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IN-DEMAND SKILLS AND COMPETENCES FOR EMPLOYEES IN SPA AND WELLNESS SECTOR

Wellness and Spa Tourism Sectoral Skills' Development

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WESKILL

PROJECT №: 621401-EPP-1-2020-1-BG-EPPKA2-SSA

Steps of first project activities



1. A report on the results of research on skill gaps in existing data sources, desk research on a national level.
2. A report on the results of the survey of employers and vet representatives in the Spa and wellness sector.
3. A report on the focus groups organized by employers and professionals in the Spa and Wellness sector and their results.
4. The final report on the skills that need to be improved, developed for the Spa and Wellness sector

Members of project:

1. Latvia
2. Slovenia
3. France
4. Italy
5. Serbia
6. Greece
7. Bulgaria
8. and the partner organisation FEMTEC



Conclusions of Desk research report. Main skills. Competences. Knowledge.

- ✓ Computer skills/digital skills/ICT skills
- ✓ Communication skills/written and spoken communication/ telephone reception techniques/intercultural communication skills/multicultural communication skills
- ✓ Foreign languages skills for the medical and spa personnel/English/multilingual skills/knowledge of foreign languages/foreign language using professional terminology/Spa and Wellness terminology
- ✓ Customer service/ customer-oriented service/ approach
- ✓ Adaptability
- ✓ Teamwork



Conclusion report. Surveys of Employers and VET providers.

- Client relation skills
- Inter-personal and customer oriented communication skills
- Knowledge of foreign language knowledge for Spa terminology
- Honesty, integrity, loyalty
- Reliability and precision
- Product and service sales skills
- Employee motivation or personality
- Knowledge about the Spa and Wellness services and products
- Knowledge about time management
- Knowledge of Spa and Wellness services design
- Knowledge about the psychology of sales and marketing
- Customer handling skills
- Technical, practical or job-specific skills
- Problem solving skills
- Team working skills



Conclusion report. Focus groups.

- Teamwork
- Knowledge of foreign languages
- Communication skills
- Willingness to work overtime, flexible time.
- Knowledge about the Spa and Wellness services and products
- Knowledge about the tourism services and products
- Knowledge of psychology of sales and marketing
- Customer-handling skills
- Technical, practical or job-specific skills
- Digital competences and computer skills
- Spa and Wellness products and services design



Conclusions of all reports.

- Knowledge of foreign language for professional Spa and Wellness terminology (English language)
- Communication and customer service skills (including written and spoken communication, interpersonal communication, and customer communication as well as customer handling skills, client relation skills)
- Problem solving skills
- Teamwork (including collaboration skills)
- Digital competences (including computer skills)
- Design of Spa and Wellness products and services

Selected 4 skills + the digital skill one for which 5 joint curricula will be created



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1. Customer oriented communication and service skills +Problem solving skills
 2. Design of Spa and Wellness products + add list of termins
 3. Digital marketing skills for Spa and Wellness products and services
 4. Digital skill(another digital needs of Spa and Wellness sector)
 5. Sustainable development (eco recycling, sustainability management, eco friendly enterprise development, climate issues)

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latvian health tourism cluster



Thank you for your time!

<https://weskill.eu>