

POTENTIAL OF THE CITY OF OMSK (RUSSIA) FOR THE DESIGN OF YOGA TOURS**Marina MALYGINA****Abstrakt**

Yoga tourism is an independent or organized process of recovery, development and improvement of physical, adaptive, emotional, spiritual capabilities and human powers, which combines travel with the goal of practicing yoga. The article describes one of the new types of tourism in Russia, yoga tourism. The study described the potential of the city of Omsk for the design of yoga tours and studied the opinion of potential consumers of these tours. In total 269 people respondents were randomized to fill the questionnaire (145 females (54%), 18 - 25 years old (48%) 26 - 35 years old (31%; 124 males (46%)). From 35 to 50 years old among respondents was 18%, and 3% are people over 50 years old. Almost half of the respondents, which were consulted, work as employees of various companies and organizations (48%), which means they can afford a tourist trip. Results analyses verify that Yoga tourism is one of the ways to improve the level of health of the population of Russia. The most interesting areas of yoga for consumers were hatha yoga (48%) and ashtangavinyasa yoga (39%). The optimal tour duration was analyzed as 2 days (78%). Cafes (46%) and a canteen (31%) were chosen as the optimal catering facilities. Reasonable tour price was analyzed as the optimal in the interval of 40 - 55 euros per person. The research results can be useful for tour operators and used and used for designing yoga tours.

Keywords

Yoga tours, wellness, fitness, asanas, ayurveda, tour operators, tour design

INTRODUCTION

Yoga is one of the most interesting areas of fitness, which has its fans in Russia and abroad. Yoga is one of the responses of a person to a fast-moving lifestyle.

All yoga techniques are in fact special concentration exercises. The individual restless makes difficulties in the maintain body balance, and the reverse process, i.e. practicing of physical balance, it is possible to retroactively affect the mental balance. Improving the ability of concentration leads to increasing of resistance to external and internal disturbing phenomena. Motor learning in the yoga training consists of simple loose movements of all body parts (including fingers, face, tongue) based on the compliance of movement and breathing. Applied exercise intervention program influenced on increasing of the functional ability of mental balance and

resistance to environmental stress (Tůma, Krejčí, Hošek, 2017; Krejčí, Tilinger, Vacek, 2016).

Tourism began to occupy a large place in the life of modern man. Tourism should be not only one of the many ways to have fun, but also to bear the benefit of the person. Thanks to tourism, people get the opportunity to improve their health and recover. You may notice that one of the least studied types of tourism is yoga tourism.

Currently, in Russia and in the world, yoga is noticeably leading among the most accessible and attractive types of physical culture, fitness and tourism. In recent years, there has been a tendency to use non-traditional means in the system of physical education, including the yoga system using static poses (asanas).

The question of this study is relevant because yoga, having united hundreds of millions of people, has become a very influential socio-political factor. From natural science positions, hatha yoga appears as a method of self-discipline.

In addition, the interest in this problem is due to the need to develop yoga tourism in the city of Omsk, since it is one of the available ways of low-cost recreation, an opportunity to improve the socio-economic level of the Omsk region, to promote the competitiveness of tourist resources in the Omsk region, to increase the number of jobs and facilities tourism industry to promote a healthy lifestyle. Nevertheless, yoga tourism is a new direction in the Russian tourist market, and, therefore, poorly understood. At present, the process of urbanization is growing due to the increasing influence of technology on the life of a modern person, the number of stressful situations is increasing. One of the ways of recovery is yoga tourism.

In connection with the mass spread of yoga among all social strata of the population, it became necessary to systematize yoga tourism, to bring it to a certain standard, on the basis of which, perhaps using the arsenal of means and methods of physical culture and sports, develop yoga as an innovative form of tourism (Frazer, 2014).

2 OBJECTIVES, RESEARCH QUESTION

The main objective of the presented study was to analyse the potential of the city of Omsk for the design of yoga tours. The next objective of the presented study was to define the opinions of potential consumers on a yoga tour.

The main research questions state:

- Does the tourism potential of the year allow Omsk to design yoga tours?
- What is the opinion of potential consumers for designing such a tour?

3 METHODS

3.1 Material and organization of investigation

People who want to make their holidays active and harmonious, pay great attention to taking care of their health, as well as those who are looking for a way to switch from working days, participate in yoga tours. Based on this, the most promising type of yoga tour, in our opinion, will be a weekend tour. A survey of clients of the travel agency "Omsk-tour" was conducted. The total population of respondents was 20,000 people. On a random basis from the basic sample it was necessary to select to the exploration 269 people. Most of the respondents to the questionnaire were females (54%), aged 18 to 25 years old (48%) and from 26 to 35 years old (31%). From 35 to 50 years old among respondents was 18%, and 3% are people over 50 years old. Almost half of the respondents, which were consulted, work as employees of various companies and organizations (48%), which means they can afford a tourist trip. Thus, we can conclude that basically such a tour will be of interest to young females with a steady income.

Diagnostic tool

To determine the content of a weekend yoga tour in Omsk, we developed a questionnaire (Malygina, 2017) and conducted a survey of potential clients. Please, concrete the questionnaire – how many questions, which type of questions

Statistics

The relevance of research question of the presented study was analyzed as the main distinctive point between deductive and inductive approaches. We provided a deductive approach test of the validity of assumptions in the context of the research question, whereas inductive approach contributed to the predictions and generalizations for Russian milieu.

Methodology

From the point of view of the methodology we choose the method of questioning potential consumers of the yoga tour. In concrete we used methods of analysis, synthesis, induction and deduction and applied anchored theory method, as well as causal and operational thinking. Continuously in the process of solving the project, the authors took into account the hysteresis, where the study of social phenomena emphasizes the importance of historical contexts for the study of current phenomena and their prediction in the future.

4 RESULTS AND DISCUSSION

4.1 Results

The following results were obtained.

Students (36%), males and females who have their own business (9%) participated in the survey, and 7% of the respondents were housewives who did not have a regular income. The next question related to the participation of respondents in yoga tours earlier. 23% answered in the affirmative, and 77% of respondents never participated. This suggests that yoga tours have not yet become widespread, but they are in demand.

To form a tour program, we needed to choose from a large number of yoga destinations those that would be of interest to our potential tourists. The choice of the respondents was presented 6 response options. Of these, the most popular were hatha yoga (48%) and ashtangavinyasa yoga (39%).

The next question, the answer to which determined the characteristics of the tour, is its duration. Since we meant the development of a weekend tour, the respondents were offered the options one, two, three days and another option. As we expected, the respondents considered a two-day tour (78%) to be the most optimal tour duration.

Nowadays, when the majority of people work a lot and have little rest, people will be happy for any reason to

escape from work. Most working people have a five-day working week. In this case, the "other" option was chosen by 13% of respondents, apparently implying that a yoga tour requires more than three days. Another important issue is food during the tour. We offered our respondents five options. Of these, the most popular were cafes (43%) and "dining" (34%). In addition, 13% would choose fast food, 8% would go to restaurants, and 2% would choose the "other" option.

The following question determined the optimal number of beds in a hotel room. The majority (68%) chose four-bed accommodation, 19% - double, and 9% - single, and only 4% - six-place.

And the final question concerned the cost of the tour. Four options were presented in the questionnaire. The majority of respondents (65%) decided that such a tour should cost from 40 to 55 euros, 29% chose the option from 30 to 40 euros, 4% - less than 25 euros, and 2% - more than 60 euros. Thus, the studied opinions of potential consumers on weekend yoga in the city of Omsk will help us to further design such tours in the city of Omsk.

4.2 Discussion

For tourists, yoga means physical and spiritual development. In the yoga tour, a person has the opportunity to learn from different instructors. A typical yoga tour includes organic vegetarian food, morning and evening practice, the study of yoga culture, educational lectures. Yoga became a guide for Ayurveda, as many gained an understanding of the Indian system of medicine only after they began their practice (Brehman, 2014).

One of the key reasons for the implementation of yoga tours is their economic efficiency. This is a major advantage over other types of tours. Various activities in the field of health care, rejuvenation are offered by world centers and are included in the tour package. Interest in yoga, the rich heritage of Indian

culture in combination with a skilled workforce can create the most comfortable and effective yoga tour. Russia has a huge variety of climate, topography and natural resources. Russian people are more and more interested in Indian culture. The biggest problem is the lack of government vision and a clear policy regarding the yoga-tourism industry. Tourists are losing confidence due to the fact that Russia does not have a single standard for yoga tours, as well as due to heterogeneous pricing policies. But despite this, the popularity of yoga tours continues to grow. The content of the yoga tour can also include spa services and wellness advice at a reasonable price. Since the basic principle of yoga is its availability to all (Guba, 2013).

Besides to the function of stabilizing the emotional and physical state, yoga tourism has a great educational value. It can be used as a means of aesthetic, labor, moral and spiritual education of the younger generation, as a means of knowing the environment and people in natural conditions. Yoga tourism has an educational effect with relatively simple and accessible means, such as asanas, meditation, proper nutrition, and pranayama (breathing exercises).

After analyzing scientific publications (indicate what publications), it can be noted that yoga tourism, unlike other types of tourism, is one of the most rapidly gaining popularity. The reason for this is that it combines in itself a sports, spiritual and cognitive beginning and does not require large financial investments.

Health tourism is a variety of both individual and group recreation, implying the passage of certain restorative and therapeutic procedures. We believe that yoga tourism can be considered as a type of health tourism. Yoga helps to reduce stress, improve breathing, develop strength and flexibility. For many people, yoga has become a central tool in their quest for a balanced life.

Highlight the following features of yoga tours: the intensity of training - yoga should

be practiced every day to learn how to perform new asanas; discipline and atmosphere for practice - a group of tourists should be a single organism; opportunity for internal growth - yoga tours include practical and theoretical parts, tour participants listen to lectures, however, the information will be unique and undistributed, it is not publicly available on the Internet and the media; recovery - yoga is practiced in places that are suitable for this (in city parks, in the mountains or near the sea), which is useful for the body and pleasant for perception than training in the gym (Kurland, 2016).

Yoga tours are not only the usual practice of yoga, consisting of asanas and breathing exercises, which take place in beautiful, picturesque places. It is also the desire to learn Indian culture, imbued with an atmosphere of calm and wisdom, learn to be psychologically stable, to meet new people.

The market of tourist services needs new products, so yoga tours have proven to be quite popular. This is due to the fact that the yoga tour is an organized tour, its program includes hotel accommodation, meals, transfer, excursions, yoga classes twice a day, other yoga practices, lectures by qualified instructors, as well as recreational activities. So, yoga tourism is a relatively new concept in Russia, scientific research in this area is at the initial stage. Therefore, there is a need for a scientific basis for yoga tourism in Russian scientific research.

Recreation Park "Green Island" is attractive for organizing and conducting yoga tours, it is located near the city center, on the banks of the Irtysh River, surrounded by an array of trees and shrubs and flowers. Every year, the territory is treated for ticks, so yoga classes are not only pleasant, but also safe.

The reasons for the development of yoga tourism in the city of Omsk are the following:

- favorable weather conditions that allow these tours from May to September;
- availability of recreation facilities in

environmentally friendly places where tourist accommodation is possible;

- availability of experienced yoga instructors;
- increasing number of people leading a healthy lifestyle (proper nutrition, exercise, yoga, vegetarianism).

Typically, the target audience of consumers of services (yoga tour) - women and men aged 18 to 35 years old, with secondary higher education, middle-income, full-time workers, students during the whole week, taking a great interest in yoga.

5 CONCLUSIONS

Yoga tourism is a new direction in the health tourism market, is gaining popularity all over the world and has great prospects for development. Yoga is not a religion and is intended for the individual growth of physical, emotional, intellectual indicators. Yoga tourism is one of the ways to improve the level of health of the population of Russia. Russia has all the necessary resources (parks, squares) for the development of this type of tourism, which we must use to improve the quality of life of Russians. We have developed a questionnaire and conducted a survey of potential consumers. Most of the respondents to the questionnaire were females (54%) aged 18 to 25 years old (48%). The majority of respondents work as employees of various companies and organizations (48%). The most interesting areas of yoga for consumers were hatha yoga (48%) and ashtangavinyasa yoga (39%). The optimal tour duration is 2 days (78%). Cafes (46%) and a canteen (31%) were chosen as the optimal catering facilities. Reasonable tour price - from 40 to 55 euros (65%).

Our analysis of the proposals of travel companies showed that currently 10 different yoga tours are offered in the city of Omsk. The main directions of tours related to yoga classes - Southeast Asia and Western Europe. There are offers of yoga tours to Altai, to Western Europe, India, and

countries of Southeast Asia. But there are no offers of yoga tours in Omsk.

Thus, we can conclude that the segment of domestic yoga tourism is not available. Most of the proposals related to visiting other countries are associated with the high cost of such trips. Omsk has significant potential for carrying out such tours. We consider one of the possible places for yoga tours in Omsk to be recreation park "Green Island". The conclusions of the presented research study will allow us to design yoga tours based on the needs of potential consumers.

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