

A Review :

Fitness and wellness industry–Present scenario and need of qualified professionals with special stress on certification programme

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ABSTRACT

The purpose of the article was to provide the information regarding present scenario of fitness and wellness and their industries having need of qualified professional for better physical fitness and wellness. Research studies with people of all ages and both sexes reveal that physical fitness is on the decline. Results very clearly in that over the years there has been a decline in the aerobic fitness and increase in the body fat. The hypo kinetic diseases namely cardio – vascular disease, adult on set diabetes and low back problems are on the increase. These conditions could be improved due to better health awareness, lowering cardio – vascular disease risk factors and bringing about changes in the diet. So as far as fitness and wellness is concern through this paper an effort has been taken to take a look at the present scenario, the need of trained professional and to recommends a curriculum for training the professionals. At first let's take a look at some facts and figures of the fitness industry in India.

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Many research findings have shown that physical inactivity and negative lifestyle habits are a serious threat to an individual's health. Movement and activity are basic functions needed by the human organism to grow, develop, and maintain health. However, physical activity is no longer a natural part of our existence. We live in an automated world where most of the activities that used to require strenuous physical exertion can be accomplished by machines with the simple pull of a handle or push of a button.

‘Stretch, jog, pump iron and get on the treadmill — an integral part of the modern metropolitan mantra’

Indians are now getting awared of benefits of being healthy and fit. This in result is increasing the consciousness towards health and fitness. Perhaps a decade ago only a few could have been seen walking, jogging or exercising but today its a common scene. A lot of awareness towards food intake and exercising has led to a boom in fitness,

nutrition and weight loss industry. As a result of this unexpected boom, a number of fitness centers, health clubs, spas have mushroomed all over the country. The trend is encouraging but the major worry is about the quality of professionals operating and working in these centers. Through this paper an effort has been taken to take a look at the present scenario, the need of trained professional and to recommends a curriculum for training the professionals. At first lets take a look at some facts and figures of the fitness industry in India.

Fitness industry...Facts and figures:

Health and Fitness, today, is a fast growing industry which is presently in a range of Rs 200 to Rs 300 crore, serving nearly 40 lakh members in the India. Acquiring a health club memberships is an upward trend and experts have projected it to reach 1 Crore by 2010, representing a 150% growth rate from current levels.It is projected that Indian fitness industry will