

# Professional Diploma in Health Tourism

## Course objectives:

Medical Tourism is a growing industry globally. It is an interest to many parties such as: Travel agents, healthcare, insurance agents, spa and hospitality firms, beauty parlours, hospital, and tourism professionals. Therefore, it is important to offer education and training in medical tourism as more patients travel globally for care and medication which increasingly influences the international economy.

Medical Tourism is a growing industry globally estimated at \$60 billion dollars annually. Healthcare Providers, Facilitators, Travel Agents, Insurance Agents & Brokers, and Human Resource Professionals are looking to receive advanced education in medical tourism as more insurance companies and employers implement medical tourism and more patients travel globally for care.

Thus this diploma aims to:

- Provide students a basic level of understanding of health tourism industry.
- Prepare and train qualified and efficient candidates in different aspects of health tourism like hospital treatment, travel management, accommodation booking, sightseeing and medical packaging services.
- To train the candidate specifically for medical tourism marketing and hospitality services.

## Course duration:

Eight months : (340 theoretical contact hours +400 practical hours)

## Career opportunities:

The course will certify students for employment (in Jordan and abroad) in:

- Hospitals
- Hotels and spas
- Beauty parlors
- Messaging centers
- Therapeutic centers

- Sport centers
- airports
- Travel companies (e.g medical packaging services, guest relationship; medical tour consultants)

## Course plan and contents:

- 340 theoretical contact hours
- 400 practical hours

Course No.	Course title	Contact hours
HT (101)	General Medical Knowledge & Terminology	20
HT (102)	Basic Human Anatomy	25
HT (103)	<i>Basic Clinical Skills</i>	20
HT (104)	<i>Nutritional Foundation</i>	25
HT (105)	<i>General Pathology</i>	25
HT (106)	<i>Nutrition, Society and Public Health</i>	25
HT (107)	<i>Spa and Hospitality Industry</i>	20
HT (108)	<i>Spa and hospitality Operations</i>	20
HT (109)	<i>Messaging Practices and Skills</i>	30
HT (110)	<i>Alternative Medicine and Health Tourism</i>	30
HT (111)	<i>Healthcare System Management</i>	25
HT (113)	<i>Health Tourism in Jordan</i>	25
HT (114)	<i>Communication Skills and Customer Care</i>	30
HT (115)	<i>Marketing of Health Tourism</i>	20
	<i>Total (theory)</i>	340
HT (116)	<i>Professional Practice</i>	400
	<i>Total (theory and practical)</i>	740

## Five: course descriptions

### ***HM (101) General Medical Knowledge & Terminology***

Provides the student instruction in basic medical terminology, a general overview of human anatomy and physiology, cardiopulmonary resuscitation for health professionals, and systemic illnesses.

### ***MT (102) Basic Human Anatomy***

This course introduces the basic concepts and terminologies required to study and understand the structure and function of the human body. The interaction between tissues, organs and systems that maintain homeostasis is covered in detail. In addition, this subject covers the structure and function of cells and epithelial tissue, the internal structural anatomy of the human body and the integumentary and musculoskeletal systems.

### ***HT (103) Basic Clinical Skills***

This course focuses on ophthalmic exam protocol; familiarizes students with various ophthalmic equipment and testing protocols emphasizing concept underlying construction of equipment, proper usage of the equipment, focus on lensmeter, tonometry, retinoscopy, and refractometry concepts and skills.

### ***HM (104) Nutritional Foundation***

In this subject, students undertake a detailed and in-depth study of the macronutrients, protein, carbohydrates and lipids, and how these relate to human metabolism. Each individual macronutrient is studied in regards to their composition, biological function, dietary sources, recommended daily intake, factors contributing to excess states, and states of insufficiency and deficiency; and signs and symptoms associated with nutrient imbalances .

### ***HM (105) General Pathology***

General Pathology introduces the basic pathological processes operating in the body and the ways in which disease may result from injurious stimuli. Basic pathological processes of response to injury, growth abnormalities, degenerative disorders of the musculoskeletal and neurological systems, immunology, toxicology and microbiology, and their characteristic diseases are studied. This subject is vital in the education of all complementary healthcare practitioners as it enables them to understand the nature of various disease states, and correlates these at a cellular and gross anatomical level with clinical signs and symptoms that may be seen in practice.

### ***MT (106 ) Nutrition, Society and Public Health***

This course provides introduction to nutrition, and explains the connection between nutrition and health. The students will learn about the chemical and physical properties of food materials. Practical classes in food processing facility will take place. It aims to provide an understanding of the sociology of food, nutrition and health together with an understanding of the theory and practice of community and public health nutrition.

### ***MT (107) Spa and Hospitality Industry***

Explore the evolution of the spa industry from ancient civilizations to new frontiers of convergence integrating spas, medicine, healthcare, tourism, and hospitality. From an international perspective, an overview of the industry will be provided with emphasis on current business models and positioning for future trends. Definition and market segmentation of spa categories including day, resort, medical, destination, hospital, and lifestyle management programs will be discussed as well as future industry trends and employment opportunities.

### ***HM (108) Spa and Hospitality Operations***

This course provides a comprehensive overview of the general operating procedures in a spa. Students will develop an understanding of principle skills required to manage and operate in the multi-faceted spa industry. Topics include: market review and competitive analysis, an overview of current industry statistics, and spa menu development. This course will also include an introduction to revenue generation, retailing and inventory controls, and spa facility design standards; compensation models and employee retention; software selection as it relates to marketing, reservations client file management; development of standard operating procedures; reservation training and effective reservation yielding protocols. Participants will engage in active case study scenarios and hands-on operational analysis.

### ***MT (108 ) Beauty and Health Tourism***

This course teaches students the indications and contraindications for beauty treatments and advises the customer on the choice of appropriate treatments, administers classical beauty treatments (facials, manicure, pedicure), using appropriate products and methods. It also gives general knowledge of cosmetic products and their basic ingredients.

### ***MT (109) Messaging Practices and Skills***

This subject aims to prepare the student for massage practice and to equip the student with the necessary planning and application of practical skills to be able to perform a full body massage .it also deals with the appropriate treatment for special needs clients; performing pregnancy massage; performing seated and Indian Head massage

### ***MT (110) Alternative Medicine and Health Tourism \****

Alternative healthcare should be considered a supplement to and not a replacement for traditional medicine. In this subject, students will be expected to integrate knowledge from the science subjects including pathology and clinical diagnosis with their therapeutic understanding of naturopathy, nutrition and herbal medicine to provide sound clinical decisions, derive appropriate treatment goals and suggest botanical, nutritional, diet and homoeopathic treatment. This involves subjects like homeopathy, naturopathy, chiropractic, energy medicine, various forms of acupuncture, traditional Chinese medicine , Ayurvedic medicine, and .meditation, chakra clearing, yoga, reiki, aromatherapy and spiritual counseling.

### ***MT (111) Healthcare System Management***

This course includes several in-depth case studies of hospitals that focus on organizational relationships, capital finance, development of operating capacity, management of operations, financial management, human resource management, collective bargaining, community relations, new service development and physician relations. At the end of the course, the students should be able to understand each of the major issues confronting management and governance in modern hospitals and health care facilities.

### ***MT (113) Health Tourism in Jordan***

This course enables the students to have the knowledge on the Jordan's health care system: Health spas , hospitals , accommodation, facilities and services related to health tourism and the role of the public and private sectors in developing and promoting health.

### ***HT (114 ) Communication Skills and Customer Care***

This course encompasses counseling skills commonly needed by complementary and alternative healthcare practitioners. This subject comprises a practical approach to a variety of communication skills and strategies including listening , team building ,promoting change, compliance, obstacles to change, systems, transition and self-care.

### ***MT (115 ) Marketing of Health Tourism***

This course provides students with essential marketing skills that are necessary to help meet customer satisfaction and promote the business of health tourism at all levels.

### ***HM (116) Professional Practice (400 hours)***

Professional Practice comprises the basic skills needed for the operation and management of a complementary healthcare practice and provides an understanding of the legal and ethical requirements that are pertinent to complementary healthcare.