

**STUDY PROGRAMME:** TOURISM ADMINISTRATION  
**NAME OF THE SUBJECT:** TRAVEL ORGANISATION  
**CODE OF THE SUBJECT:** SMF-TA-2-152

Group of the subject*	Type of the subject**	Form of studies	Structure***				Total number of hours	Number of credits
			T	P	C	I		
SF	P	Full-time studies (FT)	24	24	4	52	104	4
		Part-time studies (PT)						

\*Group of the subject: GS – general study subjects; SF – subjects of the study field.

\*\*Type of the subject: C – compulsory subject; A – optional subject (alternative), FE – freely elective subject.

\*\*\*Structure: T – theory; P – seminars, workshops, laboratory works; C – consultations; I – individual work.

### Annotation

The subject is designed to introduce travel arrangement to students and teach them to prepare a travel, to conclude a travel route by using “GIS” maps. During the studies of the subject, students will familiarise with a travel concept, types of travels and reasons of travelling, stages of travel preparation, principles used to compose a package of travel services and types of travel information, as well as they will be taught to prepare a travel route by using route planning software. Students will test a travel route planning software in practice and prepare a travel route for 2-3 days. After attending the study course, students will be able to select a travel topic and to form an exceptional and attractive title that will represent a travel for tourists; they will be able to select tourist attractions, corresponding to the travel topic; to create a route by arranging tourist attractions consistently and logically; they will be able to create an interactive story map, to prepare organisational and cognitive travel information; to write a brief informative text, revealing content of the topic. A student will be able to lead travel, organise tourists during the travel; know legal aspects of travel organisation; to follow safety requirements and discipline; know types of travel insurance and actions that must be taken in case of an accident.

A student must be learned the following subjects: Basics of Tourism and Recreation, Psychology, Language Culture and Document Management, Information Technologies, Basics of Economy, Methodology of the Applied Research, Geography of Travels and Tourism, International Tourism, Basics of Management, Tourism Resources of Lithuania, Tourism Marketing and Market Research.

### The connection of results of the study programme with results of the study subject and study methods, as well as evaluation methods of the learning achievements

Results of the study programme	Results of the study subject	Study methods	Evaluation methods of the learning achievements
1. A student will know meanings of recreation and leisure, historical development, tourism structure, basic theories and concepts, related to the organisation of tourism and recreation, as well as business philosophy.	1.1. A student will know a concept and classification of travel. 1.2. A student will be able to distinguish tourist travels according to the types of tourism, modes of transport and composition of the tourist group. 1.3. A student will know preparation stages of travel and composition principles of travel service package.	A lecture. Case analysis. Work in a group. “Mind map” An outbound lecture.	Verbal interview. A test. A practical work. Project activities. An examination.
6. A student will analyse and assess Lithuanian and global tourism resources, as well as their geographical, cultural and economic peculiarities.	6.1. A student will select proper Lithuanian and global tourism resources for the organised excursions and travels. 6.2. A student will assess opportunities of tourism logistics and use them	A lecture. A discussion. Case analysis. Work in a group. An outbound lecture.	A practical work. A test. Analysis of literary sources. An individual work. Presentation of an individual work. An examination.

	during the preparation and implementation of excursions and travels.		
8. A student will prepare a project of the tourism business, a travel or excursion, a recreational programme and organise their implementation and control.	8.1. A student will prepare and implement project of the tourism business – a travel. 8.2. A student will estimate the tourist attractions and prepare an individual travel route and travel information. 8.3. A student will prepare presentation of a travel.	A lecture. A discussion. Demonstration. A project method.	Assessment in writing. A project. An individual work. Presentation of an individual work. An examination.
10. A student will apply legislation regulating tourism business, as well as methods and methodologies of organisation of leisure and entertainments, preparation and holding of excursions and travels, as well as hotel administration.	11.1. A student will be able to apply and follow documents, regulating travel organisation activities during the organisation of travels and excursions.	A lecture. Case analysis. Analysis of documents, regulating the tourism business.	A test. A practical work. Participation in discussions during workshops. An examination.

#### Contents and scope of the subject

Topic name and content description	Number of the contact hours, FT form			Number of the contact hours, PT form			I	Total number of hours
	T	P	C	T	P	C		
1. A concept of travel, its characteristics, types and reasons of travelling. <b>A practical work No 1.</b> Analysis and presentation of the most memorable travel.	2	2	-				2	6
2. Travel organisation service and its legal regulation. Criteria and stages of travel preparation. <b>A practical work No 2.</b> Preparation for the International Tourist Guide Day.	4	4	1				4	13
3. Methods and software used to plan the travel route. Route planning and “GIS”. <b>A practical work No 3</b> Analysis of “GIS” maps of Lithuanian cities and their data layers. <b>A practical work No 4.</b> Search of the tourist attractions on the map according to the address, place-name and coordinates; selection of objects and their adding to a map, as well as route planning by using “GIS” maps. <b>An individual work No 1.</b> Creation of a travel route for 2-3 days by using “GIS” maps and applications.	2	6	3				10	21
4. Principles of composition of a travel service package. Traditional and non-traditional travel packages. <b>A practical work No 5.</b> Analysis of travel packages offered by tour operators. <b>An individual work No 2.</b> A package of travel documents: agreement of the provision of tourism services, a memo, questionnaire, the estimates.	2	2	-				8	12
5. Interactive maps. Creation of the travel map. Creation of a story map. <b>A practical work No 6.</b> Collection of data and	2	4	-				4	10

information for the creation of a story map by using “ArcGIS” software. <b>A practical work No 7.</b> Creation of a story map by using “ArcGIS” software for a newly prepared travel route. Creation of thematic map legend of the tourist attractions and preparation of the map for publication.								
6. Infrastructure and logistics of the tourism transport: peculiarities of travels by road, waterborne and air transport. <b>A practical work No 8.</b> Presentation of the travel routes for 2-3 days, prepared by students, using “GIS” maps and applications.	2	4	-				2	8
7. Tourist safety during the travel. <b>A practical work No 10.</b> Preparation of a travel memo.	2	2	-				2	6
8. Supply and demand of travels. Analysis of a feedback. Preparation of a travel questionnaire.	2	-	-				2	4
9. Travel information, its types and suppliers. 10. <b>An individual work No 3.</b> Travel description and its booklet.	2	-	-				6	8
11. Content and specifics of work of tour manager and tourist guide.	4	-	-				2	6
<b>Preparation for the examination</b>	-	-	-	-	-	-	<b>10</b>	<b>10</b>
<b>Total number of hours</b>	<b>24</b>	<b>24</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>52</b>	<b>104</b>

#### Assessment system of results of the subject studies

Result number of the study subject	Assessment criteria of results of the study subject
1.1; 1.2; 1.3.	Comprehensiveness of verbal and written answers to the questions. Following and analysis of tourism news. Compliance of the individual works with the task of an individual work and methodological requirements of a written paper. Reflection
6.1; 8.1; 8.3.	Compliance of the individual works with methodological requirements of a written paper and task of individual works. Following of tourism news and creative interpretation and use of information. An ability to use the route planning software. Fluency and originality of presentation, and accuracy of answers to the questions. Organisational skills and work in a team.
6.2; 8.2.	Compliance of the individual works with the task of an individual work and methodological requirements of a written paper. Creativity and teamwork skills during the workshops. An ability to assess the relevance of the tourist attractions and information to the created travel route.
10.1.	An ability to apply documents regulating travel organisation activities and to follow them during the creation and organisation of travel, demonstrated during the practical and individual tasks.

#### Procedure of evaluation

A ten-point criterial grading system and cumulated grading are applied.

$$IKV = 0.6X_1 + 0.4X_2$$

$X_1$  – grading average of tests, workshops, individual and other works.

$X_2$  – grading of examination.

#### Recommended literature and other information sources

Primary literature and information sources			
No	Literature and information sources	Number of copies	
		At the library of the Faculty of Social Sciences	At other libraries of Klaipeda State University of Applied Sciences
1.	Kubertavičienė R. (2005) <i>Kelionių sudarymas: mokymo priemonė</i> . Agora, Vilnius.	13	-
2.	Barauskaitė J. (2012) <i>Ekskursijos rengimo ir vedimo metodika</i> .	5	-

	Klaipėdos universiteto leidykla, Klaipėda.		
3.	Goeldner, Charles R. (2012) <i>Tourism: principles, practices, philosophies</i> . John Wiley & Sons, New Jersey (N.J.).	1	-

Additional literature and information sources			
No	Literature and information sources		
1.	Baležentis, A., Žuromskaitė B., (2012) <i>Turizmo vadyba: tarptautinio turizmo administravimo įvadas: mokomasis leidinys</i> . Mykolo Riomerio universitetas, Vilnius.		
2.	Prakapienė, D., Prakapas R. (2010) <i>Ekskursijų rengimas ir vedimas: metodologinis aspektas: mokomoji knyga</i> . Didakta, Vilnius.		
3.	Cook, Roy A. (2014) <i>Tourism: the business of hospitality and travel</i> . Pearson, Harlow.		
4.	Semaška, A. (2008) <i>Lietuvos keliais: turisto žinynas: miestai ir rajonai - jų pažintinis lobynas: 1030 lankytinų vietovių aprašymai nuo seniausių laikų iki naujausių žinių</i> . Vilnius.		
5.	Įdomiausios kelionės po Lietuvą: [ilustruotas žinynas ]: 70 maršrutų, 700 fotografijų, 1100 objektų . (2012) Sud.: Kandrotienė D., Kandrotas V. Terra Publica, Kaunas.		

**Description of the subject was prepared by:**

Lecturer  
\_\_\_\_\_  
(Position)

\_\_\_\_\_  
(Signature)

Laurencija Budrytė-Ausiejienė  
(Academic degree, name and surname)