

Effective from A.Y: 2019-20

Learning objective: The learner will be able to understand the fundamentals of managing a spa and wellness centre.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Introduction	12 Hours
Definitions and concepts, History and development of health and wellness, Geographical and regional analysis of health and wellness tourism, Contemporary leisure, lifestyle and society, Demand and motivation of health, wellness and medical tourists.	
UNIT 2: Spa and Wellness Tourism Products	12 Hours
Global trends of wellness tourism. Wellness Industry Basics, Difference between Ayurvedic Centres and Spa, Introduction to Spa: Origin of Spa, Types of Spa's, Types of Spa Therapies, Spa Products, Meditation, Basics of Asian Therapies	
UNIT 3: Entrepreneurship Opportunities	12 Hours
Entrepreneurship in wellness tourism, establishing the business, Spa business basics, Spa offerings, Spa facility design and constructions, Operations and Management, Spa business evaluation. Standard operating procedures, Spa Human Resources, Spa facility operations, Spa client management.	
UNIT 4: Development of a wellness destination.	12 Hours
The international context for health, wellness and medical tourism, The Spa management professional, Trends of the Spa industry. Case studies from European Spa leaders, Spas of Czech Republic, Slovak Republic, and Turkey. Global Wellness Associations & International Affiliations.	

Suggested Readings:

1. Voigt, Cornelia. 'Wellness Tourism A Destination Perspective'. (Latest edition), Routledge advances in Tourism, London
2. Mary S. Wisnom, Lisa L. Capozio. 'Spa Management: An Introduction'. (Latest edition), Standard textbook of Cosmetology, London
3. Marta Peris-Ortiz and José Álvarez-García. 'Health and Wellness Tourism: Emergence of a New Market Segment'. (Latest edition), Springer, London.

Learning outcomes:

The learner will be able to:

1. Describe the wellness tourism products.
2. Understand the entrepreneurship opportunities through wellness destinations.
3. Develop and promote a spa and wellness tourism destination.

