

## STUDY PROGRAMME DATA

No	Parameters	Data
1.	Name of a study programme	<b>Tourism Business</b>
2.	Qualification to be awarded, code	Professional Bachelor of Business Management, KVALLAIP00813
3.	Institution that has performed accreditation, accreditation term	Centre for Quality Assessment in Higher Education
4.	Accreditation order, term	2014-08-11, Nr. SV6-43, 2020-06-30
5.	Place of delivery of a study programme	Klaipeda State University of Applied Science, code 111968056, www.kvk.lt
6.	Summary of Profile of a Study Programme	<b>General Description:</b>
		<b><i>Objective(s) of a study programme:</i></b> To prepare modern tourism business professionals for work in the sectors of accommodation, travel and leisure organisation, and information provision, who are able to rationally use tourism and recreational resources; analyse and evaluate tourism processes and tools for business cognition under the rapidly changing market conditions; carry out research in this field; follow the legal acts and develop an innovative, insightful and socially responsible tourism business.
		<b><i>Learning outcomes:</i></b> The study programme graduate: 1. Knows the meaning of recreation and leisure, historical development, tourism structure, the basic philosophical theories and concepts of tourism and leisure organizing business. 2. Understands the variety of the forms of tourism services business organization, the essence of hospitality, economic categories and developments. 3. Identifies the sources of tangible and intangible resources and preconditions for their effective usage, and knows their accountancy and management methods. 4. Knows the principles of tourism marketing and analyses the opportunities for communication and logistics in the tourism industry. 5. Analyses and evaluates managerial transformation processes in tourism organizations and the business environment. 6. Analyses and evaluates the national and global tourism resources and their geographical, cultural and economic characteristics. 7. Applies tourism activity and tourism resources research methods, enhancing understanding of the environment of a tourism enterprise and its processes. 8. Prepares a tourism business project, a trip, a tour, or a recreational programme and organizes their

		<p>implementation and control.</p> <p>9. Uses the possibilities provided by information technologies, systems and databases; uses holiday and leisure planning and accommodation management software.</p> <p>10. Observes the legal regulation of the tourism business, and applies the methods of leisure and entertainment organization, tour preparation and hotel administration.</p> <p>11. Develops logical thinking, foreign language proficiency and administrative skills and follows the rules of document management and the standard of language.</p> <p>12. Organizes ethical, honest and innovative activity of a tourism enterprise.</p> <p>13. Performs team and group work tasks applying the principles of creativity and cooperation.</p> <p><b><i>Activities of teaching and learning:</i></b></p> <p>Tourism Business is oriented to the development of generic and specialist competences and creativity: lectures, seminars, discussions, individual and group projects, practice, case studies, public presentation and defense of projects, mind-maps, problem-solving reading, writing articles, information search and systematizing, etc.</p> <p><b><i>Methods of student achievement assessment:</i></b></p> <p>The assessment of the learning outcomes of the study programme is carried out during the semester and the examination session applying a cumulative assessment system. During the semester, the learning outcomes are assessed by means of interim assignments: tests, individual and group projects, case studies, information search and systematizing, discussions, essays, independent creative tasks, seminars, term papers, practice reports, examinations, final projects and / or qualifying exams.</p> <p><b><i>Framework:</i></b></p> <p><b><i>Study subjects (modules), practical training:</i></b></p> <p>Study subjects (118 credits): Philosophy/Sociology, Business Foreign Language 1 (English, German), Tourism Information Systems and Media, Professional Communication, Basics of Tourism and Leisure, Lithuanian Tourism Resources, Psychology, Basics of Economics, Business Mathematics and Statistics, Methodology of Applied Research, History of Lithuanian Culture, Business Foreign Language 2 (English, German, Russian), Basics of Management, Travelling and International Tourism Geography, Cultural Heritage and Creative Tourism, Business Law and Ethics, Tourism Marketing and Market Research,</p>
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Name of institution: Klaipeda State University of Applied Sciences  
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Data updated: 2021-02-23