Courses in English
Course Description

Department 14 Tourism

Course title The impact of health tourism

Hours per week (SWS) 2

Number of ECTS credits 3

Course objective Students shall obtain an overview of the various health-tourism markets. Furthermore, a differentiated approach will also be applied to the range of services, which will also be examined from a general health policy perspective.

Prerequisites None


Teaching methods Seminar-style lesson, exercises, presentations, self-study, field trip (if possible), guest lecture (if possible)

Assessment methods study paper + presentation

Language of instruction English

Name of lecturer Prof. Dr. Markus Pillmayer

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Link

Course content Health tourism has become a major industry in the last decade. Following the increasing activity in health, spa and medical tourism, the decision-making process of tourists in choosing an international health related facility has become increasingly important to the involved parties.

Remarks