

Entitlement

Tourism resources

Prerequisites

Not required

Main aim

Analyze the tourism resources, evaluate their importance and uniqueness, practically apply in tourism business and organize tourism services

Summary

Module consists of Basics of Tourism Planning (BTP), Travel Geography (TG), Lithuanian Tourism Resources (LTR) and Tourism Resources Practice (TRP) subjects. Module dedicated to introduce students with tourism definitions, tour planning, and analysis of the tourism resources. Students will understand the global tourism tendencies, will gain knowledge about world tourism resources and basics of the tourism organization

Learning Outcomes

1. Know and understand the definition of tourism resources and recreation, to describe the classification of tourism resources
2. Know the natural and cultural tourism resources, evaluate their importance in the tourism business
3. Analyze the development of international tourism and understand the world map, time zones
4. Evaluate tourism resources in various regions and countries of the world
5. Compare essential similarities and differences among travel agencies and tour operators
6. Be able to analyze types of tourism services, tourism classification, tendencies and tourism business environment
7. Evaluate tourism resources in practice, to determine their condition, uniqueness and usefulness in tourism
8. Create and present a description of the visited objects

Syllabus

1. Recreation and tourism. Definitions of recreation and tourism resources. UNESCO heritage in Lithuania
2. Natural and other tourism resources. Definition and classification of the protected areas. National parks. Regional parks. Natural monuments

3. Cultural tourism resources. Historical and archeological monuments. Architectural monuments. Manors and parks
4. World tourism resources. Natural (physical) resources. Human-created tourist resources. The importance of physical and geographical factors in travel planning
5. The world's major cities, their codes, currencies
6. Time zones and time calculation
7. Resources of the world's regions
8. Fundamentals of tourism: Tourism concept, forms, terminology. Tourism classification
9. Tourism services suppliers: Tour operator and travel agencies description, functions. Sales and product manager competencies and qualifications. Structure of tour package, main and extra services, travel agreement
10. Tourism organization and structural parts: Structural parts of tourism: transport, accommodation, food & beverage industry. Tourism governance and policy: responsible institutions, their functions. National Tourism development program. Law of Tourism
11. Tourism business environment
12. Determination of the importance and uniqueness of the popular archeological, architectural and memorial objects, selection of the main information required for the route creation
13. Excursion/Trip outside Vilnius (Trakai, Verkiai manor, Green lakes, Kernavė, Kaunas (or abroad)) or other objects (optional). Preparation of the practice report

Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.