

4.6. Bachelor's Program in Hospitality Management (Joint)

<i>Bachelor's Program in Hospitality Management (Joint)</i>		 CTS CAUCASUS TOURISM UNIVERSITY www.cts.ge
Paata Saakadze street 1 Tbilisi, 0102, Georgia; 1000 River Road 1 Paata Saakadze Street and Teaneck, New Jersey 07666, USA		
Awarded qualification: Caucasus University - Bachelor of Tourism; Fairleigh Dickinson University - Bachelor of Arts in Hospitality & Tourism Innovation and Excellence (1015)	Pre-conditions to admission to the Program: Pass the Georgian Unified National Examinations; in addition to Georgian Language and Literature and English as a Foreign Language, entrance in the program will be subject to Mathematics and History as the third compulsory subject.	
Language of instruction: English	Opportunity of continuing education: MA	
Program volume in credits: 200 ECTS	Duration of the program: 3 academic years	

Program Objectives: The objective of the three-year bachelor program is to

- Develop a critical understanding of the principles and methods of working appropriately to the broad tourism and hospitality industry;
- Equip with the ability to manage the operations and strategies of tourism and hospitality organizations
- Give necessary skills to research and analyze the complexity of the global nature of the tourism and hospitality industry
- Develop a sense of responsibility and encourage them to follow ethical norms in their activities

Program Learning Outcomes:

1. Describes basic theories and concepts of tourism and hospitality management

Assessment indices:

- Describes tourism industry in general and its major concepts
- Describes the tourism and hospitality industry components and their interconnection
- Describes theoretical and practical issues of tourism management

2. Reviews tourist resources and their characteristics

Assessment indices:

- Reviews world tourism resources;
- Describes the characteristics of tourism resources and classifies them
- Recognizes the current condition of world natural and anthropogenic resources, variety and uniqueness of cultural centers;
- Discusses world recreational zones and tourism regions;

3. Uses proven methods and instruments to perform tourism business activities, including preparing marketing plan and organizing its implementation and monitoring process

Assessment indices:

- Employs different situation and industry analysis tools
- Employs marketing research methods
- Demonstrates strategic approaches of positioning tourism Enterprises on international target markets;
- Demonstrates monitoring tools of marketing plan implementation of destinations and hospitality organizations

4. Produces research projects and business plans in the tourism sector

Assessment indices:

- Produces and organizes the required materials for the research project and business plan
- Interprets goals and objectives of the research project and business plan
- Discovers suitable partners and conducts business conversations with them;
- Prepares research project and develops business ideas

5. Analyzes issues in tourism economy and policy, including economic and non-economic factors affecting the tourism industry

Assessment indices;

- Calculates the share of tourism in the economy and its importance for different sectors;
- Analyzes the changes in tourism-related indicators
- Analysis tourism economic policy and its role in state development.
- Identifies the priorities of tourism policy and makes comparative analysis on a local, regional and international level;

6. Plans the new tourist products and organizes the tours

Assessment indices:

- Organizes the instruments of tourism and travel management (market analysis, statistical analysis, comparable coefficient, etc) for the development of new tourist product
- Plans the activities on the tourist market based on the characteristics of international travel;
- Plans the routes in partnership with the tourism service providers;

7. Employs the operational programs of the hospitality industry, evaluates hospitality business characteristics and current state of the market

Assessment indices:

- Demonstrates hospitality business categories and their relevant segments
- Demonstrates the ways of achieving better customer services and loyalty of customers
- Employs strategies, principles and techniques of revenue management
- Employs simulation model to evaluate the effectiveness of hotel operations

8. Follows the ethical norms of tourism while conducting professional activities

Assessment indices:

- Discusses the principles of the global code of ethics;
- Identifies the best cases of sustainable tourism development around the world;
- Discusses the importance of the global code of ethics in conducting tourist activities;

Areas of Employment:

- Georgian National Tourism Administration
- Destination Management Organizations
- Department of Tourism of Adjara
- Ministry of Culture and Monument Protection of Georgia
- Regional local self-government 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 the 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.