

Study program: Hotel and Tourism Management
Type and level of studies: Basic academic studies, first level
Course unit: Bases of Health Tourism
Teacher in charge: Sandra M.Zivanovic, Ph. D
Language in instruction: English
ECTS: 7
Prerequisites: None
Semester: Winter semestar
<p>Course unit objective</p> <p>Introducing students to health tourism, as the border area of medicine and tourism, in which the various tourist, health and other institutions are dealing with organized stay of tourists in climate places and spas, primarily for the prevention of disease and for the preservation of good health and condition (wellness, sport, recreation, healthy eating, entertainment), as well as for the classic treatment and rehabilitation with the help of natural factors to improve health, and also for the most complex medical procedures in specialized health facilities that offer quality staff and medical equipment. Explaining to students that the development of tourism is related to human health, because the health is one of the oldest, durablest and strongest motives of the tourist movements.</p>
<p>Learning outcomes of Course unit</p> <p>Mastering the material provided to enable students to understand the specifics of health tourism. An ability to apply the theoretical knowledge provides the student competencies to actively participate in the development of tourism that focuses on relaxation and healing people through the use of natural healing factors (mineral water, peloids, climate, relief forms, vegetation, etc.), and the successful solving of the issues of housing, rehabilitation and recovery of patients after medical procedures. During the course students learn about the most significant tourism places and resorts in our country and in the world and they are able to represent in their future work the offers of health tourism to potential clients.</p>
<p>Course unit contents:</p> <p><i>Theoretical classes:</i></p> <p>1. General concepts and forms of health tourism 2. Specifics of development of health tourism 3. History of balneotherapy 4. Balneoclimatologie,balneology and human-bioclimateology 5. Meteorology and Climatology. 6. The impact of weather and climate on human health 7. Characteristics, division of mineral water and its impact on human health. Physical - chemical characteristics of mineral water. The division of mineral water in composition. The influence of mineral water on health. 8. Balneotherapy- use of mineral water: swimming (baths), drinking mineral water,vaginal rinse and enema, inhalation, using of peloids 9. Balneotherapy with certain diseases. Protocols of balneotherapy, physical therapy and rehabilitation. Indications and contraindications for balneotherapy 10. Using of physical therapy in spa conditions: thermotherapy, cryotherapy, phototherapy, electrotherapy (direct current, alternating current of low, medium and high frequencies), sonotherapy, hydrotherapy, magnetic therapy, laser therapy, kinetic therapy (prevention through movement, sport and recreation), manual therapy and massage, thalassotherapy 11. Wellness tourism, wellness concept. SPA & Wellness programs: saunas, massages, salt room, Kneipp-therapy, Float spa capsules, Fitness, sports programs and animation programs 12. Forms and organization of</p>

<p>wellness tourism. Similarities and differences between medical and wellness tourism. Contemporary orientations and promotion of wellness and medical tourism 13. Medical tourism - global competition in health care, the type of medical services in medical tourism, planning of medical travel (World Health accreditation - International healthcare accreditation, nonmedical services and medical-legal issues) 14. The most important destinations of medical tourism 15. Spas in Serbia and prospects of development of health tourism</p> <p><i>Practical classes:</i></p> <p>The practical classes consist of the presentation of additional information and practical examples of clinical application of natural and physical agents for therapeutic purposes, engaging students through the analysis of case studies of tourism medical travel organizer.</p>				
Literature				
1. Smith. M, Laszlo P, et al. Health and wellness tourism, Oxford; UK: Butterworth-Heinemann/Elsevier 2009.				
Number of active teaching hours				Other classes: -
Lectures: 3	Practice: 2	Other forms of classes: 0	Independent work: 0	
Teaching methods Lectures, practical classes, consultation				
Examination methods (maximum 100 points)				
Exam prerequisites		No. of points:	Final exam	No. of points:
Student's activity during lectures		10		
Practical classes			written examination	
Colloquium		40	oral examination	30
Seminars		20		
Gading system				
Grade	No. of points		Description	
10	91-100		Excellent	
9	81-90		Exceptionally good	
8	71-80		Very good	
7	61-70		Good	
6	51- 60		Passing	
5	<51		Failing	

(Table 5.2) Course unit description