

## Development of wellness programme guidelines

*Guidelines could be developed with stakeholders and made freely available or (if sufficient level of detail is provided as to the philosophy, standards, treatments etc) sold to the private sector. The wellness programme guidelines would be developed on key themes including specific Barbadian themes (longevity, healing waters, energy points, Rastafarian); sanctuary (de-stress and detox); lifestyle (holistic - mind, body and spirit); and/or specific themes (yoga, sports, weight loss etc). An on-going plan of wellness programme development is envisaged, ensuring refreshed products, reflecting global trends and market requirements.*

**Objective:** In order that boutique wellness providers are able to market and sell wellness tourism, they need a defined product. Therefore, themed wellness programme guidelines will be developed and made available to the private sector for adaptation as necessary. These programmes would be used by the boutique wellness providers to organise wellness holiday packages and sold to wellness tourists through wellness “tour operators” and general promotion.

**Output:** Guidelines for themed wellness programmes

The Barbados Coalition of Services Industries should form a broad based Wellness Stakeholder Group to develop the Barbadian Wellness “product” based on a consistent and high quality of service. This will provide the focus for national promotion

**Actions:**

Task 1 - Identification of wellness stakeholders The Wellness Stakeholder Group should create a database of wellness stakeholders including communities, practitioners, associations and existing wellness centres.

- Develop an itinerary of wellness providers by type of therapy. For each type of therapist, describe the therapy and benefits in a paragraph and profile practitioners including number, qualifications (as applicable) and price ranges for treatments.
- Create a database of practitioners (excel spreadsheet) detailing name, contact details, qualifications and checklist of therapies offered.
- Develop an itinerary of locally produced wellness products including description, properties, benefits and approvals.

Task 2 - Outline Programmes. The Wellness Stakeholder Group will outline programme content, philosophy (history and evidence/benefits) and treatments, ensuring comprehensive approach including types of treatments, lecturers (e.g. lifestyle changes at home), workshops (e.g. cookery classes), exercise programmes and other activities.

- Workshop concepts for wellness packages, detailing concept, outline content, venue and costs
- Develop detailed programme content providing more details on philosophy behind each treatment linking back to overall theme, standards and quality of each item required (including qualifications, experience of practitioners)

Task 3 - Development of wellness tourism programme guidelines. The Wellness Stakeholder Group should prepare detailed operations manual for each selected wellness theme regarding:

- Expanded history, concept and philosophy behind the theme, linking it to a unique “point of difference” including linkages to Barbados.
- Details of the programme content and treatment practises, including history/story behind each – during treatments, these ideas are what the clients are buying.
- Required standards and qualifications for each of the key elements of the wellness tourism spa programme (accommodation, treatment areas, practitioners, products)
- Operational guidelines including record keeping, confidentiality, recommended thresholds of liability insurance and whether medical assessments are required prior to certain treatments.

Task 4 – Preparation of promotional brochure. Marketing material promoting the concept. Since clients buy the concept as much as the treatment itself, this must be of the highest quality “marketing”, professional and well written.

Task 5 - Dry run and refining guidelines as appropriate. The first time the programme is run, many teething programmes can be expected. Therefore, to improve professionalism and any feedback, dry runs with feedback would be beneficial.

List programme content. For example (<http://www.kamalaya.com/index.htm>):

Detox & Rejuvenation packages:

- Accommodation (7, 9 or 14 nights)
- Full board (3 Kamalaya meals per day, à la carte or set detox menu)
- 1 x Body Bio-impedance Analysis (BIA)
- 1 x Initial Wellness Consultation
- 1 x 90 minute Vital Essence Oil Massage
- 1 x 90 minute Traditional Thai Massage
- Detox Herbal Remedies and Supplements
- Specific treatments / components as listed in the package descriptions
- Use of steam cavern, swimming, plunge pools & fitness centre
- Complimentary attendance to scheduled daily holistic fitness activities
- One Wellness gift pack
- Roundtrip airport transfers

For example, detox, weight loss, distress or lifestyle change

## OUTLINE CONCEPT TEMPLATE

<b>Title/Programme Objective</b>
<b>Concept/Philosophy</b>
<b>Programme Content</b>
<b>Venue</b>
<b>Costs</b>

Paragraph describing the concept behind the concept

Describe the type of venues appropriate for this themed concept (such as remote location, seaside etc)

Estimate costs and price based on "activities" listed in programme content. Note: low end wellness retails at around US\$400 per person per night with higher end at US\$1,000. Given this excludes flights and Barbados is a new entrant, but would be aiming for a quality end "product", it should aim in US\$600 range (retail) – so a retreat with average 20 persons (10-30 range) @ US\$ 84,000 revenue range for 7 days.

An on-site course coordinator is required – this could be one of the practitioners, but will take responsibility for the course/retreat and should be costed (its 24/7)

### **1. Programme Concept/Philosophy**

*Expansion of the paragraph to several pages regarding philosophy with relevant history and evidence/benefits of the overall approach. This is really crucial as this is what the clients are “buying” the idea that will change their lives, either temporarily (detox) or more permanent lifestyle change. As much as possible, it should be linked to the destination (they can’t get this anywhere else) such as energy points, more centenarians etc. Any claims should be substantiated. It should also be professional with photographs, illustrations (perhaps using local pen/ink artists to differentiate in some cases). It should be well articulated by professional writers such as journalists or historical writers.*

### **2. Programme Schedule**

*This should be a grid timetable detailing the specific activities to be included in the programme including 1-2-1 appraisals, lectures, treatments, exercise, related tours and free time.*

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
7-8							
8-9							
9-10	<i>Merge timeslots as necessary</i>						
10-11							
11-12							
12-1			<i>Don't forget meals</i>			<i>Ensure that treatments are spread to enable treatment of all clients – 20 massages in one go is a challenge!!</i>	
1-2							
2-3							
3-4							
4-5							
5-6							
6-7							

*The programme must be structured, but not over packed with plenty of room.*

### **3. Programme Detail**

*For each activity/therapy in the programme, detail the following in 1-2 pages for each activity in the programme including: introduction, 1-2-1 consultation (data protection and medical assessment), workshops, meals, exercise, tours, treatments and products (including how people can purchase at the end of the programme and afterwards):*

- *Philosophy behind activity (link to overall concept) – a consistent story, including benefits (eg if using sugar cane oil in massage: where does it originate, benefits, history of use etc)*
- *description of activity (what clients will receive and how it will work – that is, individual basis, small groups, large groups)*
- *Standards, quality and qualifications required (details of any assurance that should be applied to these activities – for example, standards if treatment such as international spa standards for hygiene etc, qualifications required (formal and experience) insurance requirements and specific trainings (including on this specific programme.*

*Once developed, these details should be reviewed by groups of practitioners in workshops and refined accordingl*