

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Львівський національний університет імені Івана Франка
Факультет географічний
Кафедра туризму

Затверджено
На засіданні кафедри туризму
Географічного факультету
Львівського національного університету
імені Івана Франка
(протокол № 1 від 30.08.2023р.)

/ Завідувач кафедри 

Силабус з навчальної дисципліни
«Медичний, СПА та Велнес туризм»,
(англійською мовою)
що викладається в межах ОПП «Туристична діяльність»
другого (магістерського) рівня вищої освіти для здобувачів з
спеціальності 242 Туризм і рекреація

Львів 2023 р.

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Ivan Franko National University of Lviv
Faculty of Geography
Department of Tourism

Syllabus on academic discipline
"Medical, SPA @ Wellness tourism",
which is taught within the educational professional program
"Tourism activity" of the second (master's) level of higher education
for applicants of specialty 242 "Tourism @ Recreation"

Lviv 2023

"Medical, SPA @ Wellness tourism" course syllabus

2023-2024 academic year

Name of the course	"Medical, SPA @ Wellness tourism"
Course teaching address	Lviv, 41 Doroshenko str
The faculty and department under which the discipline is established	Faculty of Geography, Department of Tourism
Field of knowledge, code and name of specialty	Field of knowledge 24 Service sector, specialty 242 "Tourism @ Recreation"
Course teachers	Oresta Bordun, PhD, Associate Professor, Associate Professor of the Department of Tourism
Contact information of teachers	oresta.bordun@lnu.edu.ua, https://geography.lnu.edu.ua/en/employee/bordun-oresta , Lviv, 41 Doroshenko str, office 4
Consultations	Consultations on the day of lectures/practical classes (by prior arrangement). On-line consultations through ms teams are also possible. To agree on the time of consultations, you should write to the e-mail of the teacher or call.
Course page	https://geography.lnu.edu.ua/course/medychnyy-spa-ta-velnes-turyzm
Information about the course	The study of the educational discipline "Medical, SPA @ Wellness tourism" is an important component of modern Tourism activity, which is associated with changes in the trends of tourism from leisure tourism to health tourism. The need for this discipline is to train tourism specialists who know how to give services in health tourism. Therefore, the course is presented as an overview of definitions in medical, SPA and wellness tourism, as well as processes and tools needed for quality organization of medical and health care services for tourists. Knowledge of the academic discipline is necessary for future specialists in "Tourism @ recreation" in order to objectively understand needs and demands of new tourists in medical, SPA @ Wellness services.
A brief summary of the course	The discipline "Medical, SPA @ Wellness tourism" is a normative discipline for the educational program master in " Tourism @ recreation ", which is taught in the 2 semester in the amount of 3 credits (according to the European Credit Transfer System ECTS).
Purpose and objectives of the course	The purpose of the course is relevant to new trends of tourist services: to provide not only a tourist's rest, but also an opportunity to improve his well-being. The objectives of the course – to form professional competences : PC1 The ability to apply in professional activity the categorical and terminological apparatus, concepts, methods and tools of the system of sciences that form the scientific basis of tourism and recreation. PC.4. The ability to organize activities and cooperation of subjects of regional, national and international tourism markets on the basis of sustainable development, taking into account world experience. PC.9. Ability to organize activities in the field of health tourism Program results PR.5. To carry out a comprehensive analysis and evaluation of the functioning of the tourist market at different hierarchical levels, to forecast trends in its development.

	<p>PR8. Manage processes in tourism and recreation industry entities at different hierarchical levels, which are complex, unpredictable and require new strategic approaches.</p> <p>PR11. Communicate freely in national and foreign languages orally and in writing to discuss professional problems, present the results of research and projects in the field of tourism and recreation.</p> <p>PR 14. Organize activities in the field of health tourism.</p>
Literature for studying the discipline	<p>Basic literature</p> <ol style="list-style-type: none"> 1. About resorts: Ukrainian law [Про курорти: Закон України від від 05.10.2000 № 2026-III (Редакція станом на 16.10.2020)] URL: https://zakon.rada.gov.ua/laws/show/2026-14#Text 2. Malska M., Bordun O., Antonyuk N. Medical and health tourism (international and national aspects) [Медичний і оздоровчий туризм (міжнародні та національні аспекти)] Навч.посіб. Київ: в-цтво Каравелла, 2022, 234 с.. 3. Malska M., Bordun O. Medical tourism: theory and practice [Медичний туризм: теорія та практика]. Посібник – Київ: ЦНЛ, 2018.– 126 с. 4. Bordun O., Malska M. Geo-Social and Economic analysis of medical tourism in L’viv city (theory and methods of implementation) [Гео-соціо-економічна характеристика медичного туризму міста Львова (Теорія та методика впровадження)] Рига: «LAP LAMBERT Academic Publishing», 2018. – 102 с. <p>Additional literature</p> <ol style="list-style-type: none"> 1. Bordun O., Hamkalo M. Increasing of competitiveness in the grand-resort Truskavets by the provision of innovative spa- services [Підвищення конкурентоспроможності курортотолісу Трускавець шляхом надання інноваційних spa-послуг]. <i>Актуальні проблеми економіки в умовах реформування сучасного суспільства: матеріали III міжнарод. науч.-практ. конф.</i> – Белгород: ИД «Белгород» НИУ «БелГУ», 2015. – Ч. 2. – С.257-260 2. Bordun O. Medical tourism in L’viv city: economic and social prospects for development [Медичний туризм міста Львова: соціально-економічні можливості для розвитку]. <i>Наука і економіка</i>. Хмельницький, 2016. Is. 1(41). С. 78–86. 3. ESPA https://europeanspas.eu/
Duration of the course	90 hours
The scope of the course	16 hours of lectures, 16 hours of practical classes and 58 hours of independent work
Expected learning outcomes	<p>As a result of studying this course, the student should:</p> <p>to know: definition of Medical, SPA @ Wellness tourism, their components;</p> <ul style="list-style-type: none"> - trends characterizing the state of the medical, spa and wellness tourism market in Ukraine and the world. - factors forming prerequisites for the successful development of medical, spa and wellness tourism on the territory of Ukraine. - problems and obstacles on the way to the successful development of the medical, spa and wellness tourism market. - foreign experience and comparative analysis of domestic and foreign markets

	<p>of medical, spa and wellness tourism.</p> <p>be able to: explain the relationship between the health and using medical, Spa @ Wellness tourism;</p> <ul style="list-style-type: none"> - organize medical, spa and wellness tourism services for clients. - to formulate ideas for overcoming the problems that exist in the field of medical, spa and wellness tourism in Lviv city, Lviv region and Ukraine, as well as developing recommendations for improving the current state. - to comply with legislative norms when providing medical, SPA and wellness tourism services for clients.
Keywords	Medical, SPA @ Wellness tourism
Course format	<p>Full-time / Part-time</p> <p><i>The full-time form of education</i> involves constant personal contact between a scientific and pedagogical worker and a student, which ensures the acquisition of deep system knowledge and stable skills. Full-time students are required to attend classes according to the schedule and complete educational tasks in a timely manner according to the work program.</p> <p><i>Part-time form of education</i> is an education that combines self-study and face-to-face education. It is characterized by phasing. At the first stage, the knowledge base and methods for independent assimilation of educational information and the formation of skills are obtained (installation session), at the second stage, the part-time student independently learns the educational material, performs planned individual tasks, and at the third stage, direct verification of the learning results is carried out.</p>
Topics	The scheme of the "Medical, SPA @ Wellness tourism " course is presented below in tabular form
Form of final control	Exam at the end of the semester
Prerequisites	To study the course, students need basic knowledge of tourism, tourism management and geospatial orientation.
Teaching methods and techniques that will be used during the teaching of the course	<p>Presentation, lectures, guest lectures, discussion, case</p> <p>Lectures: conducting lectures; explanation and giving examples from the activities of enterprises according to the topics of the lectures; discussion, conversation, illustration, demonstration.</p> <p>Exercises: Presentation, answer, test survey, discussion, case.</p>
Necessary equipment	To study the course, it is enough to have commonly used programs such as Microsoft Office Word, Microsoft Office Excel, Microsoft Office Power Point
Evaluation criteria (separately for each type of educational activity)	<p>The assessment is carried out on a 100-point scale. Points are awarded according to the following ratio:</p> <ul style="list-style-type: none"> • exercises: maximum number of points 30 • interim control: maximum number of points 20 • final exam: maximum number of points 50 <p>Final maximum number of points 100</p>

Rating scale: university, national and ECTS		
The sum of points for all types of educational activity	ECTS	Evaluation on a national scale
		For an exam, course project, practice
90 – 100	A	excellent
81-89	B	good
71-80	C	
61-70	D	
51-60	E	satisfactory
21-50	FX	unsatisfactory
0-20	F	unsatisfactory (non-transferable)

Questions for self-control	<ol style="list-style-type: none"> 1. Describe the essence of health tourism, explain its purpose and main tasks in the tourism system. 2. Health tourism: comparative studies in different countries. 3. The definition of medical tourism. 4. The definition of Spa tourism. 5. Wellness tourism. 6. The ISO standards in the sphere of Medical, SPA @ Wellness tourism. 7. Factors of developments in the sphere of medical tourism. 8. The international organizations in the sphere of medical tourism and Ukraine cooperation with them. 9. The international organizations in the sphere of SPA tourism and Ukraine cooperation with them. 10. The international organizations in the sphere of Wellness tourism and Ukraine cooperation with them. 11. A global overview of past and present developments in health tourism. 12. Typologies of health tourism by countries and part of world. 13. The international organizations and their role in the management of Wellness industry. 14. Typical markets for different health products. 15. New products and future trends in health tourism. 16. The ISO standards in the sphere of Wellness tourism 17. How is the global wellness economy distributed across the world? 18. What motives are for wellness tourism? 19. Geological prerequisites for the development of Spa town. 20. The countries of high level medical tourism. 21. The countries of dentistry and plastically tourism. 22. IFL tourism. 23. Medical SPA tourism. 24. History of Spa industry in the world. 25. Modern trends in Spa industry.
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COURSE SCHEME

Week	Topic, plan, short theses	Form of activity (Lectures, exercises)
1	<p>Topic 1. The essence and conceptual foundations of Medical, SPA @ Wellness tourism</p> <p>1. The definition of Medical, SPA @ Wellness tourism 2. The ISO standards in the sphere of Medical, SPA @ Wellness tourism 3. Factors of developments in the sphere of Medical, SPA @ Wellness tourism. 4. The international organizations in the sphere of Medical, SPA @ Wellness tourism and Ukraine cooperation with them.</p>	Lecture (2 hours)
2	<p>Topic 1. The essence and conceptual foundations of Medical, SPA @ Wellness tourism</p>	Lecture (2 hours) Exercise (2 hours): Group discussion of the topics of lecture: the definition of Medical, SPA @ Wellness tourism; the ISO standards in the sphere of Medical, SPA @ Wellness tourism; Factors of developments in the sphere of Medical, SPA @ Wellness tourism; the international organizations in the sphere of Medical, SPA @ Wellness tourism
3	<p>Topic 2. Health tourism: comparative studies in different countries</p> <p>1. A global overview of past and present developments in health tourism 2. Factors influencing health tourism demand 3. Typologies of health tourism by countries and part of world 4. Typical markets for different health products 5. Summary of new products and future trends in health tourism</p>	Lecture (2 hours)
4	<p>Topic 2. Health tourism: comparative studies in different countries.</p>	Lecture (2 hours) Exercise (2 hours): Group discussion of the topics of lecture: a global overview of past and present developments in health tourism; factors influencing health tourism demand; typologies of health tourism by countries and part of world; typical markets for different health products; summary of new products and future trends.
5	<p>Topic 3. Wellness tourism in the world</p> <p>1. The international organizations and their role in the management of</p>	Lecture (2 hours)

	<p>Wellness industry.</p> <p>2. The ISO standards in the sphere of Wellness tourism</p> <p>3. How is the global wellness economy distributed across the world?</p> <p>4. What motives are for wellness tourism?</p>	
6	Topic 3. Wellness tourism in the world	<p>Lecture (2 hours)</p> <p>Exercise (2 hours): group discussion of the topics of lecture: the international organizations and their role in the management of Wellness industry; the ISO standards in the sphere of Wellness tourism; how is the global wellness economy distributed across the world? what motives are for wellness tourism?</p>
7	<p>Topic 4. Medical tourism in the world</p> <p>1. The countries of high level medical tourism.</p> <p>2. The countries of dentistry and plastically tourism.</p> <p>3. IFL tourism.</p> <p>4. Medical SPA tourism.</p>	Lecture (2 hours)
8	Topic 4. Medical tourism in the world	<p>Lecture (2 hours)</p> <p>Exercise (2 hours):</p>
9	<p>Topic 5. Spa tourism in the world</p> <p>1. Geological prerequisites for the development of Spa town.</p> <p>2. History of Spa industry in the world</p> <p>3. Modern trends in Spa industry</p> <p>4. Spa industry nearest countries: Hungary, Check republic, Croatia, Gordia.</p>	Lecture (2 hours)
10	Topic 5. Spa tourism in the world	<p>Lecture (2 hours)</p> <p>Exercise (2 hours): analysis of Spa tourism different countries.</p>
11	<p>Topic 6. Spa industry of Ukraine</p> <p>1. Geological prerequisites for the development of Ukrainian Spa town.</p> <p>2. History of Spa industry in Ukraine</p> <p>3. Modern trends in Spa industry in Ukraine</p>	Lecture (2 hours)
12	Topic 6. Spa industry of Ukraine	<p>Lecture (2 hours)</p> <p>Exercise (2 hours): each students present 1-3 Spa</p>

		resorts or Spa towns of Ukraine. Work-shop: adding Spa towns of Ukraine on the European map of Spa
13	Topic 7. Spa tourism in Ukraine	Lecture (2 hours)
14	Topic 7. Spa tourism in Ukraine	Lecture (2 hours) Exercise (2 hours): Exercise (2 hours): each students present 1-3 Spa hotels and sanatoriums of Ukraine. Work-shop: adding Spa hotels and sanatoriums of Ukraine on the European map of Spa
15	Topic 8. Innovation product in health tourism of the world	Lecture (2 hours)
16	Topic 8. Innovation product in health tourism of the world	Lecture (2 hours) Exercise (2 hours):.

STRUCTURE OF THE EDUCATIONAL DISCIPLINE. Distribution of hours

Topics	Hours	Including		
		Lecture	Exercise	Independent work
Topic 1. The essence and conceptual foundations of Medical, SPA @ Wellness tourism	10	2	2	4
Topic 2. Health tourism: comparative studies in different countries.	10	2	2	4
Topic 3. Wellness tourism in the world	18	2	2	4
Topic 4. Medical tourism in the world	18	2	2	4
Topic 5. Spa tourism in the world	18	2	2	4
Topic 6. Spa industry of Ukraine	18	2	2	14
Topic 7. Spa tourism in Ukraine	18	2	2	12
Topic 8. Innovation product in health tourism of the world	10	2	2	12
Total hours	90	16	16	58