



Undergraduate/Graduate Educational Programme

Program Title	Tourism
Program Manager	Izolda Khokhashvili
Language	Georgian
Qualification to be Awarded	Bachelor of Business Administration in Tourism
Programme Volume with Credits	240 ECTS (8 semesters. Duration of one semester is 18 weeks. One academic year includes two semesters and covers 60 ECTS on average. Considering specifics of educational programme and/or student's individual learning programme, number of accrued credits per year may be more or less than 60 but no more than 75 (1 credit = 25 hrs)
Programme Approval Date and Record Number	29.10.2012 № 11-12
Programme Renewal Date and Record Number	08.09.2023 №04-23

The Goal of the Program

By Major:

- Knowledge and understanding of key principles of the tourism sector and complex issues of economics, business, management, and marketing design;
- Knowledge of mechanisms Management and regulation of tourism activities, complex issues of tourism policy and its sustainability; tools for the development of tourism as a global social phenomenon, environmental protection and sustainable tourism;
- Understanding of tourism as a world social event, opportunities, features of tourism-recreational resources of the country, key tools for sustainable tourism development; research results and/or project management of a practical nature.
- Adherence to professional and ethical norms; taking into account ethnic, cultural, social, etc. values

## Learning outcomes

The graduate will aware of:

- (A) Key principles of business and tourism theories and concepts; Key principles of functional areas of business administration: General management and marketing, foundational theories and principles of micro and macro economics; financial accounting communication and information technologies for management; their importance and interconnection; mechanisms regulating tourism activities;
- (B) Latest aspects of key theories of tourism management; specifics of tourism as world social event, opportunities, positive and negative features, instruments for sustainable development of tourism; latest aspects of impact macroenvironment (economic, technological, social, environmental, informational, etc.) has on tourism and modern methods of quantitative and statistical data analysis in the tourism field;
- (C) Find ways to solve the problems arising in the activities of a travel company; take into account the factors determining the work of a tourism enterprise; Identify the latest achievements in the tourism business, standard and some of the latest methods, models and approaches, adequately selecting and applying them in practice; Applying theoretical knowledge in the fields of tourism business administration and management (planning of tourism business activities, developing and implementing tourism-related business projects and business strategies) and carrying out research and/or practical projects in accordance with pre-defined guidelines;
- (D) Use modern information and communication technologies independently and creatively; utilize modern information and communication technologies in context-appropriate forms while communicating with specialists and non-specialists
- (E) in accordance with the recommendations of the leader, implements the application of theoretical knowledge in practice, performing research work in the field of tourism and / or implementing a project of a practical nature;
- (F) Drawing appropriate conclusions about the factors affecting the activities of the tourism company; Taking into account the regularity and interrelatedness of the events and processes in the tourism business; Identify problems facing the tourism organization, study information and situations using SWOT-analysis, PEST-analysis and other standard and distinctive methods; Analysis of quantitative and qualitative data, forecast-estimate expected results and draw appropriate conclusions;

## Precondition for admission to the Programme

Enrollment in the Programme is based on the results of unified national exams (ranking document) or in cases provided for by the Law of Georgia on Higher Education, in accordance with the procedure established, by means of administrative registration and rector's order.

Undergraduate Programme of Tourism can be applied for mobility twice a year, within the timeframe set by the Ministry of Education and Science of Georgia, subject to mandatory procedures and rules established by the University.

Enrollment in the undergraduate Programme or transfer from a recognized higher education institution of a foreign country is carried out on the basis of the decision of the Ministry of Education and Science of Georgia.

### Teaching and Learning Method

Lecture  Group Work  Practice  Seminar  Teaching with electronic resources

Electronic Teaching  Other

### Student's Knowledge Assessment System

Assessment of the student's level of achievement of the learning outcomes in the curriculum includes following assessment forms –Mid-term (single or multiple) and Final assessment, the sum of which is the final grade (100 points).

Mid-term and final assessment (assessment forms) include assessment component(s) that determines means of assessment to evaluate student's level of knowledge and/or skill and/or competency (oral/written exam, oral/written inquiry, homework, practical/theoretical assignment, etc.)The evaluation component incorporates variety of assessment methods (test, essay, demonstration, presentation, discussion, practical / theoretical assignment, working in a group, participating in a discussion, solving a case, participating in a mock trial, etc.). Assessment method(s) are measured by the evaluation criteria, ie the unit of measurement of the assessment method, which determines the level of achievement of the learning outcomes.

Each form and component of the assessment has a specific share of the final grade (100 points), which is reflected in the specific syllabus and communicated to the student at the beginning of the semester.

Credit may not be granted using only one form of assessment (mid-term or final). Student credit is given only in case of getting positive assessment.

During the implementation of the educational Programme, the share of the minimum threshold of student's midterm and final grade is specified in the syllabus and notified to the student at the beginning of the semester. The grading system allows:

#### Five types of positive assessment:

(A) Excellent	91-100 points
(B) Very Good	81-90 points
(C) Good	71-80 points
(D) Satisfactory	61-70 points
(E) Sufficient	51-60 points

#### Two types of negative assessment:

(FX) Could not Pass	41-50 points meaning that student is granted permission to re-take exam once after preparing for it independently.
(F) Fail	40 points or less meaning that student's work is not satisfactory and they need to study the subject again.

### Assessment Forms and Components

Assessment Forms and Components	Maximum Points
Mid-term assessment, including:	70 points
Written/Oral Inquiry	30
Mid-term written/oral exam	30
Individual homework/presentation	10
Final Assessment	30 points

Final written/oral exam	30
Total	100 points
In case of receiving FX re-take will be scheduled no later than 5 days after the announcement of the results from the final exam. The result received at the re-take will not be added to the points received at the final exam. The points received at the re-take is final and is reflected in the final assessment of the Programme. If student's final assessment, including additional exam result, is between 0-50 points, student is given F = 0 point	

#### Field of Employment

The graduate can be employed in private and public sectors of tourism business field, Georgian and foreign travel companies on positions for which Bachelor's Degree in Business Administration in Tourism is required/sufficient. Additionally, the graduate can be employed: in case of taking additional program of management – in administrative, general services, informational, etc. unites of Georgian and foreign companies, firms and enterprises; In case of taking foreign relations additional program – in the Ministry of Foreign Affairs, mass media, publishing houses, diverse short and long-term projects, etc; in case of taking additional program of theology – public and private sector institutions, governmental and non-governmental organizations, mass media, religious organizations, publishing and scientific research institutions and/or others.

#### Opportunities for Continuous Education

The graduate is eligible to pursue a Master's Degree Programme in Georgia or elsewhere unless the prerequisite for admission to the Programme is not restricted to a bachelor's degree in other specialty.

#### Resources Necessary for Implementation of the Programme

The material resources available and owned by the Teaching University ensure the realization of the goals of the undergraduate educational Programme and the achievement of the planned learning outcomes:

**Buildings and Facilities**– The undergraduate education Programme is implemented in the premises owned and operated by the teaching university 24 hours a day, where sanitary and hygienic and safety standards are maintained (the buildings have alarms, fire extinguishers, video monitoring system is in place, and the university security guard is in charge). The building is fully aligned with the technical requirements set for the higher education institution, with auditoriums equipped with proper equipment and inventory (projectors, chairs, desks, boards, etc.) for lectures and practical classes.

**Library**–The library of the Teaching University holds print and electronic resources relevant to the bachelor degree Programme available to students, invited and academic staff. The library has a reading room equipped with appropriate equipment (chairs, tables, computers). The library has a multifunctional copier that the student can use with the help of a library staff. Students can access the Internet and international electronic resources (Legislative Herald, EBSCO, HeinOnline, ELSEVIER: Scopus, Science Direct, Scival Funding). The University Library has an electronic catalog.

**Academic Staff Workspace** - The academic staff is provided with work space equipped with the appropriate inventory and equipment (chairs, desks, cupboards, internet access, multifunctional copier).

**Information and Communication Technologies** - To facilitate the implementation and administration of the undergraduate educational Programme, the teaching university uses information and communication technologies. Technical support for Bachelor's degree-related software is available, existing computers respond to modern needs. They are connected to the Internet and are available to students, academic, invited, and administrative staff. Electronic learning management system is used to facilitate students' access to their assessment, control of students' academic performance by the administrative staff and the teaching process. Through the website of the Teaching University, which contains a catalog of educational Programmes and information related to their implementation, conduct, etc., Teaching University provides publicity and access to information.

To complete a bachelor's degree in tourism, a student must accumulate 240 credits out of which 180 is allocated for the major specialty: mandatory courses – 174 ECTS, elective courses – 6 ECTS. Student can accrue rest of the 60 ECTS by taking any subjects from any undergraduate program(s) or pick one of the additional (minor) specialties: theology, management, international relations.

A student enrolled in the undergraduate programme of tourism through mobility system may be eligible for admission of the courses of the module completed in other educational institution as elective courses of the module in the Teaching University

The foreign language component consists of the following courses: English (A1), English (A2), English (B1.1.), English (B1.2.), English (B2.1.), English (B.2.2.).

Undergraduate students are required to complete English language B2 level, which corresponds to the English (B2.2.) course.

English language course starts at the beginning of the undergraduate Programme. Students are distributed in classes based on the English proficiency test result which determines level of student's language knowledge. The test is mandatory for every student.

Students will be divided into the following levels:

- English (A1) - 21 - 40 points
- English (A2) - 41 - 51 points
- English (B1.1) – 52 - 61 points
- English (B1.2) – 62 - 71 points
- English (B2.1) - 72 - 81 points •
- English (B2.2) - 82 - 100 points

Note: A student who scores 0-20 points (A0) after taking the language proficiency test, will go through intense language course and will start accumulating credits after starting A1 level course.

The undergraduate Programme structure provides 24 credits for English courses. If student passes the English language proficiency test at a basic level, they gain remaining 12 credits at the expense of the elective subjects in order to achieve the required level of foreign language proficiency - English (B2.2).

While applying to the university, the students who present international certificate of English language proficiency with corresponding assessment are exempt from the obligation to take English course at the university. The 24 foreign language credits under the Programme structure are collected through electives. Namely,

Students with a B2 certificate or other certificates certifying that student knows English at B2 level, in particular: FCE; IELTS- 5.5-6.5; TOEFL Paper 513-547; TOEFL CBT-183 - 210; TOEFL IBT-65-78 Note: All of the above certificates must be valid at the time of application and the applicant must be able to present them. Expired document will not be considered.

Curriculum of the Undergraduate Program

№	Prerequisite	Module/Subject	ECTS credits								Student workload	
			I year		II year		III year		IV year		Contact hours	Independent work (hrs)
			Semester									
			I	II	III	IV	V	VI	VII	VIII		
		სასწავლო კომპონენტი										
		საუნივერსიტეტო სავალდებულო სასწავლო კურსები										
1.	Office software	No prerequisites	6/150								31	119
2.	Communication, presentation and discussion techniques	No prerequisites		6/150							31	119
3.	Fundamentals of Psychology	No prerequisites	6/150								44	106
4	Europe and Georgia	No prerequisites					6/150				44	106
		ინგლისური ენის კომპონენტი										
5	EnglishA1 <sup>1</sup>	No prerequisites	6/150								84	66
6	EnglishA2	EnglishA1	6/150								84	66
7	English– B1/1	EnglishA2	6/150								84	66
8	English– B1/2*	EnglishB1/1		6/150							84	66
9	English– B2/1*	EnglishB1/2			6//150						84	66
10	English– B2/2	EnglishB2/1				6/150					84	66
		სავალდებულო სასწავლო კურსები										
11	Basics of Business	No prerequisites		6/150							31	119
12	Introduction to Tourism	No prerequisites	6/150								31	119
13	General Course of Mathematics	No prerequisites	6/150								31	119
14	Principles of Microeconomics	No prerequisites		6/150							31	119
15	Tourism Geography	No prerequisites		6/150							31	119
16	Financial Accounting	No prerequisites			6/150						44	106
17	Principles of Macroeconomics	Principles of Microeconomics			6/150						31	119

<sup>1</sup> Semesters indicated to the English language course depend on the language proficiency test that students take

18	Principles of Macroeconomics	Principles of Macroeconomics			6/150							31	119	
19	Fundamentals of Management	Fundamentals of Management			6/150							31	119	
20	Tourism-Recreational Resources	Tourism-Recreational Resources				6/150						31	119	
21	Tourism and Hospitality Management	Tourism and Hospitality Management				6/150						31	119	
22	Basics of Marketing	Basics of Marketing				6/150						42	108	
23	Tourism Statistics	Tourism Statistics					6/150					31	119	
24	Tour Operating	Tour Operating					6/150					31	119	
25	Tourism Policy and Sustainable Development	Tourism Policy and Sustainable Development					6/150					84	66	
26	English for Tourism	English for Tourism						6/150				31	119	
27	Basics of Project Management in Tourism	Basics of Project Management in Tourism							6/150			31	119	
28	Hotel Management	Hotel Management							6/150			31	119	
29	Practice	All compulsory courses of the major in semesters I-VII								8/200		118	82	
30	Bachelor Thesis	All compulsory courses of the major in semesters I-VII								10/250		28	222	
არჩევითი სასწავლო კურსები												ECT S		
31	Tourist Routes of Georgia	Introduction to Tourism		+	+	+	+	+	+	+	+	3/75	21	54
32	Religious and Pillgrim Tourism	Introduction to Tourism		+	+	+	+	+	+	+	+	3/75	19	56
33	Fundamentals of Sociology	No prerequisites	+	+	+	+	+	+	+	+	+	6/150	31	119
34	Tourism Policies – Legal Regulations	Introduction to Tourism			+	+	+	+	+	+	+	3/75	19	56

35	Tourism Marketing	Introduction to Tourism					+	+	+	+	6/150	31	119
36	Destination Management	Introduction to Tourism					+	+	+	+	6/150	31	119
37	Logistics	No prerequisites					+	+	+	+	6/150	31	119
38	Art of Guide	Introduction to Tourism					+	+	+	+	6/150	31	119
39	Museum Business	Introduction to Tourism			+	+	+	+	+	+	3/75	19	56
40	Cultural Tourism	No prerequisites	+	+	+	+	+	+	+	+	6/150	31	119
41	Ecological Tourism and Environmental Protection	Introduction to Tourism			+	+	+	+	+	+	6/150	31	119
42	Tourism Economics	Introduction to Tourism			+	+	+	+	+	+	3/75	19	56
43	Organizing exhibitions in museums and galleries	Introduction to Tourism						+	+	+	3/75	19	56
44	General Geography of Georgia	No prerequisites	+	+	+	+	+	+	+	+	3/75	19	56
45	Mountain Adventure Tourism	Introduction to Tourism		+	+	+	+	+	+	+	3/75	19	56
46	Animation in Tourism	Introduction to Tourism		+	+	+	+	+	+	+	3/75	19	56
47	Customer behavior	Basics of Marketing					+	+	+	+	6/150	31	119
48	International Marketing	Basics of Marketing					+	+	+	+	6/150	31	119
49	Restaurant and Foodservice Management	Introduction to Tourism				+	+	+	+	+	6/150	31	119
50	Introduction to International Tourism	Introduction to Tourism		+	+	+	+	+	+	+	6/150	31	119
51	World Tourism Centers	Introduction to Tourism		+	+	+	+	+	+	+	3/75	19	56
52	Recreational and medical tourism	Introduction to Tourism		+	+	+	+	+	+	+	6/150	31	119
53	Branding	Basics of Marketing; English-4 (B2)/B2					+	+	+	+	6/150	31	119
54	Enogastronomic Tourism	Introduction to Tourism				+	+	+	+	+	3/75	33	42
55	Agri-Tourism	Introduction to Tourism				+	+	+	+	+	6/150	31	119
56	Masterpieces of World Art and Tourism	No prerequisites		+	+	+	+	+	+	+	3/75	19	56
57	Cultural Heritage and Tourism on the Territory of Georgia	No prerequisites			+	+	+	+	+	+	3/75	19	56

58	Risks and insurance	Basics of Business			+	+	+	+	+	+	6/15 0	31	119
59	MICE Tourism	Introduction to Tourism			+	+	+	+	+	+	3/75	19	56
60	Disaster risk reduction with an inclusive approach	No prerequisites					+	+	+	+	3/75	19	56
61	Corporate Social Responsibility and Ethics	No prerequisites				+	+	+	+		3/75	19	56
62	Firm Economics	Principles of Microeconomics					+	+	+		6/15 0	31	119
63	RussianA2	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	61	89
64	RussianB2	RussianA2	+	+	+	+	+	+	+	+	6/15 0	61	89
65	Introduction to Philosophy	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	31	119
66	Ethics	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	31	119
67	Logic	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	31	119
68	Digital Marketing	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	31	119
69	Public Relations	No prerequisites					+	+	+	+	6/15 0	31	119
70	Creativity and Idea Generating Techniques	No prerequisites	+	+	+	+	+	+	+	+	6/15 0	31	119
71	Communication, presentation and discussion techniques	No prerequisites			+	+	+	+	+	+	6/15 0	31	119
საუნივერსიტეტო არჩევითი სასწავლო კურსები													
72	Religion and Society	No prerequisites									6/15 0	47	103
73	World civilizations and Georgia	No prerequisites									6/15 0	43	107
74	Introduction to Law	No prerequisites									6/15 0	44	106
Semester			30	30	30	30	30	30	30	30			
Per Year			60		60		60		60				
Total			240										

## Map of Program Goals and Learning Outcomes

Goals of the Program	Learning Outcomes								
	A	B	C	D	E	F	G	H	I
Knowledge and understanding of key principles of business administration and tourism;	√					√			
Knowledge of mechanisms regulating tourism activities, complex issues of management and marketing, key principles of management and sustainable functioning of tourism and hospitality industry;		√	√						
Understanding of tourism as a world social event, opportunities, features of tourism-recreational resources of the country, key tools for sustainable tourism development;		√	√			√			
Applying theoretical knowledge in practice, conducting research in the field of tourism business administration and management, and/or carrying out a practical project in accordance with the minimum guidance on various topics in the tourism sector;							√	√	
Adherence to professional and ethical norms; taking into account ethnic, cultural, social, etc. values				√					√



№	მოდული/საგანი	კურსის სტატუსი		პროგრამის სწავლის შედეგები								
				(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
1	Computer Office Programs	D	P	X						X		
2	Techniques of communication, discussion and presentation	D	P		X		X			X		
3	Fundamentals of Psychology	D					X					X
4	Europe and Georgia	I	D			X	X					
5	Basics of Business	I	D	X	X	X	X	X				
6	Introduction to Tourism	I	D	X	X			X	X		X	X
7	General Course of Mathematics	D	P			X			X			
8	Principles of Microeconomics	D	P	X	X	X					X	
9	Geography of Tourism	I	D		X	X				X		
10	Financial Accounting	I	D	X		X			X	X		
11	Principles of Macroeconomics	D	P	X	X	X					X	
12	Fundamentals of Management	I	D	X		X		X	X		X	
13	Tourism-Recreational Resources	D	P			X		X		X		X
14	Tourism and hospitality business management	I	D		X							
15	Basics of Marketing	I	D	X	X			X	X		X	
16	Statistics of Tourism	D	P		X				X	X		
17	Tour Operating	I	D			X	X		X			
18	Tourism Policy and Sustainability	I	D	X	X	X			X			
19	Basics of Project Management in Tourism	D	P		X		X	X			X	X
20	English for Tourism	P	M				X	X			X	
21	Hotel Management	I	D		X	X		X				X
22	Information Technologies in Tourism	P	M	X						X		
23	Practice	P	M		X		X	X			X	X
24	Thesis	P	M		X		X	X			X	X
25	EnglishA1	P								X	X	
26	EnglishA2	P								X	X	
27	English- B1/1	P								X	X	
28	English- B1/2*	P								X	X	
29	English- B2/1*	P								X	X	
30	English- B2/2	P								X	X	

Status of the Course

I – Introduction	D-Developing	P-Practical	M-Master
[Yellow bar]	[Green bar]	[Blue bar]	[Red bar]

#	Subject	Knowledge and Understanding	Skills	Responsibility and Autonomy
1.	Computer Office Programs	X	X	X
2.	Techniques of communication, discussion and presentation	X	X	X
3.	Fundamentals of Psychology	X	X	X
4.	Europe and Georgia	X	X	X
5.	Basics of Business	X	X	X
6.	Introduction to Tourism	X	X	X
7.	General Course of Mathematics	X	X	X
8.	Principles of Microeconomics	X	X	X
9.	Geography of Tourism	X	X	X
10.	Financial Accounting	X	X	X
11.	Principles of Macroeconomics	X	X	X
12.	Fundamentals of Management	X	X	X
13.	Tourism-Recreational Resources	X	X	X
14.	Tourism and hospitality business management	X	X	X
15.	Basics of Marketing	X	X	X
16.	Statistics of Tourism	X	X	X
17.	Tour Operating	X	X	X
18.	Tourism Policy and Sustainability	X	X	X
19.	Basics of Project Management in Tourism	X	X	X
20.	English for Tourism	X	X	X
21.	Hotel Management	X	X	X
22.	Information Technologies in Tourism	X	X	X
23.	Practice	X	X	X
24.	Thesis	X	X	X
25.	EnglishA1	X	X	X
26.	EnglishA2	X	X	X
27.	English– B1/1	X	X	X
28.	English– B1/2*	X	X	X
29.	English– B2/1*	X	X	X
30.	English– B2/2	X	X	X
31.	Tourist Routes of Georgia	X	X	X
32.	Pillgrim Tourism	X	X	X
33.	Fundamentals of Sociology	X	X	X
34.	Tourism Policies – Legal Regulations	X	X	X
35.	Tourism Marketing	X	X	X
36.	Destination Management	X	X	X

37.	Logistics	X	X	X
38.	Art of Guide	X	X	X
39.	Museum Business	X	X	X
40.	Cultural Tourism	X	X	X
41.	Monuments of nature and ecological tourism	X	X	X
42.	Economy of Tourism	X	X	X
43.	Organizing exhibitions in museums and galleries	X	X	X
44.	Geography of Georgia	X	X	X
45.	Adventurous Tourism in Mountains	X	X	X
46.	Animation in Tourism	X	X	X
47.	Customer behavior	X	X	X
48.	International Marketing	X	X	X
49.	Management of restaurant businesses and catering services	X	X	X
50.	Introduction to International Tourism	X	X	X
51.	World Tourism Centers	X	X	X
52.	Recreational and medical tourism	X	X	X
53.	Branding	X	X	X
54.	Gastronomic Tourism	X	X	X
55.	Agri-Tourism	X	X	X
56.	Masterpieces of World Art and Tourism	X	X	X
57.	Cultural Heritage and Tourism on the Territory of Georgia	X	X	X
58.	Risks and insurance	X	X	X
59.	MICE Tourism	X	X	X
60.	Disaster risk reduction with an inclusive approach	X	X	X
61.	Corporate Social Responsibility and Ethics	X	X	X
62.	The economy of the firm	X	X	X
63.	Russian A2	X	X	X
64.	Russian B2	X	X	X
65.	Introduction to Philosophy	X	X	X
66.	Ethics	X	X	X
67.	Logic	X	X	X
68.	Digital Marketing	X	X	X
69.	Public Relations	X	X	X
70.	Creativity and Idea Generating Techniques	X	X	X
71.	Religion and Society	X	X	X
72.	World civilizations and Georgia	X	X	X
73.	Introduction to Law	X	X	X