

ST1106 - SAĞLIK TURİZMİ İŞLETMECİLİĞİ - Kozaklı Meslek Yüksekokulu - Yönetim ve Organizasyon Bölümü
General Info

Objectives of the Course

The aim of this course is to provide students with in-depth knowledge and analysis skills about strategic planning, operations management, service quality and patient satisfaction, international patient guidance and coordination, financial sustainability, marketing strategies, ethical and legal regulations, and the processes of creating competitive advantage in health tourism destinations by comprehensively addressing the management processes of health tourism businesses.

Course Contents

The course includes topics such as health tourism, its place and importance in tourism, health tourism in Turkey, development of health tourism and reasons for development, factors that constitute the supply of health tourism, natural conditions and environment in health tourism, factors affecting the demand for health tourism, organization of health tourism, marketing and logistics in health tourism, health tourism policies, health tourism incentives, problems in health tourism, and global competition.

Recommended or Required Reading

1. Temizkan, S. P. (2015). Health Tourism. Ankara: Detay Publishing. 2. Lecture Notes.

Planned Learning Activities and Teaching Methods

Lecture Method, Question-Answer, Discussion

Recommended Optional Programme Components

In order for students to better understand this course, it is important that they evaluate the management processes of health tourism businesses with case studies and case studies, follow current developments in the sector by researching topics such as international patient referral, service quality and marketing strategies, analyze the opportunities and challenges faced by health tourism businesses by examining the relevant legal regulations, and reinforce theoretical knowledge with practical applications by actively participating in class discussions.

Instructor's Assistants

There is no teaching assistant for this course.

Presentation Of Course

The course will be conducted through face-to-face education, and lecture, question-answer, and discussion methods will be used. In addition, visual and digital materials will be used during the lecture.

Dersi Veren Öğretim Elemanları

Inst. Ecem Tezgel Çoban

Program Outcomes

1. Defines health tourism comprehensively.
2. Explain the importance of Turkey in terms of health tourism.
3. Knows the factors affecting the supply and demand of health tourism.

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Textbook			The concept of disabled tourism	
2	Textbook		Lecture, discussion and case study	Disabled tourism and its importance, the place of disabled citizens in tourism, the problems and solutions that disabled citizens encounter in tourism mobility.	
3	Textbook		Lecture, discussion and case study	The concept of third-age tourism, third-age tourism market characteristics and motivations, third-age tourism in Turkey	
4	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
5	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
6	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
7	Textbook, Internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
8				Midterm exam	
9	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
10	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
11	Textbook, Internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
12	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
13	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
14	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	
15	Textbook, internet		Lecture, discussion and case study	The student will prepare and present a presentation on a health tourism destination of his/her choice.	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ödev	1	12,00
Final	1	1,00
Vize	1	1,00
Final Sınavı Hazırlık	1	10,00
Derse Katılım	14	3,00
Teorik Ders Anlatım	14	3,00
Ara Sınav Hazırlık	1	10,00
Araştırma Sunumu	1	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	30,00
Sunum	30,00

