



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Investment Projects and Analysis in Health Tourism							
Course Code		STU506		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	6	Workload	146 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Legal, economic, technical and financial studies to enable the results of the project evaluation. Also to learn the current incentive policies and the Thermal Tourism Master Plan							
Course Content		To make a review of the Thermal Tourism Master Plan and the regions covered by this plan. To learn investment purpose and reasons, investment types. To evaluate the factors that are effective in investment decision taking into account current incentives. To give information about investment project evaluation methods.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study, Problem Solving					
Name of Lecturer(s)		Prof. Vehbi Uğur TANDOĞAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Uzun, E. (2009), Yatırım Yapılabilirlik Analizleri & Proje Değerlendirme, İzmir: Birleşik Yayıncılık
2	Anbar, A. (2015), Yatırım Projeleri Analizi, Bursa: Ekin Basım Yayın.

Week	Weekly Detailed Course Contents	
1	Theoretical	Thermal Tourism Master Plan 2007-2023
2	Theoretical	Analysis of Southern Marmara Thermal Tourism Cities Region
3	Theoretical	Analysis of South Aegean Thermal Tourism Cities Region
4	Theoretical	Phrygian Thermal Tourism Cities Region Analysis
5	Theoretical	Analysis of Central Anatolian Thermal Tourism Cities Region
6	Theoretical	Thermal Tourism Investment Opportunities
7	Theoretical	National and Global Incentive Policies in Terms of Health Tourism
8	Theoretical	Midterm
9	Theoretical	Financial and Real Investments in Health Tourism
10	Theoretical	Dependent and Independent Investments in Health Tourism
11	Theoretical	Feasibility Studies in Health Tourism Investment
12	Theoretical	Health Tourism and Demand Analysis
13	Theoretical	Risk Analysis in Terms of Health Tourism Operations
14	Theoretical	Human Resources Planning in Health Tourism Organizations
15	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	14	1	1	28
Term Project	1	10	2	12
Individual Work	14	2	1	42
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				146
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To have comprehensive knowledge about Thermal Tourism Master Plan.
2	To make sense of feasibility data for health tourism enterprises.
3	To recognize the strategic management factors required by the health tourism manager.
4	To be able to analyze supply and demand in health tourism.
5	To be able to analyze risk factors in health tourism.

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

