HEALTH TOURISM MANAGEMENT BSC PROGRAMME
TRAINING SUBJECTS AND STRUCTURE

1. Observational Practice, Tourism Terminology, Leisure and Tourism Studies, Health Tourism Products, Medical Tourism, Introduction to Health Tourism, Principles of Wellness, Tourism Geography
   - Applied Biology, Anatomy, Physiology and Pathophysiology, Healthcare Terminology, Basics of Preventive Medicine
   - Basics of Psychology, Social Psychology, Health and Society, Health Care Law, Biostatistics, Bioethical and Professional Knowledge
   - Calculus for Business and Economics, Systems of Healthcare Institutions and Health Insurance

2. Tourism and Mental Health, Accessible Tourism and Senior Tourism, Attractions Management and Experience Design, Introduction to the Economics of Health and Health Tourism, Legal and Ethical Issues in Health Tourism
   - Physiology and Pathophysiology, Basics of Clinical Knowledge, Patient Pathways Methodology, First Aid, Complex Physiotherapy
   - Electronic Documentation in Healthcare, Written and Oral Intercultural Communication, Online Communication and Smart Devices
   - Principles of Accounting, Environmental Economics, Co-creating Health, Health Care and Quality Management

3. Operation and HR Management in Health Tourism, Health Destination Development, Experience and Service Design in Health Tourism, Sales and Marketing in Health Tourism, Spa Management, Event Management, Creative Project Work, Project Management
   - Gastronomy and Reform Nutrition, Health Aspects of Operating Tourism Services, Nature Medicine, Prevention and rehabilitation
   - Thesis work

4. Field practice

   Thesis work