

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Health Destination Development and Management
Name of the subject in English:	Health Destination Development and Management
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-HEDDM-04-EA
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:	Lecture, 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:

The course aims to provide essential information on health destination operations, covering all aspects of health tourism from product knowledge to management and strategic approaches. Upon completion of the course students will have basic knowledge of the fundamentals of health destinations and facilities in addition to management approaches. The information in this course is enough for somebody to manage a small scale spa operation.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course covers essential information and management approaches related to the management of health tourism destinations. This includes; the different types of health tourism facilities and products, service design, the European medical spa concept, wellness (with respect to prevention, fitness and diet), medical tourism, new trends and markets, health destination management approaches and strategies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

The course is delivered in the form of interactive lectures. Regular tests and verbal question and answer sessions are part of the course. The results of these contribute to the attendance/contribution mark of the exam. (Please see below 'evaluation of the subject').

EVALUATION OF THE SUBJECT:

The course is graded according to the following: 50% of the marks are given according to the student's attendance/contribution during the lectures partially based on the verbal tests and question and answer sessions. 50% of the marks are dependent on a written/verbal exam at the end of the course. To pass the course the student must pass the verbal/written exam as a base.

In order to pass the course it is strongly advised that students attend all lectures. Mobile phones are not permitted in the lectures unless they are to be incorporated into the class following instructions by the lecturer. Students are expected to arrive on time and to take notes during the lectures.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Smith, M. K. Pucko L. : Exploring Health Tourism, UNWTO, 2018



- Wallace, Smith: The Spa Manager's Essential Guide, Goodfellow Publishers, 2020, <https://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=?promoCode=&partnerID=&content=story&fixedmetadataID=&storyID=>
- Smith, M. K. and Puczko, L.: The routledge handbook of Health Tourism, London: Routledge, 2017