

## Practitioner Guides to support the Principal Learning in Travel and Tourism (Wales)

For the training module that is linked to this guide go to: <http://www.onlinetraveltraining.co.uk/lithuania.aspx>



### Lithuania – an emerging destination

Click on – *start by clicking on the video to get a first impression of Lithuania*

Module headings	Contents	PLQ in Travel & Tourism support and suggestions for teachers
<b>Overview</b>	Lithuania in facts and figures Key facts about Lithuania Flying to Lithuania Accommodation – from hotels to farm houses TEST yourself with the online quiz	Supports Planning Journeys and Destinations at Level 1 and level 2. For the Level 1 learner it provides an introduction to: <ul style="list-style-type: none"> <li>• Sources of information available to research destinations</li> <li>• Location</li> <li>• Reasons why Lithuania is attractive to visitors</li> <li>• Transport gateways – ports and airports</li> <li>• Transport options</li> <li>• Economic, socio-cultural and environmental impacts of tourism</li> </ul>
<b>Main Cities</b>	Vilnius – capital city of Lithuania (European Capital of Culture 2009) Kaunas – Lithuania’s second city Klaipeda – main port on the Baltic Sea TEST yourself with the online quiz	Level 2: describe the key features of significant transport gateways to Lithuania Level 3: <ul style="list-style-type: none"> <li>• Key features of the main cities and the reasons for their appeal</li> <li>• How the cities have used their social and cultural features to attract visitors</li> <li>• Potential positive and negative socio-cultural impacts of travellers on these city destinations</li> <li>• Measures taken to ensure the cultures of host communities are respected and</li> </ul>

		preserved
<b>Culture and Traditions</b>	Features the culture, events, festivals and traditions of Lithuania and its capital city Vilnius TEST yourself with the online quiz	Level 3: <ul style="list-style-type: none"> <li>• How the country has used its social and cultural features to attract visitors</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> </ul> Measures taken to ensure the cultures of host communities are respected and preserved
<b>Nature and Resorts</b>	The natural environment – Countryside Tourism and national parks Seaside Resorts – sandy beaches and world heritage coast Health Resorts TEST yourself with the online quiz	Level 3: <ul style="list-style-type: none"> <li>• How the country has used its natural features to attract visitors, including the countryside, coast and natural mineral springs</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> </ul>
<b>Things to see and do</b>	Heritage and historical sites; religion and cultural sites; heritage railway. Active Tourism: golf, hot air ballooning. Horse riding, canoeing, winter activities TEST yourself with the online quiz	Destinations and cultures at Level 3: <ul style="list-style-type: none"> <li>• How the country has used its heritage and historical features to attract visitors</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> </ul> Changes and trends at Level 3: <ul style="list-style-type: none"> <li>• Types of tourism that are increasing in popularity</li> <li>• Developing tourism products and responding to developments</li> </ul> Journeys and Destinations at Level 2 : <ul style="list-style-type: none"> <li>• Location and key features</li> <li>• Transport options</li> <li>• Sustainable development</li> <li>• Positive and negative impacts</li> <li>• New and emerging destinations</li> </ul>
<b>Top selling tips</b>	<ul style="list-style-type: none"> <li>• Value for money</li> <li>• Avoid the crowds</li> <li>• Culture</li> <li>• Entertainment</li> <li>• UNESCO sites</li> <li>• Winter visits</li> <li>• People</li> </ul>	Promotion, image and perception at Level 3: <ul style="list-style-type: none"> <li>• How travellers acquire perceptions of destinations</li> <li>• Destination management and perception of destinations</li> <li>• Benefiting from a positive image</li> <li>• Promoting products and services</li> </ul>

	TEST yourself with the online quiz	<ul style="list-style-type: none"> <li>• Price as influence of sales</li> </ul> Destinations and Cultures at Level 3: <ul style="list-style-type: none"> <li>• How the country has used its heritage and historical features to attract visitors</li> <li>• Potential positive and negative socio-cultural impact of travellers</li> </ul> Environmental influences at Level 3: <ul style="list-style-type: none"> <li>• Sustainable tourism</li> <li>• Protecting and preserving what makes the destination attractive</li> </ul>
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Other sources of information:

Tour Operators that operate holidays and special interest tours to Lithuania – click on Tour Operators

For additional information on Lithuania:

<http://www.lithuaniatourism.co.uk/>

<http://www.lonelyplanet.com/lithuania>

<http://www.visitlithuania.net/>

For free downloadable images of Lithuania:

<http://www.worldisround.com/browse/EasternEurope>