

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH TOURISM MARKETING	HR3273850	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)	Assoc. Prof. Dr. Billge KARAMEHMET ALTUNTAŞ				
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; Concept of tourism and definition,Health Tourism Market,Health Tourism Industry,Treatment Process,Customer Expectations in Health Tourism,Quality, Safety and Risk in Health Tourism,Legal and Ethical Issues in Health Tourism,Health Tourism in Economic, Social and Institutional Aspects,Health Tourism in Turkey,Health Tourism in Turkey,Health Tourism in Turkey: Marketing Strategies,Health Tourism in Turkey: Marketing Strategies,Health Tourism in the World : Marketing Strategies,Health Tourism in the World : Marketing Strategies.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
3.Know patient expectancy and service delivery within the scope of health tourism			10, 11, 16	E	
1. Display an understanding of the practices of medical tourism around the world.			10, 16, 9	A, D	
2. Know marketing strategies in healthcare tourism.			13, 14, 16, 19	E	
4. Comprehend marketing practices in a healthcare facility			16, 9	A, F	
5. Compare health tourism practices around the world			16, 6, 9	A, E	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 6: Experiential Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework, F: Project Task				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Concept of tourism and definition	Related reading			
2	Health Tourism Market	Related reading			
3	Health Tourism Industry	Related reading			
4	Treatment Process	Related reading			
5	Customer Expectations in Health Tourism	Related reading			
6	Quality, Safety and Risk in Health Tourism	Related reading			
7	Legal and Ethical Issues in Health Tourism	Related reading			
8	Health Tourism in Economic, Social and Institutional Aspects	Related reading			
9	Health Tourism in Turkey	Related reading			
10	Health Tourism in Turkey	Related reading			
11	Health Tourism in Turkey: Marketing Strategies	Related reading			
12	Health Tourism in Turkey: Marketing Strategies	Related reading			
13	Health Tourism in the World : Marketing Strategies	Related reading			
14	Health Tourism in the World : Marketing Strategies	Related reading			
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 NotesLecture notes