WELLNESS AS IT WAS MEANT TO BE

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Visionary doctors in the 1960s revolutionized the view of medicine from a repair oriented science to a philosophy of good and healthy life fulfilling life.
visionary doctors in the 1960s

_not reactive to illness
_but proactive for health

_looking at life as a whole
I. The Global Wellness Economy

Health and well-being represent universal human desires that transcend geographic, socioeconomic, and cultural boundaries. Aging populations and chronic diseases associated with the unhealthy modern lifestyle have been driving up medical costs around the world, demonstrating the limitations of the conventional medical paradigm of "sick care." The rise of the wellness economy is a direct response to combat this trend, largely driven by consumer demand.

Wellness is best understood on a continuum that extends from poor health to a state of optimal well-being (see below).

In contrast to the medical paradigm, which focuses on clinical, curative approaches, wellness is proactive, voluntary, and individually driven. Wellness-conscious consumers take initiative to integrate a variety of healthy habits and practices that prevent disease, improve health, enhance quality of life, and bring them to closer to an optimal state of well-being. These consumers form the backbone of the wellness economy.

The continuum concept is adapted from Dr. Jack Travis' Illness-Wellness Continuum. Travis was one of the pioneers of the modern wellness movement in the late 1970s.

To solve health problems

To improve quality of life

dr jack travis
travis and ardell

care of your physical self
use your mind constructively
express your emotions
be involved with those around you
be concerned about your environments
active health promotion through lifestyle change
embracing life as a whole

_proactive
_connecting
_living naturally healthy
_living in natural rythms
_living in healthy surroundings
_cherishing the gift of life
_being grateful

_not counting calories ....
living instead of lifting
wellbeing (diener & seligman 2004)

have supportive friends and family
have rewarding and engaging work
be reasonably healthy
have important goals
have a philosophy or religion
...

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happiest people

surrounded by family and friends
lose themselves in daily activities
not focussed on materialism
not obsessed with image and fame
satisfied with what they have
help others
wellness in tourism

25 years later here in Austria
innovative hoteliers created "wellness hotels"
first hotel cooperation in Tyrol in 1989
today 400 wellness hotels in Tyrol
actual development

holistic

wellness offers

time

market needs

time

holistic
how we live today
100 : 1
Neanderthal Office Worker
_worldwide obesity has more than doubled since 1980
_overweight kills more people than underweight
birth rates in high income countries

we have big houses
big dinner tables
no one eating there
depression
mental health of the selfie generation

16-24 female

anxiety, depression, panic, disorder and phobia:

28,2%

National Health Service /UK
I wish somebody could give more me to me.
mental illness – particularly depression and chronic anxiety – is the biggest single cause of misery in high-income countries.

Lord Layard (founder of happiness economy)
FROM THE HUNTER TO THE HUNTED
ARE WE LIVING OR JUST SURVIVING?
Diagram title: Health vs. Sick

Living or surviving?
the future
the future

_we need to read the visions of the founders correctly
_they based their ideas on their time
_transform into our living worlds
wellness for the sick
wellness for the unwell
wellness for the well
we have to create concrete results

_weight management
_performance
_detox
_destress
_....
paradigm change

art of healing

art of living
authentic wellness ambiance
embracing life as a whole
from doing to being
To Do List:

- Pay Credit Card Bill
- Post Letter to P.O Box
- Finish Black Book
- Read - First 80 Pages
- Present Paper Pussy
- Credit For Plane - text & pay
- Uni Work - lots of
- Finish Book & Pay in Lines
- Clean Kitchen before 5pm
- Shower & Shave
- Go Out. Passes ticket?
To be:
- Breathe
- Hug
- Love
- Dance
- Be grateful
- Pray
wellness comes by listening to your inner voice
it comes in wellness communities
in meaningful surroundings
in nature and beauty
we will have to create **biotops** in which sensitive **human beings** can grow.