



Caucasus University

School of Tourism

Name of Educational Programme	ტურიზმის ინგლისურენოვანი საბაკალავრო პროგრამა
Name of Educational Programme in English	Bachelor's Program in Tourism (Delivered in English)
Level of Higher Education	Bachelor
Type of Educational Programme	Academic
Language of Instruction	English
Awarded Qualification, Code	
In Georgian:	ტურიზმის ბაკალავრი, 1015
In English:	Bachelor in Tourism, 1015
Date of Program Approval	
Date of Program Renewal	
Program Coordinator/Co-Coordinator	Professor of the Caucasus University, Phd Giorgi Bregadze

Program Volume in Credits	
<p>The Program (in Tbilisi and Batumi) is comprised of 240 ECTS credits, allocated into 8 Semesters. Every semester is comprised of 30 ECTS credits. Therefore, a probable duration of "Bachelor's Program in Tourism" constitutes 4 years. The academic year is composed by a semester principle. One semester is comprised of 20 academic weeks, therefore the academic year is planned out for 40 weeks. 1 ECTS credit is equal to 25 cr. hours, which includes both a student's contact workload time (lecture, seminar, practical lesson, etc.), and his/her independent working hours (hours allocated for the preparation for midterm and final evaluations, as well as for the preparation of homework and presentations). The Structure of the Program is as followed:</p> <p>The mandatory component determined for the general (non-profession) studies is given 70 ECTS credits, where 50 ECTS credits are allocated for the foreign languages (2 languages).</p>	

Person who enters the program with English knowledge level lower than B2 is required to take 20 ECTS credits for additional improvement of knowledge competencies.

The mandatory component determined for the professional subjects are given 125 ECTS credits.

The mandatory elective courses are given 45 ECTS credits, which the student is able to choose from 60 ECTS offered credits. From these selected 45 ECTS credits the student can collect maximum 20 ECTS credits in a way of substitution of elective credits, or alternatively through credits recognized as free credits by the President's decree #01/01-68

Program Admission Precondition

A person with full general education is entitled to further education for the bachelor's program in tourism after having enrolled through unified national examinations. For the students graduating schools in foreign countries relevant articles of existing Georgian law shall apply. All graduates are required to meet English knowledge level of minimum B1. Graduates entering the program with English level below B2 are required to take 20 ECTS credits of Professional English.

Graduates entering the program without Georgian unified national examination are required to certify their English language knowledge with minimum level of B1 either with official English language international certificate or successful completion of exams specifically organized by the University.

Qualification Description of the Program

<p>Program Objective</p>	<p>The objective of the four-year bachelor program is to</p> <ul style="list-style-type: none"> • Develop student's theoretical and practical tourism related competencies • Give student all necessary skills to be employed in tourism management of different tourism directions, in both private and state organizations • Equip the students with the skills to manage the projects, learn about the world tourism potential and resources; • Give student necessary skills to identify development principles of tourism product, evaluate and analyse existing tourism policy of international and domestic markets
<p>Program Learning Outcomes</p>	<p>1. Understands basic theories and concepts of tourism management;</p> <p>Assessment indices:</p> <ul style="list-style-type: none"> • Has the Knowledge of the Tourism industry components and their interconnection • analysis the management process of the tourism business; • Understands tourism industry in general, major concepts of analysis and formulation; • Has insight into tourism industry, major principles and directions of management of both private and public organizations with international and Georgian examples. <p>2. Has the knowledge of tourism international markets and their marketing strategy on a local and international level;</p> <p>Assessment indices</p> <ul style="list-style-type: none"> • Knows about strategic approaches of positioning tourism destinations on international target markets; • Knows about the methodology of strategic planning of tourism destination and its implementation; • Knows about the development and assessment tools of marketing strategies of tourism destinations. <p>3. Has the knowledge of world's tourism resources, their evaluation and analysis</p> <p>Assessment indices:</p> <ul style="list-style-type: none"> • Has the knowledge about world tourism resources; • Understands the characteristics of tourism resources • Understands the prospects of developing and utilizing Georgian tourism resources. <p>4. Possesses the tourism related skills</p> <p>The assessment indices:</p>

- Can make a reflective writing on their activities and work on and analyze required materials;
- Can effectively manage academic resources in time and space;
- Can organize necessary notes and effectively use them;
- Can plan and conduct their own learning process.

5. Has the ability to create and implement projects and business plans in tourism,;

The assessment indices:

- Can create project and business plan, process and analyze necessary materials;
- Can determine the aims and tasks of the project, analyze the outcomes;
- Can find suitable partners and conduct business conversations with them;
- Can create and manage the project and business idea.

6. Has the ability to evaluate existing situation in tourism politics and economy and plan on a local, regional and international level;

Assessment indices;

- Can use the knowledge about peculiarities of organizational structure of public and private organizations, major types of activities of existing tourism organizations in practice;
- Can measure the share of tourism in economy and analyze the future processes;
- Can determine the priorities of tourism policy and make comparative analysis of on a local, regional and international level;
- Can determine tourism policy and analyze its role in state development.

7. Has the ability to manage the tour companies, plan and manage the tours

Assessment indices:

- Can determine activities and tasks of tourism companies;
- Can plan and manage tourism market; characteristics of international travel;
- Can describe routes, plan, schedule and manage them;
- Has the ability to find partnerships and contracts;
- Can use Knowledge about the tax benefits and state policy of the tourism in practice

	<p>8. Has the ability to manage the hotel and has the knowledge of standards</p> <p>Assessment indices:</p> <ul style="list-style-type: none"> • Has the ability to manage hotel business; • Can analyze statistically the market and develop comparative rates; • Can find partnership opportunities • Can identify hotel categories and their segment
<p>Areas of Employment</p>	<ul style="list-style-type: none"> • Georgian National Tourism Administration • Department of Tourism of Adjara • Agency of Protected Areas • Ministry of Culture and Monument Protection of Georgia • Regional local self-governemnt bodies • Tourist information centres • Management organizations of tourism destinations • Transport companies • Accommodations • Tourism companies • Restaurants and Eating places • Leisure and event industry • Existing associates in tourism industry • Information technologies and internet agencies in tourism • Educational institutions in tourism <p>The tourism industry is vast and has a wide selection of diverse positions thus offering careeradvancement options to the staff employed in this field.</p>
<p>Possibility to Continue Studies</p>	<p>After completion of the Bachelor’s Program in Tourism, graduates are led to pursue their education for Master degree.</p>

<p>Evaluation System of Student's Knowledge</p>	<p>The assessment system of the student’s learning outcomes includes midterm and final assessment. In the learning component the midterm evaluation totals 70 points out of maximum 100 points and final exams 30 points.</p> <p>In both midterm and final assessment minimum competence margin is established. Detailed information about the minimum competence margin is provided in the syllabi of concrete disciplines which are uploaded at the beginning of the learning process in the electronic system of learning process management.</p> <p>On each stage of learning process, the student is entitled to take exams only if the total points accumulated before final exams in the interim amounts to minimum 41.</p> <p>The evaluation system includes</p> <ol style="list-style-type: none"> a) Five types of positive grades: <ol style="list-style-type: none"> a) (A) Excellent – 91-100 points of assessment; b) (B) Very good – 81-90 points of maximal assessment; c) (C) Good – 71-80 points of maximal assessment; d) (D) Satisfactory – 61-70 points of maximal assessment; e) (E) Sufficient – 51-60 points of maximal assessment;
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b) two negative grades:

- a) (FX) Did not pass – 41-50 points of maximal assessment, which means the student needs to work harder and is allowed to retake the exam one more time after working independently;
- b) (F) Fail – 40 points or less of maximal assessment, which means the student's work is insufficient and he/she has to retake the course.

The student shall retake the final examination within the period prescribed by the administration but no later than 5 days after announcement of the results of the final exam.

The point received for the additional exam shall not be added the points received in final exams. The mark attained in additional exams is a final result and shall be reflected in final evaluation of the learning component of the educational program.

Teaching and Learning Methods

The bachelor's program in tourism takes into account applying a number of teaching methods in the educational process. The professors and teachers will have the ability to use different major methods and also combine these major methods:

1. **Discussions/debates** – one of the most common methods of interactive teaching. Quality of Students' involvement is higher; classes are more dynamic and students are more active. Any discussion can turn into a debate. The method allows professors to give questions and get answers and enables students to develop skills of discussion and debates and prepares them for justifying their opinions and points.
2. **Team (Collaborative) work** - the method implies dividing students into teams and assigning different tasks to them. Each team member works on the task individually and shares his/her ideas with the rest. Depending on the type of the task, team members can change tasks and roles. The strategy ensures students' maximum involvement in the learning process.
3. **Problem Based Learning (PBL)** –a teaching method which uses a problem as an initial step to acquire and integrate knowledge. Discusses individual cases during the lecture time and study the subject in depth.
4. **Brain storming** – the method facilitates to generating as many ideas about a particular topic as possible. The more radically different the ideas, the better. The method encourages creativity towards solving the problem;
5. **Role play** – students are assigned different roles, which allow them to look at a problem from different perspectives and formulate alternative opinion. Like debates, role play also helps students develop skills needed for giving their opinion and justifying their judgments.
6. **Cooperative Learning** – where the whole class is responsible not only for his/her own learning and understanding of the subject matter but also for aiding and assisting others in better understanding it. Each student works on a problem until he/she fully understands everything.
7. **Method of Demonstration** – the method implies displaying visual materials. In terms of results, it is a very effective approach. In majority of cases it is better to give students both audio and visual material simultaneously; the material can be demonstrated by both - professors and students; This method helps us clarify different steps of the learning process and specify what the students will have to fulfill independently. Besides, the method visually demonstrates the gist of the issue/problem.
8. **E-learning**. The method combines three ways of instruction: involving the presence when the learning process between the professor and the student occurs during contact hours and the learning material is delivered electronically.

Hybrid_(presence/remote). This kind of learning is in most cases conducted distantly with some part of it during the contact hours. The complete distant learning implies the conduct of the learning process without the professor being physically present. The learning course is entirely held electronically.

9.The learning methods which are approved for the practice.

Human Resources of the Program

- 12 academic personnel:4 full professors, 4 associate professors, 3 assistant professors,1 assistant
- 22 invited lecturers

Other Resources of the Program

The institutions to which memorandum/contract is drawn within the program are as follows:

- Georgian National Tourism Administration
- NLE (non-enterprenurial legal entity) Union of Museums
- Travel agency “Interco”
- LTD “City Avenue”
- LTD “Lucky Way”
- “TravelShop”
- LTD Travel Agency “Saba”

Material-technical Base

To reach the outcomes envisaged by the Bachelor’s Degree Program in Tourism the University infrastructure and material and technical resources are unrestrictedly accessible for the students and the academic personnel, namely:

- ✓ Auditoria equipped with appropriate equipment and conference halls;
- ✓ Peace Research Institute Hall;
- ✓ The library equipped with computers and appropriate Information Technologies;
- ✓ Computer classes/labs, computers connected to the internet and intranet and specially tailored software guaranteeing smooth operation of learning/teaching process;

The educational program has appropriate textbooks and methodological literature. The University Library provides students with printed and electronic versions of the textbooks prescribed by the syllabus, methodological and scientific literature as well as database of the book fund and an electronic catalogue posted on the University website.

The material resources of the University ensure the goals set by the Bachelor’s Program of Tourism are reached and the planned outcomes are realized:

Premises: The Bachelor’s Program is conducted on the University premises where sanitary-hygiene and safety rules are adhered to (alarm system is installed, fire extinguishers are available, the whole University perimeter is controlled by surveillance cameras and the discipline is ensured by the University guards). The University building fully complies with technical requirements established for Universities; the University has auditoria designed for lectures and practical classes fully equipped with appropriate equipment and devices (projectors, desks and chairs, whiteboards, etc.).

Library: - The University library has printed and electronic fund necessary for implementation of the

Bachelor's Program accessible for the students and academic personnel (12 290 printed and 3192 electronic units). The library has an electronic catalogue. The library has a Reading Room equipped with appropriate property (chairs, desks, computers). The library has one photocopier which can be used by students with the help of four library staff members. The Reading Room allows students to use internet and international electronic resources:

- Cambridge Journals Online (<https://www.cambridge.org/core>)
- BioOne Complete (<http://www.bioone.org/>)
- e-Duke Journals Scholarly Collection (<https://www.dukeupress.edu/>)
- Edward Elgar Publishing Journals and Development Studies e-book (<https://www.elgaronline.com/page/70/journals>)
- IMechE Journals (<https://us.sagepub.com/en-us/nam/IMEche>)
- Openedition Journals (<http://www.openedition.org/>)
- Royal Society Journals Collection (<https://royalsociety.org/journals/>)
- Taylor And Francis Online (<https://www.tandfonline.com/>)
- EBSCO (<http://search.epnet.com/>) - Elit package - 11 base collections
- Heinonline
- Academic Search Elite

The University library has an electronic catalogue.

The work space for the academic personnel_An appropriate work space is created for the academic personnel with appropriate furniture and technologies (chairs, desks, bookcases, internet-connected computer, multifunctional photocopier).

Information-Communication Technologies – laboratories and computer equipment appropriate to the Bachelor's Degree Academic Program meeting modern requirements, connected to the internet and accessible for the students, academic, invited and administrative personnel are available at the University. The computers are equipped with appropriate instruments/applications. The auditoria and computer classes are equipped with local net and internet.

8 VLAN (Virtual Local Area Network)

- Student LAN
- Student WLAN
- Staff
- VOIP
- Management
- President
- Grenoble
- Guest

The computer class and the library

- 7 computer rooms (168 computers)
- Library (17 computers)

Access Points 75 (coverage zone: the entire building and the yard)

The electronic system is used for the assessment of students' knowledge and organizing the learning process which in turn enables accessibility of the marks for the students, control of the students' academic performance by the administration and facilitating the learning process. The university ensures the publicity and accessibility of the information with the help of the university web-page which displays the catalogue for educational programs, information about the implementation of the educational program and learning process management.

The outcomes which are prescribed by the educational program is provided by material and technical resources belonging to the university. Namely, the students and academic personnel are provided by the computers and internet suitable for the students and academic personnel. Auditoriums are equipped with relevant technologies(multimedia projector, computers, audio-video technologies, etc) and furniture for learning (whiteboard, desks, chairs)

The book and electronic funds within the university ensures reaching the outcomes set by the program.The electronic and printed resources can be used by any university student and academic personnel.

Currently Caucasus University is equipped with modern computers and photocopying machines (they were replaced with the most up-to-date ones in 2018). The University has seven computer classes on B and C floors; two more such classes will be added on A floor in the current year.

Such classes are equipped with PC and Multimedia Projectors. Such Projectors and Computers are available in each auditorium. The University administration and practically all the employees have access to the computers and internet. The University operates a Computer Park with more than 350 units. In addition, the University has printers and scanners; a few so-called Smart Boards, photocopying machines “Kyocera” brand, color photocopying machines “HP MFD” type. Wi-Fi and IP telephone connection are accessible throughout the whole University premises. There are three modern servers in the University Server Department where appropriate net equipment is installed (with Cisco and ”Nortel switches, Fortinet, NG Firewall, wireless controller and access point; etc.) more than 100 such devices. The University is connected to the external net and has 150/150 Mbps access to local and global connections.

The mentioned resources are accessible for the University students, academic, invited and administrative personnel. All the interested persons are informed on the possibility of using these resources and are familiar with the rules and procedures of their utilization.

Financial Support of the Program

The funds needed for financial provision of the Bachelor’s Program in Tourism are included in the budget of Caucasus University. The budget for the program is considered at the beginning of each academic year and agreed with the financial department and the university president.

Bachelor's program in Tourism Program Curriculum

Nº	Subject Code	Precondition	Subject/Module	Academic year								ECTS credit	
				I		II		III		IV			
				ECTS Credit									
				I semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
			Mandatory Subjects										70
			German Language	5	5	5	5	5	5				20
1.	GERM 0001		German A 1.0	5									5
2.	GERM 0002	GERM 0001	German A 1		5								5
3.	GERM 0003	GERM 0002	German A 2.0			5							5
4.	GERM 0004	GERM 0003	German A 2				5						5
5.	GERM 0005	GERM 0004	German B1.0					5					5
6.	GERM 0006	GERM 0005	German B1						5				5
7.	CIS 1170		Computer skills 1	5									5
8.	CIS 1270	CIS 1170	Computer skills 2		5								5

№	Subject Code	Precondition	Subject/Module	Academic year								ECTS credit	
				I		II		III		IV			
				ECTS Credit									
				I semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
			Foreign language: French/Turkish/Professional English										
9.	FREN 0001, TURK 0001, PENG 1170		French A 1.0, Turkish A 1.0, Professional English, L1	5									5
10.	FREN 0002, TURK 0002, PENG 1270	FREN 0001, TURK 0001, PENG 1170	French A 1., Turkish A 1, Professional English, L2		5								5
11.	FREN 0003, TURK 0003, PENG 2170	FREN 0002, TURK 0002, PENG 1270	French A 2.0, Turkish A 2.0, Professional English, L3			5							5
12.	FREN 0004, TURK 0004 , PENG 2270	FREN 0003, TURK 0003, PENG 2170	French A 2., Turkish A 2, Professional English, L4				5						5
13.	MATH 1170		Calculus	5									5
14.	AW 1270		Academic writing		5								5
			Professional mandatory subjects										125

№	Subject Code	Precondition	Subject/Module	Academic year								ECTS credit		
				I		II		III		IV				
				ECTS Credit										
				I semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester			
15.	TR 1271		Intorduction to tourism	5										5
16.	GEOG 1270		Geography of Tourist Destinations	5										5
17.	MGS 2170		Fundamentals of management		5									5
18.	TRU 1272		Understanding the Tourist		5									5
19.	TMK 4071		Fundamentals of Marketing			5								5
20.	ACCT 3170	MATH 1170	Financial accounting			5								5
21.	MGS 4112	MGS 2170	Operations Management			5								5
22.	ITM 2170	MGS 2170	Introduction to Tourism Management			5								5
23.	IHM 2270	TR 1271	Introduction to Hospitality Management			5								
24.	TR 1272		Destination Development and Management				5							5
25.	TR 2171		Tourism Policy				5							5
26.	TRM 2270	ITM 2170 IHM 2270	Tourism Marketing and international markets				5							5
27.	TR 2272	MATH 1170	Tourism Statistics and Research Methods					5						5
28.	HOSP 2270	IHM 2270	Hotel Management					5						5
29.	TCM 3170	TRM 2270	Tourist Company Management					5						5

№	Subject Code	Precondition	Subject/Module	Academic year								ECTS credit	
				I		II		III		IV			
				ECTS Credit									
				I semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
		TR 1272											
30.	BUSA 3170	AW 1270	Business Communication					5					5
31.	FB 2270	IHM 2270 HOSP 2270	Food and Beverage Management					5					5
32.	TR 2171		Tourism Economics						5				5
33.	STM 3270		Strategic Tourism Management						5				5
34.	TR 3271	TRM 2270	Event Management						5				5
35.	SDT 3270	TRP 2270	Sustainable development of Tourism						5				5
36.	BUSA 4070	MGS 2170 TMK 4071	Development of Business plan						5				5
37.	DIS 4171	TR 2272	Qualitative and quantitative methods of research							5			5
38.	DIS 4270	DIS 4171	Bachelor thesis								10		10
			Specialty elective/mandatory subjects										60
39.	TR 3275	ITM 2170	Internship in Tourism							5			
40.	TPM 0070	TR 1271 TR 1272	Tour planning and management								5		5
41.	ITT 0070	TR 1271	Information Technologies in Tourism								5		5

№	Subject Code	Precondition	Subject/Module	Academic year								ECTS credit	
				I		II		III		IV			
				ECTS Credit									
				I semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
42.	TIT 0070	ITM 2170	Transport Industry in Tourism									5	5
43.	PRC 0070		Public Relations and Crisis Management in Tourism									5	5
44.	VVT 0070	TR 1271	Wine Tourism									5	5
45.	CRM 0070	ITM 2170	Management of Cultural Resources									5	5
46.	TUR 4072	ITM 2170	Ecotourism									5	5
47.	ADT 0070	ITM 2170	Adventure Tourism									5	5
48.	TUR 4075	ITM 2170	Agrotourism									5	5
49.	TUR 4076	ITM 2170	Wellness Tourism									5	5
50.	TUR 4077	ITM 2170	MICE Tourism									5	5
ECTS			Free Credits										
	სემესტრში	30		30	30	30	30	30	30	30	30	30	30
	წელიწადში	60		60	60	60	60	60	60	60	60	60	240

note:

- * The student can take the subject for a study only on condition he/she accumulates 110 credits out of specialty mandatory subjects.
- ** The student can accumulate credits in accordance with Caucasus University presidential decree of May 31, 2014, #01/01-68. The credits for Specialty elective subjects are open in the first and the second semesters so that to offer the students flexible system to choose subjects from different modules and the combination of concentrations.

The Hourly System of the Curriculum

№	Subject	ECTS Credit/Hr.	Contact Hours					Independent Hours
			Lecture	Seminar	Practical	Midterm/Final exams	Presentation	Independent work and exam preparation
1.	German A 1.0	5/125	40	24		4		57
2.	German A 1.	5/125	40	24		4		57
3.	German A 2.0	5/125	40	24		4		57
4.	German A 2.	5/125	40	24		4		57
5.	German B1.0	5/125	40	24		4		57
6.	German B1.	5/125	40	24		4		57
7.	Computer skills 1	5/125	16	8		4	2	95
8.	Computer skills 2	5/125	16	8		4	2	95
9.	French A 1.0,Turkish A 1.0.,	5/125	26	38		4		57
	Professional English, L1	2,5/62,5	13	17		4	2	26,5
10.	French A 1.,Turkish A 1.,	5/125	26	38		4		57
	Professional English, L2	2,5/62,5	13	17		4	2	26,5
11.	French A 2.0,Turkish A 2.0,	5/125	26	38		4		57
	Professional English, L3	2,5/62,5	13	17		4	2	26,5
12.	French A 2.,Turkish A 2.,	5/125	26	38		4		57
	Professional English, L4	2,5/62,5	13	17		4	2	26,5
13.	Calculus	5/125	12	12		4	2	95
14.	Academic writing (English)	5/125	13	11		4	2	95
15.	Intorduction to tourism	5/125	12	12		4	2	95

№	Subject	ECTS Credit/Hr.	Contact Hours					Independent Hours
			Lecture	Seminar	Practical	Midterm/Final exams	Presentation	Independent work and exam preparation
16.	Geography of Tourist Destinations	5/125	20	4		4	2	95
17.	Fundamentals of management	5/125	15	7		4	4	95
18.	Understanding the Tourist	5/125	13	11		4	2	95
19.	Fundamentals of Marketing	5/125	15	7		4	4	95
20.	Financial accounting	5/125	18	6		4	2	95
21.	Operations Management	5/125	15	7		4	4	95
22.	Introduction to Tourism Management	5/125	13	10		4	3	95
23.	Introduction to Hospitality Management	5/125	14	10		4	2	95
24.	Destination Development and Management	5/125	13	11		4	2	95
25.	Tourism Policy	5/125	17	7		4	2	95
26.	Tourism Marketing and international markets	5/125	15	7		4	4	95
27.	Tourism Statistics and Research Methods	5/125	15	9		4	2	95
28.	Hotel Management	5/125	14	10		4	2	95
29.	Tourist Company Management	5/125	16	8		4	2	95
30.	Business Communication	5/125	13	9		4	4	95
31.	Food and Beverage Management	5/125	14	10		4	2	95
32.	Tourism Economics	5/125	13	11		4	2	95
33.	Strategic Tourism Management	5/125	13	11		4	2	95
34.	Event Management	5/125	10	12		4	4	95
35.	Sustainable development of Tourism	5/125	17	7		4	2	95

№	Subject	ECTS Credit/Hr.	Contact Hours					Independent Hours
			Lecture	Seminar	Practical	Midterm/Final exams	Presentation	Independent work and exam preparation
36.	Development of Business plan	5/125	14	8		4	4	95
37.	Qualitative and quantitative methods of research	5/125	17	7		4	2	95
38.	Bachelor thesis	10/250		30				220
39.	Internship in Tourism	5/125	12	12		4	2	95
40.	Tour planning and management	5/125	17	7		4	2	95
41.	Information Technologies in Tourism	5/125	20	4		4	2	95
42.	Transport Industry in Tourism	5/125	20	4		4	2	95
43.	Public Relations and Crisis Management in Tourism	5/125	20	4		4	2	95
44.	Wine Tourism	5/125	11	11		4	4	95
45.	Management of Cultural Resources	5/125	12	12		4	2	95
46.	Ecotourism	5/125	15	7		4	4	95
47.	Adventure Tourism	5/125	16	10		4		95
48.	Agrotourism	5/125	13	11		4	2	95
49.	Wellness Tourism	5/125	17	7		4	2	95
50.	MICE Tourism	5/125	12	10		4	4	95

I	German A 1.0, French A 1.0, Turkish A 1.0 Prof. Engl L1								
I	Calculus								
I	Understanding the tourist								
I	Geography of Tourist Destination								
II	Computer skills 2								
II	.German A 1, French A 1., Turkish A 1.								
II	Academic Writing (English)								
II	Fundamentals of Management								
II	Introduction to Tourism	Intermediate			Intermediate		Low		
III	German A 2.0, French A 2.0, Turkish A 2.0 Prof. Engl.L2								
III	Fundamentals of Marketing		Intermediate						
III	Financial Accounting								
III	Operations Management								
III	Introduction to Tourism Management	High		Low		Intermediate			

IV	German A 2., French A 2., Turkish A 2.	Low		Low					High
IV	Introduction to Hospitality Management			High		Low		Intermediate	
IV	Destination Development and Management					Low	High		
IV	Tourism Policy		High				Low	Low	Low
IV	Tourism Marketing and International markets	Low					Intermediate		
V	German B1.0, French B1.0, Turkish B1.0 Prof.English L3					Intermediate			High
V	Tourism Statistics and Research methods		Intermediate	Intermediate				High	
V	Hotel Management							Intermediate	Intermediate
V	Tour Company Management	Intermediate							Low
V	Business Communication	Low				High			
V	Food and Beverage Management	Low				High	Low		
VI	German B1., French B1., Turkish B1. Prof.Engl.L4		Intermediate			Intermediate		Low	
VI	Tourism Economics	Intermediate					Intermediate		

VI	Strategic Tourism Management							Intermediate	Intermediate
VI	Event management						Low		
VI	Sustainable Development of Tourism	Low			Low	Intermediate	Intermediate		
VI	Development of Business plan	High		Low		Intermediate			
VII	Qualitative and quantitative methods of research	Low		Low					High
VIII	Bachelor's thesis			High		Low		Intermediate	
	Specialty related elective components								

I. Target indices for learning outcomes

Semester	course/module / practice/research component	Learning outcomes of the learning course in relation with the program							
		LO1 Understands basic theories and concepts of tourism management;	LO2 Has the knowledge of tourism international markets and their marketing strategy on a local and international level;	LO3 Has the knowledge of world's tourism resources, their evaluation and analysis	LO4 Possesses the tourism related skills and international level;	LO5 Has the ability to create and implement projects and business plans in tourism;;	LO6 Has the ability to evaluate existing situation in tourism politics and economy and plan on a local, regional and international level;	LO7 Has the ability to manage the tour companies, plan and manage the tours	LO8 Has the ability to manage the hotel and has the knowledge of standards
	Specialty related mandatory component								
I	Computer skills 1								
I	German A 1.0, French A 1.0, Turkish A 1.0 Russian A 1.0								

I	Calculus								
I	Introduction to tourism	80%			80%		70%		
I	Geography of Tourist Destination								
II	Computer skills 2								
II	German A 1, French A 1., Turkish A 1. Russian A 1.								
II	Academic Writing								
II	Fundamentals to management								
II	Understanding the Tourist								
III	German A 2.0, French A 2.0, Turkish A 2.0 Russian A 2.0								
III	Fundamentals of Marketing		80%						
III	Financial Accounting								
III	Operations Management								
III	Introduction to Tourism Management	90%		70%		80%			
IV	German A 2., French A 2., Turkish A 2. Russian A 2.								

IV	Introduction to Hospitality Management			90%		70%		80%	
IV	Destination Development and Management					70%	90%		
IV	Tourism Policy		90%				70%	70%	70%
IV	Tourism Marketing and International Markets	70%					80%		
V	German B1.0, French B1.0, Turkish B1.0 Russian B1.0					80%			90%
V	Tourism statistics and research methods		80%	80%				90%	
V	Hotel Management							80%	80%
V	Tour Company Management	80%							70%
V	Business Communication	70%				90%			
V	Food and Beverage Management	70%				90%	70%		
VI	German B1., French B1., Turkish B1. Russian B1.		80%			80%		70%	
VI	Tourism Economics	80%					80%		
VI	Strategic Tourism Management							80%	80%
VI	Event Management						70%		
VI	Sustainable Development of Tourism	70%			70%	80%	80%		

VI	Business plan development	90%		70%		80%			
VII	Qualitative and quantitative methods of research	70%		70%					90%
VIII	Bachelor's thesis			90%		70%		80%	
	Specialty elective component								

Table for Learning Outcome Observation

Program Learning Outcome	Observation Period
LO #1. <i>[ind. Learning outcome]</i>	<i>[ind.academic year]</i>
LO1 Understands basic theories and concepts of tourism management;	Second academic year
LO2 Has the knowledge of tourism international markets and their marketing strategy on a local and international level;	Third academic year
LO3 Has the knowledge of world's tourism resources, their evaluation and analysis	Third academic year
LO4 Possesses the tourism related skills	Second academic year
LO5 Has the ability to create and implement projects and business plans in tourism;:	Second academic year
LO6 Has the ability to evaluate existing situation in tourism politics and economy and plan on a local, regional and international level;	Third academic year
LO7 Has the ability to manage the tour companies, plan and manage the tours	Third academic year
LO8 Has the ability to manage the hotel and has the knowledge of standards	Third academic year

Map of targets and learning outcomes

<p>Program Learning outcomes</p> <p>Program Targets</p>	<p>Develop student's theoretical and practical tourism related competencies</p>	<p>Give student all necessary skills to be employed in tourism management of different tourism directions, in both private and state organizations</p>	<p>Equip the students with the skills to manage the projects, learn about the world tourism potential and resources;</p>	<p>Give student necessary skills to identify development principles of tourism product, evaluate and analyse existing tourism policy of international and domestic markets</p>
<p>LO1 Understands basic theories and concepts of tourism management;</p>	<p>X</p>	<p>X</p>		<p>X</p>
<p>LO2 Has the knowledge of tourism international markets and their marketing strategy on a local and international level;</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>
<p>LO3 Has the knowledge of world's tourism resources, their evaluation and analysis</p>	<p>X</p>			<p>X</p>
<p>LO4 Possesses the tourism related skills</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>

LO5 Has the ability to create and implement projects and business plans in tourism;:	X		X	
LO6 Has the ability to evaluate existing situation in tourism politics and economy and plan on a local, regional and international level;	X	X	X	X
LO7 Has the ability to manage the tour companies, plan and manage the tours	X	X	X	X
LO8 Has the ability to manage the hotel and has the knowledge of standards	X	X	X	X

Bachelor Curriculum

Recourse base of Professors and Teachers

№	Name,Surname	Status	Subject
1.	Soso Tsotiasvili	Invited Lecturer PhD	Calculus
2.	Giorgi Bregadze	Associate Professor PhD in Economics	Tourism Economics; Tourism Politics
3.	Tamari Berozashvili	Invited Lecturer Master of Business Administration	Computer skills 1; Computer skills 2
4.	Zviad Kelenjeridze	Invited Lecturer BBA in Tourismus Management	Ecotourism
5.	Daria Kholodilina	Invited Lecturer Master of German Language and Translation	Cultural resource management
6.	Ekaterine Kolbaia	Invited Lecturer BBA in Tourismus Management	Destination Development and Management
7.	Ketevan Chapidze	Invited Lecturer Master of Economics	Qualitative and quantitative methods of research; Tourism Statistics and research methods
8.	Merab Fifia	Invited Lecturer	French A 1.0; French A 1; French A 2.0; French A 2; French B 1.0; French B 1
9.	Medea Janjgava	Invited Lecturer	Business Communication
10.	Davit Khutsishvili	Associate professor Master of Business Administration	Fundamentals of Management; Introduction to tourism management; Understaning the Tourist
11.	Luka Namoradze	Associate professor Master of Social Sciences	Fundamentals of Marketing; Tourism marketing and international markets: operations management; Business plan development.
12.	Ketevan Mikashavidze	Invited Lecturer Master in Hotel Management	Introduction to Tourism
13.	Manana Vasadze	Invited Lecturer PhD in Economics	Hotel Management; Food and Beverage Management
14.	Mariam Tatarashvili	Invited Lecturer MBA in Nature Management	Adventure Tourism
15.	Taylor Kennedy Judson	Invited Lecturer	P1 Professional English ; P2 Professional English; P3 Professional English P4 Professional English
16.	Johannes Hendrik Kritzinger	Invited Lecturer	P1 Professional English ;P2 Professional English ;P3 Professional English ; P4 Professional English
17.	Giorgi Gabrichidze	Invited Lecturer Bachelor in Social Sciences	Public relations and crisis management in Tourism
18.	Mzia Gogiasvili	Invited Lecturer	Turkish A 1.0; Turkish A 1; Turkish A2.0; Turkish A 2; Turkish B 1.0; Turkish B 1
19.	Maia Baramidze	Invited Lecturer Master of Economics	Financial Accounting
20.	Natia Putkaradze	Associate Professor PhD	Academic Writing
21.	Ketevan Nikoladze	Invited Lecturer PhD	German A 1.0; German A 1; German A 2.0; German A 2; German B 1.0; German B 1
22.	Inga Mumladze	Invited Lecturer	Introduction to Hospitality Management
23.	Irakli Ugulava	Invited Lecturer	Information Technologies in Tourism
24.	Tamar Tchelidze	Assistant professor Master of Business Administration	Sustainable Developemnt of Tourism;

№	Name,Surname	Status	Subject
25.	Eka Devidze	Professor PhD	Event Management
26.	Nino Kekelidze	Invited Lecturer Masters in European Studies	Tourist Company Management Internship in Tourism Tour Planning and Management
27.	Varlami Chilashvili	Invited Lecturer Master of law	Transport Industry in Tourism
28.	Elene Bukhaidze	Invited Lecturer Bachelor of Business Administration	Wine Tourism
29.	Nato Robitashvili	Invited Lecturer Master of Cultur management	Agrotourism
30.	Irakli Kutsia	Invited Lecturer Master in Political Science	MICE Tourism
31.	Nino Manjavadze	Invited Lecturer Master of Public Geography	Wellnes Tourism
32.	Khatia Vashakmadze	Invited Lecturer Master in Economics	Strategic Tourism Management

