



Course Syllabus

Course Code THOM-390	Course Title Spa and Wellness Operations Management	ECTS Credits 6
Prerequisites Senior	Department Management	Semester Spring/Fall
Type of Course Major/Concentration	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Lecturer(s) Yianna Orphanidou	Year of Study 3 rd
Mode of Delivery Face-to face	Work Placement N/A	Corequisites Senior

Course Objectives:

The main objectives of the course are to:

- Familiarize students with Hospitality and Tourism Spa and Wellness Operations.
- Identify future managerial trends in Spa and Wellness sector.
- Interpret the multicultural, multiethnic spa and wellness operating environment.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify the various dimensions of the SPA and Wellness industry;
2. Recognize the significance of the SPA & Wellness business within the overall Hospitality business environment;
3. Implement Social Responsibility and Sustainability practices in the SPA and Wellness industry and evaluate ethical aspects of managerial decision-making;
4. Identify future issues surrounding the SPA & Wellness operation;
6. Analyse the international dimensions of marketing, human resource management, financial management, strategy, diversity and operations management to the SPA & Wellness sector.

Course Content:

- Introduction to the Spa Industry
- Spa Basics: Offerings, Facility Design and Construction
- Standard Operating Procedures
- Spa Human Resources
- Spa Facility Operations
- Spa Client Management
- Business Skills and Knowledge: Law, Financial Management, Marketing and Promotion, Business Evaluation
- The Spa Management Professional
- Trends and the Future of the Spa Industry
- Social Responsibility and Sustainability practices in the SPA and Wellness sector

Learning Activities and Teaching Methods:

PowerPoint Lectures, lab workshop assignments, practical exercises, student presentations/assignments

Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Midterm exam, Final exam.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Spa Management: An introduction	Mary S. Wisnom Lisa L. Capozio	XanEdu Publishing Inc	2020	ISBN-10: 1975076230

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Successful Salon and Spa Management 6 th edition.	Milady	Delmar Cengage Learning	2011	ISBN-13:978-1435482463