



LITHUANIA BUSINESS COLLEGE

DESCRIPTION OF STUDY MODULE (FOR ERASMUS+ STUDENTS)

TRAVEL PLANING AND ORGANIZATION

Volume of subject	6.0 ECTS
Lecturer in charge	
Annotation	The aim of this course is to introduce students to the fundamentals of organising and planning trips, to present the classification of trips according to type, purpose, mode of travel, and destinations visited. The course provides knowledge about the components of a tourist trip and familiarises students with the specifics of services provided by hotels, catering establishments, transport companies, and other enterprises offering tourism services when organising a trip. Students are taught to select itineraries, appropriate sites, entertainment, accommodation, and catering, as well as to create cultural, entertainment, or leisure travel programmes. During practical sessions, the objective is to teach students to independently assess Lithuania's natural, cultural, and social tourism resources and to use them effectively in developing tourism and recreation businesses: designing travel programmes, planning itineraries, organising excursions, or assembling travel packages.
Topics	• Types of travel. • Travel planning and itinerary. • Importance of transport in travel planning. • Bicycle travel. • Principles of travel budget calculation. • The most popular foreign travel destinations wellness and health travel. Medical tourism. • The guide and the tour leader: their meaning and importance in travel arrangement. Business travel. • Segmentation of travelers. New forms of travel.
Procedure for assessment of knowledge and competences	20% Two individual task 60% Exam