



ORGANIZING AND MANAGING HEALTH TOURISM

Credit Points:	3 CP
Study course annotation	The course is designed to prepare students in various aspects to work in health and medical tourism, developing their skills to work as operators and marketers in the recovery and health tourism industry. This course provides information and knowledge in various areas related to medical tourism, such as the health tourism industry, legal and ethical issues, logistics and the hospitality industry. The course promotes a systematic understanding of the medical tourism industry and prepares students to learn the key concepts and issues involved in working as an intermediary in the medical tourism industry. In general, the course provides theoretical knowledge of modern trends and practical skills in the medical tourism industry.
Aim of the study course	provides students with knowledge and skills in the health tourism industry.
Tasks of the study course	<ul style="list-style-type: none"> • Prepare students for work in the health tourism industry. • Show the main goals and objectives of the health tourism industry. • Consider the types of medical tourism in different regions of the world and in Latvia. • To prepare students for work in health tourism organization and management.
Study results	Knowledge Key concepts and service providers in the health tourism industry. <ul style="list-style-type: none"> • Development of the offer of medical care and recovery service products and complex tours, pricing and sales promotion. • Opportunities for health tourism in Latvia. • Features of effective contractual relations between subjects of the medical tourism market. • Quality standards and certification in the medical tourism industry. • Ethical and social problems and legal issues in the health tourism sector. • Medical tourism market and development trends. • Organization and management of health tourism
	Abilities <ul style="list-style-type: none"> • Ability to analyze situations in medical tourism activity trends related to foreign tourists. • Ability to organize the rational operation of the company according to the acquired knowledge of medical tourism. • Ability to lead a national and international team of multicultural employees. • Ability to apply theoretical and practical knowledge and skills for effective management of medical tourism activity and its structural units
	Competences <ul style="list-style-type: none"> • Able to analyze and systematize the information necessary for the company's operation in the medical tourism industry. • Understands the principles and techniques of production and service organization in the medical tourism industry. • Independently learns and uses new knowledge in the medical tourism industry.
Study course plan:	
No.	Topics
1.	Definitions of recreational, recovery and health tourism.
2.	The main providers of health and medical tourism services: medical clinics, beauty clinics, resorts and sanatoriums, SPA hotels, prophylactics, sports and health centers, rehabilitation centers. Medical clusters.
3.	Health tourism product. Medical and diagnostic services. Complex diagnostics.
4.	Opportunities for health tourism in Latvia. In medical institutions in Latvia.
5.	Contractual relations between medical tourism market participants - their detailing and



	efficiency features.
6.	Medical tourism quality standards. Health tourism industry certification and international standards. Insurance in health tourism. Medical insurance.
7.	Ethical and social problems, legal issues in the health tourism sector.
8.	Sales in the health and medical tourism industry. Group and individual travel planning principles and equipment.
9.	Peculiarities of promoting products and services of the health and medical tourism sector.
10.	Medical tourism market. Specific offers of different countries in the health tourism sector.
11.	Trends in the development of health and medical tourism. Medical services
Form of final examination:	
	Differentiated written assessment
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. J. Klepikovs, A. Klepikova. Tūrisma būtība un organizācija. Rīga. BSA 2008 2. Medical Tourism. European Hospital and Healthcare Federation. 2015. http://www.dkgev.de/media/file/21428_Anlage2_9_EUReview_2015.pdf 3. Erfurt-Cooper, Patricia. Health and Wellness Tourism. Spas and Hot Springs / Patricia Erfurt-Cooper, Malcolm Cooper. - Channel View Publications, 2009. -362 lpp. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Tūrisma un viesmīlības terminu skaidrojoša vārdnīca / zinātniskie red. Juris Brencis, Zinaida Melbarde, Andris Mukans...[u.c.]. - Rīga: LR Ekonomikas ministrija, 2008. – 460 lpp. 2. Jennings, Gayle. Water-Based Tourism, Sport, Leisure, and Recreation Experiences / Gayle Jennings. - ELSEVIER, 2007. - 260, [18] p. 3. E. Kelley Medical Tourism. Patient Safety Programme. WHO, 2013. http://www.who.int/global_health_histories/seminars/kelley_presentation_medical_tourism.pdf 4. Sharma, A. (2013). Medical tourism: emerging challenges and future prospects. International Journal of Business and Management Invention, 2(1), 21-29. http://www.ijbmi.org/papers/Vol(2)1/Version_3/C212129.pdf 5. Lunt, N., Smith, R., Exworthy, M., Green, S. T., Horsfall, D., & Mannion, R. (2011). Medical tourism: treatments, markets and health system implications: a scoping review. Paris: Organisation for Economic Co-operation and Development, https://www.oecd.org/els/health-systems/48723982.pdf 6. Bookman, M. Z., & Bookman, K. R. (2007). Medical tourism in developing countries. New York: Palgrave Macmillan. http://staff.guilan.ac.ir/staff/users/babaee/fckeditor_repo/file/Medical % 20Tourism % 20In % 20Developing % 20Countries.pdf 7. Medical Tourism. European Hospital and Healthcare Federation. 2015. http://www.dkgev.de/media/file/21428_Anlage2_9_EUReview_2015.pdf 8. Smith, M., & Puczko, L. (2008). Health and wellness tourism. Routledge. http://www.intracen.org/uploadedFiles/intracenorg/Content/Publications/Medical % 20and % 20wellness % 20Tourism % 20- % 20Lessons % 20from % 20Asia_L.pdf 9. Herrick, D. M. (2007). Medical tourism: Global competition in health care. National Center for Policy Analysis (NCPA), Policy Report, 304,19-20. http://www.ncpa.org/pdfs/st304.pdf 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Veselības inspekcija http://www.vi.gov.lv/lv 2. Журнал Medical Tourism http://www.medicaltourismmag.com/ 3. the Medical Tourism Association http://www.medicaltourismassociation.com/en/index.html 4. Medical Tourism Certification. MTQUA (Medical Travel Quality Alliance) https://www.mtqua.org/services/ 5. Справочник по медицинскому туризму https://www.health-tourism.com/ 6. Медицинский туризм https://medtravel.ru/ 	



7. www.world-tourism.org
8. www.csb.lv
9. www.latviatourism.lv
10. <http://www.unwto.org>
11. www.rigatourism.lv
12. www.liveriga.lv
13. www.meeting.lv
14. Datu bāze EBSCO <http://search.ebscohost.com>,
15. Datu bāze SCOPUS <http://www.scopus.com>

During the study process changes and additions to the program and the list of references are possible