

Core competencies - Hospitality / Tourism Programs

SPA INDUSTRY

Spa Industry general

- ✓ *Introduction to the Spa Industry (including History of Spa)*
- ✓ *Spa, Wellness, & Medical Tourism*
- ✓ *Cultural Diversity & the International Spa Industry*

Finance

- ✓ *Spa Yield & Revenue Management*
- ✓ *Financial Accounting in spas*
- ✓ *Inventory management in spas*
- ✓ *Technology and software*
- ✓ *Spa Risk management including insurance and various liabilities (property, guest, treatment)*

Marketing & PR

- ✓ *Spa Public Relations, Marketing, Promotion & social media*
- ✓ *Spa Retail Management, Merchandising, & Sales*

Operational Excellence

- ✓ *Spa Customer Service excellence*
- ✓ *Sustainable Development in spas*
- ✓ *Spa Service Design*
- ✓ *Spa Menu planning*
- ✓ *Spa Product knowledge and selection*
- ✓ *Spa Operations & Facility Management including water maintenance, equipment, disability, electrical, security and fire protection*
- ✓ *Spa Service Quality Management & Excellence*
- ✓ *Spa Sanitation & Safety*

HR

- ✓ *Spa Human Resources & Staff management*

SPA MANAGEMENT LEADERSHIP

- ✓ *Introduction to Spa Management*
- ✓ *Teambuilding in spas*
- ✓ *Effective communication in spas*
- ✓ *Group dynamic and conflict handling in spas*

SPA & WELLNESS LIFESTYLE

- ✓ *Spa Treatments, Services, & Products*
- ✓ *Massage Techniques*
- ✓ *Fitness including gym space and equipment*
- ✓ *Wellness & Lifestyle Management (including Spa Ethics, Law, & Regulatory Compliance, Wellness History & Philosophy)*
- ✓ *Nutrition & Spa Cuisine*

ON THE JOB TRAINING

- ✓ *On campus spa lab alternatively certain number of hours worked in a spa*
- ✓ *Minimum 200 hours worked in a spa*

EXAM

- ✓ *Traditional university / collage exams*
- ✓ *Personal development plan*