



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Health Tourism Theory and Policy							
Course Code		STU502		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	6	Workload	154 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course, students will recognize the policies and plans applied in the context of the development of health tourism in Turkey and in the world							
Course Content		1. Know the importance of health tourism in Turkey and in the world.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Assoc. Prof. Aziz BOSTAN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Türkiye Sağlık Vakfı ve Sağlık Turizm Derneği, Dünya' da ve Türkiye' de Sağlık Turizmi-2010 Durum Tespit Raporu ve Çözüm Önerileri
2	Hall, M. MedicalTourism: TheEthics, Regulation, and Marketing of HealthMobility. Taylor & Francis, Inc. 2012.
3	Hodges, J.R., et al. RisksandChallenges in MedicalTourism: Understandingthe Dynamics of the Global Market forHealth Services. Greenwood Publishing Group, Incorporated. 2012.
4	Lunt, N., et al. MedicalTourism: Treatments, MarketsandHealthSystemImplications: A ScopingReview. OECD. http://www.oecd.org/health/healthpoliciesanddata/48723982.p

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism and Health Tourism Concepts
2	Theoretical	Place and importance of health tourism in international tourism
3	Theoretical	Countries that stand out in health tourism
4	Theoretical	Health tourism potential of Turkey
5	Theoretical	Policy, planning, and similar concepts
6	Theoretical	Definition of Health Tourism politic and features
7	Theoretical	The formation of health tourism policy
8	Theoretical	Midterm Exam
9	Theoretical	Targets of health tourism policy
10	Theoretical	Government incentives applied in health tourism
11	Theoretical	Health tourism incentives in other countries
12	Theoretical	Sample project development (facility)
13	Theoretical	Health tourism policy proposals for Turkey
14	Theoretical	Planning proposal for a specific destination
15	Theoretical	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	5	3	112
Midterm Examination	1	10	11	21
Final Examination	1	10	11	21
Total Workload (Hours)				154
[Total Workload (Hours) / 25*] = ECTS				6

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Know the importance of health tourism in Turkey and in the world.
2	2. Analyze health tourism policies and practices.
3	Can contribute to the creation of new policies.
4	establishing policies on the situation analysis and the development of health tourism in Turkey
5	Developing policies related to the situation analysis and development of health tourism in the worl

Programme Outcomes (*Health Tourism Interdisciplinary Master's Without Thesis*)

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	5	5	5	5	5
P2	5	5	5	5	4
P3	4	4	4	5	4
P4	4	3	4	5	4
P5	4	3	4	5	3
P6	5	4	5	5	3
P7	5	4	4	5	4
P8	4	4	5	5	3
P9	5	5	4	5	4
P10	4	4	3	5	4
P11	5	4	4	4	4

