

A young woman with long brown hair, wearing a red and white checkered shirt and a red backpack, is looking up and to the right with a smile. She is in a sunlit forest with green trees. In the background, a man with a backpack is walking away from the camera.

Wellness Tourism Business

Bachelor of Business Administration

Wellness tourism – part of the growing wellness economy



**GLOBAL WELLNESS
INSTITUTE™**
EMPOWERING WELLNESS WORLDWIDE

GLOBAL WELLNESS ECONOMY

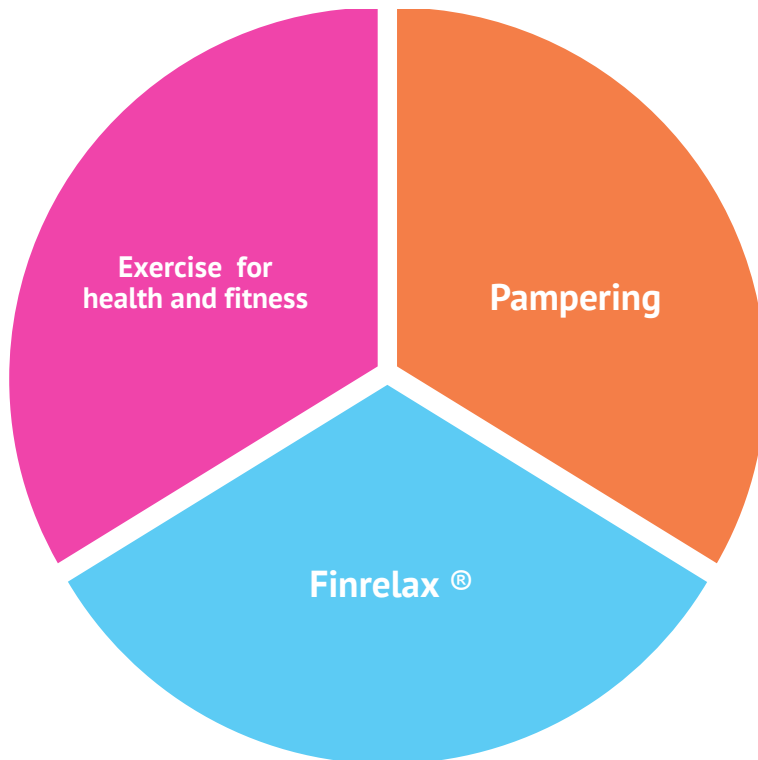
Greater than \$3.4 trillion



Note: Numbers may not add up due to overlap

January 2016

Finnish Wellness Tourism



- Exercise in nature (up and downhill, moving around in bogs etc.)
- Fitness enhancing activities
- Finnish equipment and measuring devices (well-being and exercise technology)
- Professional personal assistants
- Health enhancing programmes, fitness testing systems etc. (incl. workplace health promotion)

- Finnish treatments
- Finnish treatment materials, cosmetics etc.
- High standards and quality
- Personal, professional service
- Clean and peaceful treatment premises
- Improvement of health and well-being

- Finnish sauna experience and sauna traditions
- Pure nature, air and water
- Light exercise in nature
- Silence, lack of disturbance
- The cleanest food in Europe
- Relaxation, stress removal
- Space, light
- Well-being cottage

What do you study?

Where can you work?

- Experts in wellness tourism work for organisations producing wellness and experience services, i.e. hotels, spas, tourism marketing and sales organisations
- Deep knowledge in producing and developing services, in marketing and sales as well as management and leadership in tourism organisations and tourist destinations
- Your studies are characterized by projects for organisations and companies, joint studies with partner universities as well as an international study environment
- You can study in English!





Courses in English:

- Introduction to tourism and hospitality 5 op
- Communication and cultural sensitivity in service encounters 5 op
- Experience management 5 op
- Service operations management in a wellness company 5 op
- Sales and revenue management 5 op

The importance of customer service



Personal and professional service
putting the customer first

**What personal qualities are suitable for
working within wellness tourism?**

Turku – the city of students

- 180,000 inhabitants
- Lively city with lots of students
- 6 higher education institutions, 20% of the population students
- Extensive variety of leisure time activities and excellent sports facilities
- Wide range of cultural activities

www.youtube.com/watch?v=shEw8SkTy_Y



Finland is the best source of natural wellbeing in the world

www.visitfinland.com

www.visitfinland.com/finrelax



Thank you!

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For further information:

Telle Tuominen

Marianne Renvall

Annika Karppelin

Heidi Tuominen

Susanna Saari

firstname.lastname@turkuamk.fi