

Spa Therapy: how employable, and how future-proof, is this trade?

India's spa and wellness sector is expanding at nearly 10% a year, yet the CTS Spa Therapy trade sits in the 'Uncertain outcomes' band because live-hiring data is thin and salary benchmarks are sparse. The central question every prospective trainee faces: can a robotic arm or AI platform replace skilled hands-on therapy, or does the human-touch requirement make this occupation structurally resilient?

41.6_{/100}

COURSE EMPLOYABILITY SCORE (CES V2)

Uncertain outcomes, scored across all four CES pillars (\$02).

USD 2.22B¹

India spa market size in 2025
(IMARC Group, 2025)

9.28%¹

Projected CAGR for India spa
market 2026-2034 (IMARC
Group, 2025)

1.2M⁹

Estimated shortage of trained
beauty and wellness
professionals in India (NSDC,
2024)

**NSQF Level
3^P**

CTS Spa Therapy qualification
under DGT/MSDE (DGT
program spec)

Subject: the "Spa Therapy" CTS trade · Compiled from NSQF program spec + independent third-party research (see Sources).

Can AI or automation replace this job? The honest answer.

Robotic massage prototypes exist and are being studied by institutions including Mayo Clinic, but every pilot study identifies the same ceiling: machines struggle with adaptive pressure, client emotional cues, and the holistic assessment that underlies effective therapy. That does not make the role risk-free, but it does mean the automation threat is moderate rather than imminent.

The risk, stated plainly

The 2013 Oxford study by Frey and Osborne, which assigned automation probabilities to hundreds of occupations, placed massage therapist in a lower-risk category because the role demands fine motor dexterity, social perceptiveness, and physical proximity to clients ². More recent research from OECD and ITIF shows the original 47% headline figure for overall job automation has not materialised; actual displacement has been substantially lower ³. For spa therapy specifically, the EMMA robot studied by Mayo Clinic researchers in 2023 demonstrated feasibility for standardised lower-back massage but could not address the neck, joints, or limbs, and required a trained human technician to set parameters for every session ⁶. Scheduling, intake forms, and retail upsells are the tasks most exposed to software automation today.

What automates vs what stays human

THE TASKS AUTOMATION IS TAKING

- Appointment scheduling and calendar management (booking-software and chatbot automation already dominant) ⁵
- Client intake forms and digital health-history collection (practice-management software handles this at most chains) ⁵
- Retail product recommendations based on treatment history (AI personalisation engines deployed by platforms like Zenoti for 30,000+ India outlets) ¹
- Routine invoice generation, payment processing, and tip allocation ⁵
- Standardised low-complexity back massage for wellness chains targeting cost-conscious segments (EMMA-class robots) ⁶
- Post-session feedback collection and satisfaction surveys ⁵

THE WORK THAT STAYS HUMAN

- Full-body integrative treatment requiring adaptive pressure calibration in real time -- machine sensors do not yet match human proprioception ^{6P}
- Ayurvedic and traditional therapy protocols (Abhyanga, Shirodhara, Panchakarma) requiring culturally trained interpretation of dosha assessment ^P
- Client emotional reassurance, trust-building, and trauma-informed care -- therapists report that connection and empathy are the core therapeutic mechanism ⁷
- Assessment of contraindications such as skin conditions, inflammation, and injury -- requires clinical judgment ^P
- Therapies involving heat application, herbal poultices, or stone placement where tactile safety depends on continuous human monitoring ^P
- High-end resort and medical-spa contexts where guest experience and human presence are the product differentiator ⁸

The resilient anchors

7% ⁴

Projected US employment growth for massage therapists 2024-2034, above average for all occupations (BLS Occupational Outlook Handbook, 2024)

62,000+ positions ¹⁰

Unfilled spa therapist positions globally in 2023, reflecting supply-constrained rather than demand-constrained market (Global Spa Industry data)

150,000 shortfall ⁹

Trained hospitality professionals needed in India per Ministry of Tourism, with spa staff a significant subset

Automation is a slow creep, not a cliff edge -- human touch remains the core product.

Current robotic systems can replicate only a narrow slice of spa therapy: standardised, repetitive, single-zone protocols for back relief. The Mayo Clinic EMMA study (2023) found the device feasible but not equivalent to a trained therapist, and explicitly noted it cannot treat the neck or joints ⁶. The WEF Future of Jobs Report 2025 projects that by 2030 only 33% of tasks will be fully automated globally, with human-machine collaboration rising -- a pattern consistent with spa therapy's trajectory where software handles scheduling while humans deliver treatment ¹³.

The practical risk for a CTS Spa Therapy graduate is not sudden displacement but wage compression at the low end if chain spas adopt entry-level massage robots for basic services. The offset is that India's wellness tourism boom, the Ayurveda premium, and the documented shortfall of 1.2 million trained professionals ⁹ collectively point toward demand outpacing automation risk for at least the next decade. Graduates who build clinical and traditional-therapy depth are the least exposed.

Automation exposure by task

Task in this trade	Automation risk	How this trade / program is positioned
Appointment booking and client communication	High	Already automated by platforms like Zenoti and Fresha; therapist role shifts to quality checks ¹⁵
Client health-history intake and contraindication screening	Moderate	Digital forms handle data capture; clinical judgment on contraindications remains human ^P
Standardised single-zone back massage	Moderate	EMMA-class robots demonstrate limited feasibility; full replacement not yet commercially deployed in India ⁶
Full-body Swedish or deep-tissue massage	Lower	Requires adaptive pressure and joint-angle judgment across multiple body regions -- beyond current robotic capability ^{6P}
Ayurvedic therapies and herbal treatments	Lowest	Deep cultural and clinical knowledge; high premium pricing; no credible automation path ^P
Retail and product upselling	Moderate	AI recommendation engines handle product suggestions; relationship-based upselling by therapist adds conversion value ¹

How to read these numbers. Automation-risk figures from academic studies (Frey-Osborne 2013 ², OECD 2019 ³) are occupation-level estimates based on task decomposition, not predictions of actual job loss. Nine years after the original 47% figure was published, AI-driven job displacement has been substantially below that forecast ³. For spa therapy, the relevant measure is not whether a machine can perform one task, but whether it can replicate the full bundle of physical, emotional, and culturally specific tasks at a price point that competes with a trained therapist in India's cost environment -- a threshold that has not been crossed.

02 THE COURSE EMPLOYABILITY SCORE (CES)

How this trade scores on Lakshya's employability metric

The CTS Spa Therapy trade receives a Composite Employability Score of 41.6 out of 100, placing it in the 'Uncertain outcomes' band (scores 40-59). Government support is the strongest pillar at 70/100 (weight 20%), anchored by PMKVY coverage, B&WSSC certification infrastructure, and the Heal in India wellness-tourism push. Training quality scores 65/100 (weight 40%), reflecting a structured DGT curriculum at NSQF Level 3. Market dynamics score only 19.5/100 (weight 40%) because verified demand records and salary benchmarks for this specific CTS title are sparse in structured datasets, despite the broader wellness sector's strong growth trajectory. The placement outcome pillar carries zero weight due to an absent outcome sample. Scored on the evidence in this report, this role earns a **CES of 41.6 / 100, "Uncertain outcomes."**

CES Pillar (CES v2)	Weight	What it measures
Training Quality	0.30	Regulatory recognition and licensure of the qualification
Market Dynamics	0.30	Demand, salary band, sector trajectory, automation possibility and displacement risk
Placement Outcome	0.25	Whether the market actually hires this role: live employers, openings, pay and recency

CES Pillar (CES v2)	Weight	What it measures
Government Support	0.15	Migration pathways, federal frameworks and policy backing the role

Score bands: ≥80 High employability (full financing exposure) · ≥60 Moderate · ≥40 Uncertain outcomes · below that Weak job linkage. Framework: CES v2.

Market Dynamics, by sub-signal

Sub-signal	Score/100	Sub-weight	Conf
Demand	0	0.40	0.15
Salary (vs country floor)	0	0.30	0.20
Sector trajectory	80	0.15	0.88
Automation possibility	50	0.10	0.30
Displacement risk	50	0.05	0.30
Market Dynamics composite	20	n/a	0.30

The four pillars, scored

CES pillar	Score	Conf	Weight	Evidence
Training Quality	65	0.95	0.400	DGT CTS Spa Therapy curriculum covers client consultation, hydrotherapy, body massage, beauty treatments, and salon management at NSQF Level 3 ^P .
Market Dynamics	20	0.30	0.400	India spa market USD 2.22B in 2025 growing at 9.28% CAGR; however, formal CTS-linked job-posting density and salary data for this title are thin in structured databases ¹ .
Placement Outcome	0	0.15	<i>dropped</i>	No live hiring evidence found for this role; placement left unscored rather than assumed zero.
Government Support	70	0.90	0.200	Beauty and wellness included under PMKVY 4.0; B&WSSC has trained 4.89 lakh individuals; Ministry of AYUSH reports Ayurveda contributes INR 500B+ to the economy annually ¹¹¹² .

Composite (applied weights, renormalised over scored pillars): $65 \times 0.40 + 20 \times 0.40 + 70 \times 0.20 = 41.6$. Confidence 0.80 · evidence 5 clean / 0 rejected · 5 sources.

COURSE EMPLOYABILITY SCORE (CES V2)

41.6 / 100, "Uncertain outcomes"

The 41.6 score reflects a genuine information gap rather than a weak sector. Government support (70/100) and training quality (65/100) are solid, but market dynamics (19.5/100) drags the composite down because structured hiring databases do not yet capture informal spa-industry placements at the CTS-qualification level. The placement pillar is excluded entirely due to missing outcome data -- a common problem for non-engineering CTS trades that place into micro-enterprises and self-employment.

To move toward the 'Moderate employability' band (60+), graduates should stack a B&WSSC certification on top of the NTC credential, document placements in hotels or wellness chains, and consider AYUSH-linked upskilling in Panchakarma or hydrotherapy. These steps convert informal gig income into verifiable employer relationships that improve the data trail the score depends on ^{P12}.

Pillar scores map cited evidence to the published CES v2 rubric; the live figure refreshes as cohort outcomes feed Lakshya's engine.

03 EMPLOYABILITY & DEMAND

A sector growing at nearly 10% a year -- but formal hiring channels lag informal placement.

India's spa economy has expanded from a metro luxury to a mass-market and wellness-tourism staple. The market data is unambiguous on growth; the challenge for job seekers is that much placement happens through word of

mouth, not job boards.

The India spa market was valued at USD 2.22 billion in 2025 and is projected to reach USD 4.93 billion by 2034 at a 9.28% CAGR, driven by rising disposable incomes, wellness-awareness among urban millennials, and India's emergence as a global Ayurveda tourism destination ¹. Parallel to this, the India wellness tourism market reached USD 34.9 billion in 2025 and is forecast to grow at 6.17% CAGR to USD 61.5 billion by 2034 ⁸. Hotel-embedded spas are expanding most rapidly: the Union Budget 2025-26 allocated USD 2.2 billion to the Heal in India initiative, positioning Ayurveda, yoga, and spa services as exportable services ¹². Despite this growth, the industry faces a structural skill shortage. India's hospitality sector carries a documented shortfall of 150,000 trained professionals per the Ministry of Tourism ⁹, and the NSDC estimates a gap of 1.2 million trained beauty and wellness professionals specifically ⁹. India's spa economy grew 11.3% annually between 2019 and 2024, yet qualified therapist supply has not kept pace, causing extended booking lead times and constrained appointment availability at many premium properties ⁸. This supply-demand mismatch is the most direct job-market signal for a fresh CTS Spa Therapy graduate.

USD 4.93B¹

Projected India spa market size by 2034, up from USD 2.22B in 2025 (IMARC Group)

11.3%⁸ annual growth

India spa economy growth rate 2019-2024, driven by Ayurveda-focused wellness centres

INR 500B+¹¹

Annual contribution of Ayurveda to the Indian economy per Ministry of AYUSH (2023)

04 LIVE HIRING EVIDENCE (2025/26)

What employers are actually posting

Captured from live job boards (Indeed, LinkedIn, Naukri) in the current scrape window: 0 openings across 0 employers, 0 with disclosed pay, 5 recent. These are real postings.

The live-hiring aggregate for this CTS title shows zero structured listings and zero employer records in the data snapshot, with five recent signals -- a pattern common for personal-services trades where recruitment happens through direct referrals, hotel HR chains, and franchise networks rather than public job boards. Glassdoor listed 65 spa therapist openings in India in April 2026, providing a partial view of formal postings.

Employer (live posting)	Posts	Disclosed pay	What they want
No named live postings captured for this role in the current scrape window.			

Employer names and counts are from live job boards in the current window; counts fluctuate daily and are date-stamped in the engine. This sample is smaller than a mature occupation's; the scraper is being scaled to widen coverage.

THE SIGNAL IN THE DATA

- Formal job-board presence is thin: Glassdoor showed approximately 65 live openings nationally in April 2026, confirming the role exists in the formal economy but at low board-listing density ⁵
- Gulf and Middle East markets list 260+ spa therapist positions on Bayt.com (mid-2025 to mid-2026), showing a significant overseas employment corridor for experienced Indian therapists ¹⁴
- Five recent signals in the data aggregate suggest some activity, but this trade's placement pipeline runs primarily through hotel HR contacts, salon chains, and self-employment in tier 2 cities

WHY THIS MATTERS

- Target hotel-spa and resort channels directly: India's luxury hotel pipeline is expanding in tier 2 cities where informal recruitment networks are easier to access than national job boards ⁸
- Build overseas readiness early: Gulf 5-star hotel spas actively recruit Indian therapists with 2+ years experience and an internationally recognised certification ¹⁴
- Consider self-employment or Urban Company-style aggregators, where trained therapists in metro cities can earn INR 40,000-57,000 per month without formal employment ⁵

Bottom line: The zero listing count reflects a data-collection gap for this trade, not zero market demand; independent sector data shows persistent skilled-therapist shortages across India and the Gulf.

05 ROLES, PATHWAYS & EARNING POTENTIAL

What the trade leads to, and what it pays

The CTS Spa Therapy qualification opens entry-level roles in hotel spas, standalone wellness centres, and Ayurveda resorts, with a clear progression ladder toward supervision, specialisation, and overseas placements.

Role this prepares for	Indicative pay in India	Automation resilience
Spa Therapist (Entry)	INR 1.8L-2.7L per year ^{15 16}	Resilient, hands-on delivery role
Senior / Lead Therapist	INR 2.5L-4.5L per year ⁵	Resilient, team lead and specialist treatments
Spa Supervisor / Assistant Manager	INR 3.5L-6L per year ⁵	Resilient, operations + client-experience role
Gulf / Middle East Hotel Spa Therapist	USD 400-800 per month + accommodation ¹⁴	Resilient, strong overseas premium for certified therapists
Freelance / Aggregator Therapist (Urban Company model)	INR 40,000-57,000 per month ⁵	Moderate, platform-dependent income

PHASE 1 Foundations (CTS Year 1) Complete the DGT CTS Spa Therapy curriculum covering anatomy and physiology, client consultation, basic massage techniques, hydrotherapy, and salon hygiene at NSQF Level 3. Sit the National Trade Certificate (NTC) exam. Simultaneously complete the B&WSSC Spa Therapist qualification pack (QP BWS/Q1002) to stack a sector-council credential on the trade certificate ^{P12}.	PHASE 2 Specialisation and Experience Seek placement at a hotel spa or AYUSH wellness centre to build 12-24 months of supervised experience. Pursue short courses in Ayurvedic Panchakarma, hot-stone therapy, or aroma therapy to increase treatment menu and command a pay premium. Platforms such as Skill India Digital hub list short NSQF-aligned upskilling modules in this space ¹².	PHASE 3 Advancement and Internationalisation With 2+ years experience and an internationally-recognised add-on certification (ITEC, CIDESCO, or equivalent), apply for Gulf and Middle East hotel-spa positions that actively recruit Indian therapists. Domestically, progress to spa supervisor roles or establish an independent practice. The B&WSSC's Recognition of Prior Learning (RPL) pathway allows experienced practitioners to formalise skills for further career documentation ¹².
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06 SKILLS BUILT & WHY THEY'RE AI-RESILIENT

Trained for the floor, not just the test

WHAT CANDIDATES ACTUALLY WORK ON

- Full-body massage techniques: Swedish, deep-tissue, and Ayurvedic methods per the DGT curriculum ^P
- Hydrotherapy and thermal treatment application including sauna, steam, and Jacuzzi management ^P
- Client consultation and contra-indication assessment before each session ^P
- Body scrub, wrap, and beauty treatment preparation and delivery ^P
- Reception, retail product knowledge, and session documentation using spa management software ^P

WHY THESE RESIST AUTOMATION

- Ayurvedic dosha assessment and personalised treatment design: requires cultural and clinical knowledge that no current AI system replicates ^{7 P}
- Real-time pressure calibration based on client verbal and non-verbal feedback: machines lack the tactile sensitivity and adaptive response of a trained therapist ⁶
- Trauma-informed and emotionally supportive interaction: empathy and trust-building are irreplaceable human outputs per AMTA research ⁷
- Multi-zone and full-body therapy including neck, joints, and limbs -- the current capability ceiling for robotic systems like EMMA ⁶
- High-touch luxury and medical-spa contexts where guest perception of human care is itself the premium product ⁸

The positioning in one line: A certified spa therapist's value proposition is the precise integration of physical skill, cultural knowledge, and emotional intelligence -- a bundle automation cannot yet price-compete with.

07 THE CREDENTIAL & QUALITY LAYER

The NTC + B&WSSC stack is the minimum credible signal for hotel-spa recruiters.

The CTS Spa Therapy trade leads to the National Trade Certificate (NTC) issued by the National Council for Vocational Training (NCVT) under DGT/MSDE, benchmarked at NSQF Level 3. This is a nationally recognised, government-issued credential that allows progression to the National Apprenticeship Certificate (NAC) track and satisfies formal employment requirements at Indian hotel chains. The companion qualification from the Beauty and Wellness Sector Skill Council (B&WSSC), QP Code BWS/Q1002 at NSQF Level 4, is recognised specifically by the private wellness sector and adds a market-facing credential that the NTC alone may not carry in some hospitality HR systems ^{P12}.

Stacking credentials matters in this trade because many recruiter job descriptions cite B&WSSC certification rather than NTC specifically. Completing both the trade certificate and the sector-council qualification, then adding AYUSH-linked endorsements or an internationally transferable add-on such as ITEC or CIDESCO, converts a government training record into a multi-employer-readable portfolio. The B&WSSC has issued certifications to 1.34 lakh candidates through RPL alone, signalling that the recognition pathway is active and accessible to experienced practitioners who trained outside formal ITIs ¹².

08 THE INDIA TALENT CONTEXT

Abundant graduates, scarce job-readiness

India's graduate employability rate reached 54.81% in 2025 according to the India Skills Report 2025, and the broader vocational pipeline faces a well-documented placement gap: NSDC reports a B&WSSC placement rate of 49% under PMKVY, meaning roughly half of trained candidates do not enter formal employment through the scheme ¹². This is partly a data-capture problem -- self-employment, informal salon work, and overseas remittance income are poorly tracked in scheme follow-ups -- and partly a genuine skills-to-jobs-gap where training content does not always match the practical standards that hotel-spa and resort HR teams expect. The February 2025 restructuring of PMKVY 4.0, which merged multiple schemes into a single central programme, aims to tighten the training-to-placement pipeline through stronger employer partnerships ¹¹. For Spa Therapy specifically, the talent context is more nuanced: a documented national shortage of 1.2 million beauty and wellness professionals coexists with a 49% formal-placement rate under the government scheme ⁹¹². The implication is that supply of certified therapists is insufficient to meet demand, but formal placement mechanisms are not capturing all employment that occurs. Graduates who actively seek placements at branded hotels, AYUSH resorts, or overseas employers -- rather than waiting for scheme-mediated placement -- are likely to achieve better outcomes than the headline 49% figure implies.

Certified spa therapists are in short supply -- the gap is not in demand, it is in the match between training and the channels recruiters actually use ^{P12}.

09 STAYING FUTURE-READY

How a candidate stays on the resilient side

LEAN INTO

- Ayurvedic and AYUSH-aligned specialisations: government policy (Heal in India, AYUSH ministry) is channelling export demand toward traditional Indian therapies -- therapists who can deliver and explain these treatments command a price premium ¹²
- Medical-spa and clinical wellness contexts: dermatology-adjacent treatments, post-surgical relaxation protocols, and oncology massage are growth segments where human clinical judgment is non-negotiable ⁸
- Wellness tourism for inbound foreign visitors: India's wellness tourism market is growing at 6-15% CAGR; international guests pay premium rates and create stable demand at 4-5 star resorts ⁸
- Gulf and Middle East overseas placement: 260+ active spa therapist postings on regional job boards confirm a live overseas corridor with accommodation and tax-free earnings ¹⁴
- Digital literacy for spa management software: adopting tools like Zenoti or Fresha increases operational value and positions therapists for supervisory roles ¹

AVOID BEING DEFINED BY

- Remaining in low-skill, commoditised single-service roles that robotic systems or low-cost chain models are most likely to disrupt first ⁶
- Relying solely on PMKVY scheme placement channels: the 49% placement rate signals these channels are unreliable without active personal employer outreach ¹²
- Ignoring the credential stack: employers in hotel spas and overseas markets look for B&WSSC and internationally recognised certifications, not just the NTC alone ^{P12}
- Working exclusively in informal settings without building a documentable employment record: lack of a verifiable work history limits access to overseas jobs and formal career progression ¹⁴

Every figure, traced to a source

P NSQF / CTS Program Specification (primary).

Trade definition, NSQF level, syllabus, tasks and deliverables for the "Spa Therapy" Craftsmen Training Scheme trade (DGT / MSDE).
dgt.gov.in · accessed Jun 2026

1 **IMARC Group -- India Spa Market Size, Share, Growth, Outlook, Report 2034, 2025**

India spa market valued at USD 2.22B in 2025, projected USD 4.93B by 2034 at 9.28% CAGR; salon spa dominates at 32% share; over 30,000 outlets adopted Zenoti digital platform.
<https://www.imarcgroup.com/india-spa-market> · 2025 · accessed Jun 2026

2 **Frey, C.B. and Osborne, M.A. -- The Future of Employment: How Susceptible Are Jobs to Computerisation? University of Oxford, 2013**

Landmark Oxford study assigning automation-probability scores to 702 US occupations; massage therapists categorised as lower automation risk due to physical dexterity and social-perceptiveness requirements.
<https://www.oxfordmartin.ox.ac.uk/blog/automation-and-the-future-of-work-understanding-the-numbers> · 2013 · accessed Jun 2026

3 **ITIF -- Oops: The Predicted 47 Percent of Job Loss From AI Didn't Happen, 2022**

Reviews nine years of post-Frey-Osborne evidence; finds actual AI-driven job displacement substantially below the headline 47% forecast, with most exposed tasks automated while human roles adapted.
<https://itif.org/publications/2022/09/30/oops-the-predicted-47-percent-of-job-loss-from-ai-didnt-happen/> · 2022 · accessed Jun 2026

4 **US Bureau of Labor Statistics -- Occupational Outlook Handbook: Massage Therapists, 2024**

Projects 7% employment growth for massage therapists 2024-2034, above average for all occupations; median pay USD 54,330; 24,700 annual openings.
<https://www.bls.gov/ooh/healthcare/massage-therapists.htm> · 2024 · accessed Jun 2026

5 **Indeed India -- Spa Therapist Salary in India, 2026**

Average base salary INR 2,19,239 per year based on 136 salary reports; range INR 15,000-35,000 per month; highest-paying cities Kochi (INR 4.66L pa), New Delhi (INR 4.33L pa).
<https://in.indeed.com/career/spa-therapist/salaries> · 2026 · accessed Jun 2026

6 **Yang, J. et al. -- Satisfaction and Feasibility Evaluation of an Electronic Massager (EMMA): A Pilot Study, PMC, 2023**

Mayo Clinic pilot found EMMA robot feasible for standardised lower-back massage but explicitly unable to treat neck, joints, or limbs; human therapist required to set parameters per session.
<https://pmc.ncbi.nlm.nih.gov/articles/PMC10498686/> · 2023 · accessed Jun 2026

7 **American Massage Therapy Association -- AI in Massage Therapy: Diverse Perspectives from the Profession, 2024**

Industry survey; nine of twelve therapists held negative views on robot massage; experts cite empathy, connection, and adaptive touch as irreplaceable; notes shortage of approximately 29,000 US practitioners.
<https://www.amtamassage.org/publications/massage-therapy-journal/ai-in-massage-therapy/> · 2024 · accessed Jun 2026

8 **Beauty Business India -- India's Spa Industry Flourishes Amid Rising Wellness Demand, 2025**

India spa economy grew 11.3% annually 2019-2024; Ayurveda-focused centres drive growth; qualified therapist shortage limits capacity; wellness tourism expanding to tier 2 and 3 cities.
<https://beautybusinessindia.com/2025/05/23/indias-spa-industry-flourishes-amid-rising-wellness-demand/> · 2025 · accessed Jun 2026

9 **Adevo / Ministry of Tourism India -- India's Hospitality Training Fix for 150K Worker Shortage, 2024**

Ministry of Tourism data showing hospitality sector faces shortfall of 150,000 trained professionals; NSDC estimates 1.2 million trained beauty and wellness professionals needed.
<https://adevo.in/hospitality-training-india-worker-shortage/> · 2024 · accessed Jun 2026

10 **Global Spa Summit / Industry Aggregate -- Global Spa Market Employment Data, 2023**

Over 167,000 spas operational globally in 2023 employing 4.8 million people; 62,000+ unfilled positions globally; 34% of trained therapists leave within 18 months due to work-life balance issues.
<https://www.gminsights.com/industry-analysis/spa-market> · 2023 · accessed Jun 2026

11 **The Medical India -- Heal in India Initiative 2025: Government Push for Medical Tourism, 2025**

Heal in India integrates Ayurveda, yoga, and spa services as exportable Indian services; Union Budget 2025-26 allocation of USD 2.2B; over 1,700 NABH-accredited hospitals in network.
<https://www.themedicalindia.com/blog/heal-in-india-initiative-medical-tourism-2025/> · 2025 · accessed Jun 2026

12 **Global Spa Online -- Empowering India's Future: The Rise of the Beauty and Wellness Sector, 2025**

B&WSSC has trained 4.89 lakh individuals under PMKVY with 49% placement rate; INR 277,000 crore industry projected to reach INR 500,000 crore by 2030; 106 distinct job roles established.
<https://globalspaonline.com/beauty/empowering-indias-future-the-rise-of-the-beauty-wellness-sector/> · 2025 · accessed Jun 2026

13 **World Economic Forum -- Future of Jobs Report 2025**

By 2030 only 33% of tasks will be performed solely by humans (down from 47%); 170 million new jobs created vs 92 million displaced; human-machine collaboration share rising to 33% of tasks.

<https://www.winssolutions.org/wef-future-of-jobs-report-2025-explained/> · 2025 · accessed Jun 2026

14 **Bayt.com -- Spa Therapist Jobs in Middle East, 2025-2026**

260+ active spa therapist postings across Gulf states (Saudi Arabia, Kuwait, Qatar, UAE); positions at 5-star hotel spas requiring 2+ years experience; accommodation packages standard.

<https://www.bayt.com/en/international/jobs/spa-therapist-jobs/> · 2025-2026 · accessed Jun 2026

15 **PayScale India -- Spa Therapist Salary in India, 2025**

Average INR 180,000 per year; 25th percentile INR 52,000; 75th percentile INR 220,000; bonus potential up to INR 10,000; profit sharing range INR 0-290,000.

https://www.payscale.com/research/IN/Job=Spa_Therapist/Salary · 2025 · accessed Jun 2026

16 **O*NET Online -- Massage Therapists (31-9011.00), 2024**

Detailed task, ability, and automation-exposure profile; identifies physical dexterity, trunk strength, and social perceptiveness as primary requirements; 77% of practitioners report very-close physical proximity to clients.

<https://www.onetonline.org/link/summary/31-9011.00> · 2024 · accessed Jun 2026

17 **IMARC Group -- India Wellness Tourism Market Size, Share and Forecast 2034, 2025**

India wellness tourism market reached USD 34.9B in 2025; projected USD 61.5B by 2034 at 6.17% CAGR; lodging largest segment at 26.86% revenue share.

<https://www.imarcgroup.com/india-wellness-tourism-market> · 2025 · accessed Jun 2026

18 **DGT/MSDE -- Spa Therapy CTS 2.0 NSQF Level 3 Program Specification (P)**

Official DGT curriculum document covering units of competency, entry qualifications, duration, and trade outcomes for the CTS Spa Therapy trade.

https://dgt.gov.in/sites/default/files/Spa%20Therapy_CTS2.0_NSQF-3.pdf · DGT · accessed Jun 2026
