



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Hotel Management And Catering Technology

Level: UG

Branch: Hotel Management & Catering Technology and
Hospitality and Tourism Administration

Course / Subject Code: BH03000061

Course / Subject Name : Health and Wellness

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Value Added Course

Prerequisite:	Intermediate knowledge of Rooms Division Management.
Rationale:	The aim of this course is to provide students a better understanding of the increasing importance of Health & Wellness tourism in today's society. By shedding some light on AYUSH, India as a destination for health/medical tourism, and its contribution to Indian tourism. This course will also assist students in analysing and understanding the push-pull factors as motivators for medical tourists.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	understand the concept of Health & Wellness tourism
02	study the global market of Health & Wellness tourism
03	explore the holistic scenario with current issues & status of Health & Wellness tourism in India

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
02	00	00	02	70	30	50	00	150

Course Content: (Theory)

Unit No.	Content	No. of Hours	% of Weightage
1.	Concepts of Health Tourism: 1.1 Introduction to medical and wellness tourism. Origin and development over ages - health as a motivator to travel, - Ancient centres of healing	10	30



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	1.2 Growing importance of Quality of Life (QOL). The scope of Health tourism. Importance of health tourism industry. 1.3 Wellness Tourism: Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics and aesthetics. Factors influencing health and wellness tourism. 1.4 Different forms of wellness tourism		
2.	Health & Medical Tourism: 2.1 concept, typology Genesis and growth of Medical Tourism 2.2 Benefits of medical tourism, 2.3 Factors responsible for the growth of health and medical tourism. 2.4 Advantages and disadvantages for India in Global Medical Tourism Market, Major wellness hubs of India - Statistical presentation growth of medical tourism in India	10	35
3.	Understanding Holistic Healthcare Tourism: 3.1 Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. 3.2 Spa tourism, Ayurveda tourism, Yoga & Meditation tourism, Holistic tourism, Spiritual tourism, Ashram tourism. 3.3 Current and futuristic trends, Potentials, Issues and Challenges. 3.4 Medical and Wellness Centres: Global scenario and market, AYUSH-Ayurveda	10	35
Total		30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	30	20	10	20	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Kunkel (2012). Analysis of the niche tourism segment wellness/spa tourism and evaluation of its degree of sustainability, GRIN verlag



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2. Wellness : Concepts and Applications – David J. Anspaugh, M. H. Hamrick Frank Rosato, F. Rosate – Mosby third revised Edition, ISBN – 10 0815107145
3. Raj Pruthi (2006), Medical Tourism in India, New Delhi: Arise Pub.
4. Wellness: Concepts and Applications – David J. Anspaugh, M. H. Hamrick Frank Rosato, F. Rosate – Mosby third revised Edition, ISBN – 10 0815107145
5. Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICFAI University Press, Hyderabad.
6. Concepts of Fitness and Wellness: Corbin –McGraw-Hill Publishing Co .ISBN100071162399

(b) Open source software and website:

1. www.ayush.gov.in
2. www.tourism.gov.in
3. <https://globalwellnessinstitute.org/what-is-wellness/what-is-wellness-tourism/>
4. <https://www.magazine.medicaltourism.com/article/health-and-wellness-tourism-today>

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