



## ASIA: INDIA

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### **What are the most significant global issues facing us today?**

Global warming, natural disasters, rise in population, depletion of natural resources, growing competition between individuals constantly raising standards higher, rich/poor ratio, terrorism and nuclear power.

### **What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?**

Wireless technology, gadgets and the internet have all made the world smaller. All that you could possibly imagine is just a click away, at home and on the go. Social networking has helped people connect, communicate and share thoughts but, at the same time, has been a great cause of privacy concern.

### **What do you see as the main innovations in the spa/wellness industry (existing and future)?**

Organic products: Nowadays people are very much aware of product ingredients. So any spa with organic and natural products will find their guests hooked because people are apprehensive about chemically treated products.

De-stress therapies: therapies like hot stone therapy, lava shell massage. These therapies promote health and mind relaxation, aiming to create balance and harmony on all levels.

Capsules: The traditional methods of naturotherapy, utilizing steam, sun heat, streams of water, colors, smells and sounds of nature, as a compact device of ergonomic form and original design.

Men: More and more men are beginning to understand the benefits of spa treatments and more and more spas are starting to cater services to their male clientele. As an ideal way to de-stress from their hectic schedules, men opt for a quick spa escape to relax themselves.

### **What do you see as the greatest opportunities/challenges for the global spa and wellness industry?**

With the pace of work in the corporate world rapidly accelerating, stress levels are rising too. Spas and fitness centers play a vital role in helping people de-stress. With growing demands comes a growing need for innovation and exclusivity to set spas apart from the ordinary. They have to constantly introduce new, creative and better treatments to keep the clients craving for more. With opportunities come challenges.

### **What are some practical ways for businesses to create a climate for creativity and innovation?**

Wellness is an holistic approach: complete care for mind, body and soul. Certain factors can be considered conducive for creativity and innovation:

Medical collaboration: To research and develop consumer-specific needs, keeping in mind new trends and technology to meet the ever expanding needs of clients.

Creativity and appeal: Redesign and develop existing and new offerings to consumers (different and new sells). Make it consumer-friendly and satisfying.

Client communication: a key factor in understanding their requirements and needs, and also potentially a spur to

innovation. Customizing client needs and care is of the utmost importance in today's competitive market.

Employee care and management: It has direct impact on client service execution. Motivation and employee management programs are important to optimize results, efficiency and productivity.

**SUBMITTED BY**

JC Kapur  
Cofounder, CEO  
JCKRC & CO.  
India  
E: [jckrcremy@gmail.com](mailto:jckrcremy@gmail.com)  
W: [www.jckrc.com](http://www.jckrc.com)

