



## Module "*Design of Spa and Wellness products*" DESCRIPTION

<b>General goal/s of the module</b>	The student knows how to interpret the beginnings and the development of wellness and well-being and a healthy lifestyle. The student knows how to explain the basic concepts of SPA and wellness products. The student knows how to design innovative wellness products.
<b>Objectives of the module (Intended Learning Outcomes)</b>	<p><i>As a result of the module graduate should be able to:</i></p> <ol style="list-style-type: none"> <li>1. Interpret the concept of wellbeing and the trends in the field of SPA and wellness.</li> <li>2. Justify the importance of wellness and wellbeing as a healthy integrated lifestyle.</li> <li>3. Perform basic research in the field of SPA and wellness.</li> <li>4. Plan basic marketing strategies for selling SPA and wellness products.</li> <li>5. Design integrated wellness products for target groups</li> </ol>
<b>Entry requirements (Pre-conditions)</b>	No previous education is needed.
<b>Assessment of the module</b>	<p><i>Assessments: assessments are developed progressively and in line with the module delivery (e.g. marketing plan, design of the product and quality assessment) 20%</i></p> <p><i>Practical work: Design of a SPA/Wellness product in company 70%</i></p> <p><i>Final examination: presentation delivery 10%</i></p>

**Approximate realisation time/  
Indicative (minimum) learning  
time (hours)**

*Total: 105 hours, of which:*

- *Theory (in the classroom): 15 hours*
- *Practice (in the company /WBL): 75 hours*
- *Self-Study: 15 hours*

## Module "*Design of Spa and Wellness products*" CONTENT

<b>Intended Learning Outcomes</b>	<b>Content to be covered</b>					
	<b>Main topic</b>	<b>Suggested Sub-Topics</b>	<i>Theory in the classroom</i>	<i>Practise in the company /WBL</i>	<i>Self-study</i>	<b>Total</b>
<p><b>1. Learning outcome (subskill)</b></p> <p><i>Is able to interpret the concept of wellbeing and the trends in the field of SPA and wellness.</i></p> <p><i>Knows origins and historical development of SPA and wellness evolution of wellness (Ayurveda, Traditional Chinese Medicine, Ancient Greek Medicine, Homeopathy, Hydrotherapy, Chiropractic, 19<sup>th</sup> century intellectual and medical movements...)</i></p>	1.1. Origins and development of wellness and SPA.	1.1.1.Origins and historical development of SPA and wellness.  1.1.2.Sectoral associations.	1	5	1	7
	1.2. Trends in wellness and SPA.	1.2.1. Contemporary trends in the field of SPA and wellness.  1.2.2. Offer of SPAs and various forms of wellness centres.	1	5	1	7

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<p><i>contemporary trends in the field of SPA and wellness</i></p> <p><i>offer of SPAs and various forms of wellness centres</i></p> <p><i>laws and regulations, concerning SPA and wellness offer (sports, nutrition, health care ...), sectoral associations, training centres, relevant literature (books, magazines, web pages).</i></p>						
<p><b>2. Learning outcome</b></p> <p><i>Is able to justify the importance of wellness and wellbeing as a healthy integrated lifestyle.</i></p> <p><i>Knows wellness and its basic ingredients (physical activity, healthy nutrition, mental health, relaxation and</i></p>	<p>2.1 Wellness and its basic ingredients.</p>	<p>2.1.1 Physical activity.</p> <p>2.1.2 Healthy nutrition.</p> <p>2.1.3 Mental health.</p> <p>2.1.4 Relaxation.</p> <p>2.1.5 Beauty of the body.</p>	<p>1</p>	<p>5</p>	<p>1</p>	<p>7</p>

<i>beauty of the body)</i> <i>basics of physiology and anatomy of the human body,</i> <i>nutrition and diets,</i> <i>psychology, sports</i> <i>contribution of SPA and wellness</i> <i>procedures to the healthy lifestyle</i> <i>SPA and wellness procedures</i> <i>compared to health care and other professional services.</i>						
<b>3. Learning outcome</b> <i>Is able to Perform research in the field of SPA and wellness.</i>  <i>Knows the wider and narrower marketing environment in the field of SPA and wellness,</i> <i>basics of market analysis,</i> <i>market research and analysis process,</i>	3.1 The basics of market analysis.	3.1.1 SPA and wellness market.  3.1.2 Market segments and segmentation.  3.1.3 Buying habits.	1	5	1	7
	3.2 Analysis process.	3.2.1 SWOT analysis.  3.2.2 Determining the target customer.  3.2.3 Understanding the competition.  3.2.4 Product development.	2	10	2	14
	3.3 Data collection methods.	3.3.1 Quantitative data.  3.3.2 Qualitative data.	2	10	2	14

<i>different methods of data collection for market analysis, the procedures for performing, statistical calculations and their significance.</i>		3.3.3 Basics of data analysis.				
<b>4. Learning outcome</b> <i>Is able to Plan marketing strategies for selling SPA and wellness products</i>  <i>Knows main concepts, principles and tasks of marketing in wellness tourism components of the marketing mix for services, distribution channels, target groups life cycle of a SPA/wellness product, sales pricing, methods and strategies,</i>	4.1 Basics of marketing strategizing.	4.1.1 Components of the marketing mix. 4.1.2 Life cycle of SPA/wellness product.	2	10	2	14
	4.2 Analyzing target groups.	4.2.1 Defining and characterizing the target group. 4.2.2 Investigating buying behavior.	1	5	1	7
	4.3 Sales pricing methods.	4.2.1 Market-oriented pricing. 4.2.2 cost-oriented pricing.	1	5	1	7

<i>features, advantages, benefits of products and services offered.</i>						
5. Learning outcome <i>Is able to Design integrated wellness products for targeted groups</i>  <i>Knows principles of SPA/wellness product design, SPA/wellness treatments/procedures, indications and contraindications of different SPA/wellness treatments, effects of SPA and wellness products, target groups and related typical wellness and SPA products.</i>	5.1 Principles of SPA/wellness treatments/procedures.	5.1.1 SPA/wellness treatments/procedures. 5.1.2 Monitoring client's wellbeing.	1	5	1	7
	5.2 Target groups and related typical SPA and wellness products.	5.2.1 Preparing SPA/wellness treatments/procedures for different target groups. 5.2.2 Presenting products to clients. 5.2.3 Clients' feedback.	2	10	2	14

**Recommended Teaching/Learning strategies and methods:**

(List interactive Teaching/Learning methods which motivate learners to study actively themselves and to change the teachers' function/role to an adviser or partner of learning process).

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1. Case-study learning: application of theory on the case of own learning company
2. Case-studies (e.g. <https://www.terme-olimia.com/en/terme-olimia>)
3. Group work

**References and Sources used:**

(List literature, books, articles, and other relevant sources that should be read by the learners/trainees).

1. Smith, M., & Puczkó, L. (2008). *Health and wellness tourism*. Routledge.
2. Edlin, G., & Golanty, E. (2015). *Health and wellness*. Jones & Bartlett Publishers.

## REQUIRED RESOURCES for module "*Design of Spa and Wellness products*" implementation

No	Resources <i>(identify with * the resources necessary in the company)</i>	Amount <i>(for each student, for small groups, for whole group, etc)</i>
<b>1.</b>	<b>Technological equipment and tools</b>	
1.1.	Laptop/computer	1
1.2.		1 for each student
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.1.		
2.2.		
2.3.		
2.4.		
2.5.		
2.6.		
2.7.		
2.8.		
2.9.		

\* In the company