



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	189	B	120	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

E-tourism Business

Prerequisites

Management systems

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be able to think creatively and apply innovative methods at work.	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
2	Will be able to communicate and collaborate with specialists of different disciplines and cultures individually and working in a team	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
3	Will be able to use modern communication tools and social networks conveying professional and other information	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
4	Will strive for lifelong learning needed for sports and tourism management specialist's analytical applied activities	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
5	will understand their strengths and weaknesses, will be able to independently set relevant learning aims and plan professional and personal learning/development	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Problem-based learning, Team project	Examination, Group work
6	Will be able to demonstrate innovative, creative, science-based decision-making skills in solving practical tasks	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Problem-based learning, Scientific paper analysis, Team project	Group work, Mid-term examination
7	Will be able to demonstrate personal position on professional issues, understand different arguments and make independent decisions as well as assess their impact in a defined situation	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
8	Will be able to highlight problems in the sports or tourism sector and manage risks	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
9	Will know and understand the specifics of sports or tourism business, their future trends and the international market	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Problem-based learning, Scientific paper analysis	Mid-term examination, Seminar
10	Will be able to independently develop and implement consumer-oriented innovative business ideas and develop business plans for sports or tourism sector	Discussion, Formal lecture, Interactive lecture, Library / information retrieval tasks, Practical exercises (tasks), Problem-based learning, Scientific paper analysis, Team project	Examination, Group work

Main aim

To develop special competencies such as the ability to perceive the peculiarities of tourism business, future tourism trends and the international market, the ability to actively search for opportunities in a rapidly changing environment, to recognize and implement them, initiate and manage change, and the ability to use information technologies, systems and data in their activities opportunities offered by the databases.

Summary

E-tourism is essentially the digitization of the entire tourism industry and infrastructure. The advantages of e-tourism are the reduction of seasonality, more successful communication with customers and, in general, the growth of reservations and sales. For the tourism business, the Internet makes it possible to make information and reservation services available to many tourists at a relatively low cost. It is also a means of communication between tourism providers, intermediaries and end-users. According to the WTO, the Internet is revolutionizing the distribution and sale of tourism information. More and more internet users are shopping online and tourism will gain an increasing share of the online shopping market.

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Bendrojo universitetinio lavinimo

Group under financial classification

Syllabus

№.	Sections and themes	Responsible lecturer
1.	E-tourism in a global context	
2.	E-tourism business regulation and risk management	
3.	Innovations in e-tourism business	
4.	Mobile apps in e-tourism business	
5.	User-generated content in the e-tourism business	
6.	Tourism reservation systems	
7.	Website quality assessment	
8.	Use of Internet, communication and information technologies in e-tourism business	

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.	Tourism information technology. 3rd edition. PJ Benckendorff, Z Xiang, PJ Sheldon – 2019.			No	

