

Course Title	HEALTH AND WELLNESS TOURISM
Course Code	TOU 208
Course Purpose and Objectives	<p>The purpose of this course is to provide students with a comprehensive view of the growing health and wellness tourism sectors in a global context.</p> <p>Based on a range of case studies students will explore the history, development, range of destinations, products and services and key issues associated with the management of health and wellness tourism operations. Students will also review current business models in relation to the health, wellness and medical tourism fields with the help of case studies.</p> <p>Consequently, the purpose of this course is to explore the history and evolution of the industry and its place within the global wellness market. Thus, the students will be able to critically evaluate the spa operations and maximize a business success in relation to emerging trends and practices.</p>
Learning Outcomes	<ol style="list-style-type: none"> 1. Critically evaluate the role and purpose of the health, wellness tourism. 2. Explain the philosophy of spa, the segments of spa, and the fields of spa. 3. Discuss the development of contemporary spa and demonstrate the impacts of spa operations on culture, society, tourism and Hospitality. 4. Evaluate the key segments of spa facilities and their motivational and behavioural characteristics. 5. Evaluate the spa operations in order to maximize business success.
Course Content	<ul style="list-style-type: none"> • History, definitions, and scope • The wellness tourism • The model of health tourism • The design and management of wellness resort • Trends and the future on the wellness and health tourism • Case studies