

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

rise on the graph annually by 20 to 30%. National trends toward obesity and heart disease point to demand for healthy living and exercise. Nationally, there is an increased awareness of exercise as an integral component to health and fitness. Globally, there is a greater focus on health and fitness and a strong demand for a branded fitness center with international standards of service. Nationally the need of branded fitness centers and certified trainers is just overlooked.

A food for thought:

It is understood the fitness industry is one of the fast growing industry. Similarly something alike happened to the aviation sector, hospitality industry, health care sector, travel and tourism industry. The educational sector is in the same process in current times. As a result the concerning experts came together, evaluated the scenario and designed the course of action. Different administrative and academic councils were established in order to set norms, ordinances, statutes etc., Existing monitoring body that was responsible to oversee the entire educational field was then diversified into various levels and rightfully different bodies were formed to undertake work at different levels.

Now that there is a boom in the fitness sector it is very important to understand the need of ;Human resource requirements in this area, formulation of a national policy, laws and by-laws to govern the activity and Administrative setup to standardize the activity. In fact, it's still a fragmented industry with diverse players such as health clubs, gyms and trainers. But the average urban Indian professional are becoming health conscious and feeling the need to get into a fitness regime — and often not finding the right place to go to and the right people to teach them.

Careers and prospective:

At first let us take a look at the human resource requirements in this field. The Fitness, Health club / Spa and Recreation Industry needs a large number of qualified professionals. The designation, courses and curriculum for the professionals in various countries are as follows;

Designation in the fitness industry:

Entrepreneurs, Manager, Executives, Trainers and Consultants. Health Club /Spa / Health Retreats Entrepreneurs, Managers, Executives and Trainers, Consultants and Coordinators. Hospitality Industry Activity Manager, Executives, Trainers, Coordinators Nutrition and Weight Loss Diet and Nutrition consultants. Weight Loss Technicians Professional Preparation...

Short term foundation courses:

Certificate Courses, Diploma Courses, Under Graduate Degree Courses, Post Graduate Degree Courses, Tailor made Courses, Add-on Courses, Research, The ideal curriculum for Fitness trainer certification, Exercise Science, Screening and Evaluation, Principal of and Methods of Training, Individualised Program Design, Leadership and Implementation Injury Prevention and First Aid and Medico Legal Issues

The ideal curriculum for Managers/ Entrepreneurs:

Fitness Management Planning, The Role of the Fitness Manager, Fitness Management Documentation, Coordinating Fitness Logistics Management, Marketing Principles, Marketing the Concept, Budget Planning, Legal and Risk Management.

Conclusion:

Keep in mind that adequate fitness and total well-being is a process and you need to put forth a constant and deliberate effort to achieve and maintain a higher quality of life. Hopefully, taking part in a fitness and wellness program will help you develop positive “addictions” that will carry on throughout life. If you participate regularly and apply many of the things explained in this article, you will truly experience a new “quality of life” With the new developments in the present scenario, three additional factors have significantly changed our lives and have had a negative effect on human health: nutrition, stress, and environment. Fatty foods, sweets, alcohol, tobacco use, excessive stress (distress), and pollution in general have detrimental effects on people.

Resources:

Organizations:

- Medical Fitness Association, www.medicalfitness.org
- Wellcoaches Corporation, www.wellcoaches.com

Books:

- Furlong, M. (2007). *Turning Silver Into Gold: How to Profit in the New Boomer Marketplace*. Upper Saddle River, NJ: Financial Times Press.
- Peeke, P. (2007). *Fit to Live: The 5-Point Plan to Be Lean, Strong, and Fearless for Life*. New York: Rodale Books.
- Pilzer, P.Z. (2007). *The New Wellness Revolution: How to Make a Fortune in the Next Trillion*

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