

STUDY SUBJECT DESCRIPTION
SUSTAINABLE 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	3 rd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
5 th	5 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 sustainable tourism and the assessment of its impact on sustainable development LO 2 Understands the principles and quality of sustainable tourism LO 3 Understands the evaluation and indicators of sustainable tourism LO 4 Understands the impact of globalization and localization on heritage tourism LO 5 Explains the impact of tourism on the community and local culture LO 6 Understands the goals of sustainable tourism labeling LO 7 Distinguishes nature protected areas, their categories and functions LO 8 Understands the peculiarities of sustainable tourism management and innovations LO 9 Understands the peculiarities of heritage tourism in the context of sustainable development LO 10 Explains the importance of ecotourism as part of sustainable tourism		Interactive lecture; Literature study; Practical work; Preparation of independent work; Analysis of problematic situations; Case study; Group work.	Defence of practical work; Test; Project work.
Prerequisites (these courses must have successfully completed before s/he can take this course)			
1. Fundamentals of tourism			
Course content			
1. History of sustainable tourism development. 2. Principles of sustainable tourism. 3. Quality of sustainable tourism.			

4. Sustainable tourism assessment and indicators.
5. Sustainable tourism labeling. Sustainable tourism research.
6. Heritage tourism in the context of sustainable development.
7. World heritage sites and their preservation.
8. The impact of globalization and localization on heritage tourism.
9. Nature protected areas, their categories and functions.
10. Sustainable tourism management.
11. Challenges and measures for the development of sustainable tourism.
12. Promotion and types of sustainable strategies for tourism companies.
13. Innovations in sustainable tourism.
14. Challenges for sustainable tourism innovation.
15. Impact of tourism on the community and local culture.
16. Ecotourism as part of sustainable tourism.

Recommended or required reading and other learning resources/tools

1. Guidelines for the sustainable development of tourism, 2010.
2. Sustainable tourism planning model, 2010.
3. Žuromskaitė, B., Gražulis, V., Jagminas, J. ir kiti. Turizmas: plėtra, iššūkiai, perspektyvos. Vilnius: registų centras, 2016.
4. Stulpinaitė, J. Turizmo pagrindai: samprata, sistema, sandara. Šiauliai: Šiaulių valstybinė kolegija, 2016.
5. Indriūna, G. Turizmo planavimas (nota bene). Vilnius: Vilniaus kolegija, 2015.