MODULE TITLE:

Medical Tourism and ICTs

RESPONSIBLE FOR THE MODULE:

NAME	Vicky Katsoni	
POSITION	Associate Professor	
SECTOR	Tourism Management Department	
OFFICE	University of West Attica (ex TEI of Athens)	
TEL. / E-MAIL	+302105385213	katsoniv@gmail.com
CO-INSTRUCTORS	-	

HOURS *(per week)***:**

LANGUAGE OF TEACHING: GREEK [ ]   ENGLISH [√]

AIM OF THE MODULE *(content and acquired skills)*

The aim of this module is to analyze the particularities of the Medical tourism segment. The basic concepts of this section include the segments of medical tourism, medical tourism marketing in a digital environment. Other topics of this module include the health and wellness tourists' needs and the social media use in the medical tourism spectrum.
Finally, students will learn how to design and apply health tourism marketing strategies in order to promote the hotel services.

MODULE CONTENTS *(outline – titles of lectures)*

1. Web 2.0 use in the medical tourism industry
2. Health tourism principles
3. Health and wellness tourism needs
4. Segments of medical tourism used in the hotel industry
5. Promoting health tourism services
6. Use of social media in the health tourism sector

TEACHING METHOD *(lectures – labs – practice etc)*

Lectures and practical application through case studies

LEARNING OUTCOMES

Upon the completion of this module the student will be able to:

1. To understand the segments of the health tourism industry
2. To understand the use of social media in the hotel industry
3. To apply medical tourism marketing principles in hospitality with the use of the medical

tourism marketing mix
4. To design and apply web 2.0 means in the health tourism distribution channels.
5. Understanding the needs, the opportunities and the future of the health tourism industries

LEARNING OUTCOMES - CONTINUED

Learning Outcomes	Educational Activities	Assessment	Students Work Load (hours)
The students will be able to understand the health tourism distribution channels	Lectures, slides and videos show and discussion, study at home	Intermediate control tests and assigments	
The students will be able to design and apply social media promotion strategies in the hotel sector	Practical exercise, practice in groups and study at home	Intermediate control tests and assigments	
The students will be able to distinguish the different types of health tourism facilities	Presentation and practical application from the students	Intermediate control tests and assigments	
The students will be able to design and apply web 2.0 and spa tourism promotion strategies in the hotel sector	Practical exercise, practice in groups and study at home	Intermediate control tests and assigments	
		TOTAL	

OBLIGATORY & SUGGESTED BIBLIOGRAPHY:

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2. Gardini, M. A. (2007). A study on the online sales efficiency of upscale and luxury hotels in Germany, Switzerland and Austria. Advances in Hospitality and Leisure, 3, 173–192.
3. Lunt, N. (2010). Nip, tuck and click: Medical tourism and the emergence of web-based health information. The Open Medical Informatics Journal, 4(1), 1–11. doi:10.2174/1874431101004010001
4. Lunt, N., & Carrera, P. (2010). Medical tourism: Assessing the evidence on treatment abroad. Maturitas, 66(1), 27–32. doi:10.1016/j.maturitas.2010.01.017
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6. Palmer, J. W. (2002). Web site usability, design and performance metrics. Information Systems Research, 13(2), 151–167.
7. Smith Melanie and László Puczkó (2009). Health and Wellness Tourism, Elsevier 2009, ISBN: 978-0-7506-8343-2
8. Sobo, E. J., Herlihy, E., & Bicker, M. (2011). Selling medical travel to US patient-consumers: The cultural appeal of website marketing messages. Anthropology &

Medicine, 18(1), 119–136. doi:10.1080/13648470.2010.525877

9. Susser, B., & Ariga, B. (2006). Teaching e-commerce Web page evaluation and design: A pilot study using tourism destination sites. Computers & Education, 47(4), 399–413.