

GO GREEN & CARE
Professional Development Course



| | | |
|--------------------------------------|---|--|
| Output Identification: | Wellness Hospitality Industry | |
| Output Title: | WELLNESS AND GREEN CARE HOSPITALITY OPERATIONS | |
| Keywords | Wellness Industry , Hospitality | |
| Go Green& Care – partner: | Intercollege , Nicosia , Cyprus www.intercollege.ac.cy | |
| Created by: | Yianna Orphanidou, Maria Michael | |
| Publish Date: | 15.8.2016 | |

GO GREEN & CARE- INTERCOLLEGE, CYPRUS

Output Identification: GGC100

Output Title: WELLNESS AND
GREEN CARE HOSPITALITY
OPERATIONS

Lead Partner:YSAO

Project Submission Code:

Agreement Number:

Table of Contents

| | |
|---------------------------------------|--|
| Introduction..... | 3 |
| Training course description | 4 |
| Learning objective | 4 |
| Target groups..... | 4 |
| Learning methodology..... | 4 |
| Learning outcomes..... | 5 |
| 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. |
| Unit 5..... | 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 setup of a wellness centre

Target groups

People involved in the following areas: -

- Individuals involved in sustainability development within the hospitality sector
- Hospitality sector employees/managers
- Salon employees/managers
- Health care sector employees
- Massage therapists
- Self-employed individuals in agro tourism 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 instructor-led training is being supplemented with electronic formats.

Learning outcomes

Upon completion of the course Learners will be able to:

1. Describe the Hospitality/ Wellness industry
2. Identify the operating procedures of a Hospitality/ Wellness Centre
3. Indicate the business skills and Knowledge required for a Hospitality Wellness Centre
4. Develop a Green Care Wellness Massage Centre
5. Explore the future of Wellness and Green Care Hospitality Industry

SYLLABUS

INTERCOLLEGE

| | | |
|---|---|---|
| Course Code GGC100 | Course Title Wellness and Green Care Tourism Operations | Credits 5 |
| Department Hospitality | Semester | Prerequisites None |
| Type of Course Elective | Field Hospitality | Language of Instruction English/Greek |
| Level of Course Undergraduate | Year of Study 1 st | Lecturer Michael Maria |

Objectives of the Course:

The main objectives of the course are to:

- Familiarize students with the Wellness Operations and Green Care related aspects of the Hospitality and Tourism Industry.
- Understand the multicultural, multiethnic spa /wellness and Green Care environment;
- Identify the requirement of a Green Care Wellness Centre
- Analyze major aspects of Green Care Wellness Operations such as
 - Wellness tourism Industry Basics, Green Care Operations, Business of Wellness Operations, Industry Trends and Future Outlook.

Learning Outcomes:

Unit 1 Establishing the Wellness and Green Care Hospitality Business

| 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.Introduction to Wellness and Green Care Hospitality 2hrs | Define Wellness Industry as sector of the Tourism Industry | Indicate the changes in the tourism/hospitality industry in the area of wellness | Be able to categorize the different types of wellness facilities |

| | | | |
|--|---|---|---|
| | | | |
| 2: Wellness and Green Care Hospitality Business and Friendly Hotel Business Basics 4hrs | Identify Wellness centers special characteristics in tourism and hospitality industry | Indicate the changes in people demographics. traveler and how effect the Tourism industry | Be able to discuss the changes in tourism trends in relation to wellness market |
| 3: Wellness and Green Care Friendly Hotel Design and Construction 4hrs | Identify Green Care practices in hotels | Indicate changes in hotel facilities and services for green care friendly hotels | Be able to identify construction needs for green care friendly hotels |

Unit 2 Operations and Management

| 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: Standard Operating Procedures 2hrs | Define Operation management procedures in service industry | Identify key operation procedures for service providers | Be able to classify standard operation procedures for service providers in hospitality establishments |
| 2: Human Resources 2hrs | Describe the fundamentals of human resource management | Indicate the various processes of Human resource | Be able to address various theories on human resources management |
| 3. Facility Operations 3hrs | Describe the fundamentals of facility operations | Identify facility needs for green care establishments and services | Be able to address various best practices of facility operations in green care establishments |
| 4. Incorporating Green Care Traveler's needs 3hrs | Identify the needs of Green care Travelers needs | Indicate best practices in Green Care travelers market | Be able to apply the best operational procedures in a green care facility associated with travelers needs |

Unit 3 Business skills and knowledge

| 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: Operations and the Law 2hrs | Define EU Law requirements for Green Care Facilities in Tourism Industry | Incorporate legal requirements for green care services in tourism / wellness industry | Be able to identify the legal requirements of local and EU legislation |
| 2: Financial Management 2hrs | Describe financial parameters for development green care facilities | Indicate financial requirements for the provision of green care services | Be able to estimate financial requirements for implementing green care services |
| 3: Marketing and Promotion 3hrs | Identify marketing and promotional tools for green care services | Utilize marketing and promotional tools | Be able to apply marketing and promotional tools |
| 4. Business Evaluation 3hrs | Identify Business evaluation tools for green care services | Identify Business performance indicators | Be able to evaluate green care business performance in relation to green care provision |

Unit 4 Setup of a Greencare Wellness Massage Centre

| 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: Special Needs of Green Care Travelers 3hrs | Define the special needs (physical & emotional) of all customers. | Develop a model wellness (massage) treatment area with special consideration of the special needs of all customers | Be able to assess and determine the requirements of the treatment area in order to offer a safe and professional treatment |
| 2: Physical and Psychological Benefits of Massage 3hrs | Identify the physical and psychological benefits of wellness/massage treatments | Interpret the benefits of wellness (massage) treatments | Be able to classify the benefits of massage treatments to the learner |

| | | | |
|---|---|--|---|
| 3: Physical and Emotional Restrictions of Green Care Travelers 4 hrs | Identify the physical and emotional restrictions of special needs customers | Indicate the adaptations required when setting up a massage treatment area for special needs customers | Be able to classify the required specifics of the massage area/room to the learner |
| 4: Job description of a professional Masseurs 3 hrs | Identify the importance of qualified personnel/therapists | Indicate the specializations that the personnel will require | Be able to define the skills set required of the therapist treating special needs customers |
| 5: Legal Issues for Massage Centre operations 3hrs | Identify the National legislature for massage/wellness centres (ethics, safety, legal issues & licensing) | Incorporate the National legislature to the wellness centre | Be able to apply the best methods within the National legislature |

Unit 5 The future of Wellness and Green Care Hospitality Industry

| 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:Trends and the Future of the Wellness and Green Care Hospitality Industry 4hrs | Describe trends in wellness and green care hospitality industry | Identify trends and best practices in Green care Hospitality industry | Be able to analyse the trends and the potentials of the green care hospitality industry |

Course Contents:

UNIT ONE : Establishing the Wellness and Green Care Hospitality Business

Content:

- Introduction to Wellness and Green Care Hospitality
- Wellness and Green Care Hospitality Business and Friendly Hotel Business Basics
- Wellness and Green Care Friendly Hotel Design and Construction

Estimated Duration: 10 hours

UNIT TWO: Operations and Management

Content:

- Standard Operating Procedures
- Human Resources
- Facility Operations
- Incorporating Green Care Traveler's needs

Estimated Duration: 10 hours

UNIT THREE: Business skills and knowledge

Content:

- Operations and the Law
- Financial Management
- Marketing and Promotion
- Business Evaluation

Estimated Duration: 10 hours

UNIT FOUR: Set Up of a Green Care Wellness Massage Centre

Content :

- Special Needs of Green Care Travelers
- Physical and Psychological Benefits of Massage
- Physical and Emotional Restrictions of Green Care Travelers
- Job description of a professional Masseurs
- Legal Issues for Massage Centre operations

Estimated Duration: 16 hours

UNIT FIVE : The future of Wellness and Green Care Hospitality Industry

Content:

- Trends and the Future of the Wellness and Green Care Hospitality Industry

Estimated Duration: 4 hours

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

| <i>Letter Grade</i> | <i>Meaning</i> | <i>Numerical Grade</i> | <i>Grade Points</i> |
|---------------------|---------------------|------------------------|---------------------|
| 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 |

References

<https://auduboninternational.wildapricot.org/green-lodging>

“About Travel to Wellness.” Travel to Wellness Website.

<http://www.traveltowellness.com/abouttraveltowellness>

“Defining Wellness.” National Wellness Association Website.

http://www.nationalwellness.org/index.php?id_tier=2&id_c=26.

Edelheit, Jonathan. “Something to Sink your Teeth Into...Or Not.” Medical Tourism Magazine. April 17, 2008. <http://www.medicaltourismmag.com/article/something-to-sink-your-teeth-intoornot.html>.

Ehrbeck, T.; Guevara, C.; and Mango, P.D. “Mapping the Market for Medical Travel.” The McKinsey Quarterly. May 2008.

http://www.mckinseyquarterly.com/Mapping_the_market_for_travel_2134

Global Spa Summit and SRI International. The Global Spa Economy 2007. 2008.
<http://www.globalspasummit.org/images/stories/pdf/gss.spa.economy.report.2008.pdf>.

Global Spa Summit and SRI International. Spas and the Global Wellness Market. 2010.
http://www.globalspasummit.org/images/stories/pdf/gss_sri_spasandwellnessreport_rev_82010.pdf

Health Tourism Magazine. <http://www.healthtourismmagazine.com/>

Herrick, Devon M. Medical Tourism: Global Competition in Healthcare. National Center for Policy Analysis. November 2007.
<http://www.unf.edu/brooks/center/pdfs/Medical%20Tourism%20Herrick.pdf>

Jagyasi, Prem. Wellness Tourism Guidebook. <http://www.drprem.com/wellness-tourismguide/what-is-wellness-tourism.html>

Keckley, Paul and Underwood, Howard. Medical Tourism: Consumers in Search of Value. Deloitte. 2008.
[http://www.deloitte.com/assets/DcomCroatia/Local%20Assets/Documents/hr_Medical_tourism\(3\).pdf](http://www.deloitte.com/assets/DcomCroatia/Local%20Assets/Documents/hr_Medical_tourism(3).pdf)



Funded by
the European Union

This publication (communication) reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.