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**VALIDATION OF INSTRUMENT TO MEASURE TEACHERS’
OPINION ABOUT BENEFIT OF VISUALIZATION**

Renata Bilbokaitė

Summary

Visualization is essential in science education processes. It is important to know – whether it is useful according to teachers’ view. Aiming to find out this goal, we need to have valid instrument. There is analysed internal consistency of created instrument which diagnoses teachers’ opinion about benefit of visualization in education process. Also, there are represented possibilities of instrument to state statistically significant differences between populations in grouped and single data level.

The instrument for respondents is clear. Internal consistency of it is high; it is valid to measure teachers’ population opinion about benefit of visualization in education process (usefulness for student’s motivation, perception, attention, memory and imagination of abstract con-

cepts). Instrument, also, is valid to measure statistically significant differences of opinion of biologists, chemists, physicians, geographers and mathematicians according to generalized of single categorical indicators.

Also, it is possible to state by this instrument homogeneity and heterogeneity of teachers' opinion. The most homogeneous opinions were identified evaluating the benefit of visualization for student's perception. This enclose, that mostly all teachers in the population agree with idea that visualization is useful to stimulate students' perception during lessons. Especially it is useful in biology and physics. Teachers differently agree that visualization is useful to stimulate students' motivation to learn additionally and to inspire desire to have more lessons, to repeat information and to do their homework. Analogically, variety of opinions was stated in self learning scale, which enclosed that teachers not absolutely agree that visualization stimulates students' wish to look for views connected with science in the internet.

**POSSIBILITIES OF PARENTS INVOLVEMENT TO PLANING
A SOCIAL-EDUCATIONAL ASSISTANCE IN THE SCHOOL:
SOCIAL-EDUCATORS VIEW**

Remigijus Bubnys

Julita Gronskytė

Summary

This article analyzes the social educators' view of parents involvement in the process of solving childrens socio-educational problems.

In this investigation participated hundred social educators who works in comprehensive schools. The method of this research was the questionnaire. The aim of the research – ascertain the social-educators view of parents involvement in the process of solving children's socio

educational problems. The objectives of the research are to: 1) ascertain the parents participation and the demand of their participation in the process of solving children's social-educational problems; 2) ascertain the social-educators view about parents role and communication with parents in the process of solving children's social-educational problems.

The results of this research was processed with SPSS Programme and used descriptive statistical methods (frequency, average).

The view about parents involvement and the demand of their participation in the process of solving children's social-educational problems was compared.

The results of investigation showed that a parents involvement is passive. Parents involve too little in the process of problems solving. They must to give more attention to this process. The results of the compare of a parents involvement and demands estimate that parents involve too little in all children's social-educational problems. Social educators estimate that parents should be helpers and partners. The communication with parents is diplomatic, direct, with reciprocal understanding.

In resume, social-educators see the importance of parents involvement and they motivate them to collaborate in the process of solving children's social-educational problems.

THE IMPORTANCE OF MEETINGS AND GATHERINGS IN ORGANIZATION

*Kristina Čepien
Biruta Švagždienė
Egidijus Jaglauskas*

Summary

Object: Meetings and gatherings importance in organization.

The aim of work: To make theoretical analysis, based on scientific literature, does meetings and gatherings are important in organization in Lithuania. To make recommendations, how to improve efficiency and rationally of meetings in Lithuania, based on foreign experience examples.

Tasks: 1. To analyze Lithuanian and foreign author's approaches to organization. 2. To see organization's troubles through time, efficiency and expenditure management side. 3. To look into various approaches on meetings and gatherings subjects. 4 To evaluate the experience of west European countries, and how this experience can be applied in Lithuania.

Problem: Not enough information about importance of meetings and gatherings in organization in Lithuania.

Organization: Work contains three main parts. In the first part you are introduced to organizations, and how it is being understood by Lithuanian and foreign authors. In the second part, there is a description of various Lithuanian and foreign author's view to meetings, giving arguments and evidences, that group decisions are not effective. To one of the most time wasting phenomenon – meetings and gatherings – the view is made through a time-saving position. Also, some examples are listed, how due to ineffective meetings, Lithuanian companies loses money. In the third part of the work you will find suggestions and solutions for the companies in Lithuania, and in conclusion you will summarized results.

Work method: Analysis of science literature was made to understand the meanings of organizations, the importance of meetings and gatherings and the effective time and finance management.

Work results: After the analysis of science literature about today's organizations and the benefits of meetings and gatherings, authors noticed, that evens the employers and also employees hates meetings, because of low benefits for the job result or for the company. Authors of analyzed literature highlights that during the meeting or gatherings,

there is a very small chance to solve the problem, because there are many troubles in group thinking. It is also a loss of time and money, that's why some serious actions should be made to improve the efficiency of today's organization. This statement is reasoned by foreign countries companies experience, how to manage the meetings in order to save time and money.

**ORGANIZATIONAL CULTURE IMPACT ON PERSONNEL
RECRUITMENT AND SELECTION IN TOURISM
ORGANIZATION**

*Vilija Bitė Fominienė
Biruta Švagždienė*

Summary

The article analyses organizational culture and its interface with human resource management. Knowing that a proper organization to increase employee productivity, organizations need to create a recruitment and selection system that meets the organizational culture. Therefore, this study is clarification of the problem – how organizational culture impact on organization's staff recruitment and selection process? The object of the research is the organizational culture influence on staff recruitment and selection. The aim of the research is to examine the organizational culture impact on personnel recruitment and selection. Objectives – disclose the types of organizational culture in tourism organizations and identify the organizational culture impact on the tourism organization's staff recruitment and selection. The research methods applied in the research are: scientific literature analysis, questionnaire, statistical analysis. The totals of 163 employees (74 men and 89 women) were questioned in winter – spring 2011.

A questionnaire was prepared, which consists in the fact (the social and demographic) and construct (research facility) issues. Diagnostic investigation of the construct consisted of K. S. Cameron, R. E. Quinn instrument for measuring organizational culture – Organizational Culture Assessment Instrument (OCAI) and questions that reveal the recruitment and selection process.

The investigation revealed that the tested Kaunas County tourism organizations dominated by two types of organizational culture – Market and Clan. Organizations that are classified as Clan is an organization that concentrates on internal maintenance with flexibility, concern for people, and sensitivity for customers. Organizations that are Market type are focuses on external maintenance with a need for stability and control.

The investigation also found that different organizational cultures are different in recruitment methods and methods of selection choice. Although both organizations as the main recruitment methods are named friends recommendation and e-recruitment, in Clan-type organizations as the recruitment channel often becomes the leader, and in Market-type organization another recent trend in recruitment are advertisements in newspapers and employment agency services.

According to the methods used for selection Clan-type organizations as the most popular method for the selection interview is released, while in the Market-type organizations as the most popular method identifies employment questionnaires screening.

RELATIONSHIP MARKETING PARADIGM IN THE CONTEXTS OF DIFFERENT THEORIES

*Modestas Kvedaras
Rasa Glinskienė
Nida Kvedaraitė*

Summary

The article examines relationship marketing paradigm as a new formation of relationship marketing while seeking to establish conceptual provisions of relationship marketing as a new philosophy or strategy of companies' operations. Recently, relationship marketing has emerged for numerous scientists and practitioners as a new and powerful theoretical and practical perspective, and maintenance of long-term relationships has become the central axis of marketing.

In the first part of the article, focus is placed on conceptual provisions of relationship marketing paradigm while disclosing the essence of this phenomenon and the changed attitude that explains it and reveals the key differences between interaction and relationship marketing.

The second part of the article presents the theories substantiating the relationship marketing paradigm (service marketing, quality management, intellectual capital development, network theories and virtual organizations, complex of four marketing elements – 4P model), which affect its development and reveal it in different theoretical and practical contexts. From a practical point of view, it can be stated that companies, when responding to constant changes of environment, must create relationship systems and be able to manage them and improve the marketing activities, while adapting one of the most advanced concepts of marketing – relationship marketing.

**SOCIAL-EDUCATIONAL ASPECTS OF CONTRADICTIONS
BETWEEN RIGHTS AND DUTIES OF CHILDREN IN
COMPREHENSIVE SCHOOLS**

*Irena Leliūgienė
Kristina Legeckienė*

Summary

When Lithuania became an independent state, human rights to freedom started to be implemented without reservation and children began to use them selfishly. They have learnt their rights perfectly, but nobody primed them about the duties following the rights. The issue is topical as it tries to reveal certain aspects of contradictions of expression of rights and duties of children in comprehensive schools. Novelty of the research is the analysis of the issue from the angle of schools for the first time while analysing contradictions between rights and duties of children.

There were polled 184 respondents (91 girls and 93 boys), 14-18 years old. They are from two secondary schools and two gymnasiums.

Having carried out the research, the authors of the article draw the following conclusions that:

1. Multidisciplinary aspects on the rights and duties of children point out that rights and duties of children in the legal aspect are regulated as the rights of grown-up people, i.e. that every right is associated with a duty and fulfilment of the duties vouchsafe rights of other people.

2. Most respondents know their rights and duties as well as internal rules of schools. Students talk about their rights and duties both at schools and at home. During the lessons most respondents fulfil maxims of students, but some respondents do not: they use mobile phones, do not pay attention to the remarks of teachers, use four-letter words, etc. A few contradictions between rights and duties have been revealed. On the one hand, respondents know their rights and use them. On the other hand, they know they have to fulfil their duties but they deliberately ignore them.

Keywords: *child, right, duty, pupil, aspect, contradiction*

CAREER SELF-EFFICACY OF YOUNG BASKETBALL PLAYERS

*Romualdas Malinauskas
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Summary

This study is focused on career self-efficacy of young (15-16 and 17-18 years old) basketball players. Self-efficacy is defined as the belief about one's ability to achieve goals and to overcome obstacles in daily living. It is viewed as a global construct and is drawn from the internal averaging of all successes and failures that are attributed to the self. Self-efficacy is an expectation that one can successfully perform a behavior. High self-efficacy allows to overcome doubts and to cope with various discomforts, conflicts in complicated situations better and more efficiently. Career self-efficacy is defined as people's judgments of their abilities to perform career behaviors in relation to career development, and adjustment. The level of career self-efficacy allows finding out how an individual would behave in different situations related to his career activities. Career related self-efficacy is important to study because self-efficacy had been found to predict career interests and career aspirations, as well as relate to perceived range of career options. In addition, career self-efficacy had been found to relate to a number of psychosocial variables, such as self-esteem, anxiety, internal locus of control.

This study is new, because the career self-efficacy of young basketball players has been not studied in detail, but this work is a complex issue when considering a career self-efficacy level and sources of career self-efficacy. Problem question: what are features of career self-efficacy among young basketball players? The object of research: career self-efficacy of young (15-16 and 17-18 years old) basketball

players. The purpose of the study: to analyze career self-efficacy of young (15-16 and 17-18 years old) basketball players. The objectives: 1) to describe sources of career self-efficacy among young (15-16 and 17-18 years old) basketball players; 2) to reveal level of career self-efficacy of young (15-16 and 17-18 years old) basketball players. The total number of participants was 64 15-16 years old basketball players and 58 17-18 years old basketball players. The method of research – the questionnaire method. There were used two scales: Career Self-Efficacy Sources Scale (CSESS) and Career Decision Self-Efficacy Scale – Short Form (CDMSE-SF).

It was found that career of 17-18 years young basketball players is more ($p < 0.05$) than thus of 15-16 years young basketball players based on the following sources: vicarious experiences, verbal persuasion, positive emotional arousal and performance accomplishments. The comparison of career self-efficacy among 15-16 and 17-18 years old young basketball players showed that 17-18 years young players had a higher level of career self-efficacy.

STUDENTS' EDUCATION AND TRAINING ACCORDING TO EDUCATIONAL PROGRAMS IN LITHUANIAN MUSEUMS

Regina Navickienė

Biruta Švagždienė

Rūta Kudrešovaitė

Summary

One of the museum functions is education of the that occur within the educational programs. These programs broaden the concept of the museum, the museum is not only the custodian of exhibits, but also a place to study. Museums, in addition to their traditional activities, which includes the value of the museum storage collections, exhibition

and special events, are faced with new tasks and requirements that are directly related to the education and upbringing.

Currently, an increasing proportion of Lithuanian museums which educational programs are aimed at all museum visitors. Educational programs for students are becoming more popular, but they must be purposefully designed, taking into account students' needs, age, school-based programs. In order to achieve this must now carry out the analysis of educational programs for students in Lithuanian museums and to explore how educational programs for students to evaluate their own museum. Museums workers are responsible for the development of educational programs and practical applications. The article is to assess the Lithuanian museums in educational programs for students.

A quantitative study of Lithuanian Museum staff directly responsible for educational program design and implementation, showed that Lithuania's museums and educational tool for students already active in a decade, and some even more than twenty years. Frequently visiting museums are educational programs for primary and junior school pupils. Lithuanian Museum of educational programs in subjects related to the remote past of Lithuania, sharp emphasis on „popular - countryside“ culture. Developing educational programs for students in particular take into account visitors' needs. Programs is to attract visitors, create an attractive learning environment, to link with the school's programs. Respondents' understanding of educational programs for students from different academic literature on the concept of educational programs. Qualitative study, respondents said that Lithuania's museums developed programs for students should be divided into two groups: educational and entertainment - sightseeing programs. Educational programom students should be assigned to classes held in museums, exhibitions, lectures and excursions and various festivals, concerts, games and role-play should be called pleasure - cognitive programs.

According to the respondents, educational programs should be reserved exclusively for those classes where students are trained, educa-

ted and trained the students as they acquire new knowledge concerning the topics taught in school, develop their memory, have the opportunity to consolidate their theoretical knowledge in practice.

THE INFLUENCE OF CORE STABILIZATION EXERCISES FOR LOW BACK PAIN AND MULTIFIDUS MUSCLE CROSS- SECTIONAL AREA

Irina Ramanauskienė

Saulė Sipavičienė

Šarūnas Klizas

Vitas Linonis

Summary

The aim of the present study was to establish the influence of core stabilization exercises for low back pain and multifidus muscle cross-sectional area. Subjects — women who feels low back pain ($n = 18$), whose age were 44.41 ± 5.92 years. Their body weight — 67.10 ± 8.94 kg, height — 165.23 ± 2.81 cm. *Exercises during the test procedure.* Applied to the investigation of 8 months, 2 times per week, 60 min duration of spinal stabilization exercise program. Which consisted of static and dynamic, deep muscular strength and endurance training exercises. Static positions were maintained from 6 to 20 seconds. Testing an assessment cross-sectional area (CSA) of the multifidus muscle. CSA of the multifidus muscle were measured from L2 to L5 vertebral segments. These measures has been tested with ultrasound „*TITAN™*” (*SonoSite, USA*) measurements of multifidus muscle CSA. The device was set down by B - scan mode, used HST/10-5 MHz 25 mm linear transducer, designed for muscles, organs and blood vessels for surface exploration. Ultrasonic multifidus muscle ultrasonography performed three times during the investigation. During the study was used 10 MHz

frequency. Oswestry disability index questionnaire, a visual analogue pain scale

The results of study showed that after the core stabilization exercise program CSA of the multifidus muscle significantly increased ($p < 0.05$). After the core stabilization exercise program low back pain intensity significantly ($p < 0.05$) decreased. *The main conclusion.* After the core stabilization exercise program CSA of the multifidus muscle increased, low back pain intensity decreased.

Key words: low back pain, core stabilization exercises, cross-sectional area of the multifidus muscle.

CHILDREN'S SUMMER LEISURE TIME AS THEIR REST AND LIFE PHENOMENON MEANINGFULNESS OF CONTENTS FOR PARENTS

*Rūta Šiaučiulienė
Audronė Juodaitytė*

Summary

In foreign countries (especially in the USA) children's leisure is described as a new educational problem nowadays and there are analyzed children's possibilities for self-expression and social competence developing. There are emphasized child's possibilities taking a part with adults planning their free time. The free time is associated with occupation, according to parents or teachers view to the occupational forms and purport. There is noticed that those forms should not consider children's education, training, but with pleasant and purposeful activities (Kleiberg, 1999; Silbereisen, Todt, 1994). There is marked that children in such ambience are able socializing and to give a new status as a member of family or society. Children's leisure is under-

stood as a wise parents or teachers' intervention into child's social life, keeping child's individual rights of leisure forms (Stebins, 1992, 1999).

The empirical research during children summer holidays has a qualitative character. It was done doing an interview and „Content“ analysis methods. By this research there was an object to know the importance of social-educational children's discourse having leisure on summer holidays. It was done in 2003-2005 m., and there were 47 parents having 9-12 years children. The research presented parental reasoning that is a form of narrative explanation and point impartation. The narrative texts were characterized according the parents' point context.

There is set up parents give those points for their children during summer holidays: recreative (67,9%), communicative (50,9%), activity (18,9%), housework or works outdoor (13,2%), time for self (16,9%), gap of casual life (13,2%). Parents have troubles during children summer holidays talking about: occupation, safety, bad friends' influence and varied relationship with a child. There are many troubles of mistrust (71,8%), new relationships (5,6%) and a lack of social competence choosing an occupation form (49,3%). The biggest part of parents do not plan their children's leisure on holidays (56,4%), or do it (36,6%) or do it partly (5,6%), give this functions for grandparents (1,4%).

The most part of parents planning children's leisure pay attention at their wishes (94,4%), others only do it partly (4,2%), or does not do it (1,4%). Parents want there would be physical changes in physical development, or health improving (59,2%), work improving (38%), children's point of view learning and living (40,9%). Parents usually compliment children for tidying, relations with parents and child's and obedience (68%).

Children's free time during summer holiday parents understand as controlled and regulated children's activity where they are free only in working activity such as housework. There is not paid so much attention for children choosing their leisure and occupational forms.

Parents do not relate children's occupational and not occupational time and pleasant activities for their children. Such leisure is not sterling as a social-educational, because it is not fully oriented into children's social competence expressions at non institutional ambience.

INFLUENCE OF KNOWLEDGE OF HEALTHY WAY OF LIFE ON STUDENT LIFE STYLE

Daiva Stančaitytė

Daiva Uselienė

Summary

This article substantiates the influence of student knowledge about healthy way of life on their life style. In order to complete the research, the authors carried out an educational experiment during which knowledge about the healthy way of life was transmitted and discussions about physical activity, appropriate nutrition and harm of drugs were held. The educational experiment had a positive influence on the healthy way of life knowledge and changes of life styles of the experimental group. The research results allow to claim that knowledge as a very important viewpoint component has a direct influence on student life styles.

Keywords: healthy way of life, life style, health, knowledge, students, educational programs.

ADDITIONAL SERVICES'S RELATIONSHIP WITH KEY PRODUCT OF TOURISM ORGANIZATION

Biruta Švagždienė

Kristina Čepienė

Inga Iždonaitė-Medžiūnienė

Summary

In today's economic situation in Lithuania, by conditions of easy entry to it and exit from it, is visible an increased consumers' demand for services and highlights an incentive for the development organization. Therefore, becomes necessary to model various optimization processes. The aim of article: to analyze an additional services' connection to the main product by tourism organization model. Object: an additional services' connection to the main product by tourism organization model. Tasks: to define the main optimization processes of commodity and services by applying a consequence of managerial scenarios; to determine assumptions of touristic product market's appearance and discuss about the situation in the system of tourism; to analyze consumers' attitude to influence of additional services for the main product of tourism and tourism organizations; to adapt principles of management'optimization in tourism business. Research methods: literature and document analysis and synthesis, interview, survey, simulation. In this article, the optimization process is presented by the example of tourism business, which reveals additional service influence over the stimulus of the basic product and the work development of the providing organization. The business development is still little analyzed systematically through the provision of additional services, without creating inventionism or an impression of the national inflexibility and knowing a rather definite business field of the tourism organization. One of the most important work development advantages is that strategies intended to a certain region's specific problem solving can be developed better, especially if local service provision systems are highly localized. The service is an intangible activity, which springs up for the service's user through interaction with the service's supplier. Although the service is an intangible, however, how and intangible commodities, we can buy it. Realistically a product of tourism is a collection of some services. We can't move these services through time and space, so their supply is inelastic too. A problem of tourism product's optimization process's – disregard for a principle of a public sector's collaboration presence between resources of tourism: of nature, culture, architecture, others historic stars, that can engage tourist and give him a boost to apply these services. The specificity of tourism services is made of that are sold no many same tourism products in different places at different

time, but the same tourism product in the same place at the same time for many customers, also exists seasonality. The creation of the optimization model reflects the information presentation of various formats: the more consumer knows about the provided service, the more willingly he picks it; The recognition of a positive company's image has an impact on the consumer's choice among the companies offering similar service. Negative factors that originate in the process of the service use, have a negative impact on the business. So a value of usable services is a result of service's high level knowing and positive service's image. All that makes sure about higher income and company's development. It's necessary to do scientific researches for justifying assumptions which are stated in article.

HITCH-HIKING – PERSPECTIVE OF TRAVELING AND COGNITION

*Biruta Švagždienė,
Regina Navickienė
Dijana Gedminienė*

Summary

Tourism is one of the most expeditiously developing business sectors in the world, influencing economical and social welfare of detached regions and stimulating the development of various sectors (nourishment, accommodation, transport, etc.). The development of cumulative global tourism increasingly encourages searching for new types of tourism, which would be environmentally friendly, show cohesive development's principles, not be massive type and would provide different perspectives of traveling and cognition. One of these facilities – alternative tourism, which includes various types of tourism, hitch-hiking tourism is probably the least analyzed. Hitch-hiking – it is a trip, when you enjoy seeing new, interesting, beautiful views, landscapes, acquainted with other countries and vicinities people' culture, life, history, traditions, architecture. Also this is an adventure, when is having

good emotions, strengthening willpower and physical powers, examining people's possibilities in extreme conditions. In practice hitch-hiking is still unwillingly distinguishing as a separate kind of tourism and it is not precise clearly enough, therefore there is a lack of studies or studies of hitch-hiking. Despite that, this activity is not only enthusiastically pursued for a long time but and successfully developed, however is called different names – active rest, extreme activity or simply alternative tourism. So it is very important that there would be structured a particular conception of hitch-hiking and analyzed the situation of this tourism's phenomenon. The article is aimed at the introduction with manifestations of hitch-hiking tourism in Lithuania, revealing facilities of traveling and cognition. Analyzed the conception of hitch-hiking tourism and its adaptation; defined the point of hitch-hiking and determined its place in tourism business. Introduced the situation of hitch-hiking abroad and in Lithuania. Analyzed the conception of tourism business and theoretic definitions of hitch-hiking, reviewed the situation of hitch-hiking in Lithuania and abroad, it stimulates to keep on exploring facilities of hitch-hiking tourism in Lithuania