



# LITHUANIA BUSINESS COLLEGE

## DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

### BASIC OF TOURISM

|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Volume of subject</b>                                     | <b>6.0 ECTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Lecturer in charge</b>                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Annotation</b>                                            | <p>The aim of the study module is to present students with the experience of Lithuanian and world scientists, practitioners, scientific and methodological publications, analyzing the principles of operation of the tourism industry and the specifics of work organization. The course provides knowledge about the concept of tourism, models, classification, key characteristics, tourism products and services, tourism functions and culture, resources, assessment of tourism potential, tourism innovation, etc. After completing this course, students will be able to analyze the trends and peculiarities of modern tourism, will be able to identify the needs of tourists. Students will learn to determine the impact of tourism on the environment, will understand the situation of tourism in the country, will be able to predict the possibilities of tourism development. Will acquire basic skills in organizing tourism activities.</p> |
| <b>Topics</b>                                                | <ul style="list-style-type: none"><li>• History of tourism, understanding of tourism, tourism classification.</li><li>• Concept of tourist, typology of tourists.</li><li>• Importance of tourism to the global economy.</li><li>• Concept of tourism product. Examples of tourism products.</li><li>• Tourist area life cycle.</li><li>• Tourism products of Lithuania, main tourism regions of Lithuania.</li><li>• Main tourism regions of the world.</li><li>• Global and national tourism development trends.</li><li>• Main tourism resources.</li><li>• Tourism information management.</li><li>• Typology of tourism enterprises.</li><li>• Tourism legislation.</li></ul>                                                                                                                                                                                                                                                                              |
| <b>Procedure for assessment of knowledge and competences</b> | <p>20% Two individual task<br/>60% Exam</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |