



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|---|---|--------------------------------|---|------------|---|
| 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

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| 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

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|---|---|
| 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's Without Thesis*)

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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 |
|----|----|----|----|----|----|
| P5 | 4 | 4 | 4 | 4 | 4 |

