



Handspring Wellness and Spa Academy (HAWSA)

Three-Month Basic Spa Management Certification Course

Course Overview:

This course is designed to equip participants with the essential knowledge and skills needed for effective spa management. Covering key areas such as operations, customer service, marketing, and financial management, this three-module program will be completed over three months.

Each participant is encouraged to select at least one topic for class discussion and actively engage in developing a comprehensive spa management plan as part of their course completion. This hands-on approach ensures that learners not only grasp theoretical concepts but also apply them in practical scenarios.

A. TRAINING SYLLABUS

Module 1: Introduction to Spa Management

- February 8 (12NN-1:30PM): Understanding the Spa Industry
 - Overview of the spa industry in the Philippines
 - Types of spas (day spas, resort spas, medical spas)
 - Current trends and challenges

- February 15 (12NN-1:30PM): Spa Operations
 - Daily operations and management
 - Spa facility layout and design
 - Equipment and product selection

- February 22 (12NN-1:30PM): Customer Service Excellence
 - Principles of customer service
 - Creating a welcoming environment
 - Handling customer complaints and feedback

- March 1(12NN-1:30PM) : Health and Safety Regulations
 - Overview of health and safety standards
 - Hygiene practices in spa operations

- Legal requirements and compliance

Module 2 - Marketing and Business Strategies

- March 8 (12NN-1:30PM): Marketing Fundamentals
 - Introduction to marketing concepts
 - Identifying target markets
 - Branding and positioning your spa
- March 15 (12NN-1:30PM): Digital Marketing
 - Utilizing social media for promotion
 - Online booking systems and websites
 - Email marketing strategies
- March 22 (12NN-1:30PM): Financial Management
 - Basics of budgeting and financial planning
 - Pricing strategies for spa services
 - Managing costs and maximizing profits
- March 29 (12NN-1:30PM): Developing a Business Plan
 - Components of a business plan
 - Setting goals and objectives
 - Presenting a business plan effectively

Module 3: Leadership and Team Management

- April 5 (12NN-1:30PM): Leadership Skills for Spa Managers
 - Understanding different leadership styles
 - Motivating and inspiring your team
 - Conflict resolution techniques
- April 12 (12NN-1:30PM): Staff Recruitment and Training
 - Best practices for hiring spa personnel
 - Creating effective training programs
 - Employee retention strategies

- April 19 (12NN-1:30PM): Enhancing Customer Experience
 - Developing spa services and packages
 - Personalizing customer interactions
 - Gathering and using customer feedback

- April 26 (12NN-1:30PM): Capstone Project
 - Participants create a comprehensive spa management plan

- May 3 (12NN-1:30PM): Presentations and peer feedback

- May 10 (12NN-1:30PM): Course review and certification

B. COURSE DELIVERY

- Format: Online modules with interactive discussions
- Assessment: Quizzes, assignments, and a final presentation
- Materials: Course handouts, video lectures, and recommended readings

C. TARGET AUDIENCE

- Aspiring spa managers, existing spa staff looking to enhance their skills, and entrepreneurs interested in starting a spa business.

D. CERTIFICATION

- Participants will receive a certificate of completion at the end of the course.

Prepared by:

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