



Study Tourism Business

Klaipeda State University of Applied Sciences

Imagine the perfect studying program that includes not only classroom activities and practice, but also travelling, visiting cultural and historical sightseeing attractions, and spending time in resorts and spa. It may sound impossible, but you can enroll in such program in KVK! It is called Tourism Business, and is aimed at training modern tourism industry professionals.

Since the studying program is available in both Lithuanian and English languages, there are international students, doing their Bachelor`s degree in KVK.

Objective of the program is to prepare modern tourism business professionals for work in the sectors of accommodation, travel and leisure organization, and information provision, who are able to rationally use tourism and recreational resources; analyze and evaluate tourism processes and tools for business cognition under the rapidly changing market conditions; carry out research in this field; follow the legal acts and develop an innovative, insightful and socially responsible tourism business



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Admission Information:

- ✓ Duration: 3 Years
- ✓ Tuition Fee: Euro 1870 per year
- ✓ Application Fee: Euro 100
- ✓ Intake Closes: 25th November'2020.
- ✓ Minimum Qualification Criteria: 55% in Grade XIIth.
- ✓ Medium of Instruction Letter Applicable in Lieu of IELTS.
- ✓ Documents apostille and requires SKVC approval after the Conditional Offer Letter.

Training Pedagogy:

Tourism Business is oriented to the development of generic and specialist competences and creativity: lectures, seminars, discussions, individual and group projects, practice, case studies, public presentation and defense of projects, mind maps, problem-solving reading, writing articles, information search and systematizing, etc

Distinctive features of the study program:

Relevant subjects of study meeting the demand for skillful specialist training, interactive methods of study, development of entrepreneurial skills, work with tourism services management programs and practical training in tourism companies.

Career Pathway

Tourism business specialists will be able to work in tourism companies, to set up and run a tourism business, to organize the activities of a company or a department, to manage the staff, prepare tourist travels and organize them, to work in hotels and other accommodation providing enterprises, travel agencies, amusement parks, wellness centers, tourism information centers, or visitor centers of protected areas, and will be able to work as guides and tour leaders, organizers of leisure activities or animators, will be able to create tourism products.

Study subjects (118 credits):

Philosophy/Sociology, Business Foreign Language 1 (English, German), Tourism Information Systems and Media, Professional Communication, Basics of Tourism and Leisure, Lithuanian Tourism Resources, Psychology, Basics of Economics, Business Mathematics and Statistics, Methodology of Applied Research, History of Lithuanian Culture, Business Foreign Language 2 (English, German, Russian), Basics of Management, Travelling and International Tourism Geography, Cultural Heritage and Creative Tourism, Business Law and Ethics, Tourism Marketing and Market Research, Geographic information systems, Travel Agent Activity, Organizing of Trips, Accommodation Services Management, Hospitality Business and Logistics, Accounting and Finance, Leisure and Events Organization, Organizing of Catering Services, Methodology of Preparation and Conducting of Tours, Organizing of Tourism Business.



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Optional subjects (6 credits).

Practices (47 credits): Introductory Practice in Tourism Industry, Cognitive Practical Training in an Enterprise, Internship of Tourist Services Management Programs, Internship in Simulation Enterprise, Professional Practice in a Business Enterprise, Final Practical Training.

Graduation Paper (9 credits).

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