



EUROPE: HUNGARY

What are the most significant global issues facing us today?

Short term: economical disturbances and an unstable world economy

Longer term: too many inhabitants on earth and relatively low supply natural resources

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

The information society fulfills its purpose and becomes a part of our everyday life. These days, most industrial marketing and management is based on this, but this also changes the methodology and the possibilities of research. It is particularly important that innovative developments of the health industry rely on IT and on new nano-technological developments.

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

The new developments of the health industry mean more effective regeneration, rejuvenation and also new implants which can be widely used, and they will become a part of the spa world, especially a medical spa world. Of course, this means that some medical spa businesses will stand out from the others and they will serve the clients in a similar way as private medical clinics do. In addition, there will be simpler, new treatments which are going to spread in a wider circle in the spa and wellness industry.

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

The increase of health awareness and the above outlined new innovative research results could equally lead to a medically and scientifically established spa and wellness industry. (As I suggested at the GSWS in Istanbul: it is practical to introduce the term “evidence based wellness.”)

The big challenge is: how to do this so the nature of the industry remains adventure/experience-oriented and relaxed.

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

Networking is probably the best tool for launching common international research projects. Working with other disciplines (IT, healthcare, design industries) is also creating a good climate.

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