



WellTo PROJECT

NATIONAL OCCUPATIONAL AWC PROFILE REPORT, BULGARIA

WP3, Deliverable 3.3.

Prepared by: ZPG, NAVET, ITPIO

February 2019

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1. Main information about AWC and related occupations

1.1. Please indicate all similar or related occupations to AWC main work activities and tasks in your country.

- 726010 “Thermal therapeutic procedures specialist”, Professional area “Public Healthcare”, Professional direction 726 “Therapy and rehabilitation”, specialty 7260101 “Thermal therapeutic procedures in balneological and other recreation centres”.
- 815020 “Beautician”, Professional area “Personal services”, Professional direction 815 “Hair and beauty services”, specialty 8150202 “Beauty services organisation and technologies”.
- 815040 “Instructor”, Professional area “Personal services”, Professional direction 815 “Hair and beauty services”, specialty 8150402 “Beauty services instruction activities”.
- 812010 “Tourist agency activities organiser”, Professional area “Personal services”, Professional direction 812 “Travel, tourism and leisure”, specialty 8120101 “Organisation of tourism and leisure”.
- 811010 “Hotel-keeper”, Professional area “Personal services”, Professional direction 811 “Hotels, restaurants and catering”, specialties 8110101 “Hotel organisation”, 8110102 “Hotel organization and management”, 8110103 “Organisation of activities in accommodation providing establishments”.
- 811020 “Hotel administrator”, Professional area “Personal services”, Professional direction 811 “Hotels, restaurants and catering”, specialty 8120101 “Hotel services organisation”.

1.2. Please indicate similar or related occupational standards to AWC main work activities and tasks (in EQF level 2-5).

The professions and specialties which have similar or related profiles:

1. Profession “Hotel-keeper” with specialty “Organisation of activities in accommodation providing establishments”, EQF level: 3

Main tasks and working activities:

- Organizing the overall process of welcoming, lodging and sending guests
- Controlling of the state of the guest rooms, the common rooms, their cleanliness and thoroughness
- Organizing various conferences and plans the activities of dining and entertainment (restaurants, pubs and bars) and additional services in the hotel
- Managing SPA services and sport and pleasure activities in the hotel area

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- Controlling of the staff performance
- Maintaining effective communication with the staff
- Communication with travel and marketing agencies, hotel and office equipment suppliers
- Using online platforms, booking and sales channels
- Preparing documents, schedules, reports

2. Profession “Beautician” with specialty “Beauty services organisation and technologies”, EQF level: 4

Main tasks and working activities:

- Supporting realization of the goals set for the development of the cosmetic salon, the product and pricing policy
- Development of system for archiving and maintaining customer data in the salon, SPA or wellness center
- Preparation of price list with procedures, describes the technological sequence and their duration
- Developing of strategy for promotion of the salon through ads in websites, campaigns, bonuses, discounts
- Monitoring of the application of the technologies in the practice of cosmetic activity in order to ensure the high quality of the services offered in the salon
- Selection and provision of the equipment for salon (suitable apparatus, instruments and products for quality and safe performance of the services)
- Preparing individual programs for face and body with natural herbal products, with products from the sea, aromas, salts, minerals, etc. for cosmetic, restorative and beautifying purposes
- Applying cosmetic facial and body techniques and / or different types of cosmetic products, methodologies and equipment
- Developing of partnerships with representatives of other spheres related to cosmetic activities - doctors, skin care specialists, doctors specializing in plastic surgery and aesthetic surgery, doctors in physical and rehabilitation medicine, nutritionists, fitness centers
- Responsibility for updating information about cosmetics and services in the salon advertising - a website, social networks, articles and consulting materials in printed, television and electronic media
- Preparing documents, schedules

3. Profession “Thermal therapeutic procedures specialist” with specialty “Thermal therapeutic procedures in balneological and other recreation centres”, EQF level: 3

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Main tasks and working activities:

- Supporting the implementation of SPA, mud, thalasso procedures and other thermal, SPA and wellness procedures
- Receives the patient / client and gives instructions for the specifics of the procedures
- Preparing schedule of procedures
- Responsibility for regulation of the parameters of the apparatus according to the client's prescription and condition
- Performing on procedures with available techniques and therapeutic products
- Monitoring the condition of the client in order to adapt the procedure
- Communication with the clients, with colleagues and specialists
- Preparing documents, schedules

4. Profession "Tourist agency activities organizer" with specialty "Organisation of tourism and leisure", EQF level: 4

- Presenting tourist products and services according to the tourist demand and consumer preferences
- Providing information and detailed knowledge of the products or services offered
- Consultation and advising clients
- Negotiation and closing a deal
- Planning schedules, preparing documentation
- Establishment of relations with suppliers of tourist products (services) - conditions for booking, booking, confirmation, cancellations, penalties, payments, commission, fees, discounts, tariffs
- Organizing booking of tickets, insurance policies
- Preparing advertising and information guides, standard and specialized forms
- Working with specialized software
- Reporting and making payments to third parties
- Developing surveys about client's satisfaction

5. Profession "Hotel administrator", with specialty "Hotel services administration" EQF level: 4

- Welcoming guest on the reception
- Providing information about services in the hotel area
- Communicating with all section in the hotel (food services, sport and leisure activities, technical support, parking, security)
- Working with specialized software for hotel administration and reservation

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- Consulting clients for available services via phone, e-mail, and other appropriate channels
- Preparing documents for reservation and payment

6. Profession" Instructor" with specialty "Beauty services instruction activities" EQF level: 5

- Preparing training plan and training materials
- Leading trainings about: how to perform different cosmetic and relax services; how to consult client, how to use specialized equipment; time management; safety work
- Communication with clients and trainees
- Working with documentation and specialized software
- Regularly updating knowledge about products

1.3. Please describe training for AWC provided: School levels, number of schools, entrance rules for training of AWC.

1.3.1. Licensed VET centres

VET centres which organise courses for professional qualification" in Professional direction 726 "Therapy and rehabilitation", are totally 30.

VET centres which organise courses for professional qualification" in Professional direction 811 "Hotels, restaurants and catering" are totally 206.

VET centres which organise courses for professional qualification" in Professional direction 812 "Travel, tourism and leisure", are totally 234.

VET centres which organise courses for professional qualification" in Professional direction 815 "Hair and beauty services", are totally 309.

1.3.2. Other VET institution

Vocational colleges in Professional direction 811 "Hotels, restaurants and catering" are totally 22

Vocational colleges in Professional direction 812 "Travel, tourism and leisure", are totally 8.

Vocational college in Professional direction 815 "Hair and beauty services" is one.

Vocational schools: in cosmetic and beauty area is 1, in tourism area are totally 37, in hotel administration – 3.

Entry rules: minimal educational entry requirement for different level of qualification /or part of its.

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For 3 level EQF: for pupils – completed primary school; for candidates, turned 16 years - completed secondary school or gained rights for admission on school-leaving examination.

For 4 level EQF: candidate must turned 16 years; minimal educational level – completed secondary school.

1.4. Please indicate ten main work activities and tasks per similar or related occupations to AWC and mark their similar work activities and tasks. Please add table of main and common work tasks.

Name of qualification	Working activities	Common tasks
1. Profession “Hotel-keeper” with specialty “Organisation of activities in accommodation providing establishments”, EQF level: 3	<ul style="list-style-type: none"> -Organizing the overall process of welcoming, lodging and sending guests -Controlling of the state of the guest rooms, the common rooms, their cleanliness and thoroughness -Organizing various conferences and plans the activities of dining and entertainment (restaurants, pubs and bars) and additional services in the hotel -Managing SPA services and sport and pleasure activities in the hotel area -Controlling of the staff performance -Maintaining effective communication with the staff -Communication with travel and marketing agencies, hotel and office equipment suppliers -Using online platforms, booking and sales channels -Preparing documents, schedules, reports 	<ul style="list-style-type: none"> -Organizing various conferences and plans the activities of dining and entertainment (restaurants, pubs and bars) and additional services in the hotel -Managing SPA services and sport and pleasure activities in the hotel area -Maintaining effective communication with the staff
2. Profession “Beautician” with specialty “Beauty services organisation and technologies”, EQF level: 4	<ul style="list-style-type: none"> -Supporting realization of the goals set for the development of the cosmetic salon, the product and pricing policy 	<ul style="list-style-type: none"> -Development of system for archiving and maintaining customer data in the salon, SPA or wellness center

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	<ul style="list-style-type: none"> -Development of system for archiving and maintaining customer data in the salon, SPA or wellness center -Preparation of price list with procedures, describes the technological sequence and their duration -Developing of strategy for promotion of the salon through ads in websites, campaigns, bonuses, discounts -Monitoring of the application of the technologies in the practice of cosmetic activity in order to ensure the high quality of the services offered in the salon -Selection and provision of the equipment for salon (suitable apparatus, instruments and products for quality and safe performance of the services) -Preparing individual programs for face and body with natural herbal products, with products from the sea, aromas, salts, minerals, etc. for cosmetic, restorative and beautifying purposes -Applying cosmetic facial and body techniques and / or different types of cosmetic products, methodologies and equipment -Developing of partnerships with representatives of other spheres related to cosmetic activities - doctors, skin care specialists, doctors specializing in plastic surgery and aesthetic surgery, doctors in physical and rehabilitation medicine, nutritionists, fitness centers -Responsibility for updating information about cosmetics and services in the salon advertising - a website, social networks, articles and 	<ul style="list-style-type: none"> -Monitoring of the application of the technologies in the practice of cosmetic activity in order to ensure the high quality of the services offered in the salon -Preparing individual programs for face and body with natural herbal products, with products from the sea, aromas, salts, minerals, etc. for cosmetic, restorative and beautifying purposes -Responsibility for updating information about cosmetics and services in the salon advertising - a website, social networks, articles and consulting materials in printed, television and electronic media -Preparing documents, schedules
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	consulting materials in printed, television and electronic media -Preparing documents, schedules	
3. Profession "Thermal therapeutic procedures specialist" with specialty "Thermal therapeutic procedures in balneological and other recreation centres", EQF level: 3	<ul style="list-style-type: none"> -Supporting the implementation of SPA, mud, thalasso procedures and other thermal, SPA and wellness procedures -Receives the patient / client and gives instructions for the specifics of the procedures -Preparing schedule of procedures -Responsibility for regulation of the parameters of the apparatus according to the client's prescription and condition -Performing on procedures with available techniques and therapeutic products -Monitoring the condition of the client in order to adapt the procedure -Communication with the clients, with colleagues and specialists -Preparing documents, schedules 	<ul style="list-style-type: none"> -Receives the patient / client and gives instructions for the specifics of the procedures -Preparing schedule of procedures -Communication with the clients, with colleagues and specialists -Preparing documents, schedules
4. Profession "Tourist agency activities organizer" with specialty "Organisation of tourism and leisure", EQF level: 4	<ul style="list-style-type: none"> -Presenting tourist products and services according to the tourist demand and consumer preferences -Providing information and detailed knowledge of the products or services offered -Consultation and advising clients -Negotiation and closing a deal -Planning schedules, preparing documentation -Establishment of relations with suppliers of tourist products (services) - conditions for booking, booking, confirmation, cancellations, penalties, payments, commission, fees, discounts, tariffs -Organizing booking of tickets, insurance policies 	<ul style="list-style-type: none"> -Providing information and detailed knowledge of the products or services offered -Consultation and advising clients -Planning schedules, preparing documentation -Working with specialized software -Reporting and making payments to third parties

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	<ul style="list-style-type: none"> -Preparing advertising and information guides, standard and specialized forms -Working with specialized software -Reporting and making payments to third parties -Developing surveys about client's satisfaction 	
5. Profession "Hotel administrator", with specialty "Hotel services administration" EQF level: 4	<ul style="list-style-type: none"> -Welcoming guest on the reception -Providing information about services in the hotel area -Communicating with all section in the hotel (food services, sport and leisure activities, technical support, parking, security) -Working with specialized software for hotel administration and reservation -Consulting clients for available services via phone, e-mail, and other appropriate channels -Preparing documents for reservation and payment 	<ul style="list-style-type: none"> -Welcoming guest on the reception -Providing information about services in the hotel area -Working with specialized software for hotel administration and reservation -Consulting clients for available services via phone, e-mail, and other appropriate channels -Preparing documents for reservation and payment
6. Profession" Instructor" with specialty "Beauty services instruction activities" EQF level: 5	<ul style="list-style-type: none"> -Preparing training plan and training materials -Leading trainings about: how to perform different cosmetic and relax services; how to consult client, how to use specialized equipment; time management; safety work -Communication with clients and trainees -Working with documentation and specialized software -Regularly updating knowledge about products 	<ul style="list-style-type: none"> -Communication with clients and trainees -Working with documentation and specialized software -Regularly updating knowledge about products
7. Administrator of wellness center	<ul style="list-style-type: none"> -Advising guests and customers on wellness topics and putting together individual programs for them -Wellness services design -Clients scheduling, registration and work with a client register/database 	

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	<ul style="list-style-type: none">-Ensuring adequate conditions for the quality of wellness services, creating harmonious and relaxing environment in the center-Organization, coordination and monitoring of the wellness services provided in the center-Scheduling and coordination of the work of specialist providing wellness services-Payment services-Keeping inventory and ordering products necessary for wellness services-Continuous education in the field of wellness services and products-Supervision and coordination of apprenticeships and other work-based learning forms-Reporting to the superiors	
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2. Results from questionnaires

2.1. Number of respondents.

Please indicate number of filled questionnaires for: 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers and type of company do their work.

Total filled questionnaires for specialists, acting as AWC, are 34.

10 of them are from hotels, 9 of them – from Wellness centres, another 10 from SPA centres, 3 from Medical SPA centres and 3 from other type of companies

Total filled questionnaires for specialists, providing services in wellness centers, are 36.

11 of them are from hotels, 8 of them – from Wellness centres, 10 from SPA centres, 4 from Medical SPA centres and 3 from other type of companies

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2.2. Work experience in occupations.

Please add charts indication length of work in occupation for: 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers. Please provide main conclusions.



The vast majority of AWC respondents have worked for more than 1 year (18 of them have worked for more than 5 years in the field of wellness tourism). Only four say they have worked between 6 and 12 months.

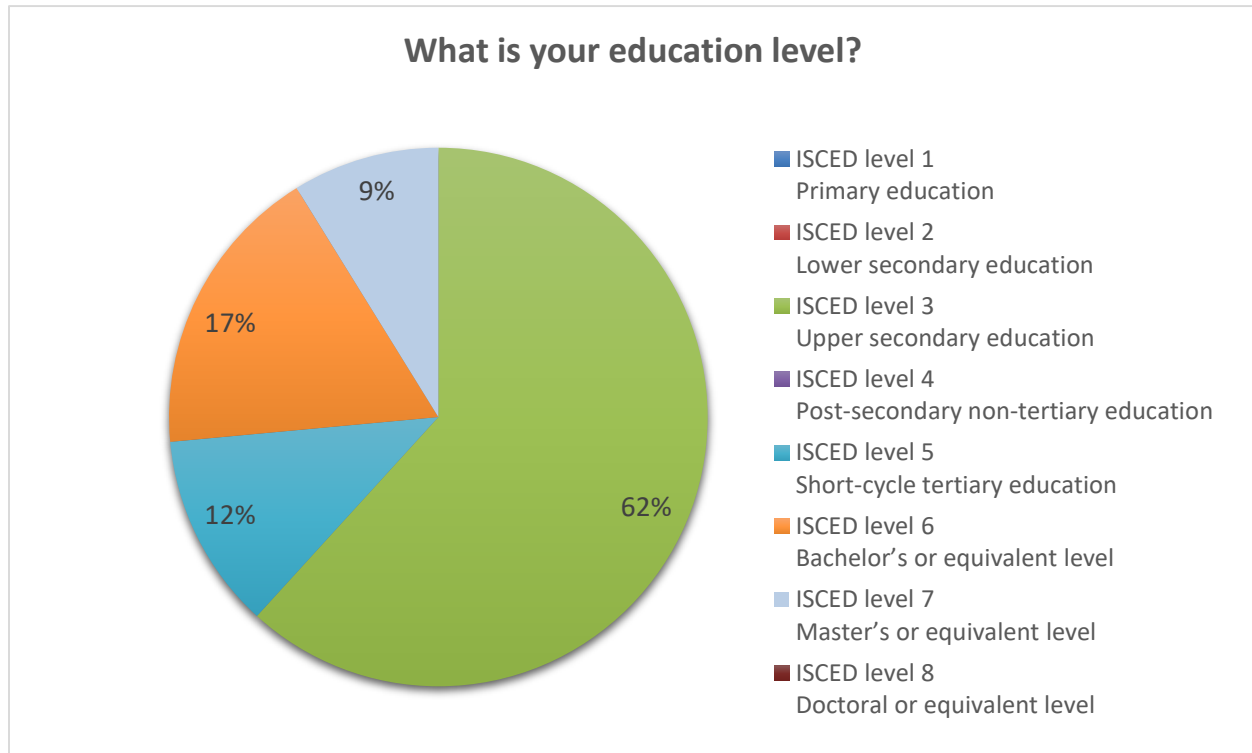


28% of Wellness providers stated that they have experience between 1 and 5 years in the field and 58% of respondents said they have more than 5 years' experience.

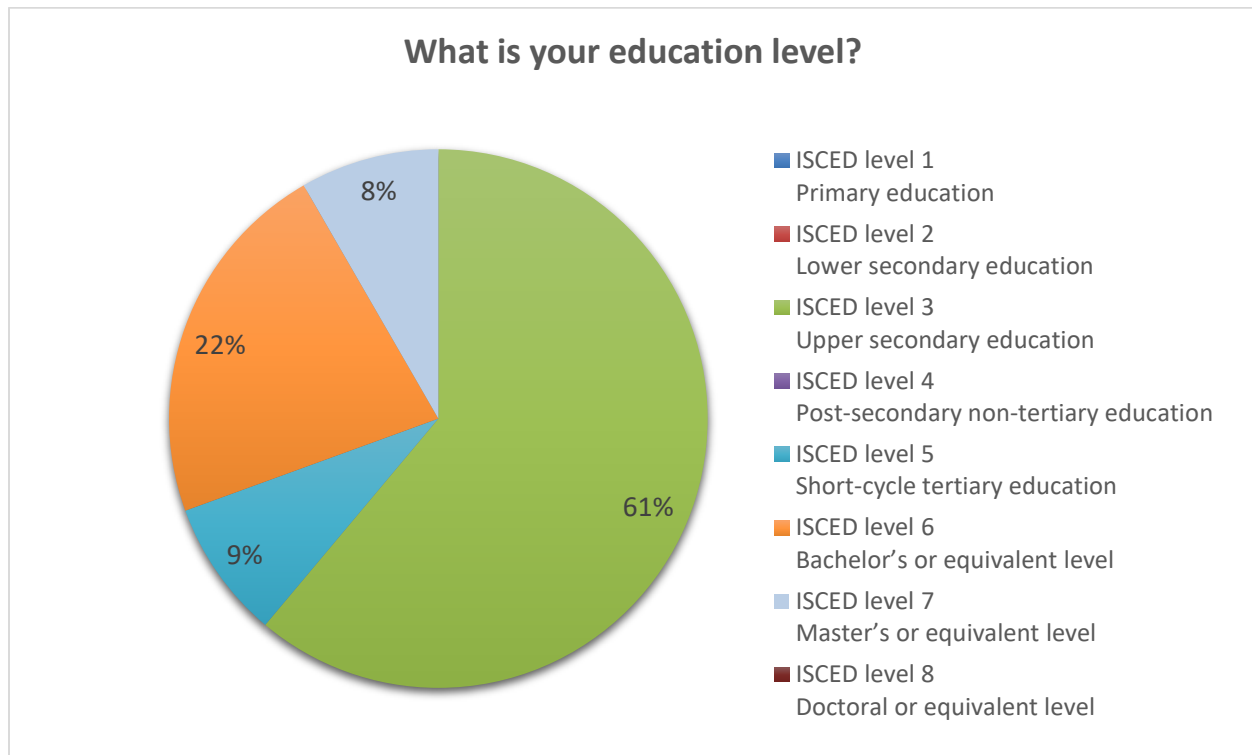
Respondents from both groups are people with a lot of experience in the field of wellness tourism.

2.3. Education levels.

Please describe education levels of 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers. Please provide main conclusions.



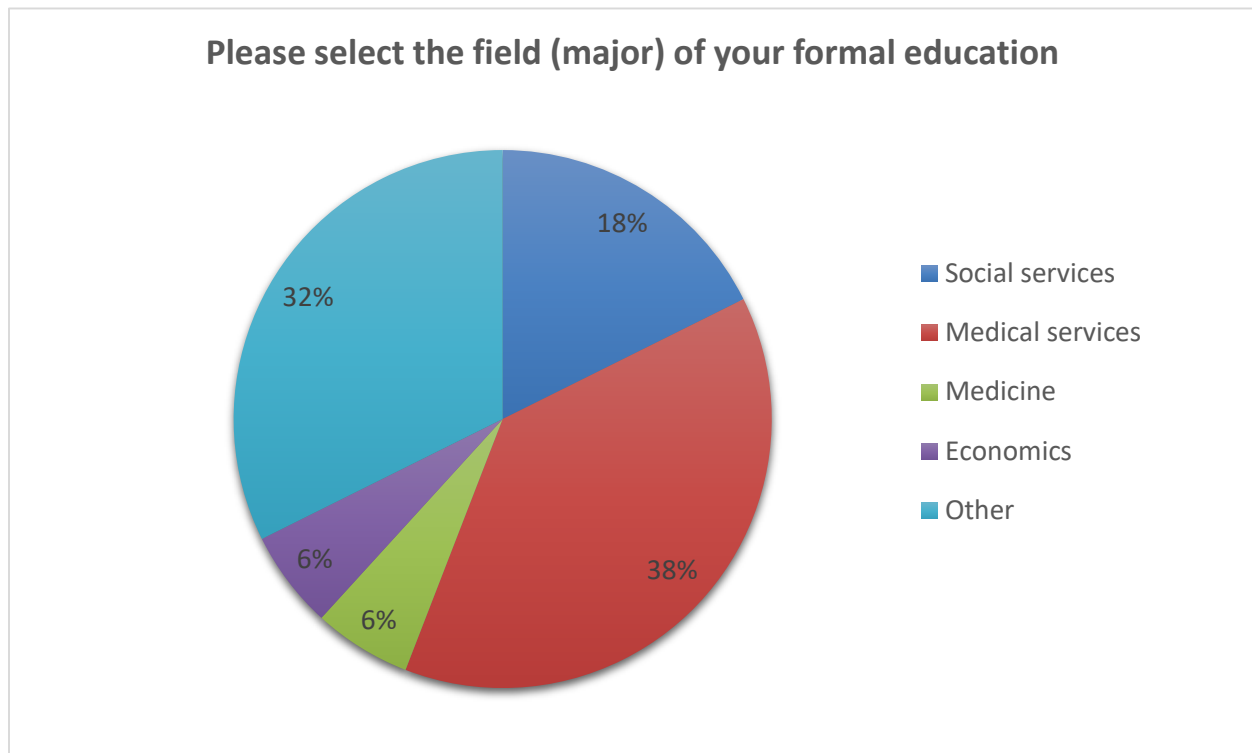
Specialists, acting as AWC are well educated with upper secondary education and more. 62% of them are with upper secondary education but there are also respondents with higher degree – bachelor and master.



Providers are also with upper secondary education and higher. 61% of them are with upper secondary education. 30% have bachelor's or master's degree.

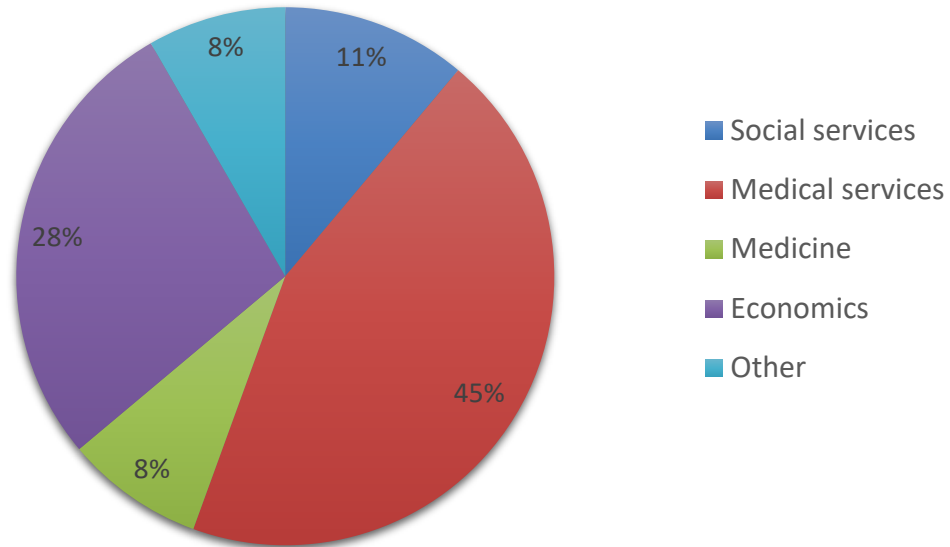
2.4. Formal education.

Please describe formal education of 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers, Please provide main conclusions.



Fields of education and training for specialists, acting as AWC, are diverse (medical services predominate other fields) - social services, medical services, medicine, economics and others. Possessing a variety of different forms of education and training indicates a lack of an integrated approach to the preparation of competent professionals. This may be a signal for a not very good level of performance of quality services in the sector.

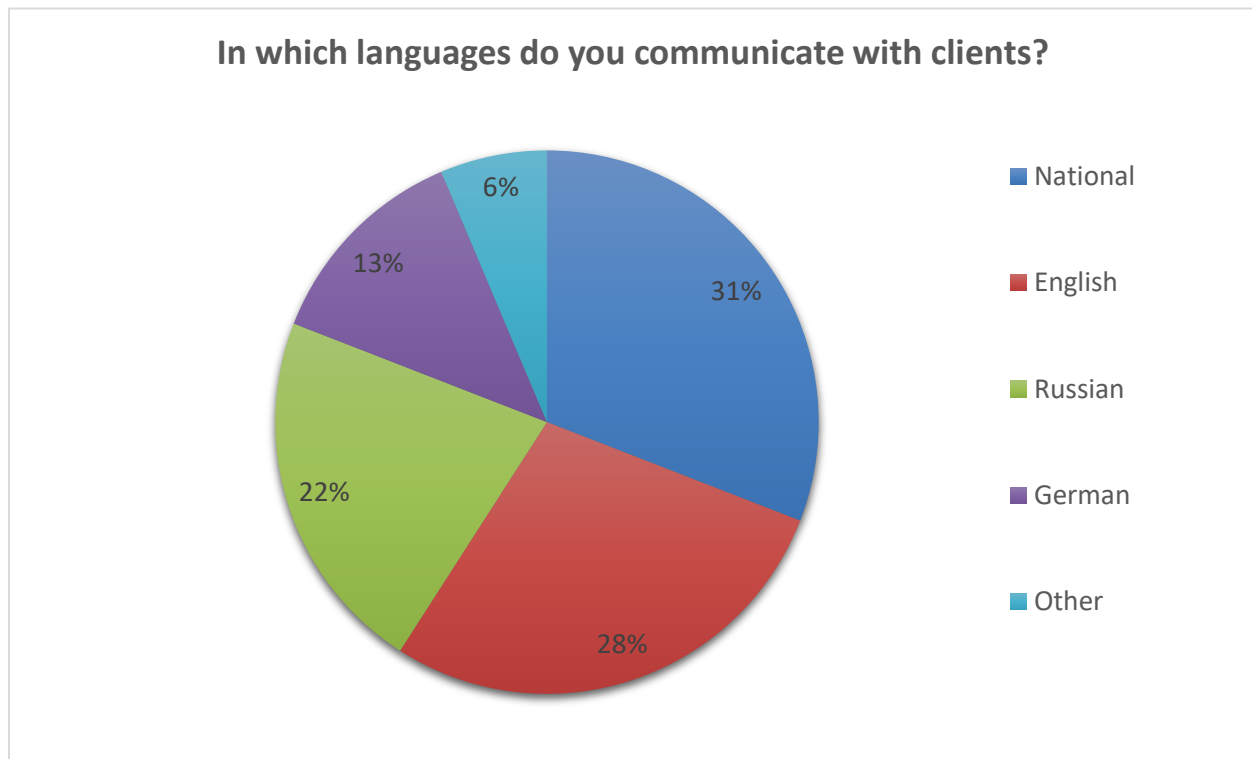
Please select the field (major) of your formal education



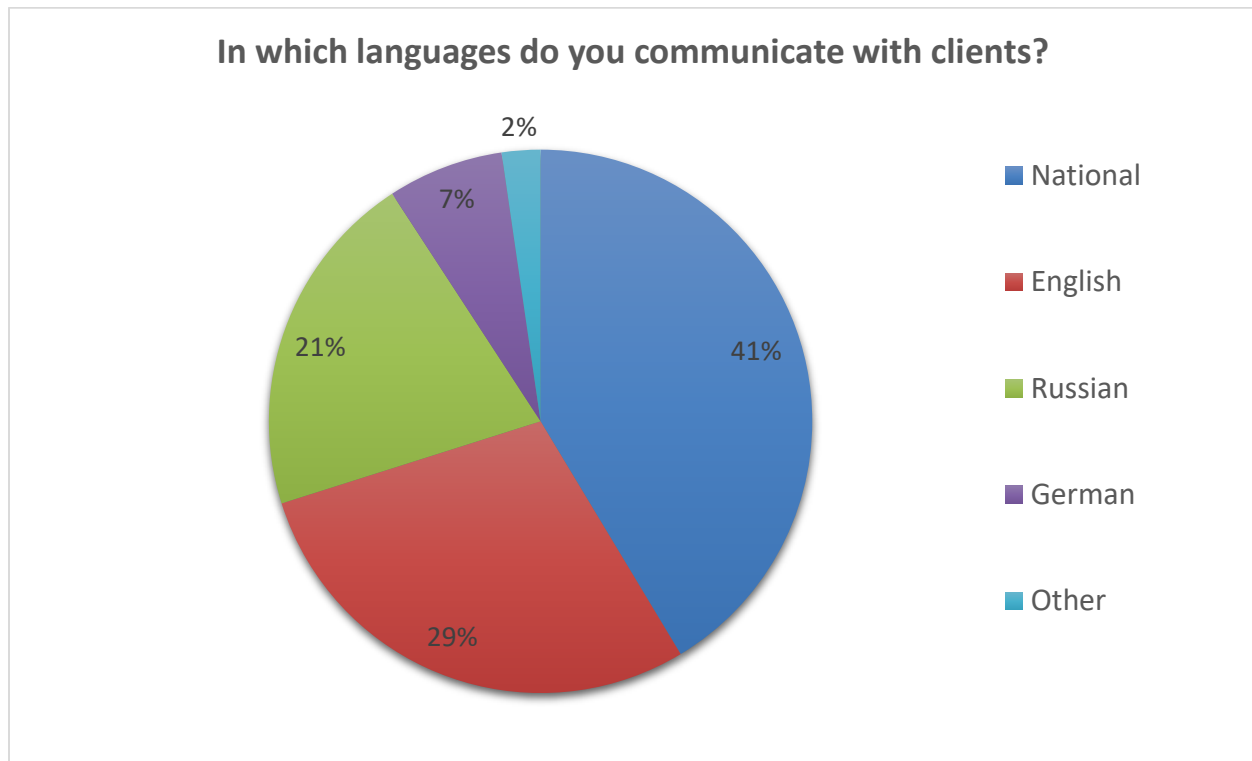
Providers also possess diploma in diverse fields of education but here almost half of the respondents (45%) stated that they have some form of education in the field of medical services. Together with those with a degree in medicine, those are more than 50%

2.5. Necessary language skills for work performance.

Please describe language skills for communication with clients of 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers. Please provide main conclusions.



Specialists, acting as AWC, communicate mainly in Bulgarian and English languages. Russian is also spread among the answers.

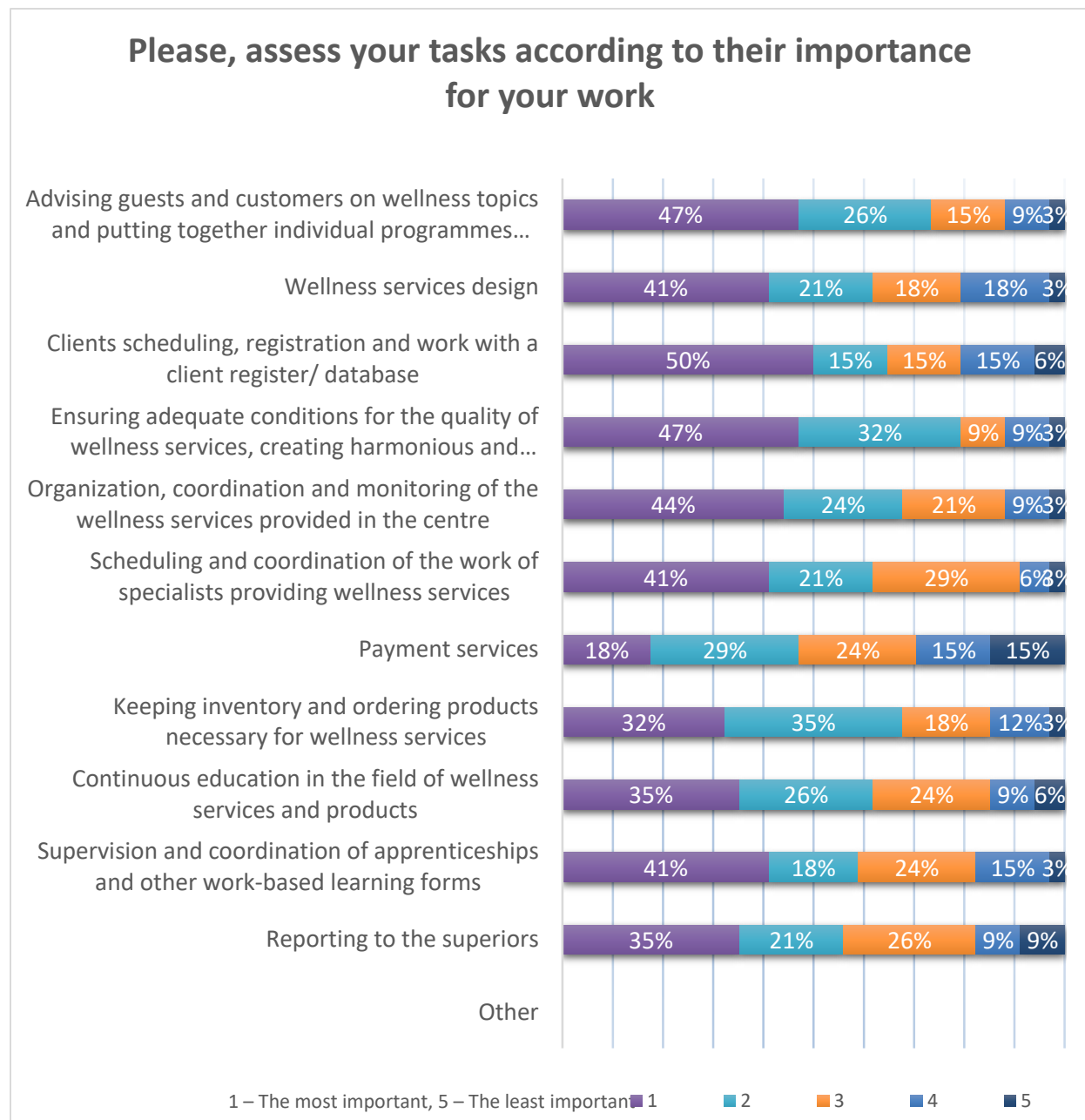


Almost the same picture is among the providers – the communication with clients is mainly in Bulgarian and English.

A sufficient knowledge of at least one foreign language is required to the good work performance.

2.6. Assessment of the TASKS.

Please describe tasks according to their importance to the work of the administrator of your wellness centre (1 – the most important, 5 – the least important). Please provide main conclusions.



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According to subjective assessments, we are able to see what tasks are important for employees in wellness centers and which of them are not so important. Perhaps it should be taken into account that the performers of a job are willing to show how much work they are doing and for that reason they have indicated important tasks that are hardly relevant to their day-to-day work.

However, we need to note important activities such as Clients scheduling, registration and work with a client register / database; Advising guests and clients on wellness topics and putting together individual programs for them; Ensuring adequate conditions for the quality of wellness services, creating a harmonious and relaxing environment in the center. Very few respondents consider an important activity in Payment Services and, a little odd, Reporting to the superiors.

**Please, assess the tasks of the administrator of your
wellness centre listed below, according to their
importance to the work performed**



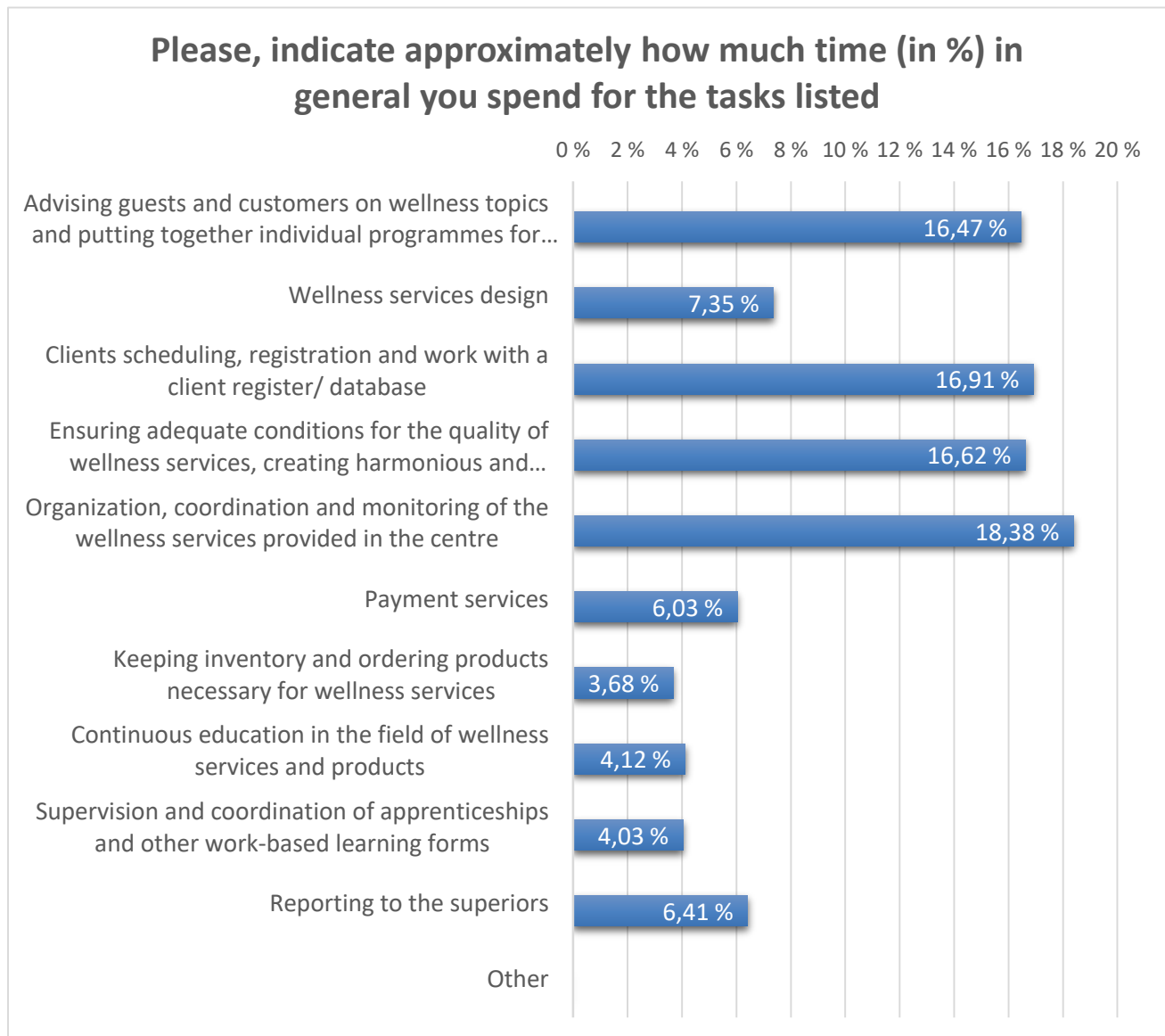
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On the above chart we see the subjective assessment of providers which tasks are important. Advising guests and customers on wellness topics and Clients scheduling are the most important tasks while Wellness services design, ensuring adequate conditions for the quality of wellness services, Scheduling and coordination, Continuous education and Supervision and coordination of apprenticeships are also important but not that much. Payment services, Reporting to the superiors and Keeping inventory and ordering products are with least importance

2.7. Share of time for fulfilling tasks.

Please indicate time (in %) spent for fulfilling of the tasks of the administrator of your wellness centre. Please provide main conclusions.

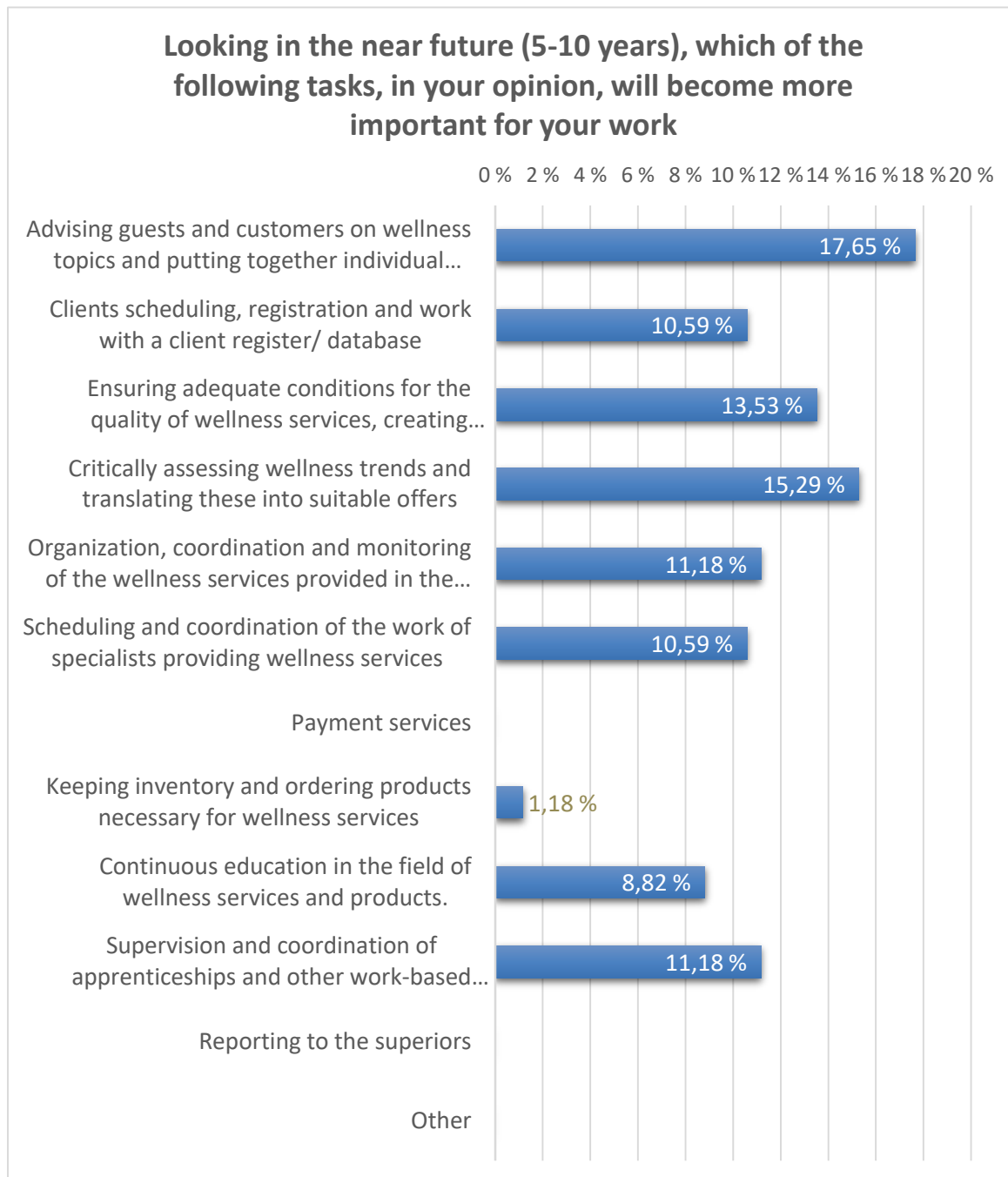


This chart concerns with the work distribution of specialists, acting as AWC. Here the idea is to see a snapshot of one working day for the employee at the wellness center. We see that most of the working time is occupied by organizing, coordinating and monitoring the wellness services provided in the center, advising guests and customers on wellness topics, clients scheduling, registration, Ensuring adequate conditions for the quality of wellness services.

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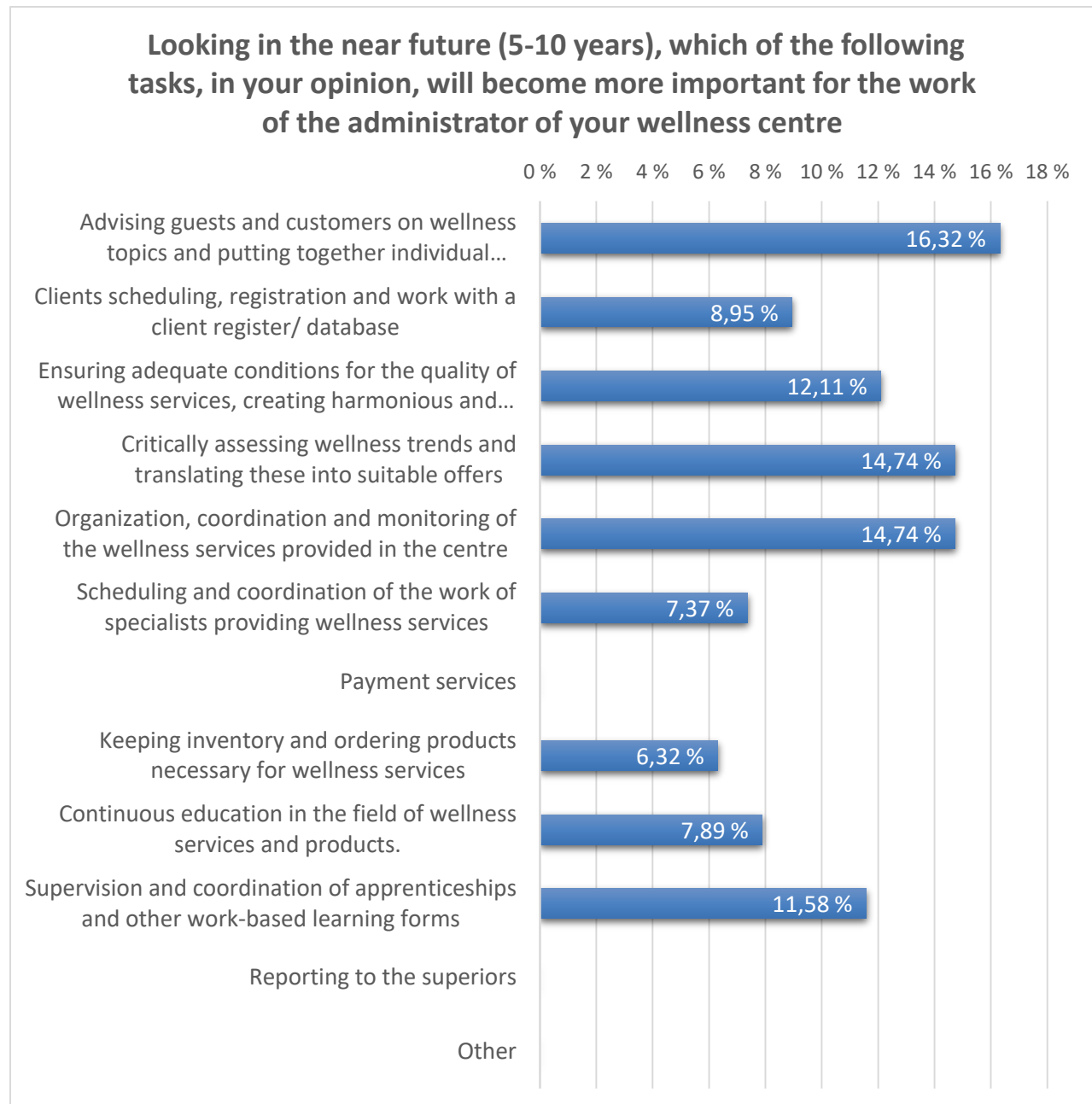
2.8. Importance of tasks in the future.

Please describe tasks which will become more important for the work of the administrator of your wellness centre in the future (5-10 years). Please provide main conclusions.



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This chart presents the idea of specialists, acting as AWC, for near future of wellness tourism. Advising guests and customers on wellness topics, Ensuring adequate conditions for the quality of wellness services and Critically assessing wellness trends and translating these into suitable offers are stated as more important than other options. None of the respondents pointed payment services and reporting to supervisors as important for the near future.



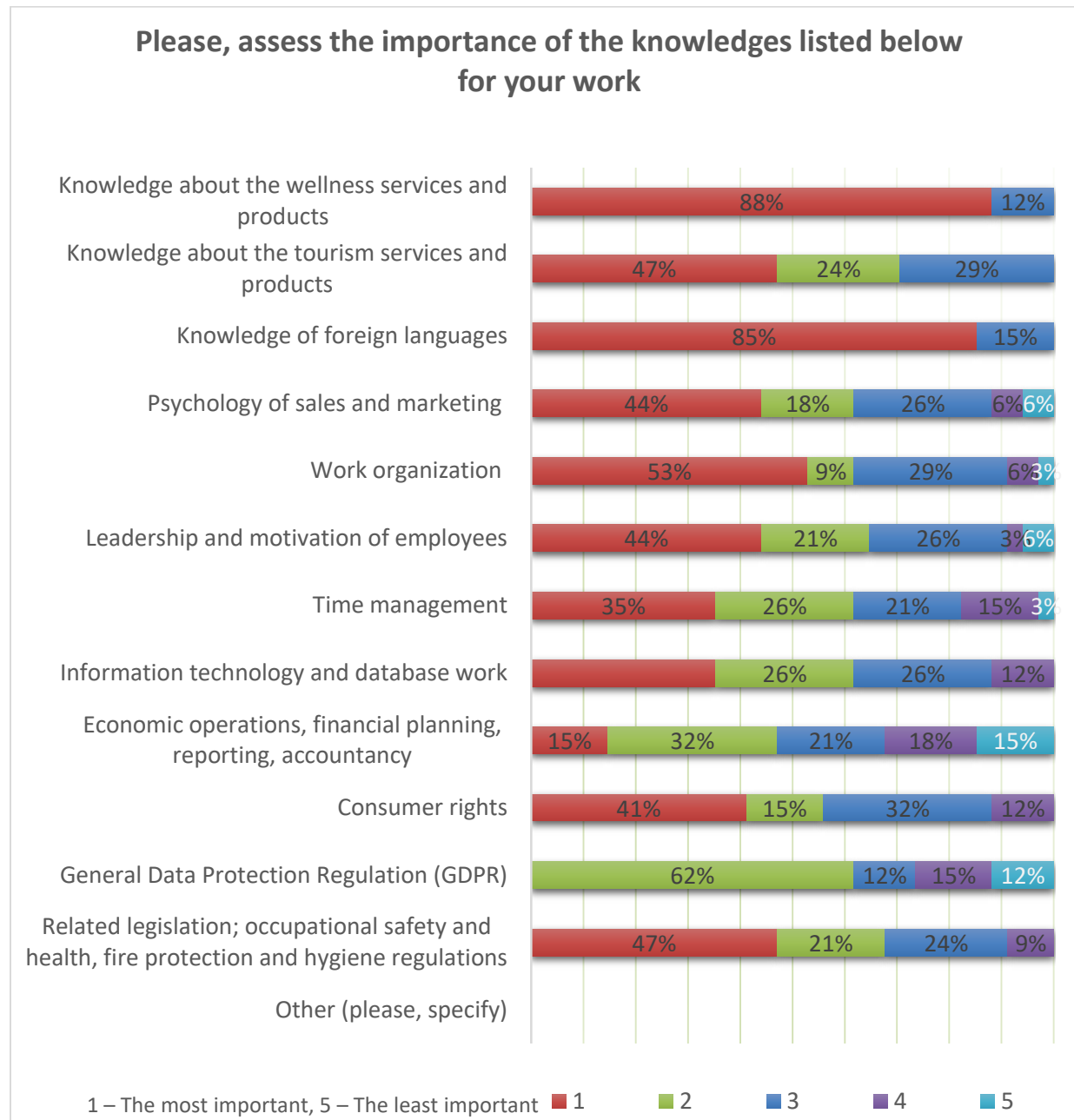
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The vision of providers is not so different from those of the specialists, acting as AWC. No one has said that payment services and reporting to superiors will be important in the near future. The most important topics will be Advising guests and customers on wellness topics, Critically assessing wellness trends and Organization, coordination and monitoring of the wellness services

2.9. Assessment of the KNOWLEDGE.

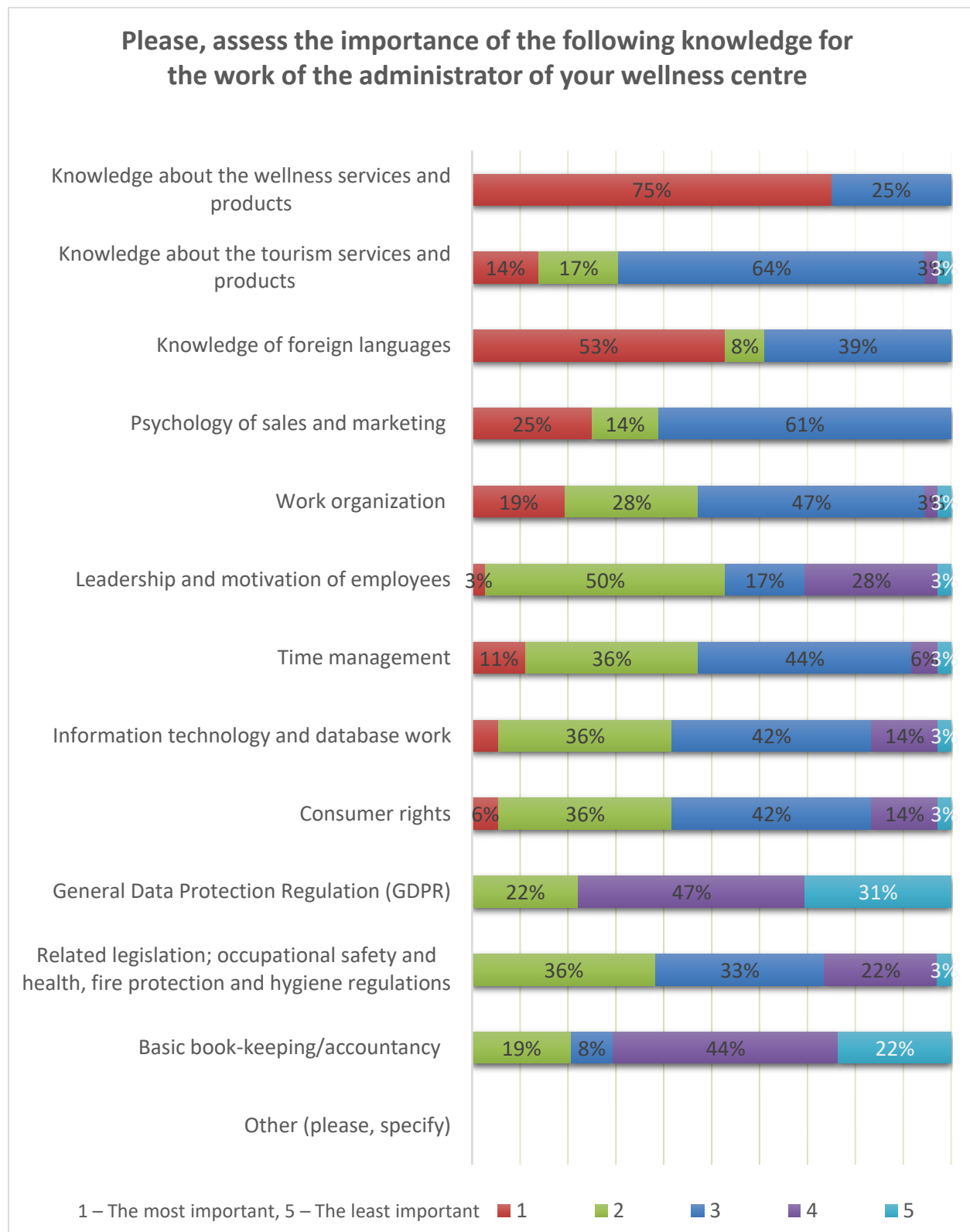
Please describe knowledge according to their importance of the work of the administrator of your wellness centre (1 – the most important, 5 – the least important). Please provide main conclusions.



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Specialists, acting as AWC, shared their opinion about the importance of certain knowledge in their work. Most important for work are knowledge about the wellness services and products, Knowledge of foreign languages and Work organization. Although no one pointed GDPR knowledge as most important (with 1), 62% indicated it with the second mark, so we assume this is also very important.



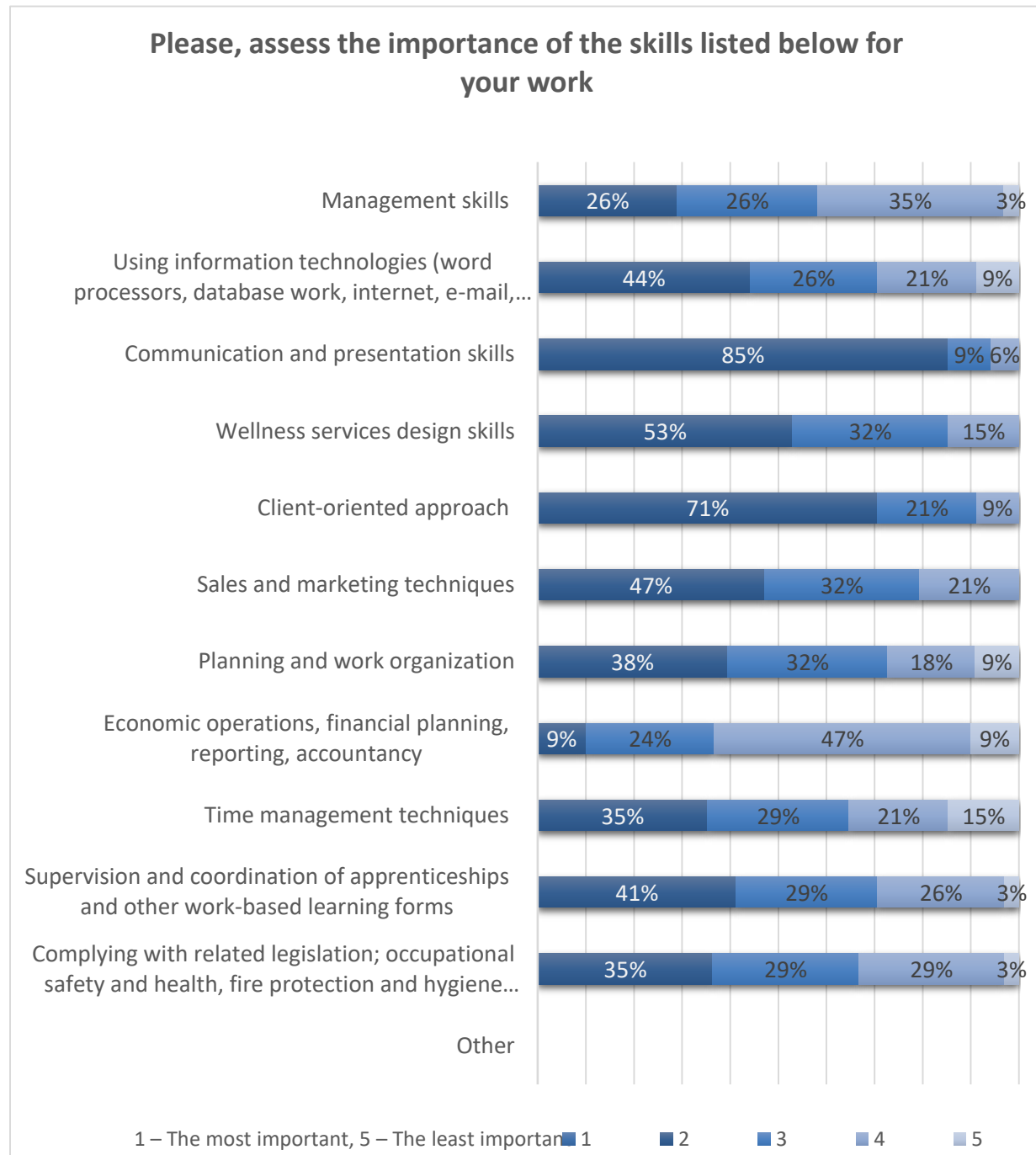
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This chart answers the question what is the most important type of knowledge that is crucial for the work according to providers. It is clear that Knowledge about the wellness services and products is the most important type of knowledge being said by 75% of the respondents. More than half of them said that knowledge about foreign languages is crucial too. Leadership and motivation are important. What is interesting is that psychology of sales and marketing are pointed as more important than knowledge about the tourism services and products, time management, work organization, IT, consumer rights and legislation regulations. So providers basically said that selling the product is more important than the product itself and legislative regulations. This fact raises questions about the quality of the service offered and the lack of strategic approach.

2.10. Assessment of the SKILLS.

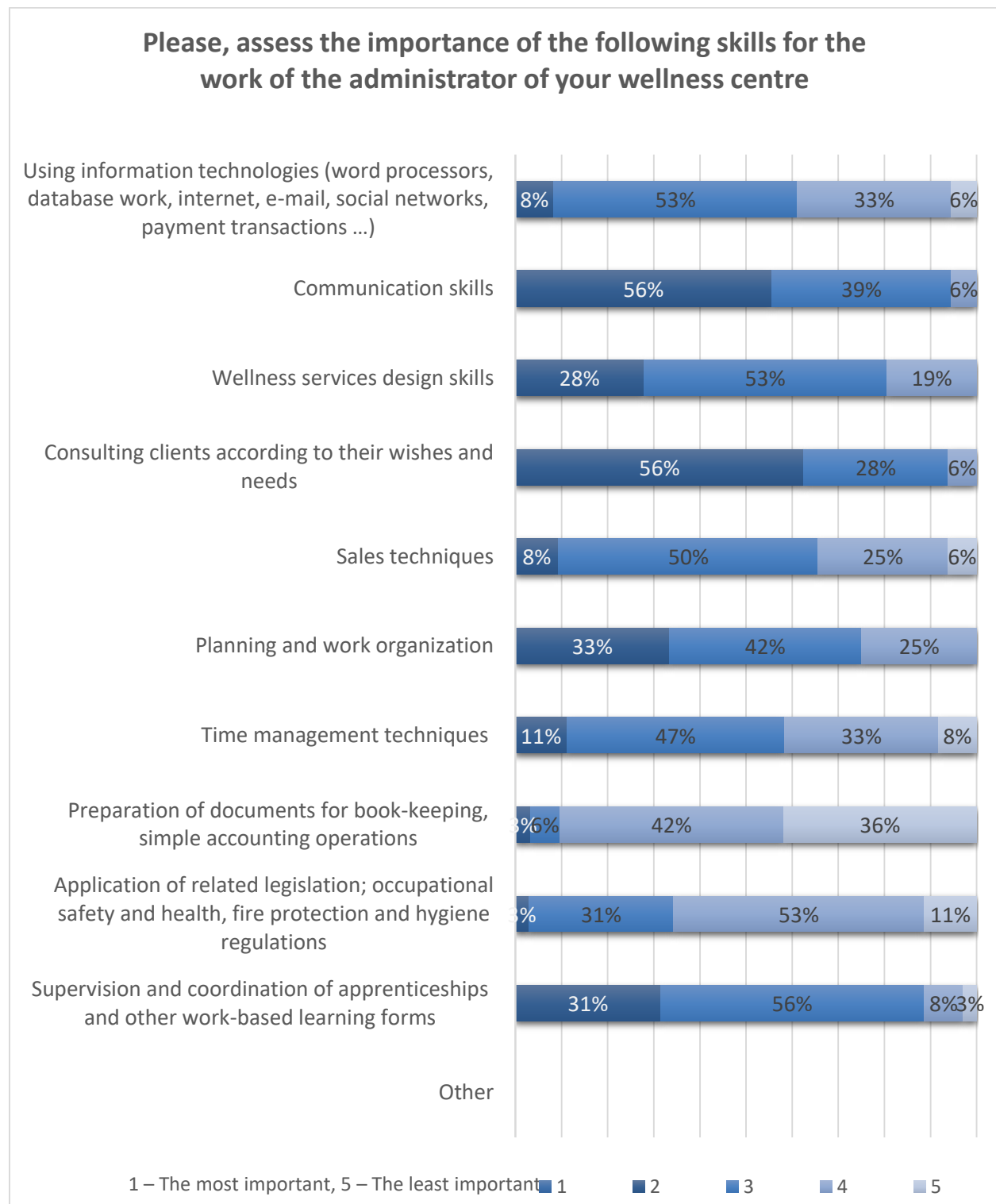
Please describe skills according to their importance to the work of the administrator of your wellness centre (1 – the most important, 5 – the least important). Please provide main conclusions.



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The chart shows which skills are indicated as important for the work, according to specialists, acting as AWC. Most important for work are Communication and presentation skills and Client-oriented approach, but Wellness services design skills and Sales and marketing techniques are also pointed as important. Economic operations, financial planning, reporting, accountancy are pointed with least importance.

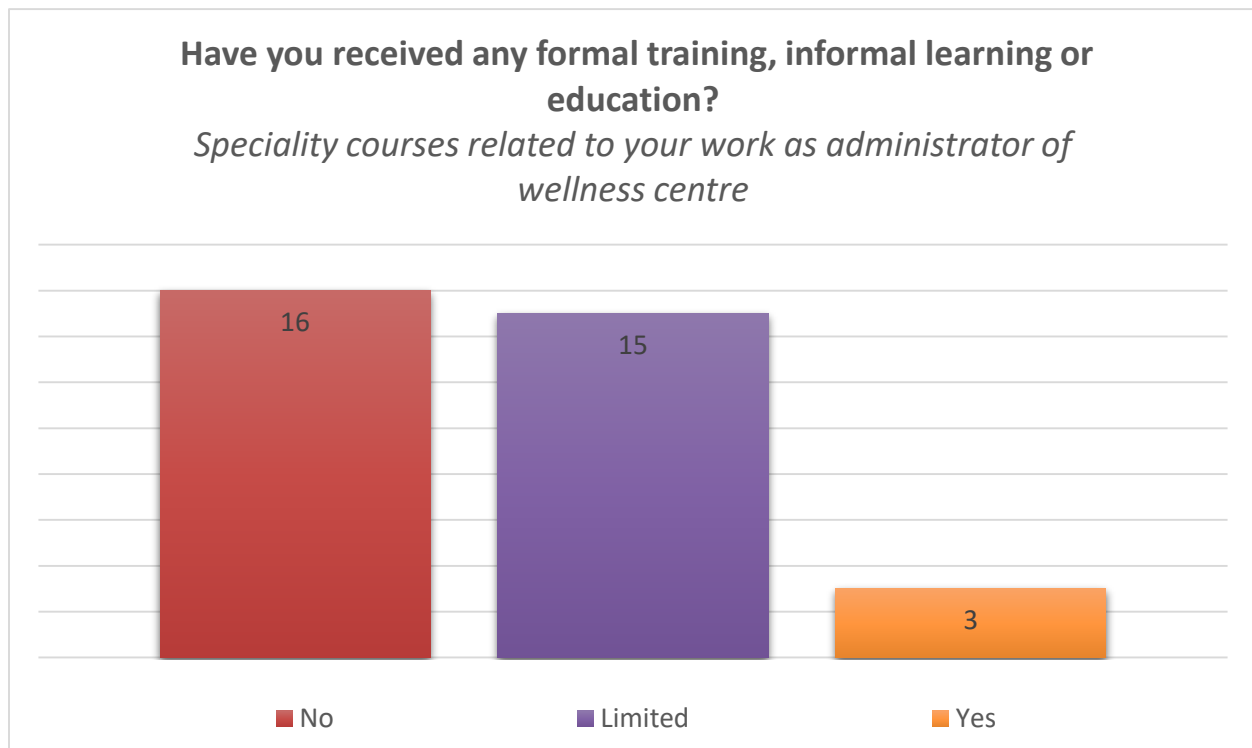


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According to providers Communication skills and Consulting clients according to their wishes and needs are pointed as the most important for more than half of the respondents. Supervision and coordination of apprenticeships, planning and work organization, sales techniques, wellness service design skills and using IT are also stated as important. Preparation of documents for book-keeping, simple accounting operations is not popular skill for providers.

2.11. Training received.

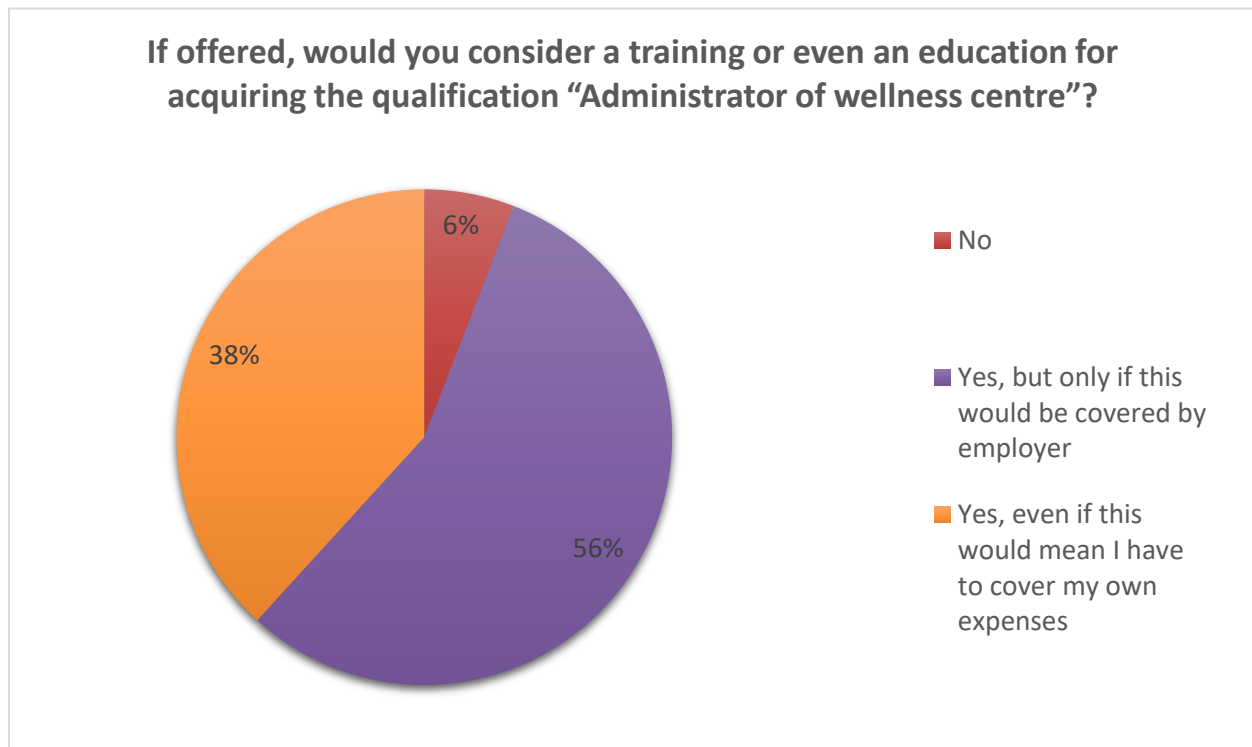
Please describe AWC training received related to work as AWC. Please provide main conclusions.



Only 3 specialists acting as AWC stated that they have received formal training, informal learning or education related to their work as administrator of wellness centre. The rest of the respondents stated that they haven't or have received only job training after entering this job.

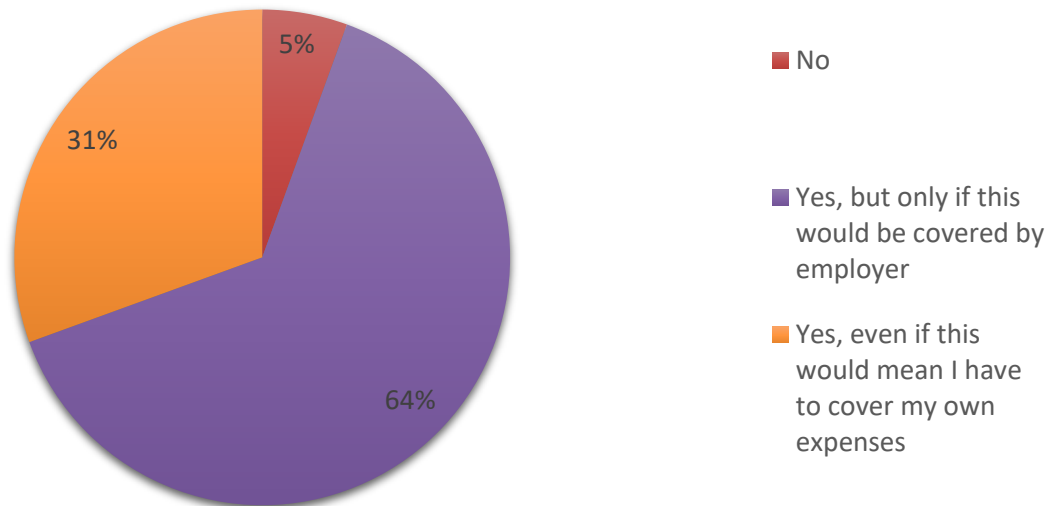
2.12. Acquiring AWC qualification.

Please describe preferences of 1) specialists, acting as AWC and 2) specialists, providing services in wellness centers to acquire qualification AWC. Please provide main conclusions.



56% of the specialists acting as AWC are willing to start an education program or training course, but only if this would be covered by employer. 38% of the respondents want to start education program or training course even if they would have to cover all the expenses.

If offered, would you consider a training or even an education for acquiring the qualification “Administrator of wellness centre”



95% of the providers want to start training or education for acquiring the qualification “Administrator of wellness centre”. Almost half of them (31% of total respondents) would cover their own expenses.

Having in mind that the respondents are professionals who actually work in the profession and have extensive experience in it, these results are a clear sign that in wellness tourism there is a great need for trained specialists and an integrated qualification program for this type of workers in particular. The desire to learn and acquire a qualification even among them shows a great gap in the education system and lack of opportunities for training in this particular field

2.13. Training needs.

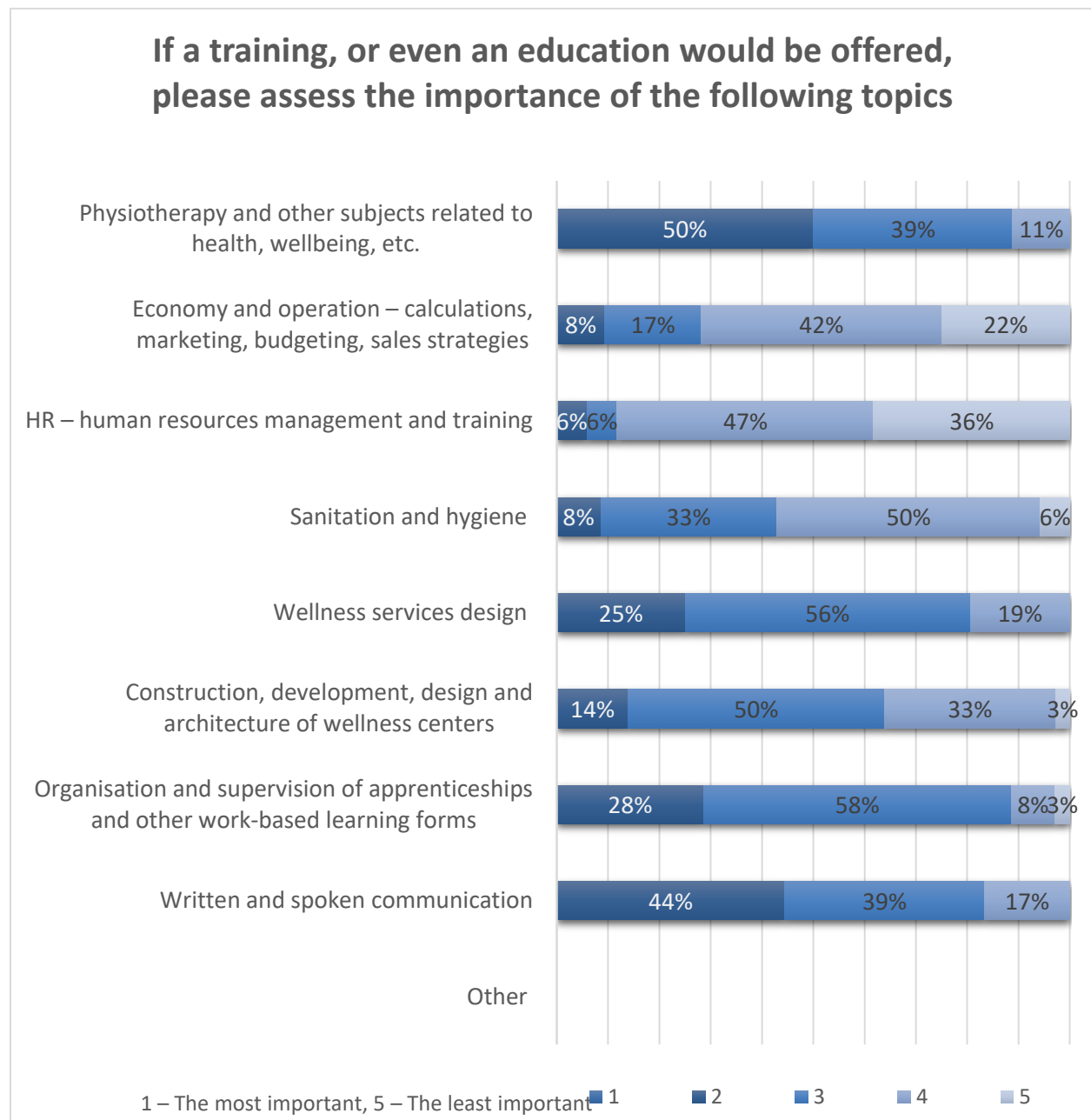
Please describe needs for AWC training themes. Please provide main conclusions.



We see which topics should be contained in a professional qualification program, according to specialists, acting as AWC. They consider it important to cover subjects like Wellness services design, Written and spoken communication, Physiotherapy and other subjects related to health,

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wellbeing, etc., HR but we should notice that all of the suggestions were marked as important in a way.



Providers said that it is important to include topics like Physiotherapy and other subjects related to health, wellbeing, Written and spoken communication, Organisation and supervision of apprenticeships and other work-based learning forms, Wellness services design and in some way Construction, development, design and architecture of wellness centers. Oddly, managerial

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activities as Economy and operation and HR are not considered as important in a qualification curriculum.

3. Overall conclusions

Please summarise and provide main conclusions on main identified work activities and tasks of an AWC which is the necessary for their successful implementation knowledge, skills and competences. Please use results analyzes of occupational standards and results of questionnaires.

In Bulgaria, the vocational education and training system is rather complex, but it produces good results and there is a will from behalf of the stakeholders for developing and co-operation in order to meet the needs of the labour market. With regard to AWC, there are several similar VET professions and specialties in Bulgaria that overlap some of the functions and activities. They are from several different professional directions, depending on where is the focus of the professional profile is.

The most overlapping activities are with the following professions: "Thermal therapeutic procedures specialist", "Beautician", "Instructor" from Professional direction "Hair and beauty services", "Tourist agency activities organiser", Hotel-keeper" with specialties "Hotel organisation", "Hotel organization and management", "Organisation of activities in accommodation providing establishments" and "Hotel administrator" with specialty "Hotel services organisation".

The results of the survey lead to several main conclusions:

- *Experienced professionals working in the wellness sector have a strong need for training. Many of the representatives are willing to cover their own training costs, even though they are professionals with some experience in the field, and they have an education degree for at least upper-secondary school.*
- *Taking into account the dynamic development of wellness tourism, the need for specialists with AWC profile is highlighted, with survey participants specifying exactly what professional qualities are required by such professionals.*

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- *Communication skills, foreign language skills, advising guests and clients, organizing, coordinating and monitoring the wellness service are of utmost importance for the performance of the AWC.*
- *As regards the professional knowledge that the person who will work as an AWC should acquire, knowledge of foreign languages, knowledge of wellness services and products, related legislation, work organization, etc. are important.*
- *It is important to note that the administrator of the wellness center does not have to perform the specific procedures, its main responsibilities are mainly the contact with the client and the referral to the appropriate procedures for him / her. The deep knowledge of the specific procedures, as well as the medical knowledge and cosmetics, must be affected in some way, but the focus on preparation is in other areas.*

Taking account the conclusions presented, the most suitable approach for a future AWC qualification should be including some of the suggested main groups of working activities:

1. Client servicing and sales consultation

Welcoming clients

Determining clients' needs from wellness product and services

Advising clients for the best choice of wellness services

Preparing and presenting professionally individual wellness program

Clients scheduling, registration and work with a client register/database

Payment services

2. Providing wellness services in the center

Wellness services design

Ensuring adequate conditions for the quality of wellness services

Creating harmonious and relaxing environment in the center

Keeping inventory and ordering products necessary for wellness services

3. Organization of the working process in the center

Organization, coordination and monitoring of the wellness services provided in the center

Scheduling and coordination of the work of specialist providing wellness services

Continuous education in the field of wellness services and products

Supervision and coordination of apprenticeships and other work-based learning forms

Reporting to the superiors

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Annex No. 1: Occupational profile of WELLNESS CENTRE ADMINISTRATOR

Country: Bulgaria

EQF level: 4

Overall short description of profession:

The Administrator of Wellness Center (AWC) accepts, registers and advises clients to certain services or service packages according to their individuality. The administrator adheres to the rules for meeting VIP guests. AWC keeps regular registration records. The AWC informs guests of the basic and additional services offered; assist in organizing services. The AWC forms and maintains guest accounts, prepares invoices and reports funds.

The AWC works in a team with the rest of the staff. In his / her work the AWC communicates, coordinates and cooperates with colleagues. In the event of extreme situations and incidents, the AWC contacts the law enforcement and fire safety authorities. The AWC strictly complies with the legislation and rules on health and safety at work and environmental protection.

The AWC assists in improving the quality of service as well as the good reviews of the guests from their stay. The AWC informs himself/herself about the latest developments in wellness tourism. For all complaints received, the AWC informs his or her supervisor.

In his / her work the AWC communicates with the guests in Bulgarian or foreign language according to the established standards, showing tactics and competent proficiency in the professional terminology; respects the rules of morality, ethics, discretion, communicativeness, teamwork, labor and financial discipline, responsibility and professionalism. Applying the principles of hospitality and giving personal attention, cordiality and respect to each guest.

Description of main tasks and duties:

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1. Responsible for welcome the client
2. Determining clients' needs from wellness product and services
3. Advising clients for the best choice of wellness services
4. Preparing and presenting professionally individual wellness program
5. Clients scheduling, registration and work with a client register/database
6. Carrying out payment services
7. Responsible for wellness services design
8. Ensuring adequate conditions for the quality of wellness services
9. Creating harmonious and relaxing environment in the center
10. Keeping inventory and ordering products necessary for wellness services
11. Organization, coordination and monitoring of the wellness services provided in the center
12. Scheduling and coordination of the work of specialist providing wellness services
13. Provides continuous education in the field of wellness services and products
14. Supervision and coordination of apprenticeships and other work-based learning forms
15. Prepares weekly and monthly reports to the superiors

Skills, Professional knowledge and Competence necessary for fulfilment of main tasks and duties:			
Task	Skills	Professional knowledge	Competence
1.	Products & services presentation	Knowledge about wellness products and services	Ability to present successfully wellness products and services
2.	Products & services presentation	Knowledge about wellness center specific services	Ability to present successfully wellness center products and services
3.	Ability to provide normal working process in the wellness center	Knowledge about way of ordering wellness product, equipment, materials and consumables	Ability to assure all needed wellness product, equipment, materials and consumables

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4.	Ability to plan schedules and to provide normal working process in the wellness center	Knowledge about specific staff employed in the wellness center	Working in a team is able to provide normal process in the wellness center
5.	Products & services presentation	Knowledge about the Wellness market trends (on regional, national, international level)	Ability to make comparative wellness market analysis

Skills, General knowledge and Competence necessary for fulfilment of main tasks and duties:			
Task	Skills	General knowledge	Competence
1.	Organizational skills	How to plan and organize daily tasks	How to organize work place and tasks for the daily activities
2.	Communicational skills	Active listening Knowledge about communicational barriers, body language	Understanding other's point of view (empathy) Active listening Using "client's" language
3.	Client orientation	How to create cooperative relationships with client Understanding client's needs Knowledge about different types of personality	Understanding client's needs and motivation
4.	Active listening	Knowledge about communicational barriers, body	Using the "right" questions Eye contact Do not interrupt client

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		language, importance of the eye contact	
5.	Presentation skills	Knowledge about professional preparation How to present effectively	Speaks about benefits to the client Using flowery language Making desired association
6.	Negotiation skills	Knowledge about negotiation process Understanding different types of negotiation techniques and styles	Understanding client's needs Knows what are the topical promotions Use negotiation techniques
7.	Conflict management	Problem solving logic Knowledge about ordinary customer's reasons for the conflicts Change management	Try to understand the reasons for the problem Stay focus on the client's needs Do not judge the client Problem solving
8.	Ability to motivate others	Knowledge about motivators on the work place How important is flexibility	Use different motivational techniques Believe in the staff abilities
9.	Emotional intelligence	Knowledge about self motivation, self control, empathy, scale of emotions	Stays selfmotivated Use self control
10.	Goal settings	Knowledge about planning process, using plan and making adjustments	Understands what is important for the business improvement Defines SMART goals Works with the clear plan
11.	Responsible for the results and quality assurance	Knowledge about quality assurance	Following quality standards

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		elements, techniques for quality control	Do not exclude mistakes and complaints To be the best example for the quality service
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