga cloths, notebook for note and comfortable clothing for practice.

N: Ok, and what are the main reasons you take those things?

J: Mainly because these are my main tools for practice I use every day at home. That's why, for a yoga trip these things are in priority.

N: Ok, nice, and would you visit Rishikesh for yoga again? Why?

J: Yes, for sure, I am sure I will come here again, not in the nearest future though, because I want to explore other places as well. Main reasons why would I come back is for the knowledge local teachers pass, and for the new practices. I cannot really say precise things, it is just the overall feeling about this place.

N: Nice, and I have few more questions regarding the senses, so when practicing yoga in a Rishikesh studio what were your experiences with different sounds? What sounds did you hear?

J: Sounds here are very clean, in the sense that you can hear them very good, and know where it is coming from, or what it is. Mostly during the practice there are sounds from the street, like cars, bikes, horns, bells from ashrams ringing, just people talking, occasional cows, sometimes music.

N: Ok, and which sounds you found disturbing and which pleasant when practicing yoga?

J: Disturbing was only something loud, which was actually the noise from the outside, because then you cannot focus, and listen to it, having annoying emotions coming in. The most pleasant for me during the practice is music on the background or just listening to the sounds of bells and voice of the teacher.

N: Ok, and when practicing yoga what smells did you catch?

J: There is a huge variety of smells here, especially food smell, I feel like I smell of food now. Also, the incense sticks, my cloths definitely smell of sticks aroma.

N: And which smells you found pleasant and not so pleasant?

J: Well, I think most of the smells here are ok, I don't remember anything that didn't smell good. So, so far I only have good memories about smells.

N: Ok, how important for you are visual looks/design/interior of the room when you practice yoga? Asses your experience in Rishikesh.

J: Looks and design, well it is great if I practice in a nice air conditioned and clean room, but it is not a necessity, I can practice anywhere, as long as its without insects disturbing, and clean enough to put your yoga mat.

N: Ok, then how important for you are touching senses when you practice yoga? Style of cloths (comfortable, light?).

J: Yes, touching senses are quite important for me, especially comfortable cloths. When going to India, I took light and breathing shirts and pants, so that most of my body and skin is covered, but not sweating too much.

N: OK, and do you usually do yoga on your personal mat or do you use the common one from the studio?

J: I always take and use mine mat, but this time I didn't take one, because from my last trip I knew it is easier to buy one here, and just leave it here for locals.

N: And how the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

J: For a short period of time it doesn't really matter, I just bought cheap one they sell here. But back home, I have a thick one for my home practice and a thin one for classes outside. I prefer to feel the ground under me, especially when doing something with your hands and feet on the ground. I think colours and textile is just something that marketers use now, it is just for fun.

N: When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks)

J: I like it very much here, all the food and drinks here are very fresh and delicious. But I always take some medicine for my stomach, because last time I had bad experience with digestion problems. So in order to get used to new food, I am taking some supplements and nutrition. In general I am not the biggest fan of spicy food, but if I can choose, I just pick not spicy meals.

N: Ok, and have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

J: I have only been to India once before, when it was a mountain trip. We stopped in few villages on the way and Rishikesh, but I wasn't really paying attention to yoga or senses at that time. That's why, this city was very interesting to visit, and come back again.

N: Ok, nice, so overall how is your yoga experience in Rishikesh so far?

J: It fantastic so far and I hope it will stay like this till the end!

N: Great, thank you very much Jessica for your time and valuable answers, I hope you have a great experience further on.

J: Thank you Ana, enjoy too!

Appendix nr: 11 Interview 7 - (Mark)

Interview 7: Mark Charters (Australia)

Location: Rishikesh

M – Mark (interviewee)

A – Anastasia (me)

A: Hi Mark, thank you very much that you agreed to meet me and answer some questions regarding your travel experience in Rishikesh, so please, shortly introduce yourself, your name, surname, age, education or work?

M: Hi Anastasia! No worries, it's a pleasure to be a part of a research. So, my name is Mark Charters and I am 36 years old, originally I am from Melbourne, Australia.

A: Great, thank you, so how many times have you been to Rishikesh?

M: It's my very first time here in Rishikesh, but I have been to India already, few years ago.

A: And how did you come to the city, flights, trains or something else?

M: I took the easiest way to get here, so first stop was Delhi, then a flight to Dehradun, and a local bus to the city centre.

A: Ok, so what is the purpose of your visit? Why exactly Rishikesh?

M: I heard a lot of good things about this yoga town, also my sister visited it last year with a group of people, they had a backpacking trip through North India. I thought I want to visit the place where Beatles wrote their songs, I figured there must be something special about this place.

A: Ok, and how long is your stay here?

M: In total, it's almost a month, or three and a half weeks.

A: Ok, so, what was your first impression about the city and yoga practices of Rishikesh?

M: I like this place, I got very lucky to be accepted in Parmath Niketan ashram. I practice yoga here, made new international friends and help locals a little to maintain the territory.

A: Ok, so tell me please what do you like the most when you practice yoga in Rishikesh?

M: I like that most of the tourists here are yoga minded, so that you can chat, share experiences and go for practice together. Also, I like when we practice on the beach by the river Ganga, it is amazing, I am in love with the colour of it and enjoy watching the flow of the stream.

A: Nice, and what do you lack the most when you practice yoga here?

M: I don't think I miss anything, because at home I always lack time to practice yoga, whereas here, I came specifically for this reason, and I have plenty of time and freedom to do what I want.

A: Ok, and what you think Goa could improve as a yoga destination?

M: Well, I believe, the more guest houses and yoga studios they have, the more tourists they will be able to host. It is already quite a big selection of places to stay, where to eat and practice yoga. I think this city is doing alright.

A: Ok, and when you pack for a yoga destination, what are your essentials you take with you?

M: I didn't think much about what to take, and didn't spend lots of time packing, cause my sister told me I can get here literally anything in the local stores. But, if thinking about yoga, I only took comfortable summer cloths for practice, my malas, some ear plugs and my phone.

A: Ok, and what are the main reasons you take those things?

M: Well I can't survive without my phone, and most of the time I sleep with ear plugs. The rest I need for comfortable living and yoga practice.

A: Ok, and would you visit Rishikesh for yoga again? Why?

M: Definitely, I think I will come back here someday. I still have a lot of time to enjoy it though, who knows, I might change my mind. But, so far I love it, and its because of the quality of yoga classes, I have opportunity to be a part of local community, meet people with the same vibe and educate myself, deepen my practice.

A: Good to hear! I have few more questions regarding the senses, so when practicing yoga in a Goa studio what were your experiences with different sounds? What sounds did you hear?

M: Oh, thanks God I have my ear plugs with me! Otherwise, I wouldn't be able to sleep! It is very noisy here till midnight. It's mostly noise from dogs barking, cars and bikes honking, and just local people talking or moving something around all the time. Sometimes I wonder, if they sleep at night at all.

A: Ok, and which sounds you found disturbing and which pleasant when practicing yoga?

M: Yeah, so disturbing sounds I already mentioned, it's all the noise and chaos during the day and night. In regards to pleasant sounds, I like the most the local music, their cultural heritage, they have amazing music instruments, I love to spend time in the music shop and try them all. I want to learn to play. So, music is my passion here.

A: Ok, and when practicing yoga what smells did you catch?

M: During the yoga practice we light up candles or incense sticks, so there is a nice aroma in the room. I suppose all yoga halls in here are with open windows so that there is some air flow and possibly fresh air. When we practice on the beach, there is a smell of flowers sometimes, else it is just river freshness and smell of my yoga mat.

A: And which smells you found pleasant and not so pleasant?

M: Well, the most pleasant ones are aroma candles, oils, incense sticks and flowers. Not nice smells are mainly on the main street, where there is a lot of garbage, dust and cars.

A: Ok, how important for you are visual looks/design/interior of the room when you practice yoga? Assess your experience in Rishikesh.

M: I don't think it is important, because in order to deepen the practice our teacher advise us to keep our eyes closed. When we practice outside it is hard to stay focused, because there are people walking around, and it is hard to stay focused on inner self, with closed eyes.

A: Ok, then how important for you are touching senses when you practice yoga? Style of clothes (comfortable, light?).

M: I think it is important for me, but it is more about how my body parts and skin touches in the asanas. That is why when I close my eyes, I can observe and notice more of touching, feel my skin responding to touch. My cloths are as light as possible, also because it is very hot outside. It is important to stay hydrated in this heat, and cover my head, so I always take a cap or bandana with me.

A: Ok, and do you usually do yoga on your personal mat or do you use the common one from the studio?

M: I bought one from here, my sister said it is better to do so.

A: And how the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

M: For me it doesn't matter, if I had a choice I would practice without a yoga mat, just on the ground, but it is quite dirty here. But I have a thin mat, so I feel the ground under my body.

A: When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks)

M: Well, I don't eat chili or anything else that is spicy so I have some problems with eating here. It's their tradition, and they love it spicy. So usually I need to ask to make for me something without spices, but if I want to try something local, I am in trouble, or I will need to drink lots of water with it.

A: Ok, and have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

M: Yeah, I've been to India I think three years ago, I was in Delhi, but just for few days, I had a layover there, when I was travelling to Europe. So, no yoga for me there. But Delhi is just crazy crowded both with people and cars. I think we spent like three hours in a traffic jam to the airport!

A: Ok, nice, so overall, how is your yoga experience in Rishikesh so far?

M: So far so good, I still have like two weeks to go, so will see.

A: Great, thank you very much Mark for your time and valuable answers, I hope you will have a great time and yoga practice for the rest of your holiday!

M: Thank you Anastasia, have a great time too!

Appendix nr: 12 Interview 8 - (Aleksey)

Interview 1: Aleksey Bulavin (Ukraine)

Date: 15.12.2016 , Location: Goa

A – Aleksey (interviewee)

N – Nastja (me)

N: Hello Aleksey, thank you very much for agreeing to answer my interview questions. First, please, tell shortly about yourself, your background etc.?

A: Hi Nastja, yes I am happy to help. My name is Aleksey and I am 36 years old. I live in Russia and I am a photographer.

N: Ok, good, so how many times have you been here in Goa?

A: Right now it is my third time in Goa, I come here almost every second year the same time, in December.

N: And what is the purpose of your visit?

A: I really like this place, and I come here for the nice weather, warm ocean, yoga practice and ayurvedic treatments.

N: Ok, so how did you come here, what types of transportation did you use on the way to the place?

A: I just had a flight to Mumbai, and then direct flight to Goa. From here we took a taxi to the guest house.

N: How long is your stay in Goa?

A: This time it is only 12 days, we go back home for the New Year's Eve. Previous times we came for a bit longer, and once stayed here for a month.

N: What was your first impression of the city and the yoga practices when you first arrived here?

A: My first impression was that this place is very touristy, I guess it is a high season at the moment, everybody from western countries are coming here for sun and warm ocean. However, my purpose was to get local spa treatments, and also to do some practice. When we are back home it is hard to find time for yoga because of work and all the other daily things. But when we go here, we know it is our vacation, it is our time we can spend on ourselves and practice every day. Plus, we can sunbath, swim in the ocean and relax.

N: Sounds good! So, what did you like the most when practicing yoga here? Or tell more about the ayurvedic treatments you got here?

A: Goa is just perfect for all sorts of massages, they have locals, who use amazing oils and other secrets, just to make your body glow and you feel light and very energetic. I always take a package here, which includes few different massages, and then they make a special menu for your body based on your dosha or bodily main element. Like for example I am Vatta, then it means that I have to eat a lot of warm and spicy food to get rid of too much air I have inside of me. They give really reasonable points and advices for how eat, exercise and what special treatments to get for you to feel great and stay healthy. When I was doing some shootings and videos, I was amazed how the nature here is untouched by human. So many rain forests, ocean, palm trees. And all the views you get on sunrise and sunset, just unforgettable.

N: What did you lack the most when you were practicing here, or in general?

A: I don't think I miss anything, it is just different environment and I enjoy it here while it lasts. Then when I go home, its back to normal life, but the time I spend here just gives me all the necessary juices for my body. Goa is not really a yoga place, I don't see many people practicing here, and also not so many yoga studios available. Just few I saw so far offering yoga classes with teacher. They looked so fancy that I didn't even dare to go in and ask for prices.

N: What do you think Goa could improve as a yoga destination?

A: I think Goa does not need to make it a yoga destination, it is right now a great place for Ayurveda, and I think that is enough. If they sell yoga everywhere, it would be too much and mix of everything. It is good that they focus on Ayurveda and not yoga, because many people go here just for this particular reason, and I am not an exception.

N: When you packed to go to Goa, what were your essentials, what you take with you?

A: I always take with my aerial drone to film, it is my necessity. Also I take my yoga mat, comfortable clothes for practice, my earphones and favourite music for meditation.

N: And why you take those particular things?

A: Because I use those things here, I film this place, I like to make great videos for later on, for memories or when I really want to travel. For yoga practice my mat is essential. Because you never know where you will go to practice.

N: Would you visit Goa for yoga purposes again, or for any other reasons?

A: Yes, definitely, not next year probably, but after next year for sure. I would come back here for the atmosphere, for the peaceful place, far from tourists. In the centre, there a lot of tourists, but when you come a bit away, and find a nice guest house close to the beach, it is perfect. Also, I think Goa is the only place in the world or at least in India, where you can have this spectrum of Ayurvedic medicine and not traditional treatment with different Ayurvedic spa massages, panchakarma cleanse and many others. Goa is all about relaxation, chilling out, that is why young people come here to smoke some weed, as it is available here. I cannot imagine relaxation without yoga, that is why I also add my daily practice to Ayurveda.

N: Ok, so I have also few questions based on our five human senses, and the first one is – when doing yoga in Goa what were your experiences with sounds that you hear?

A: I always listen to what I hear, as most of the time I close my eyes in asanas and observe what is going on inside, and outside. I prefer to practice on the beach and listen to the wind and ocean waves. If somewhere else, I certainly go far away from the road. If I practice on the roof top of the guest house, then I listen to all the sounds that are coming in, and that is a lot.

N: Please tell about the most disturbing sounds you heard here and the most pleasant one?

A: Well maybe disturbing could be something loud, like the way Indians drive it is crazy, they are honking non-stop, like it is their wave of driving. So this is the only thing that I found annoying. The pleasant ones are all the nature sounds, especially ocean and birds.

N: Did you practice yoga outside or in a yoga hall?

A: I always try to practice outside, only if it is in the middle of the day and it is very hot outside, I would find a hall or just a shadow.

N: Ok, then what smells did you catch while doing yoga here?

A: All sorts of smells, I think India in general has a mix of all kind of smells, spices, food, flowers, cars, smokers, cows and many others.

N: Ok, so could you please describe all the pleasant and not so pleasant smells that you catch here?

A: Well, the pleasant ones are for sure ocean smell, the fresh air on the beach. Also in the garden near our guest house there are nice flowers blossoming, so I could feel in my room sometimes scents of flowers. If talking about negative smells, I would say the smell of dirt on the busy streets, and all the pollution from cars and garbage. I am afraid in India it is inevitable to catch this.

N: How important for you are visual looks of the environment around where you practice yoga?

A: Not so important, it doesn't really matter as I am most of the time closing my eyes in practice.

N: Ok, then, tell me please about your touching experiences, when doing yoga, what surface you were on, the choices of cloths, anything else?

A: Yes, touching experiences here are quite strong, especially when shopping, touching all the natural silk, cashmere materials, scarfs. Also, when practicing on the beach, I can feel the warm sand through my toes, it is very pleasant and for sure different from where I live, as I don't have beach or water nearby in the city.

N: Do you usually use your own yoga mat or?

A: Yes, for sure, only my own mat, I think all the proper yogis would do the same, as it is also a piece of your energy, it is your working tool.

N: When you look for a new yoga mat for your personal practice, what are the main criteria's you choose upon and why?

A: I look for a good quality in terms of thickness, and more natural materials, I don't want it to be made of synthetics or other cheap material that smells. It should be also light to carry around and with a special bag.

N: Ok, then how would you assess your taste experiences when visiting Goa?

A: Well with food I always have a real struggle here, because I cannot eat spicy food. And all the food, even tea is spicy here, either with chilli or ginger or some other masala they make. Therefore, I always try just to eat fruits and drink juices, black tea or lassi. Also from year to year there are few new cafes opened around, where they serve European breakfast, or different sandwiches. So I can find something to eat. Else, no local food for me. Even when I ask to make without any spices, it still somehow is hot to eat.

N: But how weather conditions of this place influence your eating and drinking patterns?

A: For me it is an advantage, because when it is so hot during the day I don't want to eat at all, just drinking bottled water, eating fruits. So I like it very much, as I lose few kilos when I go home with this diet.

N: Good, and, have you been to any other places in India?

A: Yes I have been to New Delhi and Agra to see Taj Mahal.

N: How would you describe sensuous experience from over there?

A: Well, there was no much senses to feel, or at least I didn't pay attention to it, because it was more of a sightseeing trip, just being a normal tourist, taking pictures, listening to the guide.

N: Ok, so if you compare other places, would you come to Goa again? And for what reasons?

A: Yes, I will definitely come back here, and hope to see improvements towards food, and maybe new places to enjoy ayurvedic medicine.

N: Perfect! Thank you very much for your interesting answers and a valuable input to my thesis.

A: You are welcome Anastasia, now let's go to practice on the beach and you will be able to answer most of your questions yourself. 😊

N: Haha, thank you, let's go 😊

Appendix nr: 13 Interview 9 - (Irina)

Interview 2: Irina (Ukraine)

Date: 18.12.2016 , Location: Goa

I – Irina (interviewee)

N – Nastja (me)

N: Hello Irina, thank you very much to give me time and answer interview questions. So let's begin with short introduction of yourself?

I: Hi, Nastja. Yes, it's my pleasure to help. So my name is Irina and I am 32 years old, and I am originally from Kiev, Ukraine. And I am a school teacher, also combining with yoga teaching from time to time.

N: Nice, so how many times have you been to Goa?

I: It is my third time here.

N: And how did you come here, what kinds of transportation your trip involved to get here?

I: Mmm, so first it was a flight to Delhi, and then next morning a flight from Delhi to Goa. Then, here just with a cab to the guest house.

N: What is the purpose of your visit? Why exactly Goa?

I: Well the main purpose is just to relax, enjoy Indian culture, food, and Ayurveda. But also to practice some yoga. I always hear good things about this place, so it was on my list for a visit soon, and so it happened, I am here.

N: And how long is your stay?

I: It's only 2 weeks

N: Ok, so what was your first impression about the city and yoga practices in here?

I: My first impression was very good, I really liked the whole atmosphere on the streets, people are friendly, and so many options to choose from Ayurvedic medicine, massages etc. Of course it is India, and here I can see a lot of poor people, and its dirty, a lot of garbage on the street, but in general it is a nice place.

N: Ok, so what do you like the most about this place when practicing yoga?

I: Here in Goa I like that I can wake up early in the morning to have a swim in the ocean, meet the sunrise. Also the most,

N: And is there anything that you miss here during your yoga practice?

I: Not sure, because I usually pack my suitcase very good for India. But in general, maybe some nice music for the background during the practice, and a bit more chill surroundings, it gets too hot sometimes.

N: What Goa could improve as a yoga destination?

I: I think Goa is far from being a yoga destination. There few yoga mats in our guest house, and a roof for practice, but it is not really popular here, I think people don't go here just for yoga, but for medicine, to relax and clean their body. So, I don't think Goa should focus on their yoga image, but more on Ayurveda secrets and healing practices.

N: Before you went on a trip, what did you pack, like what are your essentials you take with you on a yoga trip? And why you take exactly those things?

I: My essentials, well I have too many of those, but if just talking about yoga essentials, then it must be a yoga mat, cloths for practice and probably that's it. For me those things are important to take because these are the main tools for my yoga.

N: Would you visit Goa again and why?

I: Yes, I like it because besides the fact that you can relax here, swim in the ocean, do yoga, you can improve your health with all the treatments they serve here. I think it is one of the best places in India.

N: Ok, good, and now I have questions regarding the 5 human senses involved during your trip, so the first one is: when practicing yoga here, what sounds did you hear, notice?

I: I heard a lot of different sounds, mostly its cars, bikes, locals, music, and tourist's voices.

N: Ok, and which sounds you find pleasant and which ones not so nice?

I: Well, the most pleasant one is actually nothing, like when it is quiet here, and you could catch some occasional birds or insects. The less sounds, the better for me. But in general I like Indian music, with all the prayers and mantras. Also, sometimes when you to a shop or to buy some souvenirs, it gets very loud and busy on the main road, so this I didn't enjoy much, or my ears.

N: And what about smells? Which smells did you catch, which were pleasant and which not so much?

I: Goa is full of smells! Here literally smells everything. Majority of smells are very pleasant, the ones I remember right away are: smells of food, flowers, ocean, salty air, dry sand, oils, incense sticks. The ones that were not so nice are smells of dust, cars gasoline, and dirty cows walking around eating garbage.

N: Ok, so how important for you are visual looks, design or just the external things that you see when you practice or travel for yoga?

I: Well, usually I don't mind about that, but here, I would definitely choose something nice, like a nice view on the ocean, in the open area with space, or a roof top to see the city, rainforests and ocean from high.

N: Ok, then how important for you are touching senses during your practice?

I: Touching sense also is not so important during the practice, because usually I focus on inner self, on inner feelings. But in general I think it depends on your cloths and surface you practice on.

N: Do you usually do yoga on your personal mat or do you use a common one?

I: Yes of course, I always use my own. Also, for hygiene purposes, especially here, in India.

N: And how the choices of yoga mat influence your practice?

I: My yoga mat is very soft and thin at the same time, so it is important for me to have a good rubber, so that I don't slide down in my downward dog for example.

N: Ok, then how would you asses your taste experiences here in Goa?

I: Taste experiences here are ok, I am not a big fan of Indian food, as it is spicy, or sometimes I don't even know what they bring. Also on their menus, they have all these names of dishes, I never know what to choose, and it is all so spicy. But smell of food is very nice.

N: Have you been to the other regions of India for yoga purposes?

I: No, I only have been to Goa few times, that's all.

N: So overall, how do you assess your yoga experience here in Goa so far?

I: My assessment is very good, I enjoy it here, and I get all the treatments I wanted to try.

N: That's nice to hear! Ok, that is all I have, thank you very much Irina for your time and answers.

I: You are more than welcome, hope it helps your project.

Appendix nr: 14 Interview 10 - (Maria)

Interview 3: Maria Pedersen (Denmark)

Date: 22.12.2016 , Location: Goa

A – Anastasia (me)

M – Maria (interviewee)

A: Hi Maria, thank you that you agreed to answer some questions regarding your travel experience in Goa, so please, shortly introduce yourself, your name, surname, age, education or work?

M: Hello Anastasia, its ok, I am happy if I can help. My name is Maria Pedersen, I am from Denmark and I am working in hotel as a receptionist.

A: Great, thank you, so how many times have you been to Goa?

M: It's my second time in Goa.

A: And how did you come to the city, flights, trains or something else?

M: First I came to Delhi, then straight flight to Goa airport.

A: Ok, so what is the purpose of your visit? Why exactly Goa?

M: Well, my main goal is to solve some issues with my health, and I want to do it with help from Ayurveda, Panchkarma specialists and other cleanse practices they offer.

A: Ok, and how long is your stay here?

M: Its almost 2 weeks this time.

A: Ok, so, what was your first impression about the city and yoga practices of Goa?

M: Mm, I don't know about yoga practices here in Goa, what we do here in a group, it is just our own practice and enthusiasm. I think mostly people come here for beach and ocean, and then in addition comes spa treatments for health. The place itself is great, I love it here. It is very peaceful here, especially on the beach, when there are not so many people around. Else, it is just India, like

anywhere else, with many poor people, locals selling things, dirty streets, cows and the rest beauty of India.

A: Ok, so tell me please what do you like the most when you practice yoga in Goa?

M: Well, I like to practice on the beach, I think this is the best, to feel the breeze and freshness, to breathe deeply, even my body responds and it feels so good even after few yoga postures. I don't have sea back home, so this is one of the main joyful moments to practice on the beach.

A: Nice, and what do you lack the most when you practice yoga here?

M: I think I lack my yoga friends here with me, because back home I usually do yoga in a group with my friends, but regarding Goa, sometimes I just miss some local food from back home, when I really want to eat something, I have like a craving. But in general, I don't think I miss much, I like this place very much.

A: Ok, and what you think Goa could improve as a yoga destination?

M: I guess more yoga schools, more advertising of yoga, maybe they can combine it with Ayurveda courses, develop some retreats. I think that would be interesting to join.

A: Ok, and when you pack for a yoga destination, what are your essentials?

M: Mm, let me think... I usually take few variations of cloths, like for the beach, yoga practice and casual for walking around. I don't take many things with me, because usually it is easier to buy everything here.

A: Ok, and what are the main reasons you take those things?

M: Just to have comfortable stay, to be prepared for any occasion or event I will participate. Who knows what can happen when you are on holiday.

A: Ok, nice, and would you visit Goa for yoga again? Why?

M: Yes, I want to take one of my best friends with me next time. It is also a nice place to meet new people, share experiences, get inspired because sometimes it is very useful.

A: Good to hear! I have few more questions regarding the senses, so when practicing yoga in a Goa studio what were your experiences with different sounds? What sounds did you hear?

M: Sounds here are very interesting, especially when you hear Indians talk. Sometimes it very funny to hear. All the sounds here are very different from what I am used to, so it is very interesting sound environment. Also, Indian music and mantras, it's just beautiful, I might have a feeling in my previous life I was born in India.

A: Ok, and which sounds you found disturbing and which pleasant when practicing yoga?

M: As we practice mostly on the beach, the most pleasant is the sound of the ocean. Disturbing sounds are usually very loud, all the noise that comes from cars beeping or just the general noise on the busy street can be very distracting, or cause a headache.

A: Ok, and when practicing yoga what smells did you catch?

M: Mm, let me think... smells here are very Indian, it is like nowhere else, all the spices, food, Indian incense sticks around, I would say it's a nice cocktail of different authentic smells of India.

A: And which smells you found pleasant and not so pleasant?

M: The most pleasant is the air on the beach, the smell of ocean. Not so pleasant is the smell when you walk near some cafes or markets, and you see garbage around, also the smell is similar to some bad food for a long time already, sometimes it smells disgusting, especially in this heat. Also, one of the most unpleasant smell is the smell of fish, and you can smell it a lot here, sometimes I have a feeling that my cloths smell of fish.

A: Ok, how important for you are visual looks/design/interior of the room when you practice yoga? Asses your experience in Goa.

M: It is important for my experience what I see around me. When I practice yoga of course it is better to have a nice view, like I get here the view of the ocean and no one disturbs you. I always practice in a yoga hall or at home, so it is nice to change scenery once in a while.

A: Ok, then how important for you are touching senses when you practice yoga? Style of cloths (comfortable, light?).

M: Touching senses are important, here correct clothing is crucial because of weather conditions, also when browsing around, I like to look through different souvenirs, to touch them. In my guest

house, I have the most uncomfortable bed ever, it's too hard. My back hurts, I can't sleep normally, and reception couldn't find solution to the problem.

A: Ok, and do you usually do yoga on your personal mat or do you use the common one from the studio?

M: I always use my own, I think it's like a tooth brush, everybody should use their own due to hygiene reasons.

A: And how the choices of a yoga mat influence your practice and experience (textile, hard or soft, material, colour, smell)?

M: Well, it is hard to say, whether it influence a lot or not, it is hard to separate senses when you are traveling or doing yoga, the whole experience comes as one thing, like a sum up. But for me it is more comfortable to have a soft mat, I am not very good with hard surfaces in general.

A: When being a yoga tourist in Rishikesh how would you assess your taste experiences? (Food, snacks, drinks)

M: Food is great here, I like that you can eat either fish or meat, because I had a feeling that most of Indians are vegetarian here. But yeah, in general I always like to try something new, local, here in India you can get plenty of it.

A: Ok, and have you been to the other regions of India for yoga purposes? Where, and what was your sensual experience/memories from over there?

M: No, I haven't been to other places of India, it is only my second time in Goa, but next time I come here I want to visit also Mumbai and maybe Kerala region, I heard its beautiful there.

A: Ok, nice, so overall how is your yoga experience in Rishikesh so far?

M: It is very good, I enjoy it here! If only I had a better bed in my room, that would be even better.

A: Great, thank you very much Maria for your time and valuable answers, I hope you have a great stay further on and you will solve your back issues.

M: Thank you Anastasia I hope so too, have a great stay too!