

## STUDY SUBJECT DESCRIPTION

### SOCIOLOGY

| Title of Study Programme and Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Type (compulsory/optional)       | Cycle                                                                                                                                                                                                                                                                                        | Year of study when the component is delivered (if applicable) |
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| <b>Management of tourism services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Alternatively elective           | 1 <sup>st</sup>                                                                                                                                                                                                                                                                              | 1 <sup>st</sup> 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 <sup>st</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3 ECTS                           | English                                                                                                                                                                                                                                                                                      | face-to-face                                                  |
| Learning outcomes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                  | Study methods                                                                                                                                                                                                                                                                                | Assessment methods                                            |
| <p>After completion of the study subject, a student should be able:</p> <p><b>LO 1</b> be able to understand and know how to apply tourism business legislation, principles of the social responsibility, ethics and valuable attitudes in the professional activity;</p> <p><b>LO 2</b> be able to work in a team, to take responsibility for the quality of own or subordinate employees' activity, to follow social justice principles, professional ethics and citizenship, foster ethno-cultural and intercultural relations in the professional activity;</p> <p><b>LO 3</b> be able to learn continuously, understand selves in the public context and act in a responsible manner in the dynamic tourism business environment;</p> <p><b>LO 4</b> be able to pursue to be a leader, able to analyse and critically assess strategies of the chosen activity, to establish objectives, formulate targets and foresee the most efficient ways and measures for their achievement.</p> |                                  | <p>Interactive lectures; literature and others information sources review; presentation is based on a case study, role play under the fictitious scenario or a real situation; explanation; situation analysis; individual and group work; discussion; consulting; research; reflection.</p> | <p>Test; control-work; project work (essay).</p>              |
| Prerequisites<br>(these courses must have successfully completed before s/he can take this course)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                  |                                                                                                                                                                                                                                                                                              |                                                               |
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| Course content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                  |                                                                                                                                                                                                                                                                                              |                                                               |
| <ol style="list-style-type: none"> <li>1. Conception of sociology and social significance to management of tourism services.</li> <li>2. Expression of modern sociological theories in tourism service business.</li> <li>3. Analysis of the impact of social economic forms on tourism.</li> <li>4. Globalization and cultural development. Impact on tourism business development.</li> <li>5. The process of socialization in shaping the managerial leadership position.</li> <li>6. Tourism service company as a public organization. Social aspects of modern management.</li> <li>7. Tourism and social stratification.</li> <li>8. The significance of sociological research for tourism service management strategy.</li> </ol>                                                                                                                                                                                                                                                    |                                  |                                                                                                                                                                                                                                                                                              |                                                               |
| Recommended or required reading and other learning resources/tools                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                  |                                                                                                                                                                                                                                                                                              |                                                               |
| <ol style="list-style-type: none"> <li>1. Brandsen T.etc. 2016. Social Innovations in the Urban Context. SpringerOpen.<br/> <a href="https://books.google.lt/books?id=hthCDwAAQBAJ&amp;printsec=frontcover&amp;dq=isbn:9783319215518&amp;hl=lt&amp;cd=1&amp;source=gbs_api#v=onepage&amp;q&amp;f=false">https://books.google.lt/books?id=hthCDwAAQBAJ&amp;printsec=frontcover&amp;dq=isbn:9783319215518&amp;hl=lt&amp;cd=1&amp;source=gbs_api#v=onepage&amp;q&amp;f=false</a></li> <li>2. George F. Ritzer.2013. Introduction to sociology. SAGE</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                  |                                                                                                                                                                                                                                                                                              |                                                               |

3. Henn M. 2006. A short introduction to social research. SAGE
4. Ken Roberts. 2012. Sociology An introduction. Edward Elgar Publishing
5. Lauder H. 2006. Education, globalization and social change. Oxford University Press