

Vocational School / Management of Health Facilities
2022 - 2023 Academic Year
HEALTH TOURISM
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH TOURISM	SKİ1278030	Spring Semester	2+0	2	2
Prerequisites Courses					
Recommended Elective Courses	None				
Language of Instruction	Turkish				
Course Level	Short Cycle (Associate's Degree)				
Course Type	Elective				
Course Coordinator					
Name of Lecturer(s)					
Assistant(s)					
Aim	The purpose of this course is to give the students opportunity to learn medical tourism concepts, study the development of medical tourism, be able to make a health tourism sector assessment and analyze health tourism in the Turkey and all around the world.				
Course Content	This course contains; The Concept of Health Tourism ,Health Tourism Market ,International Sales and Marketing Strategies ,Promotion and Branding in Health Tourism, Patient Expectations and Satisfaction in Health Tourism, Assistance Services in Health Tourism, Quality, Safety and Risk in Health Tourism ,Legal and Ethical Issues in Health Tourism ,Contract Management, Insurance Policies for Health Tourism, Turkey's Role and Importance in Health Tourism: A General Framework and Medical Tourism ,Turkey's Role and Importance in Health Tourism: Thermal Tourism, Accessible and Senior Tourism ,Investigations in Medical Tourism Industry ,Assessments of Future Studies in Medical Tourism .				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Display an understanding of the practices of medical tourism around the world.			1, 2, 3	A, D	
Possess knowledge about marketing strategies in healthcare tourism.			1, 2, 3	A, D	
Have information about patient expectancy and service delivery within the scope of health tourism			1, 2, 3	A, D	
Teaching Methods	1: Lecture, 2: Question - Answer, 3: Discussion				
Assessment Methods	A: Written Exam, D: Project / Design				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	The Concept of Health Tourism	Reading Lecture Notes			
2	Health Tourism Market	Reading Lecture Notes			
3	International Sales and Marketing Strategies	Reading Lecture Notes			
4	Promotion and Branding in Health Tourism	Reading Lecture Notes			
5	Patient Expectations and Satisfaction in Health Tourism	Reading Lecture Notes			
6	Assistance Services in Health Tourism	Reading Lecture Notes			
7	Quality, Safety and Risk in Health Tourism	Reading Lecture Notes			
8	Legal and Ethical Issues in Health Tourism	Reading Lecture Notes			
9	Contract Management	Reading Lecture Notes			
10	Insurance Policies for Health Tourism	Reading Lecture Notes			
11	Turkey's Role and Importance in Health Tourism: A General Framework and Medical Tourism	Reading Lecture Notes			
12	Turkey's Role and Importance in Health Tourism: Thermal Tourism, Accessible and Senior Tourism	Reading Lecture Notes			
13	Investigations in Medical Tourism Industry	Reading Lecture Notes			
14	Assessments of Future Studies in Medical Tourism	Reading Lecture Notes			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
1. Türkiye Sağlık Vakfı ve Sağlık Turizm Derneği, Dünya' da ve Türkiye' de Sağlık Turizmi-2010 Durum Tespit Raporu ve Çözüm Önerileri
2. Hall, M. Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility. Taylor & Francis, Inc. 2012. 3. Hodges, J.R., et al. Risks and Challenges in Medical Tourism: Understanding the Dynamics of the Global Market for Health Services. Greenwood Publishing Group, Incorporated. 2012.
4. Lunt, N., et al. Medical Tourism: Treatments, Markets and Health System Implications: A Scoping Review. OECD. http://www.oecd.org/health/healthpoliciesanddata/48723982.pdf Lecturer Notes