

(Table 5.2) Course unit description

Study program: Health Tourism				
Type and level of studies: Master academic studies				
Course unit: Health Tourism Destinations				
Teacher in charge: Snežana Milićević, PhD				
Language of instruction: Serbian and English				
ECTS: 8				
Prerequisites: /				
Semester: Summer				
Course unit objective				
Acquiring knowledge about the specifics of the development of health tourism destinations. The course is designed so that students gain the ability to identify different species health tourism, to get acquainted with the characteristics of the market in health tourism, with special emphasis on the specifics of health tourism products. Within the course, students will get acquainted with modern trends in health tourism in Europe. Based on examples of good practice - examples of European destinations health tourism, students will be able to understand in which direction the spas of Serbia can develop tourism in the future, with the aim of achieving a competitive advantage on tourism market.				
Learning outcomes of Course unit				
Acquisition of the latest theoretical-analytical and applied knowledge in the field of development health tourism destination, with special emphasis on the specifics of European health tourism destinations, as well as the characteristics of Serbian spas, as future health tourism destination. The end result: the ability to implement the acquired knowledge in the function of improving health tourism in practice.				
Course unit contents				
<i>Theoretical classes</i>				
The concept of health tourism (Tourism and health; Basic characteristics of health tourism; Spa tourism, Wellness tourism, Medical tourism);				
Contemporary tendencies in health tourism in Europe (Evolution of spa tourism in Europe; Characteristics of health tourism in Europe; Examples of spa tourism in some European countries: Natural spas of Slovenia, Spa tourism in Hungary, Spa sector in Italy, Spa tourism in the Czech Republic, etc.);				
Market characteristics in health tourism (Tourism demand; Tourism supply; Product in health tourism);				
Health tourism destinations (Defining a tourism destination; Elements of a tourism destination; Specifics of health tourism destinations);				
Examples of health tourism destinations in Europe (Czech Republic - Karlovy Vary; Hungary – Hajdúszoboszló; Slovenia - Terme Čatež; Italy - Montecatini Terme);				
Spas of Serbia as destinations of health tourism; Vrnjačka Banja - destination of health tourism;				
The main participants in the development of health tourism destinations in Serbia.				
<i>Practical classes</i>				
Engaging students in case studies, students presentations of seminar papers				
Literature				
<ul style="list-style-type: none"> • Smith, M. K., Puczko, L. (2009). Health and Wellness Tourism. UK: Butterworth-Heinemann • Cohen, M., Bodeker, G. (2008). Understanding the Global Spa Industry: Spa Management. UK: Butterworth-Heinemann • Connell, J. (2011). Medical Tourism. UK: CABI • Smith, M.K., Puczko, L. (2017). The Routledge Handbook of Health Tourism. UK: Routledge 				
Number of active teaching hours				Other classes
Lectures: 3	Practice: 2	Other forms of classes:	Independent work:	
Teaching methods				
Lectures, analysis of case studies, seminars.				

Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	Written examination	30
Practical classes/tests	40		
Seminars/Presentations	20		
Grading 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	Failing	