

# [Temasek help consumers take proactive approaches toward](https://assignbuster.com/temasek-help-consumers-take-proactive-approaches-toward/)

TemasekPolytechnicSchool OfBusinessDiploma inLeisure & Events Management Year Three, AY 2017/2018, October Semester BLR3012 Spa& Wellness Management IndividualReflection Report Individual health and well-being areuniversal desires shared by people across all ages, incomes, beliefs, cultures, and continents. The desires to be free of disease; to age well as we livelonger; and to enable our minds, bodies, and spirits to fulfil their potentialare as old as civilization itself.  Wellness tourism is a fast growingindustry. Wellness is a strong consumer trend and wellness tourists arehigh-yield tourists who bring greater economic impacts. The global wellnesseconomy encompasses many other activities that help consumers take proactiveapproaches toward integrating wellness into their daily lives—from whatthey eat to how they exercise and relax, from their homes to their workplacesand from individual activities to professional services. Someof the global trends experts have identified include the following:-   Wellness for kids The Arenaline (resetting mind and body) Well-Fests Uber-izing spa and wellness on demand Korean Beauty Explosion Workplace Wellness Assignment Thisreflection report required student to relate one other spa experience they had to their project attachment. Studentsneed to appreciate and reflect on their learning journeys through the spaexperiences. They need to research on oneglobal trend and explain its impact on Singapore’s spa & wellnessindustry.

Sound understanding of good industry practices and strong connectionbetween theories and application must be shown. Relevant research on globaltrends is expected.  Thisis an individual component to be submitted in a blog format. 1.   Relateone other spa experience you had and compare your own spa experience with yourexperience at your assigned spa I visited Batam for a weekend holiday with myfriends.

We needed to unwind, relax and release tension in our body so we optedfor a Thai massage at a local Thai inspired spa. The receptionist greeted us warmly and addressed usby our names. The reception area smelled of the aroma from the flowers andthere were several lit candles which made the ambience very calming andsoothing. Our faces expressed how impressed we felt and we were eager to begintreatments. As compared to the experience as my assigned spa, the receptionist did not remember either one of my group mates’ names.

Thereception area is facing a huge glass window hence a lot of light was passingthrough, making it very open and bright. We could also see the public walkingpass and looking at us, making it uncomfortable. (Source: TripAdvisor. com) The treatment rooms were Thai-themed. Similar totraditional Thai spas like in the picture above however less luxurious. Despitethe language barrier, the therapist’s instructions were clear and precise. With comparison to the therapist at my assigned spa, the instructions were not as concise as the therapist rushed it through and leftthe room before I could clarify anything.

Overall the Batam spa treatment felt like anauthentic Thai massage. My therapist used Lemongrass massage oil for thetreatment and the aroma lingered in the room. Being aware that not many guestsenjoy the smell of lemongrass, she enquired with me before the treatment if Iwanted alternative massage oils. There was no hard selling throughout the treatment. The therapist also made sure I was comfortable with the pressure used duringthe massage. She also made sure the ambience was just right and to our liking. For example, she asked if the lights were dimmed enough and if I had enoughpillows for our comfort.

Similarly, the therapist at my assigned spa didensure I felt comfortable. Although she spoke to me more than my liking duringthe treatment, it was useful information for my skin. After the Thai treatment ended, my friends and Iwere served authentic Thai Ginger Tea in another room. Up to the moment wewalked out of the spa, the service provided by the therapists and receptionistwere beyond expectations especially due to how affordable the treatment was. However I was not as satisfied with thepost-treatment at my assigned spa. Although we were given an additional10-minute foot sauna and were served Chrysanthemum tea, I felt that beingrushed out of the treatment room made me feel anxious which defeats the purposeof the treatment. I left the spa feeling neutral and not entirely relaxed as Ihoped to be.  2.

Describedifferent components contributing to wellness economy Wellness is a form of prevention towards thedeterioration of one’s health and well-being. It is the active pursuit ofactivities, choices and lifestyles that lead to a state of holistic health. Theglobal wellness economy is worth over US$3.

4 trillion, according to theresearch authority Global Wellness Institute (GWI). Listed below are some ofcomponents of wellness found in the diagram above: o   Beauty & Anti-AgingWellness involving individual’s needs toenhance their beauty and prevent aging from occurring too soon is one of thehighest contributor to the wellness economy. As individuals constantly age, many are concerned about their appearances.

Thus there is a large buying marketworldwide. Major company, Hyflux has also invested intothe wellness industry. According to Straits Times, the company invested “ S$8min European firm Kaqun Europe to sell Elo Water”.  o   Wellness TourismWellness tourism is one of the highest formsof contribution towards the wellness economy and it is one of the strongestgrowing sectors of the travel industry. Wellness tourism is defined as thepursue of methods of maintaining or enhancing one’s personal well-being.  The Legacy Retreat in Vietnam focuses on “ healingand nurturing on every level, mental, emotional, spiritual and physical” whichhas interested many wellness-enthusiasts.  o   Healthy Eating, Nutrition & Weight LossMajority of the world’s population areleaning towards having a healthy lifestyle.

Incorporating methods to furtherimprove one’s well-being will increase the wellness of a person. Currently moreand more people are showing interests of how they can take care of themselvesand how they can maintain good health. This is done through healthy dieting. Thereare several health boot-camps made available for these health enthusiasts. §  Fitness & Mind BodyWellness involving the need for spiritualhealing is a form of wellness in fitness and mind body.

It is believe thatHolistic Wellness means harmony in mind, body and spirit.  The Kamalaya in Thailand believes that it isimportant to “ introduce individuals a healthy lifestyle experience”. Thisreconnects them to the healer and visionary within themselves. o   Preventive & Personalised Medicine and Public HealthWellness facilities have evolved intoHealthy Hotels to Hospitals. With people more proactive to prevent chronic diseases, there will be lesser people in public/government hospitals seeking for cures.  3.

Basedon local industry practices, develop a successful operation framework of a spa& wellness establishment o   Standard Operating Procedures (SOP)It is important for an establishment to havea definite or standardized procedure without loss of effectiveness. It ensuresthat the service provided to guests is consistent and efficient. However notall departments will share the same SOPs because a spa is not always astandardized procedure. It is a personalized experience. o   Consultation FormsConsultation forms consists of confidentialinformation about guests that assist therapists to serve them better. It alsonotifies therapists of any serious conditions about guests, allowing them tofind out which treatments to use.

Furthermore if these recommended treatmentsworks, therapists can use the same treatments subsequently. Thereforeconsultation forms are very important for the industry. o   BudgetsThe budget is inclusive of two parts, thegross revenue and operating expenses. Budgeting is important because itinvolves planning and forecasting of profit and expenses and it is also a mainstrategy for cost control. A successful operation framework should include thecalculations of the industry benchmark and ratios.

A few important calculationsinclude the following:§  Return on Investments (ROI)This calculates the estimated number ofyears the establishment requires to operate in order to breakeven the totalinvestments to profits. This is important as establishments will find out theprojected amount of years they must operate so as to avoid closure of theestablishment on a loss. This creates goals for the establishment which is gooddirection to start. §  Average Treatment Room OccupancyThis measures how well the treatment roomsare utilized in order to generate revenue.

From this calculation, establishments can find alternatives to utilized the unused rooms and convertthem to potential spaces to earn revenue.  §  Average Treatment RateThis allows the establishment to find ourhow high or low their average spa rates are compared to competitors. It isimportant to not charge at high rates in order to clinch the target market andavoid losing them to competitors. It is also important to avoid charging at lowrates because it will affect the total profit in the long run.

Moreover, havingtoo low rates will come off as unreliable and untrustworthy to the targetmarket.  o   Sales & MarketingIt is important for establishments toincorporate a branding. The branding and look of an establishment willdifferentiate it from others. Making it unique and attractive. Having strongvalues will also reflect on the branding. The personality of an establishmentwill depict the character of the spa.

For establishments with several outlets, it is important that the branding has consistency and experiential variations.   4.   Analyseone spa & wellness trend that will impact the change in lifestyle trends onspa & wellness industry in Singapore o   Workplace WellnessEmployers are spending more on employeewellness as means to lower healthcare costs, improve morale and recruitment, raise productivity and stay competitive in the market. Being unwell at work isvery costly. In the United States alone it costs employers $2. 2 trillion, whichis 12% of the total Gross Domestic Product to pay for employees’ medicalexpenses. In the world, there are 3.

2 billion employees whom are increasinglyunwell.  Hence employers are now seeking to implementworkplace wellness. This will avoid the increasing of the medial payout in thenear future. According to the Singapore Business Review, “ organisations witheffective wellness programmes are 50% more likely to report lower turnoverrates”. In the long run the advantages for businesses that provide workplacewellness programs and services are:§  Designing and building healthy workplaces§  Helps to improve indoor environments and ergonomics§  Offers leadership and management development Companies such as Infineon incorporatewellness in their staff.

According to Straits Times, Infineon’s Asia-Pacificvice-president of human relations, Dr Alexander Trost said that “(They) don’twant to insure bad health, (they) want to incentivise good health.” Technologycorporations such as IBM have also given Fitbits (a wrist-worn fitness tracker)to around 2, 000 staff as part of a pilot programme. I believe that workplace wellness is causinga positive impact. Companies are influencing their staff to have healthierlifestyles. This will push many to go beyond workplace wellness to enhancetheir health and well-being. 5.   Appendix Traditional Thai Massage.(n.

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