

# A Bibliometric Study on Psychological Well-Being and Yoga tourism

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## Abstract

This study offers a detailed bibliometric analysis of research on psychological well-being and yoga tourism published between 2016 and 2025. Data was gathered from the Dimensions database, which includes over 1000 scholarly publications. The analysis used VOSviewer software to explore publication trends, keyword co-occurrence, collaborations between countries, and author co-authorship networks. The findings show a steady and notable rise in research output, especially after the COVID-19 pandemic. This trend reflects an increasing global interest in wellness, mental health, and holistic travel experiences. The keyword co-occurrence analysis identified four main thematic clusters: (1) sustainable tourism and business strategy, which focuses on responsible tourism and marketing; (2) innovation and technology, covering virtual reality and digital engagement in tourism; (3) geographic and regional dimensions, highlighting contributions from countries like Malaysia and Bangladesh; and (4) service quality and experiential tourism, which looks at satisfaction, adventure, and gastronomy. The country collaboration analysis pointed out that China and the United States are major contributors to this research. India is also emerging as an important hub due to its cultural and spiritual ties to yoga. Notable authors showed strong academic connections, particularly in studies on sustainability and tourism development. The study concludes that yoga tourism goes beyond physical health benefits; it plays an important role in promoting psychological well-being, emotional balance, and personal growth. It highlights the need for sustainable tourism models that are culturally rooted and in sync with global wellness trends and India's philosophy of holistic living and "Athithi Devo Bhava."

**Keywords:** Psychological Well-being; Yoga Tourism; Wellness Tourism; Bibliometric Analysis; Sustainable Tourism Development; VOSviewer; Co-authorship Network; Service Quality; Innovation in Tourism; Rishikesh.

## Introduction

Yoga tourism comes under the category of wellness tourism, where people visit places with the aim of yoga-related practices such as meditation, asana, wellness programs, and trainings. Yoga tourism involves visiting various places for practicing yoga and meditation, such as wellness centres, spiritual places, such as Rishikesh, known as the yoga capital. Yoga offers not only physical benefit but also mental, emotional healing, and overall growth of an individual.

Yoga tourism is the fastest-growing subsector, attracting travelers from both India and abroad seeking overall well-being, stress relief, and self-discovery. As Rishikesh is known as the "Yoga Capital of the World," and India known as the home of yoga - has developed into a spiritual and cultural center for such experiences, it stands out for its tranquil natural setting, the sacred flow of the River Ganga, and its long tradition of ashrams and spiritual learning. Previous studies (Lehto et al., 2006; Smith & Puczkó, 2014; Kim & Kim, 2017) mainly focus how wellness travel has a positive impact on mental health and emotional balance.

The origin of yoga was 5000 years in ancient India, but now it has moved out of the cultural boundaries and is practiced worldwide for reducing stress, maintaining physical and mental health, and psychological well-being of individuals (Brown & Leledaki, 2018).

Global Wellness Institute (2024) reported that the expansion of the wellness economy globally is valued at around USD 5.6 trillion in 2023. India, being the home to yoga, provides a different competitive advantage in terms of attracting both Indian and International tourists for yoga.

Smith & Kelly(2006), Lehto et al., 2006; Voigt et al., (2011) analyzed that Yoga tourism, which is known as a niche segment in the wellness tourism sector, where tourists from all over the world are engaged in practicing meditation and yoga, aiming to improve the physical, mental, and emotional well-being of an individual Bowers & Cheer (2017) conclude in this study that yoga tourism not only aims to improve physical health but as acts as a cultural bridge, providing an understanding of various philosophies among international tourists.

### **Psychological well-being**

The word psychological well-being means the physical, mental, and emotional well-being of an individual. Psychological well-being is an important factor as it provides overall growth and satisfaction, reducing stress, self-awareness, and introspection through various asanas, meditation, and yoga practices among the tourists who are visiting spiritual places like Rishikesh where individuals can experience the old yogic philosophy along with the modern methods.

As per the study of Ryff (1989), psychological well-being means the ability of an individual to live self-determined, full of positivity, and a balanced life where mental illness doesn't exist. The PWB scale was developed by Ryff (1989), which consists of 42 items and a short scale consisting of 18 items. This PWB scale measures 6 items of well-being these are: self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life, and personal growth.

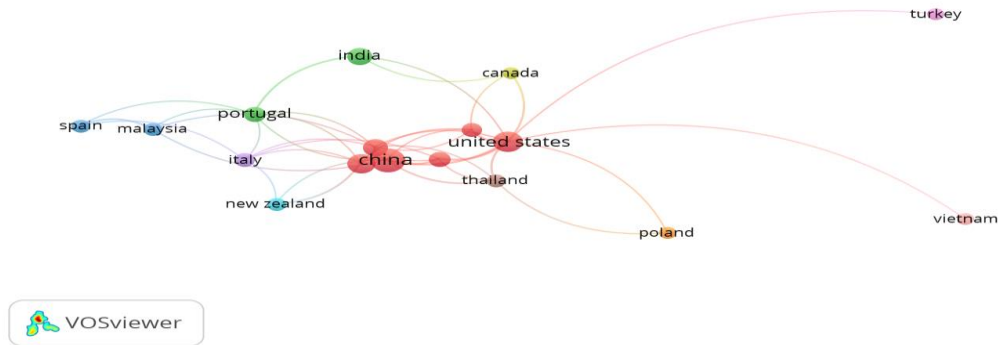
There has been an increase in the studies on the psychological well-being factor of yoga tourism after the COVID-19 pandemic, as more health problems have increased, the modern lifestyle is full of stress and tech-driven. Through this exploration, the research aims to enrich current understanding of wellness and spiritual tourism, while providing practical guidance for developing sustainable and holistic travel experiences that nurture both mind and spirit.

### **Research Methodology**

This study focuses on bibliometric analysis and in the study Vos-Viewer software will be used to analyze and present the data graphically. Bibliometric analysis is basically visualization of a huge amount of data; the study includes more than 1000 studies. Research articles and database was collected with the help of Dimensions. With the help of dimensions data from 2014-2024 related to psychological well-being and yoga tourism were extracted from there. The software Vos Viewer was used to inspect



### Co-authorship for Countries



**Figure 2: Co-authorship for Countries**

The VOS viewer co-authorship network figure show the research collaboration of India with other nations. The size of the node represents that how many publications a country possess. This figure represents 5 clusters in it. Cluster 1 (Red cluster) representing as the central link connecting other nations, China, and US are known to be the research hubs globally.

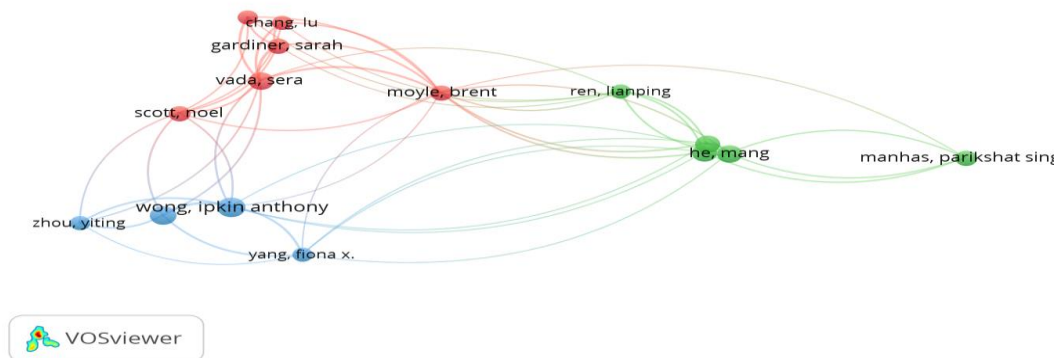
The second cluster i.e. Green cluster, consisting of two nations, India and Portugal which are known as upcoming global research partners, where the studies are growing gradually on the topic. This is the secondary cluster that connects the main cluster or economies.

The third cluster, i.e. Blue cluster which comprises nations such as Spain, Malaysia, representing smaller networks.

The fourth cluster, i.e. yellow/orange cluster which comprises nations such as Canada, Poland, indicating very less research collaborations with other nations.

The fifth cluster i.e. Purple cluster, which consists of economies such as Italy and New Zealand

### Author Co-authorship Network



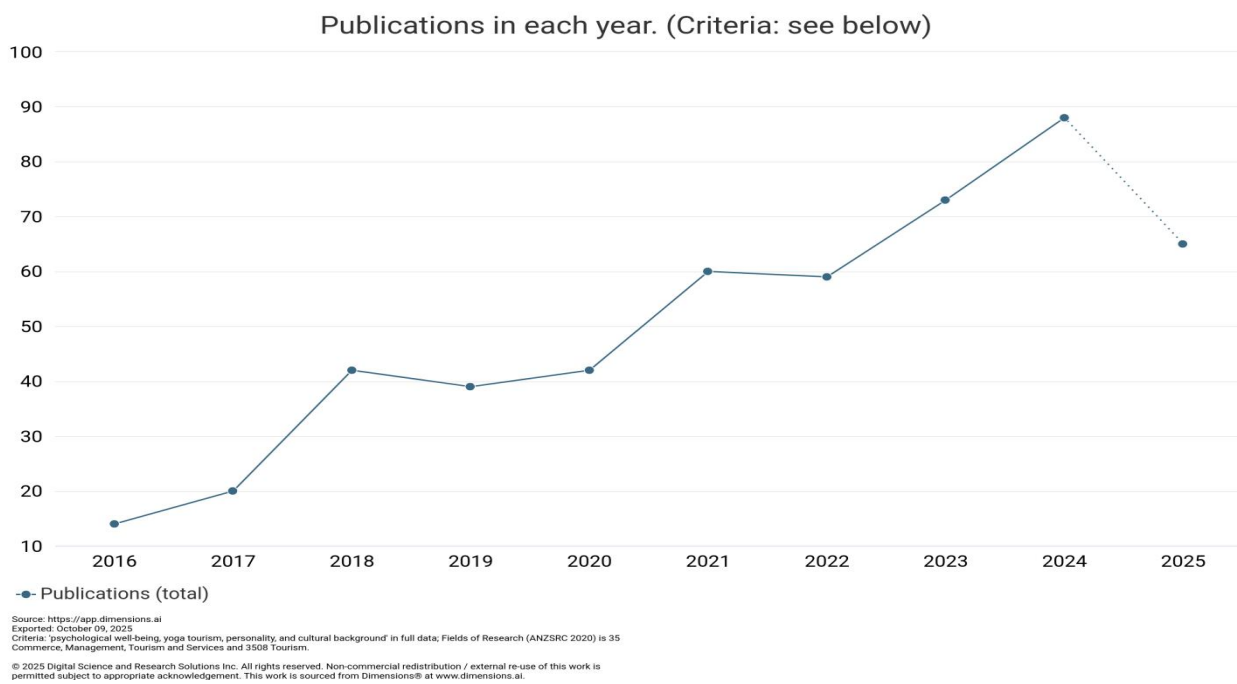
**Figure 3: Citation for Authors**

This graph of the author co-authorship network shows that there were three clusters formed. Cluster 1, which is the Red cluster, has strong publications on the study; the authors in the red cluster are Brent

Moyle, Sera Vada, Sarah Gardiner, Lu Chang, and Noel Scott. Their studies were basically based on sustainable tourism and tourism. The red cluster is known as a central partner group the high academic collaborations. This cluster is the central connecting cluster that connects other clusters.

Cluster 2 i.e, Green cluster covers studies of Mang He, Lianping Ren, and Parikshat Singh Manhas. The studies mainly focused on the topics of tourism development, cross-cultural studies, hospitality, etc. Studies of Manhas, Parikshat Singh from India, connecting links to other researchers bridging the gaps of domestic and international tourism studies.

Cluster 3 blue cluster includes studies of authors Ipkın, Anthony Wong, Fiona X. Yang, and Yiting Zhou, having fewer connections with the other two clusters i.e. red and green clusters. Their studies were based on the topics of service quality, consumer behavior, etc.



**Figure 4: Publications each year**

Publications on the psychological well-being, yoga tourism-related studies were gradually increasing from 2016 to 2025. From 2016-18, an increase in the number of publications was seen on the topic. In the year 2021, the number of publications reached 60, and then it remained constant in 2022, but in the year 2023, it gradually increased to 70 and reached almost 90 in 2024. The graph started increasing after the COVID-19 pandemic, as people started focusing on physical wealth. The graph in the year 2025 is still increasing; till now it has reached more than 60 publications.

## CONCLUSION

This study focuses on the bibliometric study on the psychological well-being and Yoga tourism. Based on the dimensions database from 2016-2025 more than 1000 research articles were collected. Bibliometric analysis using Vos Viewer software was done to find the number of Publications, Co-authorship for Countries, citations for authors, and Co-occurrence term based on the text data file.

The study was based on bibliometric analysis using Vos Viewer software, data was collected with the help of Dimensions for the duration from 2016-2025. Results of the study indicated that publication in

the yoga tourism and psychological well-being were increasing rapidly from 2016 to 2025 and China and US were the nations having the highest number of documents and citations. This analysis highlighted that major keywords which were used frequently and linked to each other were study, perspective, business, sustainable tourism development, and participant etc. The authors who have high academic collaborations were Brent Moyle, Sera Vada, Sarah Gardiner, Lu Chang, and Noel Scott. Their studies were basically based on sustainable tourism and tourism. The results of the study focuses that yoga tourism contributes in enhancing psychological well-being of individuals.

Research focuses on the SDG of India supporting good health, living and ethos of Athithi Devo Bhava. From a broader perspective, the research reinforces the notion that yoga tourism extends beyond mere physical activity or leisure- it represents a holistic journey encompassing mental, emotional, and spiritual growth. Rishikesh, as a global yoga hub, exemplifies how cultural and spiritual heritage can foster international wellness engagement, intercultural harmony, and sustainable tourism development.

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