

NAME OF THE COURSE	HEALTH TOURISM						
Code	EUTC05	Year of study	1				
Course teacher	Associate professor, Lana Kordić, PhD Associate professor Blanka Šimundić, PhD	Credits (ECTS)	5				
Associate teachers	Assistant professor Zvonimir Kuliš	Type of instruction (number of hours)	L	S	AE	LE	DE
			26			26	
Status of the course	elective	Percentage of application of e-learning	30%				
COURSE DESCRIPTION							
Course objectives	The primary objective of this course is to provide a comprehensive overview of health tourism, enabling an in-depth understanding of all its dimensions, including its development, key aspects, and impacts on the economy and society as a whole. This involves analyzing the spatial and temporal dimensions of its evolution, current state, and future challenges. This objective encompasses the following sub-goals: • Understanding the supply and demand dynamics in health tourism, managing health tourism destinations, analyzing regulatory frameworks, and examining future trends and challenges in the sector. • Developing strategic thinking for the sustainable development and competitiveness of this special interest tourism, with an emphasis on service quality, innovation, and adaptation to global health and tourism demands						
Course enrolment requirements and entry competences required for the course	Prerequisites are regulated by the Statute of the Faculty and the Ordinance on study and study.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning Outcome of the Course: Critically evaluate the dimensions and role of health tourism within the global tourism and healthcare sectors, while analyzing its economic, social, and health-related impacts. Specific Learning Outcomes: • Understand and critically analyze the specific characteristics of health tourism (definitions, segments, etc.). • Analyze and critically assess the supply and demand in the health tourism market from both global and regional perspectives. • Acquire fundamental knowledge on evaluating the efficiency and effectiveness of health tourism service providers. • Critically explain the significance of health tourism within a specific socio-economic context. • Analyze, evaluate, and discuss key challenges in the development of health tourism in the EU and Croatia.						
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises:			
		Topic	Hours	Topic		Hours	
		1	Introductory Lecture – Course Organization	2	Case study analysis		2
		2	Definition and Concept of Health Services	2	Case study analysis		2

	3	Theoretical Framework of Health Tourism	2	Case study analysis	2	
	4	Historical Development of Health Tourism	2	Case study analysis	2	
	5	Medical Tourism	2	Case study analysis	2	
	6	Spa Tourism	2	Case study analysis	2	
	7	Wellness Tourism	2	Case study analysis	2	
	8	Demand and Tourist Motivations in Health Tourism	2	Case study analysis	2	
	9	Supply of Health Tourism	2	Case study analysis	2	
	10	Public and Private Healthcare for Health Tourism	2	Case study analysis	2	
	11	Economic Impacts of Health Tourism	2	Case study analysis	2	
	12	Health Tourism in Croatia and the EU	2	Case study analysis	2	
	13	Future of Health Tourism	2	Case study analysis	2	
Format of instruction	X lectures X seminars and workshops X exercises ☐ on line in entirety X partial e-learning ☐ field work		X independent assignments ☐ multimedia ☐ laboratory X work with mentor X quest lecturers			
Student responsibilities						
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	0,5	Research	1	Practical training	
	Experimental work		Report		Group work in the class (Other)	
	Essay		Seminar essay		Case study analysis	1
	Mid-terms	2,5	Oral exam		(Other)	
	Written exam	2,5	Project		(Other)	
Grading and evaluating student work in class and at the final exam	The dates for the two midterm exams and the final exam are determined by the exam schedule. - The midterm exams and the final exam are conducted in written form. - A minimum of 50% of the points must be achieved on individual midterm exams or the final exam to obtain a passing grade. - Successfully passing both midterm exams exempts students from taking the final exam. The final grade is determined by summing the percentage points earned across all student activities, weighted as follows: <i>Midterm 1×0.25+Midterm 2×0.25) or Final Exam×0.5)+(Research and Case Study Analysis×0.40)+(Class Participation×0.10)=Total Points</i> Grading scale: <50 points = Insufficient, 50-63 = Sufficient, 64-76 = Good, 77-89 = Very Good and 90-100 = Excellent.					
Required literature (available in the library and via other media) 2.	Title				Number of copies in the library	Availability via other media
	PDF materials from the lectures available at the Course website					Merlin

	Smith, M., Puczko, L: Health (2014). Tourism and Hospitality: Spas, wellness and medical travel, Routledge.	3	
	Kordić, L., Čavka, A., Caruana, S. (2023). Komparativna analiza institucionalnog, zakonodavnog i strateškog okvira za razvoj zdravstvenog turizma u zemljama SEA-EU alijanse. U: Tomić, D., Stjepanović, S. (ur.), Zbornik studentskih radova, Sveučilište Jurja Dobrile u Puli, Pula, Hrvatska. 225-251.		on line
	Kordić, L. (2023). Uloga produktivnosti ustanova rehabilitacije u hrvatskom zdravstvenom turizmu: primjena Malmquist indeksa. Croatian Review of Economic, Business and Social Statistics CREBSS, 9 (2), 137-150. DOI: https://doi.org/10.62366/crebss.2023.2.005		on line
	Šimundić, B., Kordić, L., Mrnjavac, Ž. (2021). Health Tourism in Croatia – Questioning Economic Impact and Policy Regulation. In: Pržiklas Družeta, R., Škare, M., Kraljević Pavelić, S. (eds.) Novel Perspectives in Economics of Personalized Medicine and Healthcare Systems. Hauppauge: Nova Science Publishers. 435-446. DOI: https://doi.org/10.52305/IMRM1661		on line
Optional literature (at the time of submission of study programme proposal)	- Smith, M., Puczko, L: Health and Wellness Tourism, Butterworth-Heinemann, 2009. - Kordić, L., Šimundić, B. (2017). The efficiency of health tourism infrastructure in Croatia, 11th International Days of Statistics and Economics, Conference Proceedings, Löster, T., Pavelka, T. (ed.), Libuše Macáková, Melandrium, September 14-16 2017, Prague, Czech Republic, 734-743. - Kordić, L., Šimundić, B. (2017). Health tourism in Croatia - Questioning the efficiency of special hospitals and natural spas, 12th International Conference CHALLENGES OF EUROPE: INNOVATIVE RESPONSES FOR RESILIENT GROWTH AND COMPETITIVENESS, Pavić, I., Muštra, V., Visković, J. (ed.), Faculty of Economics in Split, Split, May 17-19 2017, Bol, Croatia, 417-432.		
Quality assurance methods that ensure the acquisition of exit competences	- Registering students' attendance and success in carrying out of their duties (lecturer). - Monitoring lectures and practice sessions (Vice Dean for Education and Student affairs). - Students' Performance analysis in each course (Vice Dean for Education and student affairs). - Student questionnaire on the quality of lecturers and lessons for each course (University of Split, Quality Assurance Centre) - Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes.		
Other (as the proposer wishes to add)	The course is taught in Croatian and English.		