



Newsletter 2

WellTo - Present Stakeholders for Future Wellness Tourism Skills' Development

Main findings of the project's research phase

The field research planned under the WellTo project implementation finished with conducting International Focus Group.

The international focus group meeting took place in Sofia, Bulgaria, January 16, 2019. In addition to the representatives of the project partners, representatives and managers of wellness tourism companies and representatives of educational institutions from the field of tourism also participated in the meeting. The purpose of the meeting was providing support to the defining Administrator of Wellness centre (AWC) Occupational Profile. Considering the fact that the AWC is a new qualification in the project partner countries, it was necessary to collect reliable information to identify the occupational profile. Thus, in each partner country, a field research was conducted in the form of questionnaires. Questionnaires were intended for:

- specialists acting as AWC and
- specialists providing different wellness tourism services.

In the first part of the event, representatives of all partner countries, presented the results of their research. Results from the questionnaires obtained were summarized and presented in National Occupational AWC Profile reports.

The second part of the meeting was intended for group discussions covering topics as follows:

- The AWC qualification needs for the real wellness tourism industry
- Employers' expectations about the tasks implemented by AWCs
- Existing qualifications similar to the AWC one in the partner countries
- Appropriate approaches for the development of AWC joint qualification's curriculum



Based on the National Occupational AWC Profile reports and on the international focus groups conclusions a Transnational Occupational AWC Profile report was elaborated.

The main findings of the Bulgarian National report are:

- Experienced professionals working in the wellness sector have a strong need for training. Many of the representatives are willing to cover their own training costs, even though they are professionals with some experience in the field, and they have an education degree for at least upper-secondary school.
- Taking into account the dynamic development of wellness tourism, the need for specialists with AWC profile is highlighted, with survey participants specifying exactly what professional qualities are required by such professionals.
- Communication skills, foreign language skills, advising guests and clients, organizing, coordinating and monitoring the wellness service are of utmost importance for the performance of the AWC.
- As regards the professional knowledge that the person who will work as an AWC should acquire, knowledge of foreign languages, knowledge of wellness services and products, related legislation, work organization, etc. are important.
- It is important to note that the administrator of the wellness center does not have to perform the specific procedures, its main responsibilities are mainly the contact with the client and the referral to the appropriate procedures for him / her. The deep knowledge of the specific procedures, as well as the medical knowledge and cosmetics, must be affected in some way, but the focus on preparation is in other areas.

The main tasks and duties defined by the Transnational AWC Occupational Profile report are:

1. Guest communication (advising guests and customers on wellness topics), scheduling, reservation.



2. Putting together individual programs for clients.
3. General operation of the Centre (controlling, reporting, budgeting).
4. Organization, coordination and monitoring of the Centre.
5. Ensuring quality of service, and relaxing environment of the Centre.
6. Marketing and sales activities towards client.
7. Supervision and coordination of apprenticeships and other work-based learning forms

These duties and their respective skills, knowledge and competences identified in the Transnational AWC Occupational Profile will serve as basis for the development of Qualification Profile marking the beginning of the next project phase – Design of the joint AWC qualification.

Project consortium

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AI Maks Ltd., Bulgaria

National Agency for Vocational Education and Training (NAVET), Bulgaria

Institute of the Republic of Slovenia for Vocational Education and Training (CPI), Slovenia

Savinjska-Šaleška Chamber of Commerce (SŠGZ), Slovenia

School Centre Velenje (ŠCV), Slovenia

National Centre for Education (VISC), Latvia

Employers' Confederation of Latvia (LDDK), Latvia

Kuldīga Technology and tourism technical school (KTTT), Latvia

State Vocational Education Institute (ŠIOV), Slovakia

Slovak Association of Hotels and Restaurants (AHR) Slovakia

Hotel Academy of Ludovít Winter (HALW), Slovakia

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Project website

<https://www.wellto.eu>