



Industry Briefing Papers 2016

ASIA: INDIA

1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?

In India slowly but surely the concept of Spa has become a part of daily life. Spa visits are not considered a luxury anymore. Well-travelled Indians have become more discerning and appreciative of good spas and services.

More interest has been shown by the government in encouraging entrepreneurship in the field of spa & beauty as well as fitness.

Skill development initiative by the Government has also addressed the lack of skilled staff in Spa & beauty sector.

More destination spas have come up in India with unique and ethnic offerings. They have relied upon local culture and tradition to make their offerings unique and world class. Lot of interest and enthusiasm visible in the field of fitness in big as well as smaller cities. This awareness can be attributed to the endorsement of fitness by the popular stars of Hindi movie industry.

2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:

Spas:

Many standalone spas have become unviable & only the ones with concrete foundation in training & process have survived. Still many standalone spas are coming up.

Beauty:

Government has become stricter on the products being used and all cosmetic approvals have been brought under the drug approval agency.

Fitness:

Big awareness amongst the young and old alike. All forms of fitness modalities being practiced in India.

Nutrition:

Eat right to lose weight and stay fit is the trending subject rather than dieting.

Wellness Tourism:

More avenues to experience Ayurvedic and traditional therapies now not exclusive to southern state of Kerala.

Wellness Communities or Real Estate:

Though a dedicated wellness focused community is not a trend, high awareness among gated communities to give lot of dedicated spaces for fitness and greenery.

3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?

Ayurveda and Pancha karma treatments.

4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?

Academy level education for the therapists and managers in the spa. The biggest challenge that India face is its ever growing population. The discussion of wellness and health is still confined to a minor percentage of the population. When awareness of staying healthy and healthy eating improves among the young population of India, the wellness economy will make leaping progress.

5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.

Wellness is a state of healthy body and mind due to healthy living practices.

Well- being is a state of mind encompassing not just the happiness and contentment of one individual, but his/her environment and what that consists of!

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