

SYLLABUS

Basic data of the course			
Academic unit:	Faculty of Tourism and Environment		
Course title:	Health and Wellness Tourism		
Level:	Bachelor		
Status of the course:	Obligatory		
Study year:	III		
Number of hours for week:	3		
Value of ects – ECTS:	5		
Time /location:			
Teacher of the course:	Mimoza Zhubi		
Contact detail:	mimoza.zhubi@ushaf.net		
Course description			
Course description	Health Tourism is also known as Medical Tourism where the purpose of traveling is: medical treatment, seeking a more qualitative health care from more developed countries, starting from preventive care, rehabilitation and recovery.		
Aim of course:	The aim of this course is introduction to different types of health care services, including medical examinations from a certified doctor in a rehabilitation center, specific diets, acupuncture, special treatments for different diseases, thermal treatments, etc.		
Learning outcomes:	<p>After a successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify the latest developments in the field of Health Tourism; • Describe the background of practicing Health Tourism until nowadays; • Discuss management and operational issues of the function of Health Tourism; • Gain knowledge about the possibility of applying this field of study in our country. 		
Contribution to student workload (which therefore should correspond with results of students outcomes)			
Activity	Hour	Day/Week	Total
Lecture	2	15	30
Theoretical exercises / laboratory	1	15	15
Practical work			
Contacts with teacher / consultations	2	4	8
Exercises in field	3	2	6
Kolloquium, seminar	1	1	1

Home work			
Self study time of the student (at the library or at home)	3	15	45
Final preparation for the exam	6	3	18
Time spent on evaluation (tests, quiz, final exam)	2	1	2
Projects, presentations, etc.			
Total			125
Teaching Methodology			
	The course will be attended for 15 weeks with a duration of 2 hour for one lecture, when there will be discussed the theoretical concepts and will be offered explanations regarding health tourism, and 1 hour of group practice each week. During these group practice hours, there will be discussion with concrete examples to the specific topic discussed during the lecture. This form of practice will help the students to achieve knowledge on logical theoretical concepts and apply such knowledge in the practice of health tourism.		
Assessment methods			
	Power point presentation 10 %, Preliminary tests during the semester 10 %, Attendance 10 %, Final test 70 %. Total: 100%.		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. Melanie Smith and Lazlo Puczko "Health and Wellness Tourism", 2009. 2. Peris-Ortiz Marta, Alvarez – Garcia Jose "Health and Wellness Tourism", 2015. 		
Additional Literature:	<ol style="list-style-type: none"> 1. Jill Hodges and Leigh Turner "Risks and Challenges in Medical Tourism: Understanding the Global Market for Health Services", 2012. 		
Designed learning plan:			
Week	The lecture that will be proceeded:		
First week:	Introduction to Health Tourism		
Second week:	Historical overview of Health Tourism		
Third week:	Contemporary definitions of Health Tourism		
Fourth week:	Lifestyle and Health Tourism		
Fifth week:	Typologies of health and wellness tourism		
Sixth week:	An international and regional analysis of Health Tourism		
Seventh week:	First intermediate test		
Eighth week:	Managing and marketing Health and Wellness Tourism		
Nineth week:	Planning and development of Health Tourism		

Tenth week:	Managing destinations and sites of Health Tourism
Eleventh week:	Reaching customers toward Health Tourism
Twelfth week:	Product development and services in Health Tourism
Thirteenth week:	The future of health and wellness tourism
Fourteenth week:	Project presentations
Fifteenth week:	Second intermediate test

Academic policies and rules of conduct:
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| <ul style="list-style-type: none"> • Regular and active attendance of students in lectures, practice work and project presentations; • Fulfillment of the duties and responsibilities by students and come prepared in the lecture; • Polite communication and respect toward colleges and professors; • Respect the ideas and opinions of others; • Be quiet during lectures, turn off the phone, come in time for the lecture. |
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