

<b>1. Course (module) name</b>	<b>2. Code</b>
IATA Travel and Tourism	N200AM16BNVM032

<b>3. Lecturer (s)</b>	<b>4. Division(s)</b>
<b>Coordinator:</b> lect. Grazina Mikaliuniene <b>Other (s):</b>	Business School

<b>5. Cycle of studies</b>	<b>6. Course (module) level</b>	<b>7. Course (module) type</b>
First	Course is not divided into parts	Mandatory

<b>8. Delivery form</b>	<b>9. Delivery period</b>	<b>10. Delivery language (s)</b>
Full-time	Semester 7	English

<b>11. Requirements for students</b>	
<b>Preliminary requirements:</b>	<b>Associated requirements (if any):</b>
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<b>12. Scope of course (module) in ECTS credits</b>	<b>13. Full workload of a student (hours)</b>	<b>14. Contact work hours</b>	<b>15. Independent work hours</b>
6	160	40	120

<b>16. Course (module) purpose: competences developer by the course programme</b>
IATA Travel and Tourism course provides with a broad understanding of the global Tourism sector, and equips with the knowledge and skills to maximize the business potential of this industry. During the course you will examine the economic, social and environmental impact of Travel and Tourism business from a domestic and international perspective. You will be provided with guidance on how to understand and implement policies, regulations, and codes of conduct that are associated with the sector, and identify the role and importance of insurance in the industry.

<b>17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement</b>			
<b>Results (targets) of the course</b>	<b>Results of the course</b>	<b>Methods of studies</b>	<b>Evaluation methods of academic achievements</b>
Students have to understand different areas of the aviation industry, to understand the features of their management and to be able to organize and implement managerial processes, to collect and analyze data, to select appropriate methods and tools.	Comprehend various perspectives on tourism	Lectures, presentations and discussions during the workshops.	Report Project work Computer quiz, multi choice questions
	Understand the policies, regulations and codes of conduct surrounding initiating tourism services and operations	Practical work consultations. Independent tasks and presentation, self-study.	Practical task Computer quiz, multi choice questions.
	Engage in discussions surrounding issues affecting tourism	Problem based teaching, case study, analysis of practical situations, independent individual and group tasks.	Case analysis and presentation, comments

<b>18. Course content</b>		
<b>Topics</b>	<b>Contact work hours and learning method</b>	<b>Time of independent studies and tasks</b>

	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
Tourism and its impact. Tourism classification. The Business Environment, the structure and organization of the Travel and Tourism Industry.	2		0				4		
The demand for tourism. Motivation to travel. Segmentations of tourists. The needs of the tourism service customers.	2		2				4	20	Market analysis. Reports during seminars
The supply of travel and tourism: transport, accommodation, attractions and etc.	6	2	2				8	40	Case study of budget airlines and report
Travel Planning. Tourism product and tour operating. Developing and packaging of tourism products.	4	2	2				8	30	City break travel package project and presentation
Tourist destination and attractions. Geography and industry codes.	2		2				4	20	The industry codes task
Different types of tourism products. Air transport products and services. Rail, hotel, car rental, cruise and tour products.	4		4				8	30	The analysis of tourism products market
Tourism services. Travel documents and the airline passenger experience. Customer service principles and quality.	2		2				4		
<b>Total</b>	<b>22</b>	<b>4</b>	<b>14</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>120</b>	

#### 19. Strategy and criteria of student assessment

Assessment method	Per cent	Delivery time	Evaluation criteria
Active participation, tasks in seminars	15 %	During semester	During the seminars will be assessed the student's ability to absorb theoretical and practical material and use it carried out research and analysis.
Individual and group homework	30 %	During semester	Will be assessed the student's ability to use theoretical material and create new original products. Also be assessed the student's ability to make data analysis, presentation skills.
Exam test, time based, written using Moodle	55 %	Session time	The exam test multi choice questions final result - 50 % or more right answers

#### 20. Sources of study, literature

##### Mandatory sources of study, literature

- 2012 Holloway J.C. The Business of Tourism. Pearson Education  
2010 Brian G. Boniface and Chris Cooper. Worldwide destinations: the geography of travel and tourism Oxford : Elsevier Butterworth-Heinemann  
2009 Ch.R. Goeldner, J.R.B.Ritchie. Tourism. Principles, Practices, Philosophies. John Wiley & Sons, Inc.

##### Additional sources of study, literature

- 2007 Hotel management and operations /edited by Denney G. Rutherford, Michael J. O'Fallon. Hoboken [N.J.] : J. Wiley  
2011 S.Page. Tourism Management. Managing for change. Elsevier