



Module "Sustainable development in Spa & Wellness company" DESCRIPTION

<p>General goal/s of the module</p>	<p>The general goal of the module is to enable students to identify the concept of sustainable development and apply it to the Spa & Wellness sector. Students will be able to provide a general overview of sustainability and sustainable tourism. In order to describe the stages of a sustainability strategy for a Spa & Wellness company, the students will be able to assess the criteria for the sustainability of an enterprise and study the economic, social and environmental dimensions of sustainable tourism and to implement specific measures to reduce the impact of climate change on the company. The student will also be able to use effective communication in order to convey the sustainability concept within the company.</p>
<p>Objectives of the module (Intended Learning Outcomes)</p>	<p>As a result of the module graduate should be able to:</p> <ul style="list-style-type: none"> 1.1 Provide the general overview of the meaning of “sustainability” and “sustainable tourism” 2.1 Describe the stage of a strategy of sustainability for a Spa & Wellness company 3.1 Assess the criteria for the sustainability of a company and analyse the economic, social and environmental dimensions of sustainable tourism 4.1 Implement measures to reduce the impact of climate change on the Spa&Wellness company 5.1 Use an effective communication on sustainability
<p>Entry requirements (Pre-conditions)</p>	<p>High school diploma. Knowledge of Spa & Wellness products and services at basic level</p>
<p>Assessment of the module</p>	<p>Entry assessment questionnaire (previous experience and knowledge in the Spa&Wellness sector) Ongoing assessment through project work, discussions and observations. Final assessment: multiple-choice tests, presentation of a final project work.</p>

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

Total: 50 hours, of which:

- *Theory (in the classroom/online): 18 hours*
- *Practise (at VET institution/online): 9 hours*
- *Practice (in the company /WBL): 16 hours*
- *Self-Study: 7 hours*

Module "Sustainable development in Spa & Wellness company" CONTENT

Intended Learning Outcomes	Content to be covered		Indicative (minimum) learning time (hours)				
	Main topic	Suggested Sub-Topics	<i>Theory in the classroom /online</i>	<i>Practise at VET school/online</i>	<i>Practise in the company /WBL</i>	<i>Self-study</i>	<i>Total</i>
1. Learning outcome “Sustainability overview” <i>Is able to provide the general overview of the terms „sustainability” and „sustainable tourism”</i> <i>Knows sustainability frame of reference; dimensions of the sustainability; fields of action and practical examples</i>	1.1 The sustainability framework	1.1.1 Charter for sustainable tourism 1.1.2 Agenda 2030 with 17 global sustainability goals 1.1.3 Global Sustainable Tourism Council (GSTC) 1.1.4 EU Green Deal	2				2
	1.2 The dimensions of sustainability applied to the tourism sector	1.2.1 Economic dimension 1.2.2 Social dimension 1.2.3 Environmental dimension	2			2	4
	1.3 Field of actions in a Spa & Wellness company	1.3.1 Human resources 1.3.2 Products and services management 1.3.3 Resources management 1.3.4 Case study	2	2			4
2. Learning outcome “Sustainability strategy”	2.1. Concept of sustainable spa operation	2.1.1. Approach to sustainable spa operation/eco spa , green spa 2.1.2. Sustainable spa principles 2.1.3. Review of Certification for	2				2

<p>Is to able to define and classify elements of a sustainability' strategy for a Wellness company.</p> <p><i>Knows</i> Measures to achieve the sustainability in a wellness company -Ways of maximizing benefits -Minimizing possible impacts -Impact measurement</p>		sustainable spa operations					
	2.2.Sustainable Spa Tools	2.2.1. Green Spa Toolkit		1	2		3
	2.3 Sustainable Spa Tips	2.3.1. Green tips from best eco spa 2.3.2. Green Spa Starter Tips		1	2		3
	2.4 Sustainable spa best practices	2.4.1. Six Senses 2.4.2. Lefay 2.4.3. Eco – friendly Spas				2	2
<p>3. Learning outcome “Criteria for the company sustainability”</p> <p><i>Is able to assess the criteria for the sustainability of an enterprise and analyzation of economic, social and environmental dimensions of sustainable tourism.</i></p> <p><i>Knows criteria for sustainability based</i></p>	3.1 Criteria for sustainability in Spa & Wellness company	3.1.1.Effective, long-term, clearly defined sustainability management system 3.1.2.Maximising social and economic benefits for the local community while minimising negative impacts 3.1.3.Maximising environmental benefits and minimising negative impacts	2				2
	3.2 Impact of the criteria on the field of actions	3.2.1 Project work on the impact of sustainability criteria in a wellness company		2	2		4
	3.3 The benefits of implementing	3.3.1 Benefits for the Spa & Wellness company	2		2		4

<i>on GSTC; impact of the criteria on the fields of action of sustainable tourism; benefits for the companies.</i>	sustainability criteria	3.3.2 Case history					
4. Learning outcome “Impact of climate change on the Spa & Wellness company” <i>Is able to implement measures to reduce the impact of climate change on the company.</i> <i>Knows the impact of climate change on tourism operation, benefits of climate change Reporting, climate change adaptation.</i>	4.1 Impact of climate change on Spa & Wellness operations	4.1.1 Eco-friendly measures in the Spa & Wellness work 4.1.2 Climate change mitigation in Spa & Wellness company 4.1.3 Mitigation case studies	1		1		2
	4.2 Benefits from climate change-related information	4.2.1 Understanding of climate-related risks and opportunities 4.2.2 Risk management in the daily operations	2	1	1		4
	4.3 Climate change adaptation	4.3.1 Climate change adaptation in the Spa & Wellness company 4.3.2 Adaptation case studies	1		2	1	4
5. Learning outcome (subskill) <i>Is able to use an effective communication of sustainability</i> Knows <i>-The basic rules of communication about</i>	4.4 Sustainable communication	5.1.1. Definition of sustainable Communication 5.1.2. Benefits of sustainable communication 5.1.3. Work placement in sustainable communication	1	1	2	1	5
	4.5 Internal	4.5.1 Engagement of employees in	1	1	2	1	5

sustainable economic and social activities of a company -Guidelines for messages (written and spoken) to communicate the company' sustainability	sustainable communication	4.5.2	sustainable communication Basic principles of effective sustainable communication					
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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).

1. Project based learning
2. Inquiry-based learning
3. Problem-based learning
4. Visualisation
5. WebQuest methodology
6. Challenge-based learning

References and Sources used:

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

***When citing references and sources, we ask the partners to pay special attention to identify useful pre-existing learning materials that can be the starting point for the second part of WP4 – creation of learning materials.**

Learning Outcome no. 01:

- WTO. (1995). Charter for Sustainable Tourism. World Conference on Sustainable Tourism. Lanzarote
- WTO, WTTC, Earth Council. (1996). Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development
Module „Sustainable Development in Spa & Wellness company”

- Global Sustainable Tourism Council (GSTC, seit 2007)
- UNWTO. (2015). Tourism and the Sustainable Development Goals. Madrid. UNWTO. (2017). UNWTO Tourism Highlights. 2017 Edition. Madrid
- UNWTO, “Sustainable Development”, <https://www.unwto.org/sustainable-development>, viewed 22/04/2022
- European Tourism Indicators System for sustainable destination management (ETIS, 2016)
- Climate Special Report (Intergovernmental Panel on Climate Change IPCC, 2018)
- EU Green Deal (2019)

Learning Outcome no. 02:

- Eco-spas: Sustainability agenda in the spa industry, Guarav Chawla, Swiss Hotel Management School (www.researchgate.net)
- What is a Sustainable Spa?-SWAA, www.swaafrika.org
- How Spas Can be sustainable, www.greenjournal.co.uk
- www.sustainable spas.org
- www.greenspanetwork.org
- 5 Eco – Friendly Spas making a Significant Global Impact, www.wellspa360.com
- 6 steps to Creating a Sustainable Spa or Clinic, www.spaandclinic.com.au
- www.sixsenses.com
- www.lefayresorts.com
- <https://www.ideasonpurpose.com/on/6-strategies-for-effective-sustainability-communications/>
- https://www.researchgate.net/publication/251420083_Sustainability_Communication_-_An_Introduction

Learning Outcome no. 03:

- Global Sustainable Tourism Council, „GSTC Criteria”, <https://www.gstccouncil.org/>, viewed 22/02/2022
- UNWTO, „Hotel Energy solutions – HES”, <https://www.unwto.org/hotel-energy-solution>, viewed 22/04/2022
- Gaurav Chawla, 2017, Eco-spas: Sustainability agenda in the spa industry, https://www.researchgate.net/publication/314952554_Eco-spas_Sustainability_agenda_in_the_spa_industry, viewed 22/02/2022

Learning Outcome no. 04:

- Nawrocka, Dagmara, 2013, *Spa and wellness- are there environmental challenges?*, Lund University publications
- Simpson, M.C., Gössling, S., Scott, D., Hall, C.M. and Gladin, E UNEP, 2008, *Climate Change Adaptation and Mitigation in the Tourism Sector: Frameworks, Tools and Practices*, UNEP, University of Oxford, UNWTO, WMO, Paris, France
- Directorate-General for Financial Stability, Financial Services and Capital Markets Union, European Commission, 2019, *Guidelines on reporting climate-related information*, Brussels, Belgium.

REQUIRED RESOURCES for module "Sustainable Development in Spa & Wellness" 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>
1.	Technological equipment and tools	
1.1.	Laptop/PC	1 for each student
1.2.	Internet connection	1
1.3.		
2.	Supplies, consumables, etc	
2.1.		
2.2.		
2.3.		
2.4.		
2.5.		
2.6.		
2.7.		
2.8.		
2.9.		

* In the company