LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	M	021	Accredited until				Renewal date	
	Branch of Science		Progr.	Registr. №.						

Entitlement

Future tourism markets

Prerequisites

Basics of sport and tourism management

Course (module) Learning Outcomes

№.	Teaching / Learning Methods	Assessment Methods
1	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
2	Discussion, Group work, Literature analysis, Seminar	Individual work, Mid-term examination
3	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
4	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
5	Discussion, Formal lecture, Practical exercises (tasks)	Individual work, Mid-term examination
6	Case analysis (Case study), Discussion, Literature analysis, Seminar	Individual work, Mid-term examination
7	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
8	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
9	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
10	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination

Main aim

To analyze and understand the possibilities of smart tourism implementation and practical applicability, using modern technologies and develop such special competencies as to innovate, initiate and properly implement new tourism business projects, innovate, initiate new business projects and manage them.

Summary

The World Travel and Tourism Council (WTTC, 2020b) is developing a vision for the future of travel and tourism based on what the "new norm" will be. WTTC (2020b) mentions sustainability, technology and health and safety as key industry issues. The use of technology in tourism is said to be relevant to these topics and will help transform the tourism sector. Technology-related activities in tourism are expected to mitigate the effects of the COVID-19 crisis and, more importantly, help the tourism industry to become more resilient.

Level of module

Level of programme		Subject group (under the regulation of the area)	Subject level
Cycle	Type		
Second	Master	Bendrojo universitetinio lavinimo	Deepening

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Innovation and change management	

№.	Sections and themes	Responsible lecturer
2.	Big data in tourism	
3.	E-tourism: strategies, promotion and methods	
4.	Introduction to artificial intelligence in the tourism industry	
5.	Virtual tourism deployment options	
6.	5G and smart tourism	

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Wolfgang Wörndl, Chulmo Koo, Jason L. Stienmetz (2021). Information and Communication Technologies in Tourism 2021. Springer Open			Yes	
2.	Pike, Steven (2016). Destination marketing: essentials. Routledge	338 Pi51		Yes	
3.	Mihai Duguleană, Marcello Carrozzino, Matjaž Gams, Iulian Tanea (2019). VR Technologies in Cultural Heritage.			Yes	
4.	Nicholas Wise, John Harris (2017). Sport, events, tourism and regeneration.	338 Sp48		Yes	
5.	I. Yeoman, T. L. Y. Rebecca, M. Mars, M. Wouters (2012). 2050 – Tomorrow's tourism.	338 Tv34		No	

Additional literature

№.	Title
1.	Kontogianni, A., Alepis, E. (2020). Smart tourism: State of the art and literature review for the last six years. Array, vol. 6.
2.	Gelter, J., Fuchs, M., Lexhagen, M. (2022). Making sense of smart tourism destinations: A qualitative text analysis from Sweden. Journal of Destination Marketing & Management, vol. 23.
3.	Weaver, A. (2021). Tourism, big data, and a crisis of analysis. Annals of Tourism research, vol. 88.
4.	Merkx, C., Nawijn, J. (2021). Virtual reality tourism experiences: Addiction and isolation. Tourism Management, vol 87.
5.	Wang, R., Luo, J., S, Huang. (2020). Developing an artificial intelligence framework for online destination image photos identification. Journal of Destination Marketing & Management, vol 18.

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
		1140

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. ☐ 1

Semester		Mode of studies	Structure				Total hours	Credits
			Theory	Seminars	Lab Works	Ind. work		
A	S	D	15	15	0	230	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.

Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Theory	Seminars	Lab Works		Theory	Seminars	Lab Works
1.	2	2	0	4.	3	3	0
2.	2	2	0	5.	3	3	0
3.	2	2	0	6.	3	3	0
				Total:	15	15	0

Schedule of individual work tasks and their influence on final grade

	№. of syllabus	Total hours	Influence on grade, %	Week of presentment of task (*) and reporting (o)																	
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17-20
Mid-term examination	1-3	80	35	*							0									
Individual Homework	1-6	70	30	*															0	
Mid-term examination	4-6	80	35	*															0	
Total:	-	230	100																	