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Wellness Tourism Skills' Development



# **WellTo PROJECT**

## **TRANSNATIONAL OCCUPATIONAL AWC PROFILE REPORT**

### **WP 3, Deliverable 3.4.**

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## INTRODUCTION

For the purposes of the WellTo project, the Occupational Profile is defined as a complex set of tasks and duties carried out by employees in the occupation and includes the skills, knowledge and competences which will be applied in the workplace and are derived directly from the duties.

This **Transnational Occupational AWC Profile** is based on an information from:

- Existing occupational and qualification profiles such as the Administrator of Wellness Center (AWC) at National Qualification Framework levels 3, 4, 5 for each participating country;
- Field research carried out among two groups of respondents: minimum of 30 specialists acting as AWC; and minimum 30 specialists providing wellness services from each participating country – minimum 120 respondents for each group and minimum 240 respondents in total;
- Comparative analysis of the questionnaires of all participating countries;
- Proposed National Occupational Profile for AWC of all participating countries;
- Conducted international focus group discussion with project partners together with external consultants and experts in the field of Wellness tourism.

The Occupational Profile is structured in main activities and tasks and necessary for their performance professional and general (transversal) skills, knowledge and competences.

The Occupational Profile is the basis for developing qualification profile and the accompanying curricula for achieving the specific learning outcomes that correspond to the work tasks identified.

## MAIN CONCLUSIONS FROM THE NATIONAL REPORTS

Taking into account the dynamic development of wellness tourism, the need for specialists with AWC profile is highlighted, with survey participants specifying exactly what professional qualities are required by such professionals.

Main duties of AWC are: Clients scheduling, registration and work with a client register/database; Advising guests and customers on wellness topics and putting together individual programs for them; Organization, coordination and monitoring of the wellness services provided in the centre; Keeping inventory and ordering products necessary for wellness services; Financial operations;

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Scheduling and coordination of the work of specialists and apprentices providing wellness services; Continuous education in the field of wellness services and products. Client scheduling, registration and work with a client database, which takes the most time, is important today and will be tomorrow too. Much more important than now will in the future be advising guests and customers on wellness topics and putting together individual programs for them and organization, coordination and monitoring of the wellness services provided in centers. The AWC does not have to perform the specific procedures, its main responsibilities are mainly the contact with the client and the referral to the appropriate procedures for him / her. The deep knowledge of the specific procedures, as well as the medical knowledge and cosmetics, must be affected in some way, but the focus on preparation is in other areas.

Resulting from more than 120 questioned persons acting as AWC in 4 different participating countries it is clear, that most of the employees considered as AWC at present have received little or none training on their job, or any time after starting their position.

## METHODOLOGICAL REQUIREMENTS FOR DESIGNING THE OCCUPATIONAL PROFILE

The Occupational Profile is short, concise and clear and defines the full competence that should be covered in a training program so that, the new entrant to the occupation is able to carry out the role in any size of employer across any relevant sector. The Occupational Profile is in line with the labour market demands and meets the standards of a range of employers rather than the needs of one employer.

**The title given to the main task/duty is easily** identified by the users and recognized by the labour market and is distinguished part from the job description of the person.

**The title of the main task/duty need be** formulated in a clear, concise and precise manner that reflects the content of the unit itself.

The **knowledge** is the specific information and 'know-how' that the individual needs to have and to understand in order to successfully carry out the duties that make up the occupation. This could include knowledge that the individual needs to have an awareness of or more specific information they will need to apply in their everyday activities.

The **skills** are the practical application of knowledge needed to successfully undertake the duties that make up the occupation. They need to be expressed in the workplace context. Skills statements typically begin with "*to (action verb)*"

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The **competences** are the proven ability to use knowledge, skills and personal qualities required to practice the occupation. Competence statement typically begin with “*ability to (action verb)*”.

The knowledge, skills and competences must be developed in objective manner, with *simple, clear, concise and coherent language*. They need to be developed in terms that would be easily observed and evaluated in workplace context.

Occupation Title	Administrator of Wellness Centre	
Qualification level	EQF 4	
	Latvian Qualifications Framework 4	Slovenian Qualifications Framework 4
	Bulgarian Qualifications Framework 4	Slovak Qualifications Framework 4

## OVERALL SHORT DESCRIPTION OF THE QUALIFICATION

The Administrator of Wellness Center (AWC) is a health, beauty and hospitality industry worker who knows the Wellness and SPA services. The Administrator of Wellness Center main role is organization, coordination and monitoring of the wellness services provided in the centre. An AWC is responsible for organization and planning of operation of the wellness center. AWC coordinates and is involved in the processes of staff hiring, training and supervising, client communication and representation of the operation towards individuals and group clients, technical condition and health risk assessment of the operation, sales, marketing, planning and budgeting, compliance with local rules and regulations, and administration. Also AWC contributes to the product quality and development. AWC can work in Wellness, SPA companies, recreation centers, hospitality and tourism companies, beauty companies with Wellness and SPA zone and other service institutions.

The main tasks and duties identified from the national reports are:

1. Guest communication (advising guests and customers on wellness topics), scheduling, reservation.
2. Putting together individual programs for clients.
3. General operation of the Centre (controlling, reporting, budgeting).

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4. Organization, coordination and monitoring of the Centre.
5. Ensuring quality of service, and relaxing environment of the Centre.
6. Marketing and sales activities towards client.
7. Supervision and coordination of apprenticeships and other work-based learning forms

<b>PROFESSIONAL AND GENERAL (TRANSVERSAL) SKILLS, KNOWLEDGE AND COMPETENCES NECESSARY FOR FULFILMENT OF MAIN TASKS AND DUTIES:</b>			
<b>Task</b>	<b>Skills</b>	<b>Professional and general knowledge about:</b>	<b>Competence</b>
1. Guest communication (advising guests and customers on wellness topics), scheduling, reservation	<ul style="list-style-type: none"> <li>• to use effective communication and presentation tools and techniques</li> <li>• to articulate himself/herself correctly to clients</li> <li>• to use information technologies (word processor, database work, internet, e-mail, social network, payment transaction,...)</li> <li>• to use negotiating strategies for conflict resolution</li> </ul>	<ul style="list-style-type: none"> <li>• native and at least one foreign language</li> <li>• knowledge about the wellness services and products</li> <li>• information technology and database work</li> <li>• interpersonal communication</li> <li>• different types of negotiation techniques and styles</li> <li>• professional etiquette</li> </ul>	<ul style="list-style-type: none"> <li>• ability to communicate correctly in native language and at least one foreign language, following the principles of hospitality</li> <li>• ability to use effectively information technology in information processing, on-line communication and in the creation of electronic content</li> <li>• ability to resolve conflict situations in peaceful and constructive way, following the best practices of customer service</li> </ul>
2. Putting together individual programs for clients	<ul style="list-style-type: none"> <li>• to present wellness services</li> <li>• to advise clients on wellness topics</li> <li>• to design individual wellness program</li> <li>• to consult clients according to their wishes and needs</li> <li>• to determine client's need</li> </ul>	<ul style="list-style-type: none"> <li>• wellness services and products</li> <li>• basics of anatomy, physiology and pathology</li> <li>• basic wellness areas (nutrition, movement, mental wellness, relaxation, beauty)</li> <li>• developments and trends in the field of wellness</li> </ul>	<ul style="list-style-type: none"> <li>• ability to help clients to choose and develop individual SPA treatment program, taking into consideration indications and contraindications of different SPA treatments and clients' personal needs</li> <li>• ability to distinguish SPA procedures for provision of</li> </ul>

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			general well-being from procedures of therapeutic nature
3. General operation of the Centre (controlling, reporting, budgeting)	<ul style="list-style-type: none"> <li>• to work with cash and non-cash payments</li> <li>• to fill in primary financial documents</li> <li>• to report to the superiors</li> <li>• to manage administrative processes</li> <li>• to supervise specialists in the Wellness Centre</li> </ul>	<ul style="list-style-type: none"> <li>• principles of cost accounting</li> <li>• specialized administration software</li> <li>• basic concepts of business correspondence, administration, recording and compilation of reports</li> <li>• Wellness industry legislation and regulations</li> </ul>	<ul style="list-style-type: none"> <li>• ability to undertake different administrative activities in order to achieve the financial objectives of the Wellness center</li> <li>• ability to collect, sort and maintain administrative documentation, according legislation</li> </ul>
4. Organization, coordination and monitoring of the Centre	<ul style="list-style-type: none"> <li>• to apply teamwork skills</li> <li>• to plan and organise work</li> <li>• to apply time management techniques</li> <li>• to organize and coordinate client flow according wellness services</li> <li>• to choose and prepare appropriate equipment and devices in the working premises to perform tasks</li> </ul>	<ul style="list-style-type: none"> <li>• work organization in wellness centre.</li> <li>• standards of work quality</li> <li>• standards for business process management</li> <li>• principles for motivation a team</li> <li>• time management techniques</li> <li>• basic rules for preparation and securing the work place</li> <li>• supplies needed in the Wellness Centre</li> </ul>	<ul style="list-style-type: none"> <li>• ability to plan, organize and coordinate work of specialists in Wellness Centre in effective and efficient manner</li> <li>• ability to maintain an ethical working environment</li> <li>• ability to assure all needed wellness product, equipment, materials and consumables</li> </ul>
5. Ensuring quality of service, and relaxing environment of the Centre.	<ul style="list-style-type: none"> <li>• to collect customer feedback</li> <li>• to measure the quality of wellness services provided</li> </ul>	<ul style="list-style-type: none"> <li>• knowledge of related legislation; occupational safety and health, fire protection and hygiene regulations, consumer rights and</li> </ul>	<ul style="list-style-type: none"> <li>• ability to analyze customers' feedback received through written and oral communication</li> </ul>

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	<ul style="list-style-type: none"> <li>• to propose measures for improving the quality of service</li> <li>• to ensure relaxing environment in the Wellness Centre</li> </ul>	<ul style="list-style-type: none"> <li>• General Data Protection Regulation (GDPR)</li> <li>• quality control methods</li> <li>• principles of hospitality and customer care</li> </ul>	<ul style="list-style-type: none"> <li>• ability to use obtained information in everyday work for improving quality of Wellness service</li> <li>• ability to comprehensively maintain the quality of services provided in the Wellness Centre</li> </ul>
6. Marketing and sales activities towards client	<ul style="list-style-type: none"> <li>• to apply sales and marketing techniques</li> <li>• to advertise the services offered</li> <li>• to use different media channels</li> <li>• to compare services offer in the Wellness industry</li> <li>• to combine different products and services</li> </ul>	<ul style="list-style-type: none"> <li>• basics of sales management</li> <li>• principles of marketing</li> <li>• persuasion techniques</li> <li>• Wellness market trends (on regional, national, international level)</li> <li>• consumer rights</li> <li>• General Data Protection Regulation (GDPR)</li> </ul>	<ul style="list-style-type: none"> <li>• ability to apply persuasion techniques when advising clients</li> <li>• ability to present the services offered at the Wellness Centre in various media channels in attractive manner</li> <li>• ability to generate ideas for new products and services, in compliance with the Wellness Center business strategy</li> </ul>
7. Supervision and coordination of apprenticeships and other work-based learning forms	<ul style="list-style-type: none"> <li>• to coordinate work of apprentices</li> <li>• to follow the introductory training for apprentices</li> <li>• to monitor the WBL plan for apprentices</li> <li>• to follow the internal procedures for WBL programs</li> </ul>	<ul style="list-style-type: none"> <li>• apprentice's work legislation</li> <li>• advantages of work-based learning</li> <li>• principles for mentoring and supervising apprentices</li> <li>• learning styles and techniques</li> </ul>	<ul style="list-style-type: none"> <li>• ability to plan and control the workplace conditions for implementing WBL</li> <li>• ability to act as a mentor in apprenticeship or WBL programs in the Wellness center</li> </ul>