

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	The Products of Health Tourism
Name of the subject in English:	The Products of Health Tourism
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-TPRHET-04-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Tourism
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

By the end of the course, students will understand the wide range of health tourism products, services and facilities that exist around the world. They will know how to manage such facilities sustainability, including the impacts of tourism. They will be able to create customer satisfaction, to design unique experiences and to market and promote services to different target segments.

SUMMARY OF THE CONTENT OF THE SUBJECT

The student will understand the different typologies of health tourism in depth, including wellness tourism and medical tourism. They will focus on managing facilities offering different types of health tourism, including spas, retreats and wellness hotels and resorts. They will study the treatments and therapies that can be offered in facilities, such as complementary and alternative therapies, balneotherapy, thalassotherapy, nature-based therapies and spiritual activities. They will also gain an awareness of the benefits of and the evidence for using such therapies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Recommending treatments and therapies for different types of health tourists

Managing spas and retreats sustainably and ethically

Designing experiences for different segments of health tourists

EVALUATION OF THE SUBJECT:

An examination in which students have to answer short questions based on the following themes (100%):

- Medical spas and balneotherapy (healing waters)
- Wellness spas
- Climate therapy/thalassotherapy (e.g. mud, caves, sun and seawater treatments)
- Medical and surgical tourism
- Holistic retreats and yoga tourism
- Complementary and alternative therapies (including yoga and nature-based)

therapies)

- Nutrition and fitness

OBLIGATORY READING LIST:

- *Health and wellness tourism : emergence of a new market segment.* Springer International Publishing, 2015
- *The Routledge handbook of health tourism.* , 2017

RECOMMENDED READING LIST:

- *Health and wellness tourism : emergence of a new market segment.* Springer International Publishing, 2015