

**Narayana Sanctuary-Package Development for Women's
Wellness and Experience Retreat via Service Design**

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<p>Wellness integrated with experience realms has the incredible opportunity to make a substantial fortune by doing incredible good in the greatest industry on earth. We have reached the end of the monopoly of the industrial era and are on our way to experiencing a service revolution.</p> <p>This is a project based thesis which main objective is to design a holistic experience and wellness concept for a women's retreat, based on service design models, AIO Questionnaires and reviews from various authors. The thesis is divided into two parts: scientific groundwork and the project. It is an experimental retreat concept yet to be implemented in which preliminary visions and core ideas are described and presented.</p> <p>60 Women from various demographics were asked to answer on a likert scale of an AIO Questionnaire what wellness activities they prefer to engage in and to present their opinions. The aim is to thoroughly comprehend what women's current knowledge on wellness retreats are, identify their pain-points and decode their present desires after which they are implemented into the concept of the Narayana Sanctuary for women. The diversity on their preferences were remarkable. The end results from the AIO Questionnaires prove to be the pure opposite of vague, in which preferences were vastly on the contrary, the original idea of creating one experience and wellness retreat package was in the end broken down into five more retreat packages based on the 7 Dimensions of Wellness in order to create a Holistic Wellness Concept.</p>	
<p>Keywords</p> <p>Holistic Wellness, 7 Dimensions, Nutrition, Creative, Meditation</p>	

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1 Introduction

1.1 Background of the project

In the new millennium we have replaced racial and gender discrimination with a new kind of discrimination based on a persons weight and appearance. Weight and appearance define social and economic opportunities, just as family name and birth did in the nineteenth century. When a person does not fit our modern criteria, it becomes hard to find a job, a relationship, or the energy to cope with everyday simple tasks (Pilzer 2007, 1-18).

Wellness has a universal appeal, because no matter how healthy the person, every human being desires to be even healthier and fit. This is partly, because there is no limit to how healthy and strong one can feel. Therefore our economy depends on consumers spending their increasing income on luxury goods that soon after become necessities. However consumers come to realize that after buying a certain luxury product that in fact they do not have the time to enjoy their new purchase, this is a profound drawback with luxury products. Each year consumers have more income, but less time to enjoy it (Pilzer 2007).

When people are asked why they did not purchase a specific product a few years ago the typical answer was that they could not afford it, nowadays the more typical response would be that they do not have the time to use their recent purchase. Increasing demand today is rather for entertainment and services than for tangible products and because of fundamental changes in our modern economy, in technology, and in new legislation favoring the individual over the organization, we are beginning a period of democratization of wealth (Pilzer 2007).

Nowadays consumers desire more authentic experiences; this is why new educational degrees like experience and wellness will thrive in the future and fresh concepts like womens experience retreats will be the cornerstones of success. American research data will mainly be used in this thesis, as this particular womens retreat is more likely to be feasible in English speaking countries, due to the fact that most English speaking countries are more open to new bold concepts.

However the majority of the data base for the AIO questionnaires and group discussions will be obtained from Finnish women living in Helsinki. Finnish data will be derived from institutions like Sanoma Magazines Oy- Cosmopolitan Magazine and the working team there, as most employees in Cosmopolitan are female.

Questionnaire delegation has also been sent to a Finnish phone call company

(GoExcellent) where the majority of the workers are also female. Data would be received from a variety of women and questionnaires will be provided to HAAGA-HELIA University of Applied Sciences, where it is possible to receive a younger aged perspective on their knowledge of retreats. These institutions were chosen carefully in order to receive the most comprehensive results for the questionnaire, according to different demographics. Data from foreigners were derived from the Internet, organizations like the “Finnish Meteorological Institute” (Helsinki), Vantaa Airport and from international business travel in which questionnaires were handed out, for example Germany.

1.2 Fundamentals of Pilzer

According to Pilzer (2007, 11) more than 10 million American households have a net worth of \$1 million or more. He further estimates, that it will raise to 20 million American millionaire households by 2016. Each household represents approximately 2.5 people, meaning that 50 million Americans will soon live in a household with a net worth of \$1 million or more.

Table 1. Number of U.S. Millionaires 1991-2016. Numbers in million (Source: Pilzer 2007)

	1991	2001	2006	2016 (predicted)
No. of millionaire households (hh)	3.6	7.2	10	20
No. of Americans in a millionaire hh	9	18	25	50
U.S. household wealth	13*	40*	60*	100 *

* in trillion dollar.

Millionaires are the fastest growing minority in America and in the developed world today as people become favoring the individual over the organization, we are beginning a period of millionaires, or just increase their wealth on the way to becoming one, the most important thing they desire with their new found wealth is wellness. The more people increase their wealth, the greater proportion of their income they spend on wellness (Pilzer 2007, 11). See also Table 1.

“We are now at the beginning of the next trillion-dollar industry, an industry that will impact almost every aspect of our lives and achieve \$1 trillion in sales in just ve more years.” (Pilzer 2007, 3). The wellness industry is tackling one of the most profound issues of life, solving one of the few remaining mysteries of human existence, which is age and vitality on which technology has yet to make its mark.

Approximately one-sixth of the American economy, about \$2.0 trillion, is devoted to healthcare business (Pilzer 2007, 11).

Seventy six million American children were born between 1945 and 1964, representing

a group that is significant on account of its size alone. Pilzer (2007) found, that in 2004, the UK Baby Boomers held 80% of the UK's wealth and bought 80% of all top of the range cars, 80% of cruises and 50% of skincare products. Baby boomers control over 80% of personal financial assets and more than 50% of discretionary spending power. They are responsible for more than half of all consumer spending, buy 77% of all prescription drugs, 61% of OTC medication and 80% of all leisure travel.

1.3 The Baby Boomers

Nowadays Baby Boomers are in their 40's and 60's of age. They are in their peak earning years, bigger dollars and more spending power. Boomers and the things they want are already 6 trillion of our 12 trillion dollar economy they are 50 percent of our gross domestic products. They are about to add 1 trillion to their 6 trillion dollars of spending every year in order to preserve their youth (AllStarNetwork 2009).

As stated in Edelstein (2011, 224), "Health packages must integrate alternative and traditional medicine as long term care is moving towards a holistic approach." By taking control of their lives Baby Boomers are creating a revolution in wellness and it is happening fast. 78 million Baby Boomers with (100000) billion in cash. Over the next five years Baby Boomers will increase their spending on wellness products and services from approx. 300 billion dollars today to 1 trillion dollars every year.

When Henry Ford invented the car in it took 70 years for automobiles to become a one trillion dollar industry. When computers were released it took only 10 years to surpass the automobile sales and become a one trillion dollar industry. Now the wellness industry will exceed the trillion-dollar industry in the next 5 years. 1 Trillion dollars is 2,7 billion dollars every day. 114 million every hour to 1,9 million, every minute. This paragraph is taken from AllStarNetwork (2009). "Boomers represent the largest generation alive today, they will continue to move into the spotlight for all types of organisations." (Cochran et al. 2009, 167.)

As seen from the text above, these high numbers offer credibility to create a women's experience and wellness retreat concept. "Particularly women want to enjoy a healthy life and general wellbeing for a longer period of time." (Mohamad 2009.) Narayana Sanctuary has a substantial chance of surviving in the modern market place if all the elements of service design are utilized and implemented tactically to sustain competitive edge.

These numbers go to show that one should consider investing in the wellness industry; it is the next big thing. "Businesses savvy enough to determine what

Boomers want will catch the wave of consumer demand that will be a ride of a lifetime.” (Russell 2010, 43.) “Baby Boomer are the core market for the wellness industry with growing interest on new age remedies and alternative treatments.” (Cooper & Erfurt-Cooper 2009, 42.)

1.4 Project Motivation

The decision to create an experience and wellness womens retreat concept for my thesis came to light after discovering astanga yoga and meditation. My growing interest in wellness thrived gradually through the practice of yoga as yoga is connected to many aspects of holistic wellness. Yoga is a road to self-discovery, many who practice it become more conscious of their mind and body, they inevitably start to observe their lifestyle and become conscious of their energy fields. Through astanga yoga my fascination towards spiritual activities grew; started attending various wellness seminars, meditative music circles, meditation workshops, followed by a 7-day meditation retreat called Vipasanã.

As said in Connel (2007), “Vipasanã means to see things as they really are. The technique is a pure science of mind and matter.” Vipassanã in the Buddhist tradition means insight into the true nature of reality. Vipassanã is commonly used as a synonym for vipassanã-meditation, in which anapanasati, mindfulness of breathing, is used to become aware of the impermanence of everything that exists. Attendants are sustained from speaking, reading etc. throughout the entire duration of the course. Through my rebirth of positive mental and physical health the desire to share this enlightenment with others emerged. Therefore the need to develop a women’s wellness concept occurred naturally.

According to Braiker (2002, 1) a large percentage of women in our modern society are overly stressed, undermined, and insecure. “High achieving women wrestle with the dilemma of how to succeed in a world that rewards stereotypical male values while still maintaining their attractiveness, their sexuality and their sense of themselves as women.” (Braiker 2002, 1.) A retreat needs to be introduced that will start a revolution in how women view themselves.

For the women embarking on this retreat it will be a spiritual growing journey and if success prevails lives will inevitably be transformed. Many women are oblivious to the extent of inner power they possess therefore the aim of the retreat is for women to see themselves not just as a mother, a grandmother or wife, but as a divine goddess. Not to go through days, day by day feeling ordinary, but to go through life everyday feeling ‘I am a divine goddess.’ The retreat strives to help women become

stronger more secure, happier and most of all healthy. The retreat will empower women to remember they can have it all, live from the heart, believe in their dreams, have the strength of character to pursue their life's purpose.

1.5 Project Objectives

The project thesis will have practical perspective achieved through the design of specific products and tools.

The project thesis has two objectives to develop a comprehensive experience and wellness packages for women of all demographics.

The next objective is the design and implementation of a practical customer feedback tool, which will be part of the project aswell.

This survey will be designed according to practical guidelines and criterias such as easy usability and relevance to the service being offered.

It is intended to be of practical use and not for academic research purpose.

1.6 Structure of the thesis

A general introduction and the main target group ("Baby Boomers") is presented in chapter 1. The research motivation and objectives are provided together with the structure of the thesis.

Chapter 2 reviews theoretical approaches of how service design products must be developed. Several models are introduced and the "7 dimensions of wellness" are defined. Furthermore the framework of the project is outlined.

The methods are discussed in chapter 3. The AIO Lifestyle Questionnaire method is presented, which is used for the empirical studies. Also the design of an own approach for a service design product is characterised. After this point it is essential to familiarize the project.

The analyses of the empirical studies are presented in chapter 4 and it is important to be well versed with the project and its background.

Finally chapter 5 gives a summary, conclusive remarks and future developments.

2 Theoretical Review

2.1 Key Concepts

This chapter will have a detailed literature review. It forms the secondary data collection to give theoretical support to the topic. At the beginning of this chapter, the main definition of service design is provided.

The next paragraph is based on Moritz (2005). One third of companies questioned do not have a strategy document and only one fifth have a written process for the delivery of new services. 48% do no research on new services prior to their development. 48% have not seen a measurement for the development of new services in the past seven years. The few companies that did appear to be effective (approx. 16%) were very good. Further shown was that 16% generated greater than 30% of their turnover from services developed the past three years. It is obvious from this research that services are not always understood to the full and lack the essential knowledge and tools for effective service design; therefore it is vital to co-ordinate efficient service design for a new concept to be feasible and succeed (Hollins in Moritz (2005, 86.)

Service design is a new field in which strategies are orientated for the user and the concepts are designed to make services work better for an organization. Service design integrates management, marketing, research and design. Organizations, which use Service design, create competitive advantage, higher profit margins, and ensure quality experiences for clients. “Service innovation is a complex interdisciplinary effort. Even if the role of design in this process is still not clear, it is starting to gain some visibility. Tekes for example suggests how design for services can apply design methods to develop a new offering or improve the experience.” (Meroni & Sangiorgi 2011, 13.)

Service design is a natural advancement: it takes interactions across various platforms and concentrates on the invisible and tangible connections around the clients or user interactions. Every service encounter the client meets is called a Touch point. Taking the time and effort to look at Touch points and not just as isolated experiences, but as a collective whole, forms better customer experiences. Service design is a new holistic, multi-disciplinary, integrative field. It helps to either innovate or improve services to make them more useful, usable, and desirable for customers, as well as more efficient and effective for organizations.

As mentioned above Service design today extends to the experience that the customer has with the products, service spaces or a mix of these. Levels of design

include features, client experience, processes and systems, strategy, philosophy, policy or ideology. The core is to understand the customer, organizations, and market, develop ideas and translate them into feasible concepts. Service design is an ongoing cycle and strives to build a bridge between the client and the organization in order to connect mutual desires. It is a type of theatre where the service experience happens like on a stage, except that the client is involved in the show. In service, the stage design is the design of the space and of the overall situation where the service personnel play the different roles. It is vital to comprehend that what happens on stage covers the details and the processes, organization, business and preparation backstage. Service design takes into consideration the clients perspective, portrays the unique feature of the services, integrates expertise, and is interactive and ongoing. The total experience that a client is driven is called the service interface, mental concept in the customers mind. Designing this interface means to align all the Touch points upon the Service design concept.

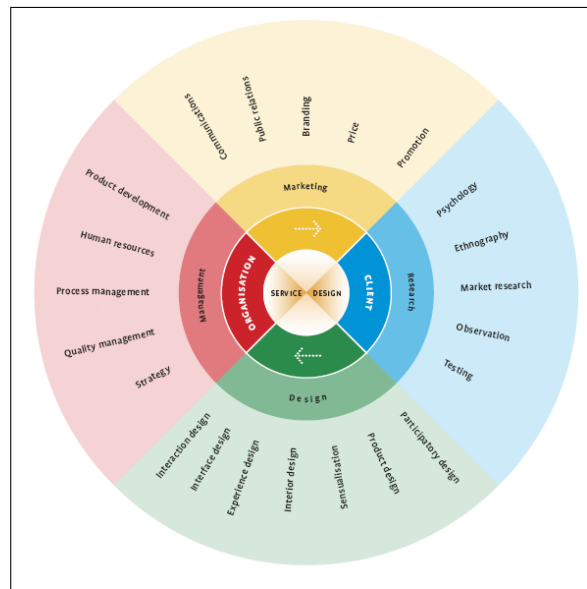


Figure 1. The areas in the diagram below give an overview of the most important fields related to Service design. It integrates and links various fields of expertise and continues to work in co-operation with diverse experts (Source: Moritz 2005, 49).

Nowadays client behavior plays a much bigger role in information chains than they do in supply chains. Especially where clients are directly involved in the process. This leads to the increasing difficulty for a company to estimate what clients want. Services are complex experiences and happen over time, across various Touch points. Unlike tangible products, no two service delivery experiences are alike. Clients perceive services on many different levels. The overall interface and experience of the client is the combination of all these Touch points and the total experience that clients have is made up from different contacts with these components. Design has opened a new field for people who are considered non-designers to participate. It no

longer operates only on a specialist level for example graphic design, product design, fashion design but combines the expertise of different protocols to develop a holistic concept. This new platform for collaboration of people from different backgrounds and experiences offers organizations competitive advantage in a whole new light. Modern clients are also involved in the design process- this is called Co-design and represents one of the dimensions that has changed in design. The co-operation of various experts manifests the opportunity for enhanced unique diverse work. See also Figure 1 for a graphical conversion.

2.2 Service Design models and theories

2.2.1 Model by David Birnbaum

This section is taken from Birnbaum (2004). At first the definition of the problem is given and a concept is developed and finally evaluated.

1. Problem Definition. In this stage, customers needs and requirements are decoded as problems to solve. The problems are broken down into simpler sub-problems. These problems then broken down and then captured and documented.

2. Concept Generation. Solutions are researched for each of the sub-problems, employing internal and external search procedures. The ideas are further explored using assorted tools for creating a functioning set of solutions. The solution ideas are then organized, synthesized, and filtered using classification trees and combination tables to systematically explore the solution space. Solutions to the sub-problems are then integrated into a total solution.

3. Concept evaluation/selection. After multiple concept ideas are generated, they are analyzed using various techniques including computer-aided-engineering and physical testing of prototypes. Manufacturability, supply chain capabilities, and other aspects of product feasibility are also taken into account. Remaining and improved concepts are then ranked against the selected reference concept and evaluated by the customer, until the best set of candidates are chosen to be productized.

The starting point is the market research phase of identifying the Customer Pain Point. During this phase the customers pain points and requirements are considered. The next phase, developing the service definition, takes these needs and puts them into a set of service components that form the core of the customer engagement. The third phase, marketing and selling, develops the customer-facing portfolio used to communicate and sell the service product to a customer. Once a customer purchases the service, the fourth phase, delivering and supporting, is used to implement the

service. Insight gained during this implementation phase is used as input into the identification of new customer pain points, leading to the development of additional services.

Identifying the Customer Pain Point is the starting point in the Service Development Lifecycle. The words “pain point” is intentional: only something that is severe enough to be painful to your customer will cause them to act to relieve the pain. This pain is not necessarily negative sense; the pain can be frustration of wanting the product to do even more than it does. If good communications are established with the customer, they’ll inform about their pain points.

During the phase of the Service Development Lifecycle one will perform market research to identify specific service needs for the customers. The identification of the customer pain point can involve the use of formal and informal market research methods.

The second phase of the Service Development Lifecycle is developing the Service Definition. During this phase the detailed characteristics of the service are developed. A clear, brief statement of service deliverables and impact will enhance customer satisfaction. Customers will feel that their purchase has less risk when they know what they will get for their money. Well-defined set of deliverables will clearly identify an end point for the service engagement. Without this, the engagement can drag on and pull down your profit margin.

2.2.2 Other viewpoints

Morelli (2002) defines the service product as a result of interaction between different actors and technological elements during the use phase. The following elements should be emphasized; social, technological and cultural frames. Touch points are the people and tangible things that shape the experience of the services. Touch points are the journey during the service.

Hanington (2003) divides the methods into market research, focus groups, surveys, questionnaires and interviews.

In Birnbaum (2004) viewpoint, for design it is important to develop detailed characteristics. Furthermore statements have to be made. The end point is the service engagement. In terms of research Birnbaum (2004) thinks, that the customer pain points must be identified and their needs decoded. This can be done by interviews or other methods of data collection.

The design of a service product after Moritz (2005) can follow several aspects, like Particular design, Interior design or Interaction design. Psychology, Ethnography, Market Research, Observation and Testing are the elements for creating a successful product.

2.3 Elements considered vital when delivering top-quality services

The experts and personnel who deliver and produce the services are the main key to the organizations success. "Service production and consumption occur simultaneously." (Pride & Ferrel 2007, 273.) As a result service quality, delivery quality and expertise of personnel are synonymous. Therefore it is vital that the frontline personnel are adequately uniformed or there is a possibility of ruining the experience and destroying the sense of quality from the customers point of view of a well-conceived service. New services that are rated highly in terms of service expertise are the ones that have highly trained and skilled frontline personnel. Very profitable new services are ones where the customer is served in a prompt, friendly, efficient and courteous manner by knowledgeable staff.

Diversification is Essential. The company should start with a vision, a story, which is unique and extraordinary. For example a unique location, sense of place, colors and textures, facilities, treatments and rituals. In the stage of conceptual development it is essential to portray a clear concept statement. Here the materialization of the extraordinary vision dream is essential. It is important to recognize that the concept statement has a number of audiences that must all be able to read and grasp the overall picture. The first audience is the owner of the vision and the financier of the project. They have to understand and agree with the principles and approve it for the next stage of the development process. Everyone in the conceptualization process has to be on the same page (architects, interior designers, engineers, contractors etc.).

Furthermore, no matter how unique the business concept if the location is wrong the business is most likely to fail. Ease of access is of the most importance, the retreat that is positioned in comfortable weather conditions also linked to proper transportation, because business may fluctuate according to the weather conditions and this may have severe consequences on the cash flow and profitability. New products are the key to success, thus diversification is vital. Geographic population is shifting and so are changing needs, resources, and marketplace value systems. Such segmentation demands new product/service opportunities, which may be characterized by commonality (Gruenwald 1997).

Employing Truly Cross Functional Teams. Even the best-designed process may not extend to its full potential if there are not enough people on the field and may not function as a true team. “Another frequent application of cross-functional team is for charge projects, especially new products and services requires coordination across many departments. Heterogeneous teams produce more innovative solutions to problems than do homogeneous teams.” (Daft & Lane 2005, 298.) Every single project should have a team leader who is accountable from the beginning to the end of the project. Personnel with the adequate skills and the strongest skills concerning the particular project should be positioned on the field.

Experience Design. Experience can be considered a set of emotions (Macintyre et al. 2011). Both the host and the guest are in possession of artistic a creative skills and procession of artistic and creative skills and artistic learning becomes a shared experience. A positive emotional response of a service that elicits the customer will motivate them to return and spread word of mouth about the good experience (Macintyre et al. 2011). The more an experience engages the senses the more memorable it will be. Pine and Gilmore (1999) propose that in an experience the employees should engage guests in entertaining, educational, escapist and aesthetic ways (also see Figure 2). In this study all of the above will be explored as the women’s retreat is holistic. Experience Realm: stylists, love cuisine, staging authenticity, free time leisure for example diving, pampering, visualized design and decor. In the research the debate will be shifted to differentiate the experience. Emphasizing the distinctiveness of the women’s experience from everyday life (Pine & Gilmore 1999). “The central goal of a service design is to define and elicit favorable customer emotions.” (Macintyre et al. 2011, 8.)

Wellnesscape. Wellnesscape is linked to hedonic meaning, which is related to fantasy and emotional aspects of a consumptive experience. Hedonic meaning arises from sensory pleasures, daydreams, positive emotional feelings and esthetic pleasure. Many themed venues represent hedonic services and products, and nowadays there are numerous amounts of entertainment venues that concentrate on providing the perfect wellnesscape. Consumers have become more demanding and understanding of this emerging phenomenon, therefore even more service providers are seeking out more unique hedonic services and products to attain competitive edge.

Consequently professionals can create specific unique brand meanings through direct lightning, sounds, signage etc. to breakthrough marketplace clutter. By creating a unique physical environment the service providers are able to differentiate themselves from their competitors and create brand equity in the minds of their guests.

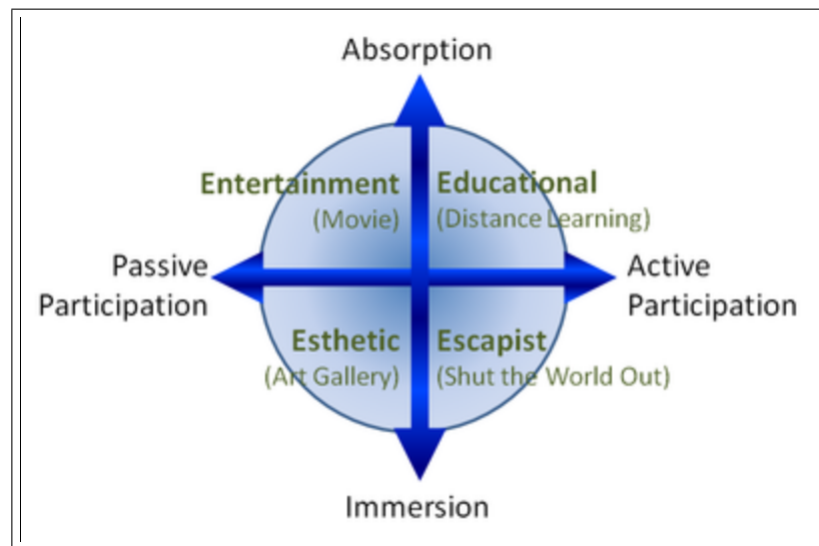


Figure 2. The areas in the diagram below give an overview of the most important fields related to Service design. It integrates and links various fields of expertise and continues to work in co-operation with diverse experts. (Source: Pine & Gilmore 1999).

Researchers in marketing literature have found that architecture is increasingly playing an important role in attracting consumers to various venues. Linkages have been made between esthetically pleasing environments and consumers.

2.4 Holistic Wellness

A holistic retreat may be defined as a purpose built center, which accommodates its guests for the purpose of improving body, mind, spirit activities and receiving therapies or treatments. The wellness concept can be thought as holistic; encompassing an individual as a whole, whose mind, body and soul is healthy. It is only now that people are really starting to understand that wellness is not only about physical health but also about spirituality and other factors. “In recent decades in numerous ways there has been a massive profilertion of holistic retreats, centers and travels of various kinds where the spiritual and physical are in some way combined.” Hoyze in Connel (2011, 28). Contemporary societies are attracted to health services that offer a change to experience physical, mental, and spiritual balance or integration.

Nowadays individuals are becoming more interested in the role of spirituality in wellbeing and healing and are exploring mind-spirit philosophies. Holistic are interpreted as somewhat 'New Age' Many practitioners focus on 'life energy' Holistic means bringing the body, mind, spirit, and emotions to a place of wholeness and balance. A retreat center strives to be a place of rejuvenation, quiet reflection, and an opportunity to gain good health. A holistic retreat will concentrate more on spiritual fitness than physical fitness. Visitors can take an inner journey using meditation,

yoga, ayurveda, thai chi or reiki.

“Most such healing and travel experience emphasize being close to nature, thus emphasize remoteness and involvement with natural people, where nature is still part of every day life, as apposed to the chaos of urban life.” Hoyze in Connel (2011, 29). A holistic retreat strives to provide more than just average health, but encourage enhanced health this is more than just been disease free, it assumes high levels of physical strength, stamina and mental clarity as well as physical beauty and maximal enjoyment and fulfillment from life. This requires the holistic integration of multiple factors that determine physical, mental, psychological, emotional, social, economic, environmental and spiritual health.

Narayana Sanctuary will strive to enhance perfect health, enlightenment, where the guests will feel one with the universe. The definition of energy is described in different traditions as 'life energy', 'vital force', 'prana' or 'chi' and is said to flow along defined pathways and support the functioning of living systems. “Traditional Chinese medicine has developed a framework for conceptualizing this energy: it has seen to encompass the concept of flow and to move according to the dynamic interplay of the opposite but complementary ying and yang which guide the transformation whereby non-living things become animate. Living systems must be open as it is the flow of energy through them that remains their integrity.” (Migdal et al. 2011, 16.)

2.5 7-Dimensions of wellness

“Wellness is an all-inclusive umbrella covering a variety of health-related factors. Wellness lifestyle requires the implementation of positive programs to change behavior and thereby improve health and quality of life.” (Hoeger & Hoeger 2011, 8.) Wellness is more than physical health, exercise or nutrition. It is the full integration of states of physical, mental and spiritual wellbeing. The model includes social emotional, spiritual, environmental, occupational, intellectual and physical wellness. Each of these seven dimensions act and interact in a way that contributes to our own quality of life.

The guests will have the freedom to tailor their retreat to suit their own personal needs based on the seven dimensions of wellness from which the six wellness packages are created. See Figure 3 for a general overview and Figure 4 - 6 for detailed information.

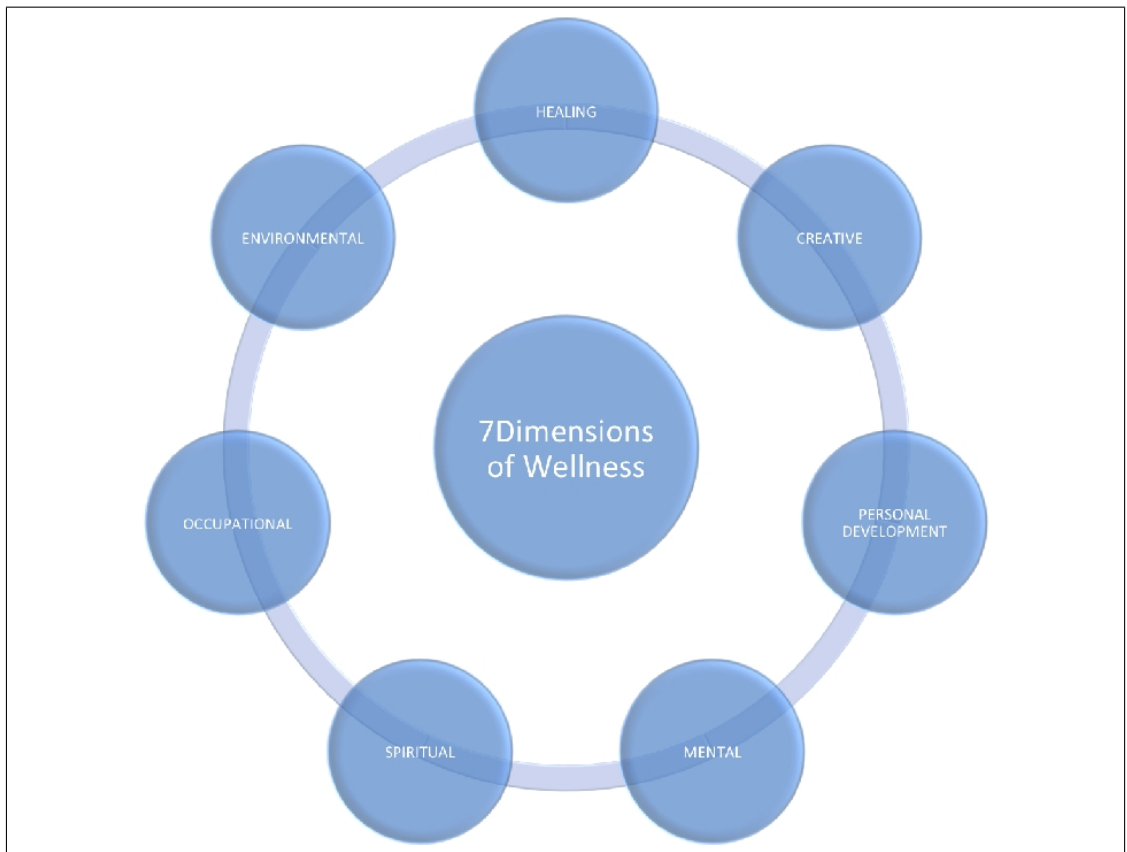
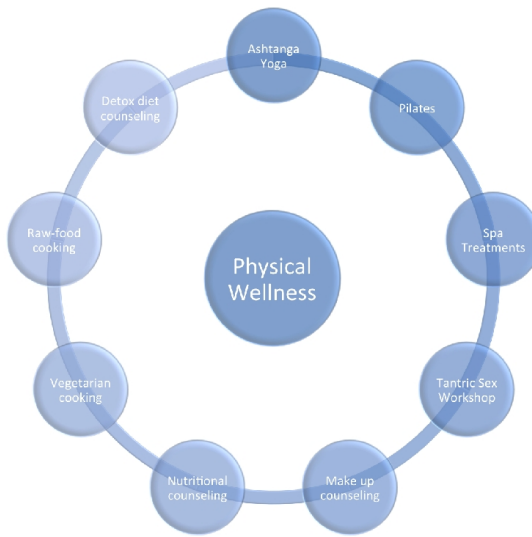
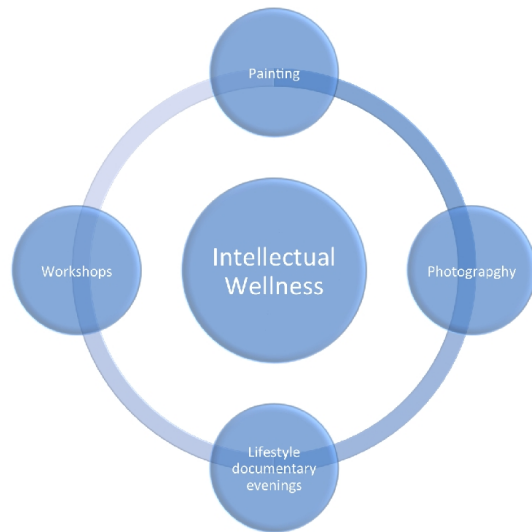


Figure 3. The 7-Dimensions of wellness (modified after Hoeger & Hoeger 2011).



(a) Physical Wellness



(b) Intellectual Wellness

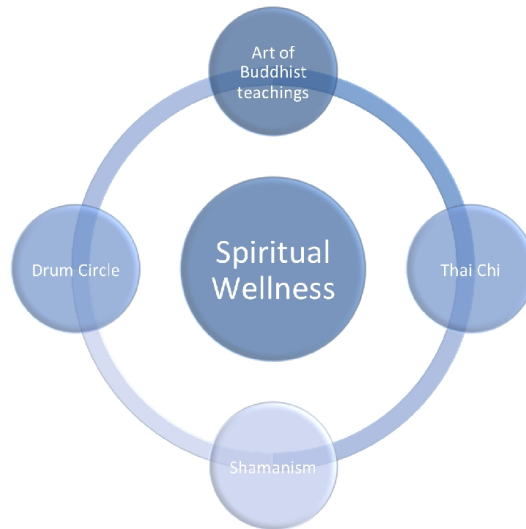


(c) Emotional Wellness

Figure 4. First three of the “7-Dimensions of Wellness”.



(d) Social Wellness



(e) Spiritual Wellness



(f) Occupational Wellness

Figure 5. Second three of the “7-Dimensions of Wellness”.

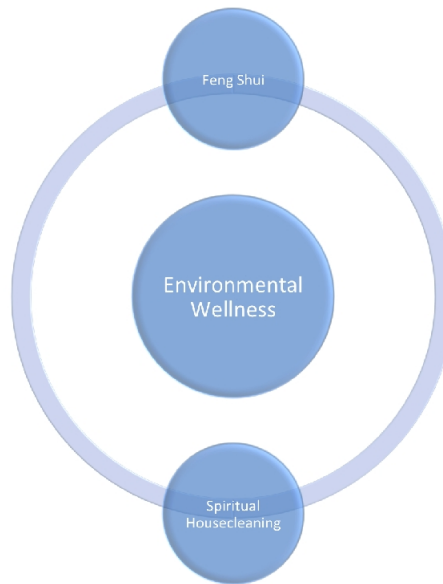


Figure 6. Last of the “7-Dimensions of Wellness”.

2.6 Project

The framework for the thesis can be seen under Figure 7.

Holistic Wellness

Contemporary societies are attracted to health services that offer a change for more spiritual balanced intergration. A holistic retreat is defined as a center, which accomodates it’s visitors for improving body, mind and spiritual activities by receiving healing therapies and treatments. Nowadays people are starting to understand that wellness is more than physical health.

Holistic Wellnes is interpreted as somewhat 'New Age'. A retreat center strives to be place of rejuvenation, quiet reflection and an opportunity to gain good health. A holistic retreat strives to provide more than just average health, but encourages enhanced health that is more than just being disease free.

The women’s retreat will strive to enhance perfect health and enlightenment. This requires holistic integration, that detemine physical, mental, psychological, emotional, social environmental and spiritual health. This approach is defined as the 7-Dimensions of Wellness.

Service concept generation

The concept generations follows the idea of Birnbaum (2004). The women’s needs and requirements were decoded and divided into sub-problems. This was done by breaking down the packages into simple questions about the participants interests and needs.

The first questionnaires were handed out, which was the first phase of the market research. The ideas were further explored and organized. According to the feedback the packages were redesigned for the first offering. Ideas were generated, they were analysed using various techniques. Further exploration and synthesizing the answers lead to better service design. A webpage was then created to support usability.

Service offering

Narayana Sanctuary will be an immense experience and wellness center where women can retreat for 5 days from Wednesday to Sunday. The length of a typical day is from 6.am to 21.00pm. Six wellness-packaged retreats are offered from which the women choose the suitable one.

All six packaged retreats run at the same time, thus enabling dynamic pricing and private preference activity creation. For example Shengsheng buxi and Metta sutta retreat may run at the same time therefore the guest can attend a photograph course from Shengsheng buxi package during her stay, while the other guests attend the relationship counseling course or visa versa. This way if there is course that the guest does not particularly like she may have the benefit of attending something else and not having an empty slot or feeling of been left out if she does not want to attend a certain activity.

Narayana Sanctuary offers six experience and wellness packages. Each package includes 7-10 activities, depending on the type of package. The introduction package; Kensho Satori includes the most activities, but does not go such extensive depth as the rest of the packages.

All packages include the same tangible objects with slight modifications depending on the type of package. A typical package includes, pickup from airport to sanctuary, private Villa, entertainment; TV, DVDs, books, magazines, shawls and sandals for duration of retreat, reading material for courses, vegetarian breakfast, lunch, and dinner. Check content of packages to see what is included in each package. The core product offering of the retreats are summoned down to one word: SENSE. Stress Management, Exercise, Nutrition, Social and Spiritual interaction and Education.

Service Feedback Tool

A lifestyle research method of an AIO questionnaire was designed in order to understand the activities, interests and opinions of the women. Participants were asked to answer on a likert scale choosing one option that aligns with their views of various issues. Activities, interests and opinions of the women have been measured in

order to reveal their customer pain points.

For future reference, guest feedback will take place on the Narayana Sanctuary webpage forum that has been created. The forum will enable the guests to share their opinions and experiences about the packages and sanctuary. In addition the webpage there will be a feedback questionnaire that guests can fill in after the retreat.

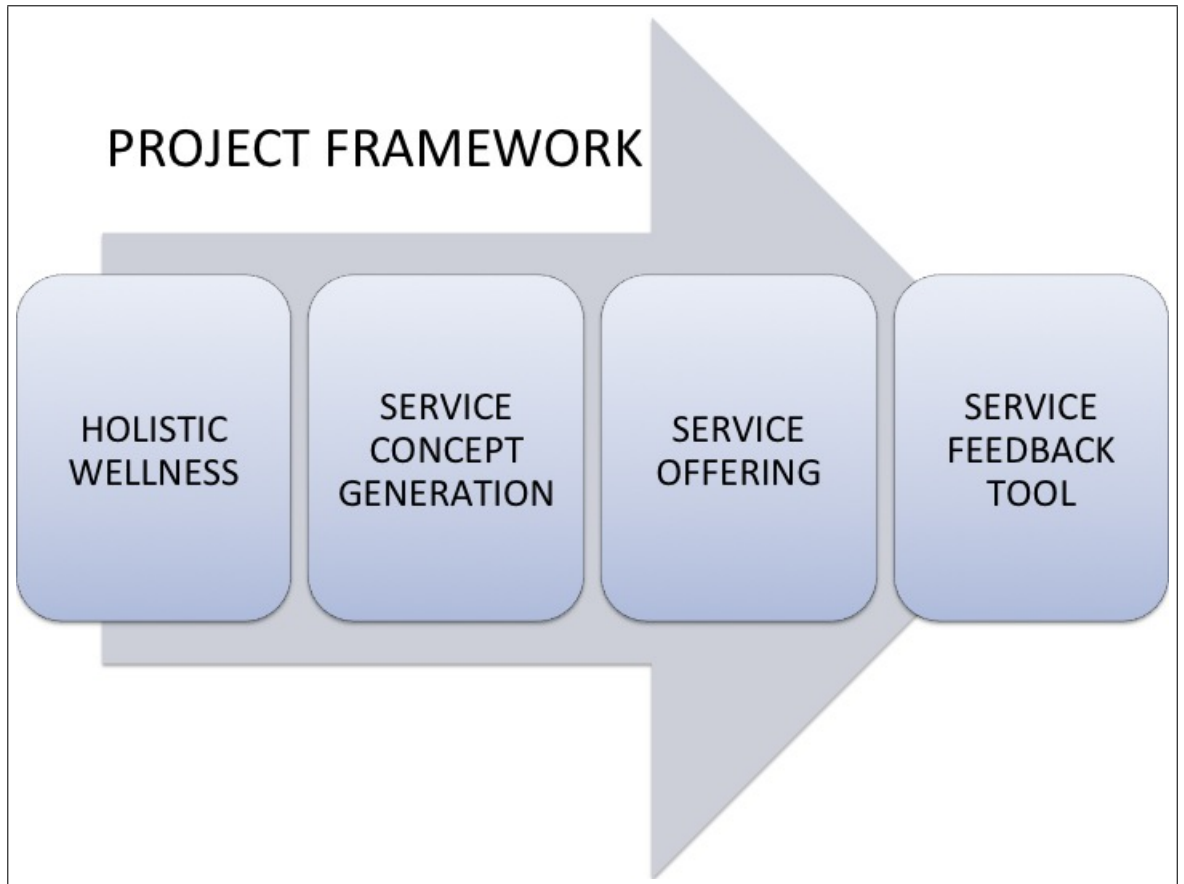


Figure 7. Framework of the thesis.

3 Methodology

Traditional and applied research methods: The questionnaire method worked as probe for involving the user in the research process. Creative methods try to uncover user needs and desires. To establish a profound understanding of service design various books and reports from design experts have been reviewed and analyzed. To discover the research result for the thesis topic, quantitative research methods have been utilized. In order to gather information of the research field, it was necessary to gather the primary data as well as the secondary data. Primary data has been collected through research work. Secondary data has been compiled from the literature by other researchers. Secondary data was collected from books, journals, some online findings, electronic journals, articles, and videos within the field.

3.1 The AIO Approach

This paragraph is based on Vyncke (2002, 445-448). Lifestyles influence both consumption patterns and the processing of different forms of marketing communication. The lifestyle concept has become the core of a special kind of segmentation called 'psychographics'. This psychographic or lifestyle research takes into account AIO questionnaire which are activities, interests and opinions. This questionnaire helps to understand the different lifestyles consumers lead and accordance to those organizations can develop products and services that are suitable and desirable for the consumer. Lifestyles help to make sense of what people do and why they do it and what doing it means to them and other around them. Lifestyle research is based on extensive surveys using appropriate quantitative methods.

AIO refers to measures of activities, interests and opinions. Activities include work, leisure, entertainment, sports etc. Interests are comprised of a wide range of priorities including family, home, and community. Opinions include peoples' opinions about themselves, others, environment (e.g. political), and the future. In order to attract and motivate a particular group of consumers to approve a particular service concept one must gain insight into their psychological profile for example their lifestyle.

After constructing a lifestyle questionnaire the women were asked to answer on a likert scale, agreeing or disagreeing to various questions. The lifestyle questionnaire can be found in Appendixes (in App. A).

3.1.1 Design of the AIO questionnaire

In order to find out what women's requirements in understanding which activity goes under which genre whether it be healinnts are, needs were broken down to sub

problems. This is why each activity was broken down from the six packages into individual activity options. For example instead of choosing one package from the six as the participants are introduced to a whole list of activities from which they can tick the preferred. This way manipulation on preferences is not possible. Enabling the creation of new packages after the analysis of trends. Collection of external demographic data and internal behavioral data is the process of the environment scan.

In the AIO questionnaires participants were asked to agree or disagree with statements. The results are added into the R system creating different segment bar slots, which help grasp what the most popular activities are, whether they are neutral or unpopular. Graphs were designed from 60 questionnaires that were returned by women of various demographics.

Stage 1. Questions compiled into rough draft as to what will be included in the concept of the retreat after reading literature reviews on service design.

Stage 2. Once roughly clear what retreat includes, group discussion took place as to which methods of data collection would be more efficient in consistency to a project thesis. The interview method was not chosen in coherence to this project thesis as it would have taken too long and the end results would have been excessively narrow. The questionnaire is effective as it receives a vast amount of answers from several women relatively quickly as the questionnaire takes an approximate 3minutes to fill out.

Stage 3. Creation of the second questionnaire which was then finally handed out to the public; retreat activities were grouped under the seven dimensions of wellness to assist women in understanding which activity goes under which genre whether it be healing, spiritual etc. First cluster of questionnaire handed out to FM, Haaga-Helia, Helsingin Sanomat, Phone company GoExcellent and various individuals.

Stage 4. Questionnaires received prompt replies. Participants seemed interested as many open end slots were filled in regarding their lifestyle activities, opinions and interests. First cluster of questionnaires were added into R, graphs were created and analyzed in empirical part.

Stage 5. Second and third batch of questions were handed out, received and the final analysis were conducted for the conclusion and future developments of the retreat concept. In future development of concept a second and third questionnaire will be handed out to receive further extensive opinions on retreat packages.

3.2 Deriving a service design for the Narayana Sanctuary project

To create a successful product the model of Birnbaum (2004) is improved by adding ideas of Hanington (2003), Morelli (2002) and Moritz (2005).

According to 2.2.1, (1. Problem definition) the customers needs and requirements have to be decoded and broken down in sub-problems. This is done by breaking down the packages into simple questions about interests and needs of women in the questionnaire. This avoids manipulation of the participants of the empirical study. The questions are based on the theory of the “7-Dimensions of wellness” (see 2.5). To hand out the questionnaires is the first phase of market research (see 2.2.1, First Phase). The six wellness packages (see project part) are designed to have a first offer and will be evaluated in chapter 4. According to the feedback they will be redesigned (see 2.2.1, 2. Concept Generation) according to the wishes and needs. Further exploration and synthesizing the answers lead to better service design. The webpage is created to support usability. It explains all services to the customer. This leads to a increased feeling of secureness and the product will be purchased easier (compare 2.2.1, (Second phase). Good communication is needed (see 2.2.1, Third phase) to sell service. This leads to the decision to create a member-area on the webpage. The customer will feel more affiliated to Narayana Sanctuary and the “comment”-section will provide the feeling of being taken seriously as a customer. To improve services a feedback-area is delivered. Customers can talk about their experiences. Observing the comments, pain point can be derived (compare 2.2.1, Second Phase). This follows also the thought of Morelli (2002) also (see 2.2.2).

In opposite to the idea of Birnbaum (2004) of asking the most important customers for evaluation of the product, many women will be asked. There are no differences in that sense between individuals. The quantitative amount of the questionnaires will give the statistical prove of the quality of the product.

4 Project empirical feedback

4.1 General feedback

4.1.1 Physical wellness and healing

Yoga and Pilates were approx. tie in the bar slots when it came to popularity (see Figure 8). In fact it seemed as if Pilates is going to exceed yoga in popularity at one point. Yoga has been a massive growing trend over the years now, and it could be rather questionable whether Pilates has always been this popular or is the Yoga trend slowly starting to make a decline in popularity. It is unexpected that Pilates is so strongly preferred, in fact if one asks women which endeavor is more popular it is rather predicted that they would say yoga exceeds Pilates. However according to these statistics these two activities are rather equal. At the beginning of the package creation it was argued whether or not to add Pilates to the activities of yoga and Thai Chi, because its holistic effects and approach are in debate. However after seeing the preferences from the women, it was decided for certain to include Pilates into the overall package, simply because of the strong demand.

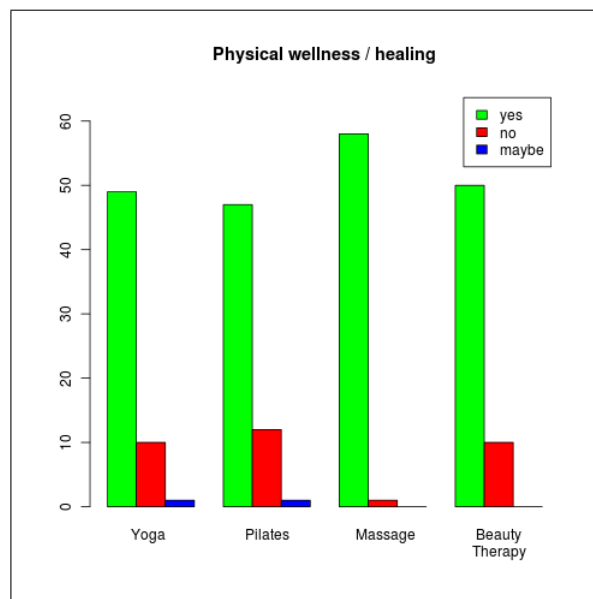


Figure 8. Physical Wellness / Healing.

Out of the approximate 60 participants nearly all agreed that they would engage in the massage treatments. (1-2negative) Massages were the most popular segment out of all the activities from all six packages. This leads to the conclusion that a seventh massage package would be successful in the future where guests can experience various massages from the other six packages (detox, healing, pampering, educational) during the duration of five days. This package would be a more relaxed one where massage is combined with nature activities and in which the guests will have a lot more time to simply rest and rejuvenate on a more flexible timetable, compared to the other packages from which one can see are more organized, time

restricted and intense.

One questionnaire participant who had previously attended a wellness trip answered in the open section of what to improve on the wellness trip that she would have preferred it to be less organized. Therefore it is believed that the relaxed massage package could be a success at the Narayana Sanctuary as a less organized package. In addition the guests that have chose the massage package may have the opportunity to choose a few additional courses from the other packages, for example painting and photography. All six packaged courses run at the same time thus enabling the guests to more easily tailor their packages according to their needs. In the beginning of the package creation process the Metta Sutta Love package showed the most potential to be profitable. However it turned out not to be as popular as participated. It was satisfying to see that through the drawing of the AIO questionnaire it is possible to create a seventh package in the future, which is believed to be one of the most successful.

4.1.2 Intellectual wellness

From the seven categories of intellectual wellness- photography was the most popular activity and exceeds painting in popularity. Many more women chose photography over painting and in painting a very high amount of women said they would not attend painting workshops. Three times the amount of the women that said no to photography said no to painting workshops. It is however credible that women would attend painting classes if they were to attend the 'Shengsheng buxi' creative retreat but would however prefer photography instead of painting if they had to choose one of the two. See Figure 9 for more details. The second most popular category in the intellectual wellness sector is nutritional counseling from which most women agreed that they would be willing to receive some nutritional advise. It was interesting to note from the questionnaire results that women preferred raw-food cooking and vegetarian cooking on an equal level. In the creation point of the package, it was unsure whether or not to add raw-food cooking as it was thought not to be that popular amongst the women and shortly after handing out the first twenty questionnaires most answered no they would not attend raw food cooking, the removal of raw food cooking was already been considered. After digitizing all the questionnaires into R, it was seen that raw-food cooking was in the end nearly as popular as vegetarian cooking, which was truly remarkable.

Women showed immense disinterest towards the lifestyle documentary evenings; more than half of those that would like to attend the documentaries showed disinterest. This was somewhat of a disappointment as the lifestyle documentary evenings were

considered the core heart of the retreat because the guests would have the possibility to learn, listen and discuss with professionals in a secure and safe environment, making the guests overall experience at the retreat truly unique and special. The documentary evenings have been added into all the Narayana Sanctuary 6 packages and undergo intense interesting educational topics.

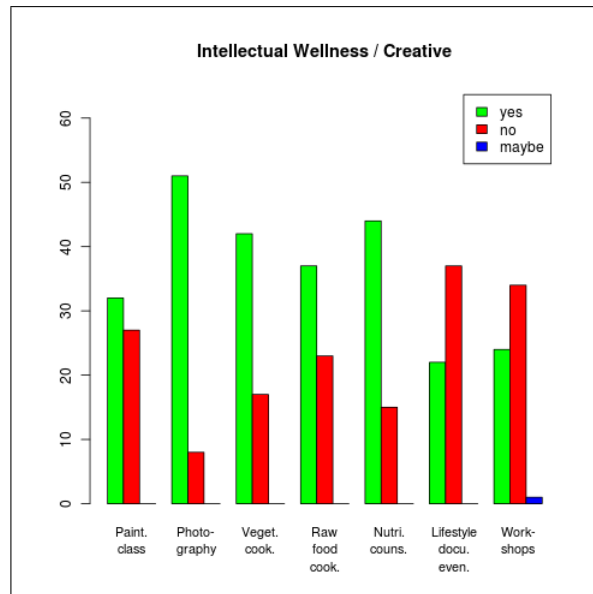


Figure 9. Intellectual Wellness / Creative.

As it was not understood why this particular activity received such negative results, a brief discussion took place in order to gain more insight on the subject. These individuals were already acquainted with the vision on the documentary evenings as the ideas were introduced to them a few years prior to the thesis writing. After asking why they think the results are the way they are, it came to light that the women might not have understood exactly what the documentary evenings in hold as examples were provided solely from the Metta love package topics and as explained later, we notice that the Metta love package topics were not the most favored by the women in general. And when one looks more deeply into the schedules, it can be seen that each of the six packages have different documentary topics. For example the lifestyle documentary evenings with professional speaker and group discussions in the Prana Vitality package elaborates subjects such as food inc. forks over knives, simply raw, food matters and meet your meat etc. The Shengsheng buxi creative lifestyle documentary evenings present inspiring creativity, creative juices flowing, a creative eye on a creative world etc. It is obvious that individuals are interested in different subjects and as just a couple of topics were introduced in the questionnaire from the Metta love package such as womens anatomy, age, menopause and relationship zen, women most likely took their conclusions from there and chose not to attend.

In the future another AIO questionnaire will be created in which a separate question

block will be structured for the Lifestyle documentary evenings, the participants can then choose from a list of different lifestyle documentary options which ones they would like to attend or if they would like to attend at all. From this more specified list a conclusion will be able to be drawn-whether the women are interested in lifestyle documentary evenings or is it like in the present questionnaire that they just simply are not interested in the topic in general. Whether the women answer on the second time questionnaire a profound number of no's for the lifestyle documentary evenings, documentary evenings will still be included in the Narayana Sanctuary despite the negative feedback. It would be interesting to see how feasible the concept would be if it is implemented in real life scenarios. As seen from the graphs the popularity of the workshops and lifestyle documentaries are relatively equal.

4.1.3 Emotional wellness

Meditation is not as popular as perceived however despite this aspect more women agreed than disagreed to attend meditation. Therefore a positive outlook is accepted and hopefully during the various retreats women will learn the technique of a silent mind and pass their experience through word of mouth thus lifting the bar of popularity.

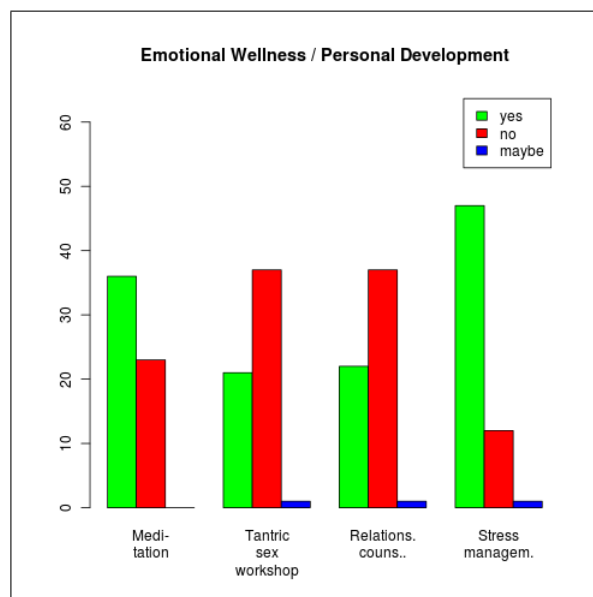


Figure 10. Emotional Wellness.

As the majority of women participants were rather young, tantric sex workshops and relationship counseling received low likings. It is obvious when looking at the statistics that the participants strongly disagreed to participate in these activities. This is why the packages have been broken down and tailored, so that specific demographics can attend the package that is the most suitable them, according to age and preferences. As mentioned in the beginning of this thesis as to why I have

decided to create a women's retreat; modern women are profoundly stressed with the fast pace and perfectionism. It was noticeable that through all the rest of the emotional wellness activities the most desirable section was stress management counseling. It is disappointing to notice that women would rather attend stress management counseling than tantric sex workshops. Approximately 40 women said yes to stress management and an astonishing 30 said no to tantric sex. See Figure 10.

4.1.4 Social wellness

In all three categories there were more positive than negative responds to the activities. However once the questionnaire was designed shortly after aura soma colour therapy was removed from the healing packages, because it was thought not to be popular enough and found it unnecessary to include in any package. Once the results were analyzed it was noticeable that aura soma color therapy was just as popular as the dream workshop. And in the future will add aura soma as a second option to the dream workshop, from which the guests can choose the one they prefer more. Similar to packages: Option 1.Yoga, Option 2.Thai Chi Option 3. Pilates. See Figure 11a.

4.1.5 Spiritual wellness

The evening drum circle and shamanism were the least of interest for the participants, the two categories had more negative responds than positive, but because there was a drastic difference between positive and negative its still believed that the evening drum circle and the shamanism workshops would work well as two of the package offerings in the Sage of Shakyas Spiritual Package. Art of Buddhist teachings were quite evenly divided through positive and negative responds. Thai chi was popular with mostly all the women and will continue to be one of the options among yoga and Pilates. See Figure 11b.

4.1.6 Occupational and Environmental wellness

Make up counseling and NLP were the most preferable activities in this category. Third most popular was detox counseling and the least popular two were Feng shui and Spiritual housecleaning. Feng shui however got several positive responds although there was more negative responds. It can be seen from Spiritual housecleaning that it has drastically more negative responds. This could be because the participants did not precisely know what Spiritual housecleaning is, it is explained in detail in the project under wellness disciplines but it was not explained in the questionnaire as the questionnaire must remain brief it is not possible to add definitions. If the guests curiosity is awaken by a certain activity the guests can find

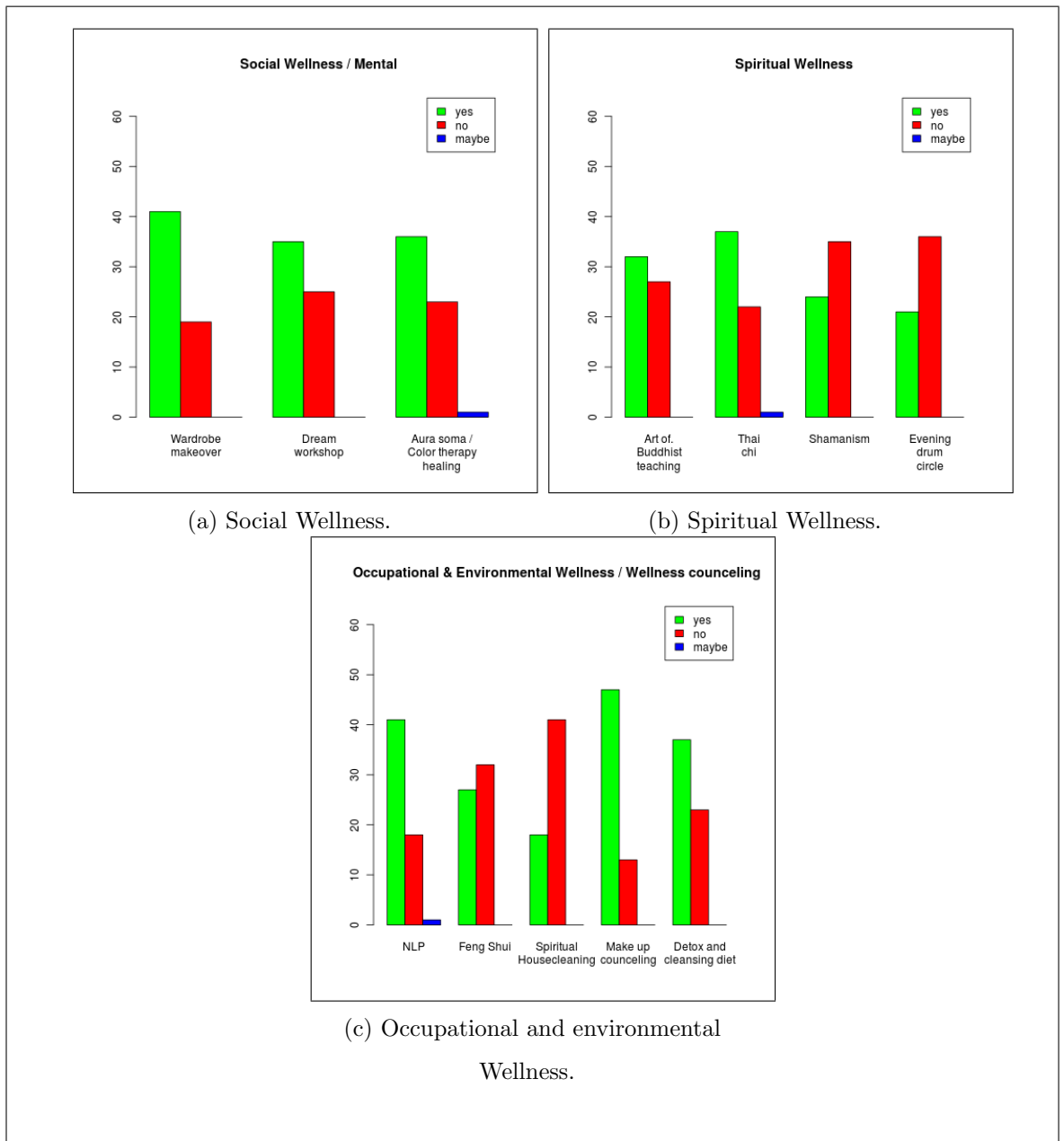


Figure 11. Social and spiritual wellness.

the wellness activity definitions from the Narayana web page and read into that specific activity for example the Evening drum circle.

4.2 Feedback of certain groups

4.2.1 Treatments for stressed people

The participants were asked to answer a question whether they feel stressed at the moment on the likert scale from strongly disagree to strongly agree. Most of the participants agreed that they are stressed and in this category stress management counseling was highly rated as an activity that they would like to engage in. One might assume that the women might be stressed because of poor relationships, however when one looks at the bar plot one can see that the participants are not that

interested in relationship counseling. See Figure 12.

Concerning meditation there is no clear pattern that stressed people are more affiliated to practicing it. For the strongly stressed participants under half agreed that they would participate in meditation, the ones that agreed they are stressed had very positive response to meditation, approx. 80% agreed they would like to practice yoga. The participants that felt neutral towards their stress level were indecisive whether or not to practice yoga. Participants that felt non-stressed didn't feel as if they need meditation, as the response towards meditation was mostly negative. All in all the strongly stressed participants mostly wish to engage in NLP, stress management, massages and yoga.

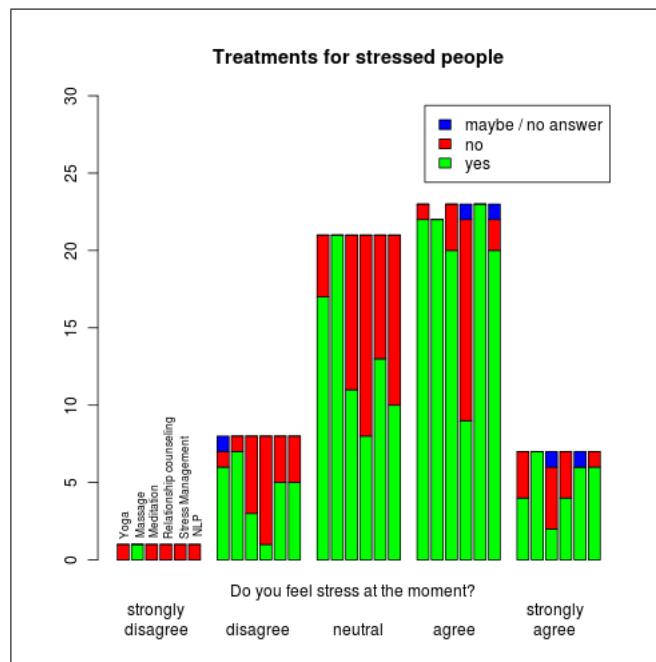


Figure 12. Answers from stressed people.

4.2.2 Active people

Most of the women agreed that they consider themselves active, second most answered that they consider their activeness to be neutral, and third most group agreed that they are active, no participant considered themselves to be strongly inactive. Active women desired nutritional counseling out of all the package offerings the most, followed by makeup counseling and NLP. In the questionnaire most women who answered that they are strongly active engaged mostly in activities like running, gym and similar sports, therefore it was decided to choose offerings such as NLP, nutritional counseling, make over counseling to see which of these activities active people would prefer. NLP was chosen as one activity because it would be helpful to estimate if active people need counseling on disorders, phobias, habit orders and addictions etc.. It was surprising to see that even active healthy people wanted NLP

counseling and as NLP is closely related to stress management, they most probably would like to engage in stress management as well. See Figure 13.

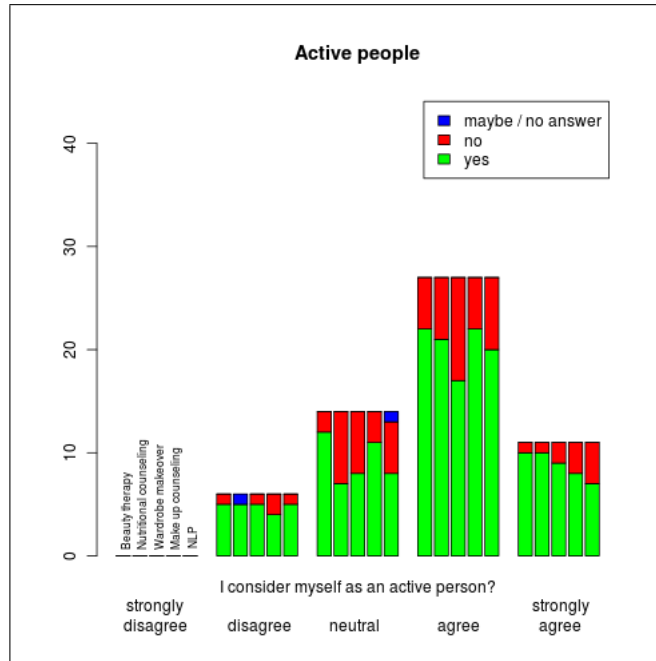


Figure 13. Active people.

4.2.3 Food and Nutrition

Participants were asked in the AIO questionnaire if they pay attention to their nutrition. Most women agreed that they pay attention to their nutrition, second biggest group felt that they are neutral when it come to paying attention to their nutrition and the third biggest group said they strongly agree. (1.Agree 2. Neutral 3.Strongly Agree) Some participants disagreed and none strongly disagreed.

The majority of women who agreed and strongly agreed that they pay attention to their nutrition favored nutritional counseling the most. Women who felt neutral about their nutrition had a balanced amount of positive and negative response towards nutritional counseling. From this a conclusion was drawn that the package should be marketed to women who are not very sure whether they are eating healthy enough. The women who agreed and strongly agreed that they pay attention to their nutrition had many positive answers toward all the activities listed in the bar slot. The women who answered neutral did not seem to know what activities they would choose as yes and no answers were almost tie. From the bar slots it seemed as if people who pay more attention to their health are favoring NLP less than compared to people who are active. Therefore it seems that people who live more healthy lifestyles are less stressed, have less additions and habit disorders. See Figure 14.

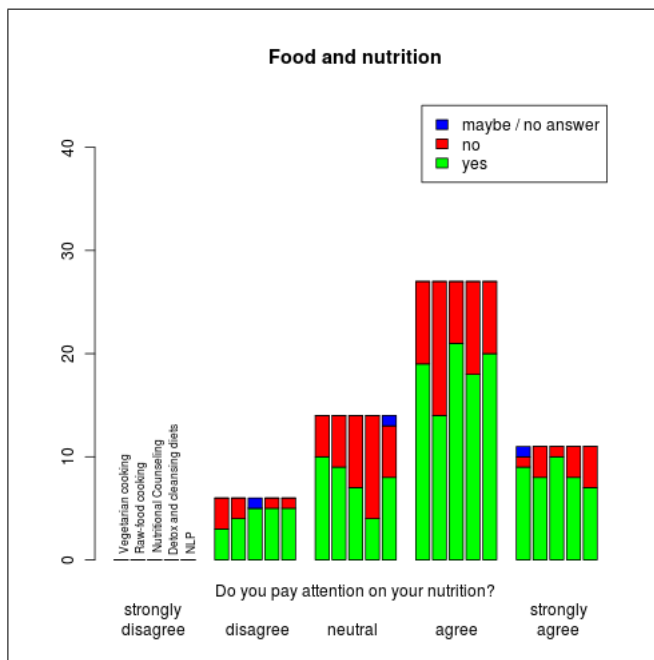


Figure 14. Food and nutrition.

4.3 Feedback to the 6 packages

4.3.1 'Karaniya Metta Sutta' Love Package

Massages are the most popular segment in the package, followed by beauty therapies, yoga, Pilates, Thai chi and meditation. The least popular of the package is Tantric sex and the third least popular are lifestyle documentaries, workshops and relationship counseling (see Figure 15). As mentioned above the low results on tantric sex and relationship counseling may be a result of the young age group of the participants, the low result on workshop and lifestyle documentaries could be the result of the lack of info provided on the questionnaire. It is quite certain that this package would be feasible. It simply needs to be marketed to the appropriate target group, which is most likely to be in their middle age.

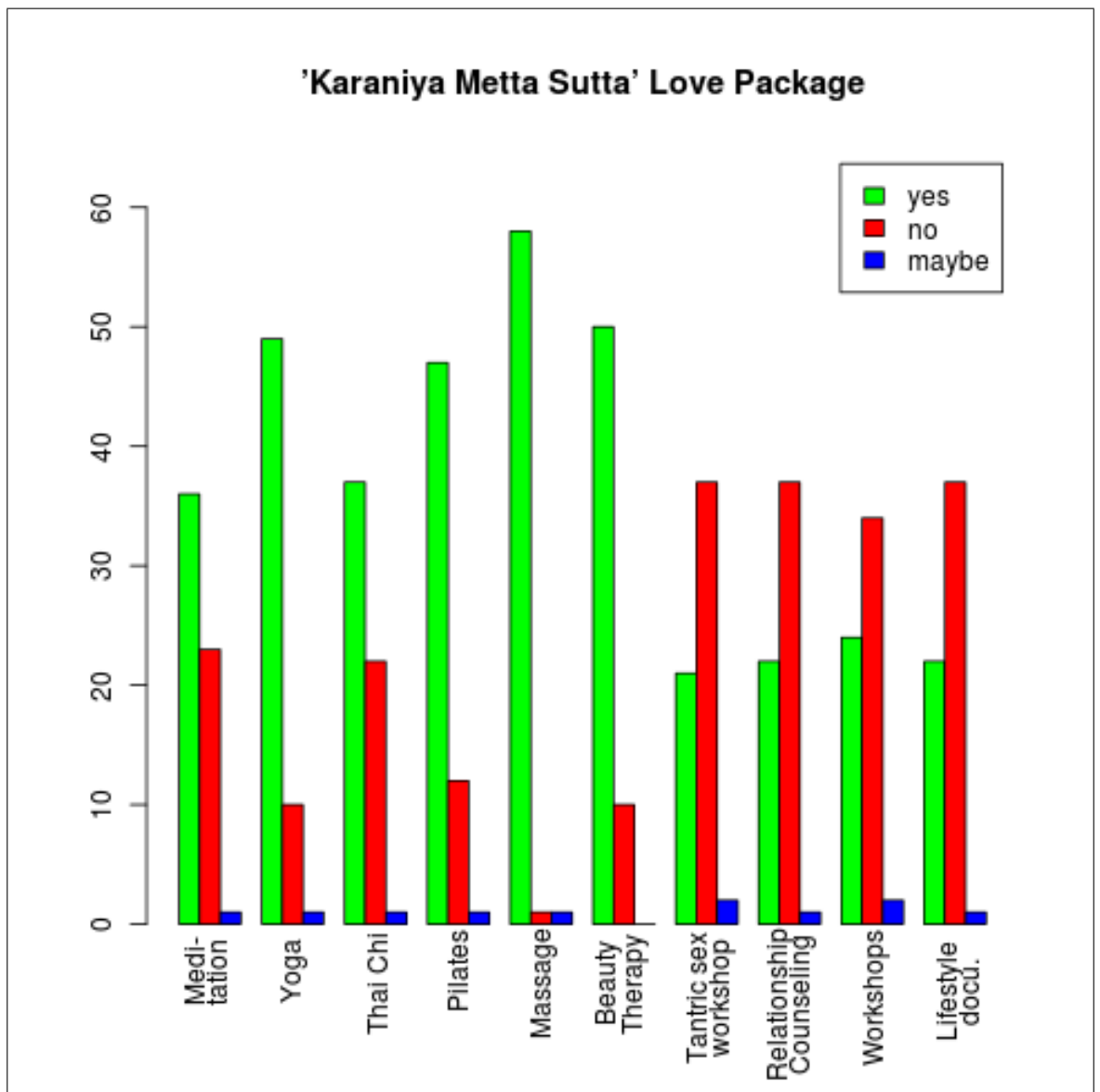


Figure 15. Popularity of the wellness disciplines of the 'Karaniya Metta Sutta' Package.

4.3.2 'Sage of the Shakyas' Spiritual Package

If one does not include massages, yoga, Pilates and Thai chi, the main topics of interest in the spiritual package were meditation, workshops and Buddhist teachings. The least favorable were once more the workshops and lifestyle documentaries, followed by shamanism workshop and evening drum circle. The dream workshop appears to be the most popular activity for the women out of shamanism, aura soma and drum circle (Figure 16).

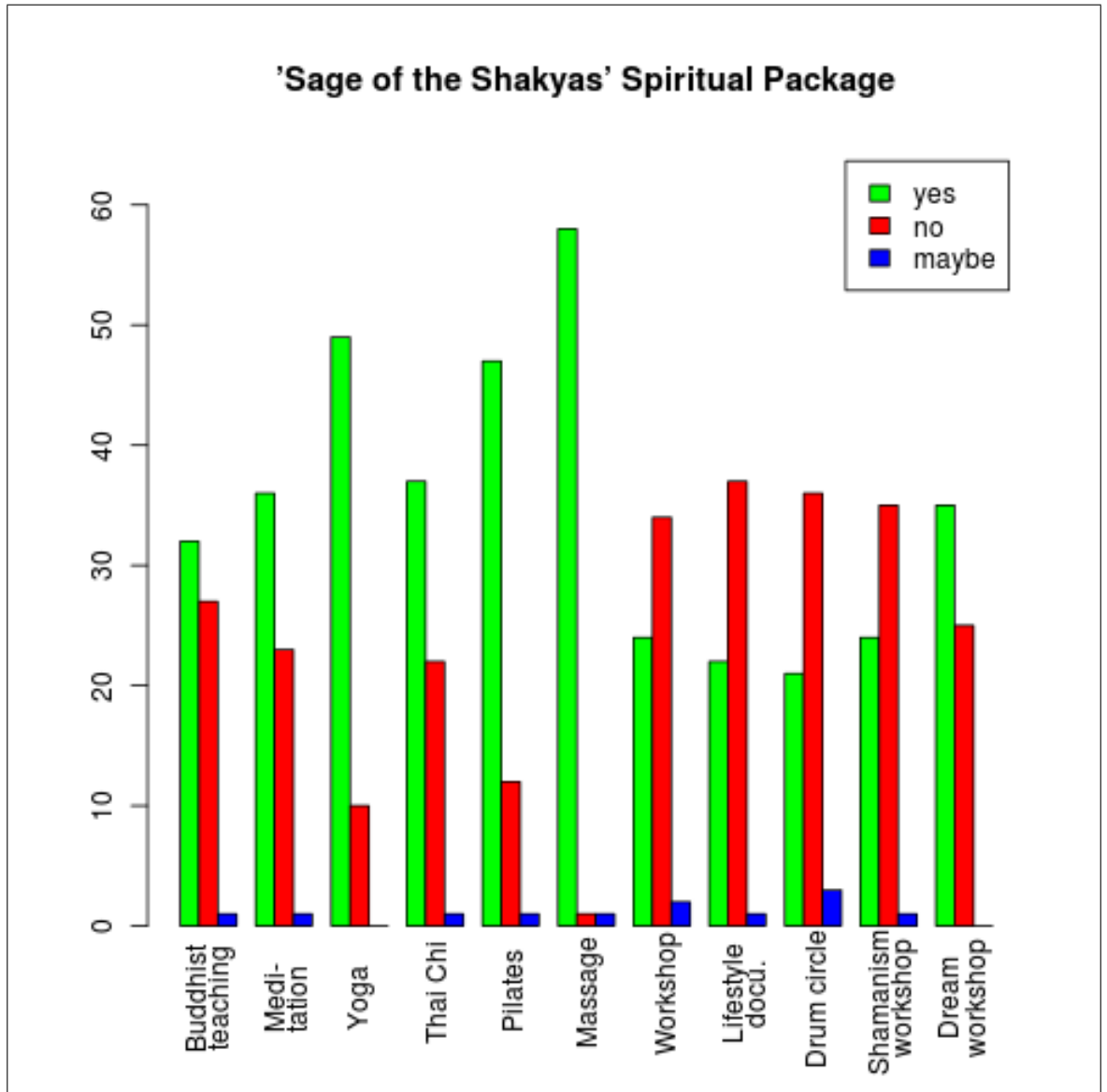


Figure 16. Popularity of the wellness disciplines of the 'Sage of the Shakyas' Package.

4.3.3 'Prana' Vitality Nutritional Package

Massage, yoga and Pilates most preferred activities. Thai Chi not nearly as popular than yoga and Pilates. Nutritional counseling, detox dieting, vegetarian cooking and raw food cooking, highly popular as well. Favorability towards lifestyle documentary evenings low.

Spa treatments over exceedingly popular. Followed by the basic physical activities yoga and Pilates. Out of the more distinctive activities, make up counseling, wardrobe makeover and meditation were the most popular amongst the women. Spiritual housecleaning, feng shui and lifestyle documentary evenings least popular. See Figure 17 for more explanations.

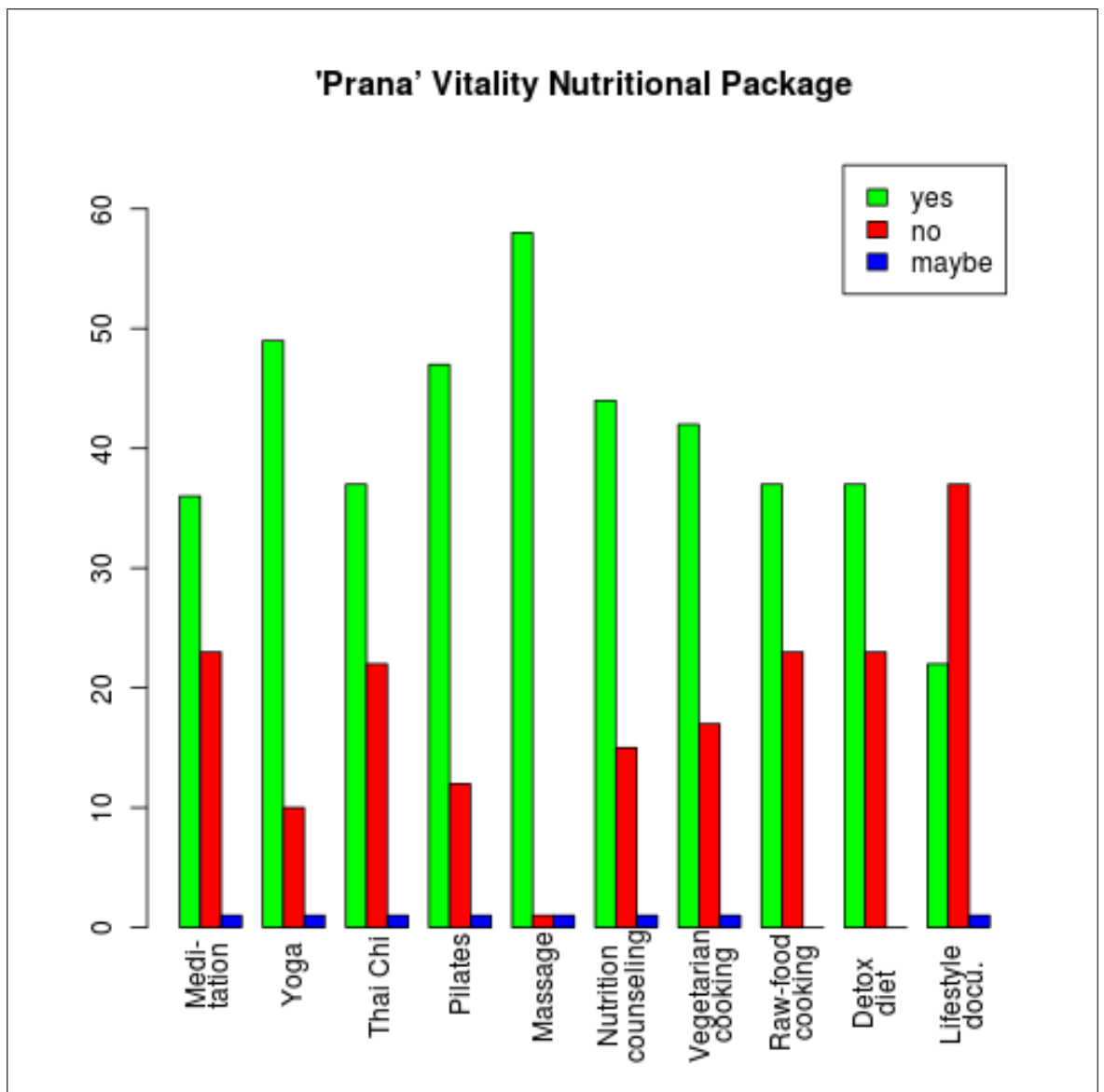


Figure 17. Popularity of the wellness disciplines of the 'Prana' Vitality Nutritional Package.

4.3.4 'Padma' Home and Health Package

Out of the distinguishing activities make up counseling, wardrobe makeover followed by meditation and pilates are the most popular. Spiritual housecleaning, lifestyle documentaries and feng shui were of least interest (see Figure 18)

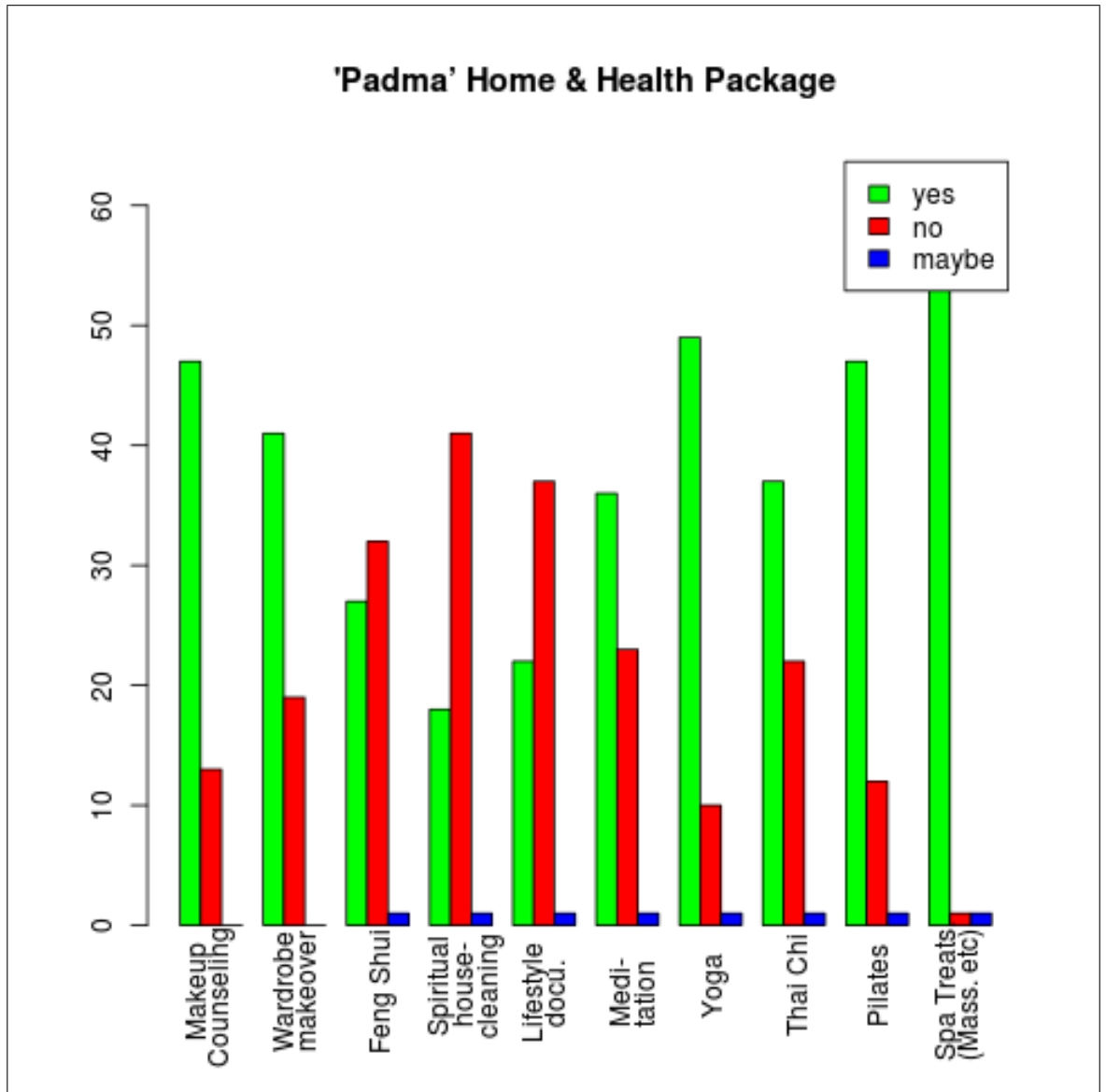


Figure 18. Popularity of the wellness disciplines of the 'Padma' Home and Health Package.

4.3.5 'Shengsheng buxi' Intellectual Creativity Package

Massage, yoga, Pilates most preferential. Followed by photography, Stress Management and NLP. Painting, Thai Chi, and Meditation received a noticeable amount of negative responds (see Figure 19).

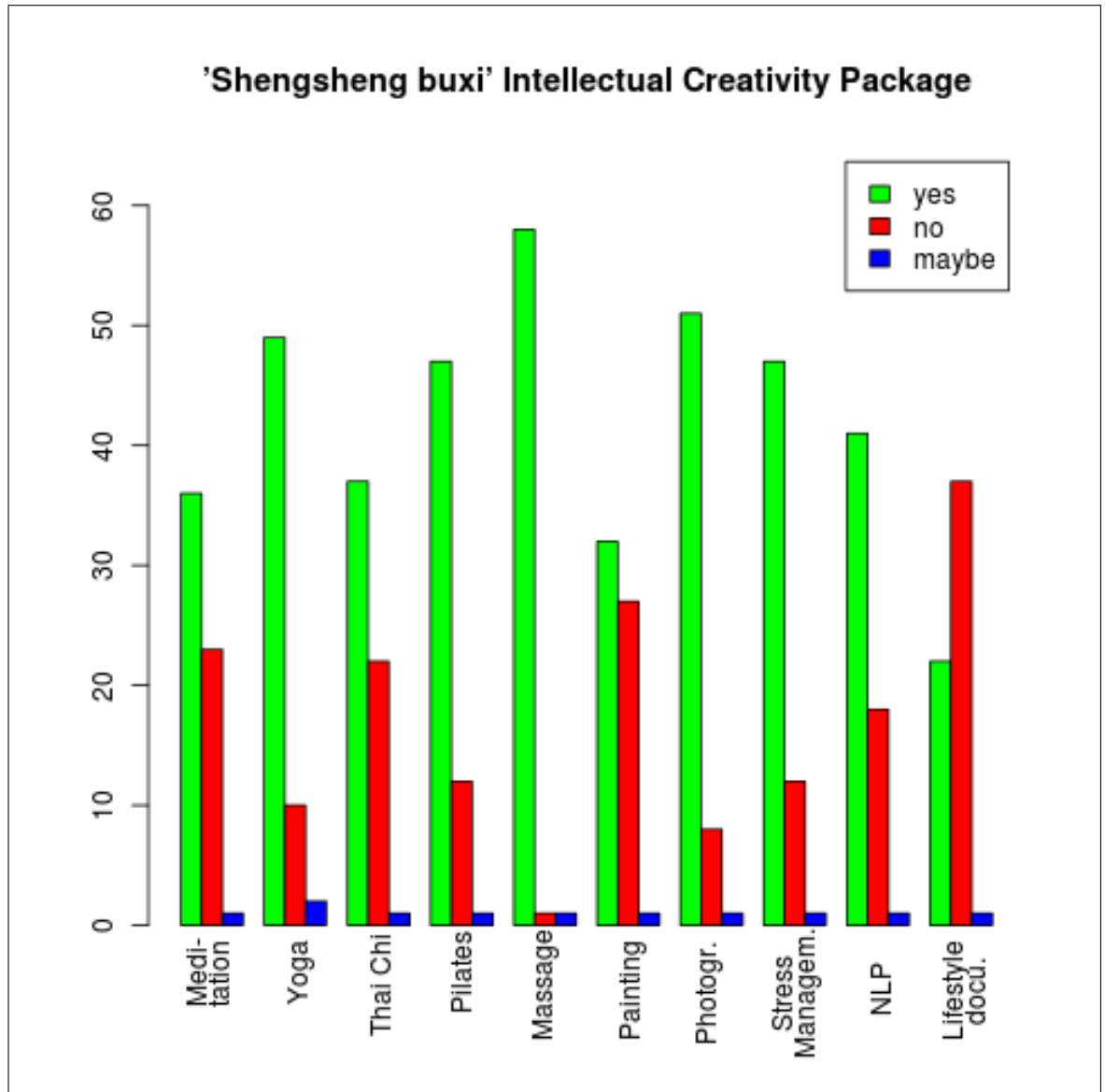


Figure 19. Popularity of the wellness disciplines of the 'Shengsheng buxi' Intellectual Creativity Package.

4.3.6 'Kensho Satori' Enlightenment Experience Package

In Kensho Satori most of the activities are listed. From the overall list massages, photography, Pilates, Yoga, vegetarian cooking and detox dieting were the most popular with a profoundly visible result. Meditation and Thai Chi followed shortly after.

Most un-preferable activities were spiritual housecleaning, followed by tantric sex workshops, lifestyle documentary evenings and workshops. Feng shui, painting and Buddhist teachings also scored very low in popularity.

Reviewing all offered disciplines it can be seen the most profitable activities to the Narayana Sanctuary would be various massages, photography, Pilates, yoga vegetarian cooking and detox dieting. This can be seen in Figure 20.

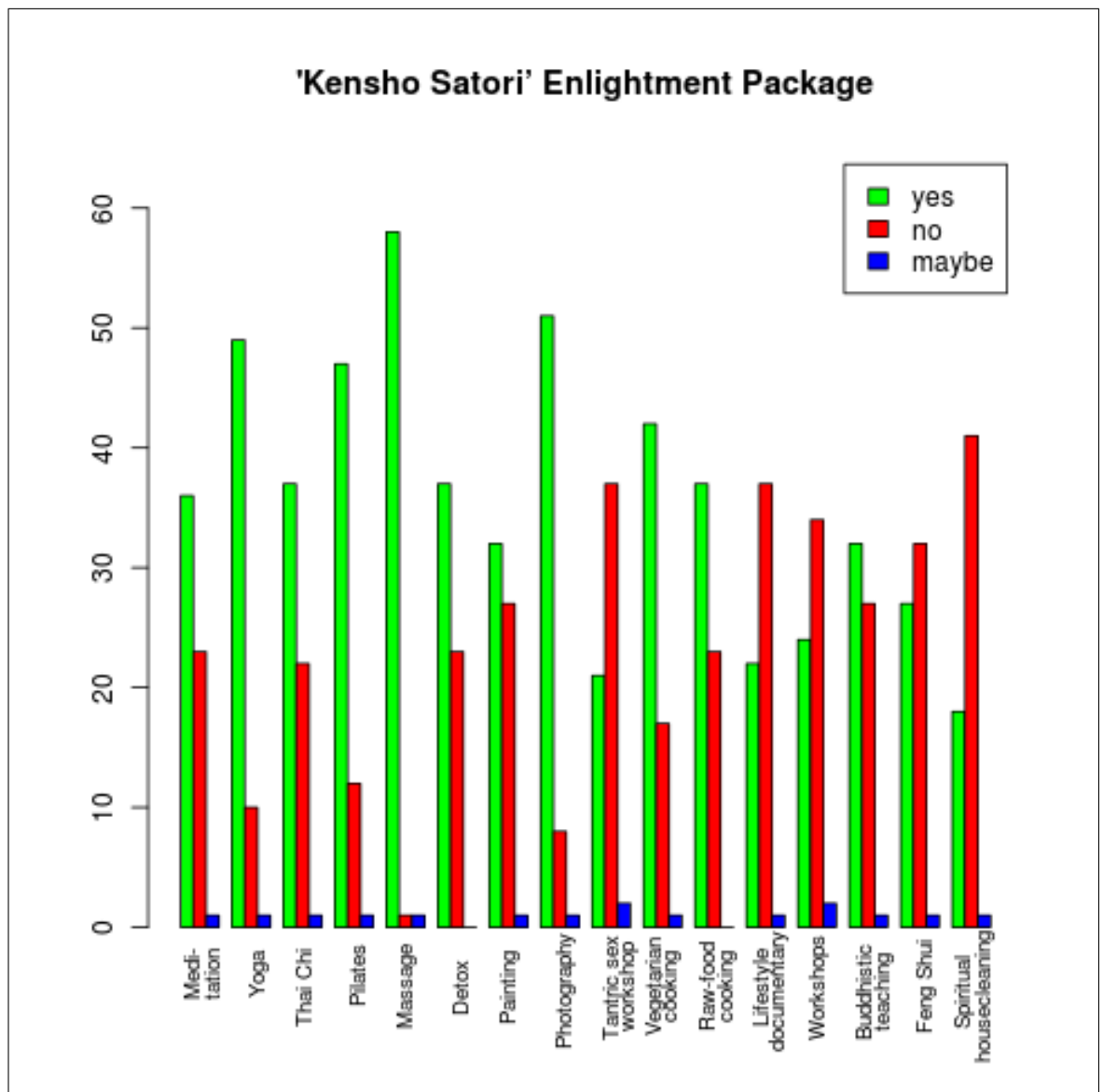


Figure 20. Popularity of the wellness disciplines of the 'Kensho Satori' Enlightenment Experience Package.

5 Conclusion and evaluation

5.1 Learning Outcomes

The compilation of a portfolio was learnt in order to build concepts into a full product offering, address various segments and create mental exercise of coherence. Link research and prove links between research and reality that could be extrapolated into a real life concept.

In many cases converting an idea from my mind required a considerable amount of drafting, mind map creation, models, rewriting and redrafting repeatedly. The major challenge was how to place everything together, in order to make the thesis comprehensive and consistent and summarize ideas in order for them to be specific and brief.

During some phases the tendency to leap from one idea to another in an indecisive mentality made it challenging in the decision phase in which ideas to preserve. This results in a vast thesis. It is now understood that if one has a time constraint, it is more effective to select a moderate amount of simple ideas and follow them through than have too many ideas. In the finalizing stages of the thesis process it was noticeable that the width of the thesis was drastically massive for one person to handle and in the end the workload was intensely overbearing. Concepts were started but did not finish with consistency thus resulting in the removal of these concepts.

The thesis has its imperfections, but it is a continuous learning process. It was beneficial to learn how to convert thoughts into feasible questions, implement very diverse mental requirements of the women in real life into a literature orientated service design. Personal management skills were tested, because real life is versatile and it is more challenging to formulate present real life contemplations into a future feasible concept that does not yet exist. This thesis process opened my vision to research; the learning curve was tremendous, challenging and a true learning experience.

5.2 Conclusion

As seen from Figure 10 Emotional Wellness and Figure 11a - 11c Occupational and Environmental Wellness women of the twentieth century are profoundly stressed and the stress factor is ever present and increasing.

According to Braiker (2002, 1) a large percentage of women in our modern society are overly stressed, undermined, and insecure. “High achieving women wrestle with the dilemma of how to succeed in a world that rewards stereotypical male values while still maintaining their attractiveness, their sexuality and their sense of themselves as women.” (Braiker 2002, 1.)

Through the practical research of the thesis, an approximate number of 60 real life successful women openly and attentively participated in questionnaires revealing their emotions and options on their personal wellness.

During the practical research on finding womens painpoints, ready structured principles imbedded in the mind were exhausted. Fascinating results of the feminine complexity emerged. The women who participated in the questionnaires, appeared satisfied from the external portion, however when the individuals were no longer observed separately but combined and composed the stress component was staggering and the hidden discretion to the extent of the stress element surfaced.

Modern culture can be considered dysfunctional when women choose to engage in Stress Management Counseling (Stress management counseling explores and experience a multitude of powerful stress management techniques. Women create their own personal stress program to bring their conscious awareness to where the stressors are and what they can do about them. And NLP workshops (Neuro-linguistic programming) which concentrates on performance coaching, stress reduction, phobias, depression and addictions. It is a communication and visualization technique used to overcome psychological blockages, phobias and help individuals to achieve their personal potential.

It is recognizable that modern women are becoming overly career orientated and focus needs to be channeled back to a more simple way of life, gratifying activities such as the art of tantric sex, meditation, yoga and feng shui need to be practiced more as these are the activities that sustain and help endure the pressures of modern society.

Meditation as an example is de-stressor, quiets a tension and wondering mind (Jyotirupananda 2009, 2). Thousands of physicians throughout the world started meditating in order to see for themselves the beneficial physiological results that take place in the person as soon as s/he starts to meditate. The heart rate slows down while the blood pressure simultaneously drops, and metabolic activity of oxygen used up by the body decreases much lower than a prolonged and restful sleep (Lorenzo 2003, 2). Instead of attending stress management consultation, women need to

prevent these symptoms by attending soulful activities, before they become the victim of stress and turn to stress counseling as a remedy.

5.3 Future Development

The approximate 60 participants painpoints have been implemented into the project base part of the thesis and through the outcomes of the AIO Questionnaires it has been decided to regroup and reconstruct the packages. A package solely for Stress Management counseling and NLP will be restructured in the future.

A seventh package will be created, which is believed to be one of the most successful out of the six packages as an approximate 60 participants all agreed that they would engage in massage treatments. (1-2 negative) Massages were the most popular segment from which guests can experience various massages from the other six packages (detox, healing, pampering, educational) for the duration of five days. Massage will be combined with nature activities and in which the guests will rejuvenate and relax. This package will be less organized, time restricted and intense.

In the future two more AIO questionnaires will be structured. The first questionnaire will involve a separate question block for the Lifestyle documentary evenings, seminar topics and workshops. The participants will choose from a list of different lifestyle documentary options which ones they would like to attend or if they would like to attend at all. From this more specified list, a conclusion will be able to be drawn-whether the women are interested in lifestyle documentary evenings, seminars and workshops.

Now that the individual activities have been decoded and grouped into packages, the second questionnaire will no longer be based on individual activities, but will be grouped into an approximate seven packages from which the participants will choose the package that they find the most preferable. Twice the amount of questionnaires will be handed out and during this time the demographic group will be more calculated, most of importance is that the questionnaires will be supplied to an equal amount of various aged women.

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A Questionnaire

Women's experience and wellness retreat

I am creating a women's retreat concept, which exceeds traditional barriers and limitations. A retreat in which women can speak openly about their feminine side, inner feelings and how to channel their energies by using holistic practices. The aim of this questionnaire is learn about the needs and desires of modern women. This study is supported by Haaga-Helia University of Applied Sciences.

*Thanks for taking your precious time to support my thesis. All informations will be treated anonymously and will not be given to third parties. **If you are not comfortable to answer one or more questions just skip it.***

Basic information.

1. What is your date of birth? _____
2. What is your nationality? I am _____
3. What is your occupation? I am a/an _____
4. Are you married? yes no
5. Do you have children? yes, _____ child/children no

Interests

6. What sports/activities do you engage in at the moment and why?

7. If you could engage in any other hobby what would it be and why?

8. Do you feel stressed at the moment?

strongly disagree disagree neutral agree strongly agree

□————□————□————□————□

9. Do you pay attention to your nutrition?

strongly disagree disagree neutral agree strongly agree

□————□————□————□————□

10. I consider myself an active person?

strongly disagree disagree neutral agree strongly agree

□————□————□————□————□

11. Have you ever been on a wellness trip?

yes no

12. Did you had a good experience?

strongly disagree disagree neutral agree strongly agree

□————□————□————□————□

13. What would you improve?

14. Would you spend your money on a trip to a women's retreat?

yes

no

Opinions

15. Physical Wellness/Healing

Would you attend:

Yoga yes no

Pilates yes no

Massage yes no

(reiki, shiatsu, deep tissue, chocolate, aroma, hot stone, ayurveda, etc.)

Beauty Therapy yes no

(Sugar wax, Spray tan, Pedi-manicures, etc.)

Other

16. Intellectual Wellness/Creative

Would you attend:

Painting class yes no

Photography yes no

Vegetarian cooking yes no

Raw food cooking yes no

Nutritional counseling yes no

Lifestyle documentary evenings yes no

(with professional speaker and group discussions about women's anatomy, age, menopause, and relationship Zen)

Workshops yes no

(the power of the feminine, creating your world, feminine and maskulin: the energies of giving and receiving)

Other

17. Emotional Wellness/Personal Development

Would you attend:

Meditation yes no

Tantric sex yes no

Relationship counseling yes no

Stress management yes no

Other

18. Social Wellness/Mental

Would you attend:

Wardrobe makeover yes no

(with professional stylist according to ones own body type)

Dream workshops yes no

Aura soma/color therapy healing yes no

Other

19. Spiritual Wellness

Would you attend:

- | | | |
|----------------------------------|------------------------------|-----------------------------|
| Art of Buddhist teachings | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Thai chi | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Shamanism | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Evening drum circle | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Other | | |
-
-

20. Occupational Wellness

- | | | |
|--|------------------------------|-----------------------------|
| Would you attend NLP-personal development?
(Addresses problems, phobias, depression, habit disorders and addictions) | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Other | | |
-

21. Environmental Wellness

- | | | |
|--------------------------------|------------------------------|-----------------------------|
| Feng shui | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Spiritual Housecleaning | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Other | | |
-

22. Wellness Counseling

- | | | |
|--|------------------------------|-----------------------------|
| Make up counseling
(According to your own facial features) | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Detox and cleansing diets | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Other | | |
-

23. Discussion groups

Would you be open for discussions on sensitive topics?

- | | | |
|---------------------|------------------------------|-----------------------------|
| Only group | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Only private | <input type="checkbox"/> yes | <input type="checkbox"/> no |
| Both | <input type="checkbox"/> yes | <input type="checkbox"/> no |

24. Do you think a women's retreat should have male employees?

- | | | | | |
|----------------------|----------|---------|-------|-------------------|
| strongly
disagree | disagree | neutral | agree | strongly
agree |
| □ | □ | □ | □ | □ |

25. Have you ever heard about a women's retreat? yes no

26. Are you interested in going to a women's retreat? yes no

27. Any comments or ideas you would like to share?

Thanks for your participation!!!

Narayana Sanctuary- 6 Package Developments for Women's Wellness and Experience Retreat

Suzanna Suzie Mäenpää

Bachelor's Thesis
Degree Programme in Experience
and Wellness Management
December 2012



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1 Introduction

The following chapters give insight to the service design of the Narayana Sanctuary for women: it is an experimental retreat concept yet to be implemented in which preliminary visions and core ideas of the retreat are described and presented.

A typical day and the detailed timetables for each pursuit are displayed along with a thorough catalogue of each wellness discipline from the extensive offerings of the 6-tailored wellness and experience packages: Metta Sutta, Sage of Shakyas, Prana, Padma, Shengsheng buxi and Kensho Satori. Each retreat package includes the description of the target groups and benefits.

All six packaged retreats run at the same time, thus enabling dynamic pricing and private preference activity creation for the guests. Each package includes 7-10 activities and are entirely singular from the next and offer distinctive activities for various demographical women according to their desires.

The following endeavors at Narayana Sanctuary are based on the 7 Dimensions of Wellness. “Wellness is a all-inclusive umbrella covering a variety of health-related factors. This wellness lifestyle requires the implementation of positive programs to change behavior and thereby improve health and quality of life.” (Hoeger & Hoeger 2011, 8.)

The core product offering of the retreats are summoned down to one word: SENSE. Stress Management, Exercise, Nutrition, Social and Spiritual interaction and Education. At the final stages of the project representation a concept-webpage is introduced and a project related summary is provided.

2 Narayana Sanctuary

According to Cochran et al. (2009, 62), Leisure programming for Baby Boomers; Boomers are travelling to places such as Guatemala, Malawi, Kuwait to help harvest crops, paint schools, teach English etc.. Baby Boomers, do not only want to participate in simple beach holiday tours, but are interested in destinations that provide education about the interaction with the people and culture. Baby Boomers want to experience something new that includes an educational component and a bit of pampering.

The guests at the retreat must receive the qualities of comfort, authentic experiences and an informative and educational environment. Narayana Sanctuary is best positioned in Central America as it is an area rich in culture and nature. As Holistic Baby Boomers desire adventure, nature and traditions Central America is optimal, because of the abundance of possibilities to engage in activities in wildlife and to immerse in esthetic local culture.

Narayana Sanctuary is a retreat for women positioned in Central America by the sea and in tranquil picture perfect local nature. The guests will have the opportunity to engage in several watersports and nature activities. According to Cochran et al. (2009)/table 10.1 top sports, athletic, and outdoor adventure for Baby Boomers; swimming is the number one activity followed by golf. It is therefore vital that the guests are provided with the possibility to engage in water activities.

Central America is an ideal location for the Sanctuary as watersports are favored not only by Baby Boomers but also by younger generation. Central America offers the perfect warm weather conditions all year round for outdoor activities. Holistic wellness is not holistic without the opportunity to engage in nature's fruits.

Narayana Sanctuary is designed for women from all over the world travelling, and looking for a blissful location to retreat. The sanctuary is located in Central America near the shore enabling the guests to participate in inclusive water activities and local nature. Guests stay for five days at a time from Wednesday till Sunday and indulge in a number of self selected holistic courses and workshops. Whatever the guests desire the retreat can create a personal itinerary or guests can choose one of the six ready tailored packages: Metta Sutta, Sage of Shakyas, Prana, Padma, Shengsheng buxi and Kensho Satori. The sanctuary is a place where women can experience peace, tranquility, rest, relaxation and companionship. Each individual receives special care from the sanctuary crew, intimate relations are created from day one and

are nurtured throughout the guests holistic journey.

Narayana is the original name for a Supreme Being from whom everything exists. “Narayana is the essence of Brahman with form. The god with a thousand heads with all eyes, the source of well-being for all. Narayana, totality god, the imperishable, the highest abode. Narayana can be everywhere, the highest, eternal and universal.” (Srinivasan 1997, 115.)

The retreats at the Narayana Sanctuary are open minded and believe that the major religions of the world share certain essential truths and in these truths they all point to the same divine source. When discussing universal truth Narayana Sanctuary has great respect for the power of science, and believe that new insights in quantum physics, psychology and brain science are all pointing humanity toward deeper spirituality. The staff at Narayana Sanctuary endorse the individual approach to spirituality.

2.1 The core of Narayana Sanctuary

The main core of Narayana is summoned down to one word: **SENSE** (see Figure 1)

Stress Management: Includes everyday activities such as meditation, breathing exercise, and infusing life with creativity, humor and fun.

Exercise: Engaging in regular exercise, that improves aerobic capacity

Nutrition: The rise of wellness industry is moving towards lifestyle of health and sustainability. Receiving adequate nutrition through the consumption of a wide variety of fresh, seasonal whole foods that are stored and are prepared appropriately, replacing meat with adequate soy products and seeds.

Social and Spiritual interaction: Fostering love and intimacy in our personal relationships.

Education: Learning about others, our environment and our place in it, and ourselves living sustainable ecological lifestyles. e.g. flexibility e.g. Yoga, Pilates.

2.2 Typical stay at Narayana Sanctuary

Guests stay for five days at a time from Wednesday to Sunday and enjoy a number of self selected courses and workshops that are designed to balance the mind body and spirit. The length of a typical day is from 6 a.m. to 21.30 p.m. when guests return to their Villas. Guests can take a range of psychological, therapeutic, creative, commutative or active courses. Guests are also encouraged to engage in evening documentaries accompanied by a speaker, an open group discussion/listening forum, co-listening with other guests and work groups based on different collective tasks.

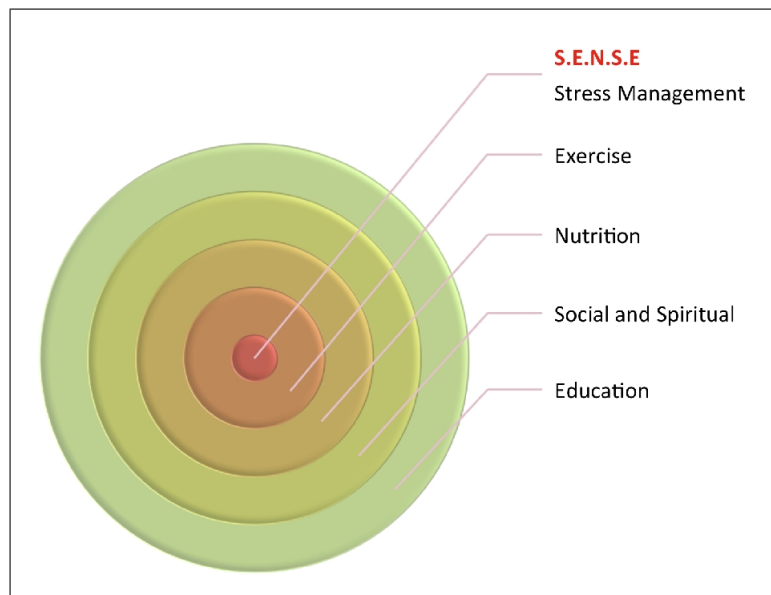


Figure 1. The core of Narayana Sanctuary is SENSE. It is surrounded by different elements to illuminate the holistic approach.

The aim of this structure is to create strong bonds between the guest members and to encourage an atmosphere of support, trust, openness and freedom to plan their own time. The majority of the guests that would attend the retreat according to the results of the AIO questionnaires would be professionals (e.g. teachers, lecturers, researchers, business and media people) Approximately 70% of participants are in their thirties or forties. Narayana Sanctuary will strive to create more than a holiday but to make it also life changing and strives for a repeat visitation more than 30%. Strong customer aftercare and bonds are considered important, therefore letters to all participants, and invitations to reunions, social events, website chat rooms and notice boards will be implemented.

2.3 Appearance of Narayana Sanctuary

“Feng Shui originated in ancient China but can be implemented in modern society. It is used to create positive energy and is universal.”(Barrett et al. 2003.) The Narayana Sanctuary will balance its decor on Feng Shui elements and color basics, which are water-fountains, wood, fireplace, red accents, earth-browns, earthstones, metal-chrome, mirrors and glass. Decor originated from India and Thailand (Shakti, Buddha, Shiva etc). Nature elements: sand, sea, white flowers and zen garden. None of these elements will dominate (Thompson 1996).

Lightning: The A and O of provoking positive emotions are achieved through lightening. When lightening is utilized in a correct manner, profound improvements to the space are created. Lightening can be changed according to mood, or day through various pictures or just blank color canvas. Lamps with adjustable brightness

of lightening will bring the same room a different atmosphere. Appropriate lamps will change the private room's feel of spaciousness and energy. Relaxing sunlit rooms will be used in the many areas such as waiting lobbys, villas, and recreational areas.

Crew Appearance: Stylish appearance; no jeans, staff wear white or hazel brown uniforms, some wear Indian shawls, with sandals. Workshop/seminar speakers wear casual relaxed clothing suitable for the activities engaged in the Narayana Sanctuary.

Music: Ambient and chillout music will support themes. It is important to keep in mind that the music must not be too distinct or distracting, as people's music taste varies. Music must be set on low so it does not ruin the relaxing aura of the retreat. Different ambiances will be used according to the time of day, whether it is morning, day, evening, or night. Retreat area; waterfalls, slow melodies and nature sounds. Calming effect slows breathing and assists in relaxation. Radio stations: Di.fm, Soma.fm, Sky.fm etc. Certain treatment rooms, depending on the treatment will play upbeat rhythms to energize depending on treatment at hand.

2.4 Narayana Sanctuary guest experience blueprint

“Service blueprinting can be used when designing a new service as this is managers main opportunity to determine the characteristics of the service offered to customers.” (Laws 2004, 60.) They provide managers with valuable insights to where their customers believe that service is failing and key, its benefit is for the potential to improve service (Laws 2004). See Figure 2 - 6 for details of the blueprint.

2.5 Narayana Sanctuary dynamic packaging

The retreat will utilize the spectrum of the 7-Dimensions of Wellness as it baseline to achieving holistic wellness. “Wellness is a all-inclusive umbrella covering a variety of health-related factors. Wellness lifestyle requires the implementation of positive programs to change behavior and thereby improve health and quality of life.” (Hoeger & Hoeger 2011, 8.)

Wellness is more than physical health, exercise or nutrition. It is the full integration of states of physical, mental and spiritual wellbeing. The model includes social emotional, spiritual, environmental, occupational, intellectual and physical wellness. Each of these seven dimensions act and interact in a way that contributes to our own quality of life. The guests will have the freedom to tailor their retreat to suit their own personal needs based on the seven dimensions of wellness from which the six wellness packages are created.



Figure 2. This figure shows the “Customer Actions”.

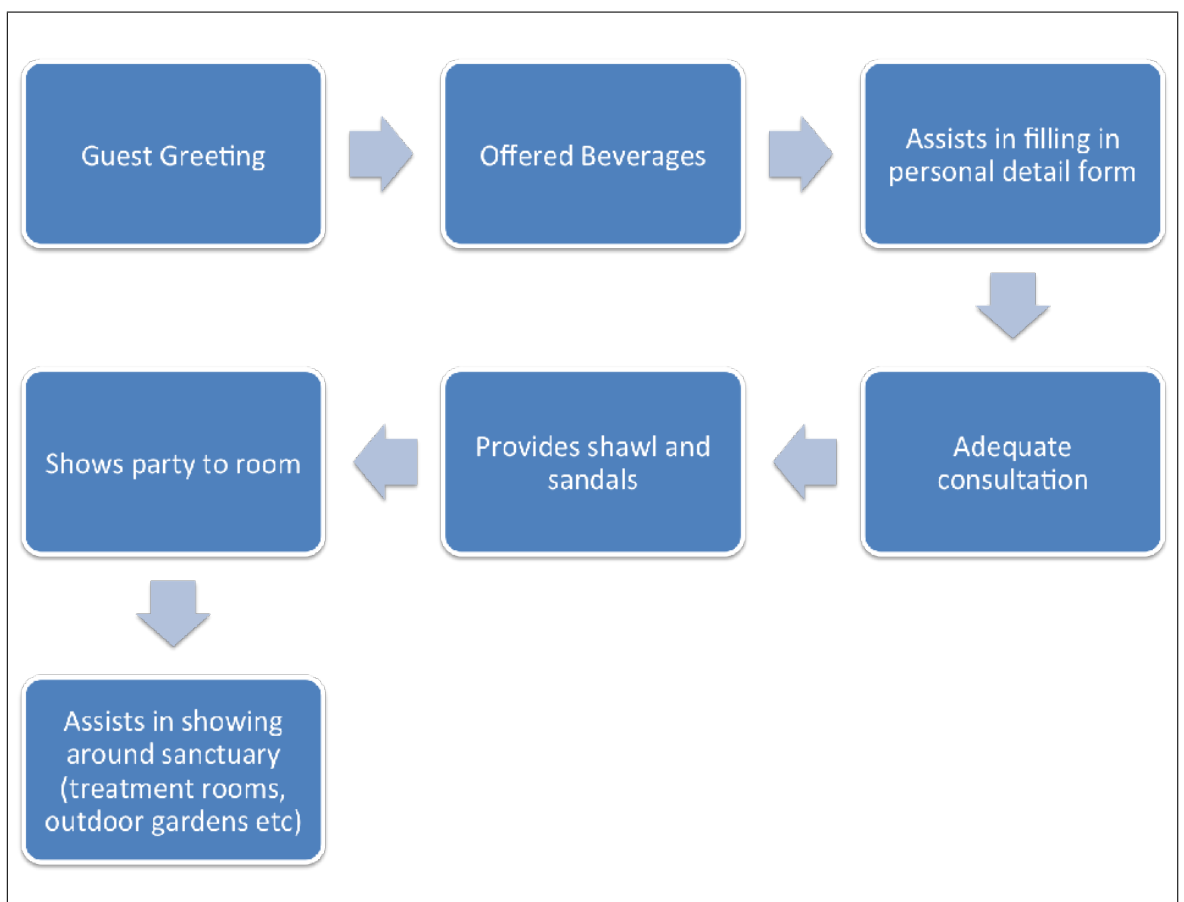


Figure 3. This figure visualizes the Onstage / Visible Contact Employee Actions. These actions are face-to-face actions between employees and customers.

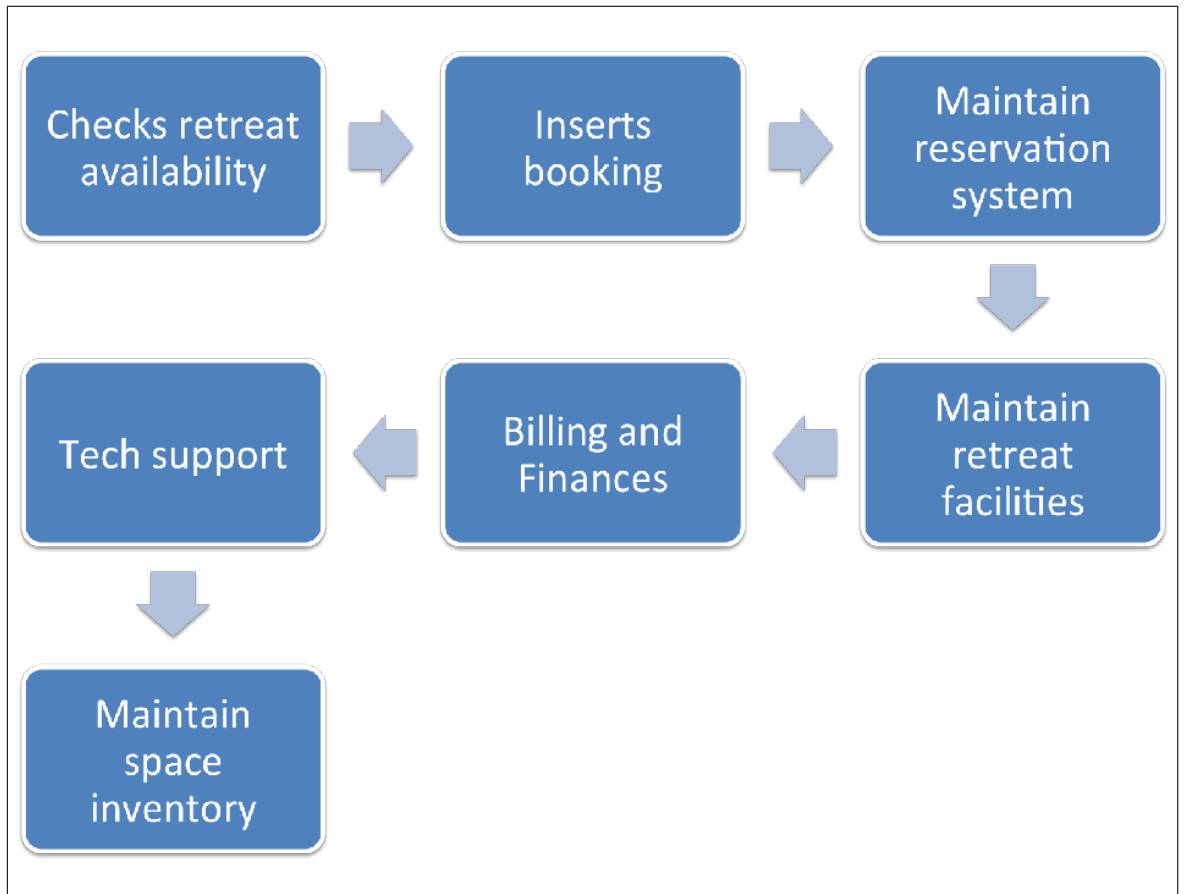


Figure 4. This figure presents the “Backstage / Invisible Contact Employee Actions”.

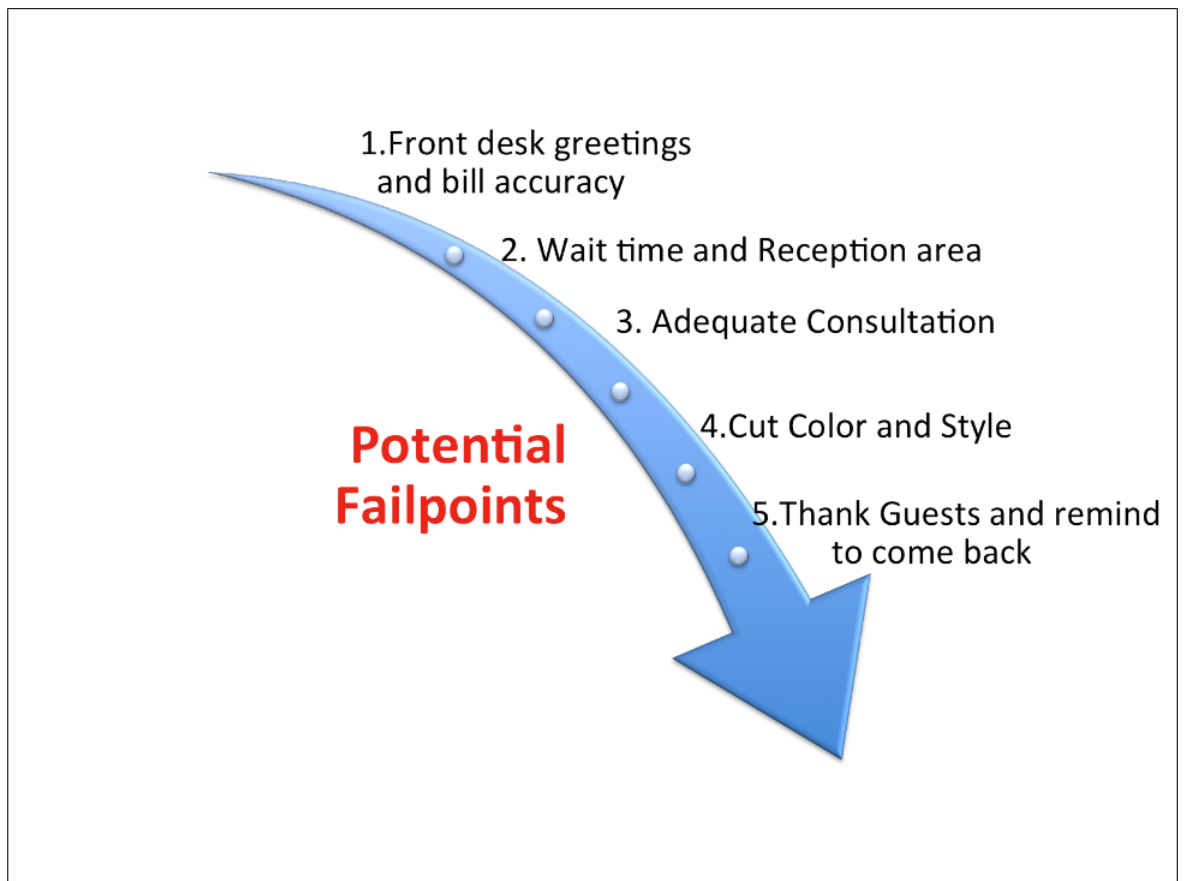


Figure 5. This figure shows possible failpoints during the process.

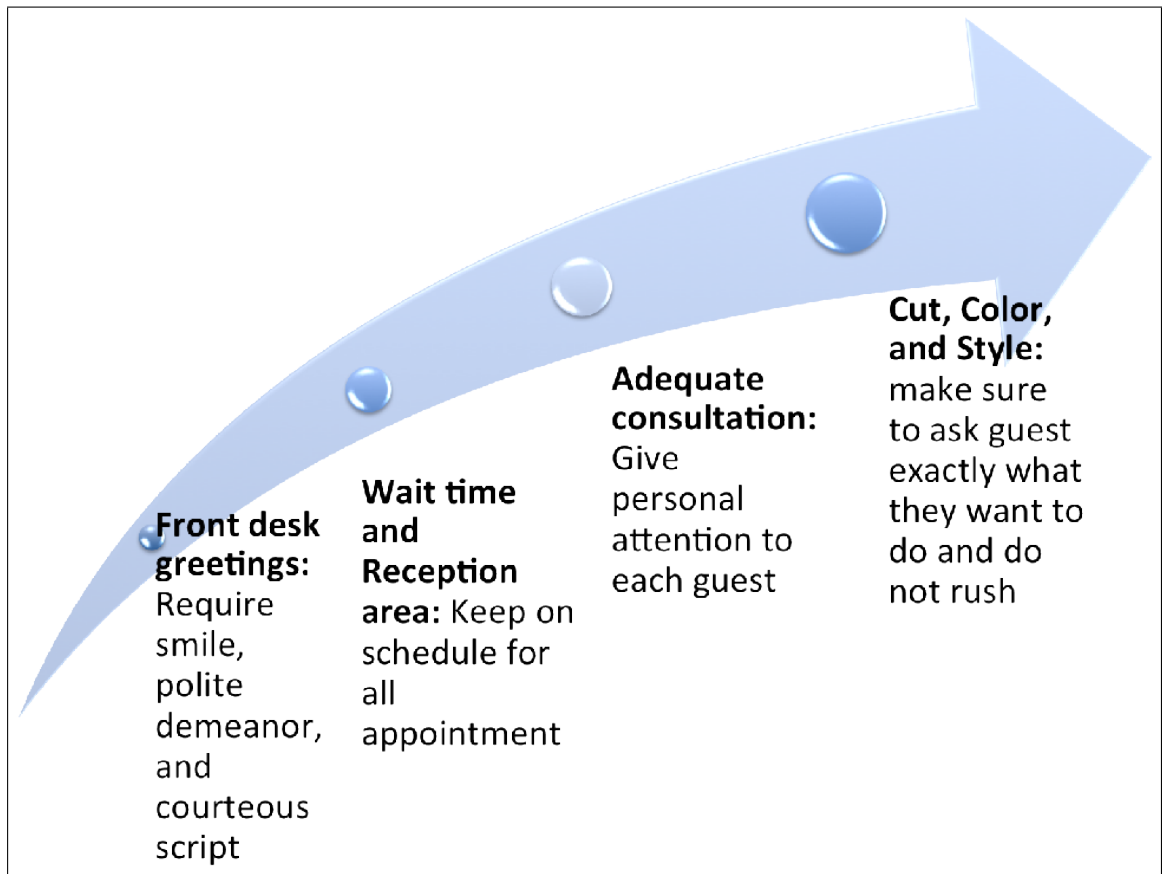


Figure 6. This figure shows solutions for the possible failpoints.

3 Narayana Sanctuary Wellness and Experience retreat packages

3.1 'Karaniya Metta Sutta' Love Package 1 - Hymn of Universal love

3.1.1 Introduction to 'Metta' Love Package

This package is designed for luxury lovers. The ultimate hedonistic indulgent package, where one can pamper themselves yet learn many exciting womanly activities such as tantra sex, relationship counseling and yoga. Luxury spa treatments such as all over chocolate, champagne, aromatherapy, hot stone, rice wasabi, and enzymatic sea mud firming massages are included in the daily program.

Metta is a multi-significant term meaning loving-kindness, friendliness, goodwill, benevolence, fellowship, amity, concord, inoffensiveness and non-violence. "Through Metta one refuses to be offensive and renounces bitterness, resentment and animosity of every kind, developing instead a mind of friendliness, accommodativeness and benevolence which seeks the well-being and happiness of others." (Buddharrakkhita 1989.)

During the 'Karaniya Metta Sutta' retreat guests will learn the art of love meditation, metta, as meditation, effect's that spiritual efflorescence whereby one's entire life becomes a source of joy for all. "The third part visualizes in this imagery the fruition of that process of spiritual development whereby one brings about an all-embracing application of spiritual love, which can powerfully condition society as a whole and lead one to the heights of transcendental realization." (Buddharrakkhita 2012.)

3.1.2 Target Group

This package is targeted for women of all ages. However based on the results from the AIO Questionnaire mostly middle aged women would choose this package as many younger participants chose not to include tantric sex and relationship counseling as their main activities. This particular package is extremely bold and is mostly designed for open minded mature participants. Issues such as menopause, age, anatomy will be discussed openly during documentary evenings, seminars and workshops. This particular package is not designed for shy individuals. Introverts may find this particular package uncomfortable and is not highly recommended. If the guest however would like to attend this retreat it is a possibility to leave out certain workshops and activities and retail one specifically for our guest. As Narayana Sanctuary retreat strives to enhance holistic wellness, yoga Pilates and Thai chi along with metta-love meditation is included in the daily program. This way it is not only an educational and emotional but also a creative and spiritual journey. Please refer to Figure 7 for more information.

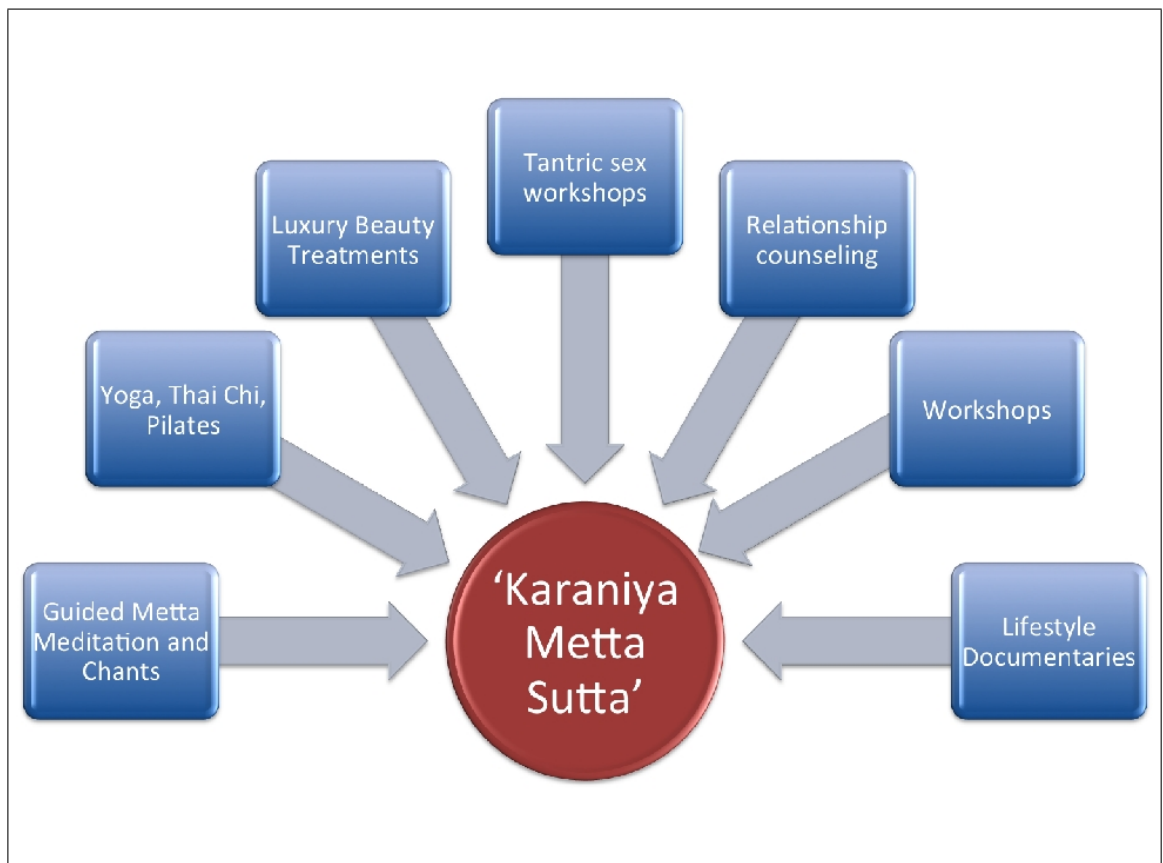


Figure 7. Overview over wellness disciplines of the 'Karaniya Metta Sutta' Love Package.

3.1.3 Content of the 'Metta' Love Package

- Transfer from airport to sanctuary
- Welcoming energizing fruit smoothie
- Sandals and shawl
- Private Villa
- Plasma screen PLUS Personal development DVD's in correlation to retreat love theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to retreat from routine distractions
- Books and magazines on personal development
- Private bathroom with tub and foam + sense luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- 1 evening of love cuisine *learn about erotic foods*
- Wellness is not for masses, Groups up to 5-10 guests
- Relaxation pool in Zen Garden
- Meditation spaces
- All material provided

3.1.4 'Karaniya Metta Sutta' Activities

- Guided Metta Meditation, Metta Chants and Dharma Discussions
- Yoga, Thai Chi, Pilates
- Luxury Beauty Treatments to bring out inner goddess (all over chocolate, champagne, aromatherapy, hot stone, rice wasabi, enzymatic sea mud firming massage etc) *please have a look at treatment offerings to choose just the right luxury treatment for you*
- Tantric Sex Workshops
- Relationship Counseling
- Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
- Lifestyle Documentary Evenings with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)

3.1.5 'Karaniya Metta Sutta' Five Day Schedule

Table 1. 'Metta' Schedule Day 1.

06:00	Energizing smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided Metta opening meditation, Metta chants and Dharma Discussion
10:00	Luxury Beauty Treatments
11:30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading etc..
13:30	Tantric Sex Workshops
15:30	30 min break
16:00	Relationship Counseling
17:30	30 min break
18:00	Dinner with relaxing ambient music
20:00	Lifestyle Documentary Evening with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)
22:00	Return to Vila for reflection

Table 2. 'Metta' Schedule Day 2.

06:00	Guided Metta meditation and Metta chants
07:00	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	Tantric Sex Workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Luxury Beauty Treatments
15:30	30 min break
16:00	Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
18:00	Dinner with relaxing ambient music
19:00	(Lifestyle Documentary Evening with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)
21:00	Return to Vila for reflection

Table 3. 'Metta' Schedule Day 3.

06:00	Guided Metta meditation, Metta chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Tantric Sex Workshop
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Luxury Beauty Treatments
15:30	30 min break
16:00	Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
18:00	Fun Aphrodisiac Love Cuisine Dinner with light introduction on the effects of aphrodisiac foods
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)
21:00	Return to Vila for reflection

Table 4. 'Metta' Schedule Day 4.

06:00	Guided Metta meditation, Metta Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	Tantric Sex Workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Relationship Counseling
15:30	30 min break
16:00	Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
18:00	Candle Lite Silent Dinner with ambient nature music
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)
21:00	Return to Vila for reflection

Table 5. 'Metta' Schedule Day 5.

06:00	Guided Metta meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Tantric Sex Workshop
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:30	Relationship Counseling
16:00	30 min break
16:30	Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
18:30	Picture Memorabilia Evening with all retreats trainer's present and group talk
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (women's anatomy, age, menopause, relationship zen)
21:30	Return to Vila for reflection

3.1.6 'Karaniya Metta Sutta' Wellness Disciplines

Meditation

“Research conducted in Harvard, Stanford, Yale and other major universities has shown that meditation is not only effective in lowering blood pressure and cholesterol levels while strengthening the immune system, but also in fighting all kinds of illnesses.” (Lorenzo 2003, 3.) The guests will be taught the art of meditation. Traditional methods and untraditional methods will be introduced; Chant: Sacred Sound Practice is one method where harmony and communion is created with a meditation of sacred song and chants from various traditions, also powerful walking rituals will open guests to their consciousness, this walking mediation will take place in the outside Zen garden. It is truly a healing and transformative experience. Guests will also have the choice of a guided meditation with or without music.

Ashtanga Yoga

“The aim of Yoga is to eliminate the control that material nature exerts over the human spirit to rediscover through introspective practise what the poet T. S. Eliot called the still point of the turning world.” (Miller 1995, 1.) Eight Limbs. Ashtanga Mysore style format. Works on building a lasting foundation and reinvigorate yoga practice. The retreat will focus on a personal approach to the practice. Two groups Group 1 for experienced students Group 2 for those new to Mysore style. Guests will learn to balance yoga practice and restore energy. Restorative classes show methods of deep relaxation and opening through muscle release. Talks on yoga and meditation, learn basic ideas of yoga philosophy and lifestyle. Simple methods of meditation will be learnt to clear and refresh the mind. Classes will focus on ways to practice basic yoga postures and breathing exercises that help woman feel more energized and centered. Skillful sequencing will help create a balance between building strength, fostering flexibility, and rediscovering real relaxation. Mornings will be more vigorous; afternoons, more restorative.

Pilates

“Pilates is a whole body training program. The efficiency of the movements depends on several factors that all influence and build on each other.” (Meier 2006, 11.) In addition to yoga, Pilates will be apart of the package offering. Core strength is the foundation of Pilates exercise. When the core muscles are strong and doing their job, as they are trained to do in Pilates, they work in tandem with the more superficial muscles of the trunk to support the spine and movement. As one develops core strength one develops stability throughout the entire torso. This is one of the ways Pilates will help the women overcome back pain, as it is a common problem with women. As the trunk is properly stabilized, pressure on the back is relieved and the body is able to move freely and efficiently.

Thai chi

Thai chi is gaining popularity nowadays; often described as meditation in motion, Thai chi promotes serenity and is practiced by all kinds of people. From people who attend just a few classes a week to people who dedicate a few months or years all have enjoyed a better quality of life as a result. The friendly and experienced instructors will train the guests at a level that meets personal needs, taking care of the guests individually as well as part of a group. Thai chi is low impact and puts minimal stress on muscles and joints, making it generally safe for all ages and fitness levels. In fact, because Tai chi’s low impact, it may be especially suitable if one is an older adult who otherwise may not exercise. “Mental concentration gives enourmes boost to the physical processes.” (James & Bryant 2003.) With the practice of Thai chi, the guests will feel much more relaxed and enjoy greater clarity and peace of mind. This retreat will assist on the first step of a lifelong journey in Thai chi.

Luxury Beauty Therapies

During free time guests can take time off to pamper themselves in luxury beauty treatments, as a holistic retreat outer appearance is also highly emphasized and discussed. In addition to beauty treatments there will also be counseling on wardrobe dressing and make up. The guests will be guided by professionals and have a fun time pampering, talking and socializing with the other guests in a relaxed environment. One main beauty therapy is the belavi facial massage, which involves a number of specific facial techniques. The procedure includes a number of steps, all aimed to achieve healthier younger looking skin. The steps of belavi include an exfoliation to remove dead skin cells on the face, acupressure treatment, a deep facial cleansing, a facial massage using fine-grade massage oils, warm towel wraps, and facelift creams and moisturizers.

Tantric sex workshop

This paragraph is modified from Kale and kale (2006) and Newmark (2012). The pressures of modern society tends to put a strain on couples love life, couples find that their love life has more characteristics of routine, than deep spiritual pleasure. Couples look to improve their sex life, but do not know how. Most adults know little about their own bodies and potential for pleasure. One discovers that the distinction between the physical and the spiritual is not as clear as they were taught. They may even feel that they have come to know God, or ultimate reality, through sex.

Tantra Yoga and the Kama Sutra both view sexuality as vital aspects of the path to enlightenment. One's love life may dramatically improve when tantric practices are learned. Our spirits open when we engage in more trusting sexual relationships that involve communication, the spirit of playfulness, and being open to discovery. Like meditation and yoga, Tantric sex is a spiritual practice. Tantra is sometimes called the sexual yoga, though this concept can be misinterpreted. When doing yoga, one is performing an active meditation, focusing ones energy on internal, as well as external, points. Ones brings much more awareness to the body and mind with yoga. In Tantric sexual practice it is the same.

One does not have to be in a relationship to participate in the Tantra seminars. The seminar will explore the weaving of spirituality, love and intimacy, unveiling the Goddess, enhancing intimate communication skills, romance in relationship, becoming a better lover, tantric rituals and moving sexual energy to the heart. Women will take home ways to access their source of ecstatic energy, and share it in a conscious way in intimate relationships and everyday life.

Lifestyle Documentary Evenings

The retreat includes guest speakers, talented performers and workshop leaders, authors, politicians, musicians, artists and other leaders in their fields - to present afternoon learning experiences and evening lectures. The lifestyle documentary evenings are one of the most boldest activities in the retreat, the discussion evenings will handle profound personal issues, from getting to know and understand women's intimate anatomy to accepting and appreciating the fact that all women are different. The discussions will always include a professional speaker. The evenings will bring women together in a warm environment to handle extremely bold and sensitive discussion, from menopause, relationships and age. Topics that are usually not discussed openly in modern society; subjects that are usually shunned are taken out into the open and expressed.

Workshops

The workshops mentioned below are some rough examples of typical workshop topics that will be presented at Narayana retreat.

Workshop 1. "The Power of the Feminine"

Being women in charge of our bodies and spirits is our natural state. The retreat will explore how feminine desire and innate inclination to give life, nourish and bear divine wisdom all create the lives and world we live in. Once we combine desire with passion and purpose we learn how to work with the feminine power that is rising again today.

Workshop 2. "Visions: Creating Your World"

The retreat will take time to sharpen our vision and examine how to bring power and passion into each area of our lives. The workshop will help further envision and co-create our biggest dreams in the year ahead.

Workshop 3. "Feminine and Masculine: The energies of giving and receiving"

Developing feminine power requires both giving and receiving. Balancing the yin and yang energies brings us to wholeness and helps us work with universal laws of creation. This

workshop will teach us how to balance our energies through understanding our energy system and how it works with universal laws.

Workshop 4. “Bringing Your Brilliance Home”

This workshop will focus on tools to incorporate awareness, self care and pleasure into day to day life so that one can continue the process of awakening through transformation, rejuvenation and liberation.

Relationship counseling

As love and sex are profound elements to wellness the opportunity to receive relationship counseling is seen as a very vital part of the retreat. Our lives take place in the context of relationships. Relationships reflect where we are stuck and access a transcendent experience. They can also lead to greater freedom. People create real relationships by cultivating the skills successful to relationships. The workshop will handle honesty, peaceful conflict resolution and releasing emotional charge to build stronger healthier relationships.

3.1.7 Benefits

The ‘metta’ package main objective is to improve women’s sexual health, which is improved naturally through practices of yoga and tantric sex. Tantric sex has a rejuvenating effect in which depression and stress disappear. Women’s sexual health is greatly improved. Headaches, menstrual cramps, urinary-tract problems, weak immune function, incontinence, etc. virtually become a thing of the past. “Joy Davidson PhD, a New York psychologist and sex therapist as well as many other experts content that sex provides benefits for the body.” (Lamour 2010, 27.) Lamour (2010, 27) also says, that “A big health benefit of sex is lower blood pressure and overall stress reduction, according to researchers from Scotland, who reported their findings in the journal ‘biological psychology’, good sexual health means better overall physical and mental health.” .

During the retreat the guests will learn more about their anatomy and what is considered normal, the aim of the seminars and lectures are to enlighten women on what are the obscures of modern society and to break unhealthy images of one self.

3.2 ‘Sage of the Shakyas’ Spiritual Package 2 - Siddhartha Gautama

3.2.1 Introduction to ‘Sage of the Shakyas’ Package

This spiritual retreat package will introduce the art of Buddhism through seminar speakers. The main focus of this package is to find inner enlightenment and spiritual enhancement. This is the time to retreat from the disciplines of norms. Where guests open their hearts to science, quantum physics, power of thoughts, challenge their present learnt opinions, and open their minds to the unknown. It is a packaged retreat for enjoyment and celebration as from this experience will blossom a new self, as like so did Gautama under the tree of wisdom. Happiness and strength are brought out through the chakras of meditation and yoga. This is a retreat for achieving inner peace and silence of the heart and mind (see Figure 8). ‘Sage of Shakyas’ will be a journey that will stay in the spirit forever. Life is meant to be celebrated and the crew of Narayana Sanctuary will rejoice with the guests on

their journey.

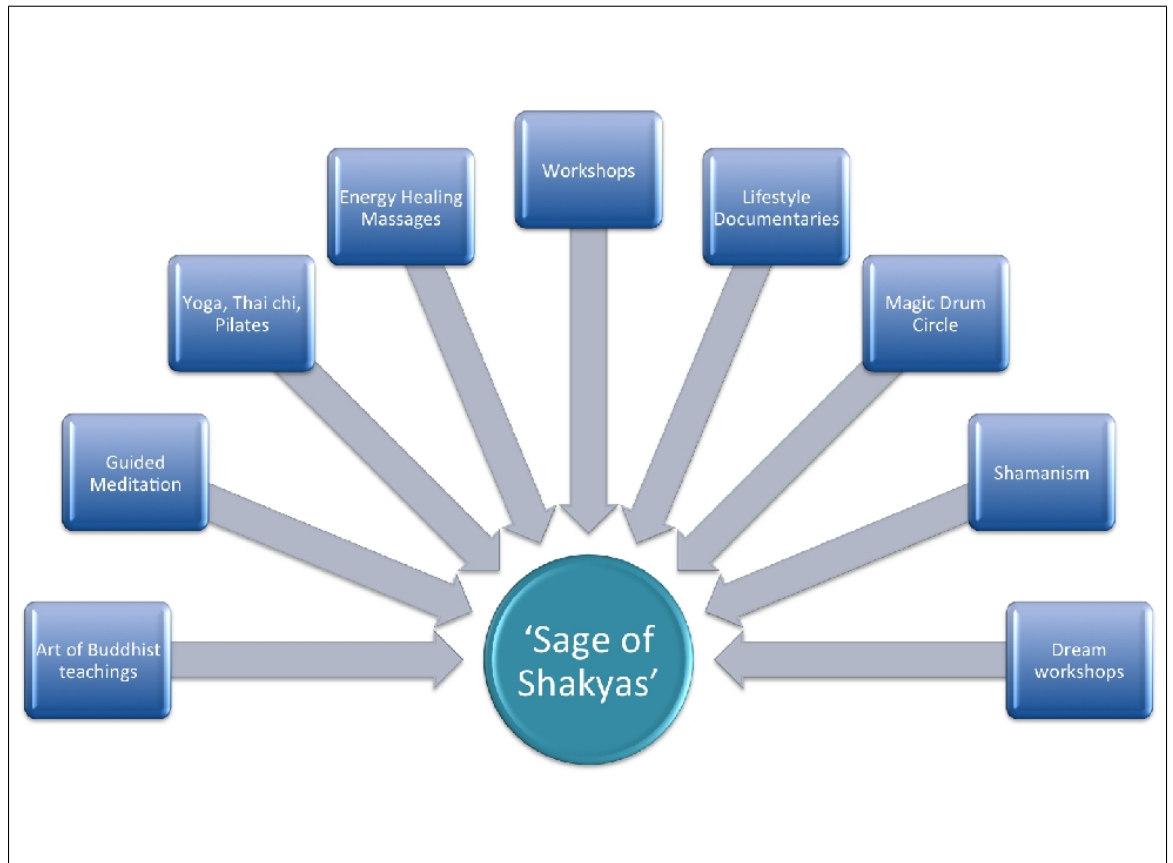


Figure 8. Overview over Wellness disciplines of the 'Sage of Shakyas' Spiritual Package.

3.2.2 Target Group

'Sage of Shakyas' is aimed for all individuals as all individuals are spiritual beings. 'Sage of Shakyas' is perfect for women who are interested in meditation, the teachings of Buddhism and are open to shamanism and more bohemian ways of living.

3.2.3 Content of the 'Sage of Shakyas' Spiritual Package

- Transfer from airport to sanctuary
- Welcoming relaxing fruit smoothie
- Sandals and shawl
- Private Villa
- Plasma screen PLUS Personal development DVD's in correlation to retreat theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to retreat from routine distractions
- Books and magazines on personal development
- Private bathroom with tub and foam + sense luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- Wellness is not for masses, Groups up to 5-10 guests

- Relaxation pool in Zen Garden
- Meditation spaces
- All material provided

3.2.4 Spiritual Activities

- Art of Buddhist Teachings
- Guided Meditation, Chants Dharma Discussions
- Yoga, Thai Chi
- Energy Healing Massages (Reiki, Shiatsu, Shindo, Breema, Deep Tissue) *please have a look at treatment offerings to choose just the right energy healing treatment for you*
- Workshops (The power of feminine, creating your world, feminine and masculine: energies of giving and receiving)
- Lifestyle Documentary Evenings with professional speaker and group discussions (women’s anatomy, age, menopause, relationship zen)
- Evening Magic Drum Circle
- Shamanism Workshop
- Dream Workshop

3.2.5 ‘Sage of Shakyas’ Five Day Schedule

Table 6. ‘Sage’ Schedule Day 1.

06:00	Relaxing smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided ‘Sage of Shakyas’ Opening Meditation, Chants and Dharma Discussion
10:00	Energy Healing Massages
11.30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading, meditation etc...
13:30	Dream Workshop
15:30	30 min break
16:00	Shamanism Workshop
17:30	30 min break
18:00	Dinner with relaxing ambient music
20:00	Art of Buddhist teachings and Group Discussion
22.00	Return to Villa for reflection

Table 7. 'Sage' Schedule Day 2.

06:00	Guided 'Sage of Shakyas' Meditation and Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi
10:00	Dream Workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:00	Energy Healing Massages
15:30	30 min break
16:00	Shamanism
18:00	Silent Candle Lit Dinner
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (zen, power of thoughts)
20:30	Evening 'Sage of Shakyas' Meditation
21:30	Return to Vila for reflection

Table 8. 'Sage' Schedule Day 3.

06:00	Guided 'Sage of Shakyas' Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Art of Buddhist Teachings
10:30	Energy Healing Massages
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
13:30	Dream Workshop
15:00	30 min break
16:00	Evening Yoga and Thai Chi
18:00	Dinner with relaxing ambient music
19:00	Evening Magic Drum Circle
20:30	Brief Audio Meditation Session
21:00	Return to Villa for reflection

Table 9. 'Sage' Schedule Day 4.

06:00	Guided 'Sage of Shakyas' Meditation, Chants in Zen Garden
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi
10:00	Dream Workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation
14:00	Shamanism Workshop
15:30	30 min break
16:00	Art of Buddhist Teachings
17:00	Dinner with ambient nature music
18:00	Candle Lit Energy Healing Massages
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (creating your world, energies)
21:00	Return to Vila for reflection

Table 10. 'Sage' Schedule Day 5.

06:00	Guided 'Sage of Shakyas' Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Dream Workshop
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation
14:30	Art of Buddhist teachings
16:00	30 min break
16:30	Evening Magic Drum Circle
18:00	Picture Memorabilia Evening with all retreats trainer's present and group talk
19:30	Evening 'Sage of Shakyas' Meditation
20:30	Talk with Meditation Instructor
21:00	Return to Vila for reflection

3.2.6 'Sage of Shakyas' Wellness Disciplines

Energy Healing Massages

“Energy healing experiments is thought provoking, innovative and much needed scientific reviews are overlooked, poorly understood and a perplexing area of energy medicine. However the perspective of energy healing has changed, gained credibility in its effects.” (Schwartz 2008, 1.)

The retreat will include a variety of massages and beauty treatments, from pampering;

chocolate massages, to more physical; deep tissue massages, to spiritual and mental; reiki healing. This retreat concentrates widely on energy healing, therefore, reiki, shiatsu, shindo and breema will be the main focus. Breema for example is a type of body therapy that involves simple forms of touch and body movement. There are two different types of breema therapy: bodywork and self-breema exercises. Both of these are designed to increase the energy flow of the body and to connect the body with the present. Breema exercises use nurturing touch and gentle body stretches in a nonjudgmental environment to bring mental, emotional, and physical balance for good health, thus letting the energy flow through the chakras more free. These exercises support the yoga sessions.

Shiatsu massage puts pressure on specific stress points along the major meridians or nerve paths to ease energy blockage and relieves fatigue. Shindo is a Japanese method of healing and bodywork based on thousands of years of wisdom. It takes a holistic view of the human being. Shindo combines the usual massage with meditation and breathing stretching exercises, concentrated on body parts crossed by 1energy meridians. This massage releases body from tension. Sport massage will also be apart of spiritual healing as it combines yoga, shiatsu, simple massage, swinging pressure and strong pressing. Sport massage stretches the muscles and joints, this activates blood circulation and reduces stress and increases energy. The benefit of this massage allows deeper and easier breathing which again supports meditation and yoga practice. It makes the skin healthier and eliminates toxins, which supports the detox diet.

Art of Buddhist Teachings

The retreat will introduce the art of Buddhism through seminar speakers. The rest of the paragraph is modified from Interfaith Council (2011). Buddhism is a path of practice and spiritual development leading to insight into the true nature of reality. Buddhist practices like meditation are means of changing oneself in order to develop the qualities of awareness, kindness, and wisdom. An enlightened being sees the nature of reality absolutely clearly, just as it is, and lives fully and naturally in accordance with that vision. This is the goal of the Buddhist spiritual life, representing the end of suffering for anyone who attains it. Buddhism teaches practical methods which enable people to realize and use its teachings in order to transform their experience, to be fully responsible for their lives.

Shamanism Workshop

It is very exciting to see that many people in our culture today are turning to the ancient practice of shamanism. Shamanic healing is a spiritual method of healing that deals with the spiritual aspect of illness. There are three common causes of illness in the shaman's worldview. A person may have lost his or her power, causing depression, chronic illness, or a series of misfortunes. In this case, the shaman journeys to restore that person's lost power. Or a person may have lost part of their soul or essence, causing soul loss, which sometimes occurs during an emotional or physical trauma, such as accidents, surgery, abuse, the trauma of war, being in a natural disaster, divorce, the death of a loved one, or other traumatic circumstances. Soul loss can result in dissociation, post-traumatic stress syndrome, depression, illness, immune deficiency problems, addictions, unending grief, or coma. Soul loss can prevent people from creating healthy relationships and the life we truly wish to live. It is the role of the shaman to track down the parts that have fled and been

lost due to trauma by performing a soul retrieval ceremony. Another cause of illness from a shamanic perspective would be any spiritual blockages or negative energies a client has taken on due to the loss of his or her power or soul. These spiritual blockages cause illness, usually in a localized area of the body. It is the role of the shaman to extract and remove these harmful energies from the body.

Evening Magic Drum Circle

As music has such a healing effect on people the women's retreat will have a facilitated drum circle, which is a form of group drumming in which the guests seek to focus the intent and improve the quality and effect of the activity, making it easier for people to effectively participate by taking a more directive approach. The facilitator takes responsibility for the physical space, arranging chairs and instruments to optimize communication and connection in the group. In this way, the experience can be thought of as a "standardized drumming circle", as opposed to the more free-flowing and open community drum circle.

The facilitator will constantly monitor the music in the group, and generally being encouraging and accepting of participant ideas. In this way, the facilitator takes on a role similar to that of a music teacher or drumming instructor whose goal it is to empower the participants and encourage them to share their ideas. At the beginning the facilitator directs the music through verbal and non-verbal cuing. This creates a leader/follower dynamic between the facilitator and participants. Conducting is not normally part of a traditional drum circle, and therefore makes this type of circle a unique experience and very different from a community circle.

Dream workshops

Analyzing dreams is a fascinating way to analyze life by using shamanic techniques for shifting consciousness and embarking on conscious dream journeys. The dream workshop teaches women how to bring insights and wisdom from night dreams into waking life to enrich our daily lives.

The workshops are offered on a regular basis as a four part series. Each person will have the opportunity to work at least one dream per session. The only prerequisite is that one begins recording dreams on a regular basis for some time before the first meeting. In the workshop the guests go very deep and have a lot of fun. The workshop will begin by exploring the lightning dream work process, which enables people to tell their dreams, receive helpful and non-intrusive feedback and embark on appropriate action that our dreams inspire.

Guests will practice dream reentry, conscious dream travel in which they journey back into dreams. In dream reentry many things are possible: adventure, information gathering, healing, and initiation. The last session involves creating healing dreams for each other through creative story telling. Guests will discuss ways to organize dream groups outside of class so the fun and healing continues after the workshop ends.

3.2.7 Benefits

The Sage of Shakyas retreat package will assist the guests in the liberation of their energy flow. The healing shamanic therapies will release the guests energy flow through the

Chakras more freely.

Chakras are active at all time, whether we are conscious of them or not. Energy influenced by the elements-earth, water, fire, air and akasha, moves through the chakras, producing different psychic states. These elements are constantly moving with the breath inside the body and influencing ones temperament (Johari 2000).

Guests will find inner enlightenment, spiritual enhancement and have the chance to escape the disciplines of norms and open their hearts to science, quantum physics, power of thoughts, challenge their present learnt opinions, and open their minds to the unknown by listening to to their soul rhythm through the practice of yoga and internal meditation. Guests will develop the qualities of awareness, kindness and wisdom. Shamanic therapies will heal any aspects of spiritual illness the guest may suffer from.

3.3 'Prana' Vitality Nutritional Package 3 - energy, life force

3.3.1 Introduction to 'Prana' Package

Prana is the essence of life, yet often we do not know what to buy or what to eat. In modern society people are confused by scientists, big corporations etc. as to what exactly is healthy. Simplicity is the key to wellness and through the 'prana' vitality retreat package guest's learn how to prepare healthy yet simple foods, guests are taught how to prepare raw foods, vegetarian foods, food that contains life force which keeps one feeling young, energetic, smart and vibrant. If one takes a good look at examples of vegetarians in the past and present, one will notice that some of the most profoundly intellectual individuals, for example Einstein, Leonardo Davinci, Ghandi were vegetarians.

Guests will attend a five-day exquisite taste bud sensory journey by cooking side by side with great teaching chefs and sit down to fine dine on the abundant meals they have helped prepare. This 'prana' nutritional course is an unforgettable culinary experience where guests emerge in an educational life changing experience and have the luxury of retreating from stressful life routines to detox and pamper. Guests will be introduced to a wholesome healthy diet along with the opportunity to meet face to face with a nutritional counselor. See Figure 9 for more information.

Prana is life energy and it basically promotes vitality at all levels of the organism. When a cell in the body is infused with the pranic energy, it strengthens and expands; not obtaining sufficient prana, the opposite happens and the cell begins to shrivel or contract. Without the influence of prana, toxins build up, and the body, which is less able to fend for itself, is ravaged by fatigue and disease. There are a number of foods rich in prana. Eating live foods is about as close as one can come to ingesting pure prana, and their directly vitalizing properties are what makes them so beneficial. However, as part of a balanced and complete diet, they should also be combined with raw and properly cooked foods (Shahar 2006).

The following paragraph is modified after Shahar (2006).

Of all the foods, meats have the least prana, since they are comprised basically of dead or decaying material. The moment life is withdrawn from the body of an animal, the prana

dissolves as well, and the remains begin to decompose. Eating meat is equivalent to ingesting material, which is not only in the process of rotting, but for all purposes is completely dead. Buddhists embrace a vegetarian diet, prohibiting any consumption of

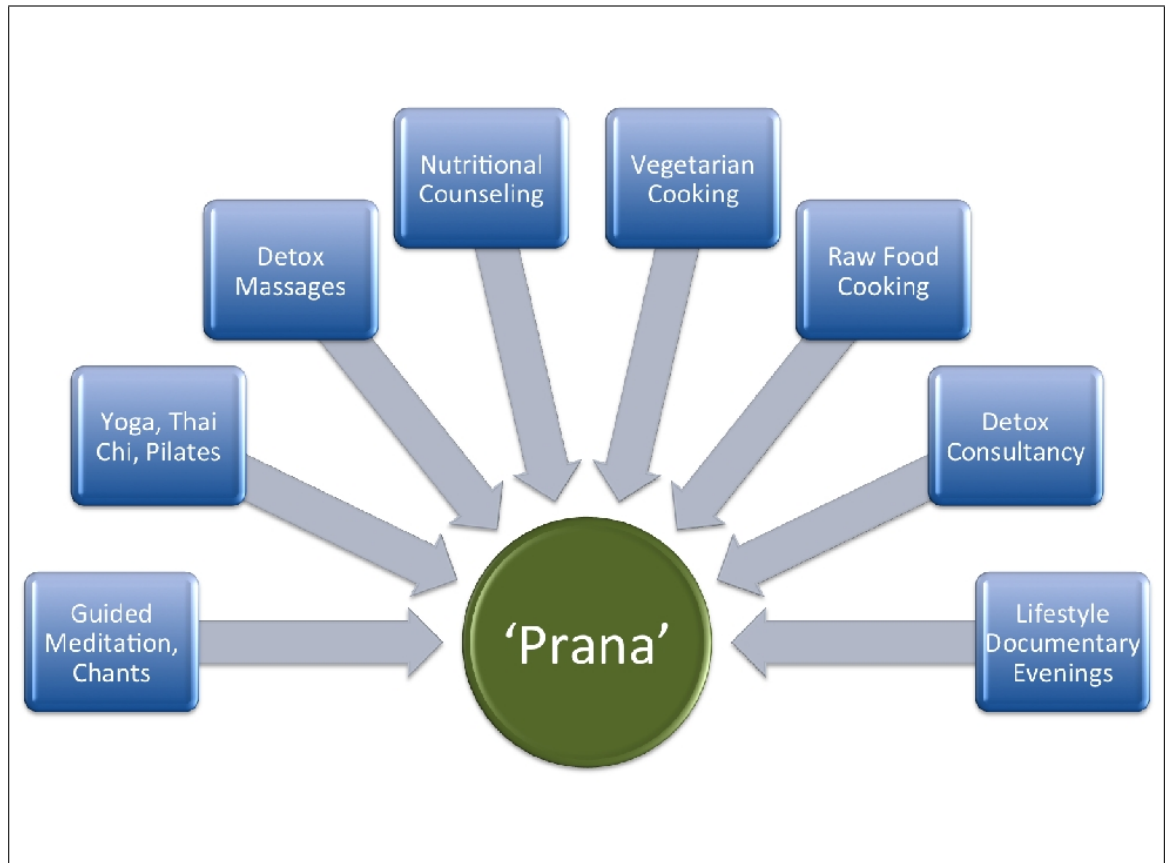


Figure 9. Overview over Wellness disciplines of the 'Prana' Vitality Package.

meat. To Buddhists, the act of eating should be utilized for spiritual realization. Living the Buddha dharma means not causing harm to any living thing. By adopting a vegetarian diet, Buddhists embrace compassion and nonviolence in hopes of ending ignorance and suffering. Their dietary ethics revolve around loving kindness toward all things in their quest for enlightenment for all sentient beings. “Yoga sees the body as a physical instrument the consciousness uses while in this world. Therefore it is vital to for physical health, spiritual growth and enlightenment to keep the body pure. Yogis follow a vegetarian diet, embracing the observance of ahimsa, or nonviolence. The diet of the Yogi is seen as a discipline of mind and body, and eating is approached with spiritual awareness and reverence for life. Food is energy for the body, and pure foods increase vital energy, health and stamina as well as imparting a feeling of joy and peace within the mind. According to Goswami Kriyananda, founder and spiritual preceptor of the Temple of Kriya, when a person has achieved physical purity, she has the ability to perceive the light of God within her own temple. Yogis believe that your food choices reflect the level of your mental and spiritual purity and development.” (Luna 2010.)

3.3.2 Target Group

This package is targeted for women who feel that they pay attention to their nutrition and would like to improve their eating habits more. This package would most likely be desired by women who are concerned about their health and for women who feel they would like to chance their eating habits.

3.3.3 Content of the 'Prana' Vitality Package

- Transfer from airport to sanctuary
- Welcoming antioxidant fruit smoothie
- Sandals and Shawl for duration of retreat
- Private Villa
- Plasma screen PLUS Personal development DVD's in correlation to retreat luv theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to retreat from routine distractions
- Books and magazines on personal development
- Private bathroom with tub and foam and Narayana Sanctuary luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- Wellness is not for masses, Groups up to 5-10 guests
- Relaxation pool in Zen Garden
- Meditation spaces
- All material provided

3.3.4 'Prana' Activities

- Guided Meditation, Chants and Dharma Discussion
- Yoga, Thai Chi, Pilates
- Detox Massages (Lymph drainage massage, abdominal massage, reflexology, Swedish massage) *please have a look at treatment offerings to choose just the right detox treatment for you*
- Nutritional Counseling
- Vegetarian Cooking
- Raw Food Cooking
- Detox Consultancy
- Lifestyle Documentary Evenings with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)

3.3.5 'Prana' Nutritional Five Day Schedule

Table 11. 'Sage' Schedule Day 1.

06:00	Antioxidant smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided opening Meditation, Chants and Dharma Discussion
10:00	Detox Massages
11.30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading, meditation etc...
13:30	Nutritional counseling
15:30	30 min break
16:00	Detox diet consultancy
17:30	30min break
18:00	Dinner with relaxing ambient music
20:00	Lifestyle Documentary Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)
22.00	Return to Villa for reflection

Table 12. 'Sage' Schedule Day 2.

06:00	Guided Meditation and Chants
07:00	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	Detox Massages
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation etc.
14:00	Nutritional counseling
15:30	30 min break
16:00	Vegetarian cooking
18:00	Prepared Vegetarian Dinner with relaxing ambient music
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)
21:00	Return to Villa for reflection

Table 13. 'Sage' Schedule Day 3.

06:00	Guided Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Nutritional counseling
10:30	Detox Massages
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
13:30	Raw-food cooking
15:00	30 min break
16:00	Evening Yoga, Thai Chi and Pilates
18:00	Dinner with relaxing ambient music
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)
20:30	Music Meditation Journey
21:00	Return to Villa for reflection

Table 14. 'Sage' Schedule Day 4.

06:00	Guided Meditation and Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga
	Option 2: Thai Chi
	Option 3: Pilates
10:00	Detox Massages
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:00	Raw-food cooking
15:30	30 min break
16:00	Vegetarian cooking
18:00	Candle Lite Silent Dinner with ambient nature music (with food that has been prepared during class)
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)
20:30	Brief Evening Meditation
21:00	Return to Villa for reflection

Table 15. 'Sage' Schedule Day 5.

06:00	Guided Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Nutritional counseling
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:30	Raw-food cooking
16:00	30 min break
16:30	Vegetarian cooking
18:30	Picture Memorabilia Dinner Evening with all retreats trainer's present and group talk
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)
21:30	Brief Musical Journey Meditation Session
22:00	Return to Villa for reflection

3.3.6 'Prana' Package Wellness Disciplines

Detox Massages

Lymph drainage massage

Manual lymph drainage massage (also called lymphatic drainage and lymph massage) is a form of very light massage that encourages lymph flow in the body. It is particularly good for detoxification, edema, pre- and post-plastic surgery and post-liposuction. The lymph system delivers nutrients to the cells and carries away excess water, cellular waste, bacteria, viruses and toxins.

Reflexology

Blood needs to flow freely throughout the body carrying oxygen and nutrients to all the cells and removing the waste products of metabolism and other toxins. By reducing stress and tension, reflexology allows the cardiovascular vessels to conduct the flow of blood naturally and easily.

Abdominal Massage

Abdominal massages stimulate the digestive system and aid the colon in moving waste through the system to alleviate issues with constipation. Thus detoxing the body.

Nutritional counseling workshop

Nutritional counseling is a type of assessment made which analyzes various health needs in regard to diet and exercise. The retreats nutritional counselor will help guests to set achievable health goals and various ways of maintaining these goals throughout their lifetime. Nutrition is an important part of a healthy lifestyle. Health declines without proper nutrition, making one more susceptible to illness and disease. In addition to the cooking courses, 3 deliciously healthy organic meals will be served each day. Vegetarian and

vegan options will always be available; the food will be sourced locally and sustainably. All meals will be tailored for each guest's specific dietary needs. Guests will experience new foods and nutrient-packed super foods, all prepared by a trained chef. With healthy meals available during the retreat the guests should slowly start to feel energized, light and satisfied. Healthy eating is a substantial part of the wellness retreat as the saying goes; we are what we eat.

Vegetarian cooking workshop

The guests will have the opportunity to experience a sensory journey, by cooking side-by-side with great teaching chefs and then sit down to a fine, abundant meal they have helped prepare, this provides an unforgettable culinary experience for the guests as they are emerged in the educational experience. The vegetarian diet has become more popular in modern society and the as the health benefits have been acknowledged; the guests will be introduced to a wholesome healthy diet along with the opportunity to meet face to face with a nutritional counselor comparing present diet to new improved diet.

Raw-food cooking workshop

The raw food diet is based on the belief that the most healthful food for the body is uncooked. People who follow a raw food diet believe it has numerous health benefits, including, increased energy, clearer skin, weight loss, reduced risk of disease (Wignall 2011, 17).

There will be comprehensive training lessons, where the guest will acquire the knowledge, tools and experience necessary to attain and sustain good health. The course consists of daily lectures, hands-on food preparation both individually and in a group, and food preparation demonstrations. Guests will dine together and experience firsthand the healthful benefits of eating delicious raw foods.

Detox diet counseling

A detox diet (also called a cleansing diet) will remove toxins and poisons from the body. The idea of a good detox diet will be to eat pure and natural foods that will aid the function of the lymph, kidneys, and liver. All foods that hinder the regime will be avoided. Women will be provided with their very own personal detox plan according to their lifestyle and eating habits to implement after the retreat, the guests will have the opportunity to be in touch with their personal nutritionist via e-mail during their detox diet after leaving the retreat.

Lifestyle Documentary Evening Evening with professional speaker and group discussions (food inc. forks over knives, simply raw, food matters, meet your meat)

3.3.7 Benefits

Guests will learn a healthier lifestyle, purify their mind and body with the help of meditation and art of Prana vitality cooking. Guests will achieve the tools to increase energy, achieve clearer skin, weight loss and reduced risk of disease in the future, evoking vitality and radiance.

Guests will learn practical, concrete strategies how to create healthy eating habits that support nutrition and wellness from the lively interactive nutrition classes and seminars. Further more guests will learn how to select foods that promote health and vitality and support weight loss through eating the right foods in order to achieve sustainable eating habits and not using dieting methods.

Narayana Sanctuary strives to assist guests in what they think about foods and plan their meals. Guests will learn healthy recipes and a lot more; guests will take home a new life-changing attitude towards how they perceive their body and how to nourish and energize it as a sacred temple.

3.4 'Padma' Home and Health Package 4 - Lotus

3.4.1 Introduction to 'Padma' Home and Health Package

The basics to beautiful surroundings and environment are simplicity- getting rid of clutter. The 'Padma' package is meant to cleanse and refresh lifestyles (see Figure 10). This package is equipped with the most experienced universal pleasant yet professional stylists and spiritual housecleaners. The spiritual housecleaning sessions will take the guests on a journey with a natural energy healer. The retreats energy healer will show the guests in general how the cleanliness and order of each room in ones house affects specific aspects of spiritual health and wellbeing. A series of practical exercises will be provided to help the guests tackle the work that needs to be done with mindfulness and self-examination. Spiritual cleaning provides the chance to achieve the same spiritual goals of inner peace as taught by Zen Buddhists, and the freedom from stress with the extra benefit of ending up with a clean house.

3.4.2 Target group

This package is designed for women who would like to change the way they feel about themselves. In practice gain more confidence and familiarize themselves with their body structure through the assistance of professionals.

Women who choose this particular package must be open minded and have the willingness for change.

3.4.3 Content of 'Padma' Home and Health Package

- Transfer from airport to sanctuary
- Welcoming energizing fruit smoothie
- Sandals and shawl
- Private Villa
- Plasma screen PLUS Personal development DVD's in correlation to retreat luv theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to retreat from routine distractions
- Books and magazines on personal development

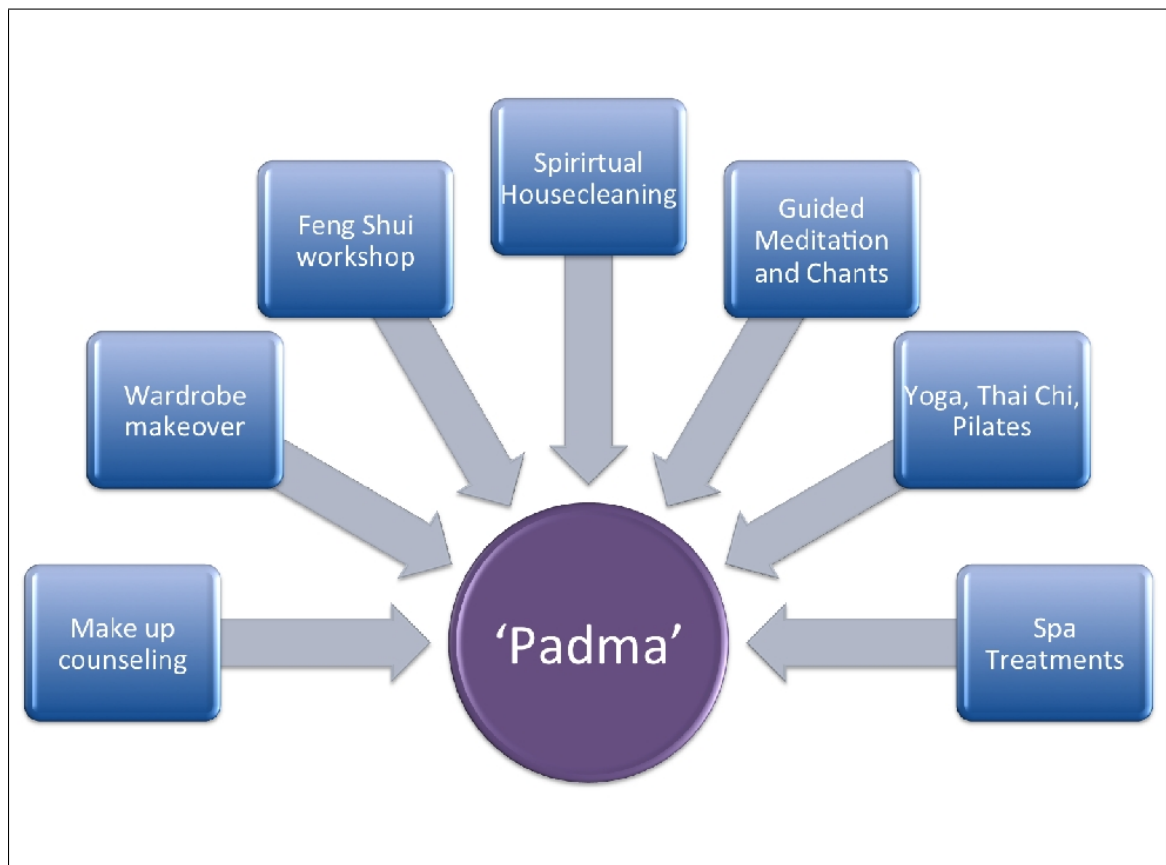


Figure 10. Overview over Wellness disciplines of the 'Padma' Home and Health Package.

- Private bathroom with tub and foam + sense luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- Wellness is not for masses, Groups up to 5-10 guests
- Relaxation pool in Zen Garden
- Meditation spaces
- All material provided

3.4.4 'Padma' Home and Health Activities

- Make up counseling with professional specialist
- Wardrobe makeover with professional stylist
- Feng shui workshop
- Spiritual housecleaning
- Lifestyle documentary evenings with professional speaker and group discussions (living in harmony, Feng shui mind and body)
- Guided Meditation, Chants and Dharma Discussions
- Yoga, Thai Chi, Pilates
- Spa Treatments (foot, Indian head, full body) *massages that are easy to learn and take knowledge home* *please have a look at treatment offerings to choose just the right luxury treatment for you*

3.4.5 'Padma' Five Day Schedule

Table 16. 'Padma' Schedule Day 1.

06:00	Revitalizing smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay.
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided opening Meditation, Metta Chants and Dharma Discussion
10:00	Spa Treatments (foot, Indian head, full body)
11.30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading etc...
13:30	Feng shui workshop
15:30	30 min break
16:00	Evening Thai chi
17:30	30min break
18:00	Dinner with relaxing ambient music
20:00	Lifestyle Documentary Evening with professional speaker and group discussions (living in harmony, Feng shui mind and body)
22.00	Return to Villa for reflection

Table 17. 'Padma' Schedule Day 2.

06:00	Guided Meditation and Chants
07:00	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	Wardrobe makeover workshop with stylist
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Spa Treatments
15:30	30 min break
16:00	Spiritual Housecleaning
18:00	Dinner with relaxing ambient music
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (living in harmony, Feng shui mind and body)
21:00	Brief Evening Guided Meditation
21:30	Return to Villa for reflection

Table 18. 'Padma' Schedule Day 3.

06:00	Guided Meditation, Metta Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga
	Option 2: Thai Chi
	Option 3: Pilates
10:30	Spa Treatments
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Make up counseling
15:30	30 min break
16:00	Wardrobe makeover workshop
18:00	Candle Lit Silent Dinner with Ambient Music
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (living in harmony, Feng shui mind and body)
21:00	Brief Music Meditation Journey
21:30	Return to Villa for reflection

Table 19. 'Padma' Schedule Day 4.

06:00	Guided Meditation and Metta Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga
	Option 2: Thai Chi
	Option 3: Pilates
10:00	Feng shui workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:00	Spa Treatments
15:30	30 min break
16:00	Wardrobe makeover workshop
18:00	Dinner with ambient nature music in Zen Garden
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (living in harmony, Feng shui mind and body)
21:00	Return to Villa for reflection

Table 20. 'Padma' Schedule Day 5.

06:00	Guided Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Spiritual Housecleaning workshop
10:30	Spa Treatments
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading...
14:30	Makeup counseling
16:00	30 min break
16:30	Evening Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
18:00	Picture Memorabilia Evening with all retreats trainer's present and group talk
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (living in harmony, Feng shui mind and body)
21:00	Brief Metta Meditation
21:30	Return to Villa for reflection

3.4.6 'Padma' Wellness Disciplines

Make up counseling

Professionals will assist guests on how to apply make up; suggest the appropriate colors and texture of make up in coherence of the facial features and skin type. As people get older they tend to keep using the same make up, applying it with the same technique. The professionals will give new insight on how to apply make up so that it illuminates and projects healthy and younger looking feel.

Wardrobe makeover

Women are not aware of their body structure and have difficulties understanding which clothes suite them, dressing well is a big factor for success in work life and relationships. Narayana Sanctuary offers the opportunity to change the way women feel and dress to gain a more confidence in themselves. The retreat will have a professional stylist come and decide for the guests. Guests will learn how to put outfits together and how to fine-tune their clothes into a more suitable combination to suite their present lifestyle. The aim of the personal stylist is to open the guest's eyes to a whole new person. The stylist will show what suits and why. In just a few hours the stylist will show how to dress effortlessly, stylishly and comfortably, how to mix and match clothes and accessories to get the most out of the wardrobe, how to dress for ones size, shape and colour, maximizing future budget.

Feng shui/ De-cluttering and Interior design consultation sessions During the guests journey one will follow carefully crafted steps to assist uncover ones authentic self. The Feng shui teacher will teach the guests how to use the elements of nature; Air, Water, Fire, Earth, and Spirit to clear away old blockages. The guests will also experience the Feng shui Bagua to summon positive change into their lives through the blessings of vitality, happiness, and good fortune.

Spiritual Housecleaning

The spiritual housecleaning sessions will take the guests on a journey with a natural energy healer. The retreats energy healer will show the guests in general how the cleanliness and order of each room in ones house affects specific aspects of spiritual health and wellbeing. A series of practical exercises will be provided to help the guests tackle the work that needs to be done with mindfulness and self-examination. Spiritual cleaning provides the chance to achieve the same spiritual goals of inner peace as taught by Zen Buddhists, and the freedom from stress with the extra benefit of ending up with a clean house.

Spa Treatments

The guest can choose various spa treatments from the other five packages.

3.4.7 Benefits

The Padma retreat package will assist guests in finding tranquility in their homes, strengthening positive influences and reversing negativity in their environment for the purpose of positive living through the learning of feng shui and spiritual housecleaning. Guests will learn how to specific placement of colors, furniture and objects can be utilized in order to gain harmony warmth and invitation. They will learn clutter management and how to translate feng shui through interior design.

In a challenging, changing world, it is important to be capable of creating a stress free environment so that homes and offices can be places of refuge and wellbeing, guests learn how to transform their spaces into areas where they can unfold their true potential as conscious creative beings. Guests will receive a increase of beauty, flow, harmony and sense of present in the moment and future, letting go of blocked channels of energy.

Furthermore the Padma retreat package will change the way they guests feel and dress to gain more confidence in everyday life. As mentioned above professional stylists will assist in a fun and rejuvenating makeover bound to make a new profound positive impact in the guests future accomplishments.

3.5 'Shengsheng buxi' Intellectual Creativity Package 5 - creativity without ceasing

3.5.1 Introduction to 'Shengsheng buxi'

The 'Shengsheng buxi' package is for all women who want to bring out their creative side; to fall into the void and mystery and expand one's authentic self. This creative package is for anyone, whether the guest's are skilled crafters or have never used a paintbrush, the retreat offers something for everyone. Narayana Sanctuary believes that each person is creative and is designed to inspire, encourage and nurture guest's creativity. In addition to the painting and photography workshops, ashtanga yoga, lifestyle documentaries on creativity, guided meditation, spa treatments as well as healthy, local, organic healthy foods are included in the weeks itinerary so the guests feel nurtured throughout their stay. Please refer to Figure 11.

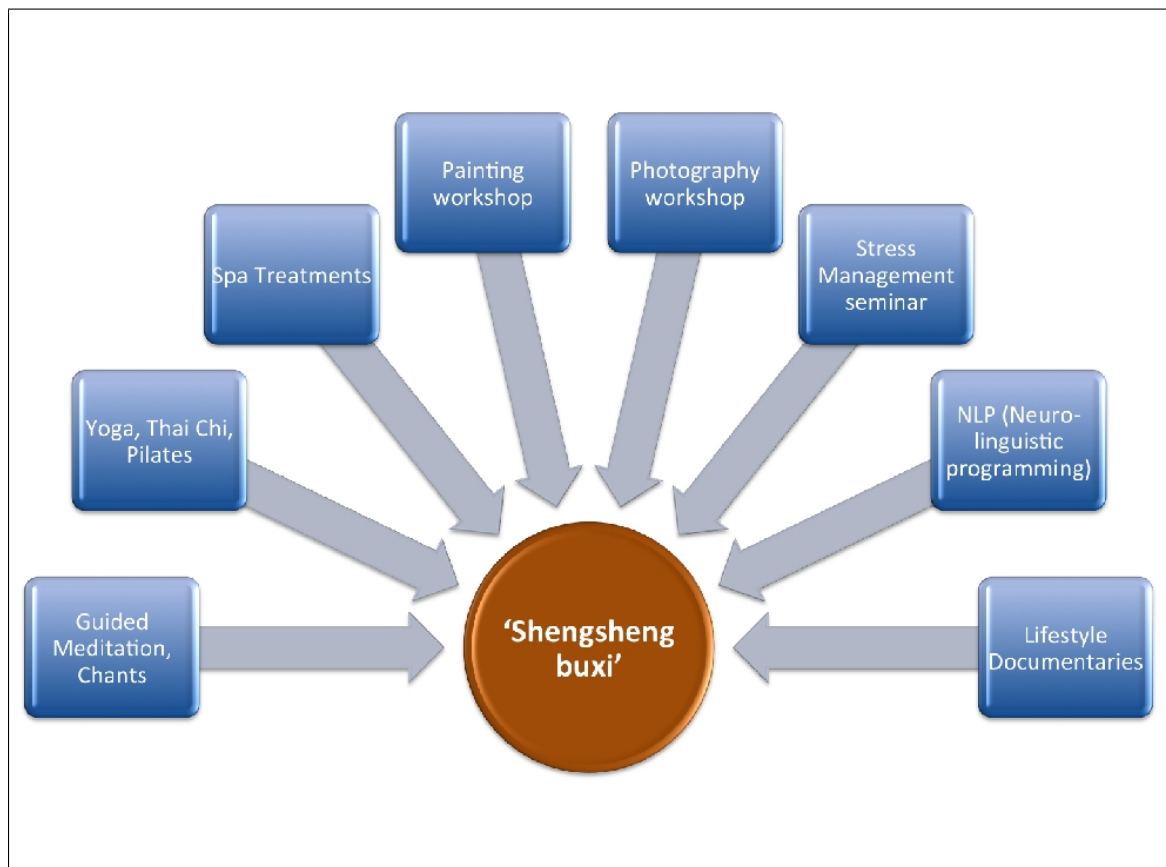


Figure 11. Overview over Wellness disciplines of the 'Shengsheng buxi' Intellectual Creativity Package.

3.5.2 Target group

For artistic guests who want to engage in a sensory experience where persons can express their own perspectives, thus memorializing their experiences.

3.5.3 Content of the 'Shengsheng buxi' Intellectual Creativity package

- Transfer from airport to sanctuary
- Welcoming veggie smoothie
- Sandals and shawl
- Private Villa
- Plasma screen PLUS Personal development DVD's in correlation to retreat luv theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to retreat from routine distractions
- Books and magazines on personal development
- Private bathroom with tub and foam + sense luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- Wellness is not for masses, Groups up to 5-10 guests
- Relaxation pool in Zen Garden
- Meditation spaces

- All material provided

3.5.4 'Shengsheng buxi' Activities

- Guided Meditation, Chants and Dharma Discussion
- Yoga, Thai Chi, Pilates
- Spa Treatments *please have a look at treatment offerings*
- Painting workshop
- Photography workshop
- Stress Management seminar
- NLP (Neuro-linguistic programming)
- Lifestyle Documentary Evenings with professional speaker and group discussions (inspiring creativity, creative juices flowing, a creative eye on a creative world)

3.5.5 'Shengsheng buxi' Five Day Schedule

Table 21. 'Buxi' Schedule Day 1.

06:00	Veggie smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided Opening Meditation, Chants and Dharma Discussion
10:00	Spa Treatments
11.30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading, meditation etc...
13:30	Stress Management seminar
15:30	30 min break
16:00	Painting workshop
17:30	30min break
18:00	Dinner with relaxing ambient music
20:00	Lifestyle Documentary Evenings with professional speaker and group discussions (inspiring creativity, creative juices flowing, a creative eye on a creative world)
22.00	Return to Villa for reflection

Table 22. 'Buxi' Schedule Day 2.

06:00	Guided Meditation and Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	NLP workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:00	Spa Treatments
15:30	30 min break
16:00	Photography in Nature
18:00	Silent Candle Lite Dinner
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (inspiring creativity, creative juices flowing, a creative eye on a creative world)
20:30	Evening 'Metta' Meditation
21:30	Return to Villa for reflection

Table 23. 'Buxi' Schedule Day 3.

06:00	Breaking Dawn Photography in Nature
08:00	Light Sanctuary Breakfast
09:00	Guided Meditation, Chants and Dharma Discussion
10:30	Spa Treatments
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
13:30	NLP workshop
15:00	30 min break
16:00	Evening Yoga, Thai Chi or Pilates
18:00	Silent Dinner in Zen Garden
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (inspiring creativity, creative juices flowing, a creative eye on a creative world)
21:00	Brief Music Meditation Journey
21:30	Return to Villa for reflection

Table 24. 'Buxi' Schedule Day 4.

06:00	Guided Meditation, Chants in Zen Garden
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi
10:00	Stress Management
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:00	Painting workshop
15:30	30 min break
16:00	Painting workshop
17:00	Dinner with ambient nature music
18:00	Evening Candle Lite Spa Treatments
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (inspiring creativity, creative juices flowing, a creative eye on a creative world)
21:00	Brief Audio Meditation
21:30	Return to Villa for reflection

Table 25. 'Buxi' Schedule Day 5.

06:00	Breaking Dawn Photography in Nature
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Guided Meditation, Chants and Dharma Discussion
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:30	Stress Management
16:00	NLP workshop
18:00	Picture Memorabilia Evening with all retreats trainer's present and group talk
19:00	Sunset Photography in Nature
21:00	Evening Closing 'Metta' Meditation
21:30	Return to Villa for reflection

3.5.6 'Shengsheng buxi' Wellness Disciplines

Photography

The photography workshop and seminars present an opportunity to photograph outdoors and absorb and learn new skills and techniques over an intense few days. From lectures on mastering digital print to shooting with professionals in the field.

Painting

Guests will expand and enrich their creativity by painting in a relaxed and stress-free

atmosphere. The painting retreat is open to all levels of experience from beginners to professional artists. The teaching is tailored to meet the guests individual needs. All painting include water colors, mixed media and oils. The retreat is taught by a professional artist and experienced teacher. The guests will improve their skills, be introduced to new techniques and be inspired to continue painting.

Stress management counseling

Stress is apart of modern society as women feel the need to perform more. A stress management group coaching course and workshops will explore the many varied causes of stress. It will explore and experience a multitude of powerful stress management techniques. Women will create their own personal stress profile to bring our conscious awareness to where the stressors are and what they can do about them to create balance and inner peace.

NLP (Neuro-linguistic programming)

Performance coaching, stress reduction, phobias, depression, addictions. NLP has two major growth areas in alternative approaches to mental clarity and wellbeing. Life coaching has emerged as a popular personal development technique in the recent years, is a growing practice and is very fresh to holistic wellness. It involves client focused goal setting, performance targets in business and personal achievements, motivation, and personal empowerment. It is a communication and visualization technique used to overcome psychological blockages, phobias and help individuals to achieve their personal potential.

The NLP training sessions will provide guests with a high level of improved communication skills, to be confident in any situation, motivates to succeed by focusing on goals, and is directly related to the growth of ones ability to coach one selves and others, model excellent performance, influence, negotiate and persuade. The techniques allow one to overcome fears, mental blocks or emotional barriers so one is able to push through and realize potential. NLP opens up personal choice and freedom.

3.5.7 Benefits

During the Shengsheng buxi creative retreat guests will celebrate life through the liberation of their creative expression. Guests will attain essential techniques that enrich their creative process, inspire, rejuvenate and deliver confidence so the guest can continue their creative expression throughout life.

The guests will receive a set of creative and innovative tools for the strengthening and cultivation of core creativity. Creativity is an essential element, adherent part of ones being. During the retreat patterns of strength, followed by creative exploration and spontaneous free form are encouraged through meditation and yoga.

Through painting and photography in nature the guests learn how to stay connected to their hearts flame and let go of anything that binds them and restricts them from their creative freedom. The creative package will help open the guest's power of expression, joy, anything that has been holding back from emotional creativity. Guest will achieve a new level of spontaneous freedom in a free uniting and nurturing environment.

3.6 'Kensho Satori' Enlightenment Experience Package 6 - seeing into one's true nature

3.6.1 Introduction to 'Kensho Satori'

Kensho is the introduction package to most of the activities listed in the other five packages. The various activities are briefly introduced to the guests and an easy yet informal first start to the various courses are familiarized. The Kensho package will assist the guests in understanding which activities are most pleasurable and educational thus helping them choose the perfect package to indulge in the future.



Figure 12. Overview over Wellness disciplines of the 'Kensho Satori' Enlightenment Experience Package.

3.6.2 Target group

This package is suitable for all demographics. It is an ideal package for those who are not sure about what activities or packages they would more profoundly like to engage in (see Figure 12).

3.6.3 Content of the 'Kensho Satori' Enlightenment Experience Package

- Transfer from airport to sanctuary
- Welcoming veggie smoothie
- Sandals and shawl
- Private Villa

- Plasma screen PLUS Personal development DVD's in correlation to retreat luv theme
Narayana Sanctuary does not have TV channels and Wi-Fi connection, our guests come to etreat from routine distractions
- Books and magazines on personal development
- Private bathroom with tub and foam + sense luxury toiletries
- Organic local vegetarian cuisine; breakfast lunch dinner
- Wellness is not for masses, Groups up to 5-10 guests
- Relaxation pool in Zen Garden
- Meditation spaces
- All material provided

3.6.4 'Kensho Satori' Activities

- Guided Meditation, Chants and Dharma Discussion
- Yoga, Thai Chi, Pilates
- Spa Treatments *please have a look at treatment offerings*
- Painting workshop
- Photography workshop
- Tantric Sex workshops
- Vegetarian cooking
- Raw-food cooking
- Lifestyle documentary evenings with professional speaker and group discussions
- Seminars / Workshops
- Art of Buddhist teachings
- Feng shui
- Spiritual Housecleaning

3.6.5 'Kensho' Five Day Schedule

Table 26. 'Satori' Schedule Day 1.

06:00	Blueberry smoothie and registration upon arrival. Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay
07:00	Receives sandals and shawl and is shown to private Villa
07:30	Guest is shown around sanctuary
08:00	Guided Opening Meditation, Chants and Dharma Discussion
10:00	Spa Treatments
11.30	Organic Vegetarian Lunch and Free Time for beach, swimming, reading, meditation etc...
13:30	Introduction to Feng Shui
15:30	30 min break
16:00	Introduction to Spiritual Housecleaning
17:30	30min break
18:00	Dinner with relaxing ambient music
20:00	Lifestyle Documentary Evenings with professional speaker and group discussions (Femininity and Masculinity, Optimal Wellness, Quiet mind open heart, creating your world)
22.00	Return to Villa for reflection

Table 27. 'Satori' Schedule Day 2.

06:00	Guided Meditation and Chants
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:00	Introduction to Vegetarian cooking
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:00	Introduction to Raw-food cooking
15:30	30 min break
16:00	Photography in Nature
18:00	Silent Candle Lite Dinner
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (Femininity and Masculinity, Optimal Wellness, Quiet mind open heart, creating your world)
20:30	Evening Music Meditation Journey
21:30	Return to Villa for reflection

Table 28. 'Satori' Schedule Day 3.

06:00	Breaking Dawn Photography in Nature
08:00	Light Sanctuary Breakfast
09:00	Guided Meditation, Chants and Dharma Discussion
10:30	Spa Treatments
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation..
13:30	Tantric Sex Workshop
15:30	30 min break
16:00	Evening Yoga, Thai Chi or Pilates
18:00	Silent Dinner in Zen Garden
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (Femininity and Masculinity, Optimal Wellness, Quiet mind open heart, creating your world)
21:00	Brief Metta Meditation
21:30	Return to Villa for reflection

Table 29. 'Satori' Schedule Day 4.

06:00	Guided Meditation, Chants in Zen Garden
07:30	Light Sanctuary Breakfast
08:30	Option 1: Yoga Option 2: Thai Chi
10:00	Introduction to Painting Workshop
12:00	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation..
14:00	Art of Buddhist Teachings
15:30	90 min break
17:00	Dinner with ambient nature music
18:00	Evening Candle Lite Spa Treatments
19:30	Lifestyle Documentary Evening with professional speaker and group discussions (Femininity and Masculinity, Optimal Wellness, Quiet mind open heart, creating your world)
21:00	Brief Audio Meditation
21:30	Return to Villa for reflection

Table 30. 'Satori' Schedule Day 5.

06:00	Guided Meditation, Chants and Dharma Discussion
08:00	Light Sanctuary Breakfast
09:00	Option 1: Yoga Option 2: Thai Chi Option 3: Pilates
10:30	Seminar: The fountain of youth in your grocery cart, optimal wellness
12:30	Organic Vegetarian Lunch in Zen Garden and Free Time for beach, swimming, reading, meditation...
14:30	Tantric Sex Workshop
16:00	Spa Treatments
18:00	Picture Memorabilia Evening with all retreats trainer's present and group talk
19:00	Lifestyle Documentary Evening with professional speaker and group discussions (Femininity and Masculinity, optimal Wellness, quiet mind open heart, creating your world)
20:00	Sunset Meditation
21:30	Return to Villa for reflection

3.6.6 'Kensho Satori' Wellness Disciplines

The wellness discipline for Kensho Satori can be found under the other package descriptions.

3.6.7 Benefits

The Kensho Satori retreat is the ultimate package where guests are emerged in a truly educational learning experience. Guests will have a short introduction on twelve holistic activities throughout the five day retreat. Guests will receive a general idea based on the 7 dimensions of wellness to understand exactly what holistic wellness spectrums are the most connected to their heart and soul.

Guests will learn what physical activities fit better to their body structure and will get acquainted to various activities. Guests will then be able to choose which activity suits their taste palate the most and pursue that activity in the future.

After attending the Kensho Satori experience retreat guests will have a better understanding of themselves and be able to choose more easily one of the other five packages. Along with the learning experience guests will also embark on a precious journey of rejuvenation, meet new companions and be enlightened and surprised about the talents and desires that they were not yet aware about until they attended the retreat.

4 Webpage

The webpage is a concept to give an impression of a hypothetical page for the Sanctuary. It implements the main ideas of the project and how they could be presented to the public. The user can read about different aspects of Narayana Sanctuary, its services and ideas. To start the page the file “index.html” must be opened.

4.1 Technical realisation

For realisation the markup language html is used. Some java-scripts (see Figure 16) are implemented to improve the quality. No high level functions or languages were used, since the page is only a concept and not ready for end-user. Furthermore no complex code was used to make it readable for a larger audience. Additionally no codes in flash or similar media-languages were applied to minimize technical difficulties for users.

4.2 Design

Design is kept simple and clear. An advanced page would be beyond the scope of the thesis. Anyhow it should be kept the same, simple way to make the usage easy for all people. The background of the page is kept in white to convey the impression of clearness and not to distract with too many colors or complex design. The pictures follow the themes of Narayana Sanctuary in which buddhist symbols are emphasized to mark spirituality.

4.2.1 Home

For the first impression a neutral and elegant picture was chosen. The color gold provokes luxury and the highlighted Chakra of spiritualism. See Figure 13.

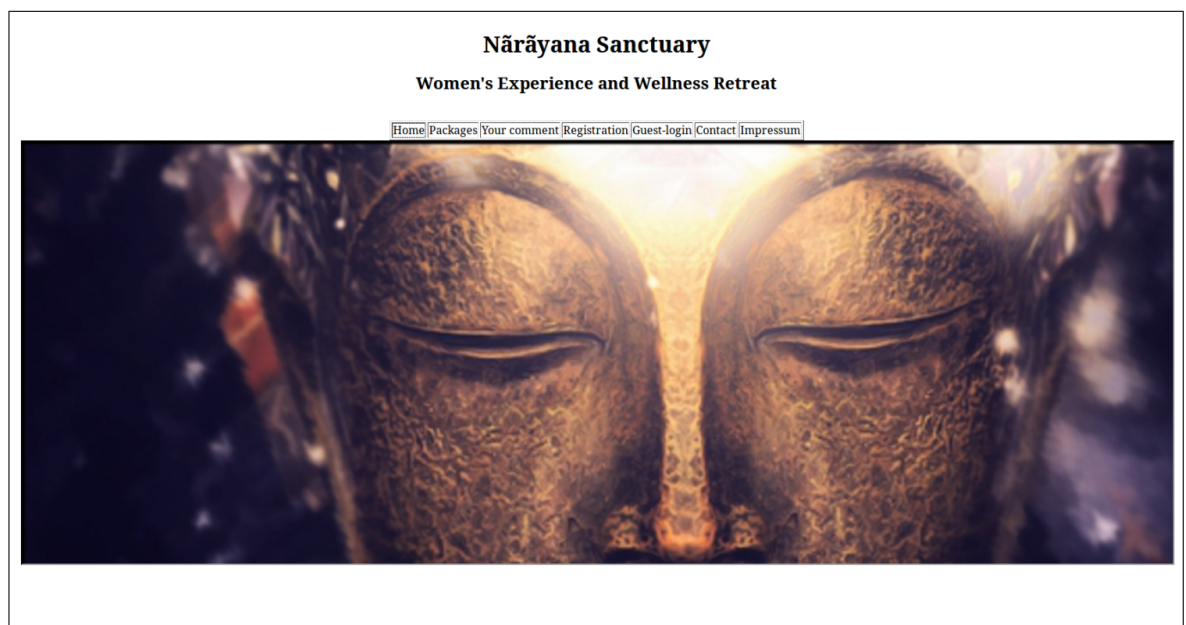


Figure 13. Screenshot of “Home”-Section of the web page.

4.2.2 Packages

One can select between the different packages (see Figure 15). For the same reasons as mentioned above white is chosen for the background. The images fit better to the topics of

the packages than to the buddhist themes of the web page. See Figure 14.

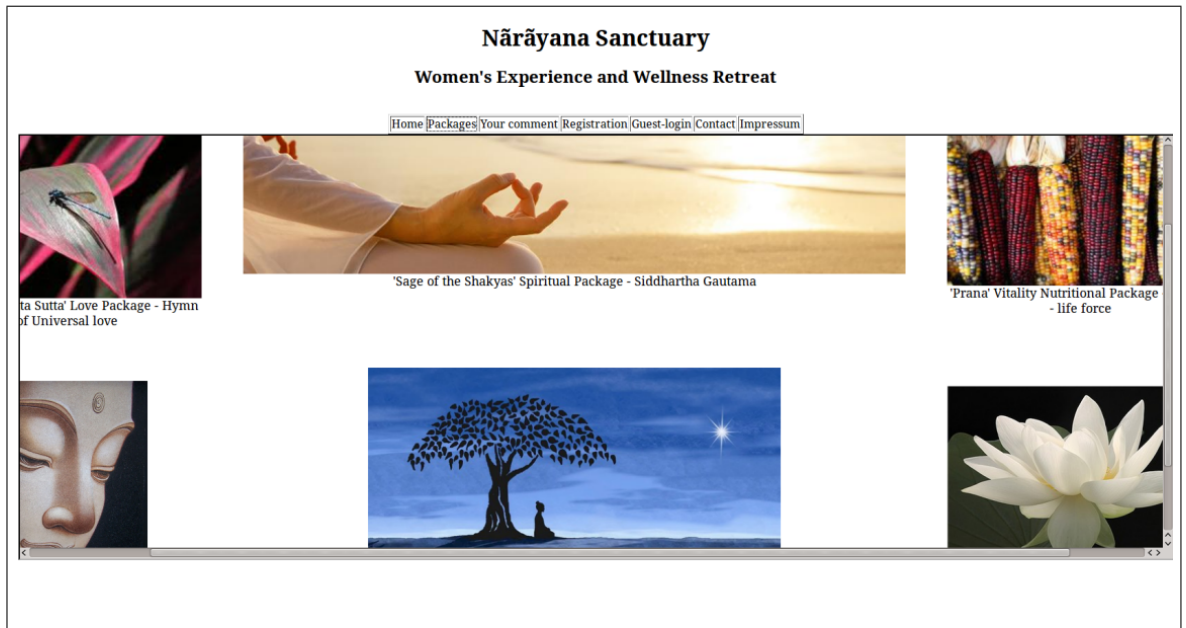


Figure 14. Screenshot of “Packages”-Section of the web page.

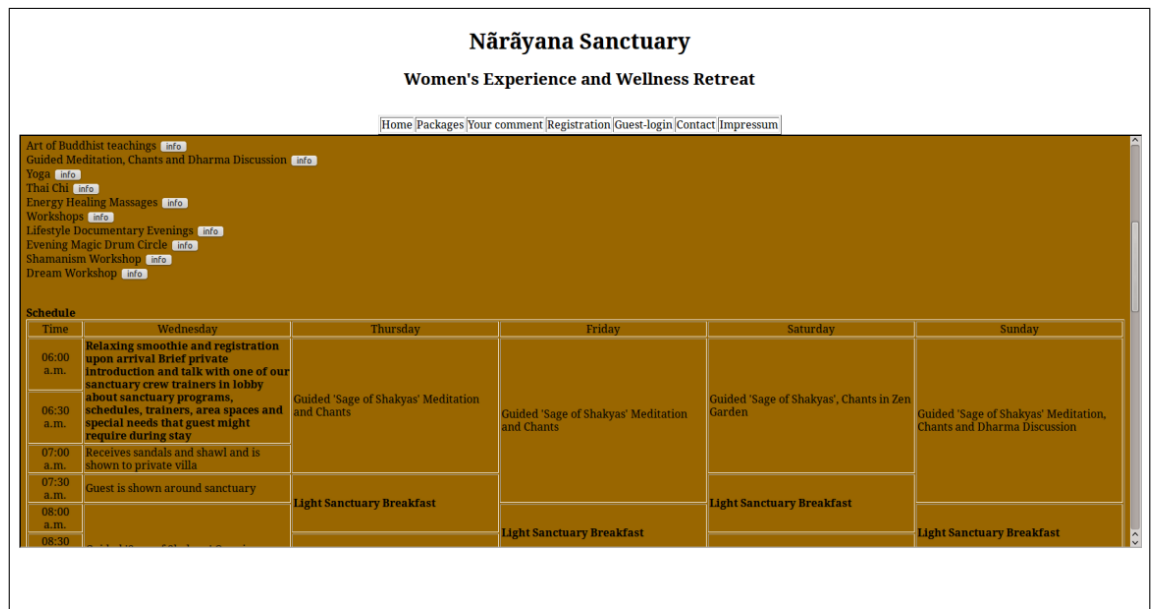


Figure 15. Example of one of the Packages.

4.2.3 Your comment

The primary color is gold, which stands for wisdom and inspiration. Here people can share their comments about their experience after visiting the Sanctuary or the site. Technically it is possible to fill in the registration form, but it is not possible to alter the “forum”, which is represented by a simple table (see Figure 17). For this basic demonstration javascript is used.

Nārāyana Sanctuary

Women's Experience and Wellness Retreat

[Home](#) | [Packages](#) | [Your comment](#) | [Registration](#) | [Guest-login](#) | [Contact](#) | [Impressum](#)

Art of Buddhist teachings [info](#)

Guided Meditation, Chants and Dharma [info](#)

Toga [info](#)

Thai Chi [info](#)

Energy Healing Messages [info](#)

Workshops [info](#)

Lifestyle Documentary Evenings [info](#)

Evening Magic Drum Circle [info](#)

Shamanism Workshop [info](#)

Dream Workshop [info](#)

As music has such a healing effect on people the women's retreat will have a facilitated drum circle, which is a form of group drumming in which the guests seek to focus the intent and improve the quality and effect of the activity, making it easier for people to effectively participate by taking a more directive approach. The facilitator (leader) takes responsibility for the physical space, arranging chairs and instruments to optimize communication and connection in the group. The leader will provide a range of instruments to create a full and balanced percussion orchestra. In this way, the experience can be thought of as a standardized drumming circle, as opposed to the more free-flowing and open community drum circle. The facilitator is constantly monitoring the music in the group, and generally being encouraging and accepting of participant ideas. In this way, the facilitator takes on a role similar to that of a music teacher or drumming instructor whose goal it is to empower the participants and encourage them to share their ideas. At the beginning the facilitator directs the music through verbal and non-verbal cuing. This creates a leader/follower dynamic between the facilitator and participants. Conducting is not normally part of a traditional drum circle, and therefore makes this type of circle a unique experience and very different from a community circle. Facilitators with training and experience in other areas and professions, such as music education, music therapy, and corporate training, may use a range of tools and approaches that enable them to work with diverse populations.

[OK](#)

Schedule

Time	Wednesday	Thursday	Friday	Saturday	Sunday
06:00 a.m.	Relaxing smoothie and registration upon arrival Brief private introduction and talk with one of our sanctuary crew trainers in lobby about sanctuary programs, schedules, trainers, area spaces and special needs that guest might require during stay	Guided 'Sage of Shakyas' Meditation and Chants	Guided 'Sage of Shakyas' Meditation and Chants	Guided 'Sage of Shakyas', Chants in Zen Garden	Guided 'Sage of Shakyas' Meditation, Chants and Dharma Discussion
06:30 a.m.					
07:00 a.m.	Receives sandals and shawl and is shown to private villa				
07:30 a.m.	Guest is shown around sanctuary	Light Sanctuary Breakfast		Light Sanctuary Breakfast	
08:00 a.m.			Light Sanctuary Breakfast		
08:30					Light Sanctuary Breakfast

Figure 16. Demonstration of a javascript.

Nārāyana Sanctuary

Women's Experience and Wellness Retreat

[Home](#) | [Packages](#) | [Your comment](#) | [Registration](#) | [Guest-login](#) | [Contact](#) | [Impressum](#)

Your comment

Visitor	Comment
Maria	What a great experience. Will be back soon.
Blueeye85	Lovely people and good food.
Sandra L.	Best concept ever.

Figure 17. Screenshot of "Comment"-Section of the web page.

4.2.4 Other Sections of the site

Figure 18 - 21 show other aspects of the webpage.

Nārāyana Sanctuary
Women's Experience and Wellness Retreat

[Home](#) [Packages](#) [Your comment](#) [Registration](#) [Guest-login](#) [Contact](#) [Impressum](#)

Registration

Title:

Name: Surname:

Date of Birth
Day Month Year

Address:
Street: Town:
Zip-Code: Country:

Nationality:

Choose your Package:

Payment:

Figure 18. Screenshot of “Registration”-Section of the web page.

Guest / member login

The login is only for guests and members. This area provides more services and access to recent this and that.

Your Guest-ID:

Password:

Figure 19. Screenshot of “Guest”-Section of the web page.

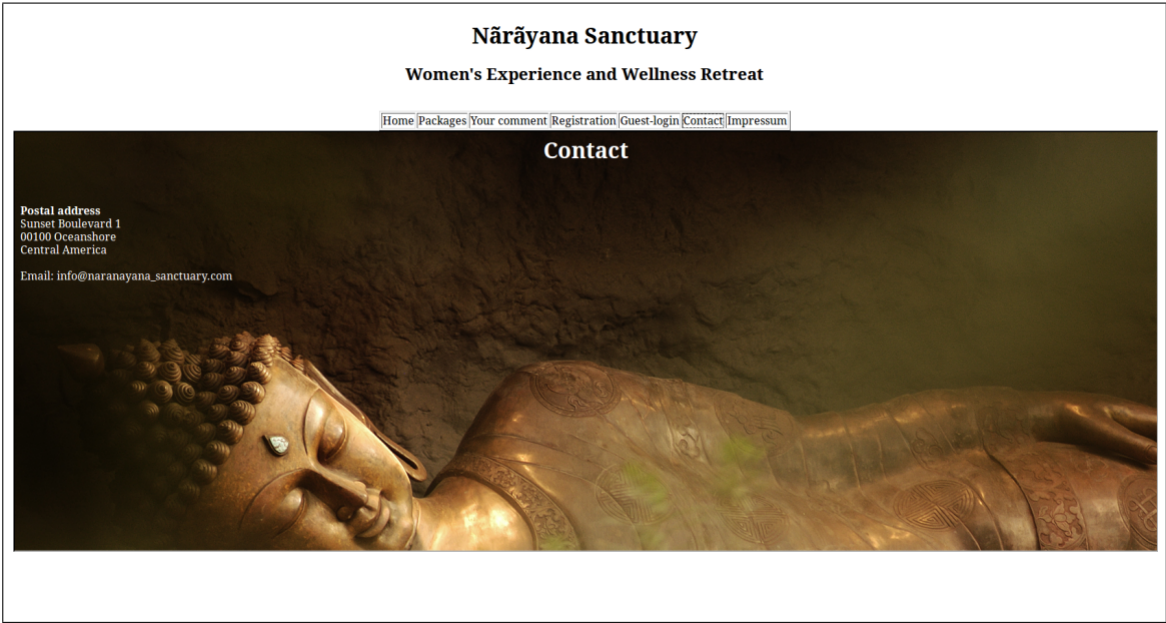


Figure 20. Screenshot of “Contact”-Section of the web page.

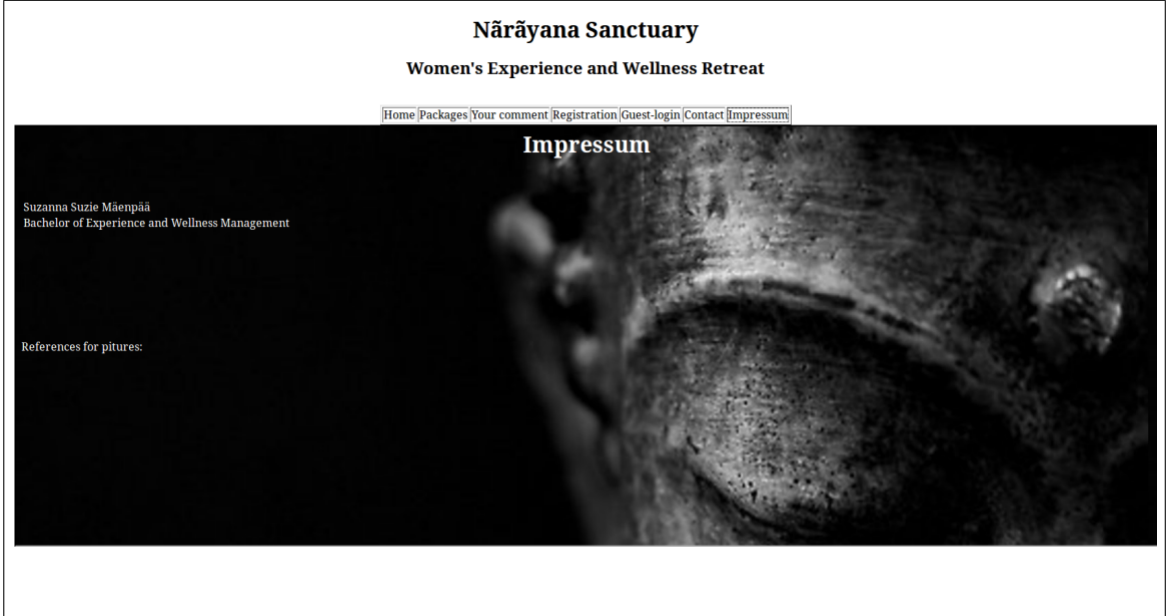


Figure 21. Screenshot of “Impression”-Section of the web page.

5 Conclusion and Future Development

5.1 Project Conclusion

In the beginning of the concept development process, my vision of the women's retreat concept was fairly narrow and gradually broadened through intervals of service design brainstorming. A compilation of a portfolio of concepts were created into a full product offering, which initiated from one concept package into a multifaceted variety of a six-product offering. In many cases converting an idea from my mind required a considerable amount of drafting, mind map creation, models, rewriting and redrafting repeatedly.

Feasible questions were converted from my thoughts. It was a challenge to implement the diverse mental requirements of the women in real life into a literature orientated service design, because reality is versatile and more rebellious when formulating present real life contemplations into future feasible concepts that do not yet exist.

Creating the project was demanding and strenuous due to the extreme detailing of the schedules, grouping the immense amount activities so they compliment one another in order to not only achieve a package but a package retreat that is feasible and valuable for the women.

From my personal perspective: the project part of the thesis grew to be more than an average thesis and became more like a real life piloting occurrence where emotions and passion towards the project concept developed. The project was a truly intense emotional learning experience.

5.2 Future Development

Through the support of the AIO questionnaires the major significance occurred that modern women are profoundly stressed. Practical research showed that it was not longer an assumption that women are stressed, but compellingly visible through the analysis of the bar slots.

Stress Management Counseling and NLP workshops (Neuro-linguistic programming) which concentrates on performance coaching, stress reduction, phobias, depression and addictions were two of the more favorable activities women wished to engage in if given the chance.

As mentioned in the thesis conclusion part, instead of attending stress management consultation, women need to prevent these symptoms by attending soulful activities, such as meditaition, art etc.. before they become the victim of stress and turn to stress counseling as a remedy.

The approximate 60 participants pain-points have been implemented into the project base part of the thesis and through the outcomes of the AIO Questionnaires it has been decided to regroup and reconstruct the packages. A package solely for Stress Management counseling and NLP will we restructured in the future.

Furthermore a seventh (massage themed) package will be created, which is believed to be one of the most successful out of the six packages as out of the approximate 60 participants nearly all agreed that they would engage in massage treatments.

I personally believe that with the remodeling and polishing of the packages, more specified Questionnaire handouts and the study and implementation of Academic journals and fieldwork that this women's retreat will achieve a successful competitive edge in the future. Narayana Sanctuary and the packages of Metta Sutta, Sage of Shakyas, Prana, Padma, Shengsheng buxi and Kensho Satori will be part the occurring wellness revolution.