

Course: Wellness Tourism

ECTS: 3

Contact Hours: 21

Mode of interaction: b-learning

Objectives:

The current landscape highlights a growing interest in this tourism segment, with individuals increasingly seeking out and consciously embracing available wellness experiences.

The objectives of this micro-accreditation are to ensure that the participants:

- 1) gain a solid understanding of the Wellness Tourism sector;
- 2) acquire the essential tools and skills for effective practice and performance in this field;
- 3) are empowered to design and implement innovative activities, products, and services within Wellbeing Tourism.

Career Prospects:

This program is intended for tourism technicians and assistants from various departments related to wellness—such as hospitality, accommodation, commercial services, and catering—as well as general well-being consultants (e.g., thermal establishments, spas), event and tourist entertainment entrepreneurs, and managers of tourism companies involved in customer service and operations, among others with a focus on the Wellbeing sector.

Recipients:

This micro-accreditation is open to all students, professionals, and interested individuals who are directly or indirectly involved in activities within the Wellness Tourism sector. It also welcomes participants from diverse technical and scientific backgrounds who wish to deepen or complement their knowledge in the field of Wellness Tourism.

Content:

Topic 1 – Wellness Tourism (WT), trends and markets

Topic 2 – Strategies for promoting WT (at national and international level)

Topic 3 – Wellness activities

Topic 4 – Hospitality

Topic 5 – Offering Wellness Tourism Products

Topic 6 – Wellness and Travel