

Bodhi Methods® Wellness Tourism Training

Designing Meaningful Wellness Experiences

3-Day In-Person Experiential Training

09:00–15:00 daily

Bodhi Methods® Wellness Tourism Training is a practical and creative course for anyone interested in designing **wellness events, retreats, workshops, and meaningful guest experiences**.

The training moves through three essential stages:

Design → Experience → Present

Participants begin by learning how to develop and organise a wellness project, then experience different wellness activities themselves, and finally learn how to create inviting activity stations and spaces that bring the whole experience together.

The emphasis is not on creating something luxurious or complicated. It is about learning how thoughtful details, atmosphere, hospitality, movement, sensory experiences, and human connection can transform a simple activity into a memorable wellness experience.

Day 1 — Designing the Experience

Event Marketing, Management & Wellness Project Design

Day 1 introduces the foundations of creating a wellness event or retreat—from the first idea to the guest's arrival.

Understanding Wellness Tourism

- Introduction to wellness tourism
- Wellness events, workshops, retreats, and destination experiences
- Understanding different types of guests
- Identifying the purpose and theme of an experience

- Creating experiences that reflect local culture, nature, and community
- Balancing wellbeing, enjoyment, learning, and hospitality

Project Design

Participants develop a simple wellness project concept.

Topics include:

- Defining your concept
- Identifying your target audience
- Choosing a theme
- Selecting activities
- Location and venue considerations
- Creating an appropriate duration and group size
- Basic budgeting and pricing considerations
- Working with facilitators and local partners
- Preparing materials and equipment
- Creating a practical project checklist

Designing the Agenda

Learn how to create a natural rhythm throughout the day.

Arrival → Welcome → Activity → Rest → Nourishment → Connection → Closing

Participants explore:

- Timing activities
- Balancing active and restorative sessions
- Creating transition time
- Meal and refreshment planning
- Free time versus facilitated activities
- Preparing for unexpected changes

Space & Atmosphere

The environment is part of the experience.

Participants explore simple approaches to:

- Welcome and reception areas
- Yoga and movement spaces
- Relaxation areas
- Activity tables

- Refreshment stations
- Lighting and natural elements
- Flowers and decorative details
- Music, sound, and scent
- Guest flow through the space

Event Marketing

Introduction to communicating the experience clearly and attractively:

- Creating an event name and concept
- Writing a simple event description
- Identifying key selling points
- Photography and visual storytelling
- Social media communication
- Creating a simple promotional timeline
- Registration and guest communication
- Pre-arrival information
- Post-event communication and guest relationships

Day 1 Workshop

Each participant creates a **mini wellness event or retreat concept**, including:

Theme + Audience + Venue + Agenda + Activities + Space Plan + Marketing Idea

Day 2 — Creating Experience

Movement, Sound, Spa & Sensory Wellness

Day 2 is experiential.

Participants become the **guest first**, experiencing several simple wellness activities before discussing how each experience can be adapted for events, retreats, hotels, studios, or wellness destinations.

Gentle Flow Yoga

A welcoming movement experience designed to be accessible for a broad range of wellness guests.

Participants explore:

- Arrival and grounding
- Breath awareness
- Gentle mobility
- Simple flowing sequences
- Mindful stretching
- Relaxation
- Closing and transition

The focus is on creating a session that feels **inclusive, calming, and enjoyable**, rather than physically demanding.

Crystal Bowl Experience

An introduction to creating a relaxing environment through sound.

Participants explore:

- Preparing the room
- Introducing guests to the experience
- Comfortable resting positions
- Basic awareness when using crystal singing bowls
- Silence and space between sounds
- Combining breath, relaxation, and sound
- Creating a simple opening and closing ritual

The emphasis is on **guest experience and atmosphere**, rather than therapeutic claims.

Homemade Spa Experience

Participants explore how simple ingredients and thoughtful presentation can create a memorable wellness activity.

Possible demonstrations include:

- Natural body scrub
- Foot soak
- Herbal compress or warm towel
- Aromatic water
- Simple facial or body-care preparation

- Locally inspired natural ingredients

Creating a Spa Station

Participants learn to consider:

Ingredients → Presentation → Hygiene → Instructions → Guest Comfort → Cleanup

The activity can also become an opportunity to introduce local herbs, plants, traditions, and stories.

Ice Bucket Wellness Experience

A simple supervised cold-water experience focused on sensory awareness and refreshing contrast.

The training covers:

- Preparing the station
- Guest briefing and voluntary participation
- Hygiene and temperature considerations
- Keeping exposure brief and comfortable
- Offering alternatives for guests who do not wish to participate
- Transitioning back to warmth and relaxation

The emphasis is on creating a **safe, optional and enjoyable guest experience**, not endurance or extreme cold exposure.

Day 2 Experience Flow

Move → Breathe → Listen → Refresh → Rest

Participants finish the day by discussing how different activities can be combined into one coherent wellness journey rather than presented as unrelated activities.

Day 3 — Setting the Scene

Activity Tables, Hospitality & Presentation

Day 3 explores the small details that guests often remember most.

Participants learn how to create simple, attractive **activity and hospitality stations** that encourage guests to explore, participate, connect, and spend time together.

Activity Table Demonstration & Setup

Topics include:

- Choosing a table theme
 - Table placement and guest flow
 - Preparing materials
 - Creating simple instructions
 - Display and presentation
 - Hygiene and organisation
 - Restocking during an event
 - Making activities approachable and self-explanatory
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Art & Craft Table

Create an interactive station where guests can slow down and make something with their hands.

Ideas may include:

- Postcards
- Journaling
- Natural-material crafts
- Painting or drawing
- Intention cards
- Simple handmade souvenirs
- Locally inspired crafts

The goal is to create **participation rather than perfection**.

Tea Table

Learn how to create a welcoming tea station as both refreshment and a social experience.

Participants explore:

- Tea selection
- Local herbs and ingredients
- Hot and cold options
- Cups, pots, trays, and serving equipment
- Labels and simple ingredient information
- Table presentation
- Self-service versus hosted tea
- Creating a comfortable gathering point

Tea becomes part of the hospitality experience—not simply a beverage.

Flower Table

Participants explore flowers and natural materials as both decoration and activity.

Possible concepts include:

- Simple flower arranging
- Small bouquets
- Table flowers
- Floating flowers
- Botanical displays
- Seasonal or locally sourced materials

The activity encourages **creativity, nature connection, and sensory awareness.**

Finger Food Station

Learn the principles of creating a simple and inviting refreshment station.

Topics include:

- Small portions and easy service
- Variety and presentation
- Fresh and seasonal ingredients
- Dietary and allergen information
- Food hygiene and temperature awareness

- Plates, napkins, serving utensils, and waste management
- Replenishing the station throughout an event

The emphasis is on creating food that complements the overall wellness experience.

Final Practical Project

Create Your Mini Wellness Experience

On the final afternoon, participants bring the three days together by designing and presenting their own small wellness experience.

Each project includes:

Concept

What experience are you creating?

Guest

Who is it for?

Agenda

How will the experience flow?

Wellness Activity

Movement, sound, spa, sensory experience, or another appropriate activity.

Activity Station

Art, tea, flowers, food, or a combination.

Space

How will guests move through and experience the environment?

Story

What will make the experience meaningful and memorable?

Learning Outcomes

By the end of the three days, participants will have explored how to:

- Develop a wellness event or retreat concept
 - Identify an appropriate target audience
 - Create a practical event agenda
 - Organise basic event operations and space setup
 - Communicate and market a wellness experience
 - Facilitate simple experiential wellness activities
 - Create welcoming activity and hospitality stations
 - Consider guest comfort, accessibility, hygiene, and safety
 - Incorporate local culture, food, plants, crafts, and traditions
 - Connect individual activities into one coherent guest journey
 - Present a complete mini wellness tourism concept
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Who Is This Training For?

Suitable for:

- Wellness entrepreneurs
- Yoga and Pilates teachers
- Retreat facilitators
- Spa and wellness professionals
- Hotel and hospitality teams
- Homestay and boutique accommodation owners
- Tourism professionals
- Event organisers
- Community tourism projects
- Local artisans and activity providers
- Anyone interested in developing wellness events or retreats

No previous event-management or wellness-tourism experience is required.

The Bodhi Methods® Experience Design Journey

Day 1 — DESIGN

Create the concept and organise the journey.

Day 2 — EXPERIENCE

Understand wellness activities by experiencing them yourself.

Day 3 — PRESENT

Transform simple details into thoughtful hospitality.

Design → Experience → Present

A meaningful wellness experience does not have to be complicated.

It begins with understanding **who your guests are, how you want them to feel, and how every thoughtful detail can help tell that story.**

Course fee: THB98,888 / USD 2,988