



Course Code THOM-400	Course Title Wellness and Health Tourism	Credits (ECTS) 3/6
Department HT&S Management	Semester Spring/Fall	Prerequisites THOM-395
Type of Course Major/Concentration	Field Hospitality	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd	Lecturer George Panayiotou
Mode of Delivery Face-to face	Work Placement N/A	Co-requisites No

Objectives of the Course:

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 should be able to:

1. **Demonstrate** knowledge of the various dimensions of the industry;
2. **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 Contents:

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

Teaching Methods

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

Assessment Methods

Students' PowerPoint presentations, assignments, exercises , Midterm exam, Final exam.

Required Textbooks

Authors	Title	Publisher	Year	ISBN
Melanie Smith Laszlo Puczko	Health, Tourism and Hospitality: Spas, Wellness and Medical Travel; 2 nd edition	Routledge	2013	ISBN-13: 978-0415638654
Cornelia Voigt Christof Pforr	Wellness Tourism: A Destination Perspective	Routledge	2013	ISBN-13: 978-0415644679

Recommended Textbooks/Reading

Authors	Title	Publisher	Year	ISBN
Gerry Bodeker Marc Cohen	Understanding the Global Spa Industry	Butterworth Heinemann	2009	ISBN: 978-0-7506- 8464-4