

# Tourism Industries

The aim of the study program is to develop competent, socially responsible managers of broad-based tourism industries, who understand the peculiarities of the tourism market and rapidly changing consumer needs, the changing set of cultural values, are able to apply the most advanced information technologies to analyze, creatively evaluate, forecast new national and international tourism development opportunities to develop innovative activities that complement the tourism industry. While studying in the study program are trained competent, socially responsible high-skilled tourism industry managers who are aware of the tourism market peculiarities and rapidly changing customer needs. Students will be capable of applying advanced information technologies for the development of innovative tourism services, predict new domestic and international tourism opportunities.

## The outcomes of study programme

- To know the main terms of economics and management and related study subjects and their social phenomena, processes, management functions, marketing tools, social research methods, basic business principles, technology application peculiarities.
- To know the culture and tourism, regional tourism policy, infrastructure development, strategy design, implementation, monitoring and methods and principles of tourism sector evaluation, human resources, bio-economy and tourism logistics processes.
- To know the structure of intercultural communication and historical-cultural preconditions for the formation of national identity, general principles of sustainable planning, to know the development of the industries of world civilizations, to apply modern solutions of tourism development, innovative forms of activity.
- To be able to apply management, economics, sociology, statistics, social research methods in organizing and performing tourism market and other research.
- To be able to choose appropriate methods and tools to assess tourism potential, analyze resources and develop innovative products and services that complement the cultural and tourism market.
- To be able to analyze economic, social, technological and information resources of tourism industries, to identify problems and opportunities, to plan, forecast and evaluate tourism and bioeconomy processes and results.
- To be able to analyze and forecast the situation in potential tourism markets, to develop and implement cultural and tourism strategies, programs and projects, to plan and organize tourism routes.
- To be able to combine knowledge of social sciences and humanities, to apply software and project work methods, integrated marketing communications showing high professionalism and entrepreneurship in solving specialized problems of professional activity.
- To be able to analyze changes in cultural and tourism policy, strategic documents of tourism development, tourism business, to be able to recognize the potential of available resources and to find and create innovative bio-products and businesses.
- To think critically, analyze and participate in discussions and prepare special texts in Lithuanian and foreign languages.
- To be able to guide, communicate and consult clients, to cooperate with the tourism and culture professional community.
- To be able to communicate and cooperate with professionals and the public at large, combine different approaches and substantiate their point of view by taking responsibility for decision-making in a changing work and learning environment.
- To work independently and creatively in an intercultural environment, for lifelong learning.
- To be able to be a leader, innovator in business tourism industry, able to motivate a team and work in an intercultural environment.
- To be able to convey knowledge of the field of studies and activities to professionals and other learners and to commit and take responsibility for the quality of their own and their subordinates' work and the professional development of individuals and groups.

**Title of the courses:**

A and B group of study courses, Microeconomics, Basic of Business and Public Management, Fundamentals of Tourism Industries, Macroeconomics, Marketing, Language of specialty, Bioeconomy, Tourism policy, Finances, Tourism market research, Professional practice 1, Business Law, Organization of tourism business, Integrated marketing communications, Tourism service quality management, Smart tourism, Tourism logistics, Human resources management, *Specialized course alternatives* (Management of cultural industries, Organization of leisure and cultural events, Management of heritage, Tourism sociology, Consumer behavior), International tourism business, Term paper in tourism industries, Professional practice 2, Application of interactive solutions in tourism, Development of tourism industry infrastructure, *Specialized course alternatives* (Thematic tourism, Place based marketing, Intercultural and hospitality communication, Multimedia and audiovisual technologies in tourism), Cultural and tourism innovation, Tourism project management, Practise of entrepreneurship education, Bachelor final thesis.

**Faculty** Agriculture Academy

**Group of Fields of Study** Business and Public Administration (L)

**Lenght of Programme** 3.5 years

**ECTS credits** 210

**Name of Qualification** Bachelor of Business Management

**Contacts**

**Faculty of Bioeconomy Development (inquiries regarding study programme)**

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