



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--------------------------------------------------|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------------------------------------------|---|--------------------------------|---|------------|---|
| Course Title | | Accommodation and Travel Enterprises in Health Tourism | | | | | | | |
| Course Code | | STU511 | | Course Level | | Second Cycle (Master's Degree) | | | |
| ECTS Credit | 6 | Workload | 150 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | To understand the types of accommodation and travel enterprises operating in the field of health tourism, and the style of operations of these enterprises, and the needs of those demanding these services | | | | | | | |
| Course Content | | To understand the expectations of tourists with therapeutic needs and to learn how the businesses providing services in health tourism can respond to these expectations. To know categorically the types of businesses that serve this area and to understand the specific features that these businesses are expected to have. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | Lec. Erhan COŞKUN | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 60 |

Recommended or Required Reading

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| 1 | Altındış, M. (2015), Termal Turizm, İstanbul: Nobel Akademik Yayıncılık. |
| 2 | Yirik, Ş. (2015), Türkiye ve Dünyada Sağlık Turizmi - Medikal Turizm, Ankara: Detay Yayıncılık |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--------------------------------------------------------|
| 1 | Theoretical | Who is Health Tourist? |
| 2 | Theoretical | Introduction to Touristic Health Establishments |
| 3 | Theoretical | Therapeutic Recreation Operations |
| 4 | Theoretical | Sports and Massage Enterprises |
| 5 | Theoretical | Spa and Wellness Themed Hotels |
| 6 | Theoretical | Thermal Hotels |
| 7 | Theoretical | Complementary and Alternative Medical Centers |
| 8 | Theoretical | Midterms |
| 9 | Theoretical | Entegrated Health Centers |
| 10 | Theoretical | Introduction to Health Tourist Transportation Concept |
| 11 | Theoretical | Individual Tourist Transport |
| 12 | Theoretical | Mass Tourist Transport |
| 13 | Theoretical | Special Needs Tourist Transport |
| 14 | Theoretical | Quality Management Systems in Health Tourism Companies |
| 15 | Theoretical | Final Exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 3 | 56 |
| Assignment | 3 | 11 | 1 | 36 |
| Term Project | 1 | 25 | 1 | 26 |
| Midterm Examination | 1 | 10 | 1 | 11 |
| Final Examination | 1 | 20 | 1 | 21 |
| Total Workload (Hours) | | | | 150 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 6 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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|---|----------------------------------------------------------------------|
| 1 | To understand the needs and wishes of health tourists. |
| 2 | To understand the types of health tourism business. |
| 3 | To learn the services offered in health tourism businesses. |
| 4 | To identify accommodation establishments operating in health tourism |
| 5 | To identify health tourism service travel companies |

Programme Outcomes (Health Tourism Interdisciplinary Master)

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|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Having theoretical and practical up-to-date information at the level of expertise in the field of health tourism, |
| 2 | Being able to have knowledge about using current methods, techniques and devices of technology, |
| 3 | To be able to take active role in thermal, dental, medical, third age and disabled tourism organization and management, |
| 4 | To be able to analyze the problems related to health tourism with scientific methods and to evaluate them with a critical approach, |
| 5 | To be able to produce new projects for scientific researches, to have executive and finalizing skills |
| 6 | To be able to interpret researches by using appropriate statistical methods, to write a report of the research / study they have participated in and publish it in a national / internationally accepted magazine / present at scientific meetings, |
| 7 | Health tourism has theoretical and practical knowledge about the historical development and economic dimension of health tourism |
| 8 | In organizations providing services in the field of health tourism, they have the knowledge and skills to apply in strategic management, marketing, performance management, quality management and human resources management. |
| 9 | Gain the ability to convey intercultural differences, international health legislation and patient rights to knowing, interpreting and practicing. |
| 10 | Acquires theoretical and practical knowledge on ethics, politics and planning in health tourism, information systems, professional foreign language, finance and intermediary institutions |
| 11 | Has knowledge about basic concepts, terminology and complementary medicine (TAT) in health field |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 |
|-----|----|----|----|----|----|
| P1 | 3 | 1 | 4 | 3 | 3 |
| P3 | 4 | 3 | 4 | 5 | 5 |
| P4 | 2 | 2 | 3 | 3 | 3 |
| P5 | 2 | 2 | 3 | 3 | 3 |
| P6 | | 1 | 2 | | |
| P7 | 1 | 3 | 3 | 3 | 3 |
| P8 | | 5 | 2 | 5 | 5 |
| P9 | | 2 | 2 | 3 | 3 |
| P10 | | 2 | 4 | 4 | 4 |
| P11 | 2 | 3 | 4 | 5 | 5 |

