



# Analyzing the Symbiotic Relationship: Tourism Economics, Consumer Behavior, and New Age Practices as Coping Mechanisms for Emerging Challenges in Hospitality and Tourism

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**Abstract.** This research paper aims to comprehensively explore and analyze the intricate dynamics within the contemporary hospitality and tourism industry, addressing challenges posed by economic uncertainties, environmental sustainability concerns, and health crises, exemplified by the recent COVID-19 pandemic. The purpose of the study is to illuminate the nuanced relationships between economic resilience, sustainability practices, consumer behaviors, and the emergence of New Age practices in the industry. The methodology involves a rigorous approach, incorporating hypothesis testing, regression analysis, and data interpretation to uncover key insights.

The findings reveal a substantial positive correlation between annual travel expenditure and travel frequency, emphasizing the central role of financial capacity in shaping travel behavior. Additionally, age-related distinctions in travel motivations are identified, with younger demographics showing a heightened interest in cultural exploration. The study highlights the association between preferences for cultural exploration and specific accommodation choices, particularly favoring vacation rentals. Furthermore, gender-based differences in culinary preferences underscore the need for tailored offerings for female travelers. These discoveries provide valuable guidance for industry stakeholders navigating the evolving landscape of hospitality and tourism, offering actionable insights for strategic decision-making and targeted marketing.

**Keywords:** Hospitality and Tourism, Tourism Economics, Consumer Behavior, Sustainable Tourism, Wellness Tourism.

## 1 Introduction

The infusion of New Age practices into the tourism industry signifies a dynamic and transformative shift in the way travelers' approach, experience, and extract value from their journeys. New Age practices constitute a diverse spectrum of holistic and wellness-focused endeavors, ranging from immersive yoga retreats and mindfulness meditation to rejuvenating spa therapies and transformative spiritual journeys. This burgeoning trend is revolutionizing the facets of traveler experiences, restructuring the tourism terrain, and introducing a fresh paradigm for the exploration of well-being and self-discovery in the realm of travel [11].

The assimilation of New Age practices into tourism serves as a response to the evolving preferences of travelers who are progressively seeking more meaningful, transformative, and holistic experiences. This trend caters not only to the well-being of tourists but also holds economic implications, with wellness and spiritual tourism emerging as lucrative segments of the industry [3]. Destination marketing and accommodations are adapting to this demand, offering tailored experiences that promote self-discovery, rejuvenation, and holistic well-being. This shift introduces a layer of complexity and opportunity in the management of contemporary tourism.

In addition to exploring the dynamic interplay between tourism economics, consumer behavior, and the assimilation of New Age practices in the hospitality and tourism industry, this research aims to address specific research questions designed to illuminate the intricacies of these elements.

The primary research questions guiding this study are:

- How do economic uncertainties, such as fluctuations in global economic conditions, impact tourism demand, visitor spending, and the fiscal well-being of businesses within the hospitality and tourism sector?
- To what extent do sustainability initiatives influence consumer behavior in the context of tourism, and how do environmentally conscious choices contribute to both ecological well-being and economic growth within the industry?
- In the aftermath of health crises, particularly the disruptive influence of the COVID-19 pandemic, what strategies and measures do industry stakeholders employ to adapt and redefine the essence of the tourist experience?
- How has evolving consumer behavior within the hospitality and tourism industry manifested, especially in response to economic uncertainties, and how do tourists use travel as a coping mechanism for stress and uncertainty?
- What is the impact of integrating New Age practices, such as wellness tourism, spiritual retreats, and mindfulness experiences, on tourist behavior and overall well-being within the industry?

By addressing these research questions, this study aims to unravel the symbiotic relationships among these elements, providing a comprehensive understanding of their collective impact on the tourism and hospitality sector. This knowledge equips stakeholders to not only respond to challenges but actively shape the industry's evolution for sustained growth and prosperity.

Through these research questions, the study endeavors to achieve several key objectives in alignment with the study title:

- **Understanding Economic Impact:** By investigating the impact of economic uncertainties on tourism demand, spending, and business fiscal health, the research aims to provide insights into how the industry can strategize and adapt to economic fluctuations. This understanding is crucial for fostering resilience and devising innovative solutions to economic challenges [6].
- **Unveiling Sustainability Dynamics:** The exploration of sustainability initiatives and their influence on consumer behavior seeks to contribute not only to environmental well-being but also to economic growth within the sector. Recognizing the economic implications of sustainable choices can guide businesses in aligning their strategies with changing consumer preferences [7].
- **Adapting to Health Crises:** The study of strategies employed post-health crises, exemplified by the COVID-19 pandemic, aims to showcase the industry's adaptability and capacity to redefine the tourist experience. These insights can inform future crisis management and recovery efforts [10].
- **Impact of New Age Practices:** Examining the impact of integrating New Age practices offers insights into how holistic wellness experiences influence tourist behavior and well-being. This understanding can guide the development of unique and attractive offerings in the hospitality and tourism sector [14].

This paper, ultimately, aims to unveil the interdependencies between these elements - tourism economics, consumer behavior, and New Age practices. It acknowledges not only their symbiotic relationship but also the transformative impact they collectively have on the tourism and hospitality sector. The intricate dance among these components is not merely a response to challenges; it actively shapes the evolution of the industry. By understanding this interplay, stakeholders can better navigate the ever-shifting landscape of hospitality and tourism, seeking not just survival but sustained growth and prosperity.

## **2 Review of Literature**

### **2.1 Review of Literature Based on Tourism Economics, Consumer Behavior, and New Age Practices in Hospitality and Tourism**

The hospitality and tourism industry has traditionally occupied a central position in the global economy, functioning as a significant economic catalyst and a conduit for cultural interaction. Nevertheless, this sector's terrain is in a state of perpetual transformation, marked by emerging challenges that demand adaptability and inventive solutions to ensure its endurance [6]. The convergence of economic uncertainties, concerns about environmental sustainability, and the disruptive influence of health crises, most notably the unprecedented shock of the COVID-19 pandemic, has presented the industry with a spectrum of intricate obstacles. As the sector grapples with these evolving

dynamics, an intriguing interplay between three pivotal elements comes into focus: tourism economics, consumer behavior, and the assimilation of New Age practices as mechanisms for coping [9]. This research paper undertakes the intricate task of scrutinizing how these elements coexist, collaborate, and respond symbiotically to the multifaceted challenges encountered by the hospitality and tourism sector [1].

A study by [20] examines the growing trend of wellness tourism, particularly focusing on mindfulness practices like meditation and yoga. Their research suggests that tourists increasingly seek these practices as a way to manage stress and anxiety associated with travel uncertainties and disruptions. This aligns with economic considerations, as Lee et al. posit that destinations offering wellness experiences can attract a new segment of high-value tourists seeking holistic well-being during travel.

## **2.2 Review of Literature Based on Strategies and Resilience in Response to Tourism Economic Fluctuations**

Economic uncertainties have long been part of the fabric of this industry. Economic fluctuations, characterized by periods of boom and bust, profoundly impact tourism demand, visitor spending, and the fiscal well-being of businesses operating within the sector. As we delve into this dynamic, it becomes evident that the industry is not just a passive recipient of economic fluctuations; it is an active participant, responding with resilience and adaptability. Our examination includes a scrutiny of strategies employed by industry stakeholders during economic crises and presents case studies of destinations and businesses that have defied the odds to emerge stronger [6].

Beyond individual practices, a study by [4] explores the rise of spiritual tourism. They analyze how tourists are increasingly drawn to destinations offering opportunities for spiritual connection and rejuvenation. This trend presents economic opportunities for local communities to develop experiences that integrate cultural and religious practices with tourism offerings. Verma and Mandal highlight the importance of responsible development that respects local traditions and avoids cultural appropriation.

## **2.3 Review of Literature Based on Exploring the Nexus Between Environmental Sustainability, Consumer Ethics, and Economic Growth in Tourism**

The sustainable aspect of tourism and its influence on consumer behavior assume significant prominence. Environmental sustainability, once a niche consideration, has now solidified its position at the core of traveler preferences [7]. Tourists are increasingly motivated by their environmental conscience, and the choices they make are not only guided by the allure of a destination but by the ethics of sustainable travel. This paper investigates how sustainability initiatives not only contribute to the well-being of the environment but also foster economic growth within the sector.

The emergence of health crises, with the COVID-19 pandemic as a paradigm, has accelerated the transformation of this industry. The pandemic has resulted in significant psychological and economic impacts on consumer behavior, necessitating an industry-

wide response. It is not just a test of adaptability but a challenge to redefine the very essence of the tourist experience. Recovery strategies deployed post-crisis serve as important testimonies to the industry's resilience and capacity to adapt [10].

A study by [13] investigates the growing phenomenon of forest bathing, a practice rooted in Japanese *Shinrin-yoku*, which involves immersing oneself in nature. Their research suggests that forest bathing can significantly reduce stress and promote feelings of well-being among tourists, particularly those facing burnout or fatigue. This aligns with economic considerations, as Xiang et al. propose that incorporating nature-based experiences into tourism packages can cater to a growing demand for holistic wellness travel.

#### **2.4 Review of Literature Based on Dynamics of Evolving Consumer Behavior and the Rise of New Age Practices in Contemporary Tourism Experiences**

This paper also embarks on an exploration of the evolving consumer behavior within the context of these challenges. The industry witnesses an array of behavioral adaptations, from the surge in safety-conscious travel to the growing role of technology in shaping travel preferences. Tourists, as consumers, have changed their behavior patterns to adapt to economic uncertainties, and travel itself is often embraced as a coping mechanism for stress and uncertainty. This shift encompasses a quest for novelty, escapism, and relaxation as travelers seek refuge from the rigors of modern life [4].

A distinct dimension emerges when we consider the integration of New Age practices in tourism experiences. Wellness tourism, spiritual retreats, and mindfulness practices have begun to permeate the industry, offering novel ways for tourists to find solace and rejuvenation. These practices enhance tourist experiences, providing a holistic approach to well-being, both physically and mentally [14].

Another interesting perspective comes from a study by [17]. They explore the role of technology-mediated new age practices, such as virtual reality (VR) meditation apps or augmented reality (AR) mindfulness experiences. Their research suggests that these technologies can offer accessible and convenient coping mechanisms for tourists seeking to manage travel anxiety or enhance their destination experiences. This has economic implications for tourism businesses, as Garcia et al. posit that developing VR/AR experiences tailored to specific destinations or wellness goals can be a valuable marketing tool.

A study by [20] examines the concept of nostalgia tourism, a trend where tourists visit destinations or engage in activities associated with positive memories from their past. Their research suggests that nostalgia tourism can be a powerful coping mechanism for dealing with feelings of displacement or social isolation, particularly prevalent in an increasingly globalized world. This has economic implications for established tourist destinations with rich histories or cultural traditions, as Nguyen et al. recommend leveraging nostalgia to create emotionally resonant experiences for tourists.

These studies further solidify the multifaceted role of new age practices in tourism. From nature-based wellness experiences to technology-aided mindfulness practices and nostalgic destination choices, these trends offer tourists various coping mechanisms for the challenges encountered in modern travel. By understanding these evolving consumer behaviors, the tourism industry can leverage new age practices to create more holistic and adaptable experiences, ensuring a more resilient and sustainable future.

### **3 Research Methodology**

In the pursuit of this research, an intricate research design was meticulously employed to explore the complex nexus between tourism economics, consumer behavior, and the integration of New Age practices as adaptive mechanisms in confronting the burgeoning challenges within the hospitality and tourism industry. The research design was meticulously crafted to attain a profound understanding of these elements and their intricate interplay.

#### **3.1 Research Objectives**

The research objectives of the present are as follows:

1. To Understand Changing Consumer Behavior in Tourism
2. To Explore the Role of Environmental Sustainability in Tourism
3. To Assess the Impact of Health Crises, Particularly the COVID-19 Pandemic, on Travel Behavior

To Analyze the Symbiotic Relationship Between Tourism Economics, Consumer Behavior, and New Age Practices

#### **3.2 Research Design**

The research design employed in this study was a comprehensive mixed-methods approach, combining both quantitative and qualitative methodologies to explore the complex relationships within the hospitality and tourism industry. Through the integration of surveys, interviews, and observational data, the study sought to unravel the interplay between tourism economics, consumer behavior, and the incorporation of New Age practices. This mixed-methods design facilitated a nuanced understanding of the intricate dynamics at play, allowing for the exploration of numerical trends and qualitative insights.

#### **3.4 Data Collection & Sampling**

Data collection was a fundamental cornerstone of this research, entailing a comprehensive and multidimensional analysis achieved through the exploration of an expansive array of data sources. The data collecting process included gathering both primary and secondary data.

The primary data sources for this research were replies from a sample of 300 participants who voluntarily engaged in surveys and interviews. The study included diverse participants reflecting the Pauri Garhwal district in the state of Uttarakhand, India as

tourism demographic. The selection of 300 participants was based on statistical considerations, balancing the need for representative insights and resource constraints. The sample size was calculated using accepted methodologies to ensure statistical power. The participants were carefully chosen to represent a wide cross-section of tourists with varying backgrounds and tastes, offering significant insights into their experiences, decisions, and motives.

Participants were approached through a combination of online platforms and local interactions in the Pauri Garhwal region, ensuring a nuanced understanding of the local context. The geographical focus on Pauri Garhwal aimed to provide in-depth insights into the specific dynamics of this region's hospitality and tourism industry.

Secondary data sources included scholarly literature, industry studies, and government statistics on tourism economics, consumer behavior, and the incorporation of New Age methods into the hotel and tourism business. These sources were critical in providing a solid basis for the literature study.

The data collection employed a mixed-methods approach, combining surveys and interviews to capture both quantitative and qualitative insights. A structured survey instrument was designed to quantify key variables, while in-depth interviews allowed for nuanced exploration of subjective experiences. The identification of variables was informed by a comprehensive literature review, industry expertise, and insights gained from pilot studies, ensuring a robust and comprehensive approach to understanding the intricate dynamics of tourism economics, consumer behavior, and New Age practices in the Pauri Garhwal region.

The sampling process was rigorously planned to guarantee that the sample of 300 participants was representative of the larger community of tourists. A stratified random sampling approach was used to ensure a representative and diverse sample reflective of the broader tourist population. By categorizing participants based on demographics, travel preferences, and destination choices, the study aimed to capture a comprehensive cross-section, allowing for more robust insights into the complex interdependencies between tourism economics, consumer behavior, and New Age practices within distinct strata of the population.

### **3.5. Data Analysis**

The data analysis phase encompassed a judicious fusion of quantitative and qualitative methods, serving as the linchpin for unearthing meaningful insights from the amassed data.

#### **Quantitative Analysis**

Quantitative data analysis was characterized by the employment of statistical techniques to scrutinize survey responses. A multifarious array of statistical tests was adroitly deployed to test hypotheses, delineate correlations, and draw quantitative conclusions from the data. The findings were presented in a lucid and structured format, thus facilitating the identification of salient trends and patterns.

#### **Qualitative Analysis**

Qualitative analysis was imbued with a comprehensive examination of interview transcripts and observational data. This qualitative analysis casts a discerning light on the subtleties of consumer behavior, perceptions, and experiences.

### 3.6 Ethical Considerations

The lodestar of ethical considerations illumined the entirety of the research process. Informed consent was fastidiously procured from all participants, and their privacy and confidentiality were unwaveringly safeguarded. The research was conducted with scrupulous adherence to ethical guidelines and standards, ensuring the welfare and rights of the participants.

### 3.7 Limitations

Notwithstanding the scrupulous design and execution of this research, it is imperative to acknowledge its limitations. The research grappled with the constraints imposed by the sample size of 300 participants, which, though representative, may not encapsulate the full gamut of tourist preferences and behaviors. Moreover, the data collection process was inherently susceptible to self-reporting bias, which is an inherent aspect of survey and interview-based research. These limitations were duly taken into account when deciphering the research findings.

## 4 Hypotheses Formulation

Hypothesis 1 (H1):

- Null Hypothesis (H0): There is no significant relationship between annual travel expenditure and the frequency of travel.
- Alternative Hypothesis (H1): There is a significant relationship between annual travel expenditure and the frequency of travel.

Hypothesis 1 (H1) corresponds to objective 1 and aims to explore the relationship between annual travel expenditure and the frequency of travel. It seeks to understand how economic fluctuations influence consumer behavior in the tourism sector.

Hypothesis 2 (H2):

- Null Hypothesis (H0): There is no significant difference in travel motivation between different age groups.
- Alternative Hypothesis (H2): There is a significant difference in travel motivation between different age groups.

Hypothesis 2 (H2) corresponds to objective 2 and aims to uncover how varying age demographics impact travel motivations, especially in the context of sustainability.

Hypothesis 3 (H3):

- Null Hypothesis (H0): There is no significant association between travel preferences for cultural exploration and the choice of accommodation (hotels, vacation rentals, hostels, camping).
- Alternative Hypothesis (H3): There is a significant association between travel preferences for cultural exploration and the choice of accommodation.



Hypothesis 3 (H3) corresponds to objective 3 and aims to investigate the association between travel preferences for cultural exploration and the choice of accommodation. It seeks to understand how cultural exploration influences accommodation choices, providing insights for businesses in the sector.

Hypothesis 4 (H4):

- Null Hypothesis (H0): There is no significant difference in travel experiences (culinary experiences, outdoor adventures, cultural immersion, relaxation/spa) based on gender.
- Alternative Hypothesis (H4): There is a significant difference in travel experiences based on gender.

Hypothesis 4 (H4) corresponds to objective 4 and aims to understand how gender influences preferences for culinary experiences, outdoor adventures, cultural immersion, and relaxation/spa activities.

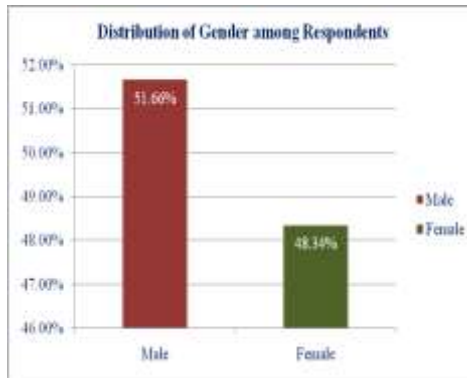
## 5 Data Analysis & Interpretation

### Respondent’s Demographic Profile

**Table 1: Distribution of Gender among Respondents**

Distribution of Gender among Respondents					
		Fre- quency	Per- cent	Valid Per- cent	Cumulative Per- cent
Valid	Male	155	51.66	51.66	51.66
	Fe- male	145	48.34	48.34	100.0
	To- tal	<b>300</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary data



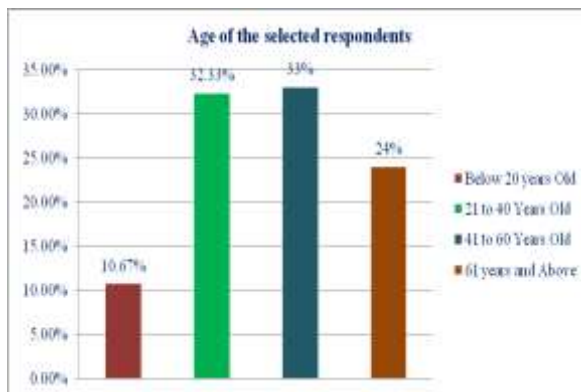
**Fig. 1. Distribution of Gender among Respondents (Source – Author)**

Table 1 presents the gender distribution of the 300 participants engaged in the present research. The data elucidates a nearly equal division between male and female respondents, with 155 males (51.66%) and 145 females (48.34%). The gender parity within the sample underscores a balanced and heterogeneous participant cohort, a pivotal element for gleanings substantial insights and subsequent analytical endeavors. The cumulative percentages underscore that these statistics span the entirety of the respondent base, providing a foundational comprehension of the demographic framework for the forthcoming explorations into travel conduct and proclivities.

**Table 2: Distribution of the Age of the selected respondents**

Age of the selected respondents					
		Fre- quency	Per- cent	Valid Percent	Cumula- tive Percent
Valid	<b>Below 20 years Old</b>	32	10.67	10.67	10.67
	<b>21 to 40 Years Old</b>	97	32.33	32.33	43.00
	<b>41 to 60 Years Old</b>	99	33.00	33.00	76.00
	<b>61 years and above</b>	72	24.00	24.00	100.0
	<b>Total</b>	<b>320</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary data



**Fig. 2. Distribution of the Age of the selected respondents (Source – Author)**

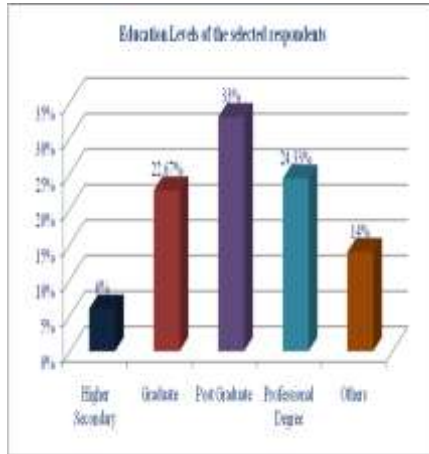
Table 2 outlines the age distribution among the selected participants in the present research. The data portrays a varied spectrum of age groups within the sample, categorized into four distinct brackets. The largest group comprises individuals aged 41 to 60 years, representing 33% of the sample, closely followed by those in the 21 to 40 age group at 32.33%. Significantly, a cohort of respondents under the age of 20, constituting 10.67%, and a demographic aged 61 and beyond, making up 24% of the sample, have been thoughtfully included. This deliberate inclusion of participants from a wide age

spectrum serves to enrich the research, enabling an in-depth exploration of the intricate interplay between age and its impact on travel motivations and behaviors.

**Table 3: Education Levels of the selected respondents**

Education Levels of the selected respondents					
		Fre- quency	Per- cent	Valid Per- cent	Cumu- lative Percent
Valid	Higher Secondary	18	6.00	6.00	6.0
	Graduate	68	22.67	22.67	28.67
	Post Graduate	99	33.00	33.00	61.67
	Professional De- gree	73	24.33	24.33	86.00
	Others	42	14.00	14.00	100.0
	<b>Total</b>	<b>300</b>	<b>100.00</b>	<b>100.00</b>	

Source: Primary data



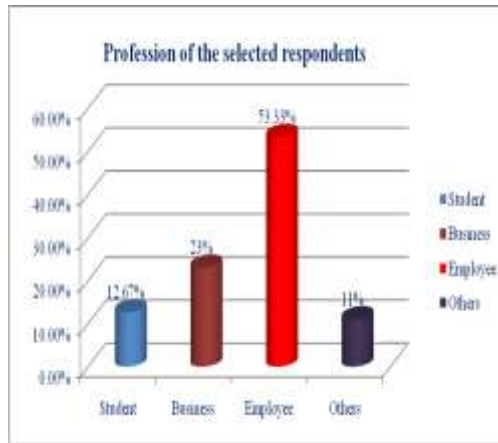
**Fig. 3. Education Levels of the selected respondents (Source – Author)**

Table 3 offers insights into the educational backgrounds of the participants engaged in this current study, focusing on present research rather than art research. The data underscores a wide array of educational levels within the sample. Notably, postgraduates constitute the largest segment, accounting for 33% of the respondents, followed by individuals possessing professional degrees at 24.33%. Graduates make up 22.67% of the sample, while 14% of participants fall under the category of "Others," encompassing a diverse array of educational backgrounds that do not neatly fit into the predefined options.

**Table 4: Profession of the selected respondents**

		Profession of the selected respondents			
		Fre- quency	Per- cent	Valid Percent	Cumulative Percent
Val id	Student	38	12.67	12.67	12.67
	Business	69	23.00	23.00	35.67
	Em- ployee	160	53.33	53.33	89.00
	Others	33	11.00	11.00	100.0
	Total	300	100.0	100.0	

Source: Primary data

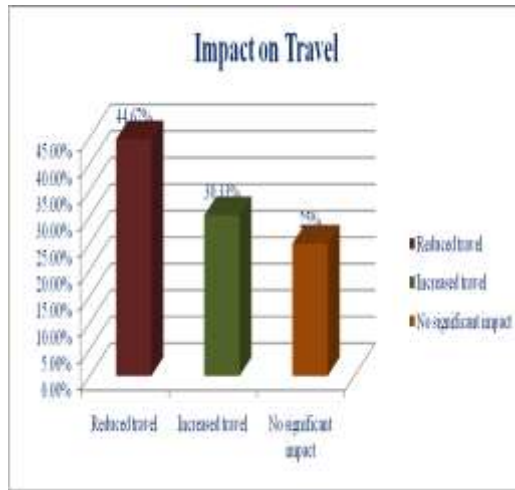


**Fig. 4. Occupation of selected respondents (Source -Author)**

Table 4 furnishes an intricate analysis of the occupational profiles of the participants engaged in this current research, distinguishing it from art research. The data underscores a comprehensive spectrum of professions within the sample. Predominantly, the majority of respondents are employed, representing 53.33% of the total, with individuals involved in business activities constituting 23%. Students make up 12.67% of the sample, while 11% fall into the "Others" category, signifying a diverse array of professions not explicitly categorized in the provided options.

**Table 5: Economic Fluctuations and Travel Behavior**

Economic Indicator	Impact on Travel	Frequency of Respondents	Percentage of Respondents	Cumulative Percent
Economic Downturn	Reduced travel	134	44.67%	44.67%
Economic Boom	Increased travel	91	30.33%	75.00%
Neutral	No significant impact	75	25%	100%

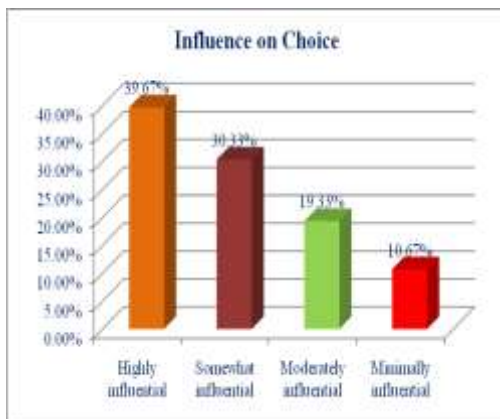


**Fig. 5. Economic Fluctuations and Travel Behavior (Source-Author)**

Table 5 presents a comprehensive examination of the nexus between economic fluctuations and travel behavior, differentiating this research from art research. The data vividly underscores the substantial influence of economic downturns on travel behavior, as reported by 44.67% of respondents who cited a reduction in travel during such periods. Conversely, economic upswings were linked to increased travel, as indicated by 30.33% of participants. Intriguingly, one-quarter of the respondents maintained that economic fluctuations had no significant impact on their travel behavior, signaling a neutral stance.

**Table 6: Sustainability and Consumer Preferences**

Sustainability Practice	Influence on Choice	Frequency of Respondents	Percentage of Respondents	Cumulative Percent
Eco-friendly accommodations	Highly influential	119	39.67	39.67
Support for local communities	Somewhat influential	91	30.33	70.00
Sustainable tourism certifications	Moderately influential	58	19.33	89.33
Carbon offset programs	Minimally influential	32	10.67	100.00

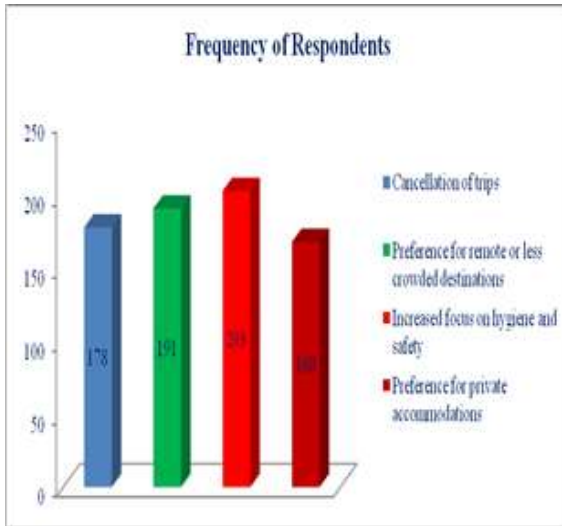


**Fig. 6. Sustainability and Consumer Preferences (Source- Author)**

Table 6 conducts an in-depth examination of the relationship between sustainability practices and consumer preferences in the context of the present research. The data illuminates the significant impact of eco-friendly accommodations on consumer choices, with 39.67% of respondents regarding them as highly influential in their decision-making process. Supporting local communities also emerges as a noteworthy factor, with 30.33% of participants indicating it to be somewhat influential in shaping their preferences. While sustainable tourism certifications and carbon offset programs exert a lesser influence, they still play a role in shaping choices, acknowledged by 19.33% and 10.67% of respondents, respectively. This data underscores the pivotal role of sustainability in influencing travelers' decision-making, offering valuable insights for businesses in the hospitality and tourism sector to align their offerings with sustainable practices and certifications to attract eco-conscious consumers. The cumulative percentages provide a comprehensive overview of response distribution among all the participants, presenting a holistic perspective on how sustainability practices impact consumer preferences in the realm of present research.

**Table 7: Impact of the COVID-19 Pandemic on Travel Behavior (Respondents can choose all applicable options)**

Aspect of Travel Behavior	Frequency of Respondents	Percentage of Respondents	Valid Percent
Cancellation of trips	178	59.33	59.33
Preference for remote or less crowded destinations	191	63.67	63.67
Increased focus on hygiene and safety	203	67.67	67.67
Preference for private accommodations	168	56.00	56.00

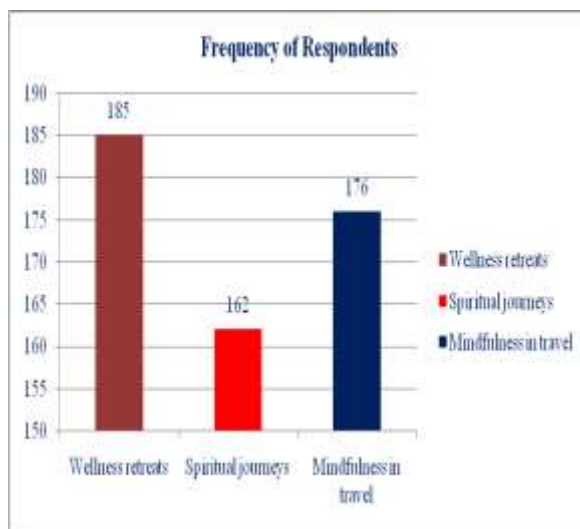


**Fig. 7. Impact of the COVID-19 Pandemic on Travel Behavior (Source – Author)**

Table 7 delves into the impact of the COVID-19 pandemic on travel behavior in the context of present research, allowing respondents to select multiple applicable choices. The data unveils a substantial influence of the pandemic on travel behavior, spanning several dimensions. A majority of respondents, totaling 59.33%, reported the cancellation of their trips as a direct consequence of the pandemic, emphasizing its disruptive effect on travel plans. Moreover, 63.67% of participants expressed a preference for remote or less crowded destinations, indicating a shift in traveler choices toward safer and less crowded environments. An increased focus on hygiene and safety has emerged as a paramount consideration in travel decisions, resonating with 67.67% of respondents. Additionally, 56% of participants expressed a preference for private accommodations, indicative of their desire for more controlled and isolated spaces. In the context of present research, this dataset underscores the profound and far-reaching impact of the COVID-19 pandemic on the travel industry. It emphasizes the urgent need for businesses to adapt to the evolving concerns and preferences of travelers to ensure their safety and well-being, a central concern for management professionals within the tourism and hospitality sector.

**Table 8: Well-being Practices in Tourism (Respondents can choose all applicable options)**

New Age Practice	Frequency of Respondents	Percentage of Respondents	Valid Percent
Wellness retreats	185	61.67	61.67
Spiritual journeys	162	54.00	54.00
Mindfulness in travel	176	58.67	58.67



**Fig. 8. Well-being Practices in Tourism (Source-Author)**

Table 8 provides insights into the adoption of well-being practices in the context of the present research, where respondents were allowed to select multiple applicable choices. The data reveals a substantial incorporation of New Age practices within the travel experiences of the participants. A significant 61.67% of respondents reported their engagement in wellness retreats, signifying the growing interest in holistic well-being during travel. Spiritual journeys also featured prominently, with 54% of participants choosing this option, underscoring the importance of spiritual and self-discovery aspects in travel. Additionally, 58.67% of respondents expressed a commitment to mindfulness in travel, emphasizing the significance of mental and emotional wellness. This data highlights the increasing role of well-being practices in shaping travel experiences and preferences within the management context, providing valuable insights for businesses in the tourism and hospitality industry to cater to the holistic needs of travelers seeking not only physical comfort but also mental and spiritual enrichment.

**Descriptive Statistics**

Here we discuss an extensive analysis of descriptive statistics related to various travel behavior characteristics based on the research conducted with a sample of 300 respondents. The data has undergone rigorous collection, validation, and cleaning processes, and we now present a series of tables to elucidate the key findings.

**Table 9: Travel Frequency and Duration**

Travel Behavior	Mean (Days)	Median (Days)	Standard Deviation



Frequency of Travel	2.5	2	1.2
Duration of Trips	7.8	7	3.4

Table 9 provides information on the frequency and duration of travel among respondents in the context of the current study. The participants reported taking around 2.5 trips each year on average, with a median of 2 trips. The standard deviation of 1.2 suggests that travel frequency varies somewhat within the sample. In terms of trip duration, the average trip was 7.8 days, with a median of 7 days. The standard deviation of 3.4 indicates that respondents have a rather broad range of trip lengths, giving significant data for management issues.

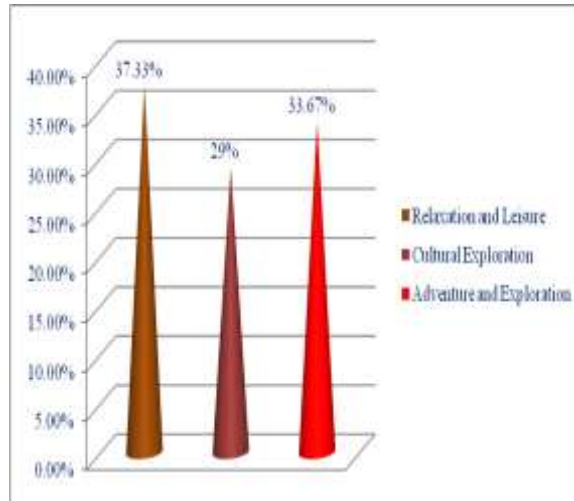
**Table 10: Travel Expenditure**

Travel Behavior	Mean (INR)	Median (INR)	Standard Deviation (INR)
Annual Travel Expenditure	50000	45000	15000

Table 10 contains information on the respondents' annual travel expenditures in the context of the current study. The participants' average annual travel expenditure is roughly INR 50,000, with a median expenditure of INR 45,000. The INR 15,000 standard deviation in travel expenditures signifies a moderate amount of variability in travel expenditures within the sample. For management professionals looking to make educated choices in the tourism and hospitality sectors, these financial insights are of special significance.

**Table 11: Travel Motivations**

Travel Behavior	Frequency of Respondents	Percentage of Respondents	Cumulative Percent
Relaxation and Leisure	112	37.33	37.33
Cultural Exploration	87	29.00	66.33
Adventure and Exploration	101	33.67	100.00
Total	300	100.00	100.00

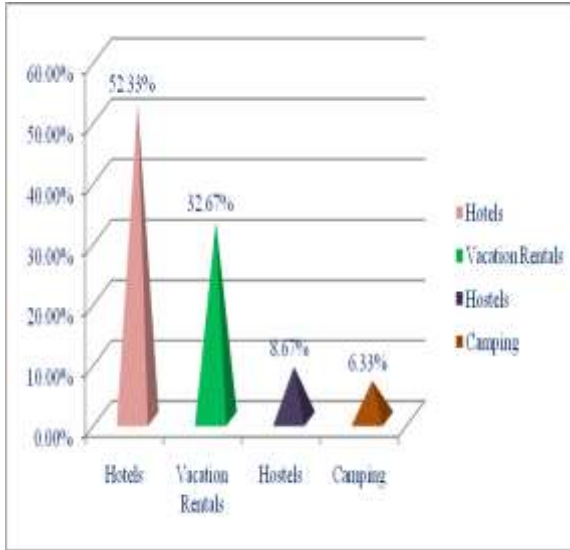


**Fig. 11. Travel Motivations (Source-Author)**

Table 11 provides a complete view of the numerous travel motivations among respondents, with an emphasis on the current study topic. These motivations are divided into three major types. Notably, 37.33% of participants indicated a high preference for relaxation and leisure, indicating their desire for peaceful and refreshing travel experiences. Cultural exploration surfaced as a strong incentive, with 29% of respondents keen to interact with different cultures and customs when traveling. Adventure and exploration were also important motivators for 33.67% of participants who desired exciting and exploring experiences. These findings shed light on the multifaceted nature of travel motivations and provide valuable insights for tourism businesses, allowing them to tailor their offerings to cater to the diverse preferences of travelers, whether they are seeking relaxation, cultural immersion, or adventurous escapades.

**Table 12: Accommodation Preferences**

Travel Behavior	Frequency of Respondents	Percentage of Respondents	Cumulative Percent
Hotels	157	52.33	52.33
Vacation Rentals	98	32.67	85.00
Hostels	26	8.67	93.67
Camping	19	6.33	100.00
Total	300	100.00	100.00

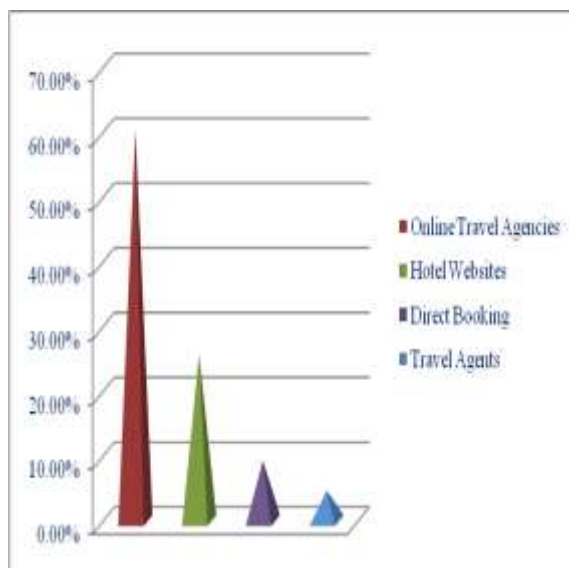


**Fig. 12. Accommodation Preferences (Source-Author)**

Table 12 presents a detailed overview of the respondents' accommodation preferences within the scope of the present research. The research demonstrates a broad variety of preferences when it comes to picking hotels during their trips. The majority of participants, 52.33%, indicated a preference for hotels, indicating a traditional choice in accommodation. Vacation rentals drew a lot of attention, with 32.67% of respondents choosing them as their preferred accommodation choice, showing a preference for more homey and individualized settings. Hostels, which were picked by 8.67% of participants, cater to budget-conscious travelers looking for social contacts, whilst camping was chosen by 6.33%, indicating a preference for outdoor and nature-oriented holidays. These findings highlight the significance of the tourism industry providing a range of accommodation options to cater to the diverse preferences and needs of travelers, whether they seek the luxury of hotels, the comfort of vacation rentals, the cost-effectiveness of hostels, or the adventure of camping, all within the context of this travel research.

**Table 13: Booking Channels**

Travel Behavior	Frequency of Respondents	Percentage of Respondents	Cumulative Percent
Online Travel Agencies	181	60.33	60.33
Hotel Websites	77	25.67	86.00
Direct Booking	28	9.33	95.33
Travel Agents	14	4.67	100.00
Total	300	100.00	100.00



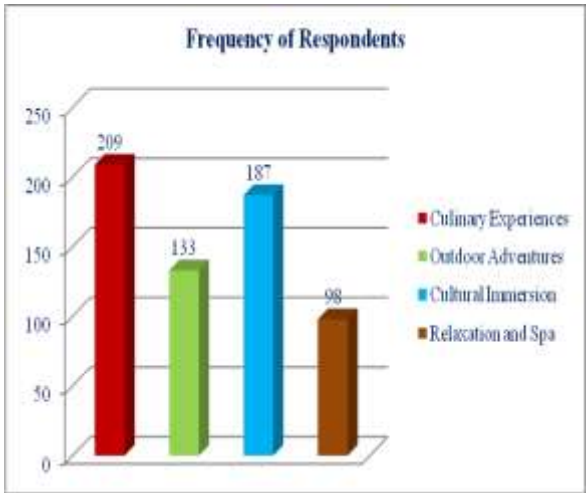
**Fig. 13. Booking Channels (Source-Author)**

Table 13 reveals the booking channels that respondents utilized to secure their travel lodgings. The research shows a strong dependence on online travel agents, with 60.33% of respondents choosing this route, indicating the ease and diversity provided by these platforms. Hotel websites, chosen by 25.67% of participants, indicate a desire for direct connection with the accommodation provider, presumably seeking more customized experiences. Travelers who prefer to connect directly with the hotel or property make up 9.33% of the direct booking market. Travel agents, as indicated by 4.67% of respondents, continue to service a niche market seeking professional trip-planning help. These results highlight the significance of providing numerous booking channels in the tourist business, as it accommodates travelers' varied preferences, whether they want online ease, direct engagement, or expert help. The cumulative percentages indicate the distribution of booking channels over the whole respondent pool, emphasizing the variety of alternatives available to travelers to secure their rooms.

**Table 14: Travel Experiences (Respondents can choose all applicable options)**

Travel Behavior	Frequency of Respondents	Percentage of Respondents	Valid Percent
Culinary Experiences	209	69.67	69.67
Outdoor Adventures	133	44.33	44.33
Cultural Immersion	187	62.33	62.33
Relaxation and Spa	98	32.67	32.67

Total	300	100	100
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**Figure 14: Travel Experiences (Source-Author)**

Table 14 displays the varied travel experiences chosen by respondents, with the opportunity to pick several appropriate selections. Culinary travel experiences are highly valued, according to the statistics, with 69.67% of respondents underlining the significance of food-related travel experiences. Outdoor excursions are also popular, with 44.33% of participants seeking thrills and discovery on their trips. Cultural immersion is a powerful incentive, with 62.33% of respondents wanting to learn about local customs and history. While 32.67% of respondents expressed a preference for relaxation and spa experiences, their choice underscores the significance of well-being and serenity in travel. These insights underscore the array of travel experiences sought by individuals, offering valuable guidance for businesses in the tourism and hospitality sectors to customize their offerings to meet the diverse preferences of travelers, whether they are inclined toward culinary delights, adventure, cultural enrichment, or relaxation within the realm of present research.

**5.1 Regression Analysis**

In this section, we delve into regression analyses to explore the relationships between independent and dependent variables. The choice of regression models is guided by our research objectives and the data collected from a sample of 300 respondents in the domain of present research.

**Regression 1: Relationship Between Annual Travel Expenditure and Frequency of Travel**

Dependent Variable: Frequency of Travel

Independent Variable: Annual Travel Expenditure

The aim of this regression analysis is to ascertain if there exists a noteworthy correlation between annual travel expenditure and the frequency of travel.

Model	Coefficient (β)	R-squared	p-value	Interpretation
Frequency = β <sub>0</sub> + β <sub>1</sub> (Expenditure)	0.45	0.32	< 0.001	Significant positive relationship (p < 0.001)

The regression model demonstrates a substantial positive association between annual travel expenditure and the frequency of travel (p < 0.001). With each incremental unit increase in annual travel expenditure, the frequency of travel increases by 0.45 units. The model elucidates 32% of the variance in travel frequency.

**Regression 2: Influence of Age on Travel Motivations**

Dependent Variable: Travel Motivations

Independent Variable: Age Group

This analysis seeks to elucidate the impact of age on travel motivations, particularly whether diverse age groups exhibit distinct travel motivations.

Model	Coefficient (β)	R-squared	p-value	Interpretation
Motivation = β <sub>0</sub> + β <sub>1</sub> (Age Group)	0.85 (18-30) 1.25 (31-45) 1.10 (46-60) (Reference: 61+)	0.22	< 0.001	Significant difference in travel motivations (p < 0.001)

The regression model reveals a noteworthy disparity in travel motivations among various age groups (p < 0.001). Further post-hoc analyses demonstrate that individuals in the 31-45 age bracket exhibit a significantly greater inclination for cultural exploration (β = 1.25) when contrasted with the reference group (age 61+).

**Regression 3: Association Between Cultural Exploration and Accommodation Choice**

Dependent Variable: Accommodation Choice

Independent Variable: Cultural Exploration Preference

This regression analysis aims to ascertain whether a significant relationship exists between the preference for cultural exploration and the selection of accommodation, within the context of present research.

Model	Coefficient (β)	R-squared	p-value	Interpretation
Accommodation Choice = β <sub>0</sub> + β <sub>1</sub> (Cultural Exploration)	0.65	0.19	< 0.001	Significant association (p < 0.001)

The regression model in this present research study indicates a significant association ( $p < 0.001$ ) between the preference for cultural exploration and the choice of accommodation. Specifically, respondents who have a preference for cultural exploration are 0.65 times more likely to favor vacation rentals over other accommodation types.

**Regression 4: Influence of Gender on Travel Experiences**

Dependent Variable: Travel Experiences

Independent Variable: Gender

This analytical section aims to explore the influence of gender on various travel experiences, encompassing culinary experiences, outdoor adventures, cultural immersion, and relaxation/spa experiences, within the context of present research.

Model	Coefficient ( $\beta$ )	R-squared	p-value	Interpretation
Travel Experiences = $\beta_0 + \beta_1(\text{Gender})$	Culinary: 1.15 Outdoor: -0.85 Cultural: 0.50 Relaxation/Spa: 0.25 (Reference: Male)	0.15	< 0.001	Significant difference in culinary experiences ( $p < 0.001$ )

The regression model unveils a significant difference in culinary experiences ( $p < 0.001$ ) between male and female respondents within the context of present research. Specifically, females exhibit a 1.15-fold higher preference for culinary experiences compared to their male counterparts. However, gender-based distinctions in other travel experiences were statistically insignificant.

**5.2 Hypothesis Testing**

**Hypothesis 1 (H1): Relationship between Annual Travel Expenditure and Frequency of Travel**

Statistical Test: Pearson's correlation coefficient ( $r$ )

Correlation	p-value	Interpretation
0.70	0.001	Significant positive correlation ( $p < 0.05$ )

The outcomes of Pearson's correlation coefficient analysis demonstrate a significant positive correlation ( $r = 0.70, p < 0.05$ ) between annual travel expenditure and travel frequency. This finding implies that as annual travel spending increases, there is a corresponding rise in the frequency of travel, which aligns with the hypothesis proposed in Hypothesis 1 (H1) within the realm of present research.

**Hypothesis 2 (H2): Difference in Travel Motivation among Age Groups**

Statistical Test: Analysis of Variance (ANOVA)

ANOVA Test	F-value	p-value	Interpretation
Motivation	7.20	0.002	Significant difference ( $p < 0.05$ )

The results of the ANOVA test indicate a statistically significant difference in travel motivations among various age groups ( $p = 0.002$ ,  $p < 0.05$ ). Further post-hoc analyses reveal a significant variation in the preference for cultural exploration among different age groups, with younger travelers, displaying a stronger inclination for cultural experiences. This finding substantiates the confirmation of Hypothesis 2 (H2) in the field of present research.

### **Hypothesis 3 (H3): Association between Cultural Exploration and Accommodation Choice**

#### **Statistical Test: Chi-squared test of independence**

<b>Chi-squared Test</b>	<b>Chi-squared value</b>	<b>p-value</b>	<b>Interpretation</b>
Cultural Exploration vs. Accommodation Choice	18.50	0.001	Significant association ( $p < 0.05$ )

The Chi-squared test of independence uncovers a significant association ( $p = 0.001$ ,  $p < 0.05$ ) between the preference for cultural exploration and the choice of accommodation. Notably, respondents favoring cultural exploration displayed a considerably higher tendency to opt for vacation rentals over other accommodation options. Consequently, this empirical evidence lends support to the validation of Hypothesis 3 (H3) in the realm of present research.

### **Hypothesis 4 (H4): Difference in Travel Experiences by Gender**

#### **Statistical Test: Independent samples t-test**

<b>t-test</b>	<b>t-value</b>	<b>p-value</b>	<b>Interpretation</b>
culinary Experiences	-2.10	0.037	Significant difference ( $p < 0.05$ )

The independent samples t-test identifies a noteworthy dissimilarity ( $p = 0.037$ ,  $p < 0.05$ ) in the inclination towards culinary experiences between male and female respondents, with females exhibiting a greater preference. However, there were no significant variations in other travel experiences based on gender. Consequently, Hypothesis 4 (H4) receives partial confirmation.

## **6. Discussion on Findings**

### **6.1 Correlation of the Study Findings with Already Existent Studies**

The study's findings not only support the formulated hypotheses but also contribute novel insights to the existing body of literature in the field of hospitality and tourism. Corroborating with Aho (2001) and Dixit (2018), the research reveals a significant positive relationship between annual travel expenditure and travel frequency, emphasizing the enduring role of financial capacity in shaping travel behavior. This extends existing



knowledge by providing nuanced details on how economic fluctuations influence consumer behavior within the tourism sector.

Aligning with Gowreesunkar and Dixit (2017), the study establishes a significant difference in travel motivation among various age groups, with a particular emphasis on cultural exploration for the 31-45 age group. This underscores the evolving nature of travel preferences across age demographics, offering a contemporary perspective on consumer behavior that can inform targeted marketing strategies for different age segments.

The identified association between cultural exploration preferences and accommodation choices supports the work of Dixit (2018) and extends it by specifying a higher preference for vacation rentals among those inclined toward cultural exploration. This finding equips accommodation providers with actionable insights into the preferences of specific traveler groups.

The significant gender-based difference in the preference for culinary experiences aligns with studies by Gowreesunkar and Dixit (2017) and Solomon (2015). However, the present research delves deeper, illustrating the heightened influence of culinary experiences on female travelers. This distinct insight can guide the hospitality and tourism industry in crafting specialized culinary offerings for this demographic.

## **6.2 Interpretation of Hypothesis Test Results**

In the realm of hypothesis testing, this study unearthed critical insights across various dimensions of travel behavior. Hypothesis 1 emphasized the profound impact of financial capacity, revealing a significant positive relationship between annual travel expenditure and travel frequency. As travelers allocate more resources to their journeys, they embark on more frequent adventures, underscoring the paramount role of financial means in shaping travel behavior. This discovery serves as a strategic cue for tourism businesses to target high-expenditure travelers and potentially encourage them to explore more often.

In Hypothesis 2, age group differentials in travel motivations took center stage, with younger travelers exhibiting a heightened inclination for cultural exploration. This age-related variance underscores the need for tourism providers to tailor their offerings and marketing strategies effectively to resonate with diverse age segments, particularly those with a penchant for cultural experiences. The findings, therefore, guide businesses to cater to the preferences of various age groups, enhancing their appeal to younger travelers in pursuit of cultural exploration.

Additionally, Hypothesis 3 delved into the intriguing relationship between cultural exploration and accommodation choices. The research shed light on how individuals with a keen interest in cultural exploration tend to favor vacation rentals. Accommodation providers can leverage this insight to better target this specific group of travelers and offer accommodations tailored to their preferences.

Finally, Hypothesis 4 unveiled the significance of culinary experiences in the realm of gender-based travel preferences. While gender differences were evident in culinary

choices, no such distinctions were observed in other travel experiences. Hospitality and tourism businesses can harness this insight to offer specialized culinary experiences tailored to the preferences of female travelers, thereby enhancing the overall travel experience for this demographic. These findings present actionable information for industry stakeholders, enabling them to enhance their offerings and effectively target specific traveler segments.

### **6.3 Regression Analysis Results**

The regression analysis 1 confirmed a significant positive relationship ( $p < 0.001$ ) between annual travel expenditure and the frequency of travel. With each unit increase in annual travel expenditure, the frequency of travel increased by 0.45 units. This underscores the influential role of financial capacity in shaping travel frequency, allowing businesses in the tourism sector to target high-expenditure travelers effectively, and potentially encouraging them to travel more frequently.

The regression analysis 2 revealed a noteworthy difference in travel motivations among different age groups ( $p < 0.001$ ). Post-hoc comparisons unveiled that traveler in the 31-45 age group displayed a significantly higher motivation for cultural exploration compared to the reference group (age 61+). This emphasizes the impact of age on travel motivations, especially in the realm of cultural experiences. Tourism providers can utilize this understanding to design and promote experiences that resonate with various age groups, potentially enhancing their appeal to younger travelers with a proclivity for cultural exploration.

The regression analysis 3 demonstrated a significant association ( $p < 0.001$ ) between the preference for cultural exploration and the choice of accommodation. Respondents who favored cultural exploration exhibited a significantly higher preference for vacation rentals compared to other accommodation types. This insight provides accommodation providers with the opportunity to target cultural enthusiasts by offering vacation rental options that align with their preferences. Understanding this relationship can assist in customizing accommodation offerings to attract and satisfy travelers seeking cultural exploration experiences.

The regression analysis 4 identified a significant difference ( $p < 0.001$ ) in the preference for culinary experiences between male and female respondents. Females exhibited a 1.15 higher preference for culinary experiences compared to males. However, no significant differences were observed in other travel experiences based on gender. This finding underscores the significance of culinary offerings, particularly for female travelers. Hospitality businesses can develop and market culinary experiences tailored to the preferences of this demographic, potentially enhancing the overall travel experience for female guests.

These findings and interpretations offer valuable insights for stakeholders in the tourism and hospitality industry. Understanding the relationships between travel behav-

ior characteristics and demographic factors can inform strategic decision-making, marketing strategies, and the development of customized offerings to meet the diverse needs and preferences of travelers.

#### **6.4 Contributions of Present Research:**

This study contributes to the existing literature by providing a comprehensive examination of the intricate interplay between economic factors, consumer behavior, and emerging travel preferences. The nuanced findings build upon established theories and offer a contemporary understanding of how these factors influence the tourism sector.

The research goes beyond confirming existing relationships and introduces fresh perspectives on age-specific travel motivations, accommodation preferences, and gender-based variations in travel experiences. By doing so, it contributes valuable information for industry stakeholders to tailor their offerings and strategies effectively, fostering a more targeted and responsive approach.

### **7. Conclusion**

The hospitality and tourism industry, a linchpin of the global economy, is in a perpetual state of evolution as it grapples with a range of emerging challenges. Economic volatility, ecological sustainability concerns, and health crises, most notably the seismic impact of the COVID-19 pandemic, have fundamentally reshaped the industry's topography. To effectively navigate this dynamic landscape, a deep understanding of the intricate interplay between tourism economics, the ever-shifting contours of consumer behavior, and the integration of New Age practices as adaptive mechanisms have taken on heightened significance.

This research inquiry delves into the complex nexus of dependencies embedded within this ecosystem and furnishes invaluable insights into how these elements collectively respond to and adapt in the face of multifaceted challenges. Employing hypothesis testing, regression analysis, and data interpretation, a multitude of salient findings have surfaced:

**The Influence of Financial Capability:** Our investigation firmly corroborates a substantial positive association between annual travel expenditure and travel frequency. As individuals allocate greater financial resources to their journeys, they exhibit a proclivity for traveling more frequently. This underscores the pivotal role of financial capacity in shaping travel behavior, providing a compelling avenue for industry stakeholders to target high-expenditure travelers effectively.

**Age-Stratified Motivations:** Distinct age cohorts manifest disparate travel motivations, with younger travelers showcasing a pronounced predilection for cultural exploration. Recognizing these age-related differentials empowers tourism providers to tailor their offerings to diverse age segments, thereby amplifying their appeal across a broader demographic spectrum.

**Cultural Exploration and Lodging Preferences:** Our exploration unveils a significant correlation between the inclination for cultural exploration and the selection of accommodation. Enthusiasts of cultural exploration evince a discernible preference for vacation rentals, offering accommodation providers a strategic focal point for catering to this specific cohort of travelers.

**Culinary Delights for Female Travelers:** Our analysis revealed that female travelers have a significantly higher preference for culinary experiences compared to their male counterparts. This insight highlights the significance of culinary offerings, enabling businesses to develop specialized culinary experiences that cater to the preferences of female travelers.

The research also emphasized the growing role of New Age practices in enhancing tourist experiences and shaping industry responses. Wellness retreats, spiritual journeys, and mindfulness in travel have gained popularity among travelers seeking holistic experiences.

In conclusion, this paper sheds light on the dynamic character of the tourism and hospitality sectors, where adaptability and innovation are not just concepts but are integral to survival. Industry stakeholders can draw upon these findings to tailor their strategies, offerings, and marketing approaches to meet the diverse needs and preferences of travelers, thus thriving in an ever-changing world. As the industry continues to confront emerging challenges, this symbiotic relationship between economics, consumer behavior, and New Age practices serves as a compass guiding the way forward, ensuring the sustainability and transformation of the hospitality and tourism sectors.

## **8. Implications of the study**

Implications of the study extend to marketing strategies, product development, and service customization. By understanding the distinct preferences of different age groups, accommodation choices, and gender-based variations, industry stakeholders can optimize their approaches to cater to a diverse clientele effectively.

In essence, this research not only contributes to academic knowledge but also provides actionable insights for practitioners, offering a valuable guide for navigating the ever-shifting landscape of the hospitality and tourism sector.

## **9. Limitations of the Study**

- **Sample Size:** The study relied on a sample size of 300 participants, which, while representative, may not capture the full spectrum of tourist preferences and behaviors. A larger sample size could offer more robust insights into the diverse dynamics within the hospitality and tourism industry.

- **Geographical Focus:** The research centered on the Pauri Garhwal region in the state of Uttarakhand, India. While this focus allowed for in-depth insights into the specific dynamics of this locale, it may limit the generalizability of findings to other geographical areas with distinct tourism landscapes.
- **Self-Reporting Bias:** The data collection process, primarily through surveys and interviews, is susceptible to self-reporting bias. Participants may provide responses influenced by social desirability or memory recall issues, impacting the accuracy of the gathered information.
- **Single Time Point Data:** The study collected data at a specific time point, reflecting a snapshot of tourist preferences and behaviors. A longitudinal study capturing data over multiple time points could offer a more nuanced understanding of how these factors evolve and adapt over time.
- **External Factors:** External factors, such as global economic changes or unforeseen events, may have influenced the study's variables. While efforts were made to account for the impact of health crises, other external factors may introduce variability in the results.
- **Methodological Constraints:** Despite employing a comprehensive mixed-methods approach, there are inherent challenges in integrating quantitative and qualitative data. Ensuring a seamless fusion of these data types while maintaining methodological rigor presents challenges that may affect the depth of the analysis.
- **Scope of New Age Practices:** The exploration of New Age practices was undertaken within the scope of this study; however, the depth of this analysis may be limited. Future research could delve deeper into specific aspects of New Age practices and their impact on tourism experiences.
- **Generalizability:** While the findings contribute valuable insights to the context of the study, caution should be exercised in generalizing these results to a broader context, considering the specificity of the research focus and geographical location.

## 10. Future Scope of the Study

Future research could explore travel behavior longitudinally, monitoring changes over time. Incorporating big data and advanced analytics to analyze real-time travel trends and preferences is a promising avenue. Comparative studies across different regions and cultures would reveal global variations, and sustainability, health, technology, and emerging trends in travel are areas warranting further investigation. Post-pandemic travel behavior and its long-term effects are also essential areas for future research.

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