

Temasek help  
consumers take  
proactive approaches  
toward



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TemasekPolytechnicSchool OfBusinessDiploma inLeisure & Events

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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

welnesseconomy 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

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compare your own spa experience with your experience at your assigned spa I visited Batam for a weekend holiday with my friends.

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

The reception area is facing a huge glass window hence a lot of light was passing through, making it very open and bright. We could also see the public walking past and looking at us, making it uncomfortable. (Source: TripAdvisor. com) The treatment rooms were Thai-themed. Similar to traditional Thai spas like in the picture above however less luxurious. Despite the 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 left the room before I could clarify anything.

Overall the Batam spa treatment felt like an authentic Thai massage. My therapist used Lemongrass massage oil for the treatment and the aroma lingered in the room. Being aware that not many guests enjoy the smell of lemongrass, she enquired with me before the treatment if I wanted alternative massage oils. There was no hard selling throughout the

treatment. The therapist also made sure I was comfortable with the pressure used during the 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 enough pillows for our comfort.

Similarly, the therapist at my assigned spa did ensure I felt comfortable. Although she spoke to me more than my liking during the treatment, it was useful information for my skin. After the Thai treatment ended, my friends and I were served authentic Thai Ginger Tea in another room. Up to the moment we walked out of the spa, the service provided by the therapists and receptionist were beyond expectations especially due to how affordable the treatment was. However I was not as satisfied with the post-treatment at my assigned spa. Although we were given an additional 10-minute foot sauna and were served Chrysanthemum tea, I felt that being rushed out of the treatment room made me feel anxious which defeats the purpose of the treatment. I left the spa feeling neutral and not entirely relaxed as I hoped to be. 2.

Describe different components contributing to wellness economy Wellness is a form of prevention towards the deterioration of one's health and well-being. It is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health. The global wellness economy is worth over US\$3.

4 trillion, according to the research authority Global Wellness Institute (GWI).

Listed below are some of components of wellness found in the diagram

above: o Beauty & Anti-Aging Wellness involving individual's needs

to enhance their beauty and prevent aging from occurring too soon is one of

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the highest contributor to the wellness economy. As individuals constantly age, many are concerned about their appearances.

Thus there is a large buying market worldwide. Major company, Hyflux has also invested into the wellness industry. According to Straits Times, the company invested “ S\$8m in European firm Kaqun Europe to sell Elo Water”.

o Wellness Tourism Wellness tourism is one of the highest forms of contribution towards the wellness economy and it is one of the strongest growing sectors of the travel industry. Wellness tourism is defined as the pursue of methods of maintaining or enhancing one’s personal well-being. The Legacy Retreat in Vietnam focuses on “ healing and nurturing on every level, mental, emotional, spiritual and physical” which has interested many wellness-enthusiasts.

o Healthy Eating, Nutrition & Weight Loss Majority of the world’s population are leaning towards having a healthy lifestyle.

Incorporating methods to further improve one’s well-being will increase the wellness of a person. Currently more and more people are showing interests of how they can take care of themselves and how they can maintain good health. This is done through healthy dieting. There are several health boot-camps made available for these health enthusiasts.

§ Fitness & Mind Body Wellness involving the need for spiritual healing is a form of wellness in fitness and mind body.

It is believed that Holistic Wellness means harmony in mind, body and spirit.

The Kamalaya in Thailand believes that it is important to “ introduce individuals a healthy lifestyle experience”. This reconnects them to the healer

and visionary within themselves. o Preventive & Personalised Medicine and Public Health Wellness facilities have evolved into Healthy Hotels to Hospitals. With people more proactive to prevent chronic diseases, there will be lesser people in public/government hospitals seeking for cures. 3.

Based on 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 have a definite or standardized procedure without loss of effectiveness. It ensures that the service provided to guests is consistent and efficient. However not all departments will share the same SOPs because a spa is not always a standardized procedure. It is a personalized experience. o Consultation Forms Consultation forms consists of confidential information about guests that assist therapists to serve them better. It also notifies therapists of any serious conditions about guests, allowing them to find out which treatments to use.

Furthermore if these recommended treatments works, therapists can use the same treatments subsequently. Therefore consultation forms are very important for the industry. o Budgets The budget is inclusive of two parts, the gross revenue and operating expenses. Budgeting is important because it involves planning and forecasting of profit and expenses and it is also a main strategy for cost control. A successful operation framework should include the calculations of the industry benchmark and ratios.

A few important calculations include the following: § Return on Investments (ROI) This calculates the estimated number of years the establishment requires to operate in order to break even the total investments to profits.

This is important as establishments will find out the projected amount of years they must operate so as to avoid closure of the establishment on a loss. This creates goals for the establishment which is good direction to start. § Average Treatment Room Occupancy This measures how well the treatment rooms are utilized in order to generate revenue.

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

Moreover, having too low rates will come off as unreliable and untrustworthy to the target market. o Sales & Marketing It is important for establishments to incorporate a branding. The branding and look of an establishment will differentiate it from others. Making it unique and attractive. Having strong values will also reflect on the branding. The personality of an establishment will depict the character of the spa.

For establishments with several outlets, it is important that the branding has consistency and experiential variations. 4. Analyse one spa & wellness trend that will impact the change in lifestyle trends on spa & wellness industry in Singapore o Workplace Wellness Employers are spending more on employee wellness as means to lower healthcare costs, improve morale and recruitment, raise productivity and stay competitive in the market. Being

unwell at work is very costly. In the United States alone it costs employers \$2.2 trillion, which is 12% of the total Gross Domestic Product to pay for employees' medical expenses. In the world, there are 3.

2 billion employees whom are increasingly unwell. Hence employers are now seeking to implement workplace wellness. This will avoid the increasing of the medical payout in the near future. According to the Singapore Business Review, "organisations with effective wellness programmes are 50% more likely to report lower turnover rates". In the long run the advantages for businesses that provide workplace wellness 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 incorporate wellness in their staff.

According to Straits Times, Infineon's Asia-Pacific vice-president of human relations, Dr Alexander Trost said that "(They) don't want to insure bad health, (they) want to incentivise good health." Technology corporations 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 causing a positive impact. Companies are influencing their staff to have healthier lifestyles. This will push many to go beyond workplace wellness to enhance their health and well-being.

5. Appendix Traditional Thai Massage. (n.

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