LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	066	Accredited until				Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Hospitality and Organization of Tourist Services

Prerequisites

Informacija ruošiama

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1		Formal lecture, Practical exercises (tasks)	Mid-term examination, Reporting for practice work
2		Discussion, Formal lecture, Practical exercises (tasks)	Mid-term examination, Reporting for practice work
3		Case analysis (Case study), Gests lectures, Group work, Practical exercises (tasks)	Individual project
4		Formal lecture, Practical exercises (tasks), Seminar	Individual work, Reporting for practice work
5		Formal lecture, Seminar	Mid-term examination
6		Gests lectures, Group work, Practical exercises (tasks), Reflection on action	Individual project
7		Group work, Practical exercises (tasks)	Individual work, Reporting for practice work
8		Discussion, Formal lecture, Group work, Practical exercises (tasks)	Individual project, Reporting for practice work
9		Formal lecture, Seminar	Mid-term examination, Reporting for practice work

Main aim

Informacija ruošiama

Summary

Informacija ruošiama

Level of module

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

Group under financial classification

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

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Hospitality industry sectors: transport, accommodation, catering, leisure services, etc.	
2.	Reservation systems used in hospitality and creating and maintaining relationships with consumers	
3.	Tourism geography, tourist travel flows and directions	
4.	Classification of tours and excursions	
5.	Travel preparation methodology and its pricing	
6.	Tourist services package, its components	
7.	Excursion preparation methodology, its pricing and organization	
8.	Habits, needs and motives of consumers of hospitality services	
9.	Quality assurance of hospitality services	
10.	Hospitality and tourism market trends	

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.	Alastair M. M. (2022). Hospitality and Travel Marketing, Fifth edition, London and New York: Routledge, p. 674.			No	
2.	Cai, A., Alaedini, P. (2018). Quality services and Experiences in Hospitality and Tourism, Emerald Publishing Limited, p. 336.			No	
3.	Swarbrooke, J., Horner, S. (2020). Consumer behavior in tourism, Fourth edition, London and New York: Routledge, 443 p.			No	
4.	Martin-Riosa, C., Ciobanua, T. (2019). Hospitality innovation strategies: An analysis of success factors and challenges, Tourism Management 70, 218–229.			No	
	Comment:Available in international databases subscribed to by LSU				
5.	Meltem, C., Albayrak,T. (2018).Assessing daily tour service quality: A proposal for a DAILYSERV scale. Journal of Destination Marketing & Management, 7, 18-25.			No	
	Comment:Available in international databases subscribed to by LSU				

Additional literature

№.	Title
1.	Barauskaitė,J. (2013). Ekskursijos rengimo ir vedimo metodika.
2.	Brymer, R.A., Brymer,R., Cain, L.N., Orlowski, M. (2019). Hospitality: An Introduction. 17th Edition, Kendall/Hunt Publishing Co ,U.S., p. 277.
3.	Chen, K., Wang, P, Zhang, H. (2021). Anovel hotel recommendation method based on personalized preferences and implicit relationships // International Journal of Hospitality Management, Volume 92, 102710.
4.	Fominienė, V.B., Mejerytė-Narkevičienė, K., Wozniewicz-Dobrzynska, M. (2015). Employees' career competence for career success: aspect of human resources management in tourism sector // Transformations in business & economics = Verslo ir ekonomikos transformacijos. Vilnius : Vilniaus universitetas., 14, No. 2B(35B), p. 481-493.
5.	Hassi, A. (2019). Empowering leadership and management innovation in the hospitality industry context The mediating role of climate for creativity, International Journal of Contemporary Hospitality Management, 31(4), 1785-1800.
6.	Jasinskas, Edmundas; Streimikiene, Dalia; Svagzdiene, Biruta; Simanavicius, Arturas (2016). Impact of hotel service quality on the loyalty of customers // Economic Research-Ekonomska Istraživanja. Abingdon : Taylor & Francis, Volume 29, no. 1, p. 559-572.
7.	Portnova,V. T. (2016). Structural Features of Theatrical Excursions (Methodology Based on Theatre Museum Expositions). International Electronic Journal of Mathematics Education, 11 (8), 2963-2973.
8.	Vveinhardt, J., Staškevičiūtė-Butienė, I. (2016). Viešbučio personalo valdymo veiklos: studijų knyga, p. 226. Lietuvos sporto universitetas.

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Lecturer		798

Subdivision

Entitlement	Code
Department of Sports and Tourism Management	1007

Study module teaching form №. 1

Semester		Mode of studies	Structure				Total hours	Credits
			Theory	Seminars	Lab Works	Ind. work		
A	S	D	30	25	5	200	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.	9	7	0	6.	2	3	0
2.	3	2	0	7.	2	1	5
3.	2	2	0	8.	3	2	0
4.	2	1	0	9.	3	2	0
5.	2	3	0	10.	2	2	0
				Total:	30	25	5

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	60	30	*					o											
Mid-term examination	4-10	20	10	*															o	
Accounting for practice sessions	8-10	60	30				*											o		
Individual project	4-7	60	30						*						o					
Total:	-	200	100																	

Study module teaching form №. 2

Semester		Mode of studies	Structure				Total hours	Credits
			Theory	Seminars	Lab Works	Ind. work		
A	S	N	30	25	5	200	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.	9	7	0	6.	2	3	0
2.	3	2	0	7.	2	1	0
3.	2	2	0	8.	3	2	0
4.	2	1	0	9.	3	2	0
5.	2	3	0	10.	2	2	0
				Total:	30	25	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	60	30	*					o											
Mid-term examination	4-10	20	10	*															o	
Accounting for practice sessions	8-10	60	30				*											o		
Individual project	4-7	60	30						*						o					
Total:	-	200	100																	