

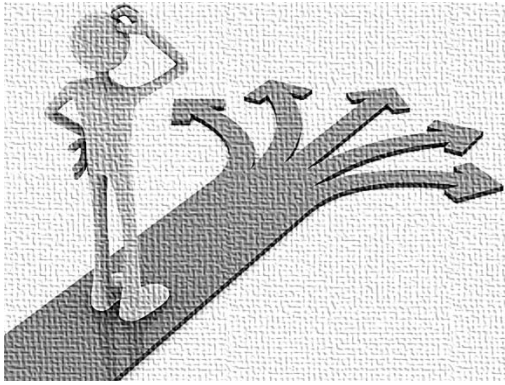


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MEDICAL AND HEALTH TOURISM



**TABLE 1**

Course Title
Medical and health tourism

Course Structure
<p style="text-align: center;"><u>Themes and types of activities:</u></p> <p>Theme 1. Overview of the medical tourism and its classification. World geography of health tourism.</p> <p>Theme 2. Recreational basics of medical tourism.</p> <p>Theme 3. Resource component of health tourism.</p> <p>Theme 4. The medical component of health tourism.</p> <p>Theme 5. Methods of resort treatment.</p> <p>Theme 6. The active types of recovery and resort animation.</p> <p>Theme 7. SPA - technologies in medical and health tourism. Clinical tourism.</p> <p>Theme 8. Tour-operating technologies in medical tourism. Marketing in medical health tourism.</p>

Short description of the course
<p>The course focuses on the formation of the essential foundations of medical tourism as one of the areas of tourist activities, as well as on the formation of ideas about the nature of recreational health tourism, active methods of healing and animation services in domestic and foreign resorts. Particular attention is paid to the disclosure of basic issues and principles of marketing in health tourism. In teaching the discipline "Medical and health tourism" lectures are the basis on which you will be able to rely. Lectures materials allow to know and understand the strengths and weaknesses and areas of use in health tourism as a form of tourism, to know the meaning and significance of the basic concepts used in the medical and health tourism, the principles and functioning of the technology of medical tourism in Ukraine, to study the health bases as a fundamental for the implementation of the main objectives of health tourism. At the workshops / seminars in-depth review on lectures topics is conducted.</p>



Requirements for teacher

Special skills and knowledge of didactics-methodology subject; teaching experience

Teacher	Educational Institution / Department
Teacher - Course Instructor associate professor Nataliia Vasylieva	Kherson State University, Faculty of Natural Sciences, Human Health and Tourism / Tourism Department

Target group	The duration of course study (in weeks)	Language of teaching
Undergraduates, postgraduates; assistants who lead workshops in this course; teachers of related courses disciplines; teachers of tourist and Local History direction and valeology; Specialists in physical and medical rehabilitation. People working in tourism sector who would like to enhance their knowledge and to discuss aspects of the dedicated methodology and didactics of the subject "Medical and health tourism."	8 weeks for 4 hours / per week	Ukrainian, Russian

Credit units (1 un. = 30 hours):	The amount of hours:	Class work:	Individual work:
3 credits	90	32	58

Terms of admission to the test and evaluation of knowledge (exam)

Regular attendance at lectures / seminars and work in the frameworks of the seminar



Type of the document confirming the successful pass of the course
Document confirming the successful pass of professional development

Organizational instructions
Location: Kherson State University Recommended number of participants: 20

Forms of control and criteria for evaluation		
Form of control	Percentage ratio	Criteria for evaluation
1. Evaluation of students' work during practical training. 2. Evaluation of the implementation of individual assignments. 3. Estimation of mastering the tasks for individual study. 4. Carrying out of the monitoring. 5. Carrying out of final control in the form of exam (oral and written response).		All forms of control refer to the lectures' content

Literature and Study Materials
Basic literature:
1. Барчуков И.С. Санаторно-курортное дело / И.С. Барчуков. – М.: ЮНИТИ, 2006. 2. Ветитнев А.М. Курортное дело [Текст] / А.М. Ветитнев, Л.Б. Журавлева. - М.: КНОРУС, 2007. - 528с. 3. Ветитнев А.М. Лечебный туризм: учебное пособие / А.М. Ветитнев, А.С. Кусков. – М.: ФОРУМ, 2010. – 592 с. 4. Драчева Е.Л. Специальные виды туризма. Лечебный туризм / Е.Л. Драчева. – М.: КНОРУС, 2008. 5. Строкова А. Автоматизация санатория: особенности, бизнес-процессы, сроки, примеры, результаты / А. Строкова // Санаторно-курортное оснащение. – 2010. – № 2. – С. 16-17. 6. Bjurstam A. Spas and the future leadership climate / A. Bjurstam, M. Cohen // Understanding the Global Spa Industry: Spa Management / M. Cohen, G. Bodeker. – Oxford: Elsevier, 2008. – P. 364-376. 7. Cohen M., Bodeker G. Understanding the Global Spa Industry: Spa Management, Oxford, UK 2009. Elsevier. 465 p. – P. 5-27. 8. Ellis S. Trends in the global spa industry / S. Ellis // Understanding the Global Spa Industry: Spa Management / M. Cohen, G. Bodeker. – Oxford: Elsevier, 2008. – P. 66-85.



9. Ross K. Health tourism: An overview / K. Ross // HSMAI Marketing Review [Electronic resource]. – 2011. – Mode of access: <http://www.hospitalitynet.org/news/4010521.search?query=%22health+tourism%22S> . – Date of access 14.09.2011.

10. Smith M., Puczko L. Health and wellness tourism/ M. Smith, L. Puczko. – Oxford, UK: Elsevier, 2009 – 400 p.

Additional literature:

1. Ирисова Т.А. К вопросу о подготовке кадров для санаторно-курортного дела на современном этапе / Т.А. Ирисова // Курортные ведомости. – 2004. – № – С. 4-7.

2. Менеджмент туризма: Туризм и отраслевые системы: Учебник / И.В. Зорин [и др.]. – М.: Финансы и статистика, 2001. – 272 с.

3. Сухарев Е.Е. Курортное дело: учеб. пособие / Е.Е. Сухарев. – М.: Изд-во «Омега-Л», 2009. – 224 с.

4. Cohen M., Bodeker, G. Understanding the Global Spa Industry: Spa Management, Oxford, UK 2009. Elsevier. 465 p. – P. 5-27.

5. Ellis S. Trends in the global spa industry / S. Ellis // Understanding the Global Spa Industry: Spa Management / M. Cohen, G. Bodeker. – Oxford: Elsevier, 2008. – P. 66-85.

6. Pechlaner H. Alpine wellness: a resource based view / H. Pechlaner, E. Fischer // Journal of Tourism Recreation Research. – 2006. – №1. – P. 67-77

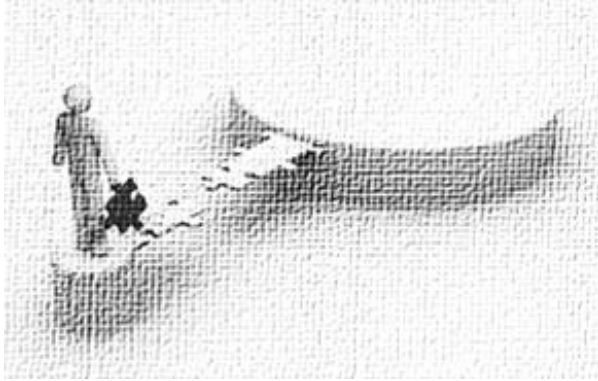


TABLE 2

22. COURSE OBJECTIVES

Course objectives			
Form a system of knowledge about the content, development of principles and organization of health tourism and the competence of design, development and implementation of recreational services in the field of medical tourism.			
	Learning objectives	Methods and forms of educational process organization	Monitoring and evaluation forms
A. Special knowledge	As a result of the development of this course, students should know the basic positions of medical tourism and medical tours formats for different target groups; general characterization of factors in medical tourism and how they are used in resort business in modern recreational and health technologies; especially consumer behavior health tourism services; particularities of activities in health tourism complexes; features of material-technical base of medical and health tourism; especially in promoting of health tourism services.	Lecture, Tasks for the portfolio, Group discussion, Working in small groups	Test or folder portfolio of each participant of the seminar, if necessary



<p style="text-align: center;">B. Methodical and didactic competence</p>	<p>As a result of the development of this course, students <u>should be able to:</u> prepare and organize the main thematic tours options in medical tourism; be able to plan and develop a program of customer service of medical tourism; develop and implement technological processes of medical and health tourism complex; to justify the need for work on the assessment of medical-improving potential for their use in the tourist industry practice; determine the functionality of each type of medical resources in development of medical tourism; implement and use of modern information technology in the organization of medical and health tourism complex; possess the skills of learning, analyzing and using of information necessary for the service organization in health tourism complexes; planning methods of production and economic activity of health tourism complex; methods of production organization and economic activity of health tourism complex; the skills of regulatory and legal documents use, in the organization of services in the complexes of health tourism.</p>	<p>Working in small groups, simulation of small pieces of the exercises and concepts, short presentations</p>	<p>Reflection (self-analysis), Self-conducting of the class and discussion with colleagues (mutual evaluation, discussion)</p>
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C. Interdisciplinary competence, social competence	Study course is preceded by disciplines: "Geography of Tourism", "Organization of tourist activity", "Ecology".	Cases (Case study), work in small groups, group discussion	Presentation of solutions for cases (Case study)
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TABLE 3

23. SUMMARY OF LECTURES

№		Class work (number of hours: lectures/seminars)	Individual work (number of hours)
1	Theme 1. Overview of the medical tourism and its classification. World geography of health tourism.	4	6
2	Theme 2. Recreational basics of medical tourism.	4	6
3	Theme 3. Resource component of health tourism.	4	6
4	Theme 4. The medical component of health tourism.	4	8
5	Theme 5. Methods of resort treatment.	4	8
6	Theme 6. The active types of recovery and resort animation.	4	8
7	Theme 7. SPA - technologies in medical and health tourism. Clinical tourism.	4	8
8	Theme 8. Tour-operating technologies in medical tourism. Marketing in medical health tourism.	4	8