



Course Code THOM-390	Course Title Spa and Wellness Operations management	Credits (ECTS) 3/6
Department HT&S Management	Semester Spring/Fall	Prerequisites Senior
Type of Course Major/Concentration	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer George Panayiotou
Mode of Delivery Face-to faceWork	Placement N/A	Co-requisites No

Objectives of the Course:

The main objectives of the course are to:

- Familiarize students with the Spa and Wellness Operations related aspects of the Hospitality and Tourism Industry.
- Think critically in order to analyze a problem and develop a solution;
- Use academic methods (e.g. using referenced arguments);
- Identify and adjust to future managerial trends;
- Understand the multicultural, multiethnic spa and wellness environment;
- Work in an interdisciplinary context;
- Analyze major aspects of Spa and Wellness Operations such as
 - Spa Industry Basics, Operations and Management, Business of Spa, Industry Trends and Future Outlook.

Learning Outcomes:

After completion of the course students should be able to:

1. **Demonstrate** knowledge of the various dimensions of the industry;
2. **Explain** the significance of the business within the overall environment;
3. **Analyse, evaluate and discuss** the issues that need to be addressed when doing business;
4. **Identify future issues surrounding the industry.**
5. **Describe and demonstrate** knowledge of the various aspects of managing in a globally competitive context.

6. **Describe and analyse** the international dimensions of marketing, human resource management, financial management, strategy, diversity and operations management relevant to the industry

Course Contents:

PART ONE: SPA INDUSTRY BASICS

1. Introduction to the Spa Industry

PART TWO: ESTABLISHING THE BUSINESS

2. Spa Business Basics
3. Spa Offerings
4. Spa Facility Design and Construction

PART THREE: OPERATIONS AND MANAGEMENT

5. Standard Operating Procedures
6. Spa Human Resources
7. Spa Facility Operations
8. Spa Client Management

PART FOUR: BUSINESS SKILLS AND KNOWLEDGE

9. Spa Operations and the Law
10. Spa Financial Management
11. Spa Marketing and Promotion
12. Spa Business Evaluation

PART FIVE: SPA PROFESSIONALS AND THE FUTURE OF THE INDUSTRY

13. The Spa Management Professional
14. Trends and the Future of the Spa Industry

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

Authors	Title	Publisher	Year	ISBN
Mary S. Wisnom Lisa L. Capozio	Spa Management: An introduction	Prentice Hall	2012	ISBN-13: 9780135039441
Gerry Bodeker Marc Cohen	Understanding the Global Spa Industry	Butterworth Heinemann	2009	ISBN: 978-0-7506- 8464-4

Recommended Textbooks/Reading

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