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IN-DEMAND SKILLS AND COMPETENCES FOR EMPLOYEES IN SPA AND WELLNESS SECTOR

Wellness and Spa Tourism Sectoral Skills' Development

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WESKILL

PROJECT №: 621401-EPP-1-2020-1-BG-EPPKA2-SSA

WeSkill project activities 2021-2022

	Members countries of project
A report on the results of research on skill gaps in existing data sources, desk research on a national level.	Latvia
A report on the results of the survey of employers and VET representatives in the Spa and wellness sector.	Slovenia
A report on the focus groups organized by employers and professionals in the Spa and Wellness sector and their results.	France
The final report on the skills that need to be improved, developed for the Spa and Wellness sector.	Italy
	Serbia
	Greece
	Bulgaria
	Partner organization FEMTEC



Conclusions of all reports.

- Knowledge of foreign language for professional Spa and Wellness terminology (English language)
- Communication and customer service skills (including written and spoken communication, interpersonal communication, and customer communication as well as customer handling skills, client relation skills)
- Problem solving skills
- Teamwork (including collaboration skills)
- Digital competences (including computer skills)
- Design of Spa and Wellness products and services

Selected 4 skills + the digital skill one for which 5 joint curricula will be created



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1. Customer oriented communication and service skills + Problem solving skills
 2. Design of Spa and Wellness products + add list of termins
 3. Digital marketing skills for Spa and Wellness products and services
 4. Digital skill(another digital needs of Spa and Wellness sector)
 5. Sustainable development (eco recycling, sustainability management, eco friendly enterprise development, climate issues)

Guidelines for Development of Learning Materials

Module structure	Types of materials
Module structure	PDF materials
Units	E-versions
Topics	Video materials
Learning activities	Presentations
Further resources	
References	
Presentations	
Testing materials	Deadline: 30th of November, 2022

Module "Client Oriented Communication and Service Skills and Problem Solving Skills"

After the module completion, the learner should be able to develop the skills below:

- to determine the psychological type of the client;
- to deliver the appropriate offer of SPA & Wellness services to clients according to their needs and considering general and professional ethics norms and present SPA & Wellness concept;
- to categorize records of acquired information concerning clients' needs;
- to conduct SPA's teamwork effectively, constructively cooperating in the team;
- to solve problems in the team through effective decision-making;
- to evaluate client service to internal clients by providing and continuously improving services to these clients

Client's Psychological Type

SPA & Wellness Concept and Delivery of Services Based on General and Professional Ethics Norms

Categorization of Records of Acquired Information Concerning Clients' Needs

Team Work and Constructive Cooperation

Problem Solving in the Team & Effective Decision-making

Simple Client Care Principles

Continuous Provision and Improvement of Internal Clients'* Services

Module "Design of Spa and Wellness products"

As a result of the module graduate should be able to:

- interpret the concept of wellbeing and the trends in the field of SPA and wellness
- justify the importance of wellness and wellbeing as a healthy integrated lifestyle
- perform basic research in the field of SPA and wellness
- plan basic marketing strategies for selling SPA and wellness products
- design integrated wellness products for target groups

Specific measurable objectives. They should be defined based on Unit of LO as Intended Learning Outcomes. They are task-oriented goals and relate to small discrete pieces of learning that must take place to achieve mid-level goals. The bases for the definition of objectives of the module are subskills from the Unit of Learning Outcomes.

- Origins and development of wellness and SPA
- Trends in wellness and SPA
- Spa and wellness and its basic ingredients
- The basics of market analysis
- Analysis process
- Data collection methods
- Basics of marketing strategizing
- Analyzing target groups
- Principles of SPA/wellness treatments/procedures
- Target groups and related typical SPA and wellness products

Module " Digital marketing skills for Spa and Wellness products and services "

As a result of the module graduate should be able to:

- create a blog / basic website / survey / Facebook page / e-mail marketing / in order to attract and hold the attention of consumers (using of different tools and software)
 - identify the principles of measuring customer satisfaction and is able to do reports on it
 - use the social networks as main tool for reaching consumers
 - create research on social networks about the products and procedures sought by consumers 5
create and manage real-time campaigns
- Identification of the criteria related to the target audience
 - Basic website creation – WordPress (for the Spa and Wellness sector)
 - Survey creation
 - Facebook page creation
 - Doing research on social networks using keywords
 - Real-time campaign creation
 - e-mail marketing creation

Module "Sustainable development in Spa & Wellness company"

As a result of the module graduate should be able to:

- Provide the general overview of the meaning of "sustainability" and "sustainable tourism"
- Describe the stage of a strategy of sustainability for a Spa & Wellness company
- Assess the criteria for the sustainability of a company and analyse the economic, social and environmental dimensions of sustainable tourism
- Implement measures to reduce the impact of climate change on the Spa & Wellness company
- Use an effective communication on sustainability

The sustainability framework

The dimensions of sustainability applied to the tourism sector

Field of actions in a Spa & Wellness company

Concept of sustainable spa operation

Sustainable Spa Tools / Sustainable Spa Tips

Sustainable spa best practices

Criteria for sustainability in Spa & Wellness company

Impact of the criteria on the field of actions

The benefits of implementing sustainability criteria

Impact of climate change on Spa & Wellness operations

Climate change adaptation

Benefits from climate change-related information

Sustainable communication / Internal sustainable communication

Module «Digital Skills»

As a result of the module graduate should be able to:

- use text editor program to create Wellness and Spa specific working text documents
- use email or organizational messaging programs
- use a spreadsheet or specific Wellness and Spa data management programs
- create and uphold communication support, manage digital identity of Wellness and Spa institutions
- create and maintain a website for a Wellness and Spa institution

Main topics:

- Basics of text editing (for the Spa and Wellness sector)
- Prioritizing information: Visualization in text editing programs/ The use of tables in text editing programs
- Basic tasks with e-mail programs: OpenSource or Google/ Contact management for emails
- Basic use of spreadsheets / Advanced functions: Visualization with spreadsheets
- Introduction to working with Design software/ Finalizing a publication /
- Printing Technical setup of WordPress/ Modifying data in WordPress
- Individual project: building a website (for the Spa and Wellness sector)

Example of Assessment Criteria

Intended Learning outcomes (only skills/subskills)	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
1. Is able to choose SPA procedures in cooperation with a client.	- Visually determine the client's skin condition to recommend an appropriate procedure.	With guidance visually determines the condition of the customer's skin to recommend an appropriate procedure. Names general indications and contraindications of SPA procedures	Visually determines the condition of the customer's skin to recommend an appropriate procedure or guides the customer to a specialist if needed. Interprets indications and contraindications of SPA procedures, giving some examples.	Independently in a customer-oriented and innovative manner gives the customer full and well-structured information about all possible SPA treatment procedures in Wellness centre and advises the function and effects of them. Determinates indications and contraindications of SPA procedures based on a lot of examples.
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Further Steps!

2022

- Development of Learning Materials

Spring/summer
2023

- Translation of Learning Materials
- Testing of Learning Materials on Spa and Wellness sector personnel

Autumn/Winter
2023

- Improvement of Learning Materials
- Introduction of Learning Materials

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Thank you for your time!

<https://weskill.eu>