



TARTU ÜLIKOOL
PÄRNU KOLLEDŽ

Wellness - A New Perspective for Leisure and Tourism Wellness Philosophy

**HAAGA-HELIA University of Applied
Sciences**

September 2009

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The Topics

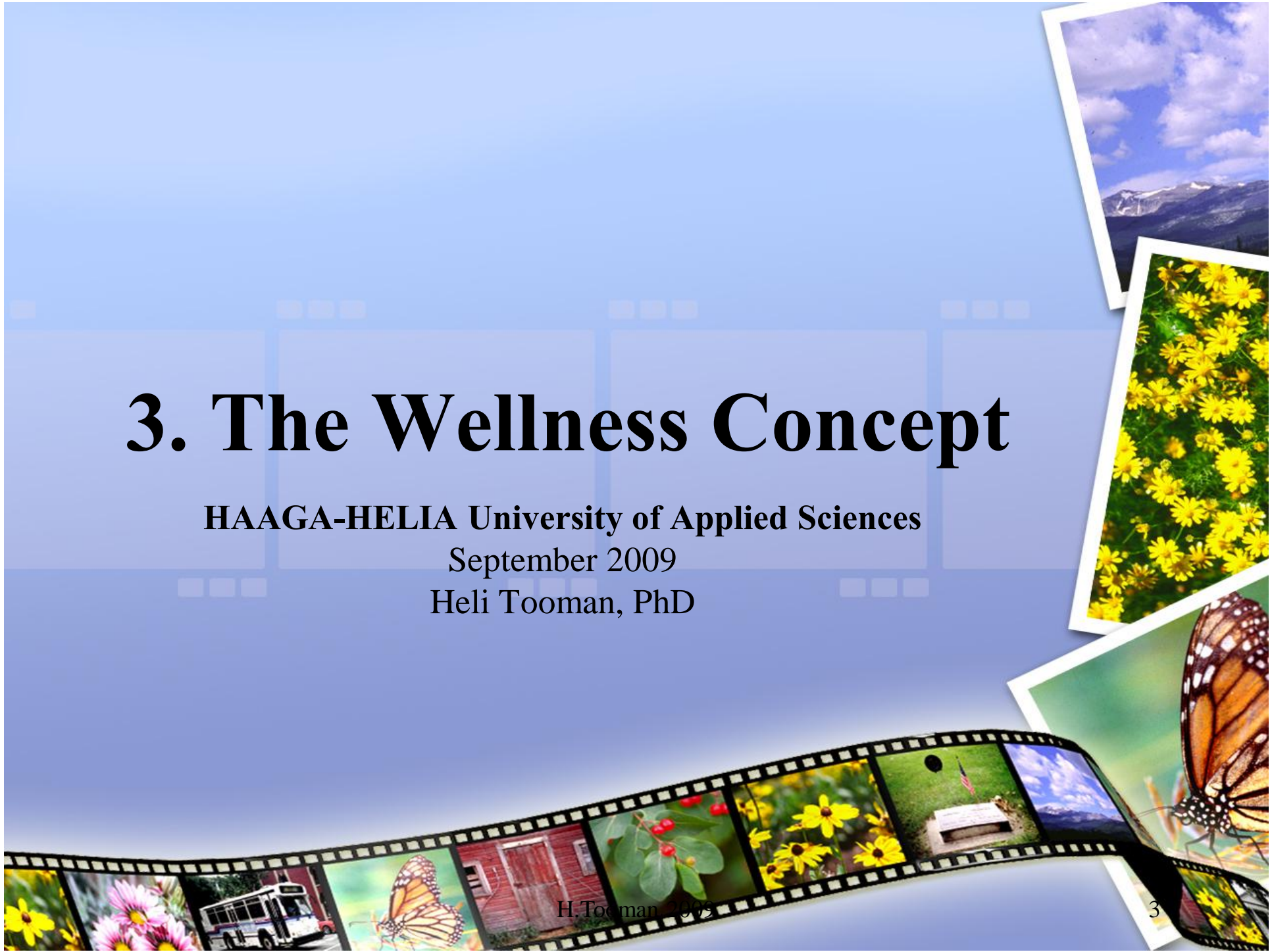
1. Brief history of the leisure-based health system
2. Basic innovations and the WHO's new definition for health
- 3. The wellness concept**
4. Wellness business
5. Wellness tourism
6. Wellness ó recommendations for the future

3. The Wellness Concept

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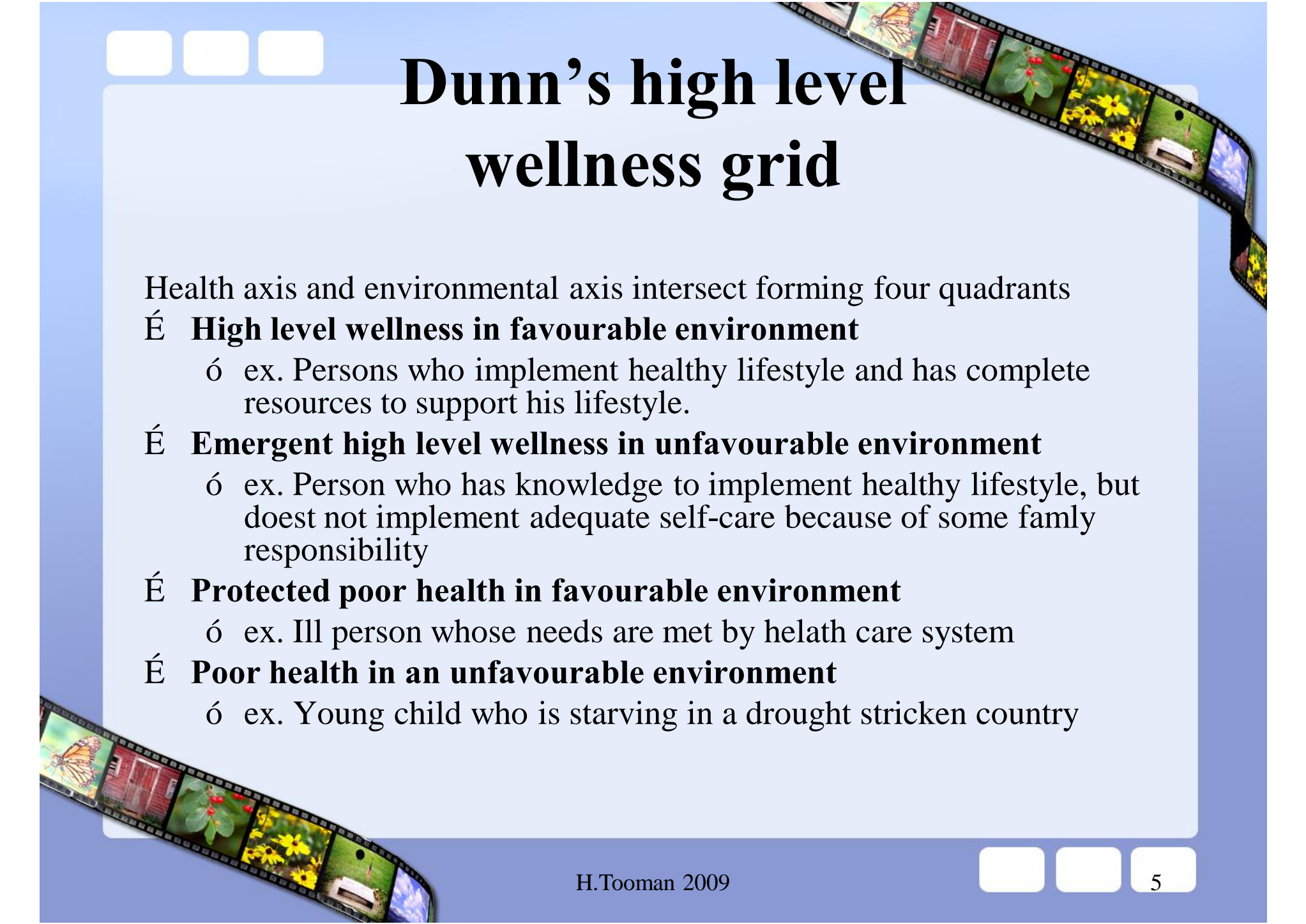
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Development of the Wellness Concept

- É The American physician **Halbert Dunn** developed the wellness concept in 1959.
- É This can be seen as a way to implement the new, broader WHO health definition.
- É The word wellness is a combination of *well*-being and fit-*ness*. Wellness word development:





Dunn's high level wellness grid

Health axis and environmental axis intersect forming four quadrants

É **High level wellness in favourable environment**

ó ex. Persons who implement healthy lifestyle and has complete resources to support his lifestyle.

É **Emergent high level wellness in unfavourable environment**

ó ex. Person who has knowledge to implement healthy lifestyle, but does not implement adequate self-care because of some family responsibility

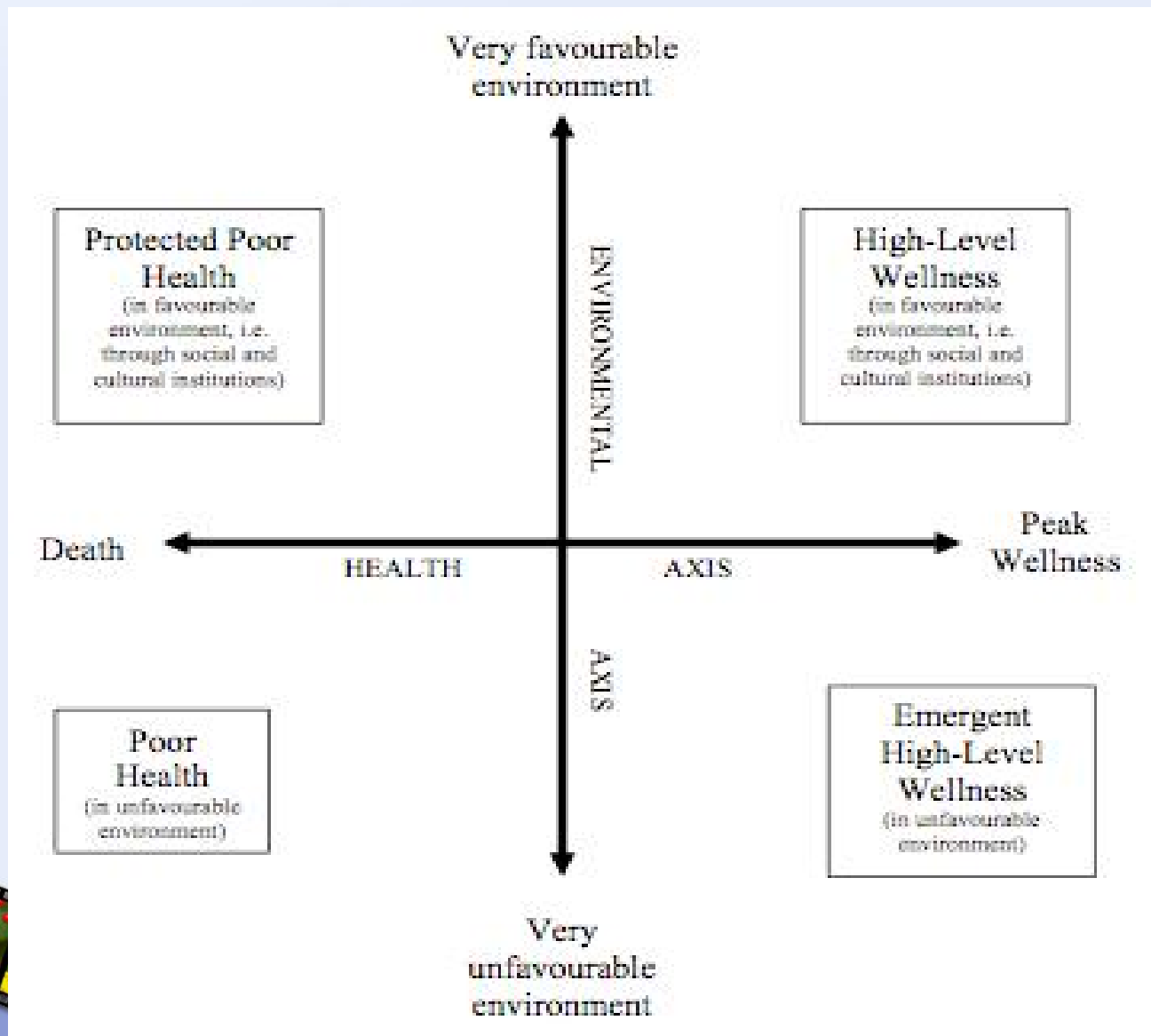
É **Protected poor health in favourable environment**

ó ex. Ill person whose needs are met by health care system

É **Poor health in an unfavourable environment**

ó ex. Young child who is starving in a drought stricken country

Dunn's High Level Wellness Model





Wellness definition?

- É Wellness is a widely used term by health and fitness professionals and the general public
- É Wellness is defined in many different ways by many different people
- É **The lack of a common definition of wellness** is confusing to consumers and professionals
- É The lack of a clear definition of wellness makes it all but impossible to develop a sound body of scientific knowledge related to wellness, and
- É The lack of a sound body of knowledge can result in misinformation concerning wellness

Wellness definition

É One of the original pioneers of wellness, **John Travis**, shares six definitions of wellness:

- 1) **Wellness is a choice** ó a decision you make to move towards optimal health
- 2) **Wellness is a way of life** ó a lifestyle you design to achieve your highest potential of wellbeing
- 3) **Wellness is a process** ó a developing awareness that there is no end point, but that health and happiness are possible in each moment, here and now

Wellness
Is a
Choice

Wellness
Is a
Way of
Life

Wellness
Is a
Process



Wellness definition

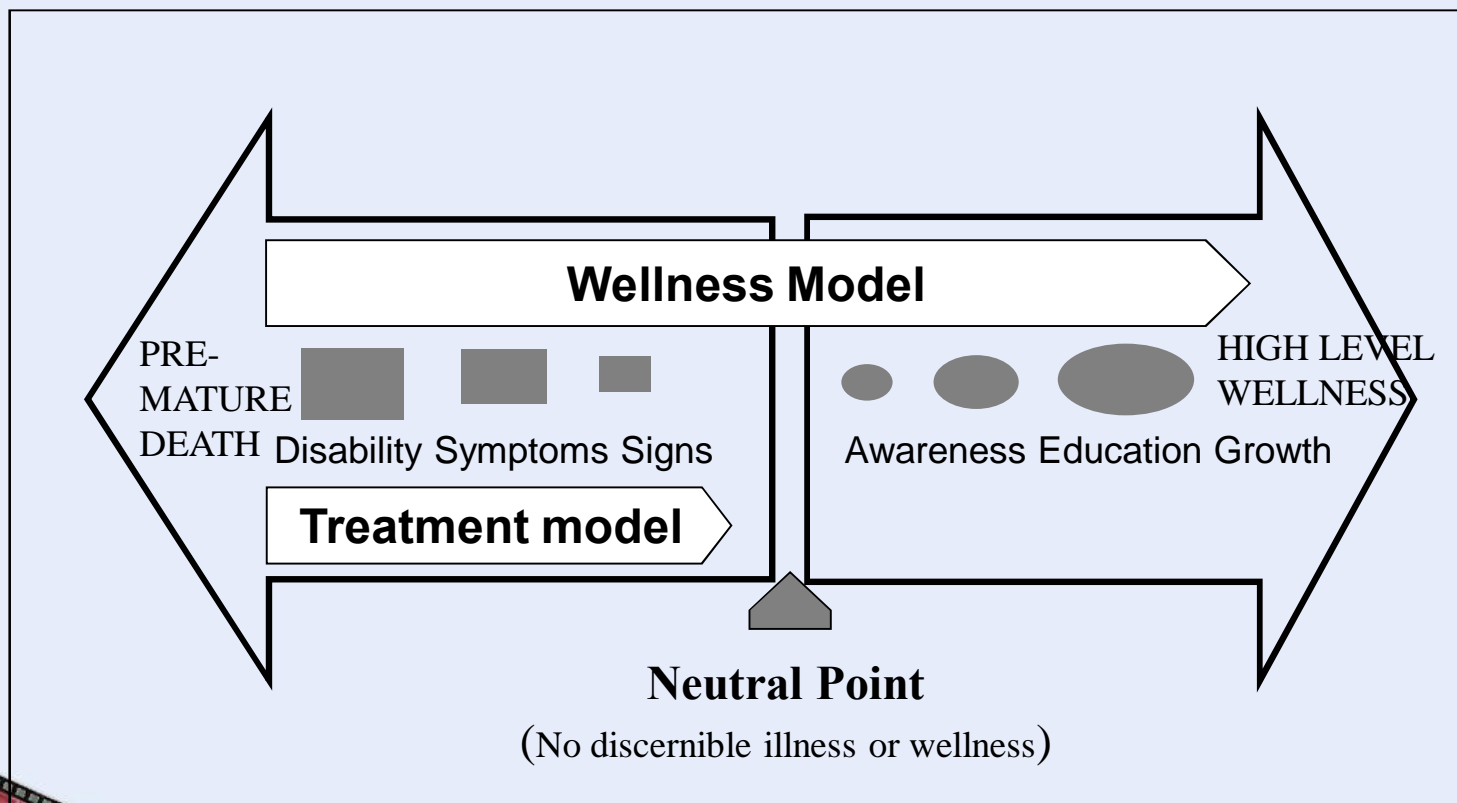
- 4) **Wellness is a balanced channeling energy** ó received from the environment, transformed within you, and returned to affect the world around you
- 5) **Wellness is the integration of body, mind and spirit** ó the appreciation that everything you do, and think, and feel, and believe has impact on your state of health and the health of the world
- 6) **Wellness is the loving acceptance of yourself.**

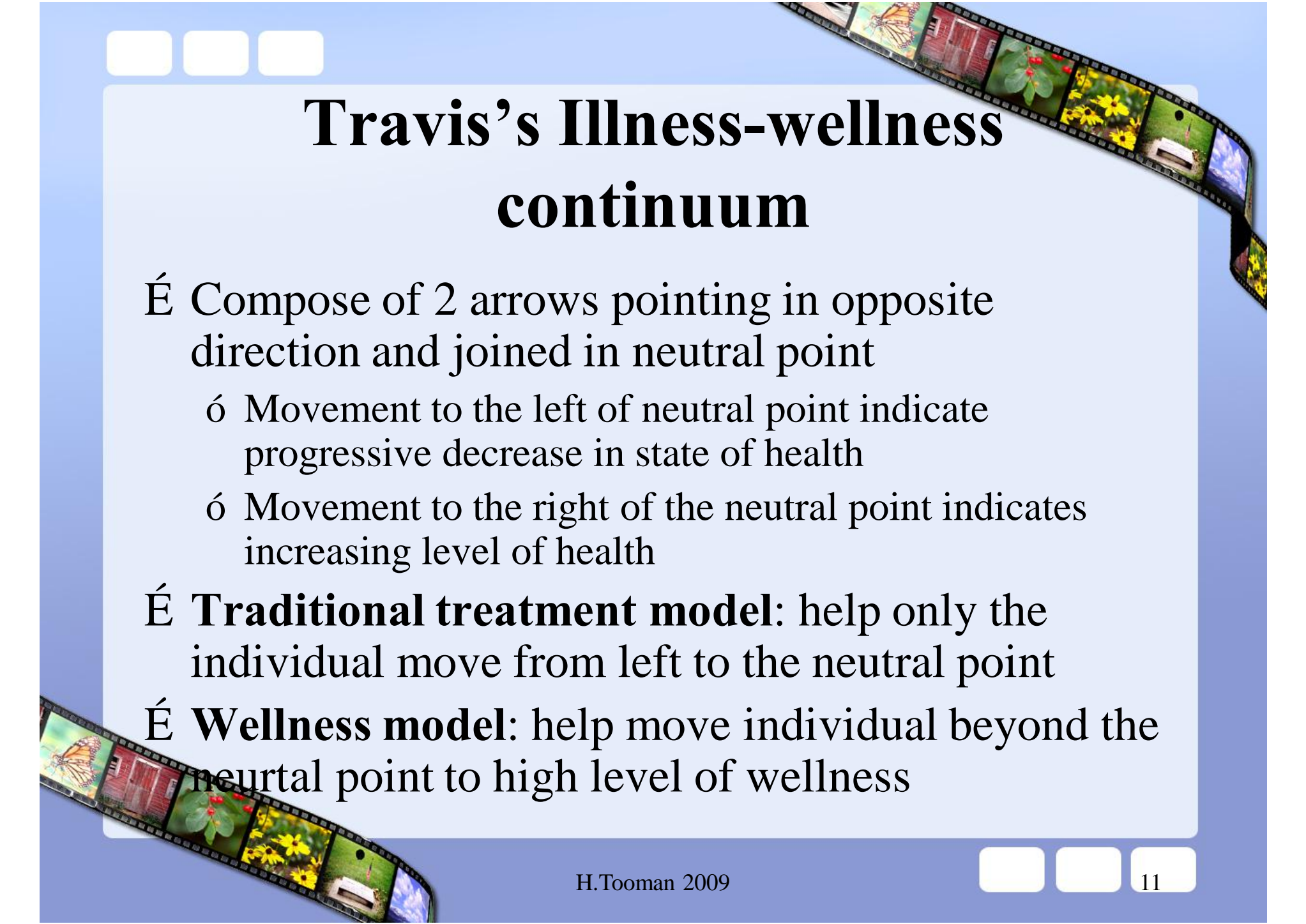
Read: Travis J. W., Ryan, R. S. Wellness Workbook. Berkley, CA: Celestial Arts, 1981,1988, 2004

www.wellnessworkbook.com

Illness-Wellness Continuum

(Travis, J. W. 1972, Travis, Ryan 1988)





Travis's Illness-wellness continuum

É Compose of 2 arrows pointing in opposite direction and joined in neutral point

ó Movement to the left of neutral point indicate progressive decrease in state of health

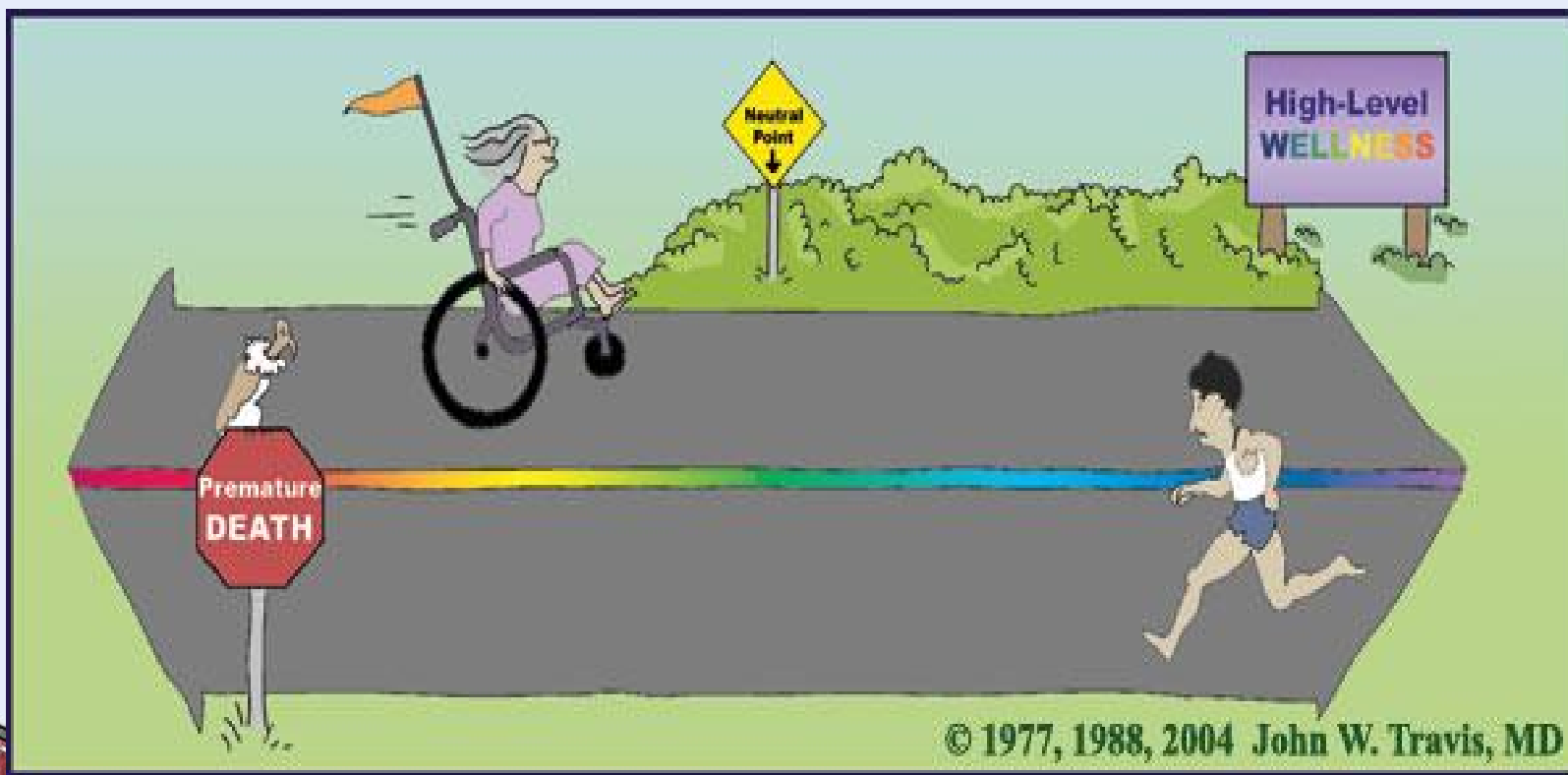
ó Movement to the right of the neutral point indicates increasing level of health

É **Traditional treatment model:** help only the individual move from left to the neutral point

É **Wellness model:** help move individual beyond the neutral point to high level of wellness

Illness / Wellness Continuum

In which direction you are facing: toward high-level wellness or toward premature death?



Illness-Wellness continuum

É The continuum is like a path



People can be going in either direction on the path.

- ó A person who is physically in good health, but always complaining or worrying maybe on the right of the neutral point, but definitely facing left ó toward premature death.
- ó Conversely, another person, whose body is handicapped physically or mentally, can still have a genuinely positive outlook, be cultivating love instead of fear and, consequently, be facing to the right, in direction of high-level wellness



Illness-Wellness Continuum

- É A continuum is like a spectrum, or a number line
- É Think of the Illness-Wellness spectrum as the degree of illness or wellness along number of line (continuum)...
- É Where a very sick person would be -9, and very fit person would be 9

-9 -8 -7 -6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8 9



The Wellness Concept

- É NB! Health is not only merely the absence of disease or infirmity.
- É **Health can be optimized by aiming at high-level wellness.**
- É The illness / wellness continuum not only supports a stronger differentiation between health and illness, but also **offers a new perspective for illness, because high-level wellness is perceived a perspective for ill people.**

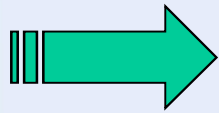


Once again: What is wellness?

- É Wellness is best described as **a way of life**.
- É It is a **lifestyle** that you, as an individual, create to achieve your highest potential for well-being.
- É Your lifestyle consists of actions you are able to control, such as how to exercise, eat, manage stress, and perceive the environment.
- É Achieving a high level of wellness involves continual striving for a more healthful way of living.
- É **Wellness is a process**, never static state.

“Wellness” - Definition

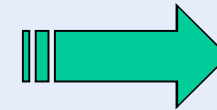
Wellness means a long-term and ongoing behavioral change aiming at an endurable state of well-feeling for



Body



Soul



Mind

Holism

Interrelated wellness



Seven Dimensions of Wellness

Discussion: What do you mean:

É Physical wellness

É Intellectual wellness

É Emotional wellness

É Social wellness

É Spiritual wellness

É Environmental
wellness

É Occupational wellness





Dimensions of wellness

É **Physical dimension**

- ó Ability to carry out daily tasks
- ó Achieve fitness
- ó Maintain nutrition
- ó Avoid abuses
- ó Positive lifestyle habits

É **Social dimension:**

- ó Interact successfully
- ó Develop and maintain intimacy
- ó Develop respect and tolerance for others
- ó Emotional dimension
 - É Ability to manage stress
- ó Ability to express emotions

É **Intellectual dimension**

- ó Ability to learn and grow
- ó Ability to use information effectively

É **Spiritual dimension**

- ó Belief in some force that serves to unite
- ó Belief in moral, values and ethics

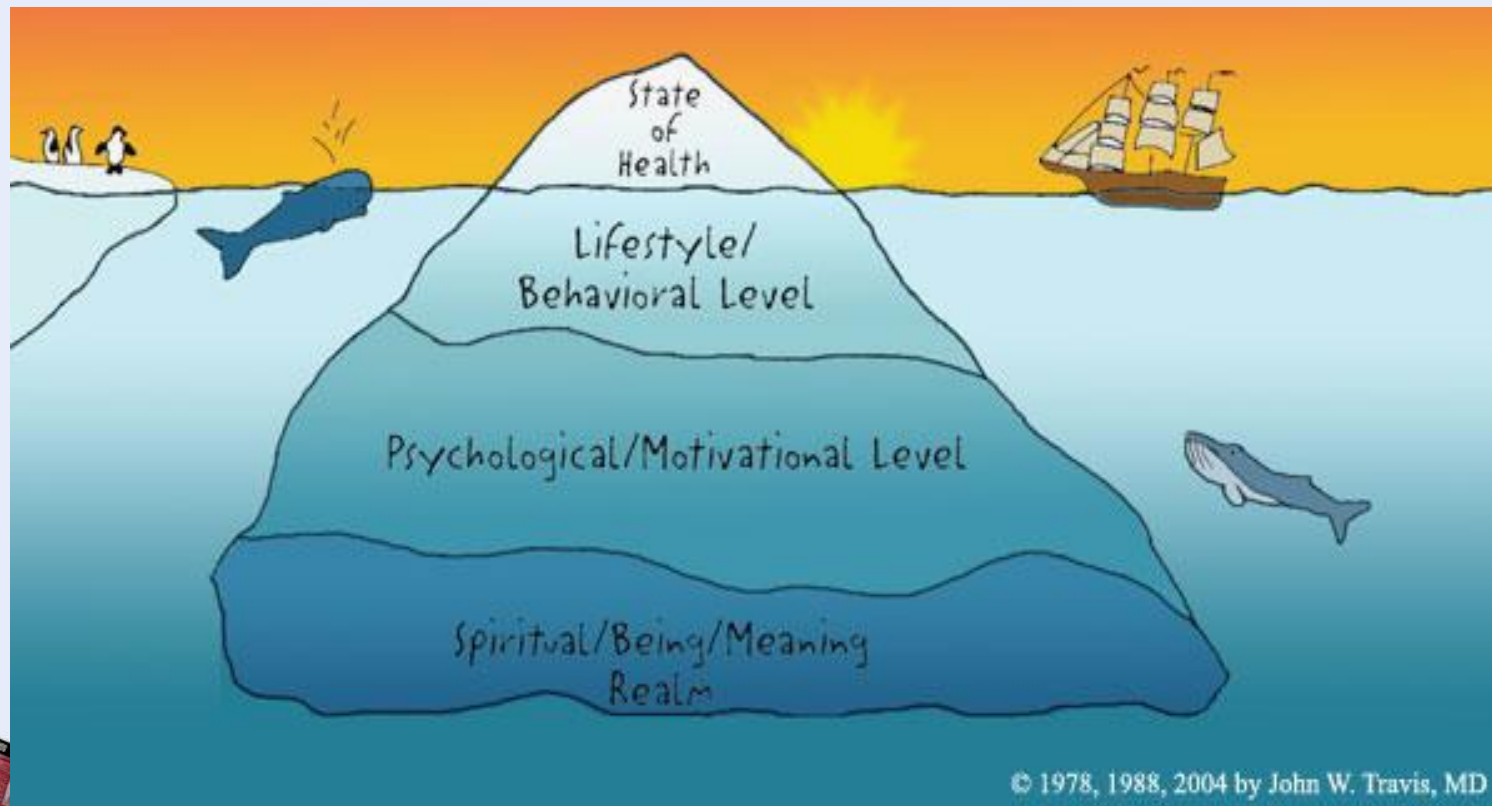
É **Occupational dimension**

- ó Ability to achieve balance between work and leisure

É **Environmental dimension**

- ó Ability to promote health measure that improves standard of living
- ó Quality of life

Iceberg Model of Health and Disease (J. Travis)





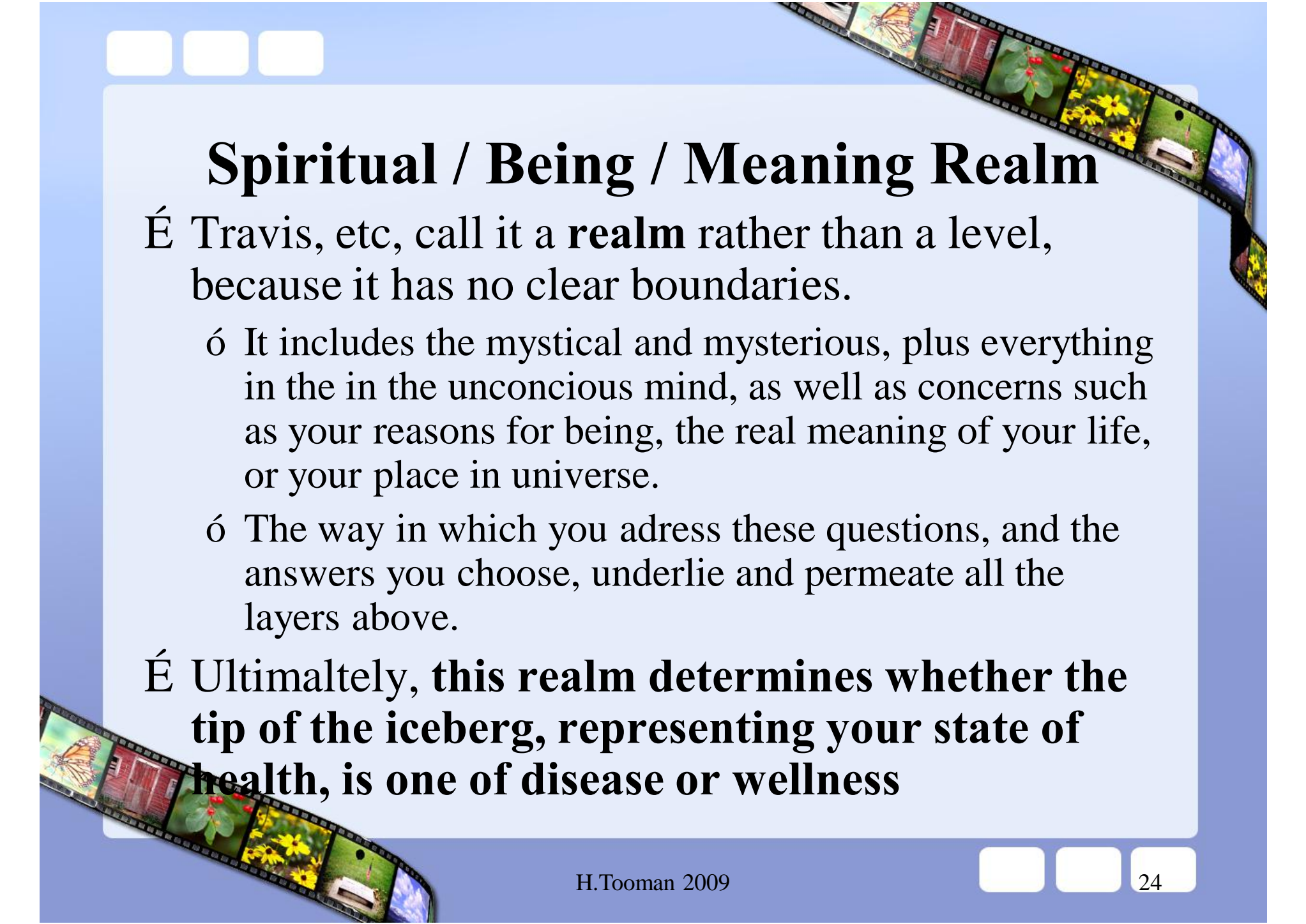
Iceberg Model of Health and Disease (J. Travis)

- É Icebergs reveal only about one-tenth of their mass above the water.
- É Your current state of health, be it one of disease or vitality, is just like the **tip of iceberg**. This is the apparent part ó what shows.
- É If you don't like it, you can attempt to change it.
- É To understand all that creates and supports your current state of health, **you have to look underwater**.
- É The first level you encounter is the lifestyle / behavioral level ó what you eat, how you use and exercise your body, how you relax and let go of stress, and how you safeguard yourself from the hazards around you.



Lifestyle

- É Many of us follow lifestyles that we know are destructive, both to our wellbeing and to that of our planet.
- É To understand why, **we must look deeper**, to the **cultural, psychological and motivational level**.
 - ó We can learn, for example, what **payoffs** we get from being overweight, smoking, driving recklessly or from eating well, being considerate of others, and getting regular exercise.
 - ó We can become conscious of any psychological payoffs based on dysfunctional childhood experience like stuffing away our feelings as a way to gain approval from Mom and Dad.
- É Exploring the cultural, psychological and motivational level, we encounter the **spiritual /being / meaning** realm



Spiritual / Being / Meaning Realm

É Travis, etc, call it a **realm** rather than a level, because it has no clear boundaries.

ó It includes the mystical and mysterious, plus everything in the in the unconscious mind, as well as concerns such as your reasons for being, the real meaning of your life, or your place in universe.

ó The way in which you adress these questions, and the answers you choose, underlie and permeate all the layers above.

É Ultimaltely, **this realm determines whether the tip of the iceberg, representing your state of health, is one of disease or wellness**



About Energy

- É **Life is a continual dance of energy.**
- É **Literally everything that we see, hear, touch, and know – is energy in one of its many forms and expressions.**
- É **Nearly all of our physical energy comes to us from sun.**
 - ó Sunbeams warm the atmosphere, put to grow green plants (also food for us: vegetable, fruits, etc)
 - ó Food sustains life, as animals and humans grow in size and strenght.
- É **This is the simple magic that creates life as we know it. It's all energy dancing!**

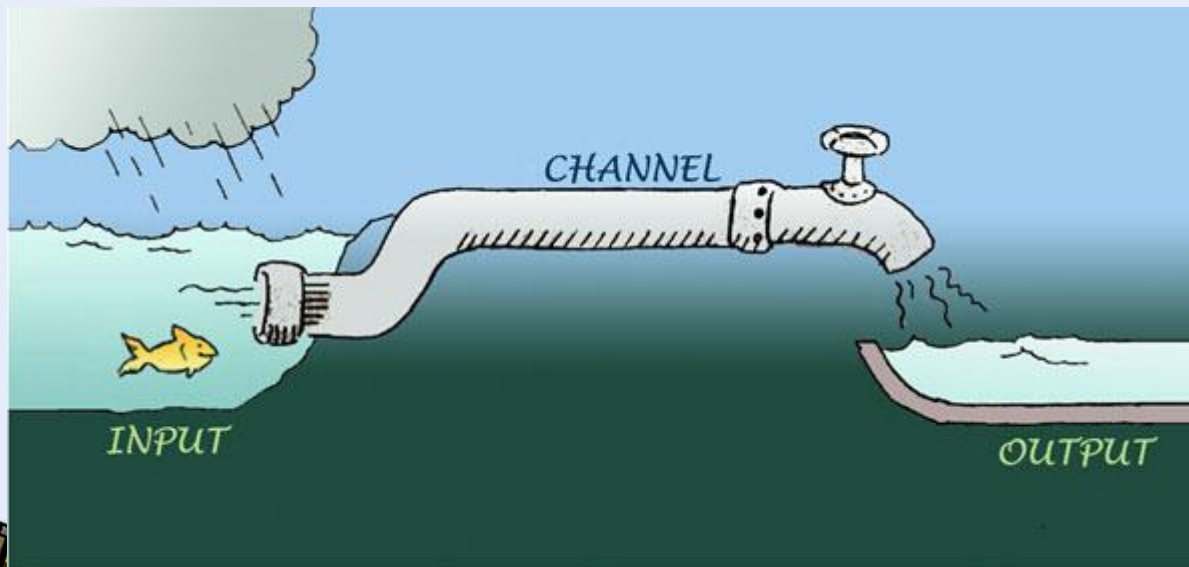


The Wellness Energy System

- É A human being is an open system. **We can take energy from all the sources around us**, organize it, transform it, and return it to the environment around us.
- É The theory of Travis is that:
- ó Efficient flow of energy is essential to wellness; disease is the result of any interference with this flow.
 - ó This is true of energy usage in all life processes, from breathing to dying.
 - ó When the flow is balanced and smooth, you feel good.
 - ó When there is interference at any point ó the input, the output, or in between, you can feel empty, confused, pressured, or blocked. Illness is often the result.

The movement of water through a pipe

- É The source of the water, the reservoir, constitutes **the input**.
- É The size and conditions of the pipe will determine **the flow through**.
- É The water that emerges at the other end, is **the output**.
Ideally, it is clear, fresh, and free-flowing





But: Many things can go wrong

- É The reservoir may be dry because of a long drought, or the water can be poisoned by industrial wastes.
 - ó There can be problems in the pipe itself. There could be a leak, etc.
 - ó Whatever the problem, the amount and the quality of water ó the output ó will be seriously affected.
- É Keep in mind an energy-oriented systems approach for the wellness of human beings, we have at least three major sources for input around us all the time: **oxygen, food, and sensory stimulation** such as physical touch, heat, light, sound, and other forms of electromagnetic radiation.
- É In addition, there are **the less tangible inputs**: emotional / spiritual information such as attention, caring, love, enthusiasm, and possible extrasensory data



The Complete Wellness Energy System

- É Putting together the input and output, we have the complete Wellness Energy system of a human being.
- É Since there are many of us, and we are exchanging energy with each other and everything else in our environment, the picture gets more complex (look at the next figure).
- É Try to look at the world around you as composed not separate *fixed* things, but **as a stuctures** reflecting the energy that creates them ó a vast dance with a myriad of participants.

The Complete Wellness Energy System

- É This is the ideal model of wellness based on a balanced exchange of energy
- É But ó the world is not a perfect place...



Wellness Inventory



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The Wellness Energy System.

Distortions

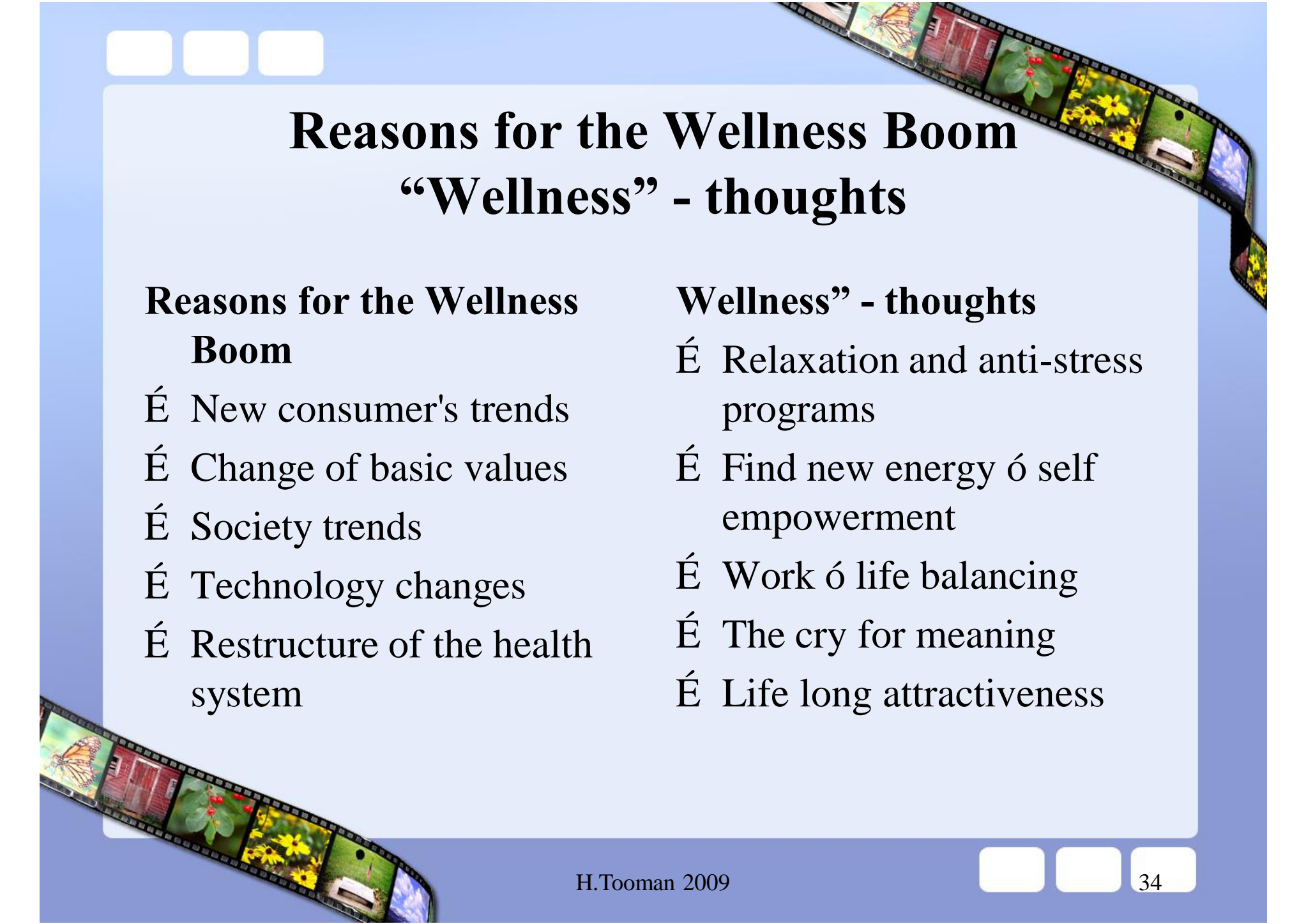
- É **Insufficient intake of energy:** for example, denying acknowledgement or compliments from other people.
- É **Too much of one form energy,** such as too much food.
- É Substitution of one form of energy with another, such as attempting to use sex to satisfy a spiritual hunger
- É **Blockage causing an internal buildup of unprocessed energy;** for example, fear to open communication with others
- É **Too strong an interface with the environment;** for example, an explosive way ofing to relating to people, which discourage further interaction
- É **Too weak an interface with the environment;** for example, an unfocused diffusion of energy, which shows up as a wishy-washy approach to people and commitments



Wellness Index

(Travis, Ryan. Wellness Workbook)

- É Travis and Ryan suggest that before proceeding any further, you have to take time to complete the Wellness Index.
- É It may raise many questions to you.
- É Record your responses to each statement in the columns using this key:
 - 4 = Yes / always / usually
 - 3 = Often
 - 2 = Sometimes / maybe
 - 1 = Occasionally
 - 0 = No / never / hardly ever



Reasons for the Wellness Boom

“Wellness” - thoughts

Reasons for the Wellness Boom

- É New consumer's trends
- É Change of basic values
- É Society trends
- É Technology changes
- É Restructure of the health system

Wellness” - thoughts

- É Relaxation and anti-stress programs
- É Find new energy ó self empowerment
- É Work ó life balancing
- É The cry for meaning
- É Life long attractiveness



Literature List

- É Nahrstedt, W. Wellness: A New Perspective for Leisure Centres, Health Tourism, and Spas in Europe on the Global Health Market. In: Tourism and Leisure Industry. Shaping the Future. Ed-s: Weiermair K., Mathies, C. NY: The Hawort Hospitality Press, 2004.
- É Travis, J. W., Ryan, R. S. Wellness Workbook. How to Achieve Enduring Health and Vitality.