

# CAREERS IN WELLNESS ECONOMY



ร่วมสร้างสรรค์

โดย CoLAB International Gastronomy Tourism Centre (iGTC)  
คณะพัฒนาการท่องเที่ยว มหาวิทยาลัยแม่โจ้

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[mjuigtc.com/blog/wellness-careers](https://mjuigtc.com/blog/wellness-careers)

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#tourismmaejo #maejogastronomy

ONLINE EVENT

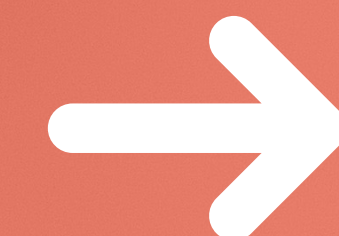
Special Talk :  
Service Business @CMUBS

 MONDAY  
07.07.25

EXPLORING  
OPPORTUNITES  
FOR GROWING  
PROFESSIONAL  
INDUSTRY

Image: Monstera

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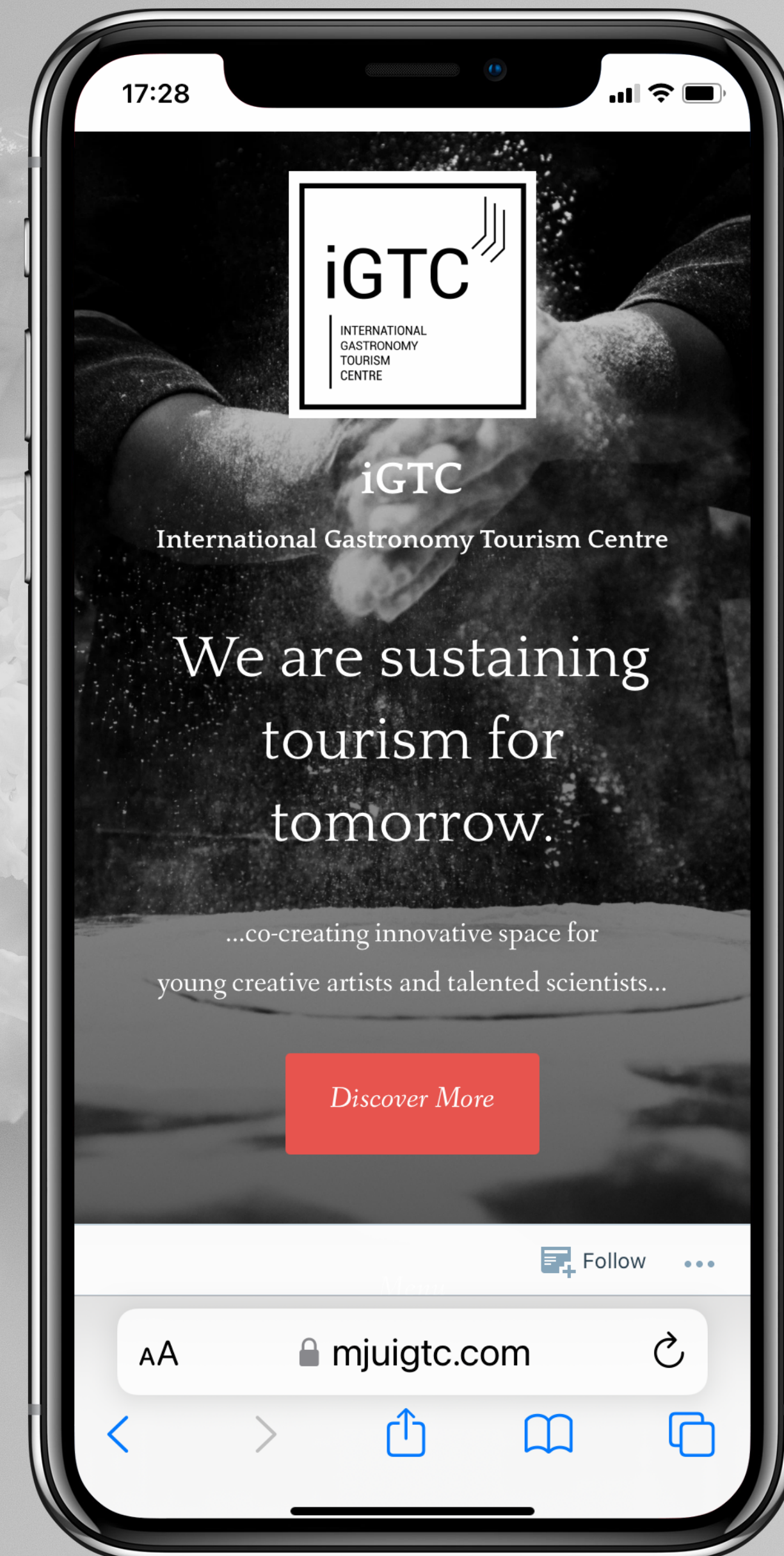
# CAREERS IN WELLNESS ECONOMY



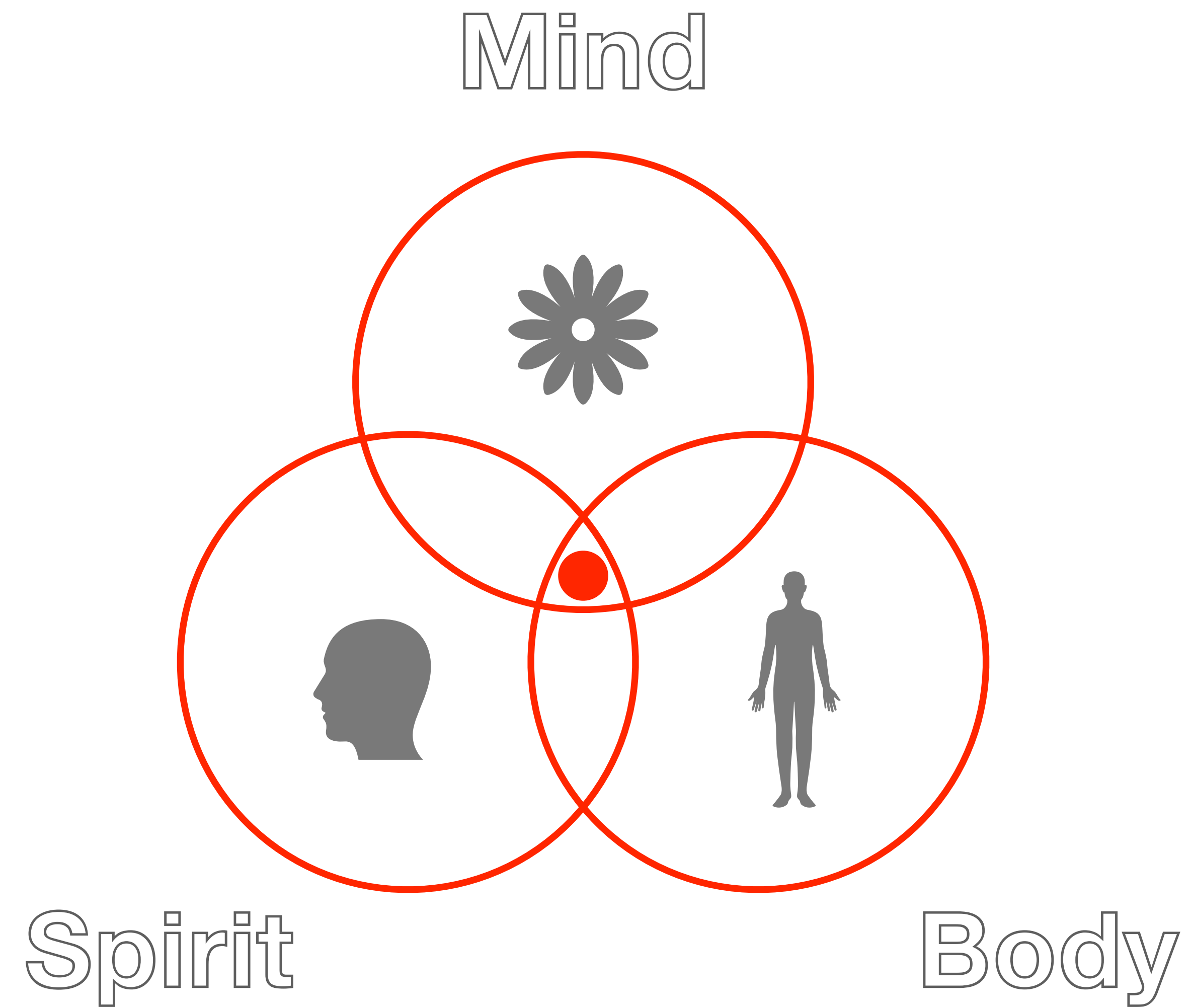
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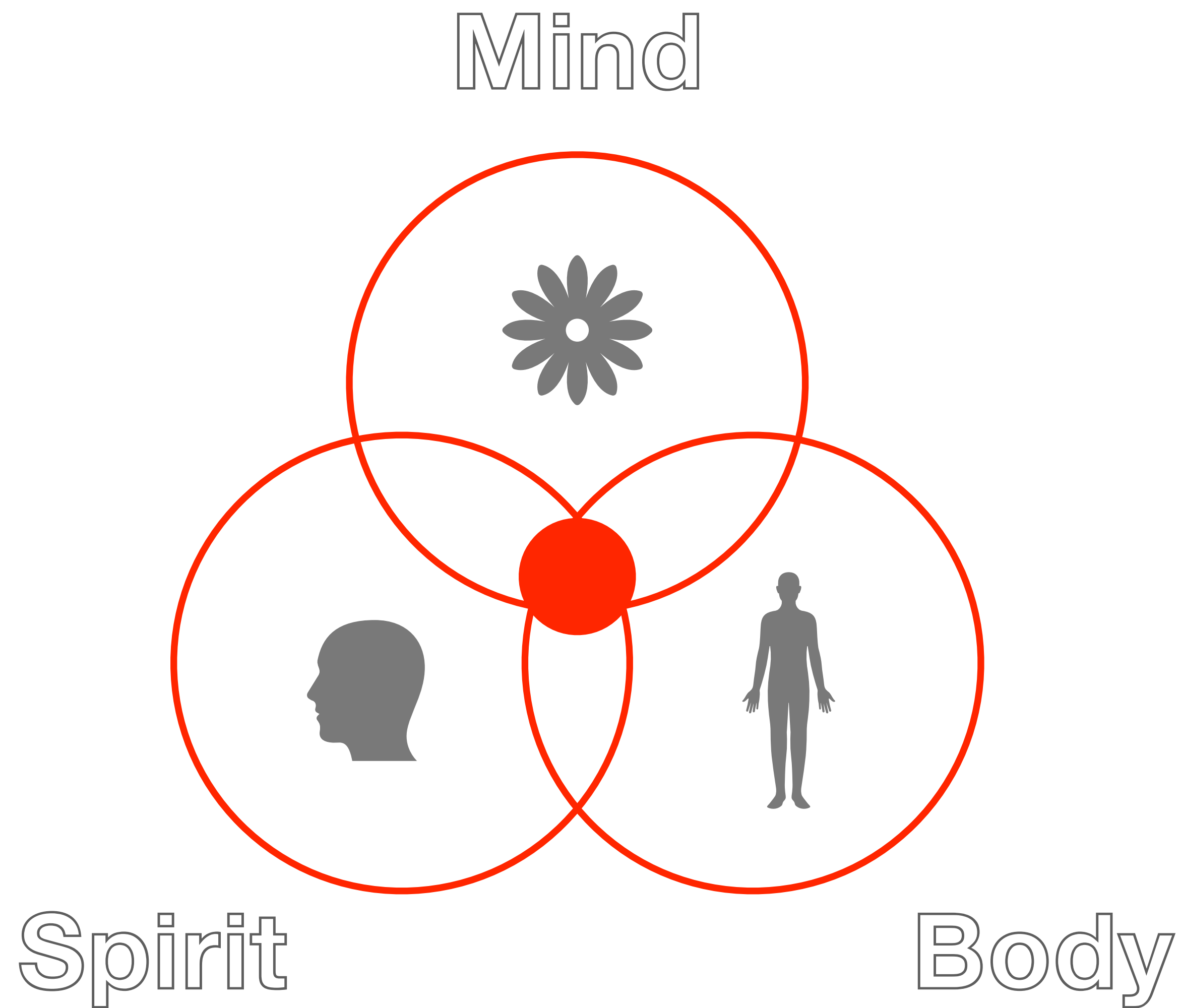




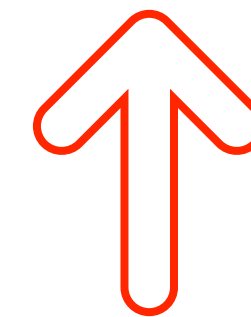


Source: Chiva-Som International Resort (1995)





**Holistic  
Life**



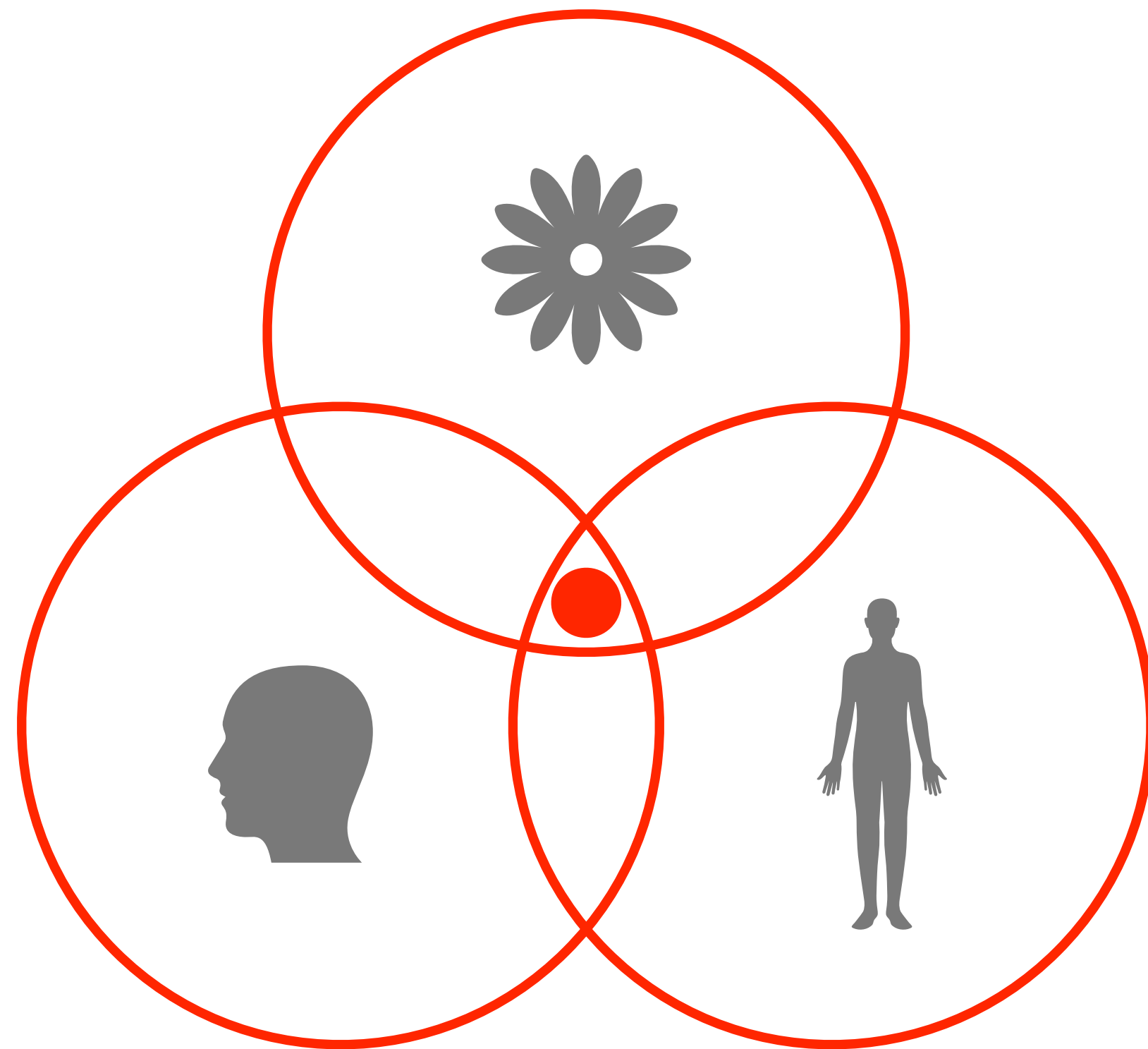
**Head  
Hands  
Heart**

Source: Chiva-Som International Resort (1995)



Mind

**Holistic**



The tri-part logo represents Mind, Body and Spirit, and Chiva-Som believes all these three components are essential to achieving balanced wellness.

- EST 1995 -

  
*Chiva-Som*  
ชิวา-ซอม



Spirit

Body

Source: Chiva-Som International Resort (1995)

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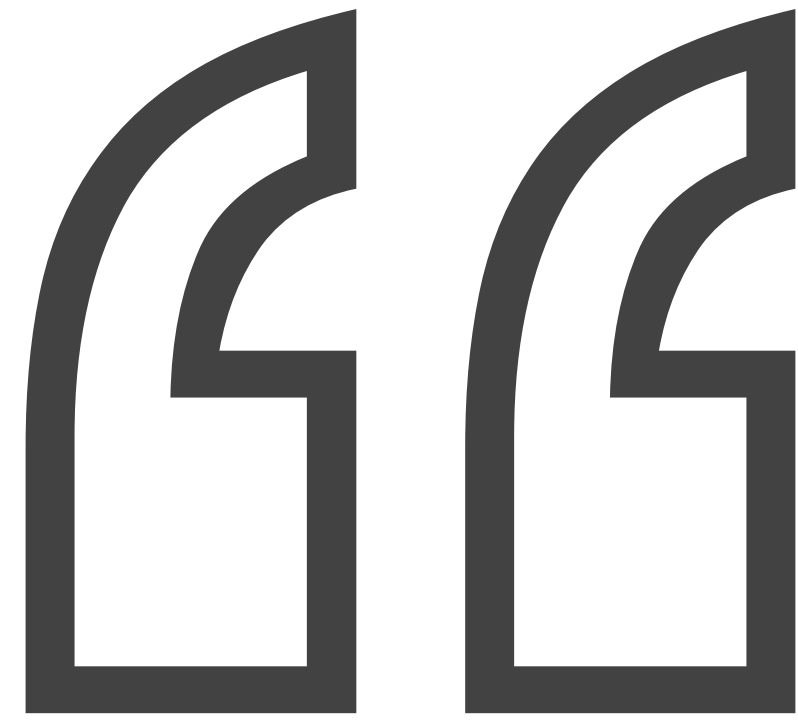
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# | WHAT IS WELLNESS?







The Global Wellness  
Institute defines  
**wellness** as  
the **active pursuit** of  
activities, choices and  
lifestyles that lead to  
**a state of holistic health.**

Source: Global Wellness Institute (2010)



# Wellness is **multi-dimensional**



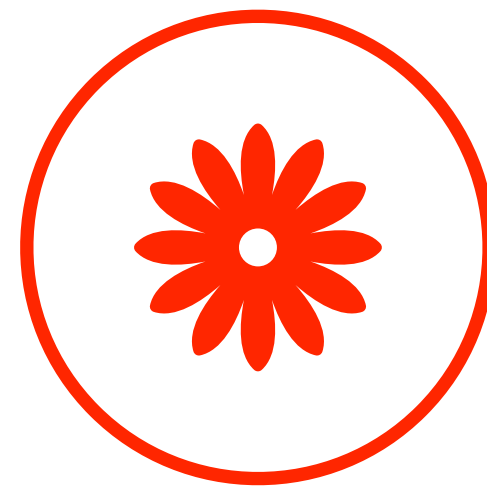
physical



mental



emotional



spiritual



social



environmental

Wellness is about  
**more than just physical health.**

Source: Global Wellness Institute (2010)



## WELLNESS

## WELL-BEING & HAPPINESS

multidimensional, dynamic, subjective and personal  
subject to historical and cultural differences and contexts

- Relates to intention, action, activities.
- Has a prominent physical dimension.
- Consumers associate it with healthy lifestyles, choices, and market offerings.
- Common usage in business / private industry context (eg, wellness sector).
- Useful concept for measuring industry size and discussing business opportunities (eg, wellness economy).

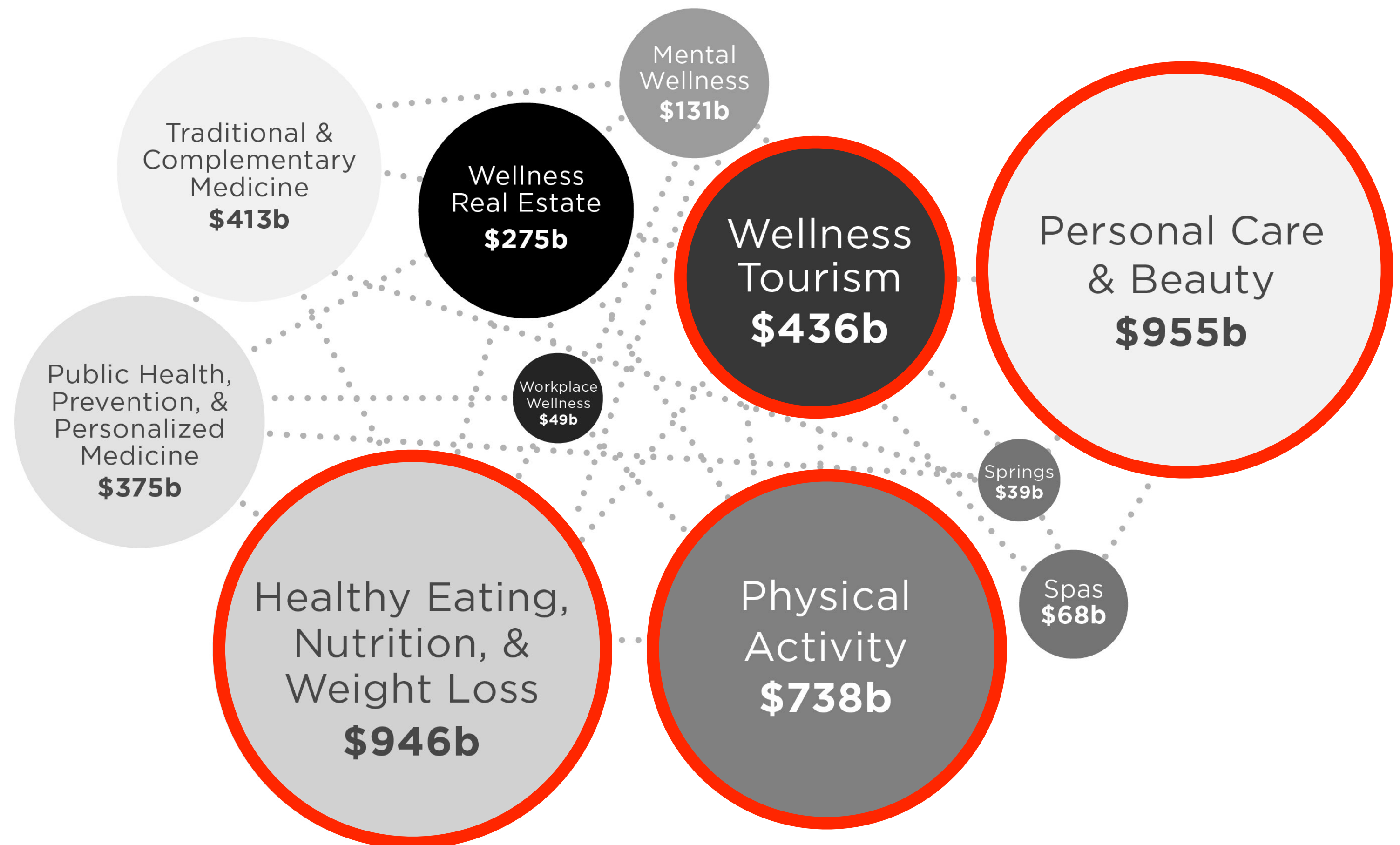
- Perception of a state of being.
- Has a prominent mental / emotional dimension.
- Consumers associate it with feelings of satisfaction and sense of fulfilment.
- Common usage in policy / government context (eg, well-being budgeting)
- Useful concept for measuring individual / citizen welfare (eg, Global Happiness Index) and for organizing policies and interventions.

Source: Global Wellness Institute (2010)



# Global Wellness Economy:

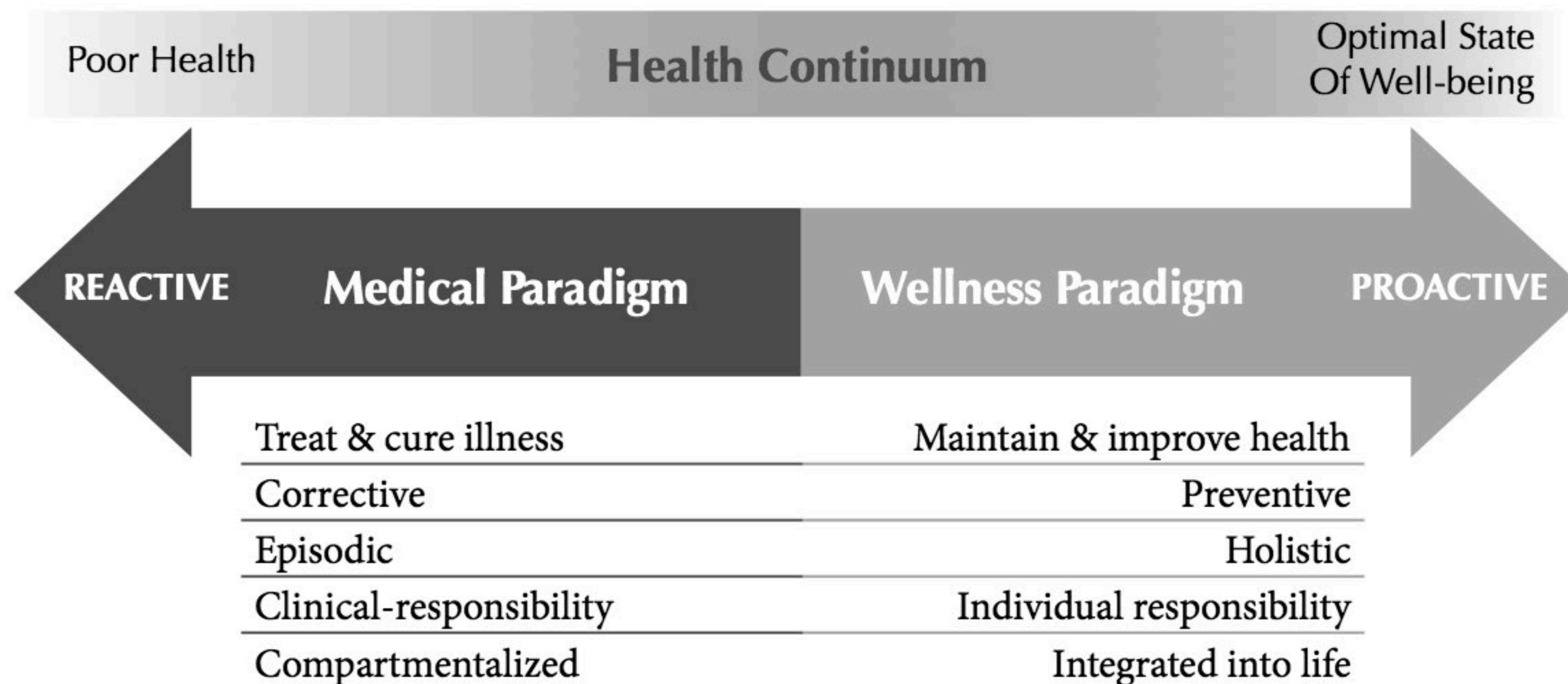
**\$4.4 trillion in 2020**



Source: Global Wellness Institute (2020)

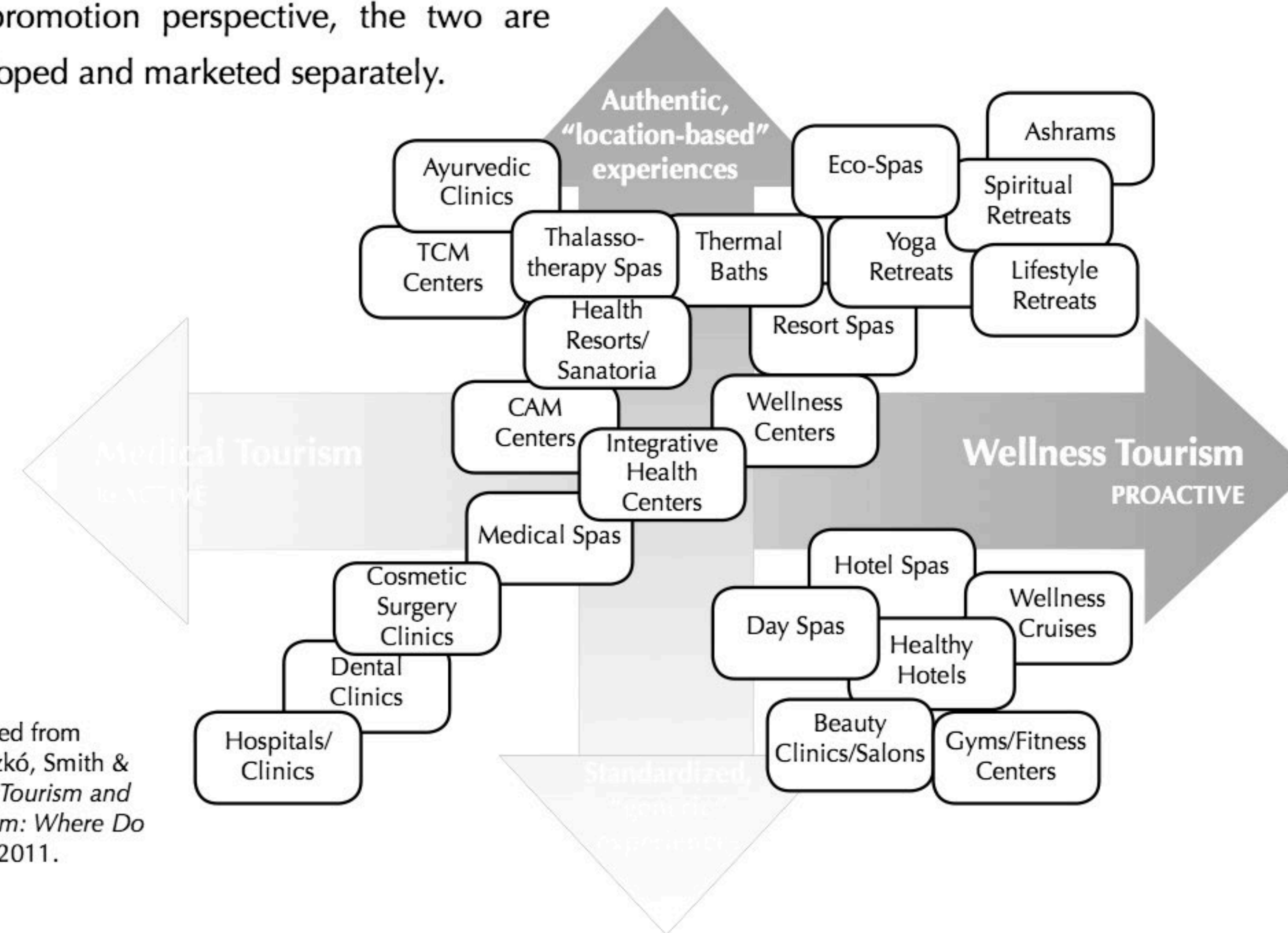


# Medical vs Wellness



Source: Global Wellness Institute (2013)

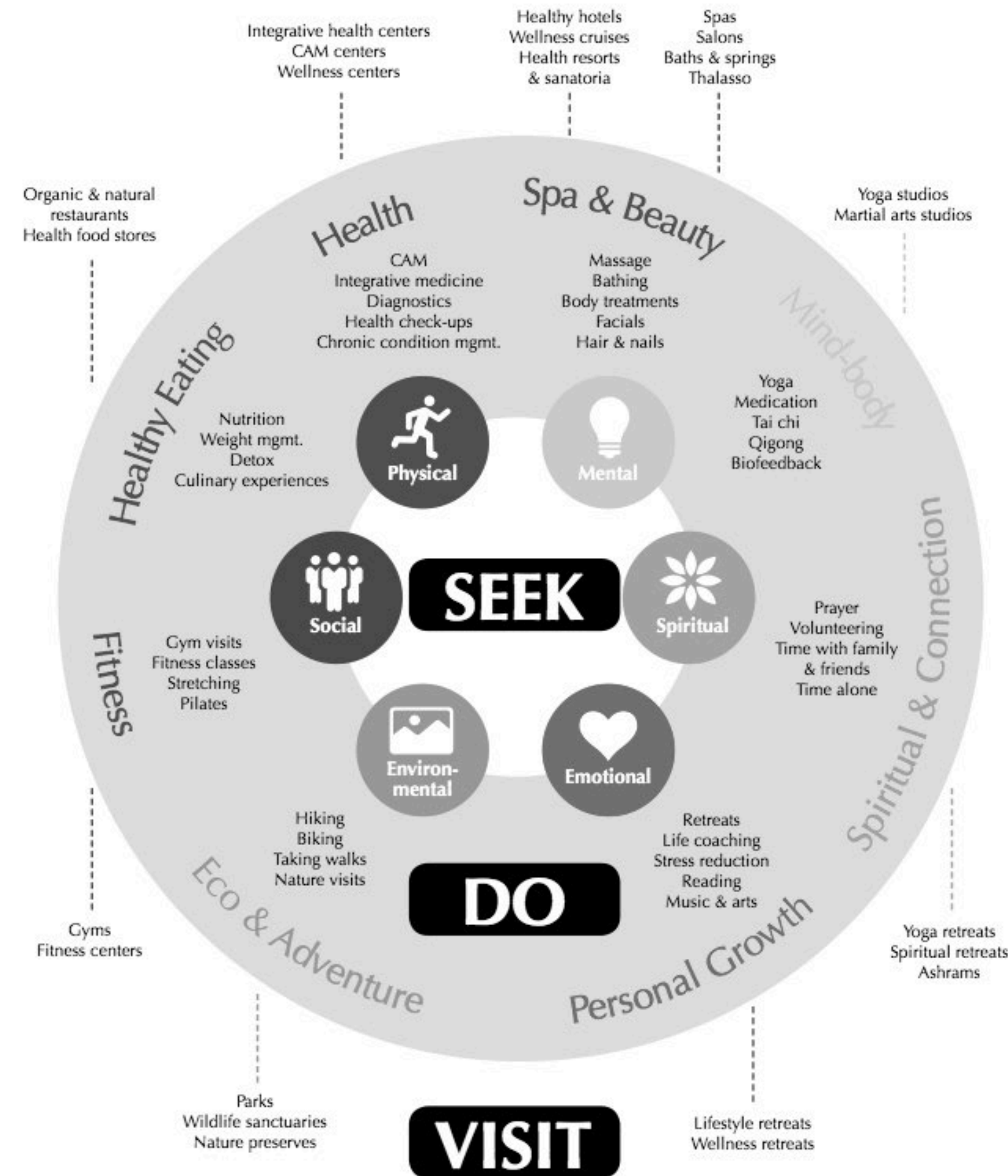
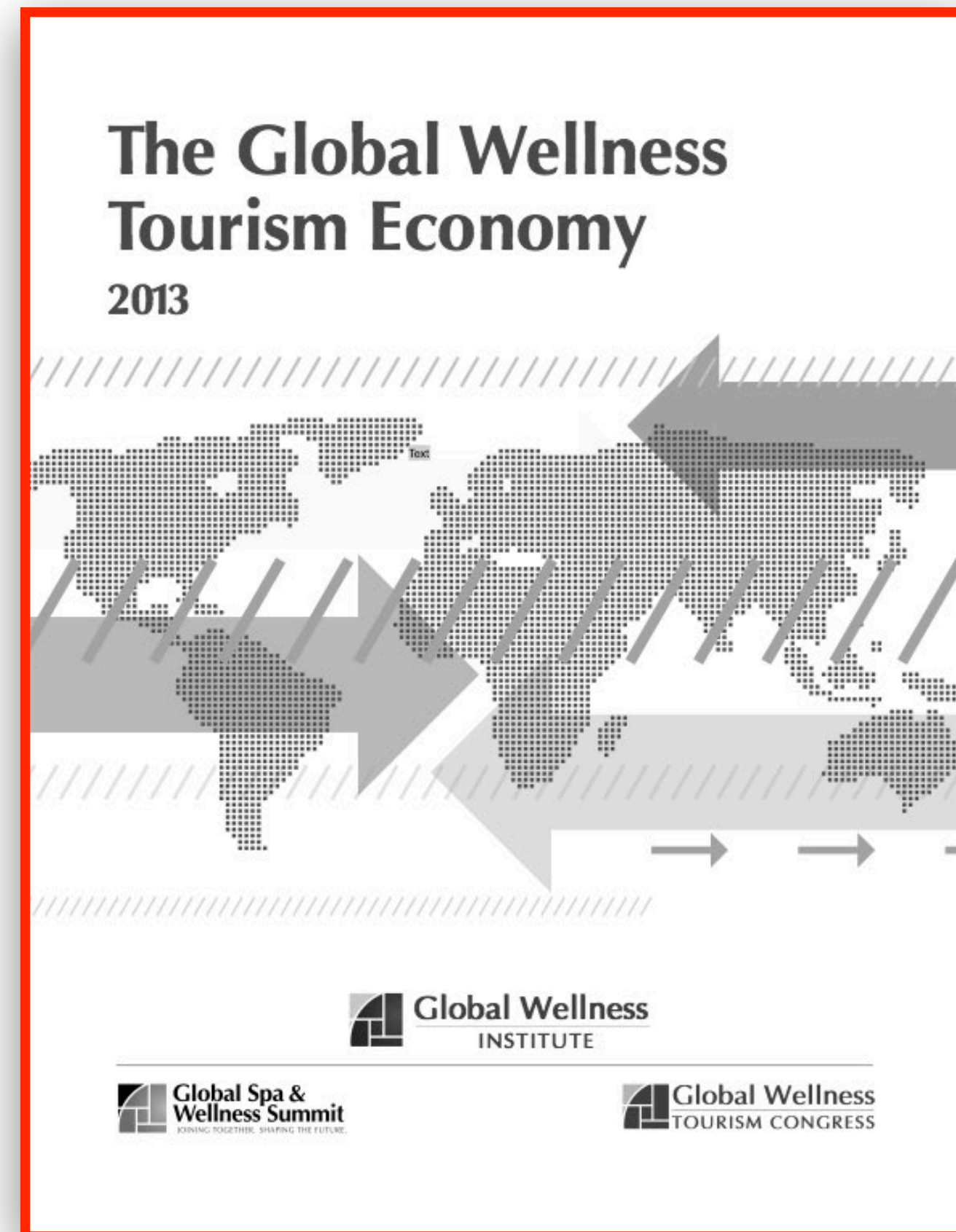
specific consumer markets. From a policy and industry promotion perspective, the two are best developed and marketed separately.



Graphic adapted from Johnston, Puczkó, Smith & Ellis, *Wellness Tourism and Medical Tourism: Where Do Spas Fit?* May 2011.

Source: Global Wellness Institute (2013)





Source: Global Wellness Institute (2013)

# Wellness & Eco Traveller



Source: Global Wellness Institute (2013)



# Wellness Economy: Top Twenty Markets in 2020

	Wellness Economy Size				Average Annual Growth Rate	
	US\$ billions			Rank in 2020	2017-2019	2019-2020
	2017*	2019	2020			
United States						
China	\$1,198.1	\$1,409.7	\$1,215.7	1	8.5%	-13.8%
Japan	\$583.2	\$700.2	\$682.7	2	9.6%	-2.5%
Germany	\$288.6	\$323.0	\$303.6	3	5.8%	-6.0%
United Kingdom	\$224.4	\$244.4	\$223.9	4	4.4%	-8.4%
France	\$149.6	\$167.8	\$158.4	5	5.9%	-5.6%
Canada	\$136.9	\$150.5	\$133.1	6	4.8%	-11.6%
Italy	\$90.0	\$104.2	\$95.1	7	7.6%	-8.8%
Australia	\$90.0	\$101.8	\$94.1	8	6.4%	-7.5%
Brazil	\$100.9	\$107.5	\$91.8	9	3.2%	-14.5%
India	\$81.3	\$91.0	\$84.4	10	5.8%	-7.3%
Russia	\$122.9	\$112.6	\$82.6	11	-4.3%	-26.6%
Spain	\$69.9	\$87.3	\$77.6	12	11.8%	-11.2%
Mexico	\$78.6	\$86.8	\$71.4	13	5.1%	-17.7%
Netherlands	\$69.9	\$74.9	\$62.6	14	3.5%	-16.4%
Taiwan	\$52.9	\$60.4	\$46.5	15	6.8%	-23.1%
Switzerland	\$36.4	\$40.3	\$41.0	16	5.2%	1.7%
Indonesia	\$36.8	\$39.1	\$38.4	17	3.0%	-1.8%
Turkey	\$39.6	\$44.6	\$38.2	18	6.2%	-14.4%
	\$34.9	\$40.6	\$36.4	19	7.9%	-10.3%
	\$39.4	\$39.9	\$34.6	20	0.6%	-13.4%

*\*2017 figures have been revised since GWI released the previous version of the Wellness Economy Monitor. See **Table 1** for detailed time series data for 150 countries. Source: Global Wellness Institute, based on extensive primary research and secondary data sources.*

Source: Global Wellness Institute (2020)

# WHAT'S THE FUTURE OF HEALTH & WELLNESS



WHAT'S THE  
NEXT NORMAL  
HEALTH &  
WELLNESS

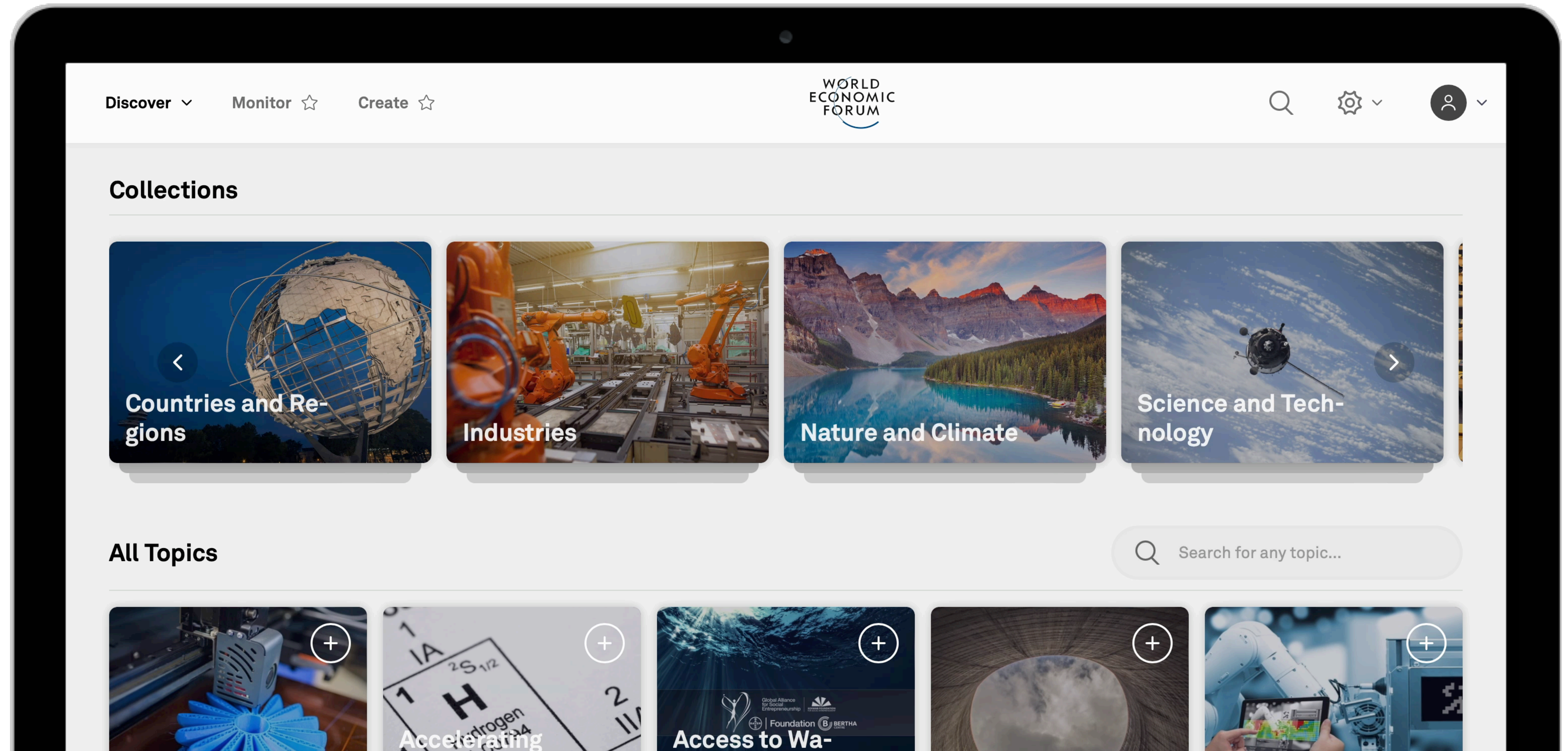




# Strategic Intelligence

## #WellnessCareers

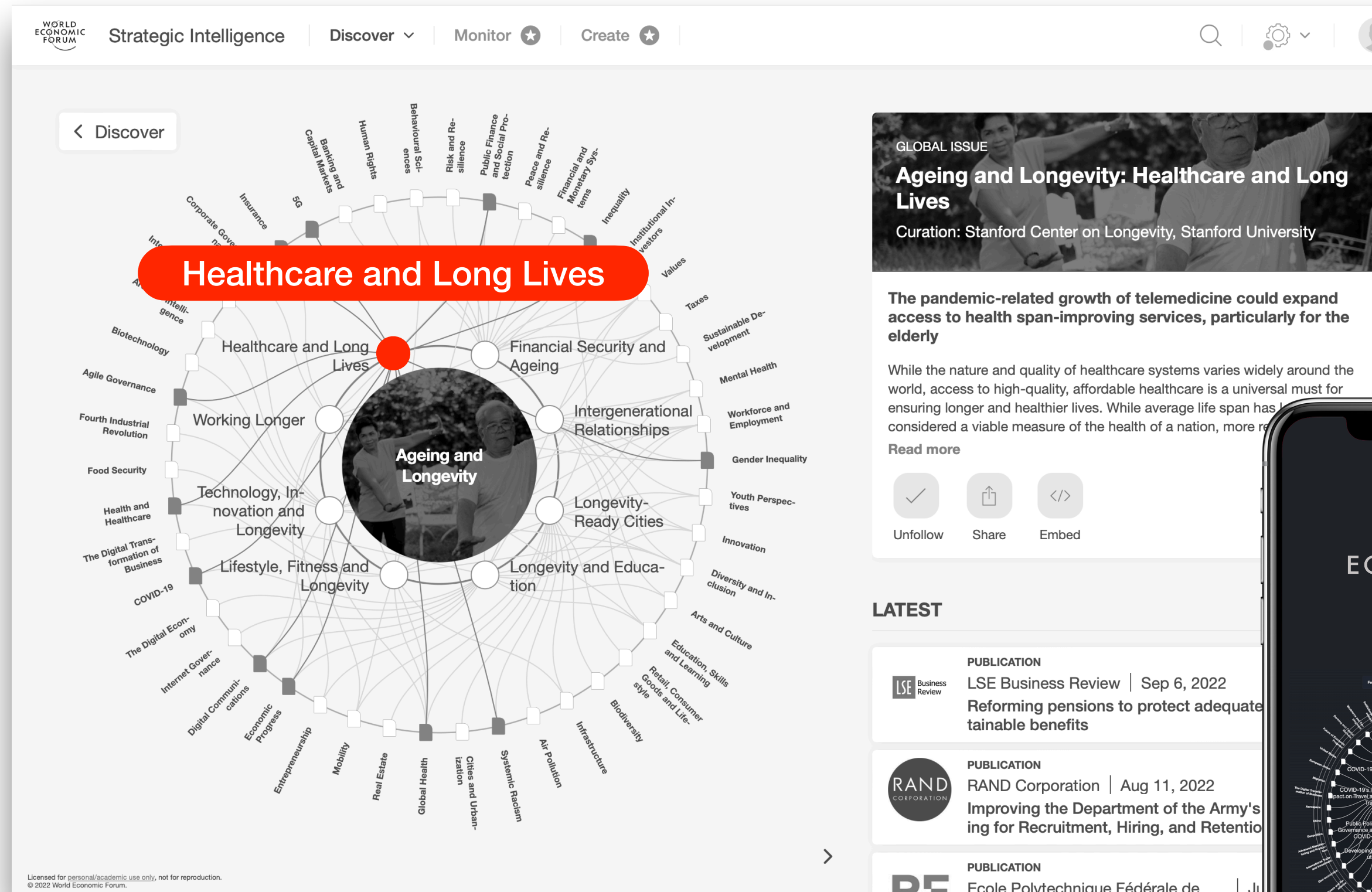
Source: Strategic Intelligence by World Economic Forum (2022)







# Strategic Intelligence



**GLOBAL ISSUE**  
**Ageing and Longevity: Healthcare and Long Lives**  
Curation: Stanford Center on Longevity, Stanford University

The pandemic-related growth of telemedicine could expand access to health span-improving services, particularly for the elderly

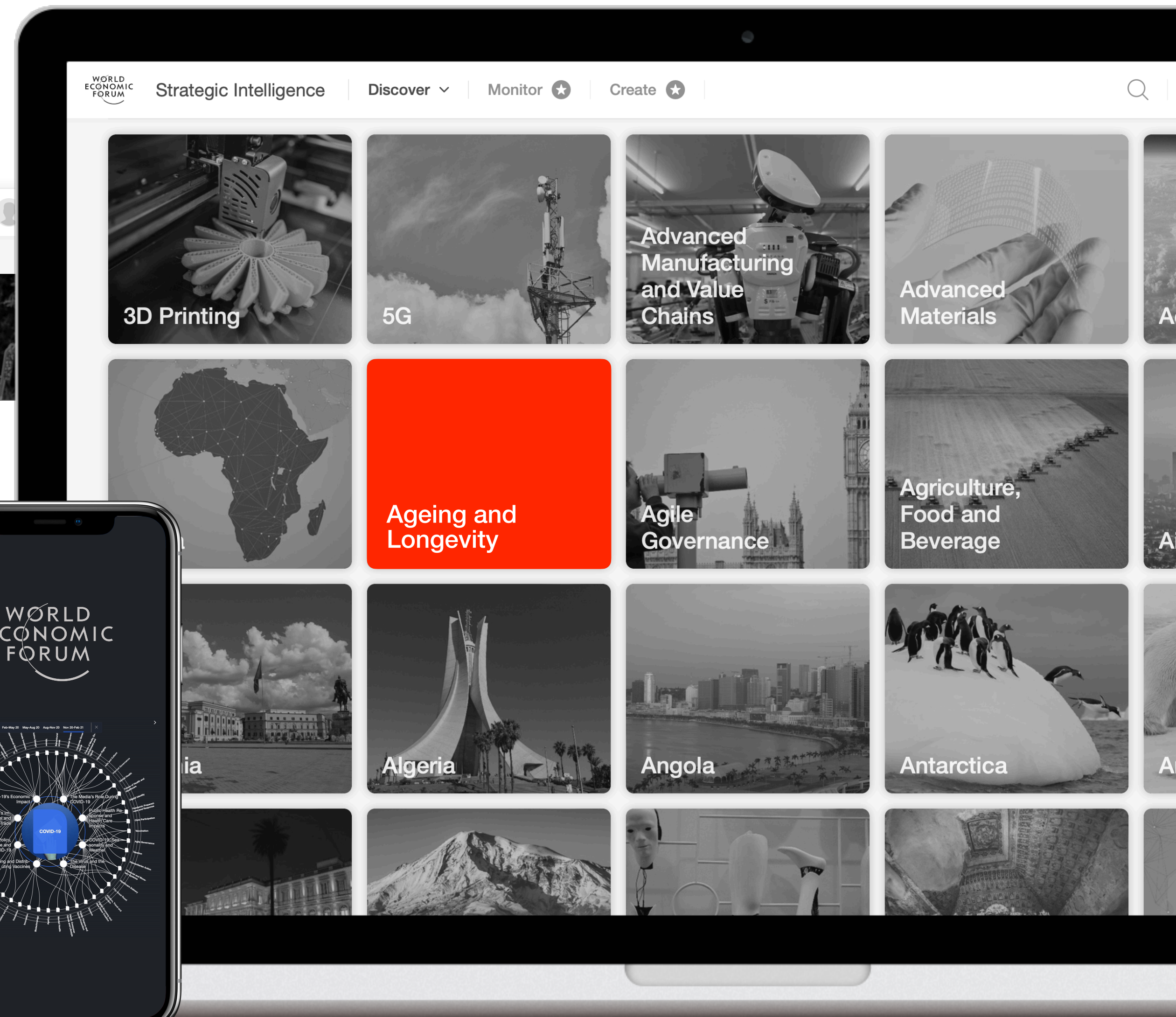
While the nature and quality of healthcare systems varies widely around the world, access to high-quality, affordable healthcare is a universal must for ensuring longer and healthier lives. While average life span has been considered a viable measure of the health of a nation, more research is needed to understand the factors that influence health span.

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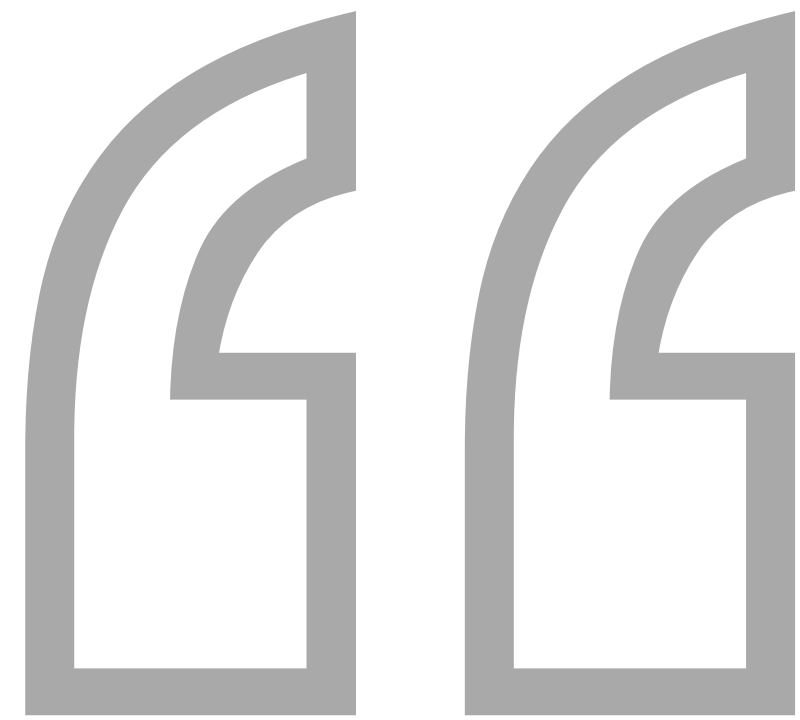
Source: Strategic Intelligence by World Economic Forum (2022)



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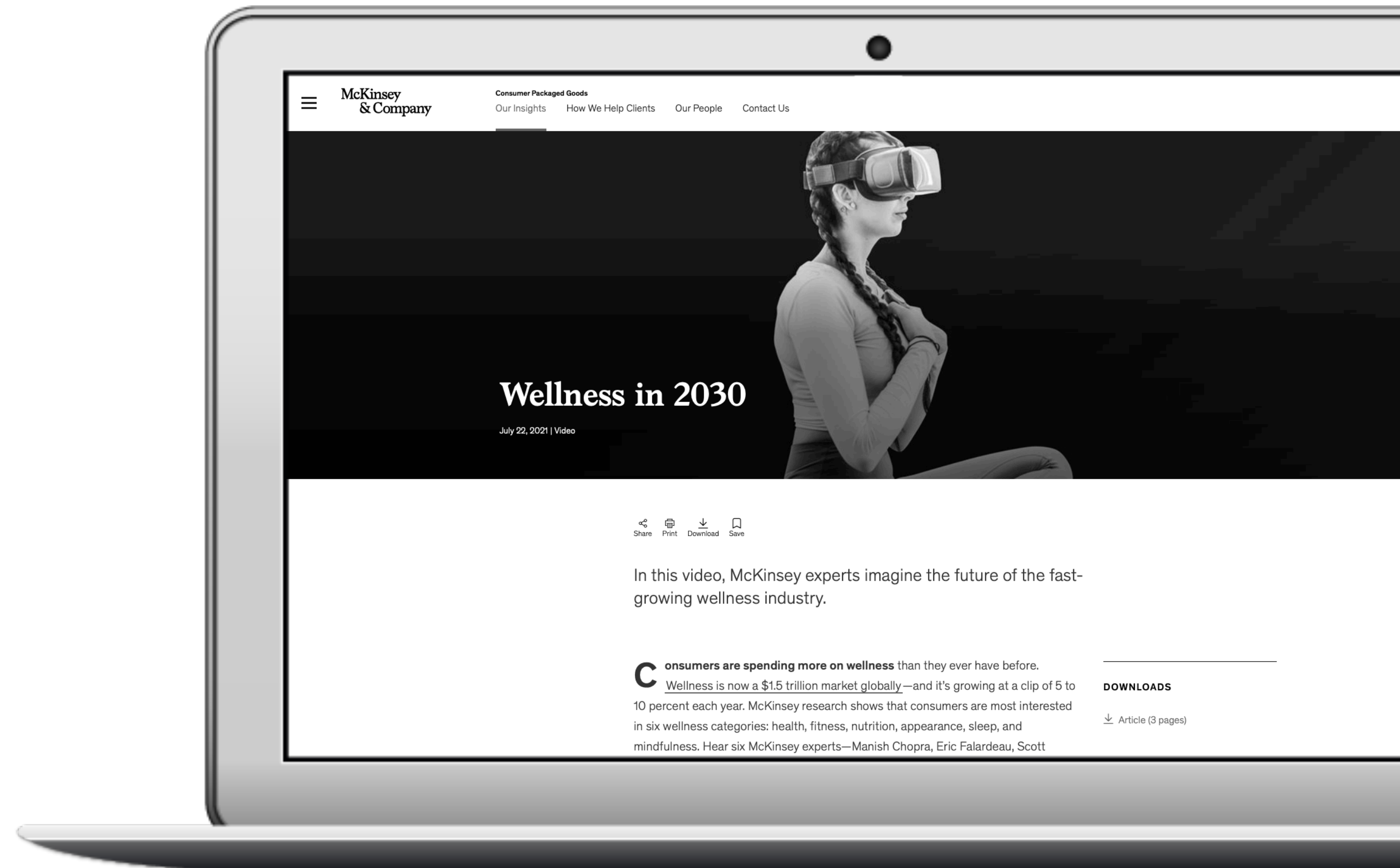




## The Future of Wellness: Connected and Customized

The wellness market is booming. Consumers intend to keep spending more on products that improve their health, fitness, nutrition, appearance, sleep, and mindfulness. In this edition, The Next Normal explores the fast-changing, fast-growing wellness industry.

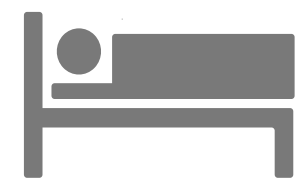
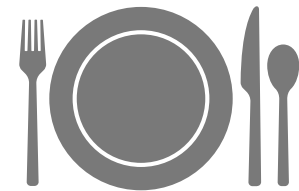
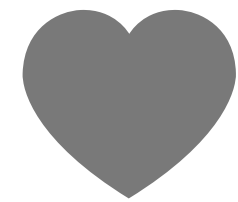
– McKinsey (2021)





Consumer are most  
interested in six  
wellness categories

6



Health  
Fitness  
Nutrition  
Appearance  
Sleep  
Mindfulness

Source: McKinsey & Company (2022)



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# Every Destination Has Something Unique to Offer



Source: Global Wellness Institute (2018)



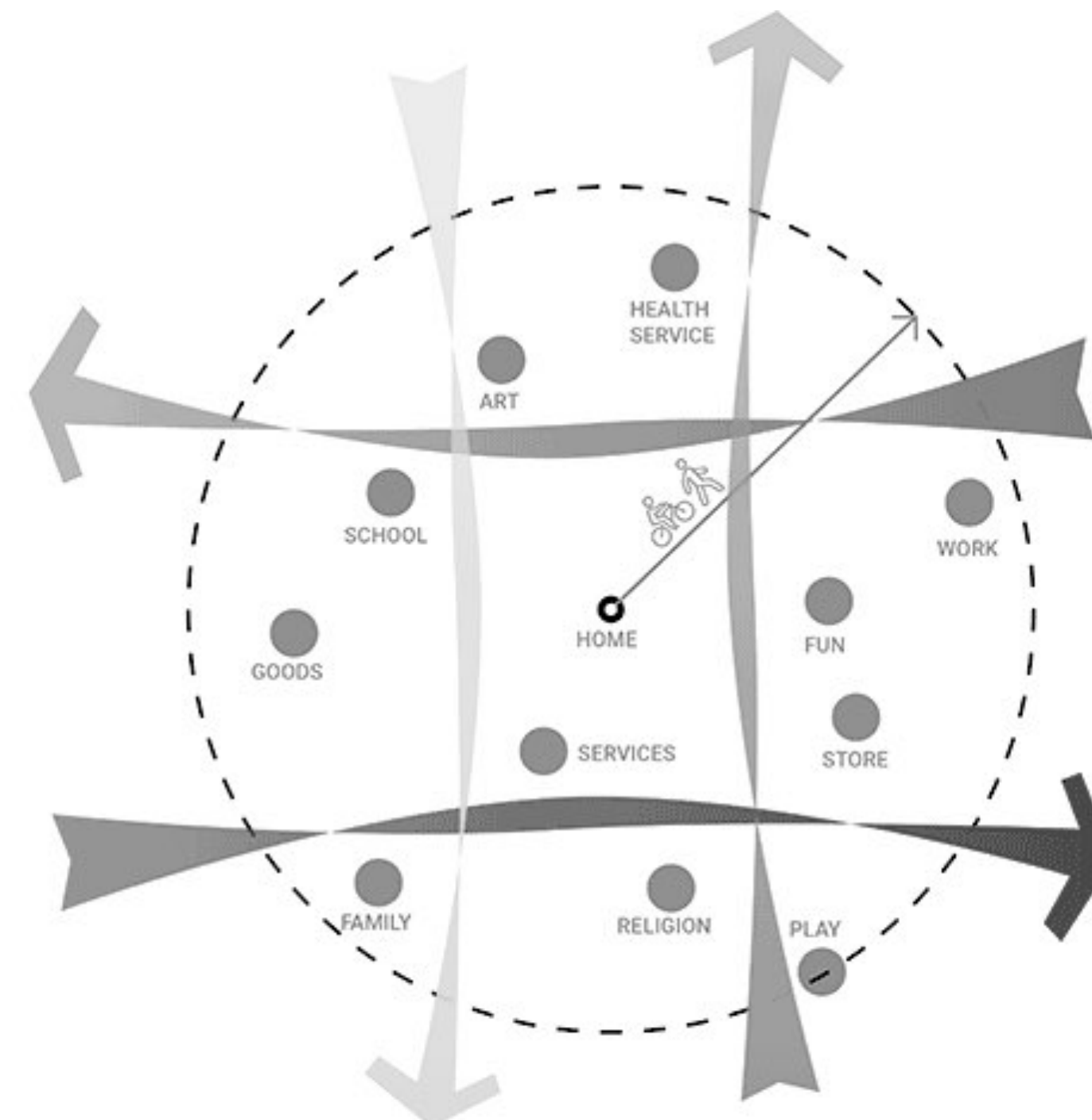
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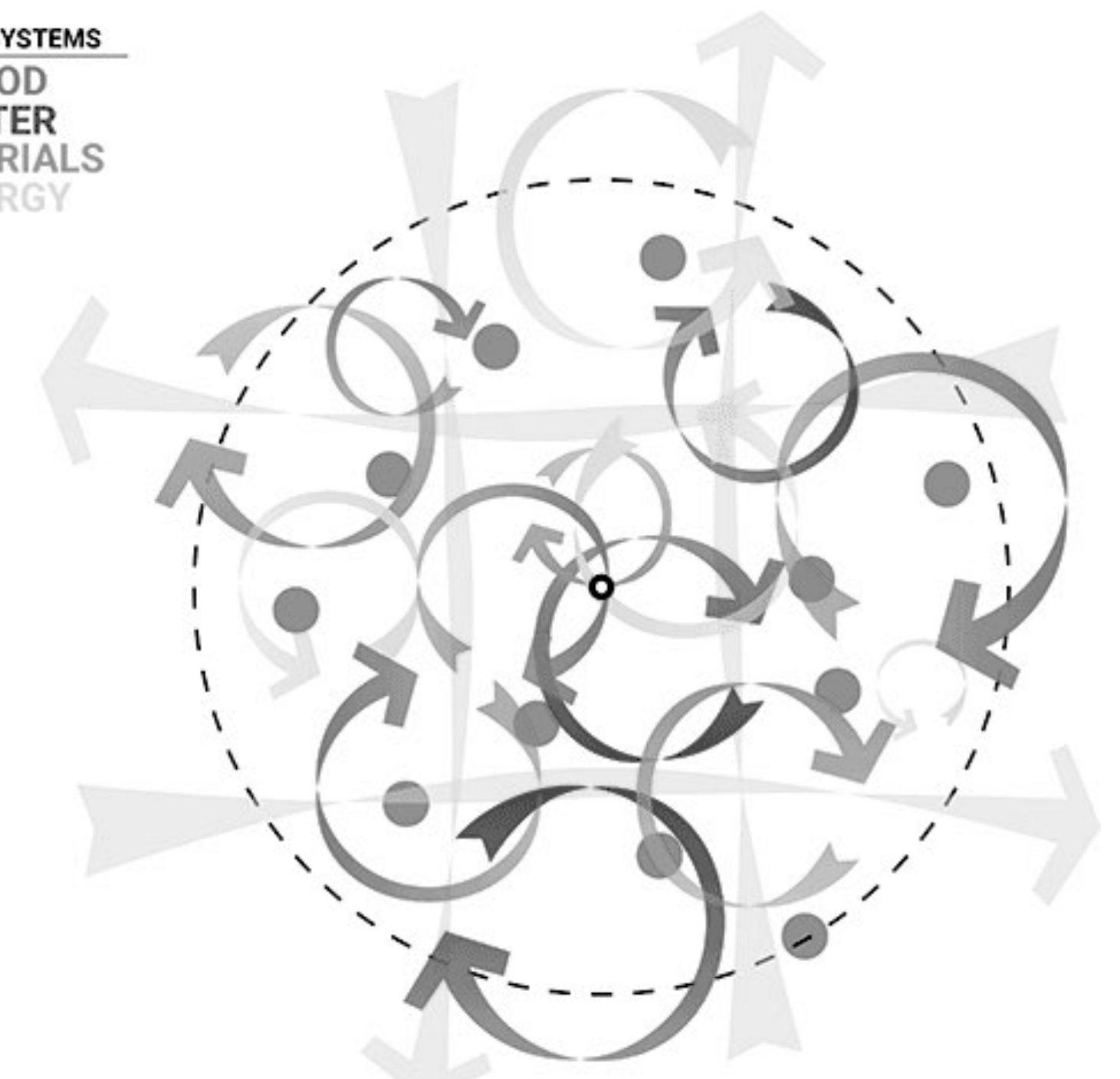


# Wellness Society: De-Infra structured City



**INFRASTRUCTURED  
URBAN SYSTEMS  
SERVING 15-MINUTE CITY**

**CENTRALIZED  
BENEFITS FOR SOME  
SEPARATED/ISOLATED  
OPAQUE/UNCLEAR  
UNSUSTAINABLE**

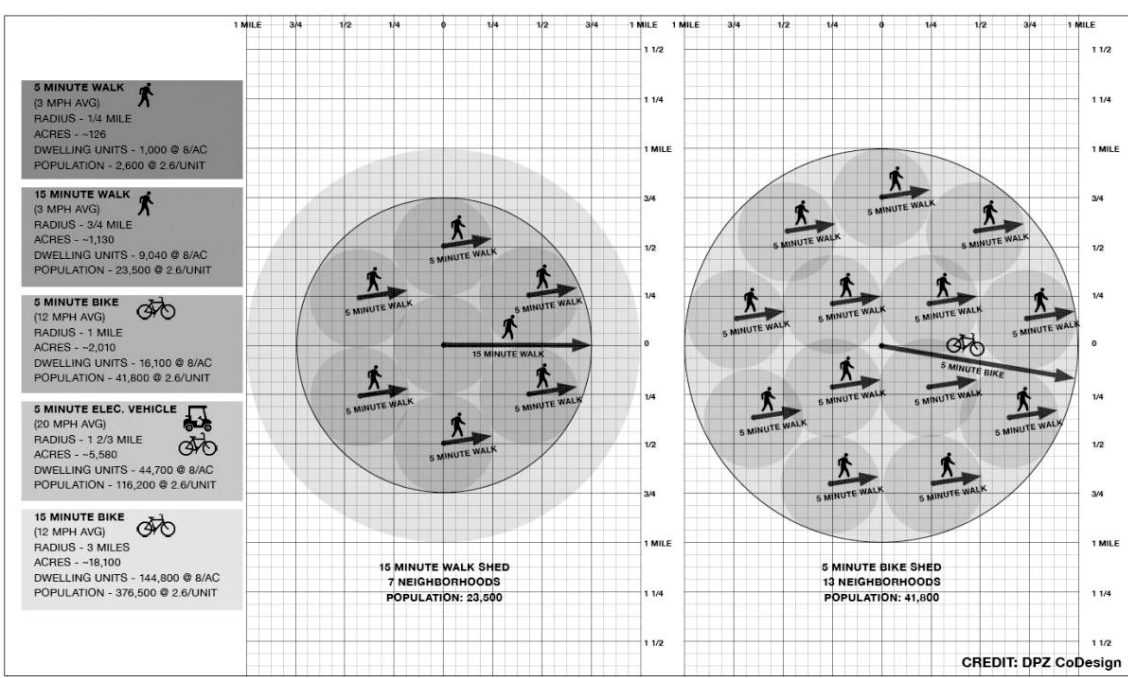
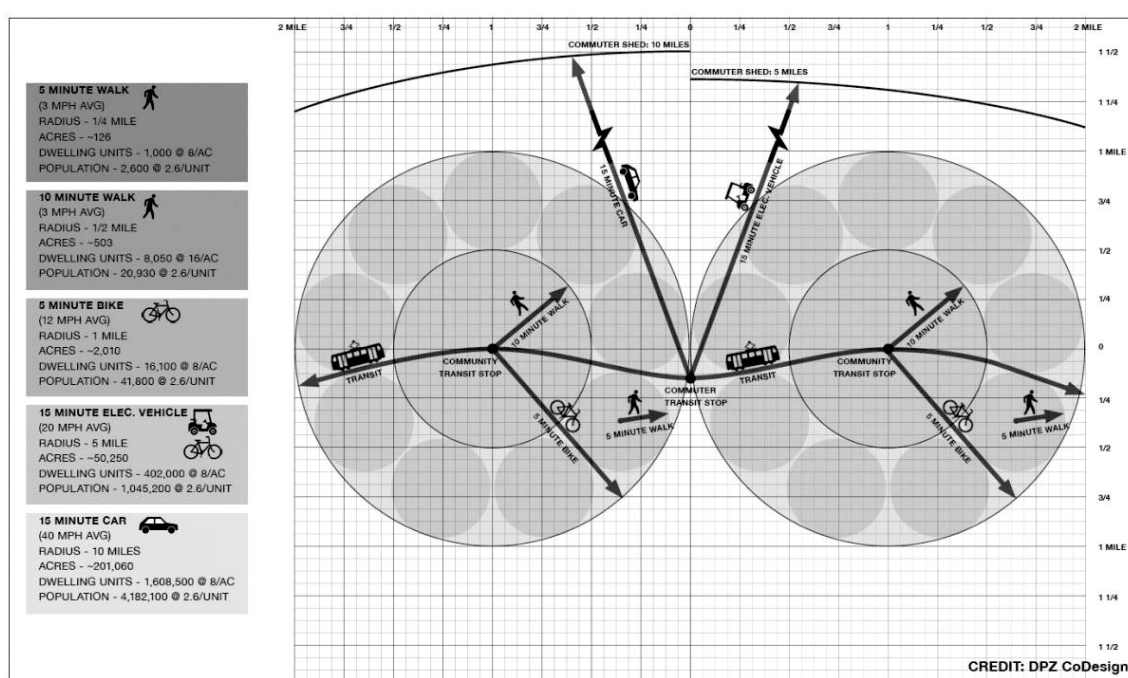
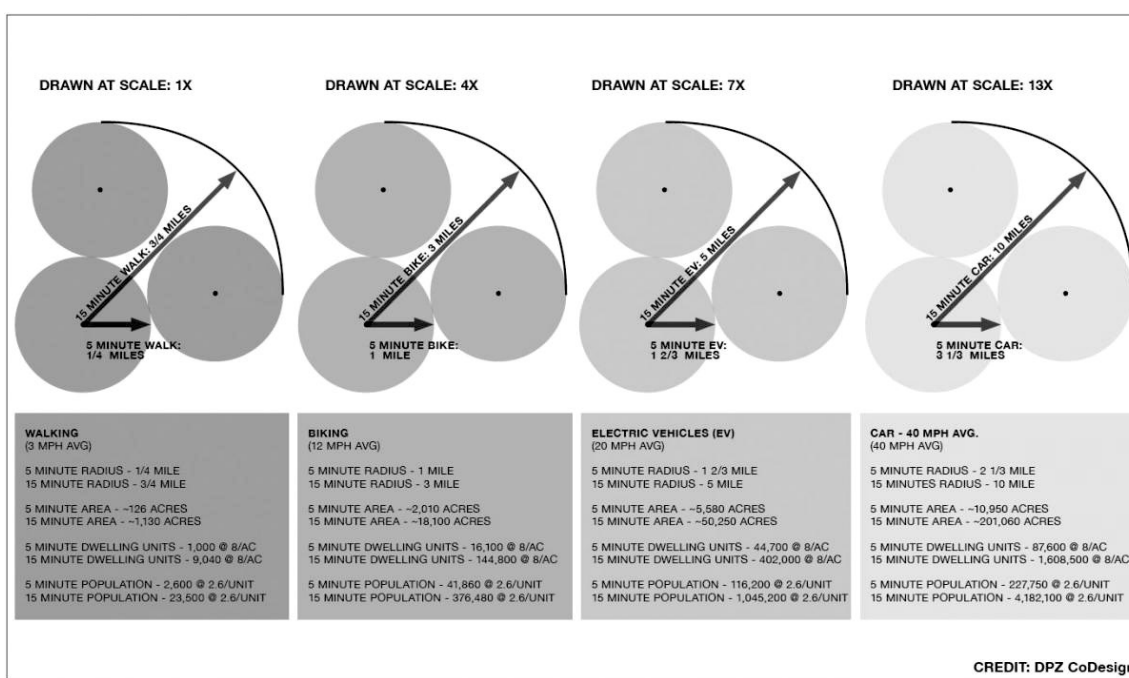
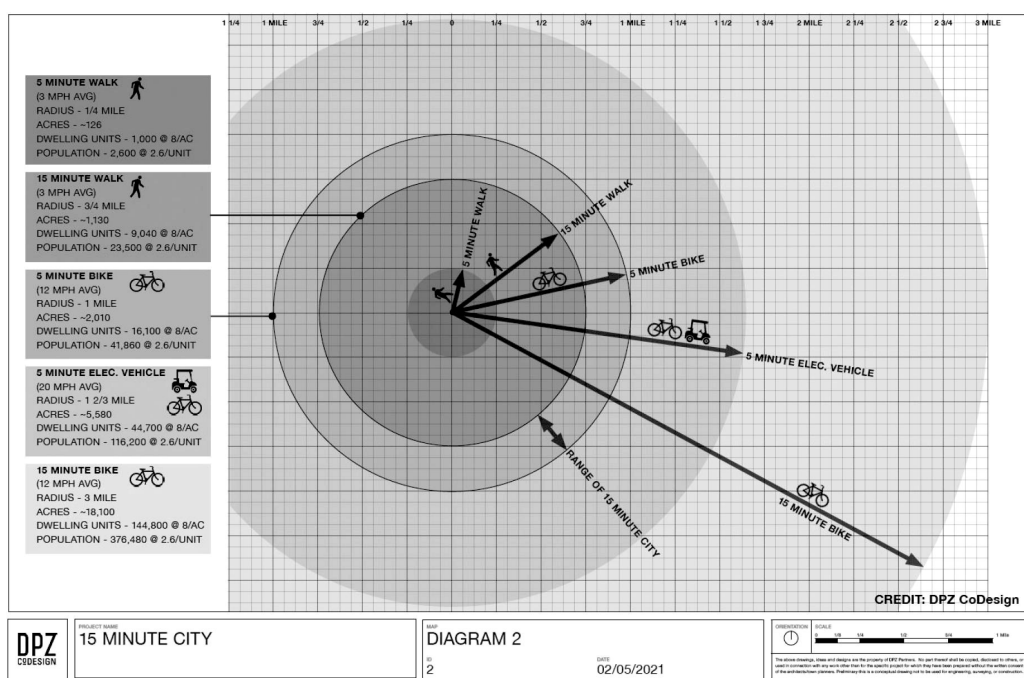


**DE-INFRASTRUCTURING THE  
15-MINUTE CITY**

**LOCAL  
EQUITABLE  
SHARED/INTERCONNECTED  
TRANSPARENT  
SUSTAINABLE  
RESILIENT**

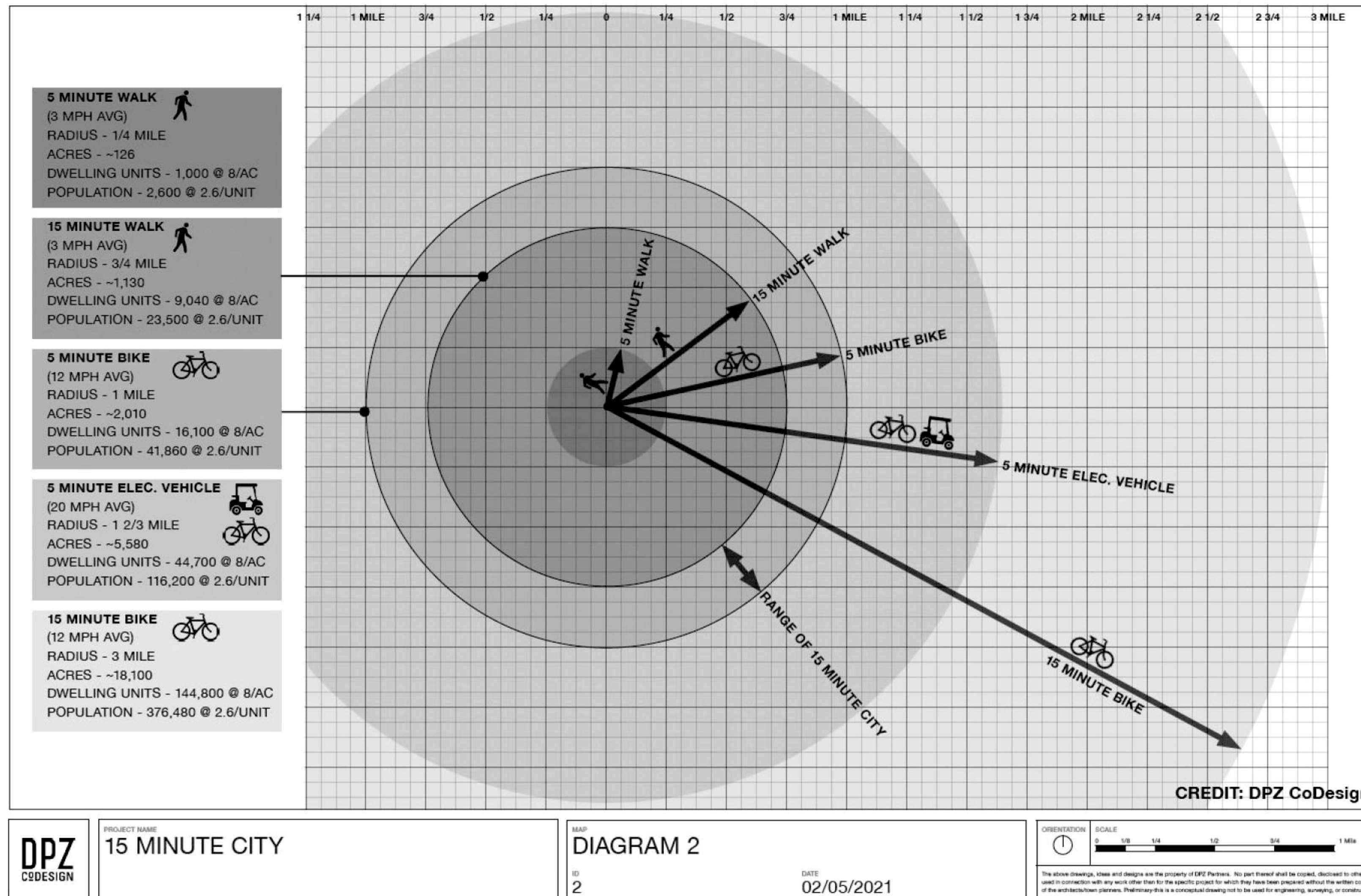
Source: Urbanland (2021)

# Wellness Society: 15 Minute City



Source: Public Square by CNU Journal (2021)





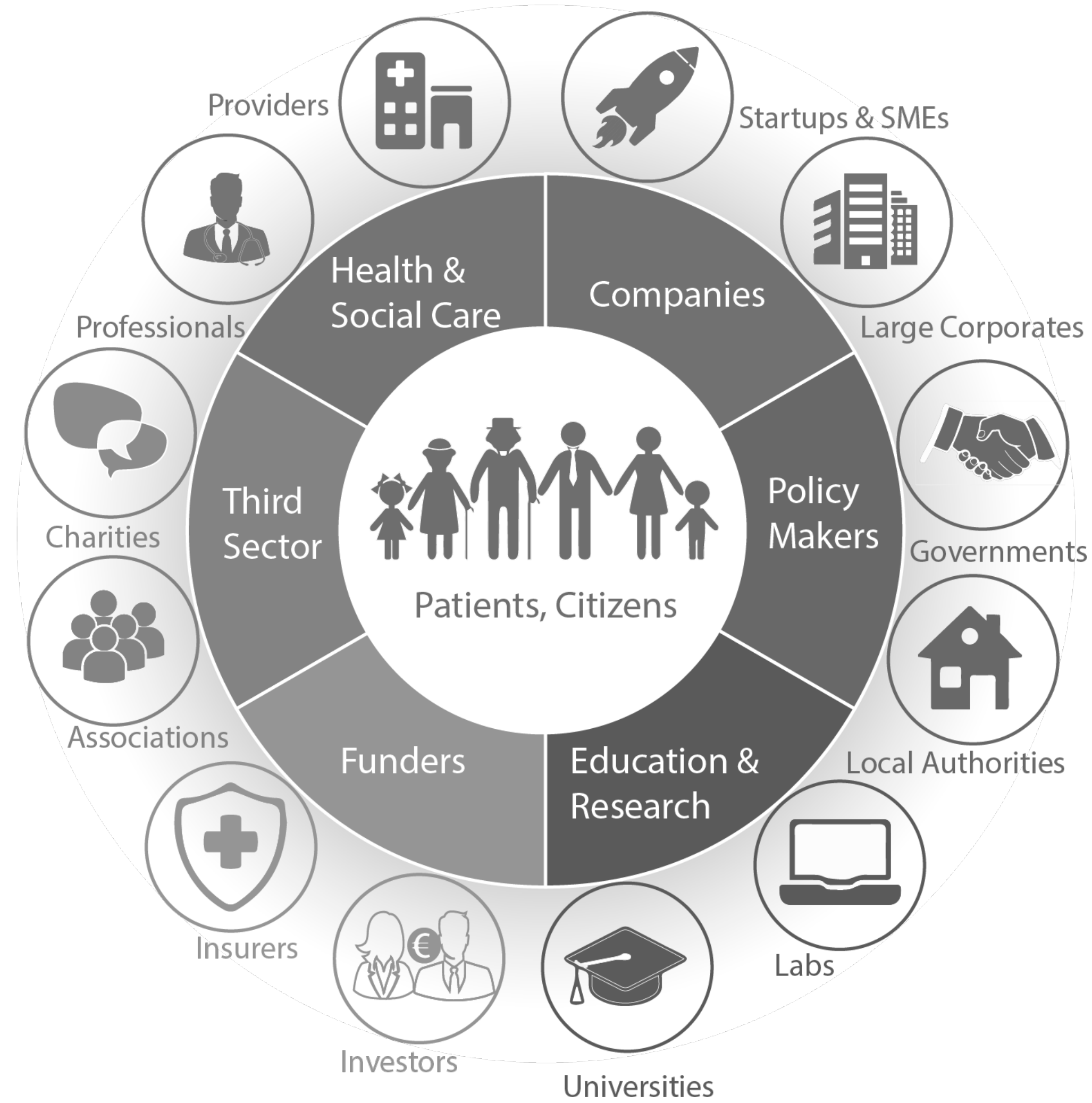
Source: Public Square by CNU Journal (2021)

The Global Wellness Institute defines **wellness tourism** as travel associated with the pursuit of maintaining or enhancing one's personal wellbeing. With so much unwellness embedded in today's travel, wellness tourism brings the promise of combating those negative qualities and **turning travel into an opportunity to maintain and improve our holistic health.**

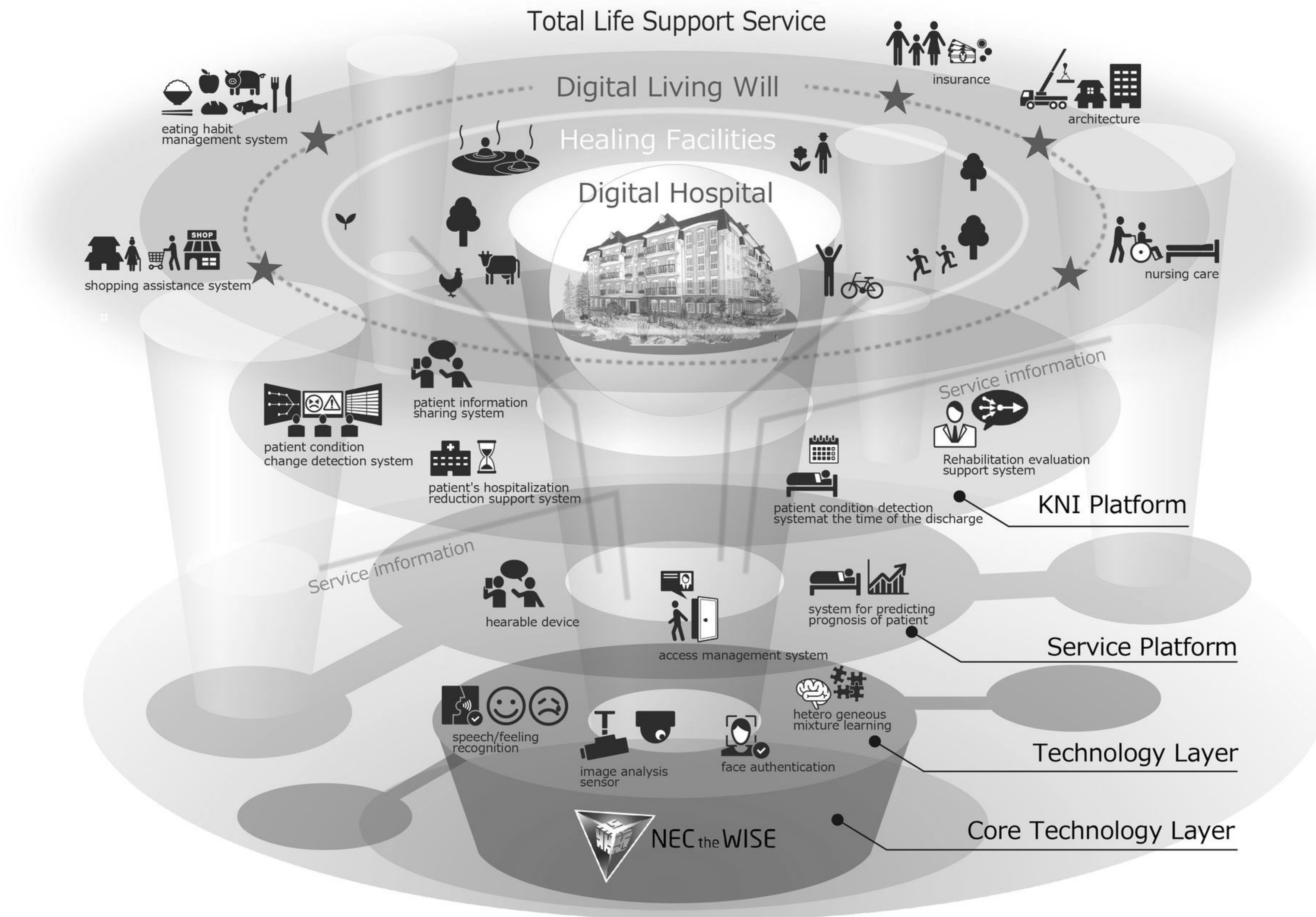
Source: Global Wellness Institute (2010)



# HOW TO BUILD **WELLNESS ECOSYSTEM?**







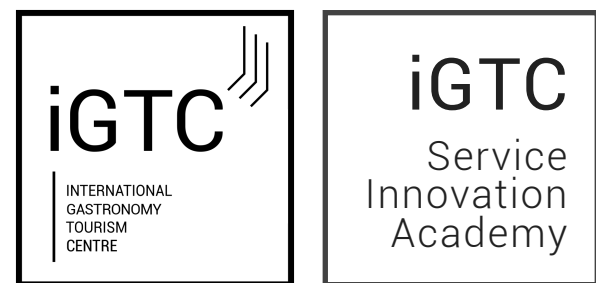
Source: Digital Living Will Healthcare Ecosystem Management Solution



Source: Wellness Partners (2021)



# GROWING WELLNESS BUSINESS

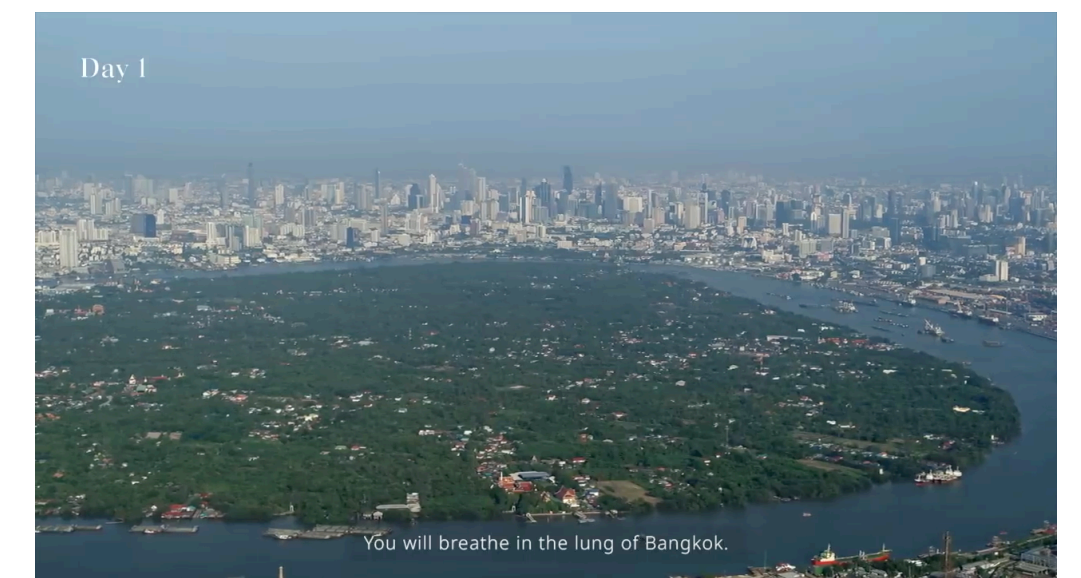
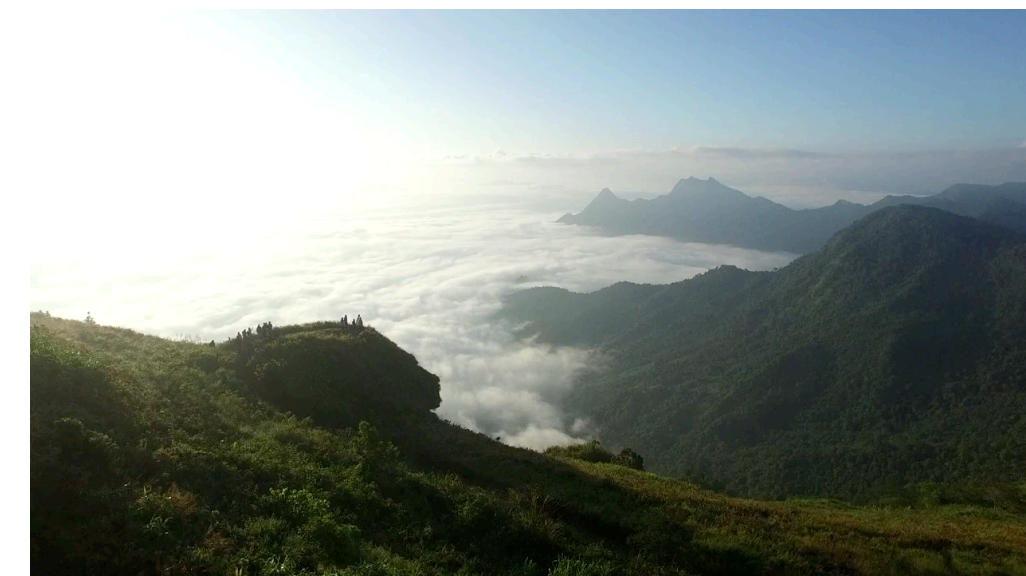
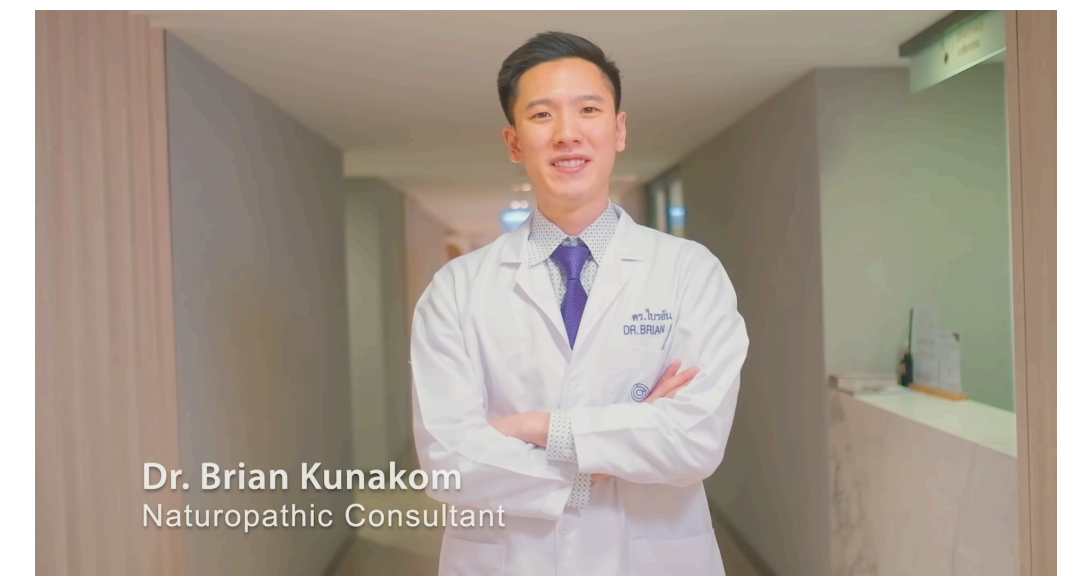


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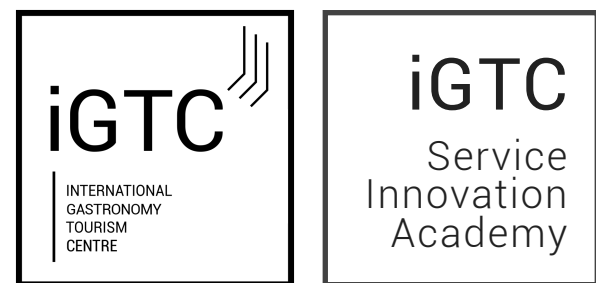


| How will wellness system enhance  
human health and wellbeing?





# GROWING WELLNESS BUSINESS

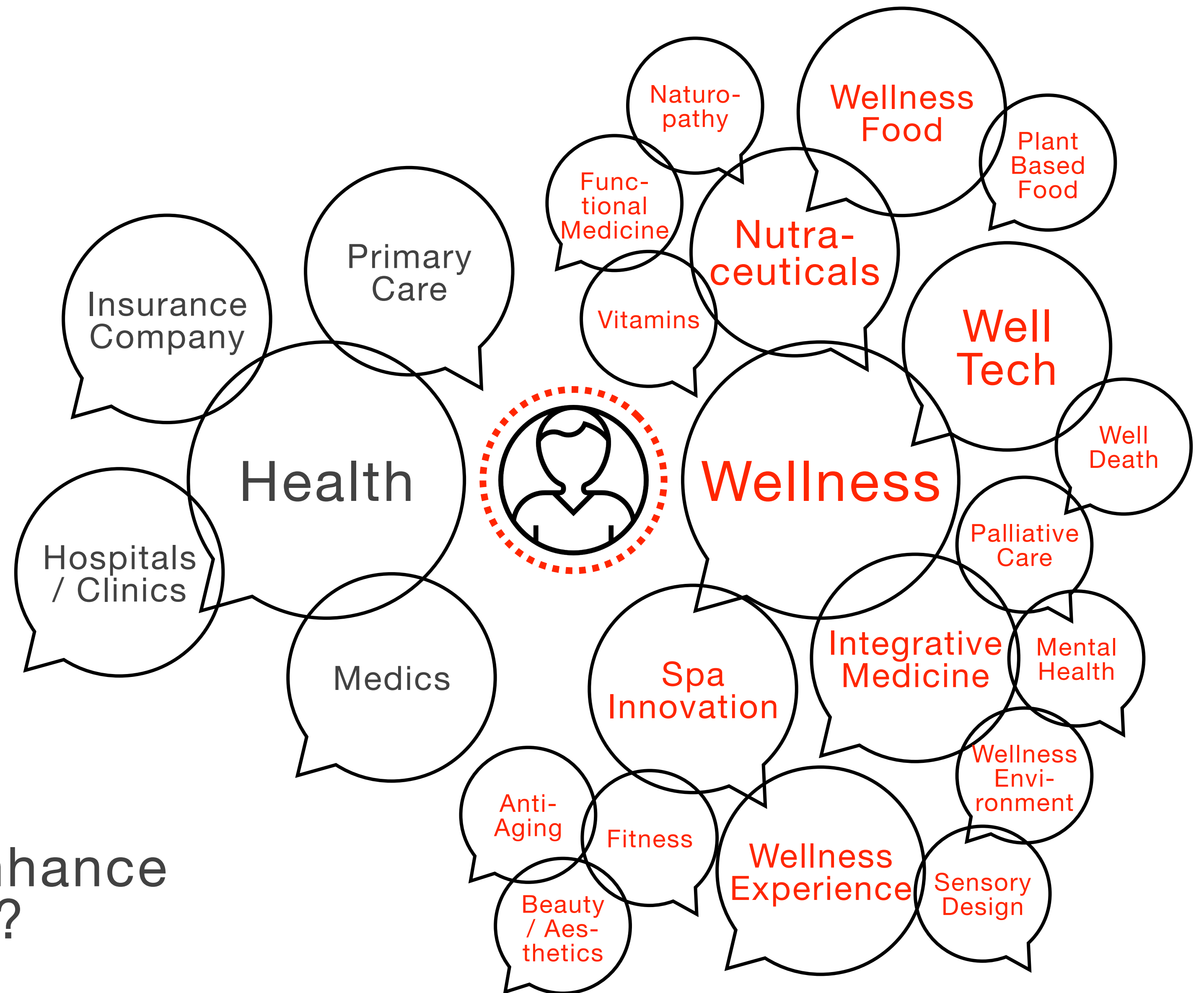


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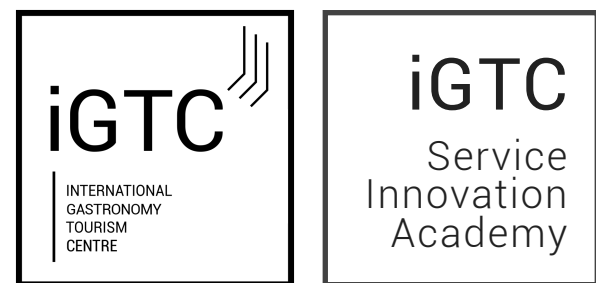


How will wellness system enhance  
human health and wellbeing?



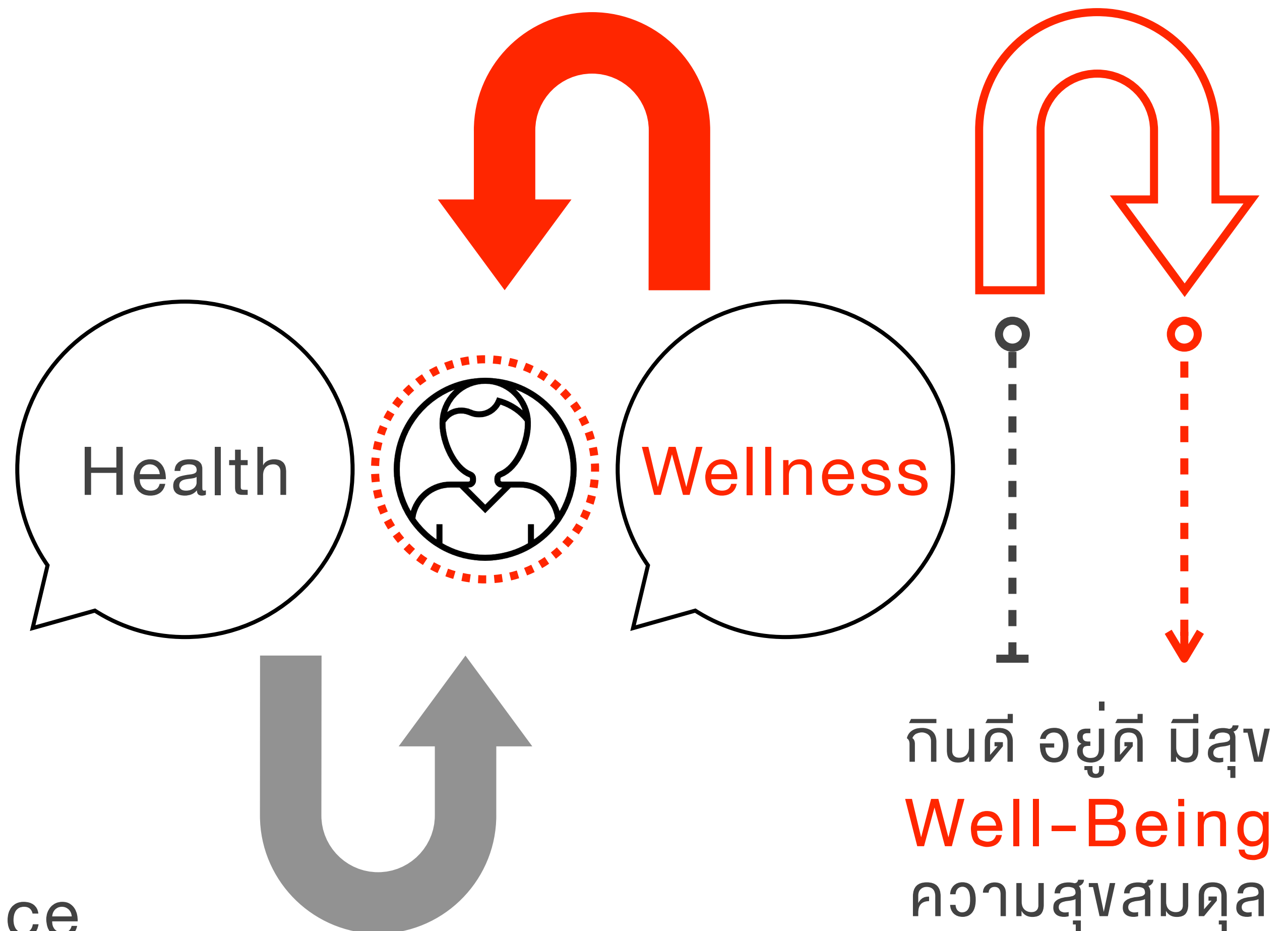


# HEALTH AND WELLNESS INTEGRATION



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How will wellness system enhance human health and wellbeing?

Find Out More

# Careers in Wellness Economy:

# Exploring Opportunities for Growing Professional Industry

Source: International Gastronomy Tourism Centre (2022)



[mjuigtc/blog/  
wellness-careers](https://mjuigtc.blog/wellness-careers)





# HOW TO BE A THOUGHT-LEADING **WELLNESS BRAND?**

# HEALTH & WELLNESS SHOWCASES



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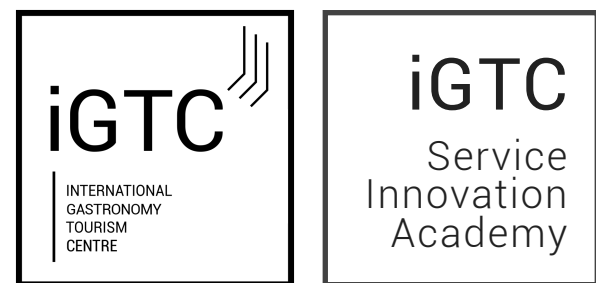
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How will Thailand reshape the new  
health and wellness ecosystem?



# HEALTH & WELLNESS PORTFOLIOS



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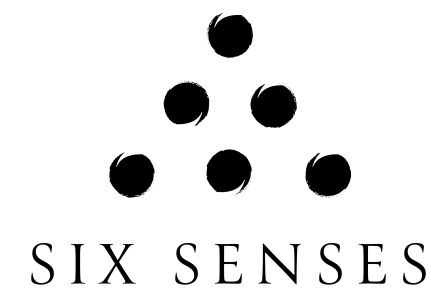


How will business portfolios  
change the landscape?

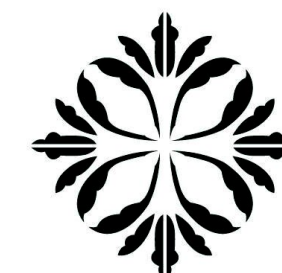


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scientific



holistic



THANN WELLNESS DESTINATION



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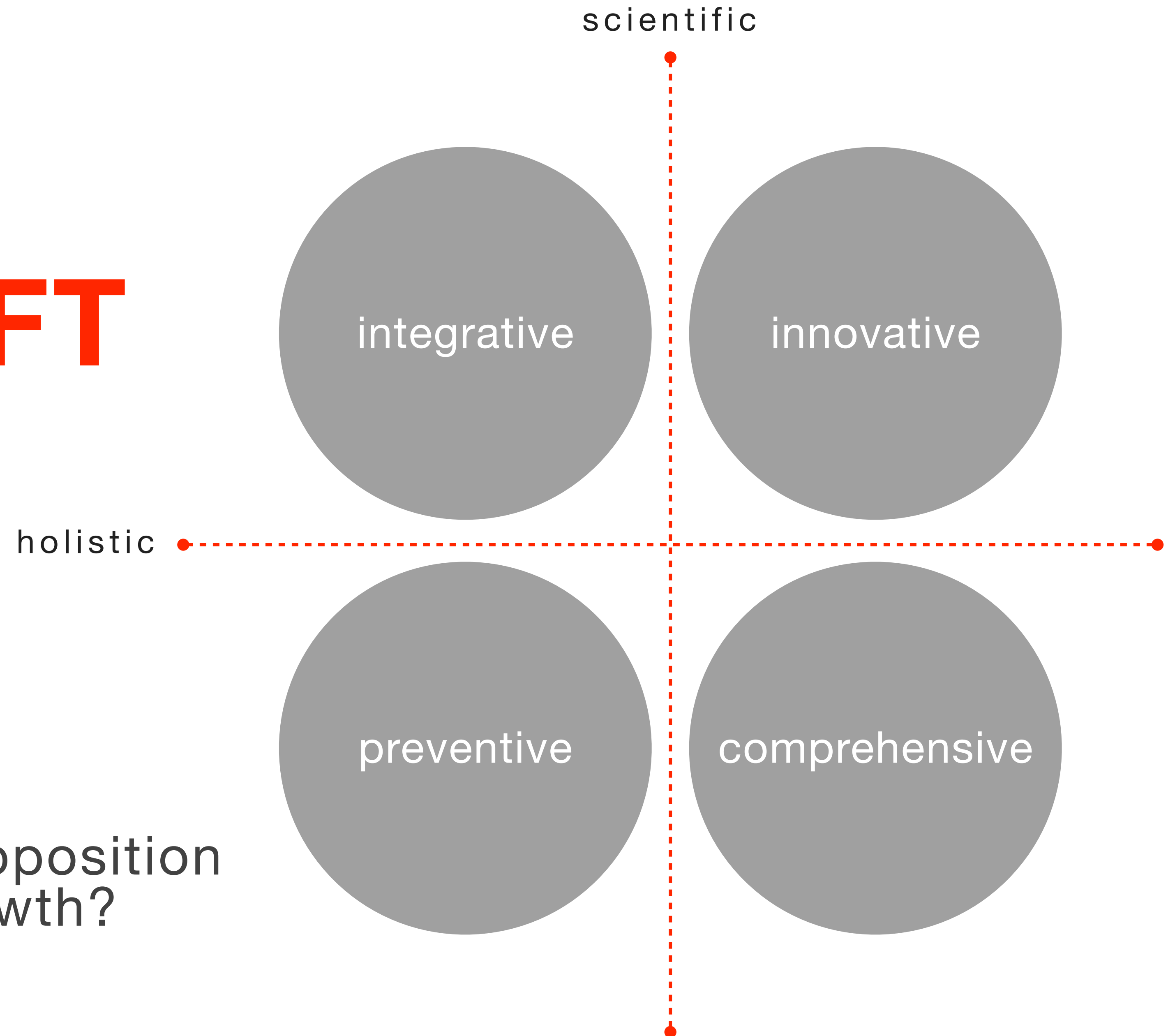


How a dynamic value proposition  
drives your business growth?



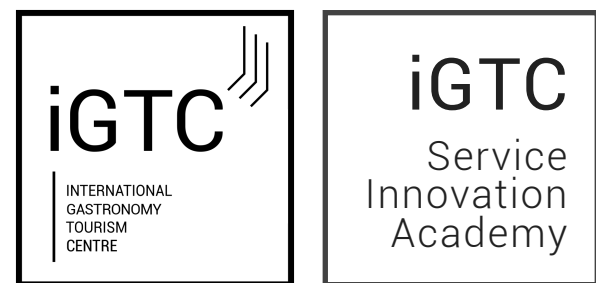
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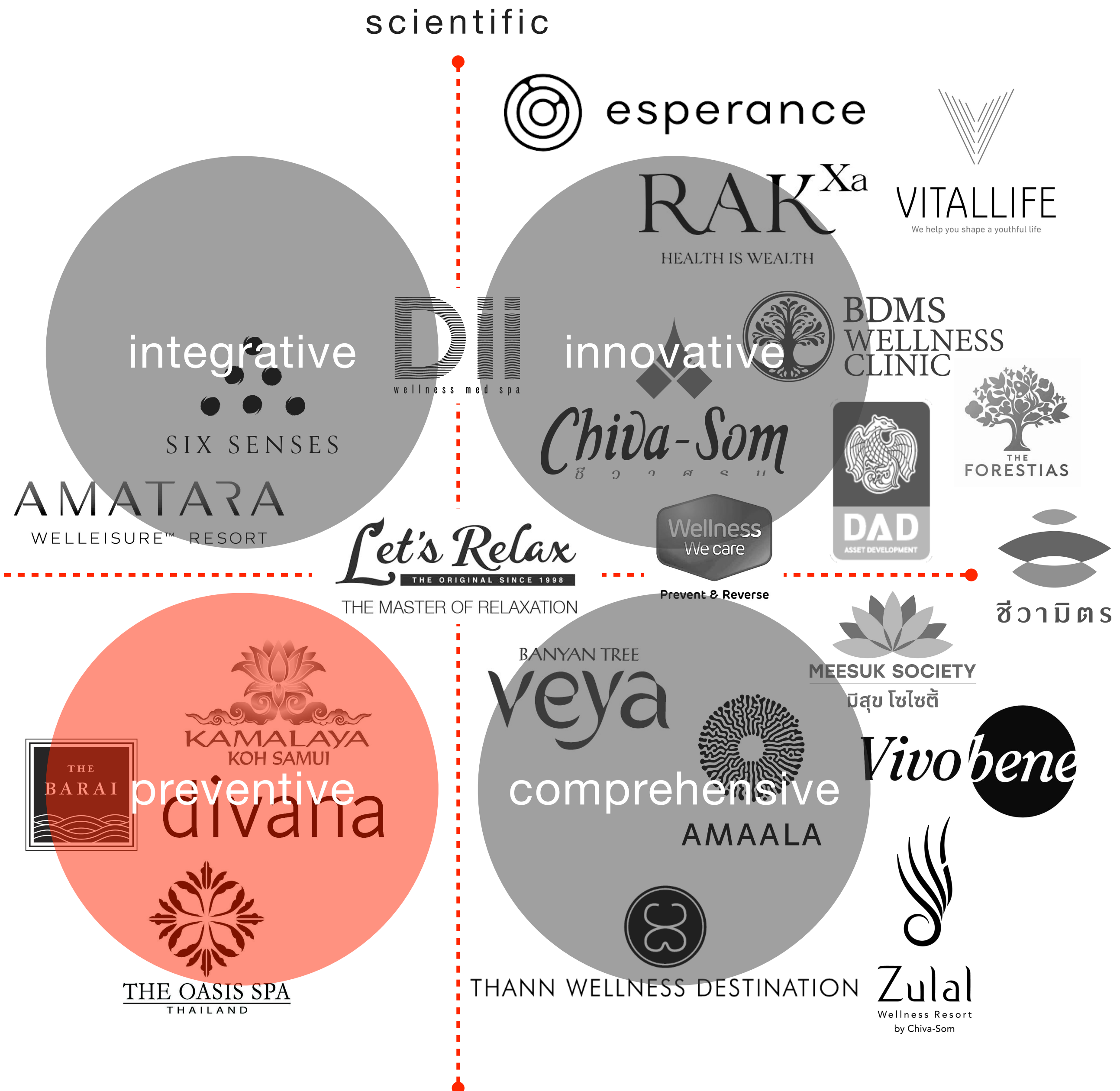
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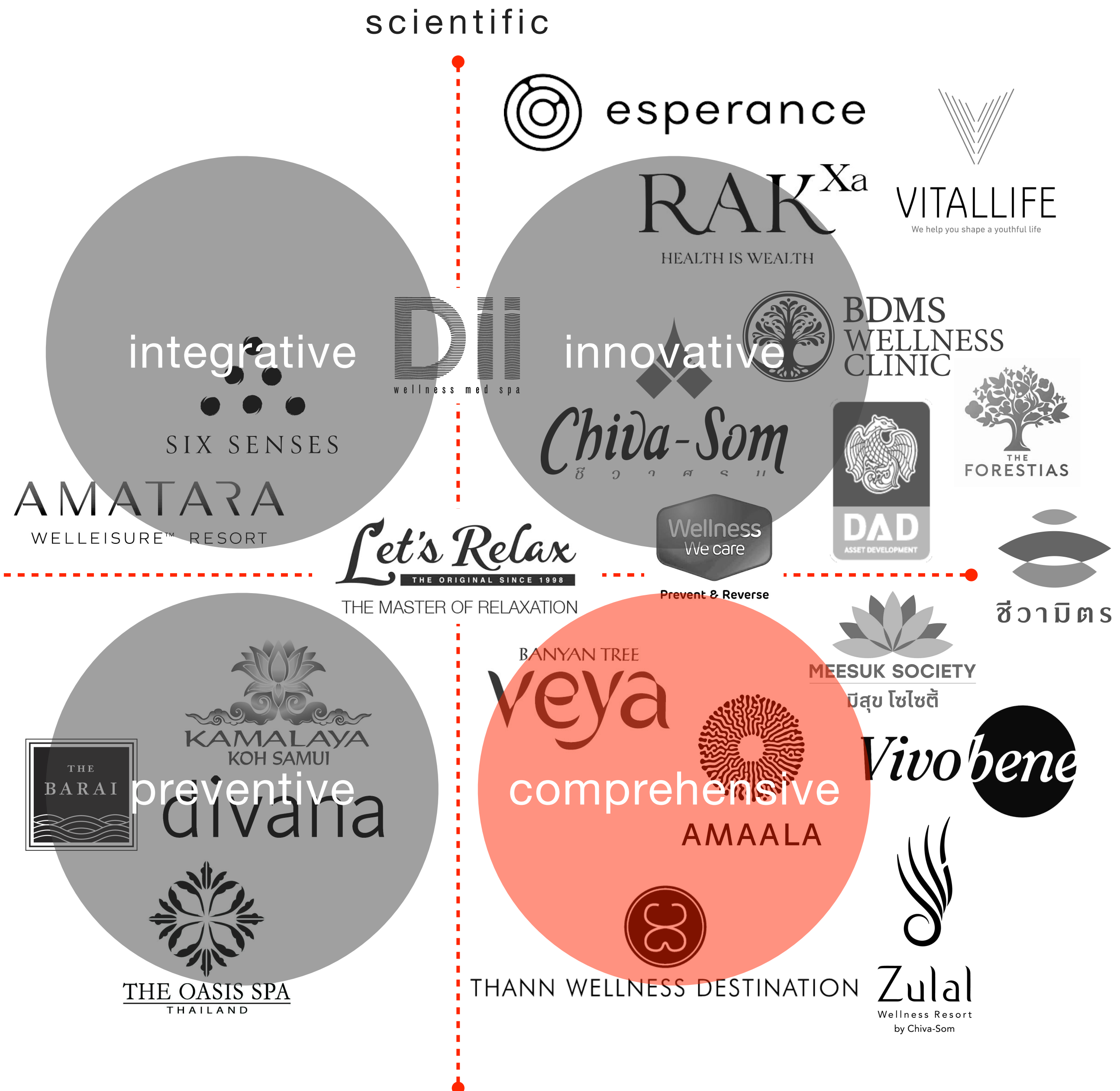
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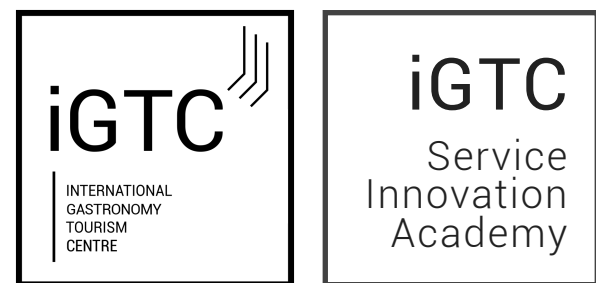
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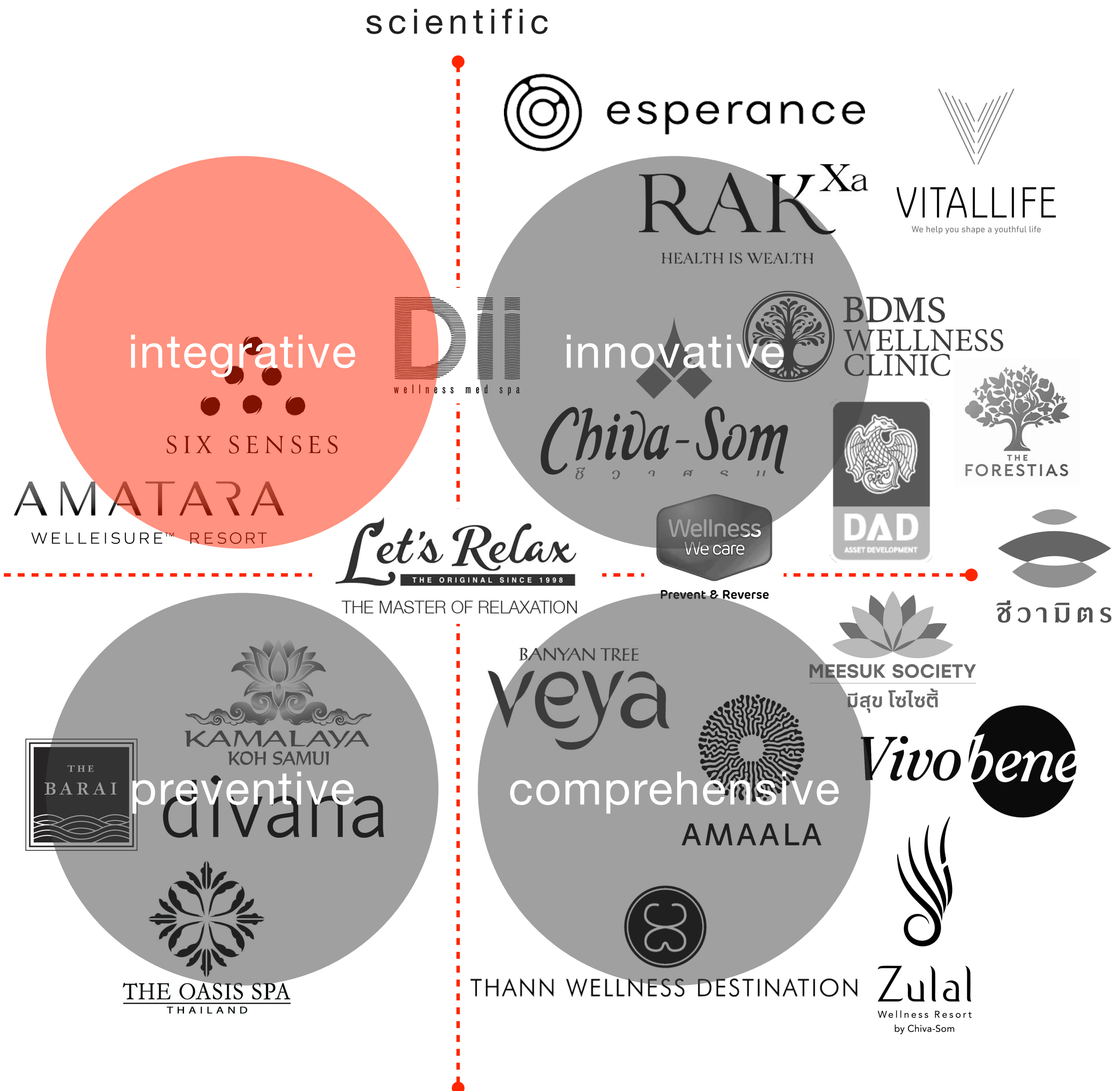
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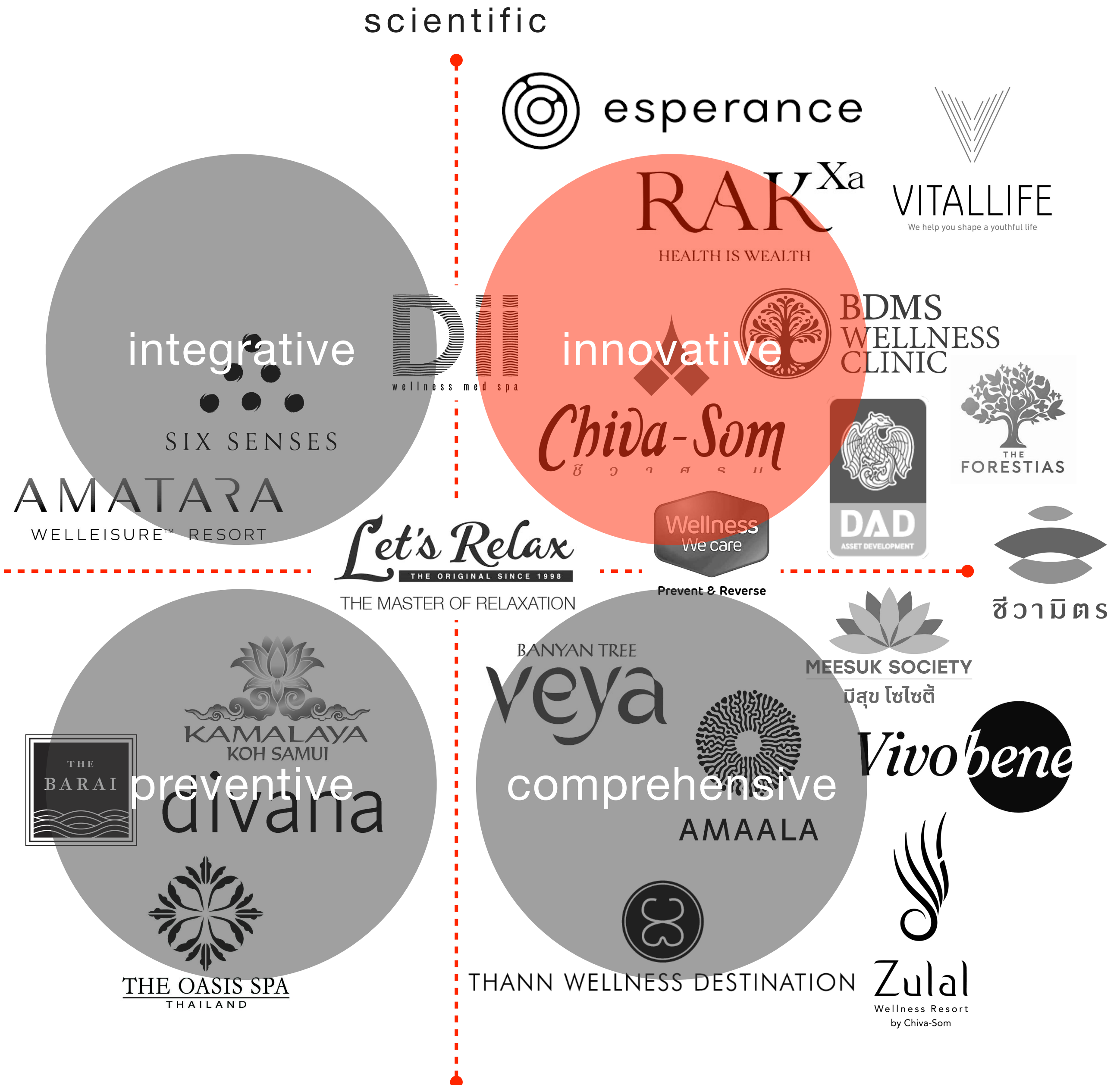
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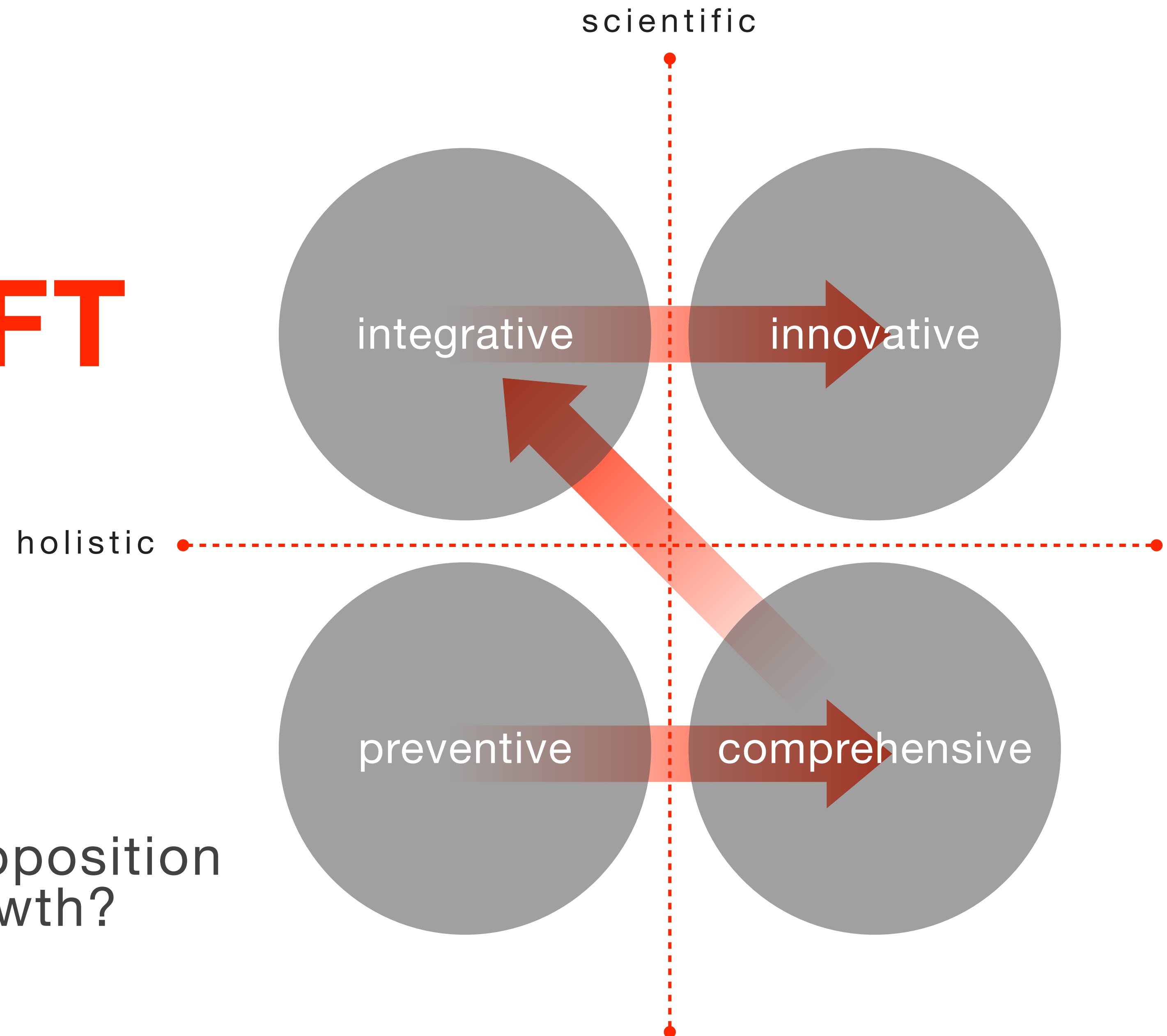


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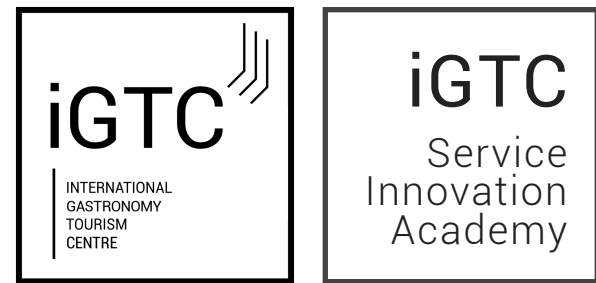


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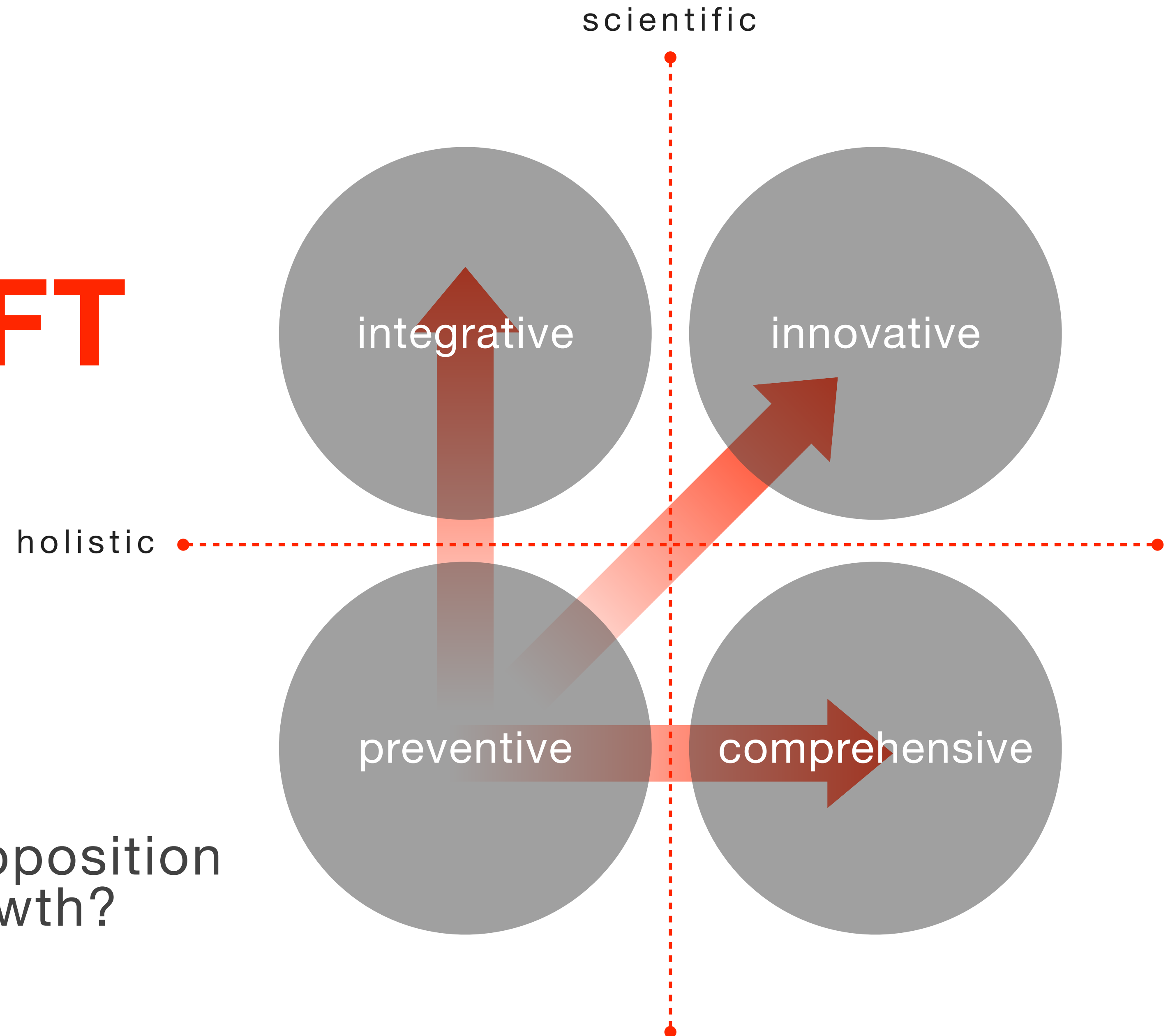


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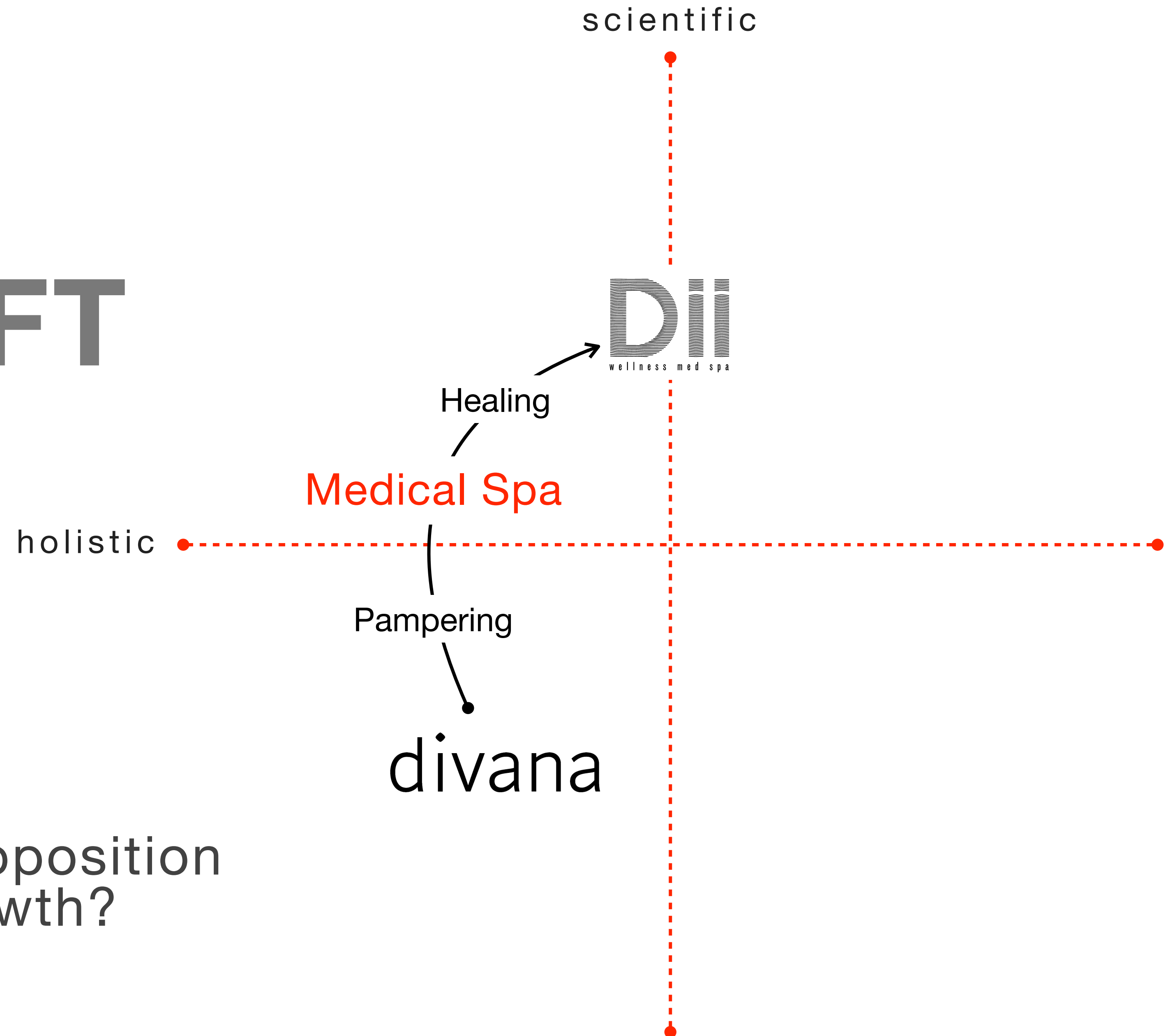


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How a dynamic value proposition  
drives your business growth?

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holistic

scientific

Medical Wellness  
Destination

RakXa Village

RAK<sup>Xa</sup>  
HEALTH IS WEALTH

Medical  
Wellness  
Retreat

Chiva-Som  
ชีวา สอม

Medical  
Wellness  
Resort

Wellness  
We care

Prevent & Reverse

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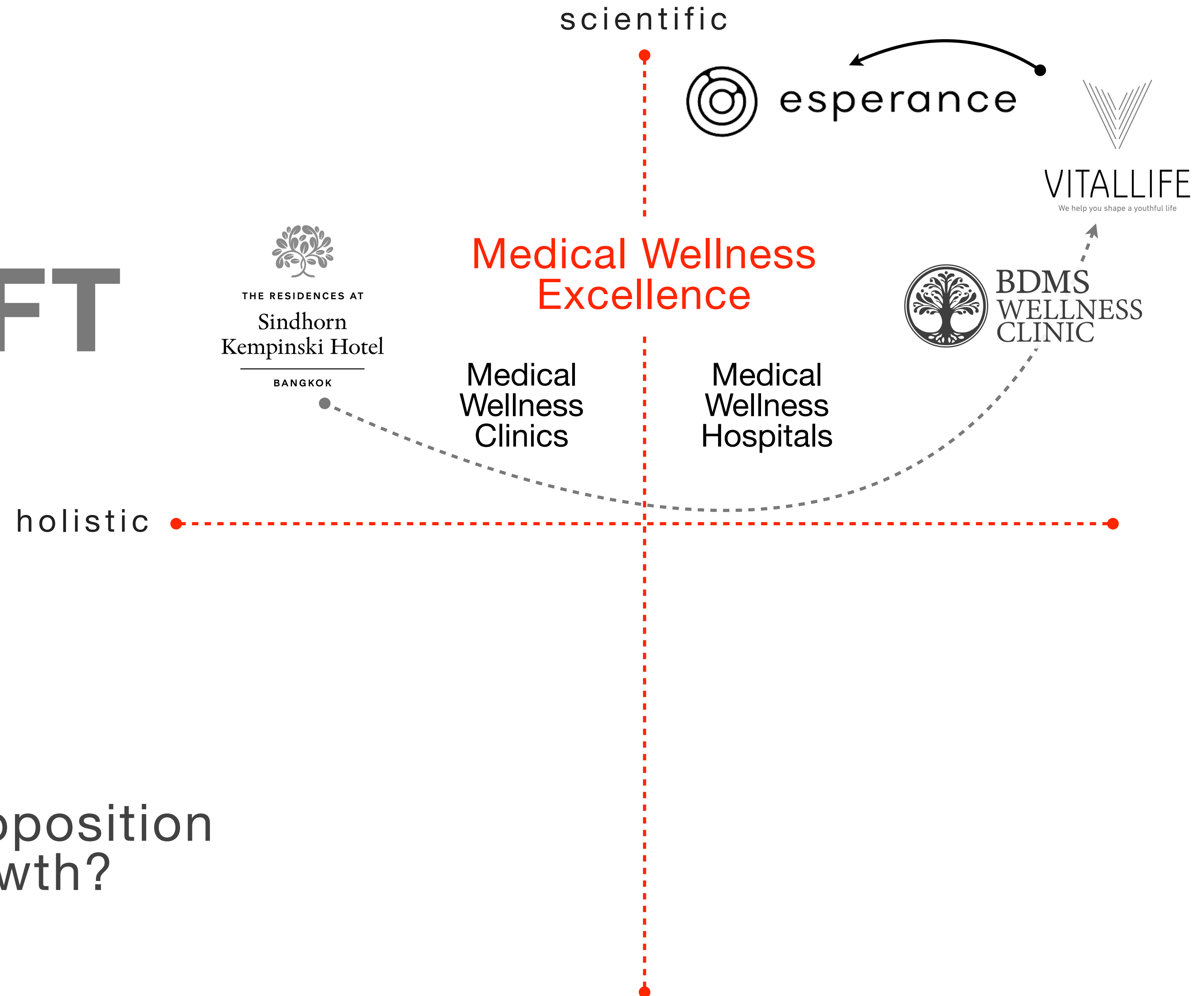


# HEALTH & WELLNESS VALUE SHIFT



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How a dynamic value proposition  
drives your business growth?

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RAK<sup>Xa</sup>  
HEALTH IS WEALTH

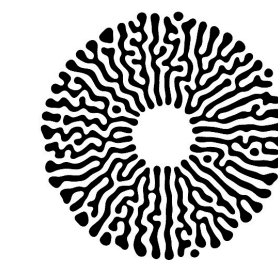
Medical  
Wellness  
Destination

Precision  
Medicine

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holistic

Holistic  
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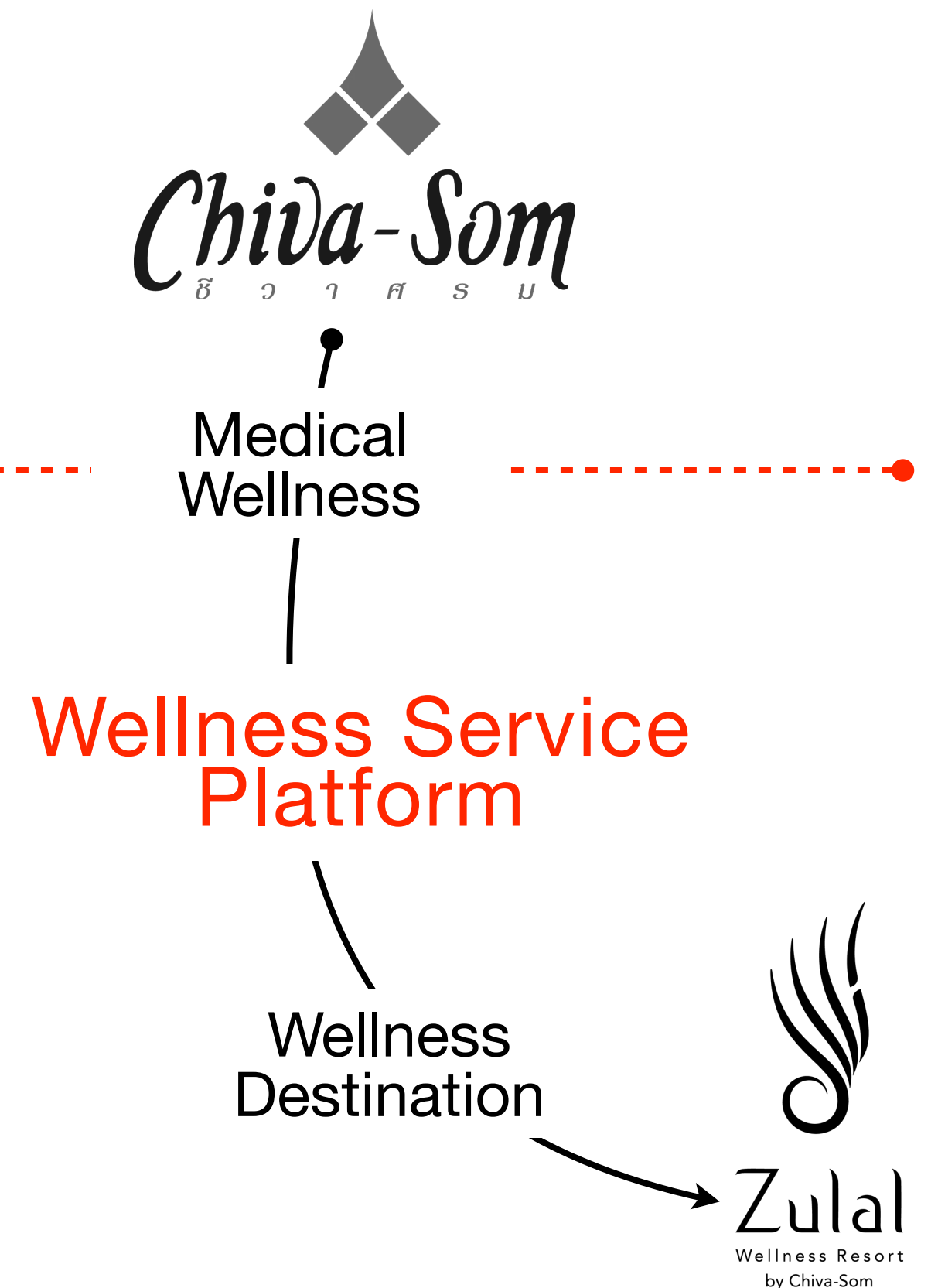
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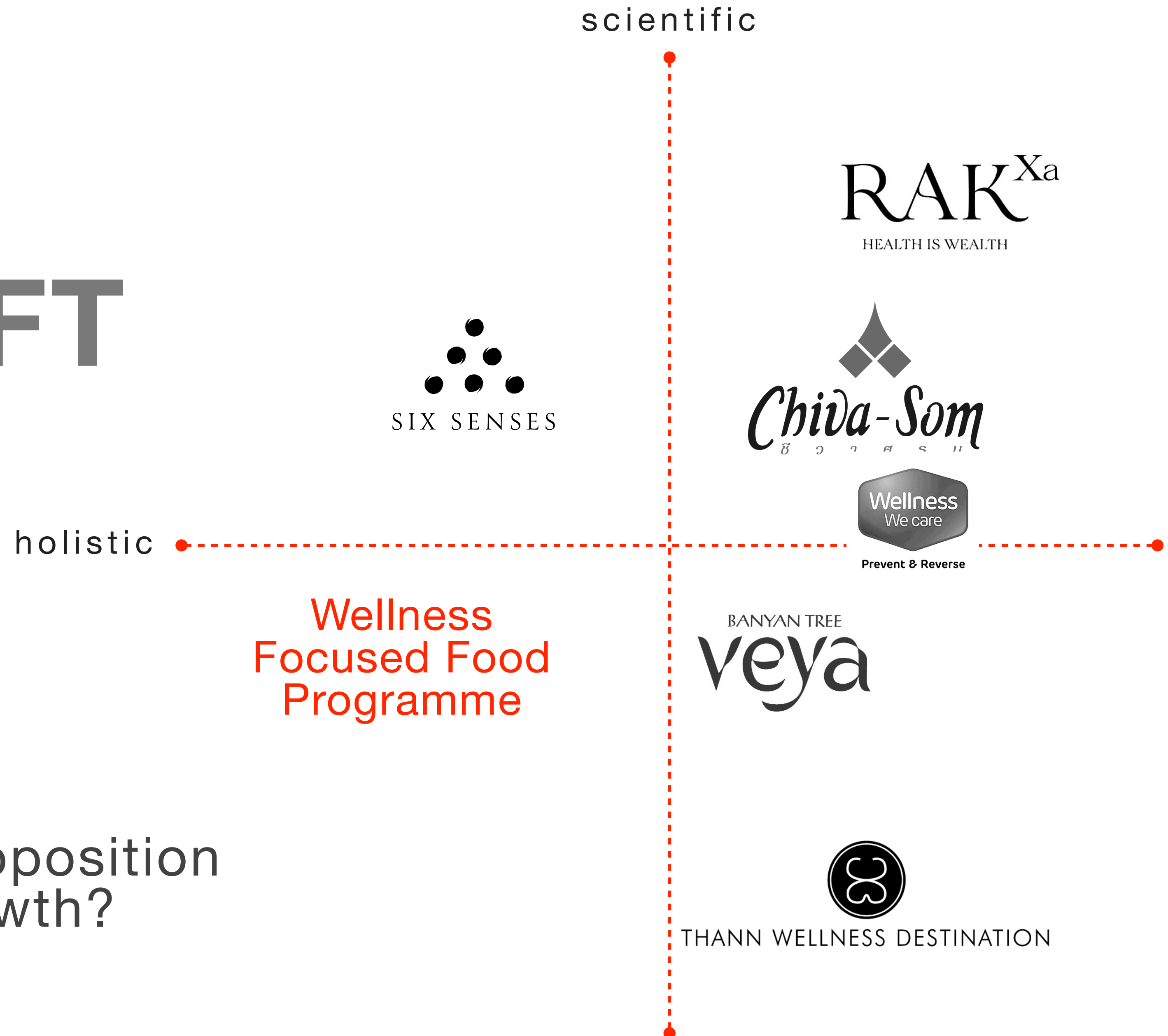


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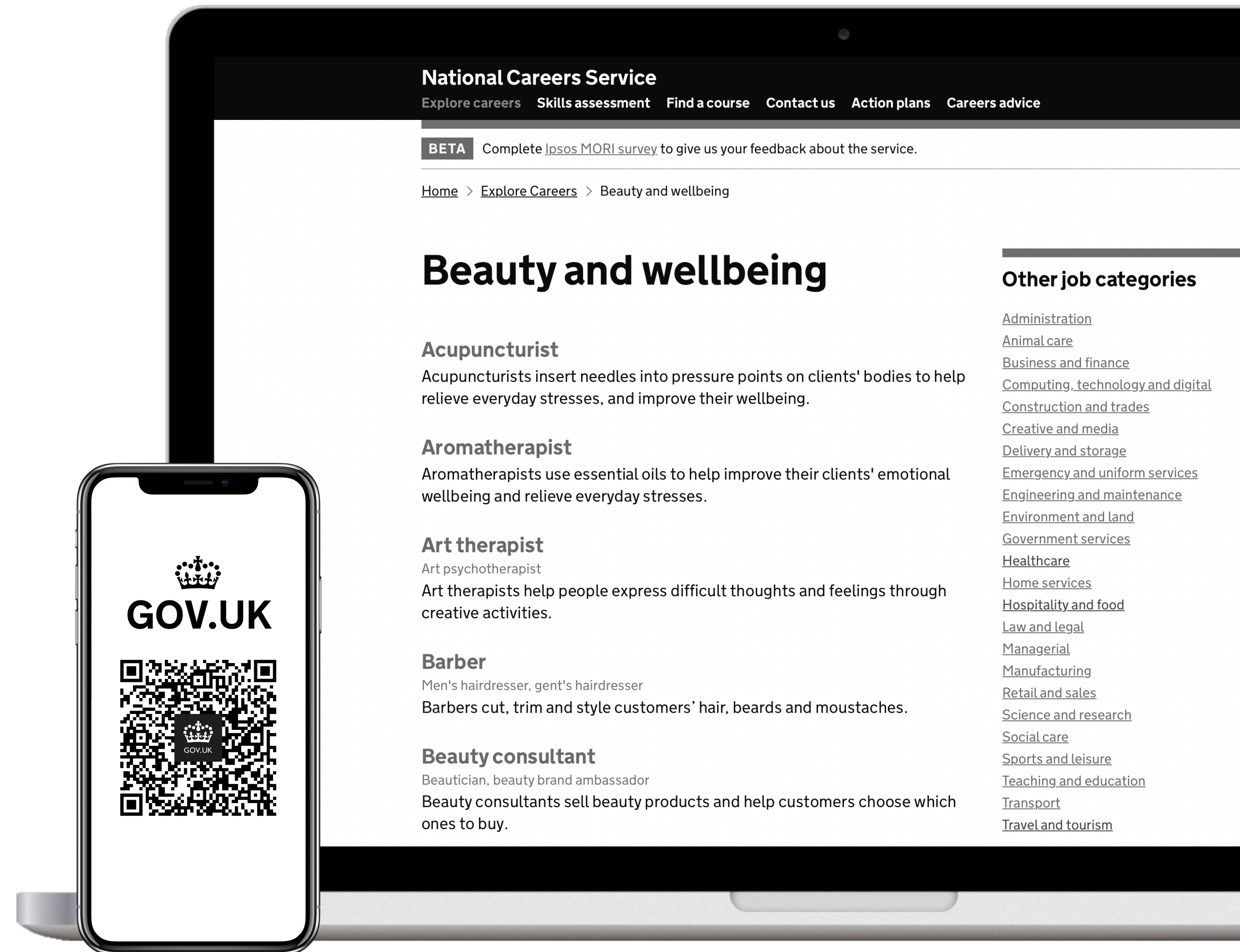
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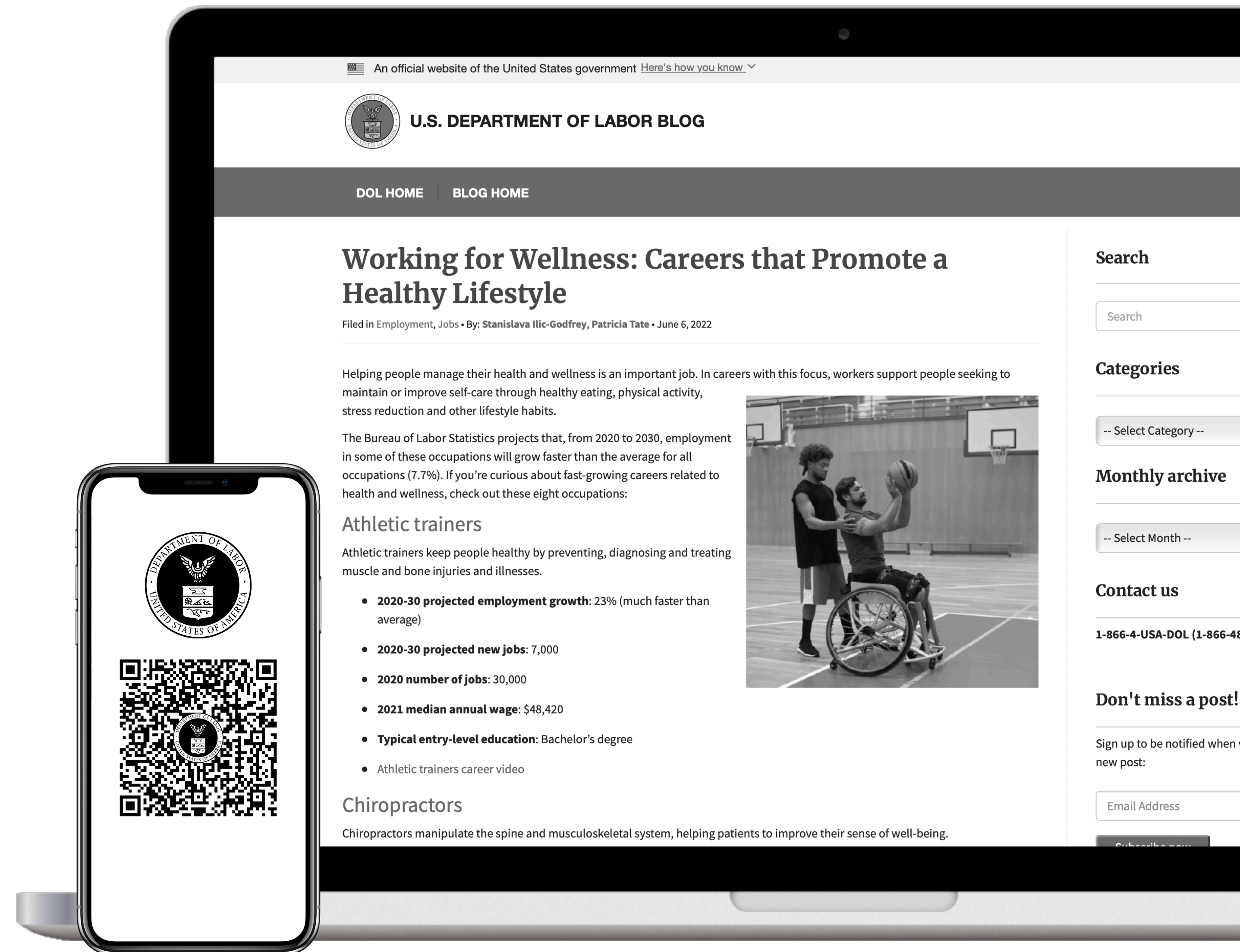
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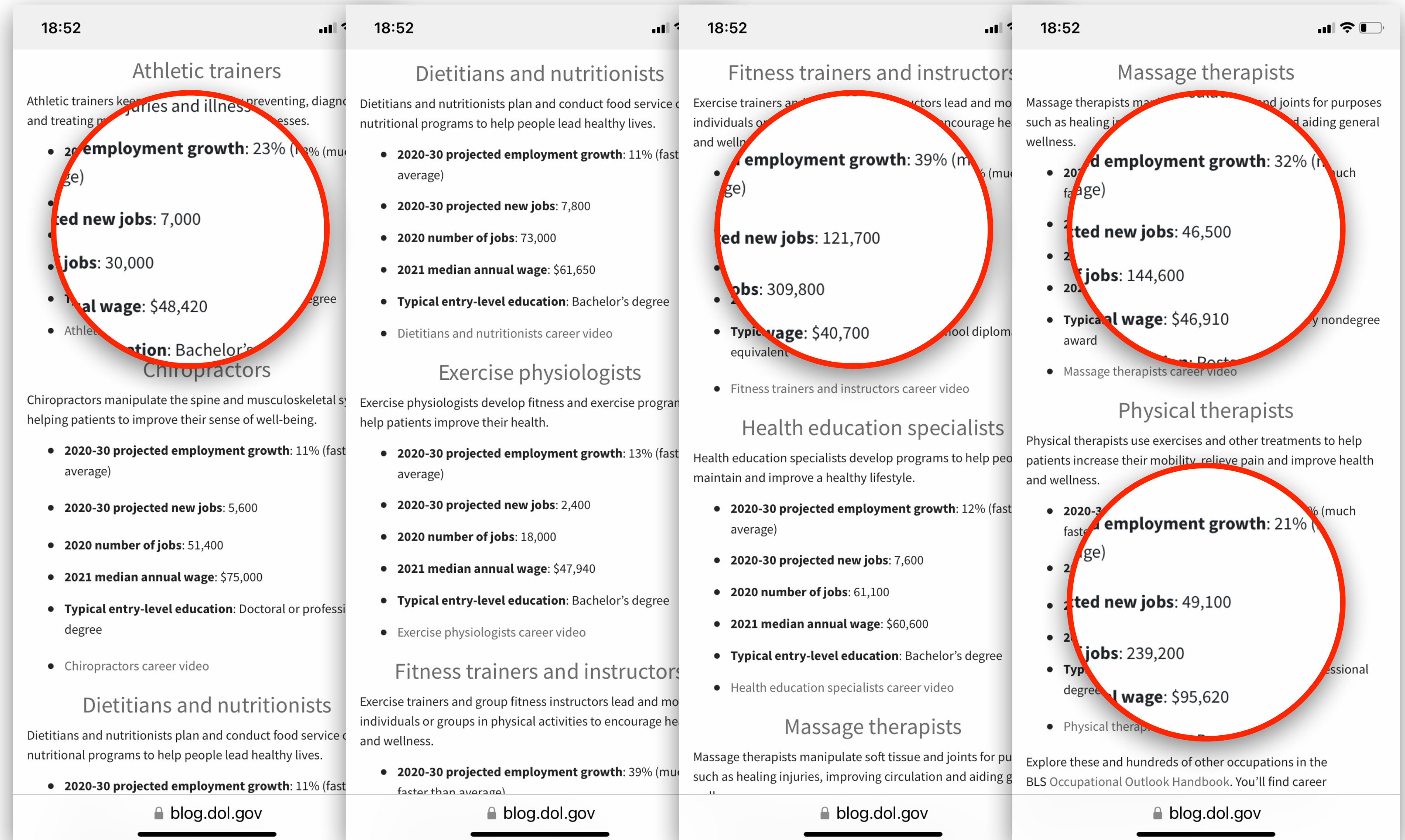
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# Projected Employment Growth



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# Median Annual Wage



<p>18:52</p> <h3>Athletic trainers</h3> <p>Athletic trainers keep people healthy by preventing, diagnosing, and treating muscle and bone injuries and illnesses.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 23% (much faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 7,000</li><li>• <b>2020 number of jobs:</b> 30,000</li><li>• <b>2021 median annual wage:</b> \$48,420</li><li>• <b>Typical entry-level education:</b> Bachelor's degree</li><li>• Athletic trainers career video</li></ul>	<p>18:52</p> <h3>Dietitians and nutritionists</h3> <p>Dietitians and nutritionists plan and conduct food service and nutritional programs to help people lead healthy lives.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 11% (faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 7,800</li><li>• <b>2020 number of jobs:</b> 73,000</li><li>• <b>2021 median annual wage:</b> \$61,650</li><li>• <b>Typical entry-level education:</b> Bachelor's degree</li><li>• Dietitians and nutritionists career video</li></ul>	<p>18:52</p> <h3>Fitness trainers and instructors</h3> <p>Exercise trainers and group fitness instructors lead and motivate individuals or groups in physical activities to encourage health and wellness.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 39% (much faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 121,700</li><li>• <b>2020 number of jobs:</b> 309,800</li><li>• <b>2021 median annual wage:</b> \$40,700</li><li>• <b>Typical entry-level education:</b> High school diploma or equivalent</li><li>• Fitness trainers and instructors career video</li></ul>	<p>18:52</p> <h3>Massage therapists</h3> <p>Massage therapists manipulate soft tissue and joints for purposes such as healing injuries, improving circulation and aiding general wellness.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 32% (much faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 46,500</li><li>• <b>2020 number of jobs:</b> 144,600</li><li>• <b>2021 median annual wage:</b> \$46,910</li><li>• <b>Typical entry-level education:</b> Postsecondary nondegree award</li><li>• Massage therapists career video</li></ul>
<p>18:52</p> <h3>Chiropractors</h3> <p>Chiropractors manipulate the spine and musculoskeletal system to help patients improve their health.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 11% (faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 5,600</li><li>• <b>2020 number of jobs:</b> 51,400</li><li>• <b>2021 median annual wage:</b> \$75,000</li><li>• <b>Typical entry-level education:</b> Doctor of Chiropractic</li><li>• Chiropractors career video</li></ul>	<p>18:52</p> <h3>Exercise physiologists</h3> <p>Exercise physiologists develop fitness and exercise programs to help patients improve their health.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 13% (faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 2,400</li><li>• <b>2020 number of jobs:</b> 18,000</li><li>• <b>2021 median annual wage:</b> \$47,940</li><li>• <b>Typical entry-level education:</b> Bachelor's degree</li><li>• Exercise physiologists career video</li></ul>	<p>18:52</p> <h3>Health education specialists</h3> <p>Health education specialists develop and implement programs to help people maintain and improve their health.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 12% (faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 7,600</li><li>• <b>2020 number of jobs:</b> 61,100</li><li>• <b>2021 median annual wage:</b> \$60,600</li><li>• <b>Typical entry-level education:</b> Bachelor's degree</li><li>• Health education specialists career video</li></ul>	<p>18:52</p> <h3>Physical therapists</h3> <p>Physical therapists use exercises and other treatments to help patients increase their strength and improve health and wellness.</p> <ul style="list-style-type: none"><li>• <b>2020-30 projected employment growth:</b> 21% (much faster than average)</li><li>• <b>2020-30 projected new jobs:</b> 49,100</li><li>• <b>2020 number of jobs:</b> 239,200</li><li>• <b>2021 median annual wage:</b> \$95,620</li><li>• <b>Typical entry-level education:</b> Doctor of Physical Therapy</li><li>• Physical therapists career video</li></ul>
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19:06

Camera

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PROFESSIONAL QUALIFICATION Database System

ภาพรวมของสาขาวิชาชีพธุรกิจเสริมสวยและเสริมสร้างสุขภาพร่างกาย

สาขาวิชาชีพธุรกิจเสริมสวยและเสริมสร้างสุขภาพร่างกาย

อาชีพนักบริหารจัดการสปา	2	คุณวุฒิวิชาชีพ
อาชีพสปาเชฟขั้นต้น	3	คุณวุฒิวิชาชีพ
อาชีพสปาเทรนเนอร์	2	คุณวุฒิวิชาชีพ
อาชีพสปาแอดเทรนเดอร์	2	คุณวุฒิวิชาชีพ
อาชีพช่างทำผมบุรุษ	4	คุณวุฒิวิชาชีพ
อาชีพช่างทำผมสตรี	4	คุณวุฒิวิชาชีพ
อาชีพนักบริหารจัดการสปา	0	คุณวุฒิวิชาชีพ
อาชีพสปาเชฟขั้นต้น	0	คุณวุฒิวิชาชีพ

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อาชีพสปาเทรนเนอร์	0	คุณวุฒิวิชาชีพ
อาชีพสปาเทรนเดอร์	4	คุณวุฒิวิชาชีพ
อาชีพสปาแอดเทรนเดอร์	0	คุณวุฒิวิชาชีพ
อาชีพนักบริหารธุรกิจเสริมสวย	3	คุณวุฒิวิชาชีพ
อาชีพช่างสักคิ้ว	2	คุณวุฒิวิชาชีพ
อาชีพช่างทำเล็บ	2	คุณวุฒิวิชาชีพ
อาชีพผู้สอนทำผมบุรุษ	2	คุณวุฒิวิชาชีพ
อาชีพผู้สอนทำผมสตรี	2	คุณวุฒิวิชาชีพ
อาชีพผู้สอนสักคิ้ว	2	คุณวุฒิวิชาชีพ
อาชีพผู้สอนต่อขนตา	1	คุณวุฒิวิชาชีพ

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อาชีพผู้สอนทำเล็บ	2	คุณวุฒิวิชาชีพ
อาชีพผู้สอนแต่งหน้า	2	คุณวุฒิวิชาชีพ
อาชีพช่างต่อขนตา	1	คุณวุฒิวิชาชีพ
อาชีพช่างแต่งหน้า	2	คุณวุฒิวิชาชีพ
อาชีพช่างทำผมบุรุษ	4	คุณวุฒิวิชาชีพ
อาชีพช่างทำผมสตรี	4	คุณวุฒิวิชาชีพ
อาชีพพนักงานต้อนรับการบริการชาวไทย	2	คุณวุฒิวิชาชีพ
อาชีพพนักงานสนับสนุนการชาวไทย	1	คุณวุฒิวิชาชีพ
อาชีพผู้ฝึกสอนการบริการชาวไทย	4	คุณวุฒิวิชาชีพ
อาชีพผู้ให้บริการชาวไทยเพื่อผ่อนคลาย	2	คุณวุฒิวิชาชีพ

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อาชีพผู้ให้บริการชาวไทยเพื่อส่งเสริมสุขภาพ	2	คุณวุฒิวิชาชีพ
อาชีพนักบริหารจัดการชาวไทย	3	คุณวุฒิวิชาชีพ

ผู้เข้ารับรองสมรรถนะบุคคล

93% ผ่าน

สำหรับบุคคลทั่วไป

หากคุณวุฒิวิชาชีพ

# THE OUTLOOK OF WELLNESS INDUSTRY



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# FUTURE WELLNESS CAREERS



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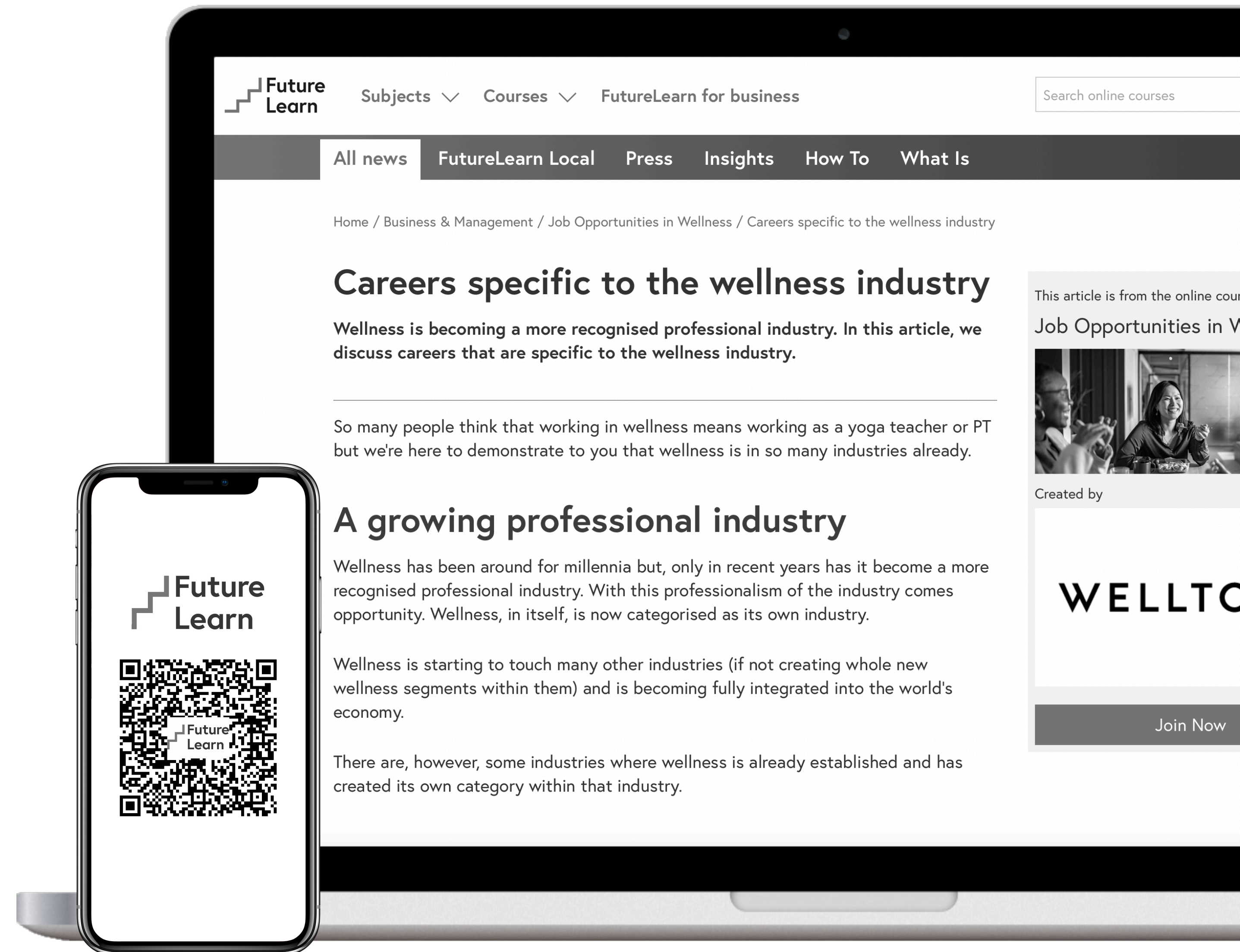
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# HOW TO BECOME A SUCCESSFUL **WELLNESS PROFESSIONAL?**



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Whole-person &  
Systems Approaches

Authenticity &  
Self-awareness

National  
Wellness  
Competency  
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Legal &  
Ethical  
Principles

Communication  
& Connection

### DOMAIN 1: Authenticity and Self-Awareness

- Engage in ongoing reflection to expand personal growth and professional development in multiple dimensions of wellness
- Demonstrate commitment to wellness promotion by modeling healthy lifestyle practices in multiple dimensions of wellness
- Establish authentic and autonomy-supportive relationships
- Recognize your own limitations in wellness promotion and refer individuals to other professionals when appropriate to support their wellness goals

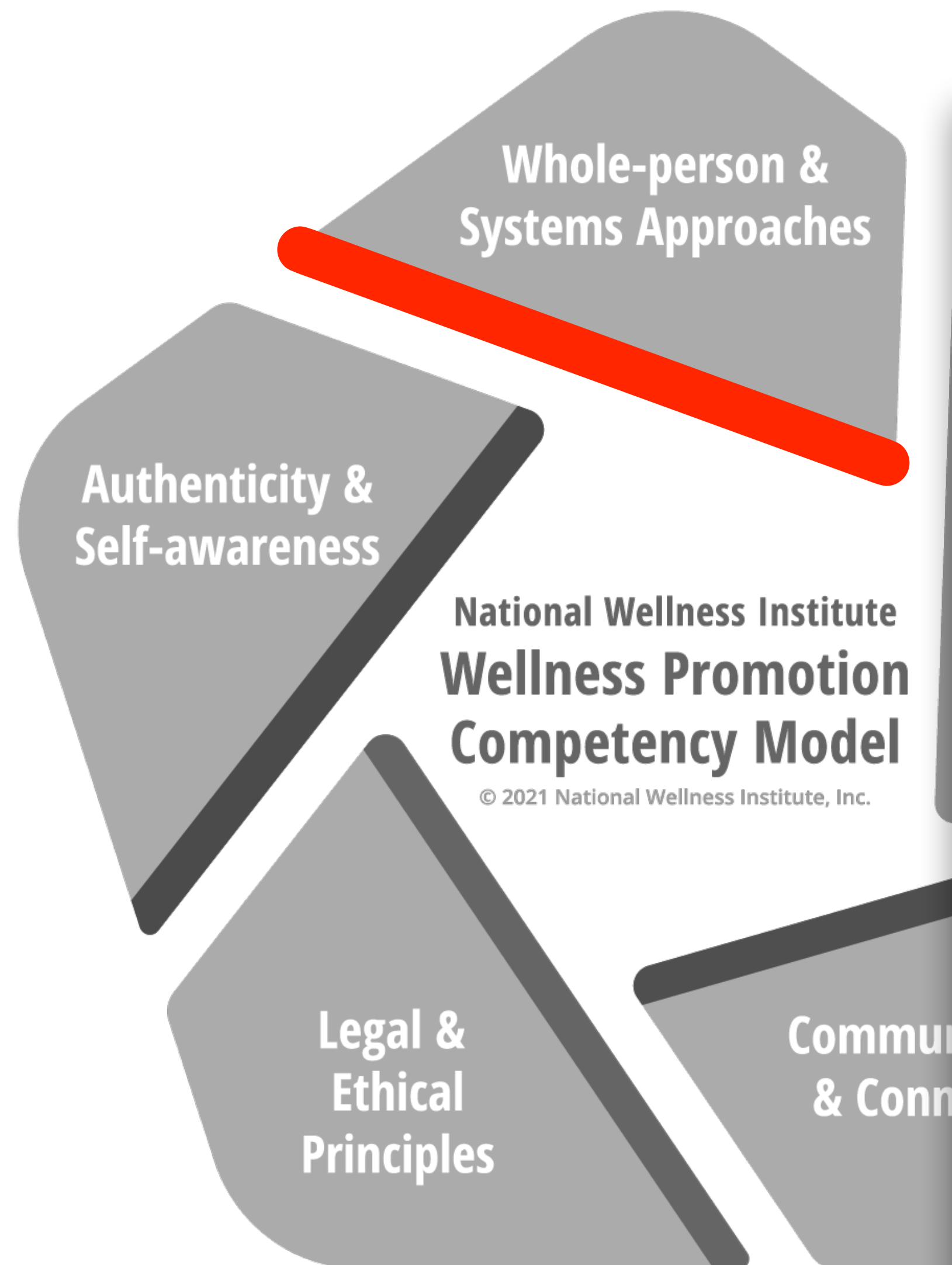


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## DOMAIN 2: Whole-person and Systems Approaches

- Use an ecological approach (e.g., interactions among the individual, family, organization, community, and social systems) to understand the ways dynamic systems impact an individual's experience of wellness
- Assess individual and/or group characteristics, interests, and needs using a multi-dimensional and ecological approach
- Identify health and wellness resources and materials that allow for an individual's self-discovery, self-knowledge, and self-direction
- Apply relevant theories and models to explain the integrated role of physical, social, intellectual, emotional, occupational, and spiritual aspects in the human pursuit and experience of wellness throughout the lifespan
- Adopt person-centered communication practices that consider the whole person, recognizing the influence factors such as socio-demographic variables and worldview have on the communication process
- Provide developmentally appropriate and culturally relevant evidence-based information to educate individuals and the public about wellness
- Use participatory, humanistic, and strengths-based processes to design opportunities that will lead toward achieving established objectives and outcomes
- Use appropriate techniques (e.g., strengths-based, humanistic, cognitive-behavioral) to encourage individuals to be active participants in their personal wellness journeys

### DOMAIN 3: Inclusive and Responsive Practices

- Practice self-awareness and self-regulation to minimize the effects of personal biases in working with diverse individuals and groups
- Practice multicultural competence, recognizing the dynamics of oppression and privilege on an individual's lived experiences
- Demonstrate compassion, integrity, and respect for diverse individuals and groups, including but not limited to diversity in sex, age, culture, race, ethnicity, disabilities, body-size, sexual orientation, socioeconomic status, and gender identity
- Work to uncover individuals' strengths, concerns, and values using a person-centered approach to inquiry that includes active listening to help set appropriate wellness goals and strategies
- Assist individuals in identifying barriers or resistance to change that are interrupting their ability to integrate wellness-promoting behaviors into their lives
- Adapt wellness strategies to fit individual, geographical and cultural needs, acknowledging that there are no universally correct models or processes

Whole-person &  
Systems Approaches

Inclusive &  
Responsive  
Practices

National Wellness Institute  
**Wellness Promotion  
Competency Model**

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Communication  
& Connection

Foundational &  
Ethical  
Principles



## DOMAIN 4: Communication and Connection

- Recognize the influence of organizational development, leadership, and culture on individual wellness
- Articulate to key stakeholders the value of wellness for individuals and how it supports the organization's or community's mission, purpose, and strategic goals
- Establish collaborative relationships and interdisciplinary teams to promote sustainable wellness practices that meet long-term individual, organizational, and/or community goals
- Use meaningful and inclusive communication methods and technologies to support, manage, and promote wellness initiatives
- Use quantitative and qualitative feedback to continually evaluate the quality and effectiveness of initiatives
- Use quantitative and qualitative data to communicate key findings to stakeholders

Whole-person &  
Systems Approaches

Inclusive &  
Responsive  
Practices

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Competency Model**

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l &  
Ethical  
Principles

Communication  
& Connection

Whole-person &  
Systems Approaches

Inclusive &  
Responsive  
Practices

Communication  
& Connection

Legal &  
Ethical  
Principles

Authenticity &

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**DOMAIN 5: Legal and Ethical Principles**

- Comply with legal standards for confidentiality, compliance, and mandated reporting
- Work within your scope of practice and in accordance with your profession-specific code of conduct
- Maintain ethical relationships



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...fostering the future of  
food, quality living and  
wellbeing for sustaining  
tourism destination...



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