



latest spa news

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Linser: 'There is a movement from doing to being'

BY JANE KITCHEN



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Dr Franz Linser, CEO of Linser Hospitality, addressed the Global Wellness Summit in Kitzbuhel, Austria, yesterday, discussing 'Wellness as it was meant to be.'

Linser suggested that getting back to the idea of basic wellness, looking at things like using your mind constructively, expressing emotions and immersing yourself in daily activities.

"It's active health promotion through lifestyle change," said Linser.

To be well, said Linser, also means that you're not focused on materialism or obsessed with image, and that you're satisfied with what you have.

"Sometimes wellness today becomes nothing but an operational unit," said Linser. The need for holistic wellness has increased, he said, at the same time that its use has declined.

Linser pointed to a sedentary lifestyle, rising worldwide obesity rates, and the fact that birth rates are down in wealthy countries.

"We have big houses and big dinner tables, but nobody is eating there," he said.

At the same time, depression rates are also rising, and are especially high among women aged 25 to 60 – a key spa and wellness demographic.

"Are we living, or just surviving?" Linser asked.

While we've recently looked at wellness for the well, Linser hopes that in the future, we'll begin looking at wellness for the unwell and even wellness for the sick.

But he also notes that we need to have concrete results in what we're selling, and that things like weight loss, performance management, detox and destress programmes offer results and change.

"But what happens if prevention works?" asked Linser. "Nothing. And this is why you can't sell prevention – you have to sell them life."

Linser suggested a movement from the art of healing to the art of living, and that future wellness locations will include more nature, and more authenticity of place.

"There is a movement from doing to being," he said.

Linser said he hopes the future includes creating 'biotops,' "in which sensitive human beings can grow."

"Wellness comes by listening to your inner voice," he said. "It comes from nature and beauty."