DEAR APPLICANTS, PARENTS, DECISION-MAKING FAMILY MEMBERS, FRIENDS!

As a mother of four, I know how difficult it is to find the best choice you are facing. The period of choosing a career is a milestone for the young person concerned, for the family and even for friends. Many questions arise: which city to apply to, which university, which degree course, in which order... and these are just a few of many.

Below, I would like to draw your attention to our new English-language BSc programme at Semmelweis University Faculty of Health Sciences, which is running from autumn 2022, in an educational partnership with the prestigious Budapest Metropolitan University.

The seven-semester, full-time, English-language specialization in Health Tourism Management is a complex course that covers not only tourism but also the basics of the health profession. As our future professionals will bridge the gap between health services and tourism, they will learn everything from health sciences (e.g. health institutionalization, clinical basics, patient journey planning, physiotherapy and dietetics), to health decision support systems (e.g. electronic documentation systems, online communication and smart devices) to management and health tourism skills (e.g. health tourism products, destination management, leisure and tourism studies, sales and marketing, accessibility and senior tourism).

Our courses are practice-oriented, taught by highly experienced and recognised professionals in their fields. Thanks to our cooperation with a number of professional organizations and partners, we were able to organize the 7th Semmelweis Health Tourism Professional Day in 2021. Our graduates can find employment in either management-related fields in the health sector or either in tourism-related fields thanks to the practice-oriented programme.

And, of course, in the midst of the current pandemic and Ukrainian war and global economic crises situations, you may rightly ask yourselves: is it worth building a future in the tourism sector? Although we do not know what the future holds for us, it is certain that health is becoming increasingly valued and that everything related to it (e.g. access to preventive services, rehabilitation) is playing an increasingly important role in our lives. Not to mention domestic tourism all around the world, where health tourism services are increasingly present.

At the same time - with this degree - they can go on to study for a master’s degree and those who are interested in an academic career can even obtain a doctorate at our Doctoral School. The BSc programme is still new in that it was launched at Semmelweis University in the autumn of 2022 for the first time in English - with a new curriculum. At the same time, our Faculty has been offering Health Management with health tourism specialization BSc programme in Hungarian since 2014, so we are building on our experience, our students’ feedback, and following the continuous technological development in the relevant sectors to adapt our English training to market needs.

We look forward to receiving your application and hope to see your child, family member or friend in our training in autumn 2023!

Budapest, 14 December 2022.

Sincerely:
Dr. Helga Judit Feith
Head of the Department of Health Tourism Management Training