

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	Economics, Business and International Studies		
DEPARTMENT	Tourism Studies		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	TSK620	SEMESTER	6 th or 8 th
COURSE TITLE	Health Tourism (Medical, Spa, Wellness)		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	4
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	GREEK		
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

The purpose of the course is to familiarize students with the Health Tourism sector in terms of how it is organized and operated and to understand its dynamics and prospects for further development.

Upon successful completion of the course students will be able to:

- Recognize the Health Tourism sector as part of the tourism industry.
- Explain the influence of factors of the wider macro-environment on the development of Health Tourism.
- Identify key figures related to the Health Tourism sector.
- Understand the institutional framework governing the operation of Health Tourism service providers.
- Understand the determinants of Demand for Medical, Spa and Wellness Tourism services.
- Propose realistic policies for the development of Health Tourism services.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and

Project planning and management

<i>information by the use of appropriate technologies, Adapting to new situations Decision-making Individual/Independent work Group/Team work Working in an international environment Working in an interdisciplinary environment Introduction of innovative research</i>	<i>Respect for diversity and multiculturalism Environmental awareness Social, professional and ethical responsibility and sensitivity to gender issues Critical thinking Development of free, creative and inductive thinking (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>
<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies Individual/Independent work Group/Team work Working in an international environment Working in an interdisciplinary environment Introduction of innovative research Development of free, creative and inductive thinking</i>	

(3) COURSE CONTENT

<ol style="list-style-type: none"> 1. Conceptual clarification of Health Tourism, Medical Tourism, Spa Tourism, Wellness Tourism. 2. Mapping the Market and the size of Health Tourism. 3. Analysis of the broader macro-environment (PESTLE analysis) affecting the development of Health Tourism. 4. Silver Economy and Health Tourism. 5. Organization and operation of Health Tourism Service Providers and quality standards. 6. The demand for Medical Tourism services. 7. The demand for Spa Tourism services. 8. The demand for Wellness Tourism services. 9. Institutional framework for the organization and operation of Health Tourism in Europe and Greece. 10. Case study for the development of Medical, Spa and Wellness Tourism services in Europe and Greece.
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(4) TEACHING METHODS--ASSESSMENT

<p style="text-align: center;">MODES OF DELIVERY</p> <p><i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	Face to Face												
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	Use of the e-class Online Platform (messages, announcements) and posting of lectures' ppt.												
<p style="text-align: center;">COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th><i>Activity/Method</i></th> <th><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures and Case Studies</td> <td>39</td> </tr> <tr> <td>Written assignment</td> <td>19</td> </tr> <tr> <td>Self- directed study</td> <td>40</td> </tr> <tr> <td>Exams</td> <td>2</td> </tr> <tr> <td>Total</td> <td>100</td> </tr> </tbody> </table>	<i>Activity/Method</i>	<i>Semester workload</i>	Lectures and Case Studies	39	Written assignment	19	Self- directed study	40	Exams	2	Total	100
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Total	100												
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p>	<p>Students will be assessed through written examinations in Greek at the end of the course, on topics of limited development.</p> <p>The final grade will be calculated taken into consideration the grade of the optional written assignment.</p>												

<p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>The grade weight of the optional assignment (excellent = 10) amounts to 20% of the final grade provided that the student has been evaluated with a passing grade in the final exams</p>
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(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:
Kokkosis C., Tsartas P., Griba E (2020). Special and Alternative Forms of Tourism: Demand and Supply of New Tourism Products. Kritiki Publications, 2nd Edition (in Greek).
Tountas G., Doxiadis A., Katsapi A (2021). The development of Elderly Tourism and the role of Health Tourism in the post-COVID-19 era. Research and Analysis Organization: diaNEOsis (in Greek).
World Tourism Organization and European Travel Commission (2018), Exploring Health Tourism, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420209>.