



# 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

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Understand and apply modern management theories in a systematic and creative way in a global, complex environment under conditions of uncertainty seeking to improve business and management practices.	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
2	To have a complex thinking and to foresee solutions to problems of various complexity in new situations.	Discussion, Group work, Literature analysis, Seminar	Individual work, Mid-term examination
3	To organize and implement research activities individually, in group-work or team-work, applying the principles of group formation, delegation and management of tasks, and to evaluate the effectiveness of group work.	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
4	To take leadership in a variety of professional situations or in solving complex tasks.	Case analysis (Case study), Discussion, Formal lecture	Individual work, Mid-term examination
5	To maintain constant interest in modern advancements of fundamental and applied science, which form the basis for developing existing and creating new knowledge in management.	Discussion, Formal lecture, Practical exercises (tasks)	Individual work, Mid-term examination
6	To forecast the potential impact that management decisions can have on society and business.	Case analysis (Case study), Discussion, Literature analysis, Seminar	Individual work, Mid-term examination
7	Understand and apply the principles of sustainable value creation in sport / tourism market.	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
8	To interpret research results and provide management solutions for the development of a sport / tourism organization.	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
9	To apply the latest scientific knowledge in the implementation of independent research in the field of management.	Formal lecture, Literature analysis, Seminar	Individual work, Mid-term examination
10	To innovate, initiate and properly implement new sport / tourism business projects seeking to achieve certain performance and qualitative changes in the sector.	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	
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
Department of Sports and Tourism Management	1007

