



## ESOGU Tourism Faculty Course Information Form

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|-------------|--------|
| <b>TERM</b> | Spring |
|-------------|--------|

|                    |  |                    |                |
|--------------------|--|--------------------|----------------|
| <b>COURSE CODE</b> |  | <b>COURSE NAME</b> | Health Tourism |
|--------------------|--|--------------------|----------------|

| SEMESTER   | WEEKLY COURSE HOURS |  |   | COURSE                |                     |                         |          |
|--|---------------------|--|---|-----------------------|---------------------|-------------------------|----------|
|  | Theoretical         | Practice   | Laboratory                                  | CREDITS               | ECTS                | TYPE                    | LANGUAGE |
| VI   | 2                   | 0  | 2   | 2                     | 4                   | CORE ( ) ELECTIVE ( x ) | English  |
| <b>COURSE CATEGORY</b>                                       |                     |  |   |                       |                     |                         |          |
| Supportive Courses   | Basic Vocational    | Proficiency/Field  | Human, Communication, and Management Skills |                       | Transferable Skills |                         |          |
|  | X                   |  |   |                       |                     |                         |          |
| <b>ASSESSMENT CRITERIAS</b>                                  |                     |  |   |                       |                     |                         |          |
| <b>DURING TERM</b>   |                     | <b>Activity</b>  | <b>Number</b>                               | <b>Percentage (%)</b> |                     |                         |          |
|  |                     | I. Mid-Term  |   |                       |                     |                         |          |
|  |                     | II. Mid-Term   |   |                       |                     |                         |          |
|  |                     | Quiz   |   |                       |                     |                         |          |
|  |                     | Homework   |   |                       |                     |                         |          |
|  |                     | Project  |   |                       |                     |                         |          |
|  |                     | Report   |   |                       |                     |                         |          |
|  |                     | Other (.....)  |   |                       |                     |                         |          |
| <b>FINAL EXAM</b>  |                     |  |   |                       |                     |                         |          |
| <b>PREREQUISITE(S) (IF ANY)</b>                              |                     |  |   |                       |                     |                         |          |
| <b>COURSE CONTENT</b>  |                     | Health Tourism includes medical tourism, thermal tourism, Spa and Wellness applications and elderly and disabled tourism. Health tourism course deals with issues related to travels for the purpose of protecting health or getting treatment and the practices of tourism enterprises operating in this field.   |   |                       |                     |                         |          |
| <b>COURSE OBJECTIVES</b>                                     |                     | It is aimed to teach the definition of health tourism and types of health tourism (such as spa and wellness tourism, thermal tourism) and explain it with real-life examples.  |   |                       |                     |                         |          |
| <b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b> |                     | Candidates those are capable to study and work within the projects which require expertise about management and organization to develop and mount new applicable ideas to called projects and to bring in the skill of analyzing the interactions between management and organization and other relevant areas.  |   |                       |                     |                         |          |
| <b>COURSE OUTCOMES</b>                                       |                     | <ol style="list-style-type: none"> <li>1. Health tourism, thermal tourism, medical tourism, learn the applications in the World of wellness tourism.</li> <li>2. A health tourism working with the center of the design and the services and to know their duties.</li> <li>3. To know the health tourism and destinations of the developing countries.</li> </ol> |   |                       |                     |                         |          |
| <b>TEXTBOOK(S)</b>   |                     | <ul style="list-style-type: none"> <li>• S.P. Temizkan (2015). Sağlık Turizmi, Detay Yayıncılık.</li> <li>• M. Tuncer (2020). Farklı Boyutları ile Sağlık Turizmi, Detay Yayıncılık</li> </ul>   |   |                       |                     |                         |          |

|                             |  |
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| <b>SUPPORTIVE RESOURCES</b> |  |
| <b>EQUIPMENTS REQUIRED</b>  |  |

| COURSE OUTLINE |   |
|----------------|---|
| WEEK           | SUBJECTS / TOPICS   |
| 1              | Health tourism definition, health tourism varieties in Türkiye                        |
| 2              | Definition, importance, characteristics and historical development of thermal tourism |
| 3              | Turkey's Thermal tourism potential  |
| 4              | Definition, importance, characteristics and historical development of medical tourism |
| 5              | Thermal tourism in Turkey and the world   |
| 6              | Advanced age and disabled Tourism   |
| 7              | Midterm   |
| 8              | Spa and Wellness Tourism  |
| 9              | Spa and Wellness applications   |
| 10             | Economic Dimension of Health Tourism  |
| 11             | Ethics in Health Tourism  |
| 12             | Standard formation and accreditation in health tourism services                       |
| 13             | Assignment presentations  |
| 14             | Assignment presentations  |
| 15,16          | Final exam  |

| NO                          | OUTCOMES   | 3 | 2 | 1 |
|-----------------------------|--|---|---|---|
| 1                           | To understand the terms and concepts this related with tourism and hotel management.   | X |   |   |
| 2                           | To be able to plan the process of investment of a new established tourism company.   |   |   | X |
| 3                           | To be able to manage companies to be established in the areas of tourism.  |   |   | X |
| 4                           | To understand local, national and international dimension of management in tourism administration.   |   | X |   |
| 5                           | To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment                              |   | X |   |
| 6                           | To be able to use information and communication technologies with computer at a level which tourism sector requires.   |   |   | X |
| 7                           | To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management. |   |   | X |
| 8                           | To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management                 |   | X |   |
| 9                           | To be able to research scientific knowledge about tourism and hotel management.  |   |   | X |
| 10                          | To be able to understand and comment the new trends about tourism industry.  |   |   | X |
| 11                          | To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)                             |   | X |   |
| 12                          | To define the source of the problems in the field by using critical thinking.  |   | X |   |
| 13                          | To have verbal and written communication skills in Turkish base on tourism sector.   |   |   | X |
| 14                          | To have verbal and written communication skills in at least one, by choice two foreign languages.  |   |   | X |
| 15                          | To be able to communicate by empathy with the managers of companies, customers and employees.  |   | X |   |
| 1: Few 2: Partially 3: Many |  |   |   |   |

Instructor Name :