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## POLYTECHNIC OF MEÐIMURJE IN ČAKOVEC

		C	OU	IRSE SY	<b>LLAE</b>	BU:	S					
	Α	CADEMIC	YE.	AR: 20	020/	20	21					
1. GENERAL COURSE INFO	RMA	TION										
1.1 Course name	Health tourism management											
1.2 Study program/s	Specialist study Tourism and Sports Management											
1.3 Course status (O,E)	Ele	ectoral			1.6	Мо	de of	Lec	tures	15		
1.4 Course code						ins	truction	Exe	rcises	30	)	
1.5 Course abbreviation	M	ZT				(nu	ımber of	Sen	ninars			
1.6 Semester	Ш					ho	urs)	E-le	arning			
1.7 ECTS	4						ce and		premises			
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2. TEACHING STAFF		C 71 '							,			.,
2.1 Course leader/s-title		.Sc. Zdravko		ievc,	cont	tact	:	zdra	avko.mihe	vc@	⊉gr	nail.com
	se	nior lecturer										
2.2.4					cont							
2.2 Assistant/s- title					cont							
2.2 Instruction hold by					cont							
2.3 Instruction held by- title					cont	tact						
3. COURSE DESCRIPTION												
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3.1 Course goals		e aim of thi						_				
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	х	Seminars and workshops		Distant learnin	-		Field classes		Multim and networ		Mentorship
		Other									
3.6 Language of instruction	Cro	oatian									
3.7 Monitoring students'	1,5	Class at	tenda	nce	1,5	Ser	minars			Essay	
work (enter the		Class ac	+iv.i+v.			Dro	niact			Report/p	aanor
number of ECTS		Class at	LIVILY			PIC	oject				
credits for each activity so that the	3	Midterr	n exar	ms		Pra	actical task			Continue knowled	ge check
total number of		Writter	exam	1		Exp	perimental wo	ork			
ECTS credits is equal		Oral ex	am			Res	search				
to the total ECTS value of the course, 1 ECTS = 30 hours)										1	
3.8 Assessment and			<b>Activi</b>	ty specific	ation		Percent 9	%	Po	oints	
evaluation of students' work						ent d	luring instruct				
during classes and at		Atten	dance	)			5%			5	
the final exam			activit	,			5%			5	
the iniai exam			erm ex	roject/ ess	say		30% 30%			30 30	
			erm ex				30%			30	
			Exam	assessme	nt for the	e stu	idents who fai	iled to f	ullfil all	the	
		146.70			ory requir	reme	ents during the	e semes			
			en exc	am			60% <b>100%</b>			. <b>00</b>	
	Total:								.00		
							100/0				
							100/8				
3.9 Assessment criteria –				May of		ing l					
analysis per learning							earning outco		erm	Practical	
			Atte	Ways of ndance	evaluati Activit			omes Mid-t exar		Practical work	Total
analysis per learning	_	outcome 1	Atte	_			earning outco Mid-term exam 1 10	Mid-t		work	10
analysis per learning	0	utcome 2	Atte	_			earning outco Mid-term exam 1	Mid-t exar	n 2	work 5	10 25
analysis per learning	0	outcome 2 outcome 3	Atte	_			earning outco Mid-term exam 1 10	Mid-t exar	n 2	<b>work</b> 5  5	10 25 15
analysis per learning	0	utcome 2	Atte	_			earning outco Mid-term exam 1 10	Mid-t exar	m 2	work 5	10 25
analysis per learning	0 0 0	outcome 2 outcome 3 outcome 4	Atte	ndance	Activit		earning outco Mid-term exam 1 10	Mid-t exar	m 2	5 5 10	10 25 15 20 20
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analysis per learning outcomes  3.10 Specific features	0 0 0 0 0 0 0 0 1 7 6 7 6 3 50 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	outcome 2 outcome 3 outcome 4 outcome 5 outcome ot-related otal ading of o ust achieve ints G - 100 ex - 75 gc - 62 pa - 49 fa a student of e exam, p	utcore at le rade excelle ery go ood (i ass (2 il (1) collectrovid	somes (in ceast 50% ent (5) cood (4) as (2) cets 50% end (4) as (	5 5 order to 6 points of the p	po pa	arning outco  Mid-term exam 1  10  20  30  ass the mid- r each learn  ats of each onas submitted	Mid-term outcorted a second	m 2	work  5 5 10 10  30  /exam thee)	10 25 15 20 20 10 100 e student
analysis per learning outcomes  3.10 Specific features related with taking	0 0 0 0 0 0 0 0 1 7 6 89 76 63 50 0	outcome 2 outcome 3 outcome 4 outcome 5 outcome ot-related otal ading of o oust achieve ints G - 100 ex - 88 ve - 75 go - 62 pa - 49 fa a student of e exam, p nnot acces	utcore at le rade excelle ery go od (: ass (2 il (1) collectrovides the	mes (in ce east 50% ent (5) cood (4) 3) ets 50% eled that e exam p	5 5 order to 6 points he / she period i	o pa	arning outco  Mid-term exam 1  10  20  30  ass the mid- r each learn  ats of each on as submitted of she has submitted at the submitted at the submitted of the submitted at the	Mid-t exar  10 10 10 10 10 10 10 10 10 10 10 10 10	me, he seminabmitte	work  5 5 10 10 20 (exam the e)	10 25 15 20 20 10 100 e student
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analysis per learning outcomes  3.10 Specific features related with taking	0 0 0 0 0 0 0 0 0 0 76 63 50 0 1f a car Du	outcome 2 outcome 3 outcome 4 outcome 5 outcome ot-related otal ading of o ust achieve ints G - 100 e: - 88 ve - 75 ge - 62 pa - 49 fa a student of e exam, p nnot acces uring the eparation	utcore at least le	mes (in oreast 50%) ent (5) bood (4) 3) ets 50% eled that er exam properties in the exam pr	Activit  5  5  order to 6 points  of the phe / shoeriod in possible work.	p pa pooin he he	arning outco  Mid-term exam 1  10  20  30  ass the mid- r each learn  ats of each on the submitter of the su	Mid-texar	me, he semine bmitted in a knowledge	work  5 5 10 10  30  /exam thee)  e / she diar papered a pracowledge	10 25 15 20 20 10 100 e student rectly takes . A student tical paper.

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		ts won until then are deleted and newly earned points for that learning
		ome are entered.
		inal grade is obtained on the exam period and is the sum of points earned
		ng classes. Students who did not take the colloquium access the written
	1 -	of the exam where all learning outcomes are checked, and are required to
2.44.61		nit a seminar paper before taking the exam.
3.11 Students obligations		time students are required to attend at least 70% of the total number of
		s of lectures and exercises in order to exercise the right to take the exam.
		time students are required to attend at least 50% of the total number of
		s of lectures and exercises in order to exercise the right to take the exam.
		e student has not fulfilled all the obligations set by the course, he is ed to attend the lectures again and meet the conditions for taking the
	exan	
		ndance can be offset by online tuition, organised webinars and added
		nments given by teachers. One lesson lasts 45 minutes, and several hours
	_	a teaching unit. Absence from one teaching unit is counted as one
		nce. Delays and apologies are recorded separately. In that case, if the
		ent missed more than 50% of classes, and has a justifiable
		on/apology, the request should be submitted to the Department Council,
		h then decides on the justification of student absences with the
		atory opinion of the course leader.
3.12 Written		,
assignments		
3.13 Required reading	_	Geić, S. (2011). Management of selective forms of tourism. Split.
	1.	University of Split.
	2.	Lecture notes
3.14 Additional reading		Gregorić, M., Sečan, M. and Hegeduš, I. (2017). Marketing of health
	1.	tourism in the function of extending the tourist season. Oeconomicus. 2
		(5). 55-72.
		Gregorić, M. and Musliu, T. (2015). Spa aspect of health tourism in the
	2.	Republic of Croatia. Proceedings
		Međimurje Polytechnic in Čakovec, 6 (2), 59-66. Available at
		https://hrcak.srce.hr/151079
	3.	Kušen, E. (2006). Health tourism Croatian tourism: blue, white, green.
		Zagreb. Institute of Tourism.
		Quintela, J.A., Costa, C. & Correia, A. (2016). Heath, wellness and medical tourism – a conceptual approach. Enlightening Tourism. A
	4.	Pathmaking Journal, Vol. 6, No 1 (2016), pp. 1-18. Available at:
	٦.	https://www.researchgate.net/profile/Jose_Alvarez_Garcia/publication
		/307882615
		,
4 ADDITIONAL COURSE IN	FORM/	ATION
4.1 Quality control		quality of the program, teaching process, teaching skills and level of
		ery of the material will be established by conducting a written evaluation
		d on questionnaires, and in other standardised ways and in accordance
	with	the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Stud	ents can contact the teacher during the consultation period and during
	class	es. Consultations are possible before and after lectures or seminars /
		cises. It is possible to ask questions by e-mail to
	zdrav	/ko.mihevc@gmail.com

4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem Valorize tourist resources in order to create a tourist destination offer

## 5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

of the cour		LECTURES		
		Method		
Hours	Topic and description	Direct teaching (lecture, instruction, pp presentation)     Discovery learning (individual, lead, discussion)     Group learning     Case study     Field classes	Learning outcomes	Course outcome
1.	Introduction to the course and a detailed syllabus. Introductory information about the course, introducing students to the conditions and ways of taking the course. The concept of health tourism.	Presentation, PP presentation	Explain the essence of the concept of health tourism	I1
2.	The importance of health tourism. Historical overview of health tourism in the world, the EU and Croatia.	Presentation, PP presentation	Explain the significance and history of health tourism	l1
3.	Specifics of health tourism	Presentation, PP presentation	List the structure and specific features of health tourism	I1
4.	Content of health tourism offer	Presentation, PP presentation	Indicate the content of the health tourism offer	l1
5.	Health tourism and its definition	Presentation, PP presentation	State the essence of health tourism and its definition	l1
6.	Health-tourist destination and preconditions for the development of health tourism	Presentation, PP presentation	Explain the concept of health - tourist destination and the necessary prerequisites for the development of health tourism	12

7.	Economic effects of health tourism	Presentation, PP presentation	Explain the economic effects of health tourism	12
8.	Croatian health tourism	Presentation, PP presentation	Interpret the current situation, development and main problems of health tourism in Croatia	13
9.	Types of services in medical tourism	Presentation, PP presentation	Distinguish between different medical tourism services	13
10.	Management and organization in health tourism	Presentation, PP presentation	Interpret the role and importance of management and organization in health tourism	13
11.	Health tourism system in the Republic of Croatia	Presentation, PP presentation	Distinguish different subtypes of health tourism, their specifics and organization	13
12.	Key elements and participants in the development of health tourism	Presentation, PP presentation	Distinguish key elements and participants of development with their impact on the development of health tourism	14
13.	Perspective of health tourism development	Presentation, PP presentation	Assess the perspective of health tourism development	14
14.	Importance of wellness for tourist destinations	Presentation, PP presentation	To conclude what is the importance of wellness in health tourism	14
15.	Contemporary trends in the development of health tourism	Presentation, PP presentation	Predict new trends in the development of health tourism	15
	EXE	RCISES/ SEMINARS		
Hours	Topic and description	Method  • Direct teaching (lecture, instruction, pp presentation)  • Discovery learning (individual, lead, discussion)  • Group learning  • Case study  • Field classes	Learning outcomes	Course outcome

1. & 2.	The concept of health tourism, examples of health tourism	Direct teaching, discovery learning, case study	Interpret the term and various examples of health tourism	I1
3. & 4.	Significance and history of health tourism	Direct teaching, learning by discovery	Comment on the importance, development and changes of health tourism throughout history	l1
5. & 6.	Analysis of the specifics of health tourism	Discovery learning, group / collaborative learning	Analysis the specifics of health tourism	I1
7. & 8.	Wellness, spa and medical tourism	Discovery learning, case study	Explain based on examples the differences between wellness, spa and medical tourism	l1
9. & 10.	The essence of health tourism and its definition	Discovery learning, group / collaborative learning	Interpret the definition and essence of health tourism	l1
11. & 12.	Analysis of examples of health and tourism centers in the Republic of Croatia	Discovery learning, case study	Highlight positive examples of health and tourism centers in the Republic of Croatia	12
13. & 14.	Economic effects of health tourism	Discovery learning, case study	State, based on examples, the most significant economic effects of health tourism	12
15. & 16.	1st colloquium	On its own	Verification of outcomes 1 and 2	
17. & 18.	Health tourism of the Republic of Croatia	Discovery learning, case study	Summarize the main features and issues of health tourism in the Republic of Croatia	13
19. & 20.	Types of services in medical tourism	Discovery learning, case study	Analysis based on examples of types of services in medical tourism	13
21. & 22.	Management and organization in health tourism with analysis of the health tourism system in the Republic of Croatia	Discovery learning, case study	Analysis the management and organization of the health tourism system in the Republic of Croatia on practical examples	13, 13

23. & 24.	Key elements, participants and perspective development of health tourism Analysis of the importance of wellness for tourist destinations	Discovery learning, group / collaborative learning Discovery learning, case study	Identify key elements, participants and perspectives of health tourism development Distinguish by example the importance of wellness in relation to other contents of health tourism	14, 14
25. & 26.	Analysis of contemporary trends in the development of health tourism	Discovery learning, case study	Examine contemporary trends in the development of health tourism on practical examples	15
27. & 28.	Seminar paper presentations	On its own	_	
29. & 30.	2nd colloquium	On its own	Verification of outcomes 3,4,5	