



ANNO ACCADEMICO 2025/2026

<i>Titolo dell'attività:</i>	Health Tourism Management: Global Trends, Service Quality, Digital Transformation and Sustainability
<i>Tipo di attività:</i>	Seminario
<i>Docente referente:</i>	Ivan Etzo, Cinzia Dessì
<i>Posta elettronica:</i>	ivan.etzo@unica.it
<i>Numero di crediti:</i>	1 CFU
<i>SSD:</i>	SECS-P/08
<i>Altri contatti di riferimento:</i>	Dr. Ufuk Altin – Haliç University (Turkey) ufukaltin@halic.edu.tr
<i>Programma dell'attività:</i>	The activity explores the main issues related to Health Tourism Management from an international and sustainability-oriented perspective. 7 July, 11:00–13:00 (Aula Sotgiu) – Introduction to Health Tourism and Global Trends • Evolution of health tourism • Global trends and development scenarios • Major markets and destinations 8 July, 11:00–13:00 (Aula Sotgiu) – Management and Service Quality in Health Tourism • Management of health tourism organizations • Service quality and customer experience • International standards and best practices 9 July, 11:00–13:00 (Aula Sotgiu) – Marketing and Digital Transformation in Health Tourism • Marketing strategies for health tourism • Digitalization of services • Innovative technologies and digital platforms 10 July, 11:00–13:00 (Aula Baffi) – Sustainability, Ethics and Future Perspectives in Health Tourism • Sustainability in health tourism • Ethical and social issues • Future challenges and innovation in the sector Total teaching workload: 8 hours of lectures delivered in English.



<i>Prerequisiti:</i>	Basic knowledge of tourism management, marketing, and sustainability.
<i>Obiettivi formativi:</i>	Upon successful completion of the activity, students will be able to: • Understand the dynamics of health tourism in an international context; • Analyze management models and service quality practices in the health tourism sector; • Evaluate the role of digital transformation and emerging technologies in tourism services; • Assess sustainability, ethical, and social issues related to health tourism development; • Apply tourism management concepts and tools to innovative and international settings. The activity contributes to the development of multidisciplinary competencies in tourism management, sustainability, innovation, and internationalization.
<i>Numero massimo di studenti:</i>	40
<i>Testi e letture consigliate:</i>	• Teaching materials and slides provided by the lecturer. • Recent scientific articles on Health Tourism Management. • UN Tourism reports on health and wellness tourism. • OECD Tourism Trends and Policies reports. • Selected academic papers on sustainability and digital transformation in tourism.
<i>Modalità di verifica finale:</i>	Attendance of at least 75% of the scheduled activities. Submission of a short individual report (2–3 pages) discussing one of the topics covered during the seminar.
<i>Modalità e termini di iscrizione:</i>	Students wishing to participate in the seminar must complete the online registration form available at the following link: Registration Form – Health Tourism Management Seminar (1 CFU) – Compila modulo Registrations will remain open until 5 July 2026. Places are limited to 40 participants and will be allocated on a first-come, first-served basis.



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