



# 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?

The spa & wellness industry in India is growing by leaps and bounds as the awareness and spending capacity of people metro cities of India is growing. Changes in lifestyle and consumers becoming more health conscious are primary factors that have added to the growing demand for not just services but health products too. So there is a lot of opportunity for the start-ups to fill this gap.

The current government has been showing keen interest in the spa & wellness industry. It has in fact set up a separate ministry called AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) which is bringing a boom to spa industry. This has opened newer avenues for investors now eyeing the ancient forms of wellness as a huge opportunity. Besides Yoga is made free of service tax. The wave of Yoga has been riding high on.

The 'wellness hotel' and the move beyond 'just spa offerings' is more into holistic and transformational experiences away from home.

Wellness is now a core part of the modern day tourist's ideals and, as far as the high-end hotel chains and the tourism industry as a whole is concerned, is no longer considered a luxury but rather a necessity. The Westin, by example, introduced an entire 'Well-being Movement' – a global initiative which inspires guests to discover new approaches to wellbeing.

### 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:

Spa has started adopting technology based on concept of non-surgical equipment for reshaping body. With the global and media exposure many people today, looking good is equivalent to feeling good that's why they prefer body slimming therapies, non surgical face lifting for the feel good factor. Teens, young and old people – all are giving more attention to their looks, and it has become prime factor in both personal and business growth.

### **Beauty:**

Not only have salons increased their footfalls, the business of beauty is witnessing a revolution like never before. Exclusive skin care brands opening stores on high streets and malls to at-home beauty services are catching the attention of investors. Not only international names are now in the country, the community of investors have also grown and they are whole-heartedly supporting start-ups, at-home beauty services and developed e-commerce sites. The year 2016 marked the year of business development and one that has set the pace for expansion for those involved in beauty and wellness.

### **Fitness:**

Yoga, an invaluable gift was originated in India in ancient time 5000 years back when people were used of meditation to transform their body and mind. It brings harmony between man and nature; a holistic approach to health and well-being. Indian experience revolutionary movement when United Nations General Assembly adopted 21st of June as an International Yoga Day to get all the benefits of yoga for the people all around the world. The celebration of the event International day of yoga is supported by various global leaders. It is celebrated by the people of more than 170 countries India is on the urge of spreading awareness of yoga from school level itself.

### **Wellness Communities or Real Estate:**

Most real estate developers have started incorporating luxurious spa into their projects. Often international operators are being considered for these projects as it gives the project a sense of credibility which real estate developers constantly strive for in India. For example: Six Senses Spa have been asked to develop a spa by the Jaypee group of builders for their ambitious 500 acres residential project in Delhi. Same applies to the other big builders. They want to make sure SPA is the neighborhood concept and this can give them more mileage to sale their property.

### **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?**

In India the age old Ayurveda or ayurvedic medicine is a system of traditional medicine native to the Indian subcontinent and a form of alternative medicine. Ayurveda stands for “Science of life or age” and is the oldest form of complete medical system in the world and dates back to 5000 B.C. Its roots lie in the ancient Indian Civilization and the Hindu Philosophy, and has been an important influence on the development of almost all other Eastern Medical systems.

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

The challenges the spa and wellness industry faces today are numerous. Many of them are a consequence of the way the sector has evolved in recent years.

- The biggest challenge is the shortage of trained manpower.

- Industry is not working together, which is again a big challenges for the leaders, as everyone is working there - one end result is more than growth, grouping of associations is increasing.
- Main problems for the licensing and other big issues are still not solved.
- No avenues to address issues & grievances of the industry.
- Lack of awareness in all strata's of the society, shady places working under the name of massage parlour giving a bad name to the profession & industry. Non-sharing, discreet & orthodox attitude of some ayurvedic practitioners not wanting ayurveda to be used in the spa industry.
- Lack of standards, lack of adequately trained manpower, lack of professionals serving the wellness sector and lack of proper education.

**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.**

The concept of wellness has become a globally accepted phenomenon. Wellness consists of physical health, but emotional and spiritual well-being too. Wellness approach is useful in nearly every human endeavor. It encompasses of health promotion and holistic health, and has seen a growth in "helping professions" including counseling and medical arts and practices. Indian traditional yoga, interestingly, has become the favorite flavor and an importantly integral part of all wellness spas, centers.

Well-being included overall state of man i.e. Financial health, professional, occupational, Environmental and economic well-being into the mix. Wellbeing is a growing area of research, yet the question of how it should be defined remains unanswered. This multi-disciplinary review explores past attempts to define wellbeing and provides an overview of the main theoretical perspectives.

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