

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Service marketing in health tourism	
Please assign the training course to one or more of the 10 Tourism2030-Topcis ¹ : Marketing & Certification;	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	On request
Type of training course: (→ seminar, workshop, self-checks)	Seminar
Course venue: (→ Online/In-situ)	Depending on contractor/participants interests
Amount of working hours to complete the course:	N/A
Language of instruction:	Croatian
Training course provider:	Faculty of Tourism and Hospitality Management, University of Rijeka
COURSE CONTENT	
Short course description:	Course provides o basic skills for planning and implementation of marketing strategies in the specific context of health tourism framework. Special fosuc is on spa, wellness and medical facilities that combine their core activities with tourism.
Competences and skills: (→ What will be learned)	<ul style="list-style-type: none"> - Gaining holistic approach to marketing management of health-tourism facilities - Understanding value chain related to specific health tourism services - Using basic tools for planning marketing activities (marketing plan creation) - Implementing up-to-date ICT in creating digital marketing strategies for health tourism facilities
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Health tourism, Service marketing, Green marketing, guest relations
Structure of course (Syllabus):	N/A

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

Working methods:	Lectures, team work, case study analysis, etc.
PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Employees and managers of marketing departments in hotels, reception managers, sales managers
Number of participants:	/
Participants prerequisite:	/
Technical requirements	/
FURTHER INFORMATION	
Certificate:	Only certificate of attendance
Course fee:	N/A
Registration (modalities):	
CONTACT DETAILS TRAINING ORGANISATION	
Name:	Faculty of Tourism and Hospitality Management, University of Rijeka
Postal address:	Primorska 46, p.p. 97, 51410 Opatija, Croatia
Website:	https://www.fthm.uniri.hr/en