



NEWSLETTER

Spring 2010 for the 5th Annual Conference in Budapest

Championing Spa Standards for Consumers and Industry Professionals

BISA2010BUDAPEST

INTERNATIONAL SPA CONFERENCE 3-6 JUNE 2010



WELCOME TO BUDAPEST

Welcome to the British International Spa Association's fifth annual conference in Budapest, regarded as one of the most beautiful cities in the world. Expanding upon centuries of spa culture, architecture and traditions, the conference has been designed to offer the international spa community an opportunity

to engage in contemporary industry topics in an exciting location with countless spa related attractions within close proximity to our host, the Danubius Health Spa Resort Margitsziget.

In this newsletter you will find an overview of the conference speakers and topics together with a selection of introductory articles by some of the speakers who will be presenting and giving workshops at the conference.

On behalf of the BISA Council I welcome you to Budapest and look forward to an interesting and stimulating conference!

Marion Schneider
Chairwoman

British International Spa Association
www.spaassociation.org.uk

2 June 2010

14:00 **Pre-Conference Spa Tour of Selected Spas and Turkish Baths in Budapest**

3 JUNE 2010

RESPONSIBLE SPA – SPA ARCHITECTURE, DESIGN AND ART



09:00	BISA Annual General Meeting
12:00	Lunch
14:00	Welcome by Marion Schneider, Chairwoman of BISA
14:10	Moderator: Janice Gronvold Greening the Spa, Hospitality and Tourism Industries
14:30	Guido Bauer Green Business Practices and Benchmarking Guidelines for Spas, Hotels and Resorts
15:00	Bradley Cox, Dr. Peter Zimmer and Guido Bauer Green Marketing for the Travel Industry
15:30	Panel: Green Benchmarking for the Spa, Hospitality and Tourism Industries
16:00	Tea, Coffee and Refreshments
16:30	Micky Remann Creative Spa Environments
17:00	Linda Troeller Trends in Spa Architecture, Design and Art
17:30	Ute Rührig Green Spa Opportunities (and Risks?) for Spa and Hotel Projects
18:00	Break
20:00	Blue Wolf, Micky Remann and Musia Heike Bus Waters of the World Evening

If water had a voice, what would it say to us today? The notion of “talking water” may seem naive to some, but it helps change our perspective and reconsider our relationship to water. It changes from being a mere commodity to become a “being” full of charm, myth and mystery, demanding respect and reverence. Participants are invited to join in a programme that reflects the life and spirit of water with an open heart, an open mind – and an element of surprise.



4 JUNE 2010

SPA BUSINESS – INTERNATIONAL PERSPECTIVES ON INDUSTRY TRENDS



09:00	Moderator: Mark Moloney Spa Business – An Introduction to the Topics and Speakers
09:20	Terry Stevens New Tourists and New Demands: Market Trends in Wellness Tourism
10:00	Dr. Franz Linser The Evolution of Spas towards Life Management Programs
10:40	Tea, Coffee and Refreshments
11:10	Roger Allen The Business of Creating a Unique Spa
11:50	Anna Bjurstam Maximizing Profitability
12:30	Lunch
14:00	Kate Hardcastle and Richard Gomersall Transforming Your Revenue Performance by Delighting Your Customers
14:45	Jane Crebbin-Bailey Future Trends in Spa Education
15:30	Tea, Coffee and Refreshments
16:00	Dr. Peter Elsner Water and the Skin
16:45	Katinka Will Attracting High Performance Personnel
17:30	Break
20:00	“Spa Organizations of the World” Networking Evening • Marion Schneider: BISA UK • Sonal Uberoi: Spain and Portugal • George Tavelis: Cyprus Spa Association Invited representatives of various spa organizations will be addressing current economic and cultural issues concerning spas and developments in spa and medical integration. This evening is dedicated to networking and exchange and is an open forum for all conference attendees.

5 JUNE 2010

SPAS, MEDICINE, WELLNESS AND THE HEALING ARTS



08:30	Hungarian National Tourist Office, Jean-Guy de Gabriac, Marion Schneider Health Tourism in Hungary / Information about the Workshops
09:00	Moderator: Jean-Guy de Gabriac The Evolving Roles of Spas in the Medical, Wellness and Healing Arts Arenas
09:20	Mark Wuttke and Jörg Demuth International Standards for Skin Care Products
10:10	Dr. Iman Hakim Public Health Programs and their Relevance for the Spa Industry
10:40	Tea, Coffee and Refreshments
11:10	Motti Essakow The Revival of Organic Spas
11:40	Dr. László Puczkó Medical and Wellness Tourism
12:30	Lunch
14:00	Mary Elizabeth Bondu Developing Water Therapies for Spas
14:45	Kevin Turnbull A New Paradigm – the Convergence of Spa and Medical Tourism
15:30	Tea, Coffee and Refreshments
16:00	Sandra Murcia The Role of Relaxation in Future Spa Development
16:45	Bart Zonnenberg The Truth behind Salt Rooms – Differences & Commonalities
17:30	Break
Evening:	A joint celebration with the 1 st Olympics of Tourism with live music, dance and entertainment and sweets, snacks, sandwiches and midnight “gluttony.” Location: The Bourbon House, Abonyi Street 22, 1146 Budapest. Price: 15 Euro plus transfer

6 JUNE 2010

HANDS-ON SEMINARS & BUSINESS WORKSHOPS



08:00-08:45 **Spa Tour with Spa Manager Mike Wallace** (free of charge)

09:00-11:00/ Anna Bjurstam and Roger Allen
11:15-13:15 **Optimizing Business Performance**

09:00-12:00 Hans-Peter Kuhl
Sustainably Valuing the Water of Life

09:00-12:00 Shambala Cornelia Wegner
**Meridian Energy Techniques –
a Powerful and Efficient Therapy of Energetic Psychology**

13:00-16:00 Nirvano Martina Schulz
Aloha – Hawaiian and Native Bodywork

09:00-12:00/ Dr. Joseph Dillard
13:00-16:00 **Personal Transformation: Integral Deep Listening (IDL)**

Learn all about the BISA Gold Sponsor



Microsalt provides safe, intelligent, fully-controlled Dry Salt Aerosol Climatherapy Systems to protect, cure and revitalize airways and skin, and in turn provides a positive contribution to the well-being of people worldwide.

How did it all start?

In 2005, Bart Zonnenberg, Managing Director of Microsalt International BV, undertook market research to find out more about halotherapy and, more specifically, to assess the truth behind what was being marketed about salt rooms. He could not believe that by building up walls from salt and covering the floor with salt, a salt climate could be realized and used to effectively treat people suffering from respiratory discomforts. He also looked at saline cabins where evaporated salt water was brought into the cabins.

Based on findings and experiences collected in Poland, the Baltic States and Russia, the decision was made to develop



technology to create fully-controlled dry salt aerosol microclimates. In close collaboration with technical and medical institutes, a safe, dry salt aerosol microclimate solution was developed. In 2008, Microsalt began implementing their solution in various spas, hotels, clinics and other types of companies that provide either prophylactic health improvement solutions or use the Microsalt rooms to effectively treat people. Today, Microsalt Dry Salt Aerosol solutions can be found in 10 countries. Bart Zonnenberg will present his system during the BISA Conference on June 5th, 2010.

Green Globe—Addressing a Global Dilemma of Environmental Challenges

It seems that suddenly the world is concerned with green issues and concepts of sustainability. The universal fear about carbon pollution and the deleterious effects of other dangerous greenhouse gases has major governments of the world taking action. And within this climate-change/global-warming debate, hospitality, travel and tourism have been identified as industries that need to clean up their act. It has been estimated that air travel alone accounts for approximately 3 percent of the world's total CO₂ output.

It is too simplistic, however, to say that reducing travel (particularly air travel) is the panacea. A much bigger issue is the carbon pollution that is created in our daily lives – the daily commute to work, the bigger homes we are building (heating and cooling our homes accounts for an estimated 21 percent of CO₂ emissions) and the high consumptive lifestyle many aspire to, are more serious threats to the global environment.



Intercontinental Tahiti

The environmental challenges we face are truly a global dilemma – and in saying that many of us believe there is little that individuals can achieve. But surely, the very opposite is true and today more than ever we as individuals have certainty over one irrefutable fact – the environment of our towns and cities, our countries, our continents is linked through the actions of all our individual choices. We should be more committed than ever to knowing that it is all the little decisions we make daily that produce a global impact. And the better those choices, the more positive the outcome for the world's environmental health.

The Green Globe certification program puts into action this belief that individual choices can make a world of difference. When travellers see the Green Globe logo it tells them that the hotel they are staying at or spa they are enjoying, is constantly improving their environmental performance. That is, the businesses are using less electricity and water than they did the previous year and have invested in recycling practices or are finding ways to minimize waste. These companies will also have developed social programs that bring direct benefits to their local community, provide extra-curricular training or skills development for staff, or engage in similar welfare based activities.

This is individual businesses putting into action management systems that are reducing greenhouse gases, reducing waste and water use and improving local communities. All the efforts of these enterprises make a measurable difference. And while Green Globe certified companies are working at protecting their part of the world, individual travellers can also be making a global contribution to sustainable tourism. Not surprisingly this contribution can be made in the same way by applying the same practices at home. Minimizing our own energy use within our homes, recycling waste, sharing a car; these types of day-to-day changes make the biggest environmental impact for the whole world.

Today we recognize that there is no typical green consumer, but there is clearly growing international awareness of the environmental impact of human activities on current and future generations by individuals, communities, organizations and governments. The challenge for the business community is to educate clients that supporting businesses that implement sustainable business practices is part of a sustainable lifestyle. Increasingly, today's traveller, spa/hotel/resort guest wants to know how the sustainable management of the property makes their visit a much more fulfilling experience in contributing not only to their individual health, but also in demonstrating intelligent use of resources that minimize negative environmental impact.

by Bradley Cox, COO of Green Globe

Bradley Cox is COO of Green Globe and will be profiling examples of Green Globe projects during presentations and panel discussions at the BISA 2010 Conference.



Amadeus Royal, Europe

GREEN GLOBE

www.greenglobe.com

The Green Globe program traces its roots back to the United Nations Rio Summit in 1992, where 182 heads of state from around the world endorsed the Agenda 21 principles of sustainable development. The Earth Summit was unprecedented for a U.N. conference, as it was the first time world leaders acknowledged, as a group, that consumption of non-renewable resources was leading to environmental degradation.

Green Globe Certification, an Affiliate Member of the United Nations World Tourism Organization (UNWTO) provides certification, training and education, and marketing services in 83 countries worldwide. Based in Los Angeles, California and with partners in Mexico, South America, South Africa, Middle East, the Caribbean and Europe, Green Globe Certification provides certification for the sustainable operations and management of travel and tourism companies and their related supplier businesses. Green Globe Certification also maintains a global network of independent auditors who provide third party inspection and validation.

The Green Globe Certification Standard is based on internationally accepted criteria developed during the 15 years of the Green Globe program. Green Globe

Certification is active in harmonizing with other established sustainability certification programs around the world. This process contributes to maintaining core criteria and at the same time addresses regional issues through the adoption of locally developed standards.

Chiva Som, Thailand



The Business of Creating a Unique Spa: Sihl Park Wellness, Switzerland

Located in Feusisberg, Einsiedeln (30 km from Zurich), Sihl Park Wellness is part of a new 70,000 m² mixed-use real estate development which includes an 82-key four star Ramada Hotel.

The objective was to create a sustainable and unique spa development that would add value to the real estate investment and provide local residents with an amenity and service they would be proud to regularly utilize. We were also required to integrate into the contemporary design reflected throughout the development.

The Uniqueness

There were a number of unique elements that the feasibility study identified, but it was the concept of a self-service hamam that would be the standout. Hamam's traditionally require staff to help guide the guests through the various thermal rooms and provide the therapeutic touch for exfoliating the whole body and administering the cold water dosing. The self-service hamam concept was designed to allow guest to go on the journey themselves and be in com-



Sihl Park Wellness, club swimming pool and reception

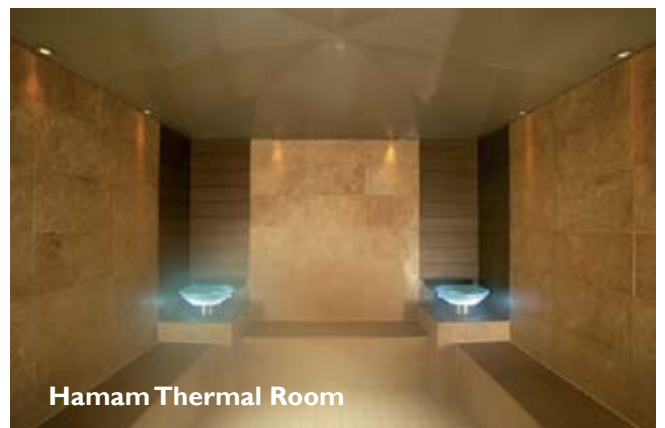
The Business

The feasibility study helped flush out limitations and identify opportunities, amenities and services that would best contribute towards the success of the project. Constant feedback between the Thermarium divisions during the feasibility planning ensured that initial draft designs and budget plans met business objectives and approval by the owners. The feasibility study included a 5-year profit and loss statement answering all important questions such as: How much is it going to cost? How much is it going to make? And when is it going to repay the investment?

The proposed business would be a 1590 m² Wellness Club comprising of a fitness centre, thermal circuit zone, hamam area, 3 multi-purpose treatment rooms, 1 spa suite, swimming pool, and a juice bar. Supporting the overall concept was a compelling mix of amenities and services that were designed to serve both local residents and guests from the adjacent hotel. Revenues would be generated by a mix of various membership offerings and individual services and products. Operational expenditures were kept to a minimum because the concept was designed to reduce employee support (without compromising quality), as exemplified by the self-service hamam facility.

plete control of various therapeutic stages of the hamam experience without the need for therapist guidance.

This was achieved by user-friendly navigation providing guests with a waterproof map that helped guide them through various hamam thermal rooms and water experiences. By limiting the requirement of staff for this particular area we made the hamam experience an affordable amenity, therefore increasing potential demand volumes. The low entry price for the hamam would also increase the guest demand and affordability for the rasul bath and soap massage stations located at the end of the hamam journey.



Hamam Thermal Room



Plan and reality: drawing (left) of the hamam shower zone and as built (right)

Delivery of the Spa

During the process of development, Thermarium provided draft planning and budgeting, feasibility studies, interior design, M&E planning as well as project management supervision and also manufactured and fitted all spa amenities.

Delivery of a spa is not complete without the spa being ready to promote its offering and serve its guests, all of which requires tremendous know-how and experience. During this final stage, Thermarium also provided pre-opening assistance which included staff recruitment and training, service and product development, and initial marketing, all of which played a significant role in establishing the business on the path to success.

Sihl Park Wellness opened its doors on the 11th January 2010 and is successfully providing a high-quality club spa experience. This project is a leading example that demonstrates spas can be unique, affordable and developed upon solid business principles without compromising the guest amenity or service experience.

**by Roger Allen, Managing Director,
Thermarium Spa Management**

Roger Allen is the Managing Director of Thermarium Spa Management and will speak on *The Business of Creating a Unique Spa* at the BISA 2010 Conference. He will also be presenting an in-depth workshop on June 6th on *The Business of Creating YOUR Unique Spa*.

ROGER ALLEN, THERMARIUM

www.thermarium.com

Thermarium Spa Management is a division of Thermarium Bäder-Bau GmbH and provides financial analysis and business planning for some of the world's leading hotel and leisure industry investments.

With a business management degree and various diplomas specific to the health industry, Roger Allen began his career in health and fitness in the UK, and has worked internationally in markets as diverse as the Asia Pacific region and Central and Eastern Europe. Recognized for innovative initiatives, Mr. Allen has developed an impressive career developing successful strategic spa investments and pioneering new trend-setting concepts.

Thermarium is renowned all over the world for delivering specialized design and manufacturing of spas and bespoke spa resources. The company is based in Tyrol, Austria with offices also in North Carolina, Moscow, Hong Kong and Abu Dhabi.

Plan and reality: rendering (left) of the hamam thermal room and the end result (right)



Evolving International Standards for Green Skin Care Products

It's official. Green is mainstream.

Over the past decade, the increased demand for natural and organic skin care products resulted in more green companies and more green products. The good news is that consumers have more choices than ever before. But while some of these companies and products are authentically green, others are merely semi-green, or just barely green. Yet many of them claim the same benefits and quality. How can this be?

The short answer is it can't. So how do spas and consumers make the right choices, and separate the authentically green companies and products from the mimicry and marketing spin that comes with expanding markets?

During my presentation at the BISA Conference, I aim to demystify the language and put into plain and simple terms the steps one needs to evaluate the authenticity of a brand. Below is a brief overview.

Certification: Is it What it Says it is?

Certification provides a common language to the industry and consumers, ensuring we agree upon and honestly communicate minimum standards and requirements for the products we use. Not all certifications are made equal, and having a basic understanding of the common ones goes a long way to knowing what you're getting.

Safety and Toxicology: Natural does not mean Safe!

Products that we physically come into contact with or ingest have both short and long-term effects on our well-

being. There are benefits and risks to any product whether it be natural or chemical-based. I'll break down the main things to look for and stay away from, and explain some of the trade-offs between health risks, environmental risks, and costs.

Evidence Based: Does it Work?

How do conventional and natural products work, and what are the active ingredients that yield the results claimed on the bottle? Evidence based clinical trials provide the benchmark by which the effectiveness of products are measured. While conventional products have utilized clinical tests as the basis for their claims for decades, organic and natural products are now gaining enough consumer support to justify the investment into clinical results to prove their efficacy.

Social Responsibility: Green at whose cost?

How are products created and what are the human ecosystems that support the production of them? Companies are in the business of making money, but the organic movement has raised the bar for the way companies treat their partners. From the farmers who cultivate the ingredients, to the packages that deliver them, every choice a company makes can have as much impact on whether consumers choose to use their product as the product itself.

Sustainable: Personal vs. Planetary Beauty!

Companies also need to consider how to minimize their impact on the environmental resources from which they

Beauty products made from organic and replenishable sources are gradually replacing traditional chemical and petroleum-based products.





Green means natural, organic, and also sustainable.

harvest their products. For decades chemical and petroleum-based methods were utilized to meet continuing demand. What are the ways in which companies can build a regenerative process to ensure that the products we create are not only safe, effective and responsible, but in the long-run sustainable?

by Mark Wuttke, Principal, Wuttke Group

Mark Wuttke will be speaking on June 5th at the BISA 2010 International Spa Conference on the topic of *Evolving International Standards for Skin Care Products*.



The choice of green skin care products is expanding constantly. But how can we tell how green they are?



**MARK WUTTKE,
WUTTKE GROUP LLC**
www.wuttkegroup.com

Mark Wuttke heads the Wuttke Group, LLC, a world-class business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging

category of eco-chic. Mark is an editorial advisory board member of Organic Spa Magazine, and works closely with LOHAS, Green Spa Network, and Natural Beauty Summit in America & Europe.

On June 5th, Mr. Wuttke's presentation, *Evolving International Standards for Skin Care Products* will address the impact of increased consumer demand for natural and organic personal care products. Topics will include how these trends are influencing evolving industry regulatory guidelines, increased ingredient transparency and demand for more sustainable management of natural resources.

Mr. Wuttke is highly regarded internationally for his ability to demystify "greening the industry" and provide up-to-date information and resources spa professionals need to evaluate the authenticity of a brand.

Optimizing Business Performance: Avoiding Common Shortfalls in Spas

In today's uncertain economic climate, spa owners and managers are required to closely analyze their business and be prepared to make necessary adjustments to ensure long-term viability. Various tools such as an up-to-date business plan and marketing analysis supported with efficient operations, strategic marketing and ongoing internal and external audits are essential to optimize planning a spa and ongoing business performance.



Raison d'Etre Spa at the Grand Hotel, Stockholm

When planning a spa it is important to be clear on two major factors – the concept and the size. Many spa owners will have a vision of both from the outset, but there are several other factors that *must* be taken into account:

- Market analysis with competitive study
- For *day spas*: the type of spa and area demographics such as nationality, age, and income.
- For *hotels*: the type of hotel, hotel occupancy and double occupancy, the location of the hotel, the average length of stay, as well as guest demographics such as nationality, age, and income.

The optimal size of the spa, or more specifically the ideal number of treatments rooms, is then derived from a projected number of treatments per day based upon market potential, demographic analyses and financial forecasting.

The extent and diversity of a spa's facilities and services will be heavily influenced by the type of spa envisioned – be it a day spa, hotel spa, resort spa or destination spa.

The nature of a day spa suggests the need for appropriately allocated retail areas and more extensive beauty facilities. A destination spa, on the other hand, needs to place greater emphasis on consultation rooms, relaxation areas and wet areas.

If we look at existing spas already in operation, we see that profitability varies to a great extent. A recent study noted that profitability in hotel spas varied from +70.8% to -38.7%. These figures are indicative of a spa business model still evolving within the hospitality industry. For some hotels, the spa can sometimes be more of a brand extension that helps sell rooms, but may not be a strong performer as a standalone business.

While it may appear an overly simplistic view, the truth is that only two things generate revenue in an existing spa: (1) new customers and (2) old customers. New customers are brought in through branding, marketing and word of mouth; old customers are brought back by the quality of their experience.

All spas need to do an annual market analysis. Any successful business will ensure that they understand their client's needs and wants. It is equally important that the client clearly understands the services that are being provided. Knowledge of your market and clarity of language is fundamental. We are constantly surprised how often we find these two basic principles lacking.

Due to the number of factors involved in providing an exceptional service and experience, it is often easier to focus on what elements are missing in a spa. This is best done through independent spa audits.

Taj Spa by Raison d'Etre, Taj Exotica Mauritius



Raison d'Etre has developed an objective audit designed specifically for the spa industry supported with spa management education programs. The audit highlights areas of weakness in a business and offers ways to overcome them. There are few spa consultancies that have developed such a complete spa audit with resources and educational tools, another sign of an industry that is still maturing. The hotel industry, by way of comparison, has hundreds of companies whose sole purpose is to conduct hotel audits.

Below are three examples of common shortfalls:

1. *Massage training* – the best seller by far, in any spa, is massage. Yet it is surprising how infrequently in-depth massage training is conducted.
2. *Reception training* – receptionists are often only booking takers, not booking makers. The spa sales team (receptionists) should know the spa menu, regularly try treatments, use the product lines and be able to recommend treatments to different types of guests. The sales team should take an interest in each guest, ask questions to determine the best treatment, recommend treatments, follow up with the guest after the treatment, consequently selling both products and further treatments. The purpose is to maximize revenue, of course, but must be conducted in the best interest of the customer.
3. It is essential to develop a *spa business plan* that sets out values, visions, goals and key strategies along with a strategic action plan. Raison d'Etre's Spa Management education programs ask students to design spa business plans for their current workplace or future projects to be developed.



Atlantis the Palm VIP suite bath

ANNA BJURSTAM, RAISON D'ETRE

www.raisondetrespas.com

For over two decades, Anna Bjurstam has worked in the fitness, wellness and spa industries. Together with hands-on expertise and a Master Degree in Business, Anna has successfully led Raison d'Etre Spas to become one of the leaders in the spa business.

As Managing Director and now Creative Director of Raison d'Etre, Anna is a guiding light for an ever-growing company designing, conceptualizing and operating spas in over 30 countries. Raison d'Etre specializes in individualizing hotel and resort spas, creating a unique experience at each location. Clients include world renowned companies such as Amanresorts, Taj Hotels (with the Taj Spa concept created by Raison d'Etre), Four Seasons Qatar, Capella Singapore, Atlantis the Palm, and One & Only.

Raison d'Etre recently opened their first own Raison d'Etre Spa at the Grand Hotel, Stockholm, Sweden, inspired by Nordic bath house traditions.

If every spa undertook (1) independent audits, (2) proper massage training, (3) reception sales team training, and (4) developed a spa business plan, then profits would invariably move to the credit side of the ledger.

Every spa is different – there is no set rule book on making spas profitable. There are, however, common causes for failure and certain steps integral in creating success. We strongly recommend conducting an independent mystery shopper spa audit to determine the exact shortcomings in your spa – making sure that you do not invest in a business that won't return.

by Anna Bjurstam,
Partner & Creative Director, Raison d'Etre Spas

Anja Bjurstam is Creative Director of Raison d'Etre and specializes in developing individual spa concepts. She will be sharing her extensive experience of assessing and auditing spas in a presentation on *Maximizing Spa Profitability* on June 4th and an in-depth workshop on *Optimizing Business Performance* on June 6th in Budapest.

Survey: “Well What, for Whom, and Where”



Dr László Puczkó from Xellum based in Budapest would like to invite you to participate in a research survey entitled “Well What, for Whom, and Where”.

The objective of this research is to identify the main global and regional trends experts may envisage in health motivated travel by 2020. It covers questions about regional differences and trends as well as how travel may affect quality of life.

The key results of the survey will be presented at the TTRA European Chapter Conference, the Global Spa Summit and BISA Annual Conference. The research is carried out in cooperation with Xellum Ltd, Tourism Competence Centre at Corvinus University Budapest (Hungary) and the Association of Tourism Consultants (Hungary).

The online questionnaire can be accessed from the following link and will take about 10 minutes. Your input is much appreciated: www.kerdoivem.hu/kerdoiv/316443156/.

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Get to know our partners – McLean Reid



McLean Reid offers financial services for the spa industry and acts as an auditor for BISA. Since becoming established in the late 1970s McLean Reid has always maintained the highest professional standards while being approachable and specialises in progressive, growing businesses bring-

ing a pro-active team approach to business issues. Partner Allan Reid, MBA, lectures at the University of Westminster, writes for local business publications and maintains full Financial Advisor accreditation. Both partners have commercial as well as professional experience, with John Champion having served as director of a small international trading company. The Tax and Computer Applications practice brings the same high standards of personal attention augmented by the latest and best software the firm is able to source. McLean Reid stresses planning more than reacting, and want to understand your objectives in order to deliver at least the results you expect (exceeding expectations is something else the firm strives to do).

Email jrc@mcleanreid.co.uk or allan@mcleanreid.co.uk
or see www.mcleanreid.co.uk

Spa Education

Over the last year, BISA and the University of Derby (UoD) have been liaising on spa education and future cooperation. The University of Derby has been delivering spa education programmes since September 2001 and currently offers the following courses:

FdA Spa Management/FdA Spa Therapies

This programme offers two pathways (Management/Therapies) and can be studied either on campus or via online distance learning. The programme is designed to give learners the advanced technical skills and theory they will need to pursue a successful career in the spa industry. Full-time study leads to completion in two years or students can study on a part-time basis and complete in three years. On successful completion of this programme with a merit profile, students are eligible to join the final year of the BSc (Hons) in International Spa Management.

BSc (Hons) International Spa Management

The BSc (Hons) International Spa Management is the only pure spa management programme available at this level within the UK higher education system. Students are introduced to the management concepts and skills that they will need to manage and organise a spa business and are exposed to particular managerial and practical skills as the course progresses. The programme also offers hands-on practice of Western massage techniques and covers the Eastern philosophies of massage. The programme of study is completed over three years but most students choose to extend this period by one year while undertaking the optional work placement. This programme is also available via online distance learning.



MA in International Spa Management

The MA in International Spa Management is another programme unique to the University of Derby and is the first post-graduate qualification in this subject area. Students evaluate and critique current theory in subjects such as Operations and Strategic Management. The programme culminates with an Independent Study (Thesis) that is a personal research project on a chosen topic within spa management. The programme is available on either a full-time (one year) or part-time (two years) basis.



A key aim of the UoD is to “provide learning opportunities in further and higher education delivered directly and in partnership with other institutions” and to “strengthen the internationalism” of the offers. These aims will be delivered through strategic alliances and partnership arrangements. Such partnerships allow an extension of the University’s activities both in the UK and overseas.

The UoD International Spa Management Programme includes one year optional spa work placements abroad for students in partnership spas. The students, who are in their third year, experienced and well trained, expect free room and board and some spending money. Duration: July to following August.

If you are interested, please contact Isobel Stockdale, Programme Leader BSc (Hons) International Spa Management, i.stockdale@derby.ac.uk, +44 (1332) 594407, University of Derby Buxton, 1 Devonshire Road Buxton, High Peak, Derbyshire SK17 6RY, United Kingdom.

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Exhibitors

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June 24th 2010 at the Ritz Hotel, Paris

www.paris-hotspa.com



www.ismh2010.org



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MARK YOUR CALENDARS: 6TH ANNUAL BISA CONFERENCE WILL BE JUNE 22ND TO 24TH, 2011



Imprint

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