

COURSE TITLE	Health and Wellness Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 4)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	30 (15L +0P+15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To provide an overview of basic concepts related to the definition of health and wellness tourism. • To evaluate the potential and challenges for the development of health and wellness tourism in a destination. • To design programmes suitable for the development of health tourism.		
<i>Course enrolment requirements</i>		
Basic knowledge of tourism acquired at the undergraduate level through the course “Theory and Organisation of Rural Tourism” or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Explain the basic concepts in the field of health and wellness tourism. LO2: Assess the potential for developing health and wellness tourism in a destination. LO3: Identify limiting factors in the development process of health tourism within a destination. LO4: Compare health tourism in Croatia and the EU. LO5: Critically evaluate the importance and role of health tourism in the development of Croatia’s overall tourism offer. LO6: Recommend development programmes for health and wellness tourism in a specific destination.		
<i>Course content</i>		
Theoretical definition of health and health tourism (relationship between healthcare and tourism). Historical development of health tourism. Typology of health tourism. Profile of users of health tourism services. Effects of health tourism development. Development opportunities and limiting factors in the advancement of health tourism in the Republic of Croatia. Leading health tourism destinations worldwide and in Croatia (Croatian vs. international health tourism). Conceptual definition of wellness tourism. Types and characteristics of wellness. The relationship between wellness and health tourism. Global trends in wellness tourism. Wellness tourism in the world and in Croatia.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution’s Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		