

STUDY SUBJECT DESCRIPTION
THE FUNDAMENTAL OF TOURISM

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of tourism services	Compulsory	1 st	1 st year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
1 st	6 ECTS	Lithuanian	Face-to-face (e-learning, if needed)
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: LO 1 Explains the concept of tourism and its impact on the environment LO 2 Identifies forms and types of tourism. LO 3 Prepares legal documents by type of activity. LO 4 Distributes tourism resources and services, explains the impact of tourism resources on the business environment. LO 5 Divides tourism enterprises according to the services provided. LO 6 Explains the impact of tourism on the economy and perspective. LO 7 Knows tourism development planning documents. LO 8 Forms a positive image of a tourism company LO 9 Evaluates tourism services in the area and selects information for visitors. LO 10 Understands the needs of tourism users. LO 11 Apply professional ethics standards when serving visitors LO 12 Selects a vehicle according to the type of tourism. LO 13 Distributes tourism services.		Interactive lecture; Literature study; Practical work; Analysis of problematic situations; The presentation is based on theoretical material and statistical data analysis; Case study; Workshops; Group work; Literature study.	Defence of practical work; Test; Exam.
Prerequisites (these courses must have successfully completed before s/he can take this course)			
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Course content			

1. The concept, impact and organizations of tourism.
2. Tourism history and development in Lithuania and Europe.
3. Tourism resources and their distribution and impact on business.
4. Forms and types of tourism.
5. The structure of tourism.
6. Types of tourism enterprises.
7. Tourist types.
8. Hospitality services.
9. Travel arrangement services. Transportation.
10. Visiting places and attractions.
11. Tourism information services.
12. Additional services.
13. Tourism and the economy.
14. The legal framework governing tourism.
15. Documents for planning of tourism development.
16. Applying professional ethical standards to customer service.
17. Trends in tourism development.

Recommended or required reading and other learning resources/tools

1. Žuromskaitė, B., Gražulis, V., Jagminas, J. ir kiti. Turizmas: plėtra, iššūkiai, perspektyvos. Vilnius: registrų centras, 2016.
2. Stulpinaitė, J. Turizmo pagrindai: samprata, sistema, sandara. Šiauliai: Šiaulių valstybinė kolegija, 2016.
3. Indriūnas, G. Turizmo planavimas (nota bene). Vilnius: Vilniaus kolegija, 2015.
4. Baležentis, A., Žuromskaitė, B. Turizmo vadyba. Vilnius: Mykolo Romerio universitetas, 2012