



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	TOU210	SEMESTER	8 th
COURSE TITLE	Special Interest Tourism III: Health Tourism		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Specific Background		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1234/		
ECLASS			

2. TEACHING RESULTS

Teaching Results
On successful completion of this course, students will be able to: <ul style="list-style-type: none">• Understand the individual characteristics and distinguish the different forms of health tourism.• Interpret the factors that affect its demand and supply.• Understand the costs and benefits of its development.• Evaluate the development of health tourism in Greece.• Recommend initiatives for developing and promoting it in Greece and abroad.• Know the international / domestic agencies that evaluate health and tourism providers.• Associate forms of health tourism with alternative, special interest, and sustainable tourism.
General Skills

3. CONTENT

The objective of this course is to provide students with a theoretical understanding of the different forms of health tourism, and, in particular, a) thermal / therapeutic tourism, b) wellness tourism, and c) medical tourism. Indicatively, the course's subject matter comprises the conceptual definitions and characteristics of health tourism forms, the factors that affect the demand and supply services, the costs and benefits of their development, the international and domestic evaluation and support agencies for medical tourism, the development of health tourism in Greece, and best practices and empirical data from medical tourism studies in Greece and internationally. The above forms of health tourism are associated with alternative tourism, special interest tourism, and sustainable tourism.

Week 1: Special and alternative forms of tourism

Week 2: Thermal / Therapeutic tourism

Week 3: Wellness tourism



Week 4: Medical tourism

Week 5: Globalization and health tourism – Evolution of health tourism and best practices in medical tourism

Week 6: Demand and supply of medical tourism services

Week 7: Costs and benefits of medical tourism

Week 8: Health tourism supply in Greece

Week 9: Evaluation of medical tourism providers – Monitoring and evaluation of medical tourism providers in Greece

Week 10: Promotion of medical tourism – Support and promotion agencies of medical tourism in Greece

Week 11: Evolution of the health tourism legislative framework in Greece

Week 12: Advantages - disadvantages and development strategies for medical tourism in Greece

Week 13: Medical tourism studies in Greece and internationally: Empirical data

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD									
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of ICTs in Teaching: Using presentation software (power point) in face-to-face lectures, use of asynchronous online learning (uploading educational material on the course's open eclass platform). • Use of ICTs in Communication: Using the open eclass platform (uploading announcements, responding to students' messages, etc.) and email. 								
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	<ul style="list-style-type: none"> • Written final exam with multiple choice questions (70% of total grade). • Written individual / group essay (20% of total grade). • Oral presentation of individual / group essay (10% of total grade). 								

5. BIBLIOGRAPHY

- Coccossis, H., Tsartas, P. & Gkrimpa, E. (2020). *Special and alternative forms of tourism: Demand and supply of new tourism products* (2nd edition). Athens: Kritiki Publications, ISBN: 9789605862503 (in Greek).
- Venetsanopoulou, M. (2019). *The state contribution to tourism - alternative forms of tourism. Historical evolution - Institutional framework*. Athens: Fedimos Publications, ISBN: 9786185062293 (in Greek).
- Geitona, M. & Sarantopoulos, I. (2015). *Medical tourism: Investment in health & the economy*. Athens: Papazisis Publications, ISBN: 9789600231380 (in Greek).
- Kitsios, F. & Zopounidis, C. (2008). *Development of new services: Tourism - health - entrepreneurship - innovation*. Athens: Klitharithmos Publications, ISBN: 9789604611195 (in Greek).
- Sfakianakis, M. (2000). *Alternative forms of tourism*. Peristeri: Ellin Publications, ISBN: 9789602865484 (in Greek).