



## Special Qualifications

Training Field Description  
Health Tourism

### Modules:

- Tour Operator
- Travel Agency
- Hotel
- Non-Hotel

## Health Tourism and Wellness Tourism: Training Field Description

### 1. Targets/Target group

The Health Tourism and Wellness Tourism training field comprises 4 target group-specific modules for employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel).

After the completion of the "Health Tourism and Wellness Tourism" module employees of tour operators, travel agencies, hotels and small boarding houses (non-hotel) will be able to:

- recognise and systematise the requirements of target groups
- develop and offer new products for sports tourists
- cultivate, systematise and consolidate customer relations
- implement measures for personnel development and quality management
- select and use effective marketing instruments.

In addition to this, the rather more comprehensive module for small boarding houses (non-hotel: especially Bed & Breakfast) provides support for participants when it comes to business start-ups/organisation and provides comprehensive insights into network management. Here, owners and operators of small boarding houses can learn about regional and European networking and the efficient use of alternative and cost-effective marketing strategies.

### 2. Definition of the Training Field

Health and wellness holidays are expanding segments in the tourist sector. The main reasons for this are demographic changes, a more responsible personal attitude to health, more hectic working environments and a new lifestyle. Originally, these were packages for special-interest providers, but in the meantime the big tour operators have also taken up these themes and are extending the range of their specialised catalogues every year.

Wellness tourism is a health-oriented holiday form combining relaxation and pleasure. Important components are offers in the key areas:

- Health and Food
- Beauty and Vitalisation
- Anti-stress and Relaxation
- Fitness and Exercise

Since the end of the Nineties the strong differentiation between the segments of health tourism and wellness tourism has become rather artificial, because the terms are often used synonymously in practice and because an increasing number of tourist offers combine health and wellness.

### 3. Scenarios

The target-group specific modules are backed by numerous examples from practice:

- Planning, offering and carrying-out health and wellness trips (tour operator)
- Instruments of customer orientation and marketing wellness (travel agency)
- Customer orientation, development of health and wellness offers (hotel)

- Development of all-inclusive health- and wellness-tourist packages with cultural highlights (non-hotel)

#### 4. Information on training methods

- Inputs – for an initial in-depth exploration of a topic there are brief theoretical inputs and figures, data, facts
- Participants are actively and continuously involved in the acquisition of the necessary knowledge. The exercises focus on work on specific practical examples taken from the tourist sector
- Partner and teamwork, creativity exercises (making use of up-to-date practical knowledge)
- Case studies from the health and wellness tourism segment
- Finding solutions to specific examples taken from the circle of participants; the participants can very often select their own specimen area / specimen company
- Checklists that can be used for the exercises as well as later in practice

#### 5. Contents of the Training Field

- Health Tourism and Wellness Tourism for Tour Operators (M1 – 20 hrs.)
  - Market research (8 hrs.)
  - Product design/Preparation of Offers (6 hrs.)
  - Marketing (6 hrs.)
- Health Tourism and Wellness Tourism for Travel Agencies (M2 – 24 hrs.)
  - Market research (8 hrs.)
  - Knowledge of offers (6 hrs.)
  - Customer relationship management (6 hrs.)
  - Marketing (4 hrs.)
- Health Tourism and Wellness Tourism for Hotels (M3 – 18 hrs.)
  - Trends in international tourism (3 hrs.)
  - Hotel policies, philosophies and strategies (5 hrs.)
  - Human resources (4 hrs.)
  - Marketing/e-marketing (6 hrs.)
- Health Tourism and Wellness Tourism for Non-Hotels (M4 – 40 hrs.)
  - Business start-up (8 hrs.)
  - Planning and development of offers (8 hrs.)
  - Organisation (8 hrs.)
  - Marketing management (8 hrs.)
  - Network management (8 hrs.)

#### Bibliographical References:

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