

HEALTH TOURISM

1	Course Title:	HEALTH TOURISM
2	Course Code:	OTPS044
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	0
6	Semester:	0
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	2.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Prof. Dr. SİNEM SOMUNOĞLU İKİNCİ
15	Course Lecturers:	Prof. Dr. Sinem SOMUNOĞLU İKİNCİ
16	Contact information of the Course Coordinator:	Prof. Dr. Sinem SOMUNOĞLU İKİNCİ ssomunoglu@uludag.edu.tr, 294 24 93, Uludağ Üniversitesi Sağlık Hizmetleri Meslek Yüksekokulu, 16059 Nilüfer, Bursa.
17	Website:	
18	Objective of the Course:	Health tourism is one of the current and important topics of today. For this reason, it is aimed to increase the awareness of students about health tourism, to learn types of health tourism, to use these Services, to learn health tourism policies and managerial strategies in this field.
19	Contribution of the Course to Professional Development:	To ensure that students' perspectives on health tourism and its benefits are developed.
20	Learning Outcomes:	
	1	To comprehend the content and importance of the concept of health tourism,
	2	To explain the types of health tourism,
	3	To comprehend the ethical dimension of health tourism,
	4	To explain the importance of the concept of quality and accreditation in health tourism,
	5	To understand the importance of patient and employee health in health tourism.
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	Tourism Concept, History, Types, importance and Tourism Policies			
2	Health Tourism Concept, Development, importance and Health Tourism Planning			
3	Types of Health Tourism - Thermal and Spa Wellness Tourism			
4	Types of Health Tourism - Medical Tourism			
5	Types of Health Tourism - Tourism for the Elderly and Disabled			
6	Traditional and Complementary Medicine			
7	Health Tourism in the World and in Turkey, Its Reflections and Legal Dimension			
8	Tourist Health Services			
9	Ethics and Patient Rights in Health Tourism			
10	Quality and Accreditation in Health Tourism			
11	Innovation in Health Tourism			
12	Branding and Digital Marketing in Health Tourism			
13	Patient and Employee Health and Safety in Health Tourism			
14	Health Tourism and Diaspora			
Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical		21	Altındaş S. (Editor) Sağlık Turizmi ve İşletmeciliği, Nobel Akademik Yayıncılık, 2021.	28.00
Practicals/Labs		0	0.00	0.00
Self-study and preparation		14	2.00	28.00
TERM LEARNING ACTIVITIES		NUMBE	WEIGHT	
Homeworks		0	0.00	0.00
Midterm Exam Projects		1	40.00	0.00
Field Studies		0	0.00	0.00
Home work-project		0	0.00	0.00
Midterm exams		10	10.00	10.00
Others		1	10.00	10.00
Total Final Exams		2	14.00	14.00
Total Work Load				100.00
Total work load/ 30 hr				3.00
Contribution of Final Exam to Success Grade		60.00		
ECTS Credit of the Course				3.00
Total		100.00		
Measurement and Evaluation Techniques Used in the Course		"Measurement and evaluation is carried out according to the principles of Bursa Uludağ University Associate and Undergraduate Education Regulation"		

24 ECTS / WORK LOAD TABLE

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	0	5	5	5	5	0	5	0	0	0	5	0	0	0	0	0
ÖK2	0	5	5	5	5	0	5	0	0	0	5	0	0	0	0	0

ÖK3	0	5	5	5	5	0	5	0	0	0	5	0	0	0	0	0
ÖK4	0	5	5	5	5	0	5	0	0	0	5	0	0	0	0	0
ÖK5	0	5	5	5	5	0	5	0	0	0	5	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			