

Bachelor's Program in Tourism



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Paata Saakadze street 1 Tbilisi, 0102, Georgia;

Awarded qualification: Bachelor of Tourism (1015)

Pre-conditions to admission to the Program: full secondary education and Results of Unified National Examinations

Language of instruction: Georgian

Opportunity of continuing education: MA

Program volume in credits: 240 ECTS

Duration of the program: 4 academic year
(Allowable duration 6 academic years)

Program Objectives: The objective of the four-year bachelor program is to develop professional competence in tourism.

The program provides the student with the knowledge required for the profession and develops both theoretical and practical skills in order to build a successful career in touristy industry.

After covering the program, the gained knowledge will enable tourism students to be engaged in touristy business, be employed in touristy fields, in both private and state organizations.

The program curriculum covers both general educational subjects as well as tourism management subjects which will enable students to hold positions in touristy fields as professional specialists as well as managers.

Program Learning Outcomes: The bachelor program in tourism was developed based on the programs developed in leading European universities through sharing their experience. Correspondingly, this program is created based on international standards and provides high quality profound education in touristy business by considering academic and practical knowledge. The aim of the program is to prepare qualified and competitive staff for managerial positions and correspondingly, for their employment. Having covered the program, the graduate will show the following outcomes based on their assessment indices:

1. Has the thorough understanding of the skills and components of the touristy field.

Assessment indices:

- Can make a reflective writing on their activities and work on and analyse 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.

2. Knows basic theories and concepts of tourism management.

Assessment indices:

- Knows major components of touristy industry and their correlation; analyses the management process of touristy business;
- Has the insight into touristy industry, major concepts of analysis and formulation;

- Has insight into touristy industry, major principles and directions of management of both private and public organizations with international and Georgian examples.

3. Can create and implement projects and business plans in tourism.

Assessment indices:

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

4. Can evaluate existing situation in touristy politics and economics and plan on a local, regional and international level.

Assessment indices:

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

5. Knows about international markets of tourism and its marketing strategy on a local and international level.

Assessment indices:

- Knows about strategic approaches of positioning touristy destinations international in line with international target markets;
- Knows about the methodology of planning touristy destination and its implementation;
- Knows about the developing and assessing tools of marketing strategies of touristy destinations.

6. Knows about Georgia's touristy resources; touristy evaluation and analysis of their conditions.

Assessment indices:

- Can evaluate and analyse Georgia's touristy resources;
- Knows about characteristics of Georgian touristy resources and can classify them;
- Can determine the prospects of developing and utilising Georgian touristy resources.

7. Can manage tour companies, plan tours and manage them.

Assessment indices:

- Knows about the principles of touristy company management; the types of touristy organizations, their activities and tasks;
- Knows how to plan and manage touristy market; characteristics of international travel;
- Can describe routes, plan, schedule and manage them;
- Knows about the suppliers of services, the types of partnerships and contracts;
- Knows about the tax benefits and state policy of the tourism.

8. Has the ability to manage the hotel and has the knowledge of standards.

Assessment indices:

- Knows about the specifics and management possibility of the hotel business;
- Can analyse statistically the market and develop comparative rates;
- Knows about the characteristics and obligations of having relationship with partners;
- Knows about the hotel categories, their segment and the methods of their determination;
- Knows about the steps of hotel business planning and the tools of their management;

Areas of Employment: The touristic business comprises many segments among which the following are principal: transportation, accommodations, eating places, recreational and entertainment industries. Tourism is diverse and complex, each area has many work places and career prospects in both private and public sectors.

According to national bank statistics the income from touristy field in Georgia has increased substantially and surpasses one billion dollars. Alongside this field developing and expanding the supply is being increased in terms of infrastructural development. As a result, there is a need for highly qualified and experienced staff. However, the major challenge is lack of knowledgeable staff with diverse skills. Correspondingly, the bachelor's program in tourism will encourage qualifying human resources and improving skills in tourism together with facilitating long-term development of the industry.

There are the following employment possibilities in touristy industry:

- Georgian National Tourism Administration
- Department of Tourism of Adjara
- Agency of Protected Areas
- Ministry of Culture and Monument Protection of Georgia
- Regional local self-governments bodies
- Tourist information centres
- Management organizations of touristy destinations
- Transport companies
- Accommodations
- Touristy 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

The tourism industry is vast and has a wide selection of diverse positions thus offering career advancement options to the staff employed in this field.