



Output Identification:	Green Care activities in Hotel Industry / Marketing perspective	
Output Title:	MARKETING FOR WELLNESS AND GREEN CARE HOSPITALITY OPERATIONS	
Keywords	Wellness, Marketing , SWOT, Hospitality, Eco-friendly, Massage treatment	
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GO GREEN GO CARE- INTERCOLLEGE, CYPRUS

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Output Title: MARKETING FOR WELLNESS AND GREEN CARE HOSPITALITY OPERATIONS
Document Title:Curriculum Unit
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Syllabus of the training course	Virhe. Kirjanmerkkiä ei ole määritetty.
Unit 1	Virhe. Kirjanmerkkiä ei ole määritetty.
Unit 2	Virhe. Kirjanmerkkiä ei ole määritetty.
Unit 3	Virhe. Kirjanmerkkiä ei ole määritetty.
Unit 4	Virhe. Kirjanmerkkiä ei ole määritetty.
Closing Unit.....	Virhe. Kirjanmerkkiä ei ole määritetty.
Course timetable	Virhe. Kirjanmerkkiä ei ole määritetty.
References	Virhe. Kirjanmerkkiä ei ole määritetty.

Introduction

The training course is developed in a modular form, each module corresponding to a particular unit of learning outcomes, following the principles of EQF and ECVET. The objective of the training course is to provide the necessary knowledge, skills and competencies for the understanding of how to use aspects of hospitality and wellness applying Green care policies in developing hospitality wellness centres.

The pedagogical methodology is based on vocational education and the acquisition of specific green skills and competencies with emphasis on specific considerations for the learner.

It will be tailored for 50 hours of content – online and distance. (5 credit unit – Level 5 based on EQF)

The training course addresses the business operational skills and knowledge required in order to work/establish a wellness centre in the services sector

The online training material consists of:

- Analytical syllabi
- Topics to be covered
- Suggested reading material
- Case studies
- Sample Multiple choice questions

Training course description

Learning objective

This module is aimed at those working in a wide range of settings of the hospitality and wellness sector.

Learners will develop their understanding of a range of business aspects of work within Green Care hospitality/tourism, as well as the specifics required for the Marketing and Promotional skills needed to be developed for the Green Care Hospitality and Tourism Sector.

Target groups

People involved in the following areas: -

- Individuals involved in sustainability development within the hospitality sector
- Hospitality sector employees/managers
- SPA/Salon employees/managers
- Health care sector employees
- Marketing major students/ Hospitality professionals
- Self-employed individuals in tourism and SPA/Salon sector
- Owners of hospitality/wellness facilities
- Trainers and trainees in the hospitality/wellness sector

Learning methodology

Blended learning combines different training media (e.g. technologies, activities and events) to create an optimum training programme for a specific audience. The term “blended” means that traditional instructorled training is being supplemented with electronic formats.

Learning outcomes

Upon completion of the course Learners will be able to:

- initiate a market research plan and identify the target market for a successful Wellness center
- plan promotional activities and events for improvement of sales and clientele of a Wellness center
- accumulate data regarding customer's needs and develop appropriate marketing and promotion plans.
- prepare and use promotional incentive tools
- accumulate data regarding customer's needs designing a suggested massage treatment

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SYLLABUS

INTERCOLLEGE

Course Code GGC101	Course Title MARKETING FOR WELLNESS AND GREEN CARE HOSPITALITY OPERATIONS	Credits 5
Department Hospitality	Semester	Prerequisites None
Type of Course Elective	Field Hospitality/ Marketing/ Wellness	Language of Instruction English/Greek
Level of Course Undergraduate	Year of Study 1 st	Lecturer Michael Maria / Yianna Orphanidou
Course Days/Times TBA	Course Venue TBA	Student Consultation Hours TBA
Telephone	E-mail	Office

Objectives of the Course:

The main objectives of the course are to:

- initiate a market research plan and identify the target market for a successful Wellness center
- plan promotional activities and events for improvement of sales and clientele of a Wellness center
- accumulate data regarding customer's needs and develop appropriate marketing and promotion plans.
- prepare and use promotional incentive tools
- apply a programme of Wellness/ massage treatment and incorporate all needed parameters

Learning Outcomes:

Unit 1 Building your Marketing Plan

Content	Knowledge Upon completion of the unit the learner should be able to:	Skills Upon completion of the unit the learner should be able to:	Competences The candidate should:
1: Wellness sector in Hospitality Industry 5hrs	Define Wellness industry among Hospitality sector	Identify the Green Care services in Wellness	Using the trends and research data as a tool for Marketing and promotion
2: SWOT analysis 5hrs	Develop a SWOT analysis	Recognize the SWOT of a Wellness business in a hotel	Prioritized the SWOT as tool for Marketing and promotion

Unit 2 Eco-friendly practices

Content	Knowledge Upon completion of the unit the learner should be able to:	Skills Upon completion of the unit the learner should be able to:	Competences The candidate should:
1:ECO tourism and Wellness Tourism Industry 4hrs	Define Eco-friendly practices as sector of the Tourism Wellness Industry	Indicate the changes in the tourism/hospitality industry in the area of Green Care Wellness practices	Be able to categorize the different types of Wellness facilities
2: Wellness sector in Hospitality Industry 4hrs	Identify Wellness centers special characteristics in tourism and hospitality industry	Indicate the changes in people demographics of travelers and how they affect the Tourism industry	Be able to discuss the changes in tourism trends in relation to the wellness market
3.Green Care Best practices	Identify Green Care practices in hotels	Indicate changes in hotel facilities and services for green care	Be able to identify construction needs for green care friendly hotels

in Hotels and Tourism sector 3hrs		friendly hotels	
4. Positioning Wellness Sector in Tourism Industry 4hrs	Define Wellness Industry as a valid and profitable sector of the Tourism Industry	Indicate the changes in the tourism/hospitality industry in the area of wellness as a major marketing and promotional tool	Be able to distinguish the different types of wellness facilities according to clientele needs

Unit 3 Hospitality Marketing

Content	Knowledge Upon completion of the unit the learner should be able to:	Skills Upon completion of the unit the learner should be able to:	Competences The candidate should:
1:Marketing and Sales Techniques 5hrs	Identify the difference between marketing and sales techniques	Recognize the responsibilities under marketing and Sales departments in a hotel establishment	Be able to describe the key steps of a marketing plan, summarize the duties and responsibilities of positions typically found in a hotel marketing and sales office.
2: Trends in Hospitality Industry 5hrs	Identify trends that affect marketing and sales in the Hospitality Industry	Recognize the characteristics of different market segmentations	Be able to explain the role of advertising, public relations, and publicity in reaching prospective guests/clientele.

Unit 4 Set Up of a massage treatment Case study

Content	Knowledge Upon completion of the unit the learner should be able to:	Skills Upon completion of the unit the learner should be able to:	Competences The candidate should:
1: consultation and customer history 3hrs	Recognize/define the information required with regards to the customer's special needs (physical & emotional) for a safe and professional massage treatment	Administer a customer consultation and evaluate the impact of the customer's special needs on the planned massage treatment	-Be able to classify the required adaptations of the massage treatment to the learner
2: Pre treatment preparations and communication 3hrs	Identify the importance of offering information/description/instructions to the customer prior to the massage treatment	Explain the massage treatment, its process and its protocol to the customer	Be able to classify to the learner the importance of greeting, communicating and consulting with your customer, prior to the massage treatment
3: Adaptation to treatment protocol 3hrs	Identify the physical and emotional restrictions of special needs customers	Indicate the adaptations required when planning and providing a massage treatment for special needs customers	Be able to classify the required adaptations of the massage treatment for special needs customers to the learner

4: Post treatment customer care 3hrs	Identify the importance of post treatment advice and home care	Explain the post treatment, home care requirements for the customers	Be able to classify the post massage treatment care required and the importance of home care to the learner
5: Types of massage and choice 3hrs	Identify the types of massage techniques and treatments	Categorise the types of massage and their specific benefits for the customer	Be able to guide the learners in distinguishing and comparing the different types of massage

Course Content:

- *Wellness sector in Hospitality Industry*
- *ECO tourism and Wellness Tourism Industry*
- *Wellness sector in Hospitality Industry*
- *Green Care Best practices in Hotels and Tourism sector*
- *Positioning Wellness Sector in Tourism Industry and SWOT analysis*
- *Marketing and Sales Techniques*
- *Trends in Hospitality Industry*
- *Massage treatment Case Study*
- ❖ *Consultation and customer history*
- ❖ *Pretreatment preparations and communication*
- ❖ *Adaptation to treatment protocol*
- ❖ *Post treatment customer care*
- ❖ *Types of massage and choice*

Suggested Teaching Methods

e-learning resources , multiple choice quizzes, learners assignments , case studies

Suggested Assessment Methods

Participation, Attendance and Pop Quizzes	5
Assignment- Field Trips-Presentations	25
Midterm	25
Final Examination	45
TOTAL	100%

Intercollege Grading Policy

A	Excellent	93-100	4.0
A-		90-92	3.7
B+	Very Good	87-89	3.3
B		83-86	3.0
B-		80-82	2.7
C+	Good	77-79	2.3
C		73-76	2.0
C-		70-72	1.7
D+	Poor but Acceptable	67-69	1.3
D		63-66	1.0
D-		60-62	0.7
F	Failure	0-59	0.0

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 Earth 911 <http://earth911.com/>
 LOHAS (Lifestyles of Health and Sustainability) www.lohas.com/
 National Geographic Green Guide www.thegreenguide.com/
 CSR Europe Sustainable Marketing Guide
www.csreurope.org/data/files/sustainablemarketingguide.pdf
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 Futerra Communications www.futerra.co.uk/revolution/leading_thinking
 Sustainable tourism development in Europe – EDEN
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