



ORGANIZATION AND MANAGEMENT OF TOURISM OPERATION

Credit points:	4 CP
Study course annotation	Completing the study course allows students to understand the essence of tourism, the ways of organizing tourism activity and its management. The study course introduces students to the planning and organization of tourism activity, much attention is paid to concepts such as tourism product and modern types of tourism.
Aim of the study course	to introduce students to the peculiarities of different types of tourism and the creation of different products, its structure, diversity and dependence on the market. To provide knowledge about planning types of tourism, their importance and implementation process.
Tasks of the study course	<ul style="list-style-type: none"> • to introduce tourism-enhancing and inhibiting factors that determine the development of tourism in Latvia. • introduce students to the world tourism market. • teach students to freely navigate the Latvian tourism market. • introduce world tourism products and their development trends. • to provide an opportunity to create a product that meets the market requirements on the basis of a specific tourist region and a specific infrastructure, simultaneously modeling various relationships between the seller and the buyer. • to provide knowledge about the mutual legal relations between the seller and the buyer of the tourism product.
Study results:	<p>Knowledge</p> <p>after successfully completing this study course, students have knowledge of</p> <ul style="list-style-type: none"> • Organization of tourism activities, work of tourism companies. • Characteristics of outgoing, incoming, internal and international tourism. • Tourism infrastructure and tourism resources. • Creating a tourism product. • New types of tourism and their role in creating the attractiveness of the tourist area.
	<p>Abilities</p> <ul style="list-style-type: none"> • Ability to apply theoretical knowledge and skills in practice. • Ability to collaborate with other companies, owners and other stakeholder groups to achieve company goals. • Ability to create original tourism products.
	<p>Competences</p> <ul style="list-style-type: none"> • Analyze, systematize, synthesize and integrate the information necessary for the company's operation. • Communicate and cooperate with staff, partners, owners, mass media, governmental and non-governmental institutions. • Learn new knowledge independently. • Prepare and defend presentations.
Study course plan:	
No.	Topics
1.	The concept of tourism. Tourism division. Types of tourism by nature of activity, their characteristics.
2.	The goals and tasks of tourism and hospitality work. Principles of tourism and hospitality work.
3.	History of tourism development. History of tourism in the United States and Europe. History of tourism in Latvia. Modern tourism structure.
4.	Basic types of tourism. Tourism development concept. Characteristics of tourism. Tourism



	Board, organizations.
5.	Types of planning in tourism: hiking, excursion, individual trip.
6.	Route development procedure. Necessary inventory and equipment.
7.	The concept of rural tourism. Characteristics, development of the rural tourism industry today and in perspective in Latvia.
8.	Urban tourism. The most popular tourism products in cities. Sightseeing, shopping. Tourist entertainment options.
9.	Recreology. Basic rules for recreational, cultural and sports opportunities. Program for resorts and recreation complexes.
10.	Cruise tourism. Cruise tourism regions and ranges. Components of a cruise tourism product.
11.	Characteristics of the tourism product. Tourism product life cycle. Features of the production of the tourism product and its direction in the market.

Form of final examination:

Mandatory literature of the study course:

1. J. Klepikovs, A. Klepikova. Tūrisma būtība un organizācija. Rīga. BSA 2008
2. Makkerčers B., Krosa H. Kultūras tūrisms. Tūrisma un kultūras mantojuma pārvaldības partnerība. - Rīga, Neptuns, 2007.
3. Tūrisma un viesmīlības terminu skaidrojoša vārdnīca / zinātniskie red. Juris Brencis, Zinaida Melbarde, Andris Mukans...[u.c.]. - Rīga: LR Ekonomikas ministrija, 2008. - 4601pp.

Study course supplementary literature:

1. Aktīvais tūrisms. Rokasgrāmata / Lifelong Learning Programme. - 2020. - 106 lpp.
2. Best Practice in Accessible Tourism. Inclusion, Disability, Ageing Population and Tourism / ed. by Dimitrios Buhalis, Simon Darcy, Ivor Ambrose. - Channel View Publications, 2012. - 379, [26] p. - (Aspects of Tourism)
3. Beaver, Allan A Dictionary of Travel and Tourism Terminology / Allan Beaver. - 2nd ed. - CABI, 2005. - 409
4. Cooper, Chris Contemporary Tourism: An International Approach / Chris Cooper, Michael Hall. - Elsevier, 2008. - 377 p.
5. Mason, Peter Tourism Impacts, Planning and Management / Peter Mason. - 2nd ed. - Butterworth-Heinemann, 2009. - 289 p.
6. Ninemeier, Jack D. Discovering Hospitality and Tourism. The World's Greatest Industry / Jack D. Ninemeier, Joe Perdue. - 2nd ed. - 2008. - 680, [24] p.
7. Reisinger, Yvette International Tourism. Cultures and Behavior / Yvette Reisinger. - ELSEVIER. - 2009. - 429, [29] p
8. Stephen Page, C. Michael Hall. Managing Urban Tourism. Pearson Edition, 2002.
9. Warwick Frost, C. Michael Hall. Tourism and National Parks. International Perspectives on Development, Histories and Change. Routledge, 2009.
10. Robert Maitland, Peter Newman. World Tourism Cities. Developing Tourism Off the Beaten Track. Routledge, 2008.
11. Edited by Stephen J Page, Joanne Connell. Event Tourism. Routledge, 2009.
12. Neil Carr. Children's and Families' Holiday Experience. Routledge, 2009.
13. R K Dowling. Cruise Ship Tourism. Edith Cowan University, Australia. 2006.
14. Brencis, Ainārs Aktīvais tūrisms: macību līdzeklis / Ainārs Brencis. - Rīga: Turība, 2003. - 224 lpp.
15. Timothy, Dallen J. Shopping Tourism, Retailing, and Leisure / Dallen J. Timothy; series editors Chris Cooper, Michael Hall, Dallen J. Timothy. - Channel View Publications, 2005. - 222, [9] p.
16. Krieviņš, Gunārs. Pa Latgales un Augšzemes ceļiem un takām / Gunārs Krieviņš. - Rīga: Avots, 1988. - 109 lpp.

Periodicals and other sources of information:



1. Journal of Teaching in Travel & Tourism
2. Journal of Travel & Tourism Marketing
3. Turkey Tourism Report
4. Туристический бизнес www.tourbus.ru
5. www.world-tourism.org
6. www.csb.lv
7. www.latviatourism.lv
8. <http://www.unwto.org>
9. www.rigatourism.lv
10. www.liveriga.lv
11. www.meeting.lv
12. Datu bāze EBSCO <http://search.ebscohost.com>,
13. Datu bāze SCOPUS <http://www.scopus.com>

During the study process changes and additions to the program and the list of references are possible