

## DESCRIPTION OF DEGREE PROGRAMME (admission year: 2019-2020)

1.

Title of the degree programme	National Code
Tourism Management and Heritage Bachelor`s Degree Programme, Full-time study	6121LX052

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	English, Lithuanian

3.

Kind of study	Cycle of studies	Level of qualification
University studies	I cycle	VI level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 3,5 years	210	5670	1440	4230

5.

Group of Study Fields	Field of the programme
Business and Public Management	Tourism and Leisure

6.

Degree and/or qualification awarded
Bachelor of Business Management

7.

Programme Director	Contact information
prof. dr. Brigita Žuromskaitė	brigitaz@mruni.eu

8.

Accreditation organization	Period of reference
	2019.08.31

9.

Purpose of the programme
<p>The aim of the study programme Tourism Management and Heritage is to train specialists who would know the principles of sustainable tourism management and the particularity of cultural and natural heritage as well as having the ability to apply the acquired knowledge in practice and to identify, analyse and solve problems in the fields of public administration, heritage management, tourism marketing and service management, implementation of innovations, sustainable tourism development in regions, and who would be competent to work in competitive and international environment, manage critical situations, solve conflicts and make timely and independent solutions.</p> <p>Students having graduated the aforementioned study programme possess the following competencies.</p>

10.

<b>Profile of the programme</b>		
<b>Study content: discipline(s)/subject area(s)</b>	<b>Orientation of the programme</b>	<b>Distinctive features</b>
<p>Subjects of general university studies: Professional foreign language; Speciality language; Philosophy. Subjects for specialization: Introduction to Tourism, Tourism geography, Second foreign language (A1), Management, Quantitative and qualitative research, Theory of Economics, Business economics, Basics of public administration, International project management, Culture management, Second foreign language (A2), Fundamentals of marketing and market research, Sustainable tourism management, Cultural heritage and heritage protection, Environmental protection administration, Tourism administration, Strategic management, Risk management, Natural resource management, Intercultural Communication</p> <p>Optional subjects: Organisation of leisure events, Protocol and etiquette, Quality management in organisation, Image management, Entrepreneurship and self-employment, Leisure management, Development of SMEs (small and medium-sized enterprises), Intersectoral management, Conflict studies. Bachelor thesis, Internship.</p> <p>Subjects for deeper specialization:</p> <p>Optional subjects: Studies of religions, History of culture, Far Eastern studies, Technologies of excursion organisation, The region of Eastern Europe and Southern Caucasus in the 20th and 21st century, Orientalistics, Historical reconstruction and staging, Southern Europe and the Mediterranean region in the 20th and 21st century, Ethnoculture, Near Eastern studies, Organisation of cultural and educational programmes, Recreation, Civil Society.</p>	<p>The program has an applied nature and focuses on hands-on activities to prepare the highly qualified professionals for Lithuanian tourism sector.</p>	<p>The study programme has been designed according to the latest trends in the tourism sector. Besides, the main strategies and recommendations of the major organisations acting in the field of heritage protection have also been taken into consideration. Consultations are held with foreign and Lithuanian experienced and competent specialists of tourism having knowledge necessary for successful activity in the tourism sector.</p>
<b>Qualification requirements and regulations</b>		
<p>According to the Description of the Lithuanian Qualifications Framework level VI qualifications are acquired by way of undergraduate (I cycle) studies at universities.</p>		

The qualification is related to complex activities which are characterized by a variety of tasks and contents. In solving problems in different areas of professional activities, a variety of means and methods is applied. The performance implies application of broad theoretical knowledge built on the results of recent fundamental and applied research or knowledge needed for implementation of innovations.

The activities are performed independently, with a free choice of methods of performance and with managing task groups for the implementation of the task. That is the reason why qualification of this level includes the ability to plan activities with consideration of the tasks set, to analyse and record the results of one's own activity outcomes, as well as to submit reports to the coordinating persons; to correct one's activities with regard to the analysis of the activity results and recommendations of experts and to implement varied project activities.

The environment of the activities requires adapting to continuous and unpredictable change, which is caused by the progress of knowledge and technology in a specific area of professional field. The qualification allows to improve and develop knowledge in the professional area and, following the self-assessment, to learn individually (to develop cognitive competences), as caused by the constant change of professional activities.

#### 11.

Admission requirements	Specific arrangements for recognition of prior learning	Specific requirements for graduation
<p>Enrolment into undergraduate studies is carried out on the basis of competition, with high education attainment, academic achievements and results of entrance exams (in those cases that those exams are organised) and other criteria formulated by MRU taken into consideration. Higher education organisations (together with the Ministry of Education and Science) identify principles of composition of a score for competition according to directions of studies and also identify the main subject. Information on regulations and the composition of a competitive score is available: here</p>	<p>Foreign language knowledge and skills having acquired in non-formal and informal ways are recognized after successful completion of the special assessment procedure at Mykolas Romeris University.            Details: <a href="http://www.mruni.eu/en/university/organizational_structure/akademiniu_reikalavimai/lifelong-learning/nefor_ir_savaim/">http://www.mruni.eu/en/university/organizational_structure/akademiniu_reikalavimai/lifelong-learning/nefor_ir_savaim/</a></p>	<p>To collect 210 ECTS credits and accomplish practice also to prepare and to defend bachelor's final work (thesis)</p>

#### 12.

Access to further studies
<p>The best graduates are invited to continue their studies and pursue a master's degree (MRU, Faculty of Public Governance "Management of Tourism Sector" program).</p>

#### 13.

Occupational profiles of graduates with examples
<p>The content of the study programme and its orientation to heritage studies and development opportunities to cultural and natural tourism are universal, which leads to wide career alternatives for graduates of the programme. Future workplaces include not only regional, national, departmental, private or special purpose museums and parks but also publishing houses, institutions of heritage protection, travel agencies, tourist information centres, art galleries and centres, governmental and non-governmental organisations, embassies and other institutions, public administration entities, consultancy firms providing advice or assistance on heritage adjustment to the purposes of tourism, national and international organisations responsible for the protection of heritage. Future workplaces are tourism agencies and travel organisation companies (there are 282 of them employing more than 2 000 people). To work in any of the mentioned potential future workplaces students will be required to possess competencies in heritage and tourism management.</p>

14.

Teaching and learning methods	Assessment methods
Lectures, seminars and organized by problem based and interactive training, group discussions, frontal and individual interviews, and presentational techniques. Self-study preparing of the bachelor's thesis.	Students and listeners learning outcomes are evaluated by MRU established procedures methods and procedures, using 10-point scale, found in the published criteria. The study program is completed of public defense procedure of the undergraduate thesis.

15.

Generic competences		Programme learning outcomes	
1.	Ability to carry out research	1.1	Are capable of taking advantage of scientific achievements finding appropriate sources of scholarly information necessary for solving scholarly and professional problems
		1.2	Can initiate and carry out scientific research in the objects of tourism and cultural and natural heritage by using methods of scientific research in an appropriate manner
2.	Have skills in multicultural environment	2.1	Have interpersonal communication skills: can work in group, communicate and cooperate in achieving common goals
		2.2	Can work in an intercultural communication staff and international environment, show respect and tolerance for members of different nation, culture or religion
3.	Ability to communicate individually and within target groups	3.1	Are independent and creative: can independently study, apply knowledge of different fields in practice and generate new ideas, always seek to improve the acquired competencies
		3.2	Have organisation and planning skills: are capable of effectively planning and organising individual and team activities
		3.3	Demonstrate leadership qualities and take responsibility

<b>Subject specific competences</b>		<b>Programme learning outcomes</b>	
<b>4.</b>	Ability to learn and improve	<b>4.1</b>	Know the basic principles of business and management and are able to apply them in practice
		<b>4.2</b>	Know the principles of sustainable tourism, understand the particularity of cultural and natural heritage, are able to integrate the knowledge of heritage management by carrying out certain activities in the context of sustainable tourism
		<b>4.3</b>	Know specific features of tourism regions, are able to professionally reveal natural and cultural potential of any tourism region
<b>5.</b>	Abilities to understand and analyze development of tourism sector	<b>5.1</b>	Are capable of planning, organising, performing and assessing tourism-related management activities by integrating their knowledge of administration, heritage management, implementation of innovations and sustainable tourism development in regions
		<b>5.2</b>	Can prepare projects designated for the protection of natural and cultural heritage and their adjustment to tourists' needs, especially by emphasising groups of persons with special needs and territories of special purpose
		<b>5.3</b>	Are able to work in competitive environment, to initiate business projects and prompt local communities and organisations to implement innovations for adjusting the objects of cultural and natural heritage for tourism needs
		<b>5.4</b>	Know the basics of crisis management and can effectively act in critical situations

**16. COURSE STRUCTURE DIAGRAM WITH CREDITS**

Code	Course units	ECTS credits	Student's workload	Contact work hours	Independent work hours	Programme competences													
						Generic competences							Subject specific competences						
						1		2		3			4			5			
						Key learning outcomes													
						1.1	1.2	2.1	2.2	3.1	3.2	3.3	4.1	4.2	4.3	5.1	5.2	5.3	5.4
<b>1st YEAR</b>		<b>48</b>	<b>1296</b>	<b>516</b>	<b>780</b>														
<b>1 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>300</b>	<b>510</b>														
<b>Compulsory course</b>		<b>30</b>	<b>810</b>	<b>300</b>	<b>510</b>														
	Introduction to Studies	3	81	34	47					x		x							
	Introduction to Tourism	6	162	50	112								x						
	Management	6	162	50	112								x						
	Philosophy	6	162	50	112				x										
	Professional Foreign Language (English / French / German) 1	3	81	66	15				x										
	Psychology	6	162	50	112				x									x	
<b>2 SEMESTER</b>		<b>18</b>	<b>486</b>	<b>216</b>	<b>270</b>														
<b>Compulsory course</b>		<b>18</b>	<b>486</b>	<b>216</b>	<b>270</b>														
	Introduction to Studies	3	81	34	47					x									
	Professional Foreign Language (English / French / German) 2	3	81	66	15					x									
	Second Foreign Language 1	6	162	66	96				x										
	Theory of Economics	6	162	50	112								x						
<b>Optional course 1</b>					<b>0</b>														
	History of Culture	6	162	34	128									x					

	Image Management	6	162	34	128			x										
	Leisure Management	6	162	34	128										x			
	Studies of Religion	6	162	34	128				x									
<b>Optional course 2</b>					<b>0</b>													
	Elective Study Subject	6	162	34	128													
	Entrepreneurship and Self-Employment	6	162	34	128												x	
	History of Lithuania: Nation, Culture and Traditions	6	162	34	128									x				
	Protocol and Etiquette	6	162	34	128				x									
	Technologies of Tour Organizing	6	162	34	128												x	
<b>2nd YEAR</b>		<b>60</b>	<b>1620</b>	<b>434</b>	<b>1186</b>													
<b>3 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>266</b>	<b>544</b>													
<b>Compulsory course</b>		<b>24</b>	<b>648</b>	<b>216</b>	<b>432</b>													
	Fundamentals of Marketing and Market Research	6	162	50	112								x					
	Second Foreign Language 2	6	162	66	96				x									
	Sociology of Turism	6	162	50	112				x									
	Tourism Geography	6	162	50	112										x			
<b>Optional course</b>		<b>6</b>	<b>162</b>	<b>50</b>	<b>112</b>													
	Development of Small and Medium Business	6	162	50	112								x					
	Innovation Management	6	162	50	112								x					
	Quality Management in Organizacion	6	162	50	112								x					
	Strategic Management	6	162	50	112								x					

<b>4 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>168</b>	<b>642</b>													
<b>Compulsory course</b>		<b>24</b>	<b>648</b>	<b>134</b>	<b>514</b>													
	Business Economics	6	162	34	128							x						
	Introduction to Research Methodology	6	162	50	112	x	x			x								
	Sustainable Tourism Management	6	162	50	112								x					
	Term Paper	6	162	0	162	x				x		x	x	x				
<b>Optional course</b>		<b>6</b>	<b>162</b>	<b>34</b>	<b>128</b>													
	Civil Society	6	162	34	128			x										
	Fundamentals of Conflict Studies	6	162	34	128													x
	Intersectoral Management	6	162	34	128								x					
	Leisure Events Organization	6	162	34	128											x		
<b>3rd YEAR</b>		<b>60</b>	<b>1620</b>	<b>468</b>	<b>1152</b>													
<b>5 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>234</b>	<b>576</b>													
<b>Compulsory course</b>		<b>24</b>	<b>648</b>	<b>200</b>	<b>448</b>													
	Cultural Heritage and Heritage Protection	6	162	50	112								x					
	Culture Management	6	162	50	112													x
	International Project Management	6	162	50	112												x	
	Management of Environmental Protection	6	162	50	112											x		
<b>Optional course</b>		<b>6</b>	<b>162</b>	<b>34</b>	<b>128</b>													
	Ethnoculture	6	162	34	128													x
	Historical Reconstruction and Staging	6	162	34	128													x
	Oriental Science	6	162	34	128									x				
	Recreation	6	162	34	128						x							



<b>6 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>234</b>	<b>576</b>													
<b>Compulsory course</b>		<b>24</b>	<b>648</b>	<b>200</b>	<b>448</b>													
	Intercultural Communication	6	162	50	112			x	x									
	Natural Resource Management	6	162	50	112								x			x		
	Risk Management	6	162	50	112													x
	Tourism Administration	6	162	50	112										x			
<b>Optional course</b>		<b>6</b>	<b>162</b>	<b>34</b>	<b>128</b>													
	EU Institutions and Administration	6	162	34	128													x
	Far Eastern Studies	6	162	34	128									x				
	Organisation of Cultural and Educational Programmes	6	162	34	128				x		x						x	
	South European and the Mediterranean Regions in the 20th-21st Centuries	6	162	34	128									x				
<b>4th YEAR</b>		<b>30</b>	<b>810</b>	<b>18</b>	<b>792</b>													
<b>7 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>18</b>	<b>792</b>													
<b>Compulsory course</b>		<b>30</b>	<b>810</b>	<b>18</b>	<b>792</b>													
	Bachelor Thesis	15	405	0	405	x	x			x	x	x	x	x		x		
	International Traineeship/Practice	15	405	18	387		x	x		x	x	x		x		x		