



Sulkhan-Saba Orbeliani
UNIVERSITY

Bachelor Educational Program

Title of the Program	Tourism
Program Director	Izolda Khokhashvili
The language of instruction	Georgian
Qualification Granted	Bachelor of Tourism
Volume of the educational Program in credits	180 ECTS (6 semesters. A semester is composed of 16 weeks. One academic year is divided into two semesters and includes an average of 60 ECTS; however, due to the unique characteristics of the educational program and/or the student's individual study program, the number of credits per year may be less than 60 or more, but not more than 75 (one credit = 25 astronomical hours).
Date of Program Approval Protocol Number	29.10.2012 №11-12
Date of Program Renewal and Protocol Number	24.06.2026 №05-26

Program Aim

The aim of the Bachelor's Program is to prepare a qualified specialist who:

- Demonstrates a comprehensive understanding of the fundamental principles of tourism, as well as the complex issues of economics, business, management, and marketing related to the tourism sector;
- Understands the mechanisms of tourism management and regulation, the key aspects of tourism policy and its sustainable functioning, and the principal issues of legal regulation within the tourism sector; comprehends the characteristics of tourism as a global social phenomenon, the tourism and recreational resources of a country, the principles of environmental protection and sustainable tourism development, and the main tools for managing tourism operational sectors;
- Is capable of addressing various contemporary issues within the tourism sector under minimal supervision, applying theoretical knowledge in practice, conducting research activities, and implementing practical projects;
- Adheres to professional and ethical standards while taking into account ethnic, cultural, social, and other fundamental values.

Learning Outcomes

Graduate of the Program:

(A) Describes the essential factors, theories, and concepts of tourism and related fields; discusses contemporary developments and emerging trends in tourism; explains the principal instruments of tourism policy, sustainable tourism development, and legal regulation within the tourism sector; identifies modern methods of quantitative and statistical analysis in tourism; and describes the specific characteristics of tourism enterprises operating in the tourism market.

(B) Identifies and evaluates the potential of tourism and recreational resources and determines their qualitative characteristics; demonstrates knowledge of the rational use of resources in the tourism industry, destination management, project planning and implementation principles, environmental protection and sustainability from an ecotourism perspective, the fundamental principles and distinctive features of cultural tourism in the tourism market, the effective organization and management of excursions, and the operational management of hotels and other accommodation facilities, utilizing communication tools and modern information technologies.

(C) Analyzes problems arising in tourism activities, identifies challenges faced by tourism organizations, and formulates recommendations for their resolution by applying standard and advanced contemporary methods in accordance with predetermined guidelines.

(D) Discusses the patterns, interrelationships, and dynamics of events and processes occurring within the tourism industry, as well as the factors influencing the operations of tourism enterprises; independently and creatively utilizes modern information and communication technologies.

(E) Under the guidance and recommendations of a supervisor, applies theoretical knowledge in practice, conducts research activities within the tourism sector, and/or implements practice-oriented projects.

(F) Discusses the necessity and directions of further learning and professional development; identifies personal knowledge and competency enhancement needs; pursues continuing education at higher levels of academic study and through various professional development programs. Demonstrates commitment to the continuous improvement of personal and others' competencies, including fostering intercultural and intergenerational understanding in multicultural environments while upholding professional, ethical, social, and democratic values.

Program Admission Requirement

Enrollment in the bachelor's program is conducted on the basis of the results of the unified national exams (ranking document) or in the cases specified by the law of Georgia on higher education, in accordance with the established rules, on the basis of administrative registration and the order of the rector.

It is possible to enroll in the bachelor's degree program of business administration on a mobility basis twice a year, within the deadlines set by the Ministry of Education and Science of Georgia, following the mandatory procedures and the rules set by the university.

Enrollment in an undergraduate educational program, or enrollment in a transfer manner from a recognized higher educational institution of a foreign country, is carried out based on the decision of the Ministry of Education and Science of Georgia.

Teaching and learning methods

☒ Lecture ☒ Working in group ☒ Practical work ☒ Colloquium ☒ Teaching by electronic resources

Evaluation system for student's knowledge

In the learning component of the educational program, the evaluation of the level of achievement of learning outcomes by the student includes following assessment forms - Midterm (one-off or multiple) and final examination, the sum of which is the final mark (100 points).

Midterm and final evaluations (evaluation forms) include the evaluation component/components, which determine the evaluation means of a student's knowledge, skills and/or competences (oral/written examination, oral/written testing, homework, practical/theoretical work, etc.). The evaluation component combines the unified evaluation methods (test, essay, demonstration, presentation, discussion, performance of practical/theoretical task, working in a working group, participation in discussions, solving cases, participation in mock trials etc.). The evaluation method/methods are measured by the evaluation criteria, i.e. by a measurement unit of the evaluation method, which determines the level of learning outcomes achievement.

Out of the total score (100 points), a certain share is assigned for each form and component of assessment in the final evaluation, which is envisaged in the specific syllabus and notified to the student in the beginning of the academic semester. Credit should not be granted using only one form of evaluation (midterm or final evaluation). Credit is earned, if the student receives a positive assessment.

During the implementation of the educational program, the share of the minimum competence threshold of the student's midterm and final evaluations are reflected in the specific syllabus and notified to the student in the beginning of each academic semester. The evaluation system includes:

Five types of positive evaluation:

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

Two types of negative evaluation:

(FX) Unsatisfactory	41-50 score of total evaluation, meaning that a student requires more work to pass and is given the right to attempt an additional examination by means of independent work;
(F) Failed	40 and less points that means the work of the student is not sufficient and he/she has to retake the course.

Evaluation forms and components

Evaluation forms and components	მაქსიმალური ქულა
Midterm Evaluation, including:	70 ქულა
Written/oral testing	30
Midterm Written/Oral Exam	30
Individual homework/presentation	10

Final Evaluation	30 ქულა
Final written/oral exam	30
Total	100 point
In the learning component of the educational program, in case of getting the FX, an additional exam will be appointed within no later than 5 calendar days after announcing the final exam results. The amount of points received in the final evaluation is not added to the evaluation received by a student for the additional examination. The evaluation obtained during the additional exam is the final one and it will be reflected in the final evaluation of the teaching component of the educational program. Considering the evaluation at the additional exam, if a student receives 0-50 points in the final evaluation of the educational component, a student will have F-0 points assigned.	

Field of employment
A graduate can be employed in both public and private Georgian and foreign companies in the position of a lower and/or intermediate link manager and effectively carry out professional activities, including organizational management, administrative-economic, information-analytical, entrepreneurial, or other. Activities for which an academic degree is required or sufficient: Bachelor of Business Administration in Management. Also, the graduate can be employed in both Georgian and foreign tourism companies, state and commercial tourism organizations, resort facilities, and/or others. In governmental and non-governmental organizations, mass media, publishing, and scientific research institutions.

Continuous Learning Opportunities
A graduate can continue his studies in foreign and Georgian higher educational institutions at the next level of higher education (a master's degree) in a master's educational program that considers or does not prohibit the academic degree of Bachelor of Business Administration in Management as a prerequisite for admission.

Material resources necessary for the program implementation
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 university library maintains a printed and electronic fund corresponding to the undergraduate educational program, which is available to students, invited guests and academic staff. The library has a reading hall equipped with appropriate equipment (chairs, tables, computers). There is a multifunctional photocopier in the library, which the student can use with the help of a library employee. In the reading room, students have the opportunity to use the Internet and international electronic resources (Legislative Bulletin, EBSCO; HeinOnline, Elsevier, UpToDate). 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 inform.

Characteristics of Organizing Studies

In order to complete the bachelor's program of tourism, the student must accumulate 180 credits, of which compulsory courses amount to 156 credits, which are distributed as follows: compulsory coursework in the main field of study amounting to 120 credits, while 18 ECTS credits are allocated to university-wide compulsory courses and 18 ECTS credits to the English language component. The remaining 24 ECTS credits may be earned from elective courses within the major field of study, faculty elective courses offered by the program, or courses offered by any other bachelor's degree program at the university.

A student enrolled in the bachelor's degree program of tourism on the basis of mobility can recognize as a free component other study courses that he has mastered in another higher educational institution.

The foreign language component includes the following courses: Intensive English Language Course (A1-A2), English language (B1.1), English language (B1.2), English language (B2).

It is mandatory for the student of the bachelor's program to complete the English language at the B2 level, which corresponds to the study course English language (B2) in the program. **Upon successful completion of the course, the student is required to take the course "English for Tourism and Business," which carries 6 ECTS credits.**

Allocation to English language courses is made upon enrollment in the undergraduate program. The basis of the distribution is the writing of the level-determining test, which is mandatory for the student. Based on the assessment results of the level-determining test, students will be allocated to the following English language levels:

- English language (A1-A2) - 21 - 51 points
- English language (B1.1) – 52 - 61 points
- English language (B1.2) – 62 - 71 points
- English language (B2) - 72 - 100 points

Note: A student who scores 0-20 points (A0) on the test will go through an intensive course and start studying for credits at Intensive English Language Course (A1-A2) level.

The structure of the bachelor's program includes 18 credits of English. If the placement test reaches the initial level of English, the student collects the remaining 6 credits at the expense of the optional subjects of the program in order to reach the end of the program with the specified level of foreign language proficiency - English language(B2).

Those students who, at the stage of enrollment at the university, present one of the following international certificates confirming knowledge of the English language at the B2 level: FCE, IELTS, TOEFL, PBT, TOEFL, CBT, TOEFL, IBT, VERSANT, CERTUS. PEARSON, with appropriate evaluations, are released from the obligation to teach English at the university. 18 foreign language credits provided by the structure of the program are collected at the expense of optional subjects.

Curriculum of the Undergraduate Program

№		Module/Subject	Prerequisite									
				1st year		3rd year		3rd year		Us Co n t a c t h o u r s	Ind epe nd ent ho urs	
				I	II	III	IV	V	VI			
Free component (Compulsory)												
		Compulsory university courses										
1		Business Communication and Digital Technologies	No prerequisites	6/150						29	121	
2		Special Georgian language course	No prerequisites	6/150						28	122	
3		Academic Writing	No prerequisites			6/150				41	109	
		English Language Component										

4		Intensive English Language Course (A1–A2)/ English language (A2)	No prerequisites	6/150						81/55	69/95
5		English language (B1.1)	Intensive English Language Course (A1–A2)/English language (A2)	6/150						55	95
6		English language (B1.2)	English language (B1.1)		6/150					55	95
7		English language (B2)	English language (B1.2)			6/150				55	95
		Compulsory Faculty courses									
8		Principles of Microeconomics	No prerequisites	6/150						29	121
9		Financial Accounting	No prerequisites			6/150				42	108
10		Principles of Macroeconomics	Principles of Microeconomics		6/150					29	121
11		Fundamentals of Management	No prerequisites		6/150					29	121
12		Basics of Marketing	No prerequisites			6/150				29	121
Compulsory courses of the core field of study											
		Compulsory courses									
13		General Course of Mathematics	No prerequisites		6/150					42	108
14		Introduction to Tourism	No prerequisites	6/150						29	121

15		Tourism-Recreational Resources	Introduction to Tourism		6/150					29	121
16		Tourism Statistics	General Course of Mathematics , Introduction to Tourism				6/150			41	109
17		English language for Tourism and business	English language B2				6/150			81	69
18		Tourism Policy and Sustainable Development	Introduction to Tourism				6/150			29	121
19		Basics of project management	Fundamentals of Management				6/150			29	121
20		Art of Guide	Introduction to Tourism			6/150				29	121
21		Travel Firm Management	Introduction to Tourism, Fundamentals of Management				6/150			29	121
22		Hotel management	Introduction to Tourism					6/150		29	121
23		Information Technologies in Tourism	Business Communication and Digital Technologies, Introduction to Tourism					6/150		29	121
24		Destination Management	Fundamentals of Management, Introduction to Tourism					6/150		29	121

25		Cultural tourism	Introduction to Tourism					6/150		29	121
26		Ecological Tourism and Environmental Protection	Introduction to Tourism						6/150	29	121
27		Practice	Financial Accounting; Principles of Macroeconomics; Fundamentals of Management; Basics of Marketing; Introduction to Tourism; Tourism-Recreational Resources; Tourism Statistics; Tourism Policy and Sustainable Development; Travel Firm Management; Art of Guide; Hotel Management; Information Technologies in Tourism; English Language B1.2.						4/100	77	23

28		Bachelor project	Business Communication and Digital Technologies ; Academical Writing; English Language (B1.2); Financial Accounting; Principles of Macroeconomics; Basics of Marketing; Tourism-Recreational Resources; Tourism Statistics; Tourism Policy and Sustainable Development; Basics of project management; Arts of Guide; Travel Firm Management; Hotel Management; Information Technologies in Tourism; Destination Management; Ecological Tourism and Environmental Protection						8/200	18	182	
		Elective courses								ECTS		
29		Tourist Routes of Georgia	Introduction to Tourism					+	+	3/75	17	58
30		Tourism Policies – Legal Regulations	Introduction to Tourism, Tourism Policy and Sustainable Development					+	+	3/75	19	56
31		Tourism Geography	No prerequisites					+	+	6/150	29	121
32		Tourism Economics	Principles of Macroeconomics, Introduction to Tourism					+	+	3/75	19	56

33		Religious and Pillgrim Tourism	Introduction to Tourism					+	+	3/75	15	60
34		Tourism Marketing	Basics of Marketing , Introduction to Tourism					+	+	6/150	29	121
35		Logistics	Basics of Marketing					+	+	6/150	29	121
36		Museum Business	Introduction to Tourism					+	+	3/75	15	60
37		Mountain Adventure Tourism	Introduction to Tourism					+	+	6/150	29	121
38		Animation in Tourism	Introduction to Tourism					+	+	3/75	15	60
39		Introduction to International Tourism	Introduction to Tourism					+	+	6/150	29	121
40		Restaurant and Foodservice Management	No prerequisites					+	+	6/150	29	121
41		Recreational and medical tourism	Introduction to Tourism					+	+	6/150	29	121
42		Wine and gastronomic tourism	Introduction to Tourism					+	+	6/150	29	121
43		Agri-Tourism	Introduction to Tourism					+	+	6/150	28	122
44		MICE Tourism	Introduction to Tourism, Basics of project management					+	+	3/75	19	56

45		Tourism and Hospitality Management	Introduction to Tourism					+	+	6/150	29	121
Free component (Elective)												
		Elective Faculty courses										
46		Research Methods in the Social Science	No prerequisites					+	+	6/150	28	122
47		Consumer Behavior	Basics of Marketing					+	+	6/150	29	121
48		Business Ethics and Social responsibility	No prerequisites					+	+	3/75	15	60
49		Russian A1	No prerequisites					+	+	6/150	81	69
50		Russian A2	Russian A1					+	+	6/150	81	69
51		Digital Communication Strategy	Basics of Marketing					+	+	6/150	29	121
52		Branding	Basics of Marketing					+	+	6/150	29	121
53		Basics of Business	No prerequisites					+	+	6/150	29	121
54		International Marketing	Basics of Marketing					+	+	6/150	29	121
55		Creativity and Idea Generating Techniques	No prerequisites					+	+	6/150	29	121

		Elective university courses										
56		Religion and Society	No prerequisites					+	+	6/150	42	108
57		World civilizations and Georgia	No prerequisites					+	+	6/150	41	109
58		Europe and Georgia	No prerequisites					+	+	6/150	28	122
59		Introduction to Law	No prerequisites					+	+	6/150	28	122
60		Fundamentals of Psychology	No prerequisites					+	+	6/50	42	108
Per Semester				30	30	30	30	30	30			
Per Year				60		60		60				
Total				180								

Map of the program objectives and learning outcomes						
The aim of the Bachelor's Program is to prepare a qualified specialist who	Program Learning Outcomes					
	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>
➤ Demonstrates a comprehensive understanding of the fundamental principles of tourism, as well as the complex issues of economics, business, management, and marketing related to the tourism sector	✓			✓		
➤ Understands the mechanisms of tourism management and regulation, the key aspects of tourism policy and its sustainable functioning, and the principal issues of legal regulation within the tourism sector; comprehends the characteristics of tourism as a global social phenomenon, the tourism and recreational resources of a country, the principles of environmental protection and sustainable tourism development, and the main tools for managing tourism operational sectors;		✓	✓			
➤ Is capable of addressing various contemporary issues within the tourism sector under minimal supervision, applying theoretical knowledge in practice, conducting research activities, and implementing practical projects;			✓	✓	✓	
➤ Adheres to professional and ethical standards while taking into account ethnic, cultural, social, and other fundamental values.						✓

Map of mandatory training courses and program learning outcomes

№	Module/Subject	Course status		Program Learning Outcomes					
				1	2	3	4	5	6
1.	Business Communication and Digital Technologies	D	P		X		X	X	
2.	Academical Writing	I	D		X		X	X	
3.	Special Georgian language course	I	D				X		X
4.	Introduction to Tourism	I	D	X	X	X	X		
5.	General Course of Mathematics	D	P	X				X	
6.	Principles of Microeconomics	I	D	X	X	X	X		
7.	Financial Accounting	I	D		X	X			
8.	Principles of Macroeconomics	I	D	X	X	X	X		
9.	Fundamentals of Management	I	D	X	X	X	X		
10.	Tourism-Recreational Resources	I	D		X	X		X	
11.	Basics of Marketing	I	D	X	X		X	X	
12.	Tourism Statistics	D	P	X	X			X	
13.	Travel Firm Management	I	D	X	X		X	X	
14.	Art of Guide	D	P		X	X		X	
15.	Destination Management	I	D	X	X		X	X	
16.	Tourism Policy and Sustainable Development	I	D	X	X		X	X	X
17.	Basics of project management	D	P		X	X		X	

18.	English Language for Tourism and business	P	M		X	X	X		X
19.	Cultural tourism	D	P	X	X		X	X	
20.	Ecological Tourism and Environmental Protection	I	D	X	X	X	X	X	
21.	Hotel management	D	P		X	X		X	
22.	Information Technologies in Tourism	P	M		X	X	X		
23.	Practice	P	M		X	X	X	X	X
24.	Bachelor project	P	M		X		X	X	
25.	Intensive English Language Course (A1–A2)/ (A1-A2)/ English Language (A2)	I	P		X				
26.	English Language – B1.1	D	P		X		X		X
27.	English Language – B1.2*	D	P		X		X		X
28.	English Language (B2)	M			X		X	X	X
Course status									

I – Introduction	D - Developing	P - Practical	M- Master

Map of the learning outcomes of the compulsory and elective courses of the Program				
Nº	Module/Subject	Knowledge and understanding	Skills	Responsibility and Autonomy
1.	Business Communication and Digital Technologies	X	X	
2.	Academical Writing	X	X	X
3.	Special Georgian language course	X	X	X
4.	Europe and Georgia	X	X	X
5.	Introduction to Tourism	X	X	
6.	General Course of Mathematics	X	X	
7.	Principles of Microeconomics	X	X	
8.	Financial Accounting	X	X	
9.	Principles of Macroeconomics	X	X	
10.	Fundamentals of Management	X	X	
11.	Tourism-Recreational Resources	X	X	
12.	Basics of Marketing	X	X	X
13.	Tourism Statistics	X	X	
14.	Travel Firm Management	X	X	X
15.	Tourism Policy and Sustainable Development	X	X	
16.	Basics of project management	X	X	
17.	English Language for Tourism and business	X	X	X
18.	Ecological Tourism and Environmental Protection	X	X	
19.	Hotel management	X	X	
20.	Information Technologies in Tourism	X	X	
21.	Practice	X	X	X
22.	Bachelor project	X	X	X
23.	Intensive English Language Course (A1–A2)/ English Language (A2)	X	X	
24.	English Language (B1.1)	X	X	X
25.	English Language (B1.2)	X	X	X
26.	English Language (B2)	X	X	X

27.	Tourist Routes of Georgia	X	X	
28.	Religious and Pillgrim Tourism	X	X	X
29.	Research Methods in the Social Science	X	X	X
30.	Tourism Policies – Legal Regulations	X	X	
31.	Tourism Marketing	X	X	X
32.	Tourism and Hospitality Management	X	X	X
33.	Tourism Geography	X	X	
34.	Destination Management	X	X	
35.	Logistics	X	X	X
36.	Art of Guide	X	X	
37.	Museum Business	X	X	X
38.	Cultural tourism	X	X	
39.	Tourism Economics	X	X	
40.	Mountain Adventure Tourism	X	X	X
41.	Animation in Tourism	X	X	
42.	Consumer Behvaior	X	X	X
43.	Restaurant and Foodservice Management	X	X	
44.	Recreational and medical tourism	X	X	
45.	Wine and gastronomic tourism	X	X	
46.	Agri-Tourism	X	X	
47.	MICE Tourism	X	X	
48.	Business Ethics and Social responsibility	X	X	X
49.	Russian A1	X	X	
50.	Russian A2	X	X	
51.	Creativity and Idea Generating Techniques	X	X	X
52.	Religion and Society	X	X	X
53.	Introduction to Law	X	X	X
54.	Branding	X	X	X
55.	Basics of Business	X	X	
56.	International Marketing	X	X	X
57.	World civilizations and Georgia	X	X	X
58.	Digital Communication Strategy	X	X	
59.	Introduction to International Tourism	X	X	X
60.	Fundamentals of Psychology	X	X	

