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Erasmus+ Programme  
of the European Union

Present Stakeholders for Future  
Wellness Tourism Skills' Development



# **WellTo PROJECT**

## **JOINT AWC CURRICULUM**

### **WP4, Deliverable 4.6.**

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**August 2019**

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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## Module 1 "Client communication, scheduling, reservation" DESCRIPTION

(Qualification Profile Unit 1)

Based on the core Unit of Learning Outcomes "Client communication, scheduling, reservation" from the Qualification Profile "Administrator of Wellness Centre"

<b>General goal/s of the module</b>	Develop graduate's competence to implement the process of scheduling and reservation while interacting with clients, colleagues and employers effortlessly in a multicultural environment, observing the basic principles of professional and general ethics in working with clients, colleagues, employers.
<b>Objectives of the module (Intended Learning Outcomes)</b>	As a result of the module graduate should be able to: <ol style="list-style-type: none"> <li>1. Communicate amicably and properly with clients and co-workers in official state language and at least one foreign language.</li> <li>2. Determine clients' needs from wellness products and services.</li> <li>3. Solve problems and conflict situations.</li> <li>4. Plan schedules.</li> <li>5. Make a reservation of the client.</li> </ol>
<b>Entry requirements (Pre-conditions)</b>	Minimum requirement is lower secondary education.  Depends on the type of VET programme.



<b>Assessment of the module</b>	<p>At the end of the module "Client communication, scheduling, reservation", students take a theoretical test and demonstrate practical communication and scheduling skills in a practical exercise:</p> <ol style="list-style-type: none"><li>1. Demonstrates ability to communicate with the client both face to face and over the phone and email;</li><li>2. In a communication uses spa terminology and adheres to ethical and privacy standards;</li><li>3. Able to communicate in one foreign language;</li><li>4. Create a Wellness Centre schedule using electronic devices.</li></ol>
<b>Approximate realisation time</b>	<p>Module represents 25% of the whole VET part (5 Modules) of the education programme.</p> <ul style="list-style-type: none"><li>• In the classroom: 30% of the total module time</li><li>• In the company /WBL (at least 50%): 60% of the total module time</li><li>• Self-Study: 10% of the total module time</li></ul>

## Module 1 "Client communication, scheduling, reservation" CONTENT

<b>Intended Learning Outcomes</b> <i>Copy from the Unit of learning outcomes</i>	<b>Content to be covered</b>	
	<b>Main topic</b> <i>Give the exact title of topic which forms part of the overall course</i>	<b>Suggested Sub-Topics</b>
<b>1. Is able to communicate amicably and properly with clients and co-workers in the state language and at least one foreign language.</b> <b>40%</b>  <b>Knows:</b> Communication techniques and basics of communication  Communication tools  Communication barriers, verbal and non-verbal techniques  Professional etiquette  Professional terminology in the state language and at least one foreign language	1.1. Basic forms of communication  <i>(5 % of total module content)</i>	1.1.1. Verbal communication 1.1.2. Non-verbal communication aspects 1.1.3. Body language 1.1.4. Written communication
	1.2. Communication techniques <i>(10 % of total module content)</i>	1.2.1. Effective communication  1.2.2. Communication with different guests (VIP clients, individual, organised groups of guests, guests with special needs)  1.2.3. Clients' feedback collection methods



<p>Main principles of intercultural communication</p> <p>Main principles of communication with specific clients (individual, organised groups of guests, guests with special needs, VIP guests)</p> <p>Clients' feedback collection methods</p> <p><b>Is able to (skills):</b> Use effective communication tools and communication technology</p> <p>Use the professional terminology in the state language and at least one foreign language</p>	<p>1.3. Communication tools <i>(5 % of total module content)</i></p>	<p>1.3.1. Electronic communication in state language and in at least one foreign language 1.3.2. Communication by telephone</p>
	<p>1.4. Professional etiquette <i>(10 % of total module content)</i></p>	<p>1.4.1. Definitions 1.4.2. The essence of professional etiquette 1.4.3. Making the first impression in communication with the client 1.4.4. Wellness Center Administrator - Face of Wellness Center</p>
	<p>1.5. Professional terminology <i>(5 % of total module content)</i></p>	<p>1.5.1. Terminology of SPA materials, supplies and technologies 1.5.2. Terminology of SPA procedures and treatments 1.5.3. Typical phrases used for communication with clients</p>



<p>Observe professional etiquette in communication</p> <p>Collect client feedback</p> <p>Use state language</p> <p>Use at least one foreign language at the professional communication level</p> <p><b>Competence:</b></p> <p>Interacting with clients effortlessly in the multicultural environment, using a variety of communication tools and communication technology in state language and in at least one foreign language.</p> <p>Observing the basic principles of professional and general ethics in working with clients, colleagues, employers.</p>	<p>1.6. Professional foreign language <i>(5 % of total module content)</i></p>	<p>1.6.1. Terminology of SPA materials, supplies and technologies in foreign language;</p> <p>1.6.2. Terminology of SPA procedures and treatments in foreign language;</p> <p>1.6.3. Typical phrases used for communication with clients in foreign language.</p>
<p><b>2. Is able to determine clients' needs from wellness product and services</b> <b>20%</b></p>	<p>2.1. Listening and asking technology <i>(5 % of total module content)</i></p>	<p>2.1.1. Active listening methods</p> <p>2.1.2. Principles of effective communication</p> <p>2.1.3. Conducting a conversation</p>

<p><b>Knows:</b></p> <p>Effective listening and asking technology</p> <p>Principles of effective interview</p> <p>Principles of confidentiality</p>	<p>2.2. Principles of effective interview <i>(5 % of total module content)</i></p>	<p>2.2.1. Types of interviews</p> <p>2.2.2. Summary of information to determine client's needs</p>
<p><b>Is able to (skills):</b></p> <p>To interview a client, using effective asking and listening technology</p> <p>To determine clients' needs from wellness product and services</p> <p>To respect the principle of confidentiality when communicating with third parties</p> <p><b>Competence:</b></p> <p>Independently determine clients' needs from wellness product and services, providing personal attention, tactfulness and hospitality, while respecting principle of confidentiality</p>	<p>2.3. Confidentiality <i>(10 % of total module content)</i></p>	<p>2.3.1. Confidentiality with clients</p> <p>2.3.2. Processing of personal data</p> <p>2.3.3. Protection of personal data</p> <p>2.3.4. Requirements of the Personal Data Processing Law</p>
<p><b>3. Is able to solve problems and conflict situations</b></p> <p><b>10%</b></p> <p><b>Knows:</b></p>	<p>3.1. Basis of psychology <i>(5 % of total module content)</i></p>	<p>3.1.1. Psychology of communication</p> <p>3.1.2. Behavioural psychology</p> <p>3.1.3. Cognitive psychology</p> <p>3.1.4. Social psychology</p>



<p>Basis of psychology</p> <p>Basis of stress management</p> <p>Conflict management</p> <p>Styles of behaviour in a conflict situation</p> <p>Problem solving strategies</p> <p><b>Is able to (skills):</b></p> <p>To maintain an atmosphere of open and constructive clarification of differences</p> <p>To recognize the prerequisites for conflict and to proactively prevent the conditions that give rise to conflicts.</p> <p>To resolve problems and conflict situations</p> <p><b>Competences:</b></p> <p>Independently resolves problems and conflict situations in peaceful and constructive way, showing empathy and understanding to achieve resolution, following the best practices of customer service</p>	<p>3.2. Basis of stress management <i>(5 % of total module content)</i></p>	<p>3.2.1. Conflict and stress management</p> <p>3.2.2. Problem solving strategies</p>
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<p><b>4. Is able to plan schedules</b> <b>30%</b> <b>Knows:</b> Schedule planning</p> <p>Principles of coordinating of client flow according to wellness services</p> <p><b>Is able to (skills):</b> To plan schedules and to provide effective working process in the wellness centre</p> <p>To organize and coordinate client flow</p> <p>Complies with the rules for processing, storing and using personal data</p> <p><b>Competence;</b> Takes responsibility for schedule planning</p> <p>Takes responsibility for organizing and coordinating client flow according to wellness services</p>	<p>4.1. Schedule planning <i>(10 % of total module content)</i></p>	<p>4.1.1. Main principles of scheduling 4.1.2. Structure of scheduling 4.1.3. Digital methods for scheduling</p>
	<p>4.2. Coordinating of client flow according to wellness services <i>(10 % of total module content)</i></p>	<p>4.2.1. Principles of the work of Wellness centre 4.2.2. Organizing and coordinating a client flow in a wellness center</p>



<b>5. Is able to make a reservation of the client</b>	5.1. Client reservation <i>(5 % of total module content)</i>	5.1.1. Client reservation process 5.1.2. Practical work with client reservation
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<p><b>Knows:</b></p> <p>Information systems and specialized reservation software</p> <p>Different channels of communication</p> <p><b>Is able to (skills):</b></p> <p>To make the reservation of the client according to his needs, expectations and requirements. by phone, electronically or in person</p> <p>To provide the necessary information about terms, prices, timelines so as to properly target the customer but at the same time to offer the right mix of products / services</p> <p><b>Competence:</b></p> <p>Provides appropriate information on the characteristics and benefits of services and products in an influential and positive way leading to a desire to buy</p> <p>Regularly keeps reservations and their up-to-date by following payments made on bookings and events and</p>	<p>5.2. Digital methods of client reservation</p> <p><i>(5 % of total module content)</i></p>	<p>5.2.1. Specialized reservation software</p> <p>5.2.2. Using different communication channels for making a reservation of the client.</p> <p>5.2.3. Specificity of each channel using: advantages and disadvantages</p>
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communicates with customers and business representatives		
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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. Business simulations
2. Case studies
3. Brainstorming
4. Report
5. Game method
6. Role playing
7. Discussions

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## REQUIRED RESOURCES for module 1 "Client communication, scheduling, reservation" 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.	Computer equipped with applications and Internet access	1
1.2.	Multimedia projector and screen	1
1.3.	Interactive whiteboard with document camera and writing accessories	1
1.4.	Camera, camcorder and tape recorder	1
1.5.	Professionally equipped training office (with copier, printer, scanner, fax machine, telephone, paper shredder)	1
1.6.	Technical equipment for conference rooms (incl. TV, AC, etc.)	1
1.7.	Calculators	for each student
1.8.	Flash memory	for each student
1.9.	Mobile stand on the stand	1
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.2.	Office supplies (folders, plastic covers, document pockets, paper, pens, stationery & office supplies)	as required
2.3.	Safety equipment instructions (for each machine)	as required
2.4.	Textbooks, normative acts	for each student
2.5.	Business document forms (including guest booking forms, inventory deeds, waybills)	as required
2.6.	Mobile whiteboard paper blocks	1



2.7.	Samples of goods, inventory, raw materials reporting and write-offs (Set)	as required
	First aid medical kit	1
<b>3.</b>	<b>Documents and other information sources</b>	
3.1.	Lists with available products and services (catalogs, price-list)	as required
3.2.	Frequency and timing for each procedure and service	as required
3.3.	Promotions and their specifics	as required
3.4.	Functions of every employee in the center	as required

\* In the company

## Module 2 "Development of individual SPA treatment program for client" DESCRIPTION

(Qualification Profile Unit 2)

Based on the core Unit of Learning Outcomes "Development of individual SPA treatment program for client" from the Qualification Profile "Administrator of Wellness Centre"

<b>General goal/s of the module</b>	Develop graduate's competence to prepare and present individual SPA program based on the chosen SPA procedures in cooperation with the client.
<b>Objectives of the module (Intended Learning Outcomes)</b>	As a result of the module graduate should be able to: <ol style="list-style-type: none"> <li>1. Prepare and present individual SPA treatment program.</li> <li>2. Choose SPA procedures in cooperation with a client.</li> <li>3. Perform documentation of Wellness centre.</li> <li>4. Give recommendations about healthy lifestyle.</li> </ol>
<b>Entry requirements (Pre-conditions)</b>	Minimum requirement is lower secondary education.  Depends on the type of VET programme.
<b>Assessment of the module</b>	At the end of the module " Development of individual SPA treatment program for client ", students take a theoretical test and demonstrate practical communication and scheduling skills in a practical exercise:



	<ol style="list-style-type: none"><li>1. Demonstrates ability to advise clients for the best choice of wellness services;</li><li>2. Demonstrates ability professionally to prepare and present individual wellness program;</li><li>3. Demonstrates ability to advise on the effects and functions of wellness services;</li><li>4. Demonstrates good knowledge of contraindications of SPA procedures;</li><li>5. Able to advise clients about how to maintain a condition of well-being;</li><li>6. Able to develop and offer to clients SPA compositions, SPA programs, and SPA complexes;</li><li>7. Demonstrates good cooperation skills with the client;</li><li>8. Demonstrates basic principles of professional and general ethics and communication culture;</li><li>9. Able to maintain clients database of Wellness centre;</li><li>10. Demonstrates good knowledge about nutrition importance connected with SPA procedures.</li></ol>
<b>Approximate realisation time</b>	<p>Module represents 20% of the whole VET part (5 Modules) of the education programme.</p> <ul style="list-style-type: none"><li>• In the classroom: 30% of the total module time</li><li>• In the company /WBL (at least 50%): 60% of the total module time</li><li>• Self-Study: 10% of the total module time</li></ul>



## Module 2 "Development of individual SPA treatment program for client" CONTENT

Intended Learning Outcomes <i>Copy from the Unit of learning outcomes</i>	Content to be covered	
	Main topic <i>Give the exact title of topic which forms part of the overall course</i>	Suggested Sub-Topics
<b>1. Learning outcome</b> <b>Is able to prepare and present individual SPA treatment program</b> <b>40%</b> <b>Knows:</b> Main principles of Individual SPA treatment program development SPA treatments/ procedures (basic level) Indications and contraindications of different SPA treatments	1.1. SPA services standard  <i>(10 % of total module content)</i>	1.1.1. Standards and certificates 1.1.2. Quality requirements for Wellness Centre 1.1.3. SPA types 1.1.4. Regulation of the international industry
	1.2. SPA and massage treatments  <i>(10% of total module content)</i>	1.2.1 Types of treatments 1.2.2. Recent trends 1.2.3. Product quality leading to customer satisfaction 1.2.4. Medical and therapeutic massage
	1.3. Facilities, equipment, and supplies	1.3.1. Massage tools

<p>Effects of products that are used at the SPA (beginners level)</p> <p>Principles of a healthy lifestyle</p> <p><b>Is able to (skills):</b>          To inform and consult the client about indications and contraindications of different SPA treatments</p> <p>To advice, on the basis of a formalized individual interview, on the best choice of wellness service and individual wellness program</p> <p>To inform and consult the client about the sequence of SPA procedures and their compatibility with other procedures.</p> <p><b>Competence:</b>          Independently helping customer to choose and develop individual Spa treatment program taking into consideration indications and contraindications of different SPA treatments</p> <p>Ability to inform and consult the client about the sequence of SPA procedures and their compatibility with other procedures.</p>	<p><i>(10% of total module content)</i></p> <p>1.4. SPA procedure indications and contraindications  <i>(10% of total module content)</i></p>	<p>1.3.2. Medical and therapeutic use</p> <p>1.3.3. SPA products</p> <p>1.4.1. Absolute indications and contraindication ; Relative indications and contraindication; General indications and contraindication ; Local indications and contraindication; Combined indications and contraindications</p>
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<p><b>2. Is able to choose SPA procedures in cooperation with a client</b> <b>20%</b> <b>Knows:</b> Knowledge about SPA massages and body care SPA procedures for ensuring the client's well-being Basic knowledge of structure of the human body morphology and physiology of organs and their systems <b>Is able to (skills):</b> To visually assess the client's skin condition To choose and offer a client's individual SPA procedure. <b>Competence:</b> Ability to distinguish SPA procedures for provision of general well-being from procedures of therapeutic nature. Ability to visually determine the client's constitutional type and muscle tone. Ability to choose SPA procedures in cooperation with a client.</p>	<p>2.1. Anatomy of the human body <i>(10 % of total module content)</i></p> <p>2.2. Body care <i>(10 % of total module content)</i></p>	<p>2.1.1. Anatomy terminology 2.1.2. General anatomy 2.1.3. Tissue, muscles and organ systems 2.1.4. Human body constitutional type 2.1.5. Muscle tone 2.1.6. Body morphology and classification</p> <p>2.2.1 Body care cosmetics 2.2.2. Effects of cosmetic products on the human body and environment 2.2.3. The chemistry of cosmetics 2.2.4. Cosmetics and its health risks - Substances with toxic potential in the formulation of cosmetics; possible health complications associated with the use of cosmetics 2.2.5. Cosmetic international regulation and safety</p>
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<p>Ability to inform and consult the client about the sequence of SPA procedures and their compatibility with other procedures</p> <p>Ability to establish cooperation with the client.</p>		
<p><b>3. Is able to perform documentation of Wellness centre</b></p> <p><b>30%</b></p> <p><b>Knows:</b></p> <p>Basic principles of effective documentation in Wellness centre</p> <p>Specialized software for customers' data base</p> <p>Principles of customers' data base development</p> <p>Protection of consumer rights</p> <p>To observe the basic principles of business etiquette and professional and general ethics</p> <p><b>Is able to (skills):</b></p>	<p><b>3.1.</b> Principles for producing documentation</p> <p><i>(10% of total module content)</i></p> <p><b>3.2.</b> Quality system documentation</p> <p><i>(10 % of total module content)</i></p>	<p>3.1.1 Documentation principles in Wellness centre</p> <p>3.1.2 Specializing documentation in health care</p> <p>3.2.1 Arrival procedures and reservations procedures</p> <p>3.2.2. Guest handling procedures</p> <p>3.2.3. Billing and payment procedures</p> <p>3.2.4. Retail and merchandising protocols and procedures</p> <p>3.2.5. An example of all forms used in the spas operation</p> <p>3.2.6. Guest feedback procedures</p> <p>3.3.1. Importance of confidentiality</p>



<p>Ability to cooperate with the client</p> <p>To formulate the desired results of a SPA procedure</p> <p>To document the results of a client survey</p> <p>To use a computer for information search, storage and processing</p> <p>To perform risk assessment and documentation of SPA procedures</p> <p>To observe confidentiality</p> <p>To use specialized software, selecting the most suitable ones among existing ICT tools or using software that is provided;</p> <p><b>Competence:</b></p> <p>Ability to document and analyse the results of a client survey</p> <p>Independently develops customers' data base, using specialized software</p>	<p>3.3. Client confidentiality <i>(10 % of total module content)</i></p>	<p>3.3.2. Confidential workplace information</p> <p>3.3.3. The types of information that is considered confidential</p>
<p><b>4 Is able to give recommendations about healthy lifestyle</b></p>	<p>4.1. Healthy nutrition <i>(5 % of total module content)</i></p>	<p>4.1.1. Basic nutrition, healthy diet, food pyramid</p> <p>4.1.2. Nutrition and health</p> <p>4.1.3. SPA nutrition</p>



<p><b>10%</b></p> <p><b>Knows:</b></p> <p>Basics of healthy nutrition</p> <p>Role of nutrition in the regulation of life processes (basic nutrients, ballast substances, vitamins, SPA nutrition, SPA beverages, nutrition-linked diseases and disorders)</p> <p>Principles of healthy lifestyle (nutrition, physical activity, diets, sports)</p> <p><b>Is able to (skills):</b></p> <p>Advise the client how to combine eating with SPA procedures and physical activities</p> <p>Knows terminology related to sports and nutrition</p> <p><b>Competence:</b></p> <p>Ability to comply with regulations governing health care activities</p> <p>Identify the role of different specialists in a healthy lifestyle (dietician, nutrition</p>	<p>4.2. Health and fitness</p> <p><i>(5 % of total module content)</i></p>	<p>4.1.4. Holistic nutrition</p> <p>4.2.1. Physical fitness, well being ; exercises (aerobic exercises, anaerobic exercise, training, high intensity interval training)</p> <p>4.2.2. Fitness effects , diet and fitness trends</p> <p>4.2.3. Fitness terminology</p>
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specialist, fitness trainer, physiotherapist, doctor, etc.)		
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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. Business simulations
2. Case studies
3. Brainstorming
4. Debates.
5. Discussion
6. Group work

### References and Sources used:

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

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## REQUIRED RESOURCES for module 2 "Development of individual SPA treatment program for client " 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.	Computer equipped with applications and Internet access	1 for each student
1.2.	Multimedia projector and screen	1
1.3.	Interactive whiteboard with document camera and writing accessories	1
1.4.	Camera, camcorder and tape recorder	2
1.5.	Professionally equipped training office (with copier, printer, scanner, fax machine, telephone, paper shredder)	1
1.6.	Technical equipment for conference rooms (incl. TV, AC, etc.)	1
1.7.	Calculators	1 for each student
1.8.	Flash memory	1 for each student
1.9.	Mobile stand on the stand	1
1.10.	Cash system (including payment card payment terminal) and counterfeit cash register	1
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.1.	Office supplies (folders, plastic covers, document pockets, paper, pens)	
2.2.	Safety equipment instructions	
2.3.	Textbooks, normative acts	
2.4.	Business document forms (including guest booking forms, inventory deeds, waybills)	
2.5.	Mobile whiteboard paper blocks	



2.6.	First aid medical kit	
<b>3.</b>	<b>Documents and other information sources</b>	
3.1.	Lists with available products and services (catalogs, price-list)	
3.2.	Frequency and timing for each procedure and service	

\* In the company

## Module 3 "Organization and coordination of the Wellness Centre" DESCRIPTION

(Qualification Profile Unit 3)

<b>General goal/s of the module</b>	Develop graduate's competence to organizing and coordinating the activities in the wellness center – to be aware with the different activities, products and resources needed; to ensure team collaboration and implementing business strategies
<b>Objectives of the module (Intended Learning Outcomes)</b>	As a result of the module graduate should be able to: 1 Organize the activities of wellness centre 2 Coordinate the Wellness Centre team 3 Organize the effective offering of wellness products and services 4 Contribute for the business goals achievement
<b>Entry requirements (Pre-conditions)</b>	Minimum requirement is lower secondary education. Depends on the type of VET programme.
<b>Assessment of the module</b>	Finishing the module Organization and coordination of the Wellness Centre students take theoretical test and practical demonstration of skills acquired : Describes the characteristics of the products and services offered in the wellness centre and is able to present them properly



	<p>Determines the obligations and duties of each team member and demonstrates the ability of coordinating the whole staff structure</p> <p>Is able to work with the specialized software of the wellness centre</p> <p>Demonstrates ability of scheduling</p> <p>Uses techniques for team collaboration and motivation</p> <p>Uses sales strategies for achieving the business goals</p>
<b>Approximate realisation time</b>	<p><i>Module represents 25% of the whole VET part (5 Modules) of the education programme.</i></p> <ul style="list-style-type: none"><li><i>• In the classroom: 35% of the total module time</i></li><li><i>• In the company /WBL (at least 50%): 55% of the total module time</i></li><li><i>• Self-Study: 10% of the total module time</i></li></ul>



### Module 3 “Organization and coordination of the Wellness Centre” CONTENT

Intended Learning Outcomes	Content to be covered	
	Main topic <i>Give the exact title of topic which forms part of the overall course</i>	Suggested Sub-Topics
<b>1. Learning outcome: Is able to organise the activities in the Wellness Centre</b> <b>40%</b> <b>Knows:</b> Operational plan for the wellness centre activities Available products and services and their characteristics Principles of marketing strategy	1.1. Delivering of the operational plan for the wellness centre activities  <i>(5 % of total module content)</i>	3.1.1. Description of activities in the wellness centre 3.1.2. Job description of different positions
	3.2. Products and services offered in the wellness centre  <i>(10% of total module content)</i>	3.2.1. Comparative characteristics of the products and services offered in the wellness centre 3.2.2. Combination between products 3.2.3. Principles of development individual Spa treatment program



<p>Internal regulations of the centre</p> <p>Work regulations of the centre</p> <p>Specialized software used</p> <p>Needed resources for the normal function of the centre</p> <p>Requirements for relaxing environment in the centre</p> <p><b>Is able to (skills):</b> Follow operational plan for the wellness centre activities</p> <p>Offer wellness products and services to the customers, emphasizing benefits for the client</p> <p>Achieve goals from the marketing strategy of the centre</p> <p>Execute working tasks according to the internal rules</p> <p>Monitor preservation of the working technology</p> <p>Work with specialized software</p>	<p>2.3. Marketing strategy in the wellness centre</p> <p><i>(5% of total module content)</i></p>	<p>2.3.1. Implementation of marketing and advertising plan</p> <p>2.3.2. Presentation of the services offered at the Wellness Centre in various media channels</p> <p>2.3.3. Goal settings and realization of sales targets</p>
	<p>2.4. Internal regulations of the wellness center</p> <p><i>(5 % of total module content)</i></p>	<p>2.4.1. Necessity of implementing appropriate regulations for the quality assurance in the wellness center</p> <p>2.4.2. Regulations connected to the staff activities</p> <p>2.4.3. Regulations for the client servicing</p>
	<p>1.5 Using specialized software in the wellness center</p> <p><i>(5 % of total module content)</i></p>	<p>1.5.1. Basic structure of the specialized software</p> <p>1.5.2. Function of the specialized ICT system</p> <p>1.5.3. Compliance with rules for protection of personal data</p>
	<p>1.6. Ensuring resources needed in the wellness center</p> <p><i>( 5% of total module content)</i></p>	<p>1.6.1. Planning and ordering material resources, equipment and consumables</p> <p>1.6.2. Human resources planning for ensuring of the normal working environment and operation of wellness center</p> <p>1.6.3. Responsibility for the quality of the material resources, equipment and consumables</p>



<p>Ensure the centre with necessary material resources</p> <p>Provide relaxing environment in the centre</p> <p><b>Competence:</b></p> <p>Organizing the execution of the operational plan for the wellness centre activities, including: professional offering of wellness products and services and implementation of wellness procedures</p> <p>Ensuring timely provisioning of the centre with necessary human and material resources, equipment and consumables</p> <p>Ensuring relaxing environment in the centre according to achievement of comfort of customers and visitors</p>	<p>1.7. Requirements for relaxing environment in the wellness center <i>(5 % of total module content)</i></p>	<p>1.7.1. Creation of the relaxing environment</p> <p>1.7.2. Important factors for the maintenance of calm atmosphere in the wellness center</p>
<p><b>2. Learning outcome:</b></p> <p><b>Is able to coordinate the Wellness Centre team</b></p> <p><b>35%</b></p>	<p>2.1. Responsibilities of the staff and job descriptions</p> <p><i>( 10% of total module content)</i></p>	<p>2.1.1. Functions of the employees</p> <p>2.1.2. Allocation of tasks to the staff members</p> <p>2.1.3. Resolution of conflicts connected to the tasks</p>



<p><b>Knows:</b> Roles and functions of every employee in the centre</p> <p>Responsibilities of every working position in the team</p> <p>Working time rules, shifts, rest periods and absences</p> <p>Criteria for quality performance</p> <p>Needed level of professional competence in the wellness services area</p> <p>Team communication and coordination methods</p> <p>Techniques for team Motivation</p> <p>Providing of comfortable working atmosphere</p> <p><b>Is able to (skills):</b> Distribute tasks according to the job requirements</p> <p>Prepare personal development plans</p>	<p>2.2. Working schedule (5 % of total module content)</p>	<p>2.2.1. Working time rules, rest periods and absences</p> <p>2.2.2. Personal development plans of the staff</p>
	<p>2.3. Professional competence required for the different positions in the centre ( 5% of total module content)</p>	<p>2.4.1. Measuring professional competence of the employees</p> <p>2.4.2. Scope for increasing professional competence</p>
	<p>2.5. Communication and collaboration ( 5% of total module content)</p>	<p>2.5.1. Team communication and coordination</p> <p>2.5.2. Techniques of improving team cooperation</p>
	<p>2.6. Motivation techniques ( 5% of total module content)</p>	<p>2.6.1. Types of motivational techniques for team management</p> <p>2.6.2. Tools for motivation based on the personal type</p>
	<p>2.7. Maintain product availability ( 5% of total module content)</p>	<p>2.7.1. Effective offering of products and services in the wellness center</p> <p>2.7.2. Offering monitoring and evaluation</p> <p>2.7.3 Implementation of new products and technologies</p>
	<p>2.8. Benefits of the products and services for the customer</p>	<p>2.8.1 Composition and application of the product</p>



<p>Assist in preparing weekly/ monthly working schedule</p> <p>Monitor observation of working time, shifts, rest periods</p> <p>Assist in monitoring required quality standards of the centre</p> <p>Communicate effectively with the team, including: provide needed information, agree with goals set by management, give feedback for the performance</p> <p>Use different motivational techniques</p> <p>Ensure comfortable working atmosphere in the centre</p> <p><b>Competence:</b> Ensuring the correct distribution of work and the effective implementation of the weekly / monthly schedule</p> <p>Effectively co-ordinating team activities</p> <p>Taking care of the comfortable/effective working atmosphere</p>	<p><i>(5 % of total module content)</i></p>	<p>2.8.2 Prerequisites for efficacy of therapy</p>
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<p><b>3. Learning outcome:</b> <b>Is able to organize the effective offering of wellness products and services</b> <b>10 %</b></p> <p><b>Knows:</b> List with available products and services in the center Benefits of every product or service for the customer Recent promotions and their specifics (duration, benefits, etc.) Sales techniques for presentation of product and services to the customer Sales negotiation techniques Customer types and specific approach Effective advertising channels for offering wellness products and services</p> <p><b>Is able to (skills):</b> Explain available products and services and their benefits Offer ongoing promotions and argument</p>	<p>3.1. Promotions strategies and sales techniques ( 5% of total module content)</p> <p>3.2. Types of customers ( 2% of total module content)</p> <p>3.3. Advertising channels ( 3% of total module content)</p>	<p>3.1.1. Promotions as a tool for the improvement of sales results 3.1.2. How to offer and sale promotion in the wellness center 3.1.3. Point of contacts with clients appropriate for informing for promotions 3.1.4. Sales techniques for presentation of product and services to the customer</p> <p>3.2.1. Methods for determination of the client's type 3.2.2. Preferred style of communication for every client's type 3.2.3. Servicing based on the client's type</p> <p>3.3.1. Using of different advertising channels 3.3.2. Strengths and weaknesses of every advertising channel</p>



<p>why should they be preferred Brief the team for the effective offering of wellness product and services Present by exciting manner wellness products and services to the customer Assist in conducting sales negotiations Recognize customer type Comply with the customer's individual features when offering a service Discover and use different channels for effective advertising of wellness services</p> <p><b>Competence:</b> Organizing effective offering of products and services in the wellness center Presenting and offering ongoing promotions for higher sales Serves effectively each type of customer by considering the service / product offered to meet its specific needs</p>		
<p><b>4. Learning outcome</b> <b>Contribution for the business goals</b></p>	<p>4.1. Planning and time management ( 5% of total module content)</p>	<p>4.1.1. Planning and time management techniques 4.1.2. Priority setting</p>



<p><b>achievement</b> <b>15 %</b> <b>Knows:</b> Business goals from the activities plan of the center Responsibilities of every team member according to business goals Planning and time management techniques Principles of budgeting Internal accounting and financial rules Laws and regulations in the financial area Procedures for ordering and supplying of equipment and consumables</p> <p><b>Is able to (skills):</b> Follow the goals from the business plan Execute settled Key Performance Indicators (KPIs) from the business plan Monitor the business goals execution from the team members Assist in planning and budgeting</p>		4.1.3. Time consumers identification
	4.2. Budgeting <i>(5 % of total module content)</i>	4.2.1. Methods for budgeting 4.2.2. Laws and regulations in the financial area
	4.3. Internal accounting and financial rules and documents <i>(5% of total module content)</i>	4.3.1. Importance of regular accountability 4.3.2. Preparing reports 4.3.3. Measures for improving, based on reporting

<p>           Prepare reports and enquiries            Check correct sales registration            Fill in different financial and accounting documents            Order and monitor the supply of needed equipment, products and consumables         </p> <p> <b>Competence:</b> Monitoring of the wellness center's business goals achievement according to customer's interests            Achievement of the KPIs            Developing of plan and budget for the wellness center            Drawing up of financial accounting documents in compliance with the regulatory requirements            Provisioning of equipment, products and consumables keeping company's financial discipline         </p>		
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**Recommended Teaching/Learning strategies and methods:**

1. Business simulations

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2. Case studies
3. Brainstorming
4. Performing practical task

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## REQUIRED RESOURCES for module 3 "Client communication, scheduling, reservation" 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.	Computer	1 for each student
1.2.	Specialized software	1 for each student
1.3.	Multimedia projector and screen	1 for whole group
1.4.	Online tools	1 for each student
1.5.	Printer	1 for whole group
1.6.	Interactive whiteboard	1 for whole group
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.1.	Templates of the business plan, financial documents, offers, price lists	1 for small groups
2.2.	Brochures with information for the products and services in the wellness area	1 for small groups
2.3.	Sample of the wellness products	1 for each person
2.4.	Specialised training materials	1 for each student
2.5.	Office supplies	1 for each student
<b>3.</b>	<b>Documents and other information sources</b>	
3.1.	Lists with available products and services (catalogs, price-list)	1 for small groups
3.2.	Frequency and timing for each procedure and service	1 for small groups

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3.3.	Promotions and their specifics	1 for small groups
3.4.	Functions of every employee in the center	1 for each student

\* In the company

## Module 4 “Ensuring quality of the service in the Wellness Centre” DESCRIPTION

(Qualification Profile Unit 4)

<b>General goal/s of the module</b>	<p>To develop graduates' competences to monitor the quality of work (own and of colleagues) and environment, flexibly and collaboratively perform work assignments, co-create and conduct customer satisfaction surveys, and suggest improvements to the work process.</p> <p>They will perform their work professionally, with respectful communication with guests and colleagues in all situations.</p>
<b>Objectives of the module (Intended Learning Outcomes)</b>	<p>As a result of the module graduate should be able to:</p> <ol style="list-style-type: none"> <li>1. Coordinate quality assurance in the wellness center on the basis of knowledge of quality standards, knowledge of work process and compliance with internal regulations.</li> <li>2. Monitor customer satisfaction and making appropriate corrective actions based on measuring guest satisfaction and analyzing the data collected and suggestions for improvements.</li> <li>3. Act in accordance with the work ethic and company policy by adhering to the wellness center's code of ethics based on professionalism at work and appropriate emergency response.</li> <li>4. Implement health and safety regulations for optimal performance of services based on knowledge of legislation and internal regulations in the field of occupational safety and health.</li> </ol>
<b>Entry requirements (Pre-conditions)</b>	<p>Minimum requirement is lower secondary education.</p> <p>Depends on the type of VET programme.</p>
<b>Assessment of the module</b>	<p><i>Assessment tools and methods based on demonstration indicators from the Unit.</i></p> <ul style="list-style-type: none"> <li>• Demonstrates his/her ability to monitor the quality of his/her own work</li> </ul>



	<ul style="list-style-type: none"> <li>• Demonstrates client- oriented approach while executing professional tasks</li> <li>• Demonstrates the ability to conduct effective assisting in monitoring to ensure the proper functioning of the wellness center</li> <li>• Is able to set improvements of his/her own work based on client feedback</li> <li>• Is able to propose new ways of gathering client feedback and improving services</li> <li>• Demonstrates his/her ability to prepare a clean, comfortable and harmonizing environment and greet and accompany guest in a proper way through his/her stay.</li> <li>• Is able to assess strengths of own performance</li> <li>• Is able to design, present and execute coordination procedures in extraordinary situations, such as death, theft, damage to the inventory.</li> <li>• Is able to handle confidential matters and information and safeguard client personal data and corporate data in communication and use of social media.</li> <li>• Is able to follow the rules of protection of health at the workplace.</li> <li>• Is able to observe and implement principles of occupational safety and ergonomics in their work assignments.</li> </ul> <p><i>Assessment tool: Portfolio with conversation</i></p>
<p><b>Approximate realisation time</b></p>	<p>Module represents 20% of the whole VET part (5 Modules) of the education programme.</p> <ul style="list-style-type: none"> <li>• In the classroom: 45% of the total module time</li> <li>• In the company /WBL (at least 50%): 50% of the total module time</li> <li>• Self-Study: 5% of the total module time</li> </ul>

## Module 4 „Ensuring quality of the service in the Wellness Centre“ CONTENT

Intended Learning Outcomes	Content to be covered	
	Main topic	Suggested Sub-Topics
<p><b>Learning outcome 1:</b> <b>QUALITY OF SERVICE</b> Student is able to ensure activities and harmonious atmosphere in Wellness Centre. 26,4%</p> <p><b>Knowledge:</b> Quality standards and procedures, the criteria in terms of quality, types of documents and proofs in the quality system, the technology of working in the wellness center, internal labour regulation, processes and responsibilities of employees</p> <p><b>Skills:</b> apply quality standards for activities, record and document selected procedures, methods of services, products, follow the technology of working in the center, evaluate received feedback, plan his/her own work, receive feedback and act upon it, apply client- oriented approach while executing professional tasks</p> <p><b>Competence:</b> monitoring the quality of own work performing his/her own work assignments in a flexible, cooperative and customer-oriented manner and in order of importance and priority, assisting in monitoring for</p>	<p>1.1. Quality of service in wellness (2 hours=<b>6,7%</b>)</p>	<p>1.1.1. The concept of quality 1.1.2. Quality Assurance 1.1.3. Quality in Slovenian wellness centers</p>
	<p>1.2. Quality standards (3hours=<b>10%</b>)</p>	<p>1.2.1. Implementation of service quality standards 1.2.2. Service quality models 1.2.3. Measuring service quality</p>
	<p>1.3. Work process (2 hours=<b>6,7%</b>)</p>	<p>1.3.1. Planning work 1.3.2. Doing the work 1.3.3. Work evaluation</p>
	<p>1.4. Internal regulations (1 hour=<b>3%</b>)</p>	<p>2.4.4. Mandatory internal regulations</p>



<p>compliance of requirements according to processes of work technology, ensuring customer satisfaction according to corporate practices, proposing improvements to work and services, assisting in ongoing monitoring of wellness center activity aiming to provide the required quality of offered products and services and achievement of high customer satisfaction</p>		
<p><b>Learning outcome 2:</b> <b>GUEST SATISFACTION</b> Student is able to ensure client satisfaction according to their needs and wishes. 26,7%</p> <p><b>Knowledge:</b> Principles of measurements of client satisfaction, methods of data collection and analysing, professional customer service requirements</p> <p><b>Skills:</b> Implement quality assurance questionnaires, collect quality assurance questionnaires, apply professional customer service requirements, prepare a clean and comfortable environment for a pleasant stay of guests, adjust and organize work to the new situation</p> <p><b>Competence:</b> Improving own work and quality of services based on client opinions, proposing new forms of gathering client opinions and improving services,</p>	<p>2.1 Guest and employee satisfaction <i>(3 hours=10%)</i></p>	<p>2.1.1. Definition and satisfaction factors 2.1.2. Measuring Guest Satisfaction 2.1.3. Employee satisfaction</p>
	<p>2.2. Data collection and analysis methods <i>(3 hours=10%)</i></p>	<p>2.2.1. Qualitative Research Methods 2.2.2. Quantitative Research Methods 2.2.3. Analysis of the data collected and proposals for the disclosures</p>
	<p>2.3. Professional qualifications <i>(2 hours=6,7%)</i></p>	<p>2.3.1. Promoting the development of guest relations 2.3.2. Provision of quality service 2.3.3. Complete guest care</p>



<p>promoting development of permanent client relationships through their own work, preparing of a clean and comfortable environment for a pleasant stay of clients, greeting and accompanying clients in a proper way throughout their stay</p>		
<p><b>Learning outcome 3:</b> <b>WORK ETHICS</b> Student is able to work according to working ethics recommendation to contribute to quality of Wellness Centre. 26,8%</p> <p><b>Knowledge:</b> Ethical code of profession and use in practice, flexible, cooperative and customer oriented approach, self - evaluation techniques, rules of operation in extraordinary situations, rules of handling personal data, procedure in the event of abuse and misuse of personal data</p> <p><b>Skills:</b> Use critical self-evaluation in conversation with the manager, act in a responsible manner in work situations and adapt their approach in accordance with set guidelines, implement the rules of the code of ethics of Wellness Centre, react appropriately in the event of abuse and misuse of personal data, monitor the deviation from</p>	<p>3.1. Work ethics (2 hours=6,7%)</p>	<p>3.1.1. Characteristics of business ethics 3.1.2. Code of Ethics in Wellness 3.1.3. Employee Relations</p>
	<p>3.2. Excellence and professionalism (2 hours=6,7%)</p>	<p>3.2.1. Expertise in work 3.2.2. Emergency response</p>
	<p>3.3 Self-evaluation (2 hours=6,7%)</p>	<p>3.3. 1. The concept of self-evaluation 3.3.2. Self-evaluation techniques and applications</p>
	<p>3.4 Handling of personal data of guests (2 hours=6,7%)</p>	<p>3.4.1 Data Protection Legislation 3.4.2. Internal rules for the handling of personal data 3.4.3. Records of the processing of personal data</p>



<p>the correct use of personal data, behave in accordance with business etiquette</p> <p><b>Competence:</b> Apply work ethics when servicing clients, assessing the strengths of their own performance and opportunities to work professionally, updating the knowledge of topical products and services that they require in their own work, mastering coordination procedures in extraordinary situations (death, theft, damage to the inventory, .. handling confidential matters and information as required by the nature of their work, paying attention to safeguarding clients' personal data and corporate data</p>		
<p><b>Learning outcome 4:</b> <b>SAFETY AND HEALTH</b></p> <p>Student is able to follow and implement health and safety regulations for optimal operation. 20,1%</p> <p><b>Knowledge:</b> Rules and instructions of health at the workplace, safety regulations and guidelines, first aid</p> <p><b>Skills:</b> Observe and apply the rules and instructions of health at the workplace, take care of security of the guests, observe the in-house control plan, act in</p>	<p>4.1 Safety and health (2 hours=6,7%)</p> <p>4.2 Occupational safety and health legislation (2 hours=6,7%)</p> <p>4.3 First Aid (2 hours=6,7%)</p>	<p>4.1.1. Workplace safety and health 4.1.2 Care for the safety of guests</p> <p>4.2.1. European legislation on safety and health at work 4.2.2. National legislation on safety and health at work 4.2.3. Internal regulations</p> <p>4.3.1. First aid at work 4.3.2. Rules on the organization, materials and equipment for first aid at work</p>



emergency first aid situations, act in accordance with the wellness centre's emergency plan where necessary

**Competence:** Maintaining rules and instructions of the employer regarding the protection of health at the workplace, acting in accordance with the principles of occupational safety and ergonomics, observing all safety guidelines and regulations at their establishment

#### 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. Explanation and discussion
2. Working in pairs
3. Brainstorming method
4. Case studies

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## REQUIRED RESOURCES for module 4 "Ensuring quality of the service in the Wellness Centre " 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.	Computer	1 for each student
1.2.	projector	1 for a group
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.1.	Pens for the board	10
2.2.	paper	
2.3.	Crayons, crayons	3 pacs
2.4.	Scissors	3
2.5.	Glue	3
2.6.	folders	1 for each student
<b>3.</b>	<b>Documents and other information sources</b>	
3.1.	Lists with available products and services (catalogs, price-list)	
3.2.	Frequency and timing for each procedure and service	
3.3.	Promotions and their specifics	
3.4.	Functions of every employee in the center	



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## Present Stakeholders for Future Wellness Tourism Skills' Development



\* In the company

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## Module 5 “Marketing and sales” DESCRIPTION

(Qualification Profile Unit 5)

Based on the core Unit of Learning Outcomes “Marketing and sales activities towards the client” from the Qualification Profile “Administrator of Wellness Centre”

<b>General goal/s of the module</b>	<b>To develop graduates’ competence to sell wellness products using marketing techniques, tools and modern ICT</b>
<b>Objectives of the module (Intended Learning Outcomes)</b>	<p><b><i>As a result of the module graduate should be able to:</i></b></p> <ol style="list-style-type: none"> <li>1 sell wellness products to end clients</li> <li>2. use marketing techniques and tools to support sales of wellness product to end clients</li> <li>3. use modern ICTs in sales and marketing operations</li> </ol> <p><i>Specific measurable objectives.</i></p> <p>Assist in creating and assessing sales plans</p> <p>Choose appropriate approaches when dealing with different types of clients</p> <p>Develop and present an effective sales interview, respond to client’s objections and conclude sales contracts</p> <p>Ensure customer satisfaction, respond to clients’ complaints and claims</p> <p>Use negotiation skills to arrive to a win-win outcome in sales</p> <p>Design, implement and evaluate a simple marketing research</p> <p>Apply appropriate marketing techniques in direct marketing and e- mail marketing</p>



	<p>Develop marketing products, build relationships with clients and increase client retention levels</p> <p>Develop measures to plan, assess and improve client services that are consistent with the company objectives, priorities and values</p> <p>Assist and advise clients on products and services through interactive or digital means in order to make a successful sale</p> <p>Apply the communication rules applicable to digital communication channels</p> <p>Use social media and other interactive or digital means to prospecting new customers</p> <p>Keep clients' contact database using ICTs</p>
<p><b>Entry requirements (Pre-conditions)</b></p>	<p>Minimum requirement is lower secondary education.</p> <p>Depends on the type of VET programme.</p>
<p><b>Assessment of the module</b></p>	<p><b><i>In grading the outcomes of graduates in accordance with State standards requirements, curricula, etc. are assessed:</i></b></p> <p>Demonstrates effective sales presentation techniques for different types of clients and groups of clients</p> <p>Demonstrate various techniques for dealing with customer's objections and successful closing of sale</p> <p>Explain the importance of ethical behaviour in business relationships</p> <p>Demonstrate ability to make a simple marketing research</p> <p>Demonstrate ability to prepare a written or verbal offer/quote of a product using appropriate marketing techniques</p> <p>Explain the ways of collecting feedback from clients and measures of effective clients' retention strategies</p>



	<p>Identify the best strategy and tool depending on the work situation in line with the strategy of the company</p> <p>Demonstrate the rules of verbal and written communication through interactive or digital means (mobile devices, digital platforms and other online channels such as SMS, e-mail, online chat, social networks, etc.)</p> <p><b>Module Assessment methods and tools:</b></p> <p>Observation - reporting</p> <p>Questioning – self assessment, questionnaire, interview</p> <p>Portfolio – references of customers, training reports, assessment records, journal,</p> <p>Third party feedback – assessment from employers</p> <p>Structured activities – project, presentations, demonstrations, simulation exercise, open book exam, group team work</p> <p>Written exam – tests</p> <p>Oral exam</p> <p>Assessment methods and tools are in advance with the State and School educational legislation. In each country it would be in accordance with the State legislation.</p>
<p><b>Approximate realisation time</b></p>	<p>Module represents 10% of the whole VET part (5 Modules) of the education programme.</p> <ul style="list-style-type: none"> <li>• In the classroom: 45% of the total module time</li> <li>• In the company /WBL (at least 50%): 50% of the total module time</li> <li>• Self-Study: 5% of the total module time</li> </ul>





<p>techniques needed to achieve a profitable sale</p> <p>Basics of sales psychology and factors affecting consumer buying behaviour Consumer rights and protection rules</p> <p><b>Is able to (skills):</b> Assist in creating and assessing sales plans</p> <p>Choose appropriate approaches when dealing with different types of clients Develop and present an effective sales interview, respond to client's objections and conclude sales contracts</p> <p>Ensure customer satisfaction, respond to clients' complaints and claims</p> <p>Use negotiation skills to arrive to a win-win outcome in sales</p> <p><b>Competence:</b> Independent and ethical decision making in concluding a sale according to clients' needs and requirements</p>	<p>2.5. Sales Psychology <i>(10 % of total module content)</i></p>	<p>2.5.1. Psychology of the Customer 2.5.2. Preferences of the Customer 2.5.3. Typology of Shopping Habits of the Customers</p>
	<p>2.6. Legal Conditions <i>(10 % of total module content)</i></p>	<p>2.6.1. Legal Rights and Protection of the Customers – 18/2018 The General Data Protection Regulation (GDPR) 2.6.2. The General Customer Protection Regulation</p>



<p>Flexibility and adaptability in sales to clients depending on work situation and a customer's requirements</p>		
<p><b>3. Learning outcome</b> <b>Is able to use Marketing Techniques in order to sell the wellness product</b> <b>30%</b> <b>Knows:</b></p> <p>Main concepts, principles and tasks of marketing in wellness tourism Marketing strategy design principles Main methods of marketing research Marketing and communication mix and relationships of its components</p> <p>Features, advantages and benefits of products and services offered</p> <p><b>Is able to (skills):</b> Design, implement and evaluate a simple</p>	<p>2.1 The Basic Concepts, Rules and Task of Marketing in Wellness Services <i>(10 % of total module content)</i></p> <p>2.2 7 Principles of Marketing <i>(5 % of total module content)</i></p> <p>2.3 The Communication Strategy <i>(5 % of total module content)</i></p> <p>2.4 The Product of Wellness Centre <i>(10 % of total module content)</i></p>	<p>2.1.1 The Key Basics of Marketing (Needs, Demands, Desires, Product, Transactions, Market) in Wellness</p> <p>2.1.2 Different Concepts of the Marketing Management</p> <p>2.1.3 Algorithm of Preparing Marketing Strategy</p> <p>2.1.4 Marketing Research</p> <p>2.2.1 Product, Price, Place, Promotion, People, Process, Physical evidence</p> <p>2.3.1 Advertising, Sales Support, Public Relations, Personal Sales</p> <p>2.4.1 Characteristic and Benefits of the Products and Services on Sale</p>



<p>marketing research                      Apply appropriate marketing techniques in direct marketing and e- mail marketing Develop marketing products, build relationships with clients and increase client retention levels Develop measures to plan, assess and improve client services that are consistent with the company objectives, priorities and values</p> <p><b>Competence:</b> Independent problem solving and critical analysis within marketing activities Responsibility for accurate and up-to-date information about the    product portfolio                      Independent and collaborative work both as a leader and a team member in line with the company strategy</p>		
<p><b>4. Learning outcome</b> <b>Is able to use ICT skills in Marketing and Sales</b></p>	<p>3.1 Communication Procedures and Means of Communications <i>(5 % of total module content)</i></p>	<p>3.1.1 Verbal Communication and Non-verbal Communication in Marketing and Sale Supporting</p>



<p><b>30%</b></p> <p><b>Knows:</b> Main communication channels, online platforms and applications used for sales and marketing purposes Sales and marketing techniques through interactive and online tools Basic rules of information security and customer data protection and privacy</p> <p><b>Is able to (skills):</b> Assist and advise clients on products and services through interactive or digital means in order to make a successful sale Apply the communication rules applicable to digital communication channels Use social media and other interactive or digital means to prospecting new customers Keep clients' contact database using ICTs</p> <p><b>Competence:</b> Creativity and flexibility in online sales and marketing activities Independent decision making in sales and marketing</p>	<p>3.2 Communication Tools of Internet Marketing <i>(10 % of total module content)</i></p> <p>3.3 Social Media <i>(10 % of total module content)</i></p> <p>3.4 Safety Regulations <i>(5 % of total module content)</i></p>	<p>3.2.1 Own web 3.2.2 Tools at the own web 3.2.3 Video Marketing</p> <p>3.3.1 The Basic Functions 3.3.2 Social Networking Sites 3.3.3 Blogs and Forums</p> <p>3.4.1 Safety Regulations at Work Place 3.4.2 Administrating, Storing and Disposing Personal Data</p>
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<p>activities in line with the company's strategy Complying with legislation while using personal data of clients Professional written and verbal communication</p>		
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**Recommended Teaching/Learning strategies and methods:**

1. Business simulations
2. Case studies
3. Brainstorming
4. Role playing

**References and Sources used:**

1. Philip Kotler, Moderní marketing, GRADA Publishoing a.s., ISBN 80-247—1545-7
2. T.Gajdošík, Z.Gajdošíková,R. Marčeková, Informačné technológie v cestovnom ruchu, Volters Kluwer, ISBN 978-80-8168-587-3
3. Jaroslav Kita a kol., Marketing, Iura Edition, ISBN 978-80-8078-327-3
4. Herbert N. Casson, Predávaj úspešne, Slovak Edition, Tyron Press England, ISBN 80- 967198-5-8

**Examples** marketing presentations and educational presentation on youtube: (can be completed or changed by needs)

This project has been funded with support from the European Commission. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

5. "Are Health and Wellness really related?" [https://www.youtube.com/watch?v=Nr9hqY6q\\_qY](https://www.youtube.com/watch?v=Nr9hqY6q_qY)
6. "Die besten Wellnesshotels" [https://www.youtube.com/watch?v=D\\_f5T4VVcTI](https://www.youtube.com/watch?v=D_f5T4VVcTI)
7. "SunGarden Spa and Wellness Tour" <https://www.youtube.com/watch?v=txSc069-8yM>
8. "SunGarden Spa and Wellness Tour 2" <https://www.youtube.com/watch?v=OsJ4KcCHDZg>

## REQUIRED RESOURCES for module 5 "Marketing and Sale" implementation

No	Resources <i>(identify with * the resources necessary in the company)</i>	Amount <i>(for each student, , for whole group, etc)</i>
<b>1.</b>	<b>Technological equipment and tools</b>	
1.1.	PC, software	1 for each student
1.2.	Interactive or digital means	1 for whole group
1.3.	Printer	1 for whole group
1.4.	Digital platforms	for small groups
1.5.	Online tools	for small groups
<b>2.</b>	<b>Supplies, consumables, etc</b>	
2.1.	Papers, color pencils, colors	for each student,



<b>3.</b>	<b>Documents and other information sources</b>	
3.1.	Catalog of products and services	1 for small groups
3.2.	Promotions and their specifics	

\* In the company