



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
THOM-400	Wellness and Health Tourism	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
Senior Level	Management	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Major/Elective	Hospitality/MTE	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Agata Basińska-Zych	3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Familiarize students with the aspects of the wellness and health tourism industry.
- Think critically in order to analyze a problem and develop a solution.
- Use academic methods (e.g. using referenced arguments).
- Identify and adjust to future industry trends.
- Understand the wellness and health tourism complex environment.
- Analyze major aspects of Wellness and Health Tourism such as Ageing population, governments encouraging preventative health, consumer use of contemporary and alternative therapies, self-help market, and impacts of economic recession, spa management and customer loyalty.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Demonstrate** knowledge of the various dimensions of the industry.
2. **Critically explain** the significance of the Wellness and health tourism sector within the overall environment.
3. **Analyse, evaluate** and **discuss** the issues that need to be addressed when doing business in this sector.
4. **Identify future issues surrounding the industry.**
5. **Describe** and **demonstrate** knowledge of the various aspects of managing in a globally competitive context.

6. **Describe** and **analyse** the international dimensions of marketing, human resource management, financial management, strategy, diversity and operations management relevant to the industry.

**Course Content:**

Part 1: History and Development of Health, Wellness and Medical Tourism 1. Definitions and Concepts 2. An Historical Overview 3. A Geographical and Regional Analysis 4. Leisure, Lifestyle and Society  
 Part 2: Managing and Marketing Health, Wellness and Medical Tourism 5. Demand and Motivation of Tourists 6. Targeting and Branding 7. Planning and Management 8. Future Trends and Predictions  
 Part 3: The International Context for Health, Wellness and Medical Tourism: Case Studies  
 Part 4: Spa Developments Health Tourism Destinations Wellbeing: Case Studies  
 Part 5: Holistic and Spiritual Tourism: Case Studies  
 Part 6: Medical Tourism and Medical Wellness: Case Studies

**Learning Activities and Teaching Methods:**

PowerPoint Lectures, assignments, practical exercises, student presentations/assignments

**Assessment Methods:**

Class Participation, Exercises , Presentation , Assignment, Mid-term Exam, Final Exam

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Health and Wellness Tourism Around the World. Theory and Practice	João Fernandes Filomena Fernandes	GlobeEdit	2019	978-6139419883

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Health and Wellness Tourism: Spas and Hot Springs	Erfurt-Cooper, Patricia Cooper, Malcolm	Bristol, UK: Channel View Publications.	2008	9781845413637
Leisure, Pleasure and Healing: Spa Culture and Medicine in Ancient Eastern Mediterranean	Dvorjetski, Esti	Leiden: Brill NV. 2007	2007	307254458