



**MINISTER OF EDUCATION, SCIENCE AND SPORT OF THE REPUBLIC OF
LITHUANIA**

**ORDER
ON APPROVAL OF THE DESCRIPTOR OF THE STUDY FIELD OF TOURISM AND
LEISURE**

September 30, 2022 No V-1547
Vilnius

In accordance with Paragraph 11 of Article 53 of the Law on Higher Education and Research of the Republic of Lithuania:

1. I approve the Descriptor of the Study Field of Tourism and Leisure (enclosed).
2. I determine that the higher education institutions have to adjust their study programmes to the Descriptor of the Study Field of Tourism and Leisure approved by Clause 1 hereby until 1 September 2023.

Minister of Education, Science and Sport

Jurgita Šiugždinienė

THE DESCRIPTOR OF THE STUDY FIELD OF TOURISM AND LEISURE

CHAPTER I GENERAL PROVISIONS

1. The descriptor of the tourism and leisure field of study (hereinafter - the Descriptor) regulates special requirements of the study programs of the tourism and leisure study field (L08) that belongs to the group of study fields of business and public administration (L). The Descriptor regulates the study field of Tourism and Leisure (hereinafter referred to as the field of Tourism and Leisure) in the scope not covered by the General Requirements for the Studies approved by Order No. V-1168 of the Minister of Education and Science of the Republic of Lithuania of 30 December 2016 "On Approval of Description of General Requirements for the Provision of Studies".

2. The Descriptor was prepared in consideration the recommendations of the Organization for Economic Cooperation and Development *Tuning-AHELO (OECD Education Working Paper No. 59, 2011)* and the EQUAL Guidelines of the European Quality Network for the provision of a bachelor's degree in business and management.

3. The Descriptor requirements shall be applied to short cycle, college and university first and second cycle tourism and leisure study programs, conducted as full-time or part-time studies.

4. Graduates of tourism and leisure studies are awarded:

4.1. professional qualifications according to one of the acquired specializations: hospitality services administrator, catering services administrator or tour guide and is in conformity with the fifth level of the Lithuanian Qualifications Framework and the European Qualifications Framework for lifelong learning and is certified by the study certificate issued by the higher education institution;

4.2. professional bachelor's/bachelor's/master's degree in business management that is in conformity with the sixth/seventh level of the Lithuanian Qualifications Framework and the European Qualification Framework for lifelong learning and the first/second cycles of the Framework for Qualifications European Higher Education Area attested by the professional bachelor/bachelor/master diploma and diploma supplement issued by the higher education institution.

5. Interdisciplinary tourism and leisure study programs are only possible if the study outcomes specific to the tourism and leisure study program are fully achieved. The structure of the study program must properly justify the integrality of these subjects in the study process and the importance of the knowledge and skills they provide for a tourism and leisure specialist.

6. Tourism and leisure programs of two fields is possible only in the first cycle of university studies, when the scope of the study program is 240 credits. The study program of two fields of study has to satisfy the requirements of the descriptors of both fields and ensure that the study outcomes specific to both fields will be achieved.

7. The Descriptor does not set special requirements for applicants to short cycle, college and university first cycle studies.

8. It is recommended that the persons admitted to the second cycle university studies in the field of tourism and leisure be individuals who:

8.1. having completed first cycle university studies in the business and public management study group (priority is given to tourism and leisure, business, management, marketing study fields) or first cycle university studies in the social sciences study group and meeting other requirements set by the higher education institution that meet the specifics of the chosen study program;

8.2. having completed college studies in the study group of business and public management (priority is given to studies in the study areas of tourism and leisure, management, business, marketing), studies in the study group of social sciences and having taken subjects during additional studies, the list, requirements and content of which are determined by the higher education institution;

8.3. having completed university first cycle studies in other fields of study (not business and public management, not groups of social sciences study fields) and having attended subjects during additional studies, the list, requirements and content of which are determined by the higher education institution.

9. The goal of studies in tourism and leisure are to provide students with the opportunity to acquire knowledge and skills about tourism and leisure, to constructively apply this knowledge in a wide field of scientific and professional activities, to offer students suitable tools for analyzing business and its environment, and to develop the ability to solve theoretical and practical problems of tourism and leisure, to continue studies and research in tourism and related areas and multidisciplinary fields, with the help of tourism studies, to develop general personal competences.

CHAPTER II

CONCEPT AND SCOPE OF THE STUDY FIELD

10. Tourism and leisure, as an object of study, is a system of creating services, analysing and evaluating consumer needs, and creating tourism infrastructure. Tourism studies are characterized by interdisciplinarity and versatility. The tourism and leisure field is related to the studies of business, management, economics, sociology, psychology, geography, history and other sciences. Tourism specialists use analytical and statistical instruments in their activities, based on the achievements of social and management sciences.

11. Study programs in tourism and leisure must include the following content elements:

11.1. structure and characteristics of tourism information, tourism product, tourism and leisure services and tourism resources; the impact of tourism on economic and social well-being; participants in the tourism development process; factors influencing the development of tourism and their analysis;

11.2. analysis and evaluation of tourism based on both supply (for example, tour operators and other tourism services) and demand (for example, tourists, visitors and travellers) perspectives; interpretation of the current use of resources and possible changes in it in the future;

11.3. collection, linking, structuring, analysis and evaluation of qualitative and quantitative data on factors, assessment of limitations of tourism data analysis in a social context;

11.4. preparation of analysis-based conclusions and proposals for tourism development, recognizing possible limitations of implementation, and evaluation of proposals.

12. Tourism specialists trained in short cycle and college studies will be able to work in entities that provide tourism information and/or products and/or services (for example, in the tourism, events and leisure, accommodation and food service sectors, etc. as hired specialists or administrators performing business organization functions), to create a tourism and leisure business on their own, to carry out activities that require the application of tourism knowledge in practice. Studies can be continued in other fields of study or at a higher level of study.

13. Graduates who have completed first cycle university studies will be able to work as administrative specialists in the tourism service sector (hotels, motels, guest houses, sanatoriums, tourism agencies, etc.) in the private or public sectors, and create a tourism and leisure business on their own. Specialists must be able to work in the tourism business environment (i.e. not only in business companies, but also in their associations, research and public management institutions), analyse and evaluate tourism supply and demand, perform operational planning. Studies can be continued in other fields of study or at a higher level of study.

14. Graduates of second cycle studies will be able to work as tourism specialists, analysts in the fields of tourism planning, service provision, tourism transport sector, tourism marketing,

business administration in state and international institutions and other institutions. Tourism specialists can create businesses, consult, pursue a career in public administration, work in the field of science, and continue their doctoral studies. The activities of specialists must be based on the knowledge, development and application of new tourism scientific and other research and analysis methods, preparation of strategic plans for business development.

15. The content of tourism and leisure study programs must be focused on local, regional, national and international needs and priorities, established in the strategic documents of Lithuania and the European Union.

CHAPTER 3

GENERAL AND SPECIAL LEARNING OUTCOMES

16. After graduating from the field of tourism and leisure studies, graduates will be able to:

16.1. base professional activity on understanding and knowledge of how the tourism and leisure industry functions and changes;

16.2. creatively and critically apply analysis and evaluation methods, solving theoretical and practical tourism problems, predicting tourism and leisure development trends in a broad social context;

16.3. find, process, analyse, interpret and use information necessary for professional activity, formulate analysis and research conclusions;

16.4. express thoughts orally and in writing on tourism and leisure topics, participate in discussions with professionals and/or the public;

16.5. to improve one's professional competence, to pursue personal and professional growth, to follow professional ethics and values, to learn throughout one's life.

17. While studying under the study program of tourism and leisure, individuals must develop personal, social, research and special abilities.

18. Students will achieve different study outcomes after completing short cycle, professional bachelor, bachelor or master studies.

19. After completing the short cycle studies, the following learning outcomes have to be achieved:

19.1. knowledge and its application. The person:

19.1.1. is able to recognize and understand the basic concepts and principles of tourism, based on the basic theories of business and public management sciences, able to apply them in the practical activities of organizing tourism and leisure;

19.1.2. knows the basics of business and public management, enabling to understand and evaluate the external and internal environmental factors of tourism business enterprises;

19.1.3. understands the general principles of business and management and is able to apply them to ensure business development;

19.2. special abilities. The person:

19.2.1. is able to analyse specific tourism business processes and phenomena that meet the requirements of the sought-after professional qualification, tourism business processes and phenomena, process and evaluate tourism information;

19.2.2. is able to organize and carry out the economic activities of tourism entities operating in the national and international markets;

19.2.3. is able to implement proposals for improving the activities of a specific group of tourism entities and implementing innovations;

19.3. social abilities. The person:

19.3.1. is able to communicate and cooperate with specialists and users in related fields in the local and international environment;

19.3.2. is able to work in a team, take responsibility for the quality of their own or subordinate employees' activities, follow professional ethics and citizenship in their professional activities, foster ethno-cultural and intercultural relations;

19.3.3. is able to express thoughts fluently and persuasively orally and in writing, to communicate effectively in a professional environment in at least one foreign language;

19.4. personal abilities. The person:

19.4.1. is able to critically assess and reflect on their professional activities, realizes the importance of lifelong learning;

19.4.2. is able to use the professional achievements acquired through formal and informal learning methods, to perform functions independently and responsibly when it is necessary to act in typical situations;

19.4.3. is able to collect and accumulate information, use information sources and information technologies, properly handle confidential information;

19.4.4. realizes the moral responsibility for the impact of their activities and their results on society, economy, cultural development, well-being and the environment, adheres to the principles of tourism ethics.

20. Upon completion of first cycle college studies, the following learning outcomes have to be achieved:

20.1. knowledge and its application. The person:

20.1.1. is able to recognize and understand the basic concepts and principles of tourism, based on the basic theories of business and public management sciences, is able to apply them in the practical activities of organizing tourism and leisure;

20.1.2. knows the basics of business and public management, enabling to understand and evaluate the external and internal environmental factors of tourism business enterprises;

20.1.3. understands the general principles of business, management and business finance and is able to apply them to ensure business development;

20.2. research skills. The person:

20.2.1. is able to conduct applied business management research and apply management science theories and research methods;

20.2.2. is able to use applied research methods, formulate analysis and empirical research conclusions, find and justify solutions to the problems of tourism entities;

20.2.3. is able to collect, systematize and analyse data, assess the activities of tourism entities;

20.3. special abilities. The person:

20.3.1. is able to analyse and evaluate tourism business processes and phenomena, process and assess tourism information, apply various applied research methods;

20.3.2. is able to organize and carry out the economic and financial activities of tourism entities operating in the national and international markets;

20.3.3. is able to make suggestions for improving the activities of tourism entities and introducing innovations;

20.3.4. is able to independently apply knowledge of professional activities based on management sciences to organize tourism business processes and make proposals to improve them;

20.4. social abilities. The person:

20.4.1. is able to communicate and cooperate with specialists and users in related fields in the local and international environment;

20.4.2. is able to work in a team, take responsibility for the quality of their own or subordinate employees' performance, be guided by the principles of social justice, sustainable development, environmental protection and social responsibility, professional ethics and citizenship in their professional activities, foster ethno-cultural and intercultural relations;

20.4.3. is able to express thoughts fluently and persuasively orally and in writing, to communicate effectively in a professional environment in at least one foreign language;

20.4.4. is able to discuss relevant professional issues, seeks to develop and strengthen the professional skills of a tourism specialist;

20.5. personal abilities. The person:

20.5.1. is able to critically assess and reflect on their professional activities, realizes the importance of lifelong learning;

20.5.2. is able to use the professional achievements acquired through formal and informal learning methods, to perform functions independently and responsibly when it is necessary to act in typical situations;

20.5.3. is able to collect, accumulate and systematize information, use information sources and information technologies, properly handle confidential information;

20.5.4. realizes the moral responsibility for the impact of their activities and their results on society, economy, cultural development, well-being and the environment, adheres to the principles of tourism ethics.

21. Upon completion of first cycle university studies, the following learning outcomes have to be achieved:

21.1. knowledge and its application. The person:

21.1.1. knows management science theories and is able to integrate them into tourism processes;

21.1.2. knows the principles and methods of management science, supplemented with fundamental knowledge of related sciences and the possibilities of innovative practical research methods;

21.1.3. is able to apply the latest management knowledge in a wide range of interdisciplinary studies or areas of professional activity, critically analyse and comprehensively evaluate tourism development processes in the context of international changes;

21.2. research skills. The person:

21.2.1. is able to creatively and critically apply research methods, use the achievements and methods of fundamental and applied scientific research, and formulate research conclusions;

21.2.2. is able to collect and analyse data, to see the main trends, concepts and categories of tourism business, their process management perspectives and models;

21.2.3. is able to find, process, interpret and apply research results, model the solution of identified problems, forecast market trends in the context of social and economic policy;

21.3. special abilities. The person:

21.3.1. is able to analyse and evaluate the peculiarities of optimization and decision-making of performance indicators of consumers and companies and organizations in different tourism systems and markets, the importance of the national macroeconomic environment and rapid changes in the world economy for the activities of tourism companies;

21.3.2. is able to assess and forecast tourism changes in organizations, the country and Europe, apply mathematical and statistical analysis methods and informational, econometric knowledge;

21.3.3. is able to collect, analyse and systematize data needed to solve important problems of tourism development of tourism and leisure companies, organizations and countries, to provide recommendations for solutions;

21.3.4. is able to plan, organize, execute and evaluate tourism processes, independently choose complex technological, organizational and methodical measures;

21.4. social abilities. The person:

21.4.1. is able to effectively communicate and cooperate with specialists and the public, solve tasks in the field of professional activity or studies, verbally and in writing convey tourism knowledge and understanding to specialists, present the performed activities and their results to various audiences, discuss relevant professional issues in a professional and interdisciplinary environment;

21.4.2. is able to express thoughts fluently and persuasively orally and in writing in Lithuanian and at least one foreign language, to communicate effectively in a professional environment and in the community;

21.4.3. takes responsibility for the quality of the activities carried out or managed and its evaluation, is guided by professional ethics and citizenship, principles of social responsibility;

21.5. personal abilities. The person:

21.5.1. is able to critically evaluate his and his colleagues' professional practice, realizes the moral responsibility for the impact of his activities and their results on social, economic, cultural development, well-being and the environment;

21.5.2. is able to make independent decisions and take responsibility in difficult situations, constantly improves learning skills, properly plans the learning process;

22. Upon completion of the second cycle university studies, the following learning outcomes have to be achieved:

22.1. knowledge and its application. The person:

22.1.1. knows and is able to apply the theories of social sciences, seeks to know and evaluate tourism processes and phenomena in a complex and systematic manner, under conditions of uncertainty, while performing professional activities, takes into account changes, fosters social, cultural and ethical values;

22.1.2. has fundamental and applied research results-based knowledge of management science, forming the basis for the ability to create and/or apply original ideas in the context of tourism research;

22.1.3. knows classical and modern theories of tourism and is able to apply them, critically evaluating tourism policy in the context of the country or other countries, solving functional areas of business management and interdisciplinary problems in an unfamiliar environment;

22.1.4. knows the latest tourism trends, are familiar with the latest tourism research methods, their possibilities and limitations;

22.2. research skills. The person:

22.2.1. is able to analyse and critically evaluate tourism ideas, formulate arguments and assumptions, apply management science models, conduct applied and interdisciplinary research;

22.2.2. can systematize and evaluate the information received from various sources, necessary for carrying out scientific research on the selected tourism topic, for making alternative decisions and for determining their possible impact on the environment;

22.2.3. is able to integrate knowledge, innovatively manage complex situations in the functional areas of tourism business management and make decisions;

22.2.4. is able to initiate, organize, independently conduct scientific research, interpret the results from an interdisciplinary point of view;

22.3. special abilities. The person:

22.3.1. is able to solve complex tourism problems and challenges by introducing innovations, combining interdisciplinary knowledge and principles of sustainable development;

22.3.2. is able to apply a systematic and dynamic approach, evaluate and prepare new informational, organizational management tools for making decisions and conducting scientific research;

22.3.3. is able to apply the latest research methods, uses statistical analysis methods for data analysis and evaluation;

22.4. social abilities. The person:

22.4.1. is able to communicate effectively, fluently and persuasively in writing and orally in at least one foreign language with tourism specialists and other interested persons, discuss relevant issues of tourism practice and theory, including presentation of ideas, consultation and expert evaluation;

22.4.2. is able to organize and carry out scientific research individually and in groups, as well as in an interdisciplinary team, is guided by professional ethics and citizenship, both in the national and international context;

22.4.3. is able to independently organize the preparation of activity plans and projects, lead their implementation;

22.5. personal abilities. The person:

22.5.1. is able to make independent decisions in complex atypical situations;

22.5.2. is able to independently initiate scientific and professional activities, lead them, choose the direction of improvement and continuously improve independently;

22.5.3. is able to demonstrate critical, systemic and strategic thinking skills, makes innovative decisions based on the assessment of opportunities and consequences, understands moral and social responsibility for his/her activities and their consequences;

22.5.4. is able to critically evaluate and select the most appropriate national and international sources of information, ensure the confidentiality of information.

CHAPTER IV TEACHING, LEARNING AND ASSESSMENT

23. The study (teaching and learning) process has to implement the principle of lifelong learning. The program, its content and didactic system have to motivate students to use various resources and sources for acquiring knowledge and abilities, and teachers to integrate innovations into the study process.

24. Teaching has to be based on the content of the most advanced scientific and practical achievements of the field of study. Teachers have to understand the didactic system of the study program, create the content of the study subject (module), taking into account the study program to which this subject (module) belongs. They should be able to choose appropriate, student-centred methods of study and assessing learning and achievement.

25. Studying should be based on students' active learning, their desire to study independently and their readiness to take responsibility for their study achievements.

26. The choose of study methods has to ensure the possibilities of achieving the outcomes of the study program. In the study process, with regard to the specifics of the program and the subject (module), the following study methods can be applied: traditional and interactive lecture, practical sessions, information search task, discussion, case study, problem solving session, collaborative teaching (learning), ideas (thoughts) and concept mapping, role-playing, activity reflection, individual and group work (project), application of special software packages, consultations, analysis of literary sources, etc. The same study methods have to be applied in studies of different cycles, but their application in the second cycle of studies has to be related to a deeper understanding of the content, more complex tasks, encourage the student to present his insights independently, critically and responsibly, and integrate competences in various fields.

27. The assessment methods of the evaluation system have to correspond to the nature of the subject and allow a comprehensive assessment of the extent to which the student has achieved the intended learning outcome. The assessment system has to include evaluation methods that allow monitoring the student's achievements in the studied subject (module), as well as assessing knowledge and skills in a consistent way. Methods for assesment of achievement have to be clearly linked to the content of the subject (module) and the study methods applied in it. In the study process, various methods of assessing the student's achievements can be applied: test, problem-solving task (report), control work, essay, analysis of a scientific article (text), report (oral illustrated, poster), report (laboratory work, practice, project), peer evaluation, self-evaluation, etc.

CHAPTER V REQUIREMENTS FOR IMPLEMENTATION OF STUDY PROGRAMMES

28. Requirements for teachers of tourism and leisure study programs:

28.1. in short cycle and college study programs, at least 10 percent of the subjects of the field of study must be taught by scientists with a scientific degree, conducting research in the relevant field, publishing their results in scientific publications and participating in national and international scientific and practical tourism events. More than half of the teachers of the study program must have at least 3 years of practical work experience in the field of the taught subject;

28.2. in university first cycle study programs, at least 50 percent of subjects in the field of tourism studies must be taught by scientists with a scientific degree, who conduct research in the

field of tourism and leisure, publish their results in scientific publications and participate in national and international scientific events of the tourism industry;

28.3. in post-graduate studies, at least 80 percent of teachers must have a science (art) degree (artists may be recognized). Others can be practitioners who have acquired of professional work experience at least 3 years within the recent 7 years in the field, the subjects whereof are taught. At least 20 percent of the subjects in the field of tourism and leisure studies in second cycle studies must be taught by professors;

28.4. in short cycle and college study programs, the subjects of the field study can be taught by persons with a qualification degree no lower than a professional bachelor's degree; and in the first cycle of university studies, the subjects of the field study can be taught by persons with a qualification degree no lower than a bachelor's degree or an equivalent higher education qualification; in the second cycle of studies, subjects of the field study may be taught by persons with a qualification of at least a master's degree or an equivalent higher education qualification; all teachers of subject must relate to tourism and leisure issues, illustrate theoretical knowledge with examples of economic activity.

29. The practical training (practice) is an integral part of studies, which must be organized in accordance with the practice organization procedure prepared by the higher education institution. Short cycle study practice is intended to help the student gain the professional experience necessary for practical work in a real workplace, and it must be allocated 30 or 40 study credits, respectively. In first cycle studies, the total scope of planned practices must include: college studies - at least 30 study credits, university studies - at least 15 study credits.

30. Practice supervisors who lead practices for short cycle and college students must have a professional bachelor's or bachelor's degree; practice supervisors who lead the practical sessions of first cycle university students must have at least a bachelor's degree or an equivalent higher education qualification and at least 3 years of experience in teaching tourism subjects or professional activities.

31. The purpose of practice is to develop the student ability to connect theoretical knowledge with the solution of problems in practical activities. The higher education institution must provide students with the list of possible practical training institutions. With the approval of the higher education institution, the student can find a practical training institution by himself. After practical training institution has been choosing, a tripartite agreement is concluded between the student, the higher education institution and the practical training institution. Cooperation with the social partners must be realised in the process of organising the practical training. Practice tasks must be based on the student's academic preparation in relation the competence of practical activities. It is recommended to involve the practice supervisors in the institution to improve the content practice tasks and organisation.

32. All levels of tourism and leisure studies are completed with a publicly defended thesis.

33. The studies of short cycle end with final qualification work or other similar assessment which must show the professional qualification acquired by the student linked to a specific segment of the labour market.

34. The final thesis of a professional bachelor must reveal the student's ability to creatively apply tourism and leisure theoretical knowledge and practical skills, analyse tourism phenomena and processes. The thesis must be based on the knowledge and skills acquired during the course of study and reveal the abilities corresponding to the objectives of the study program. In the final thesis, the student must demonstrate the level of knowledge and understanding, the skills of searching for information sources and their analysis, the ability to analyse the chosen topic, evaluate the work done by others, independently learn and carry out practice-oriented empirical research in the field of tourism and leisure, describe the applied work, to clearly and reasonably formulate conclusions and recommendations regarding performance improvement. At least one member of the thesis evaluation committee must be a practicing tourism specialist.

35. The bachelor's final thesis must be based on independent applied research, application of knowledge or prepared as a project that reveals abilities corresponding to the goals of the study

program. In the final thesis, the bachelor student must demonstrate the level of knowledge and understanding, the ability to analyse the chosen topic, evaluate the work previously done by others, study independently and carry out research on tourism and leisure, describe the research work carried out, clearly and reasonably formulate research conclusions and recommendations in accordance with the requirements approved by the higher education institution. At least one member of the thesis evaluation committee must be a practicing tourism specialist or a lecturer from another higher education institution training tourism or business specialists.

36. The master's thesis (project) must be based on independent research or applied research, application of knowledge, or prepared as a project that reveals abilities that meet the goals of the study program. In the final thesis (project), the master's student must demonstrate the level of knowledge and understanding, the ability to analyse the chosen topic, evaluate the national and international works of other people in the field of tourism and leisure studies, independently learn and carry out tourism and leisure analysis and evaluation research, present interpretations of research results, describe their research work, clearly and reasonably formulate research conclusions and recommendations in accordance with the requirements approved by the higher education institution. The thesis evaluation committee must be composed of competent business and public management specialists - scientists, professional practitioners, representatives of social partners. At least one member of the commission must be a practicing tourism specialist or a researcher from another scientific and study institution training tourism or business specialists.

37. The department organizing the tourism and leisure study program must have sufficient material and information resources for the quality implementation of the study program. The necessary material and methodological base:

37.1. auditoriums meeting occupational safety and hygiene requirements, equipped with modern audio and video equipment;

37.2. special premises, suitable for independent work or work in groups, for developing communication skills;

37.3. the amount of necessary hardware and software that meets the needs of the subject being studied and/or ensured access to them, if students use personal computers in higher education or other places of study;

37.4. availability of scientific literature, textbooks, methodical publications, research reports, reviews and other study materials required for the implementation of the study program in the library (reading room) and/or in the electronic environment;

37.5. information related to studies (descriptions of study programs and subjects, timetables, etc.) must be provided on the website of the higher education institution or in another electronic environment accessible to students.

38. Students with special needs (people with visual, hearing, mobility disabilities) must be given the opportunity to study.
