

Programme: MBA Tourism & Travel Management

MBT5008 MEDICAL AND WELLNESS TOURISM

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| Course Code | MBT5008 | Semester | III/IV |
| Course Title | Medical and Wellness Tourism | | |
| Credits | 3 | Type | Elective |

Course Description

This course is designed to enable the students to prepare with competitiveness and interpersonal skills to meet the needs of the medical and wellness tourism industry

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Understand the Health and Wellness Tourism dimensions
- CO2: Conceive the scope of the health and wellness tourism market, trends, and challenges
- CO3: To gain knowledge to promote and manage medical and wellness tourism centers with leadership and organizational skills.
- CO4: Map the health tourism resources in India to design the packages and to market the destination.

Course Structure

The following is a detailed syllabus of Medical and Wellness Tourism:

Module I: Introduction to Health Tourism

Historical overview, Definitions- Concept of health & wellness - Determinants of health and wellness- Health, medical and wellness tourism.

Module II: Medical Tourism Business

Growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism, Global medical tourism scenario- Stakeholders, Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.

Module III: Tourism and Wellness

Dimensions of wellness, Spa tourism experiences, types of Spas-Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- ESPN aspects of Healing.

Module IV: Medical and Wellness Tourism Market

Tourist profile, market analysis, designing medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Role of Government in Health Tourism-Case studies about selected medical and wellness tourism destinations.

Testing & Evaluation:

| Internal Assessment (40 Marks) | External Assessment (60 Marks) |
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| Two Class Tests – 20 Marks (10+10) | End Semester Assessment |
| Assignment – 10 Marks | |
| Presentation – 10 Marks | |

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References

- Anspaugh, D., Hamrick, M., & Rosato, F. (2004). *Wellness: Concepts and Applications* 6th ed. Boston: McGraw Hill.
- Ralf Buckley. (2010). *Adventure Tourism Management*, Routledge, USA.
- Smith, M., Puczko, L. (2009). *Health and Wellness Tourism*, London: ButterworthHeinemann.
- Myers, J.E.; Sweeney, T.J. (2005): *Counselling for wellness: theory, research and practice*, American Counselling Association, Alexandria.