



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Health Tourism Marketing							
Course Code		STU503		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		The objective of the course is to demonstrate the students to evaluate and apply the tools, concepts, theories and knowledge of marketing in terms of health tourism; to motivate the students about developing new information, concepts, theories and tools related to health tourism marketing.							
Course Content		Conceptualization of marketing, conceptualization of tourism marketing, the behaviours of health tourism consumers , the process of health tourism purchasing, health tourist demand and types of health tourists, health tourism markets and market segmentation, product choices in tourism, the decisions about pricing and distribution in tourism, promotion decisions in tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Ahu YAZICI AYYILDIZ							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Rızaoğlu, Bahattin (2007), Turizm Pazarlaması, Detay Yayıncılık, Ankara.
2	Zeithaml, V.A., Bitner, M.J and Gremler, D.D. (2009). Services Marketing, McGraw-Hill International Edition.
3	Peter, J. P. And Olson, J.C. (2010). Consumer Behavior & Marketing Strategy, McGraw-Hill Irwin

Week	Weekly Detailed Course Contents	
1	Theoretical	Concise and short conceptualization of marketing (obstacles of marketing necessary to deal with, the principles for being marketing directed, functions of marketing)
2	Theoretical	Conceptualization of tourism marketing ( characteristics of tourism marketing, the development of comprehending tourism marketing, attributes of the service, attributes of tourism marketing)
3	Theoretical	Touristic consumer's behaviour (the advantages of touristic consumer's behaviour research, psychological, social, cultural, individual, situational factors of touristic consumer's behaviour)
4	Theoretical	The process of health tourist purchase decision (phases and factors of this process, attributes and types of the perceived risk)
5	Theoretical	Touristic demand and the types of tourists (the factors shaping touristic demand, attributes of touristic demand, the tourist types)
6	Theoretical	Health tourism markets and market segmentation (the attributes of market and market segmentation, assumptions based on market segmentation, advantages, conditions and methods of market segmentation, classification and attributes of tourism markets)
7	Theoretical	Health tourist product decision ( the attributes of touristic product decisions, the dimension and levels of touristic products, classification touristic product, the characteristic of touristic product, strategies of touristic product)
8	Theoretical	Midterm Exam
9	Theoretical	Health tourist product decision ( the attributes of touristic product decisions, the dimension and levels of touristic products, classification touristic product, the characteristic of touristic product, strategies of touristic product)
10	Theoretical	Health tourist pricing decision (the objectives of pricing, pricing approaches, alterations in pricing)
11	Theoretical	Health tourist pricing decision (the objectives of pricing, pricing approaches, alterations in pricing)
12	Theoretical	Health tourism distribution system (bringing tourist) decision: distribution systems ( distribution function in tourism, distribution systems and types in tourism)
13	Theoretical	Health tourism distribution (bringing tourist) decision: marketing middleman in tourism (activities and classification of tourism marketing middleman)
14	Theoretical	Health tourism promotion decision (dimension of promotion, approaches in promotion-advertising- public relation- merchandising- informing, publicity, lobbying, personal selling)
15	Theoretical	Final Exam



**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	14	3	1	56
Individual Work	14	2	1	42
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

**Learning Outcomes**

1	Students learn the attributes of health tourism marketing
2	The students characterize the health tourism services.
3	The students learn the health tourist product purchasing process
4	The students learn differences between the health tourism products and services
5	The students comprehend the attributes, dimensions and levels of the health tourist product

**Programme Outcomes (Health Tourism Interdisciplinary Master)**

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	3	3	3	3
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	3	3	3	3	3
P6	3	3	3	3	3
P7	3	3	3	3	3
P8	3	3	3	3	3
P9	3	3	3	3	3
P10	3	3	3	3	3
P11	3	3	3	3	3

