

## School of Business and Social Sciences

### Bachelor's Education Programme

#### Tourism

<b>Education Cycle:</b>	Bachelor's Degree (1 <sup>st</sup> cycle)
<b>Language:</b>	Georgian
<b>Type of Study programme:</b>	Academic
<b>Direction:</b>	Interdisciplinary sectors or specialties
<b>Awarded Qualification:</b>	Bachelor of Tourism
<b>Duration:</b>	8 semesters
<b>Credit Value of the Programme:</b>	240 credits
<b>Programme Coordinators:</b>	K. Abuladze, Invited Personnel Associated Professor N. Grdzlishvili

**Bachelor's Programme Admission Precondition:** Applicant can be enrolled in the Bachelor's programme if s/he holds a state Certificate of complete general education, has passed the Unified National Exams, in case of internal/external mobility or without passing the Unified National Exams within the Law of Georgia on Education.

#### The Purpose of the Programme

The increasing role and place of tourism in the Georgian economy, development of tourist business in Georgia, diversity of tourism, creation of the different types of tourism firms, increasing efficiency of business and actuality of increasing tourism services quality, requirements of tourism market and employers demands to prepare a competitive specialty, who is able to promote the development of different types of tourism within own competences, to consider their peculiarities, to provide the qualified tourism services and successful practice in different tourism organizations, companies or firms. Therefore, the purpose of the Bachelor's programme "Tourism" is to prepare a competitive specialist with the Bachelor's Academic Degree of Tourism for the internal and international educational space and labour market, who has the wide knowledge of the main theoretical and practical issues of tourism, tourism economy, management and marketing, tourism market characteristics, legal issues of tourism, competitiveness, the current problems of the world's and national tourism industry

functioning. Besides this, the graduates have skills to deal with the career challenges in the permanently changeable world in a creative way, use the field and transferral skills for improving their professionalism, knowledge and competences. They acquire with the national traditional and democratic values, as well as the freedom, independence and ethical values defined in the European Universities' Charter, motivation, social and civic positions, professional and personal responsibilities that help the graduates with the Bachelor's Degree in Tourism to analyse and evaluate the current process in tourism, to define the priorities and to make the right decisions within own competencies, to use the theoretical knowledge, practical skills and competencies in practice or public activities.

### **Programme Structure**

The Bachelor's programme of "Tourism" is oriented on the achievement of the essential competencies of business administration. With the Bachelor's programme of "Tourism", a graduate acquires with the main (specialty) knowledge and additional (contributing) knowledge with learning components. The main knowledge includes the obligatory courses with essential competencies for Bachelor's graduate of tourism and obligatory thesis in specialty/practice. The additional knowledge includes the obligatory courses and free components contributing to the Bachelor's degree activities. With the free components, there are considered the elective courses and free courses/credits of Bachelor's programme, which can be selected from the curriculum of any study programme. Therefore, a student can form an individual profile with the free component selection. The Bachelor's programme components are directed to achieve the objectives of the programme and form the relevant competences for a Bachelor's graduate. The logical sequence of achievable competences defines the content, structure and curriculum of the Bachelor's programme.

**Bachelor's Programme – Tourism** **240 credits, among them:**

<b>Obligatory components:</b>	<b>190 credits</b>
University obligatory education course:	10 credits
Foreign language component (General)	40 credits
Specialty obligatory education course:	120 credits
Bachelor's Degree thesis:	10 credits

**Free components:** **50 credits**

*Elective education courses*

*Free education courses*

**Note:** The elective courses are selected due to the curriculum of the Bachelor's programme, where the admission preconditions of elective courses are considered. The free educational courses/credits, which are defined as the free components of the education courses, can be selected from any study programme curriculum, the only limit for the selection is the precondition of the education course.

### Learning Outcomes

The sequential and high-quality implementation of Bachelor's programme goals ensures the achievement of the appropriate learning results of the relevant qualification at the first cycle (Bachelor) of higher educational frame based on the Statement N120/N by the Minister of Education and Science of Georgia issued on December 10, 2010:

<p><b>Knowledge and understanding</b></p>	<p><b>Has the deep knowledge of:</b></p> <ul style="list-style-type: none"> <li>• Economics and business management regulations, concepts and basic principles;</li> <li>• Tourism terminology, concepts, basic conceptions and definitions in the Georgian, Russian and English languages;</li> <li>• General geographical dimensions, world tourism potential and prospects for its development, important political, economic and tourism organizations around the world;</li> <li>• Peculiarities of tourism-recreational resources of Georgia, biological diversity, including protected areas and resorts;</li> <li>• Global and regional aspects of tourism development, international tourism infrastructure, international tourism environment, world tourism market;</li> <li>• Historical-cultural heritage;</li> <li>• Hotel service standards and certification;</li> <li>• Principles of technological mapping, excursion structure, its preparation and implementation. S/he knows the specifics of the company's structures, powers and activities.</li> <li>• Planning tourist trips and creation of attractive tourist products and legal relations with customers.</li> </ul> <p><b>S/he understands:</b></p> <ul style="list-style-type: none"> <li>• The practical importance of the functional areas of business (general management, marketing, accounting) and their interaction in tourism;</li> <li>• The tourism structure, directions, tourism firms' priorities and their role in tourism development;</li> </ul>
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	<ul style="list-style-type: none"> <li>• The peculiarities of the tourists' placement object management and organizational-functional structure;</li> <li>• The guide's rights and competences and its importance during the excursion;</li> <li>• The peculiarities of tourism market functioning and mechanisms for tourism regulation;</li> <li>• The importance of the place and role of tourism economic integration and globalization, as a priority sector in the economic development of the country.</li> </ul>
<p><b>Applied knowledge</b></p>	<p><b>S/he is able:</b></p> <ul style="list-style-type: none"> <li>• To know the tourism firm/enterprise business planning, organizing and controlling mechanisms, and its practical use;</li> <li>• To work out the tourism business projects in compliance with the legal regulation norms;</li> <li>• To work in group participating in the tourism enterprise with the defined specific instructions;</li> <li>• To work on the tourism service documents and information, to interpret and to prepare the reports with the use of information technology;</li> <li>• To participate in the appropriate activities, to use the adequate resources and tools and to take part in the solving process with the purpose of management optimization in the tourism organization;</li> <li>• To use the data on economic, political, national-cultural characteristics of prospective countries for tourism development in Georgia;</li> <li>• To participate in the planning, identifying the characteristics of the tourism product consumers, determining the tourism market opportunities and marketing activities with the purpose of increase of competition of tourism organization on the basis of practical observations;</li> <li>• To use the tourism and excursion standards and terminology, to plan and implement the different types of tourist trips in the Georgian, Russian and English according to international standards;</li> <li>• To work out the effective programs for tourism-excursion and hotel services in accordance with pre-defined criteria;</li> <li>• To prepare and conduct the thematic, reviewing and complex excursions in the topic of Georgian touring routes;</li> <li>• To use the eco-tourism resources in the formation of a tourist product;</li> <li>• To participate in the business projects and tourism-strategy planning and new tourism product creation.</li> </ul>

<p><b>Making judgements</b></p>	<ul style="list-style-type: none"> <li>• To identify, analyse and select-use the alternative ways of problem- solving, to form the reasonable conclusions;</li> <li>• To form the reasonable conclusion based on analytical and logical thinking;</li> <li>• To collect, group, analyse and synthesize the statistical data of tourism;</li> <li>• To study the business activities of the tourism organization, to collect business-related information, analyse and make the reasonable conclusions;</li> <li>• To analyse and assess the effectiveness of practical mechanisms for tourism business regulation;</li> <li>• To analyse and use marketing capabilities in tourism; to study the customers; behaviour and demand, forecast and develop recommendations;</li> <li>• To assess the marketing risk in tourism and to define the risk decrease methods;</li> <li>• To develop the recommendations on the basis of the analysis and synthesis of the necessary information for the business plan within its own competence.</li> </ul>
<p><b>Communication skills</b></p>	<ul style="list-style-type: none"> <li>• To prepare ideas, current problem-solving methods, proposals, suggestions, information on the tourism organization for specialists and non-specialists in both written and oral form in the Georgian, Russian and English languages;</li> <li>• To develop the written and verbal communication in the Georgian, English and Russian languages on issues related to tourism, to participate in business discussions, to express own attitudes, ideas and to share others' opinions;</li> <li>• To develop the effective communication with relevant state, non-government, private organizations, tourism firms, tax and customs authorities, tourism industry management structures in Georgia and abroad;</li> <li>• To use the modern information and communication technologies in a creative way, to work on the information bases, programmes, electronic documents, databases to solve specific tasks;</li> <li>• To use the computer technologies for compiling business documents/reports.</li> </ul>
<p><b>Communication skills</b></p>	<ul style="list-style-type: none"> <li>• To use the knowledge and resources received during the Bachelor's study, including information technology and tourism literature, for the purpose of life-long learning for getting the knowledge and practical skills;</li> <li>• To consider the own and others' practical skills for the purpose of improving the practical skills;</li> <li>• To acquire with new technologies in the field of tourism independently for the professional development;</li> </ul>

	<ul style="list-style-type: none"> <li>• To assess the own learning process sequentially and in many different ways;</li> <li>• To understand the use of international successful experience and innovations, to evaluate own learning process sequentially and in many different ways for the improvement of the knowledge received during the Bachelor's study, and to define own learning needs.</li> </ul>
<b>Values</b>	<ul style="list-style-type: none"> <li>• The knowledge of professional, social-ethical norms;</li> <li>• The respect towards the receiver country's culture and traditions;</li> <li>• The respect towards the multiculturalism;</li> <li>• The participation in the process of value formation related to the professional field and striving for its establishment.</li> </ul>

### Students' Knowledge Assessment System

The students' learning performance is assessed with 100-point (maximum 100 points) system and includes two types of assessment – midterm exam and final exam (maximum 40 points). The minimum grade of the midterm exam of the study course/component is 21 points. The minimum grade of the final exam is 50% of maximum points of final exam. It is not allowed to give credit with the use of only one form (midterm or final assessment). The final assessment (points) of the study course/component is the sum of the points of midterm and final exams.

The grading system allows:

#### Five types of positive assessment:

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

#### Two types of negative assessment:

- (FX) Insufficient – 41-50 points means that a student needs more work to pass and is given the right to pass an additional exam with independent work;
- (F) Fail – 40 points or less means that the work carried out by a student is not enough and he/she has to learn the subject from the beginning.

In case of receiving FX in the study program component, the additional exam (defence of the Bachelor's work/practice report) is appointed in no less than 5 days from the announcement of the final exam (Bachelor's work/practice report). In case of receiving F (fail), a student re-studies the course (she/he has to present the Bachelor's thesis/to have the practice again) and passes the exam (has to defence the Bachelor's work/practice report).

The assessment components, methods and criteria are reflected in the syllabus of study courses. The information about the assessment system and components is available for students.

**Practice:** The mentioned study component is assessed with a Bachelor's practice report prepared and presented for the defence towards the Commission in consideration with the description of practice's supervisor and mentor. The practice report is assessed by the practice's supervisor/mentor (minimum 21 points, maximum – 60 points) and presentation of the practice report by the Commission (minimum 20 points, maximum – 40 points). The practice report is assessed in accordance with the 100-point system based on the student's performance assessment system. The maximum grade is 100 points; the minimum grade is 51 points. The assessment criteria of practice report by a practice's supervisor/mentor and the assessment criteria of presentation by the Commission are given in the syllabus of Practice.

**Bachelor's Thesis:** The mentioned study component is assessed with the sum of assessment of a reviewer (minimum 21 points, maximum 60 points) and public defence (minimum 21 points, maximum 40 points) in consideration with the conclusion of Bachelor's thesis's supervisor. The public defence of Bachelor's work is mandatory. On the basis of assessment of the Bachelor's work prepared and presented for the defence towards the Qualification Commission, the minimum positive grade is 51 points and the maximum is 100 points. The assessment criteria of Bachelor's thesis by a reviewer and the assessment criteria of presentation by the Commission are given in the syllabus of Bachelor's thesis and are available for students of Bachelor's degree.