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**Curriculum**

|  |  |  |  |
| --- | --- | --- | --- |
| **Program Title** | | Tourism | |
| **Degree Awarded** | | Bachelor of Business Administration in Tourism | |
| **Faculty** | | Faculty of Agriculture | |
| **Program coordinators** | | Sergo Tsagareishvili – academic Doctor of Agricultural Sciences, associated professor. Faculty of Agriculture. Department of Tourism and Landscape Architecture.  ☎- 593- 32-78-78; **E-mail**: [sergo.tsagareishvili@atsu.edu.ge](mailto:sergo.tsagareishvili@atsu.edu.ge) | |
| **Duration of the Program (semesters, number of credits)** | | 240 ECTS credits  **Main part (major) -** 180 ECTS credits  **Minor -** 60 ECTS credits | |
| **Language of the Program** | | | Georgian |
| **Program development and renewal date of issue;** | | | Educational Program Accredited in October 17, 2011 Decree N117 |
| **Program prerequisits:** | | | |
| Bachelor student can become an applicant who preliminarily registers in unified national exams centre, passes the unified national exams. Foreign citizens must have received secondary or equivalent education in a foreign country corresponding to the laws of this country.  Remark: preliminary identification of competencies \_ except for certificate of unified national exams, enrolling the program does not include any special additional prerequisits. | | | |
| **Aims of the Program** | | | |
| During the last decades, tourism is considered as important field of the economy of Georgia. Cultural and economic development of regions are conditioned by this field, which includes development of touristic infrastructure and industry. All these are greatly dependent on qualification and experience of employed staff of this field. That is why qualified professional staff for tourist industry is highly required in the country nowadays.  The aim of presented project is to prepare a Bachelor of Business Administration in Tourism, who will be able to run tourist organizations (tour operation firms, travel agencies, travel companies, tourist companies, hotel etc.); examine tourist market, work out on modern tourist programs, produce touristic products, forming and developing, promote and make realization. | | | |
| **Learning Results (General and Branch competencies):** | | | |
| **Knowledge and Recognition** | **General Competencies:** has deep knowledge in the field of Tourism, realizes its theories, principles and complex issues.  **Branch Competencies:** has deep knowledge of organizations included in tourist industry and their working (tour operators, travel agencies, service companies), realizes the role and importance of tourism in economic development of the country, knows theories, principles and conceptions of tourism economy, management anmd marketing, principles of statistics, touristic and recreational potentials of Georgia, cultural wealth of our country. | | |
| **Skill to use knowledge in practice** | **General Competencies** – is able to use several specific methods characteristic to tourism field to solve the problems, carry out research or practical project according to preliminarily determined instructions.  **Branch Competencies –** is able to create tourist product, presentation and estimate service costs and expenses; select tourist-excursion route and guide the tour; employ in companies and firms of tourist industry as a manager-administrator and use modern informational and communicational technologies in professional work. | | |
| **Skill to make conclusions** | **General Competencies** - is able to collect and examine data characteristic to tourism field, analyze situations and particular data by using standard and specific methods; make a firm conclusion.  **Branch Competencies -** is able to participate in the process of creating new product within his/her own competencies on the basis of analyzing tourism market by using appropriate technologies. | | |
| **Communication skills** | **General Competencies** - is able to: make a detailed analysis in written way about solving the problems and ideas for tourism; send information to professionals and nonprofessionals orally in Georgian and foreign languages; use modern informational and communication technologies creatively.  **Branch Competencies** – is able to communicate in oral and written ways in native and foreign languages, present his/her conclusions to public in tourism field, maintain them by using appropriate logical methods; find information on internet about useful issues of his/ her work. | | |
| **Learning skills** | **General Competencies –** is able to estimate his/her own learning process successively and diversely and define needs for the next level of learning.  **Branch Competencies –** is able to estimate and sum up received knowledge on the basis of differentiating information and critical estimation; renew it regularly and determine opportunities of using gained skills. | | |
| **Values** | **General Competencies –** participates in the process of forming values and implements them.  **Branch Competencies –** develops his/her works by keeping basic principles of professional ethics, respecting State legislation and charter of the world tourist organizations, by keeping and showing historical and cultural heritage and traditions of his/her own country. | | |
| **Teaching Methods** | | | |
| Methods to achieve learning results includes to organize a process for students, which provides:   * Learn major and minor parts of basic profession; * Learn English and other foreign languages to have communication with foreigner; * Gain skills of written and verbal communication; * Have 2 types of practice and receive professional experience in tourist companies and firms which will be carried out with the following forms: * **Contact:** * **Passive and active (**lectures)**;** * **Interactive** (work in groups) * **Work plays** (situational models of producing processes) * **Independent work of students** * **Professional practice**   **Contact forms** involve teaching methods as follows:  **Verbal or oral method** includes to give students lectural material verbally, which means to use methods of questions and answers, interactive work, and methods of explaining theoretical regulations on the basis of practical situational models.  **Discussion/debates** is one of the common methods of interactive teaching. The process of discussion sharply increases activeness and quality of students’ involvement. This process does not only include questions asked by the professor. This method develops skill to assert and maintain students’ ideas and arguments. Students have opportunity to express received knowledge actively and intensively invlolve in teaching process, make prepared presentations.  **Problem based learning** uses any problem to receive knowledge and is used for initial level ofintegration process.  **Action oriented learning** includes active involvement of students and lectures in the learning process, where practical presentation of theoretical materials takes place.  **Case study** – a teacher analyzes particular cases together with students and they discuss and study the issue in details.  **By using writing methods** students make reviews and thesis, write essays and speeches.  **Brainstorming** method supports developing creative attitude towards a problem, which involves: cause a problem in teaching process in order to determine and solve it in creative way, write down remarks of other students without critics, select the ideas mostly appropriate to the debated issue, determine criteria of evaluation to define ideas in accordance with the aim of research, estimate selected ideas preliminarily determined criteria; present the idea of high evaluation as the best opportunity for solving the problem.  **Interactive lectures –** students’ involvement in the process of lecturing; examining the issue by questions and answers, in which students take part in the discussion, express their opinions, ask questions and make explanations.  **Laboratorial method** includes the following: make experiments, watch video materials etc.  **Demonstrative method** includes presenting information visually and helps the lecturer make the material easily perceivable. The material can be transferred to the students in electric-technical or visual ways. Demonstration of teaching material can be presented by students and lectures.  **Inductive method** helps lectures get students active and make particular facts turn into general idea and express specific issues generally.  **Deductive method** defines such forms of any kind of transmitting knowledge, that represents logical process of discovering new knowledge on the basis of general knowledge, it means that the process goes from general to specific.  **Method of analysis** helps us divide learning material into parts. It simplifies detailed highlight of specific issues.  **Method of synthesis** means grouping separate issues to compose the whole. This method supports developing skill to see the problem as a whole.  **Explanation method** is based on discussion around the given issue. A teacher makes particular example while transmitting the material and its detailed analysis takes place within the given topic.  **Method of working on books** means to read and analyze useful literature of the field.  **Action oriented learning** requires active involvement of a teacher and a student in learning process, in which practical interpretation of theoretical material has special importance.  **Cooperative Learning** – strategy of learning in which each member of a group has to learn by him/herself, but help his/her groupmate learn particular subject better. Each member of a group works on problematic issue, until everyone has full understanding of it.  **Cartographical method –** work on the map and its nomenclature. Cartography uses cartographical models – a specific method, and specific artificial sign system/system of symbols. Result of cartographical cognition is cartographical model of research reality, what is called – a map in scientific and social practice.  **Presentation** – means action oriented teaching, in which students have to find relevant materials about the issues given in advance and present a slide-show. Students can make presentations individually and in groups.  **Heuristic method –** is absed on gradual solving of aimed issue. This process is carried out by demonstrating learning facts independently and showing relations/connections between them. | | | |
| **Program Structure** | | | |
| Program credits - 240 ECTS credits  **Major -** 180 ECTS credits  (compulsory - 165 credits, elective - 15 credits)  **Minor -** 60 ECTS credits  **See Study Schedule in attachment 1!** | | | |
| **Criteria and evaluation system of knowledge of a student** | | | |
| The assessment of the academic performance of students of higher education programs at Akaki Tsereteli State University is carried out by the modern indicators with the order N3 (05.01.2007), and August 18, 2016, №102/N of the Minister of Education and Science of Georgia, defined principles of Akaki Tsereteli State University academic council. The assessment system of students changed at Akaki Tsereteli State University (Decree №45 (16/17) June 30, 2017).  Assessment system of educational program component includes (100 points), the specific share includes 60 points (which itself includes: a student’s active learning process during each semester – 30 points and mid-term exam – 30 points), final exam – 40 points.  A student is evaluated as the following:  A student’s active learning during each semester (comprises different components of evaluation) – 30 points;  Mid-term exam – 30 points;  Final exam – 40 points.  The student has the right to take the final exam, if his/her minimum competency is 18 points.  Evaluation system includes:  a) Five forms of positive assessment:  A) (A) Excellent – 91% and more from maximum evaluation;  B) (B) very good – 81-90% from maximum evaluation;  C) (C) good – 71-80% from maximum evaluation;  D) (D) satisfactory – 61-70% from maximum evaluation;  E) (E) sufficient – 51-60 % from maximum evaluation.  B) Two forms of negative assessment:  (FX) (Administrative Fail in course for grade/could not pass) A student gets 41-50% from maximum evaluation which means, that s/he is required to work more for passing the exam, and that s/he is entitled to take a makeup exam only once through personal study;  (F) (Academic Fail) – A student gets 40% and less from maximum evaluation, which means that the work done by him/her is not sufficient and s/he has to retake the course.  According to educational component of educational program, in case of adoption of FX, a makeup exam will be appointed no less than 5 calendar days after the conclusion of the final exam results.  **The number of minimum points received from the makeup final exam is 15 points.**  **The number of minimum points received from the makeup final exam, is not added to the final assessment received by the student.**  **Points received from makeup exam is a final assessment and is added to the final evaluation of the learning component of the educational program.**  **According to the assessment 0-50 points received from the makeup final exam, in the final evaluation of the educational component, the student will be evaluated the F-0 score.**  **Remark: Midterm and final (makeup) exams take place in exam center of ATSU.**  **Evaluation criteria in particular/specific courses are determined in appropriate course syllabus.** | | | |
| **Employment Opportunities** | | | |
| The aim of the Program is to prepare competitive specialist of Bachelor Academic Degree, who will be able to work in Tourism field (Touristic firms, Tourist Agencies, Tourist complexes, Hotels, Information and Advertising centres, Excursion organizations, reservations, National Parks etc.) theoretical and practical knowledge, practical working skills in dynamic atmosphere will help his/her work effectively. | | | |
| **Supportive Resources** | | | |

**Attachment 1**

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**Study Schedule 2017-2018**

**Program Title: Tourism**

**Degree Awarded: Bachelor of Business Administration in Tourism**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| № | Course | Course code | Credit | Number of hours | | | | l/pr/gr/lab | | Semester | | | | | | | | |  |
| Total | Contact | | Ind. | I | II | III | IV | V | VI | VII | VIII | Preconditions | |
| l/pr/gr/lab | exam |
| 1 | 2 |  | 3 | 4 | 5 | 6 | 7 | 8 | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|  | **I. compulsory courses** | | | | | | | | | | | | | | | | | | |
| I.1 | Academic writing | HGB0570 | 5 | 125 | 45 | 3 | 77 | 0/0/3/0 | | 5 |  |  |  |  |  |  |  |  | |
| I.2 | General Mathematics | NMB0970 | 5 | 125 | 45 | 3 | 77 | 1/2/0/0 | | 5 |  |  |  |  |  |  |  |  | |
| I.3 | Foreign language 1 | HLCB0970 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | | 5 |  |  |  |  |  |  |  |  | |
| I.4 | Informational technologies | NIB0370 | 5 | 125 | 45 | 3 | 77 | 0/0/0/3 | |  | 5 |  |  |  |  |  |  |  | |
| I.5 | Foreign language 2 | HLCB1050 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | |  | 5 |  |  |  |  |  |  | I.3 | |
| I.6 | Material-cultural monuments of Georgia | HHB0720 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  | 5 |  |  |  |  |  |  |  | |
| I.7 | Foreign language 3 | HLCB1090 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | |  |  | 5 |  |  |  |  |  | I.5 | |
| I.8 | Social relationships | BSB0760 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  | 5 |  |  | |
| Total | |  | 40 | 1000 | 405 | 24 | 571 | - |  | | | | | | | | |  | |
|  | **II. elective courses \*** | | | | | | | | | | | | | | | | | | |
| II.1 | Second foreign language 1 | HLCB1011 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | |  | 5 |  |  |  |  |  |  |  | |
| II.2 | History of religion | **HFB0441** | 125 | 45 | 77 | 2/0/1/0 | |  |  |  |  |  |  |  |  | |
| II.3 | History of Georgia | HHB0691 | 1/0/2/0 | |  |  |  |  |  |  |  |  | |
| II.4 | History of philosophy | **HFB0451** | 2/0/1/0 | |  |  |  |  |  |  |  |  | |
| II.5 | Second foreign language 2 | HLCB1131 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | |  |  | 5 |  |  |  |  |  | II.1 | |
| II.6 | World culture and art | HHB0731 | 125 | 45 | 77 | 2/0/1/0/ | |  |  |  |  |  |  |  |  | |
| II.7 | Ethnology | HHB0741 | 2/0/1/0 | |  |  |  |  |  |  |  |  | |
| II.8 | Photo art | BSB0401 | 0/0/0/3 | |  |  |  |  |  |  |  |  | |
| II.9 | Organizing comfortable hotels and planting of greenery |  | 1/0/2/0 | |  |  |  |  |  |  |  |  | |
| II.10 | Second foreign language 3 | HLCB1171 | 5 | 125 | 60 | 3 | 62 | 0/0/4/0 | |  |  |  | 5 |  |  |  |  | II.5 | |
| II.11 | Ecology and protecting environment | ALB0010 | 125 | 45 | 77 | 1/2/0/0 | |  |  |  |  |  |  |  |  | |
| II.12 | Valeology | APB0461 | 0/0/0/3 | |  |  |  |  |  |  |  |  | |
| II.13 | Landscape art | ALB0020 | 1/2/0/0 | |  |  |  |  |  |  |  |  | |
| II.14 | Democracy and citizenship | BLB0031 | 2/0/1/0 | |  |  |  |  |  |  |  |  | |
| Total | |  | 15 | 750 | 135  180 | 9 | 186  231 |  | |  | | | | | | | | |  |
|  | **III. compulsory courses** | | | | | | | | | | | | | | | | | | |
| III.1 | Principles of economy 1 | BEB0010 | 5 | 125 | 60 | 3 | 62 | 2/0/2/0 | | 5 |  |  |  |  |  |  |  |  | |
| III.2 | Geography of Georgia | NGB0270 | 5 | 125 | 45 | 3 | 77 | 2/0/1/0 | | 5 |  |  |  |  |  |  |  |  | |
| III.3 | Tourism principles | ALB0520 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | | 5 |  |  |  |  |  |  |  |  | |
| III.4 | Principles of economy 2 | BEB0820 | 5 | 125 | 60 | 3 | 62 | 2/0/2/0 | |  | 5 |  |  |  |  |  |  | III.1 | |
| III.5 | Touristic and recreational resources of Georgia | ALB0540 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  | 5 |  |  |  |  |  |  |  | |
| III.6 | Management principles | BBB0020 | 5 | 125 | 45 | 3 | 77 | 2/0/1/0 | |  |  | 5 |  |  |  |  |  |  | |
| III.7 | Geography of tourist regions and centres | ALB0590 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  | 5 |  |  |  |  |  |  | |
| III.8 | Excursion science | ALB0560 | 5 | 125 | 45 | 3 | 77 | 0/0/3/0 | |  |  |  | 5 |  |  |  |  |  | |
| III.9 | Professional practice 1 | ALB0570 | 5 | 125 | 45 | 3 | 77 | 0/3/0/0 | |  |  |  | 5 |  |  |  |  |  | |
| III.10 | Tourism economy | ALB0550 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  | 5 |  |  |  |  | III.3 | |
| III.11 | Finances and credits | BBB0030 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  | 5 |  |  |  |  | |
| III.12 | Management in hotel industry | ALB0670 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  | 5 |  |  |  |  | |
| III.13 | Accounting system | BEB0520 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  | 5 |  |  |  |  | |
| III.14 | Tour-operator rating | ALB0600 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  | 5 |  |  |  | III.3 | |
| II.15 | Tourism management | ALB0610 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  | 5 |  |  | III.6 | |
| II.16 | Organizing nutrition in tourism | ALB0620 | 5 | 125 | 45 | 3 | 77 | 0/0/3/0 | |  |  |  |  |  | 5 |  |  |  | |
| III.17 | Marketing principles | BBB0060 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  | 5 |  |  |  | |
| III.18 | Professional practice 2 | ALB0630 | 5 | 125 | 45 | 3 | 77 | 0/3/0/0 | |  |  |  |  |  | 5 |  |  |  | |
| III.19 | Tourism marketing | ALB0640 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  | 5 |  | III.17 | |
| III.20 | Theory of statistics | BEB0830 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  | 5 |  |  | |
| III.21 | Profession ethics and ethical standards | ALB0660 | 5 | 125 | 45 | 3 | 77 | 0/0/3/0 | |  |  |  |  |  |  | 5 |  |  | |
| III.22 | International economic relations | BEB0840 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  |  | 5 |  | |
| III.23 | Informational systems in tourism | ALB0680 | 5 | 125 | 45 | 3 | 77 | 1/0/0/2 | |  |  |  |  |  |  |  | 5 | I.4 | |
| III.24 | Touristic-recreational resources of the world | ALB0650 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  |  | 5 |  | |
| III.25 | Tourism advertising | ALB0700 | 5 | 125 | 45 | 3 | 77 | 1/0/2/0 | |  |  |  |  |  |  |  | 5 | III.19 | |
| **Total number of basic courses** | |  | 125 | 3125 | 1155 | 75 | 1895 |  | |  |  |  |  |  |  |  |  |  | |
|  | Major |  | 180 | 4500 | 1695  1740 | 108 | 2652  2697 |  | |  |  |  |  |  |  |  |  |  | |
|  | Minor |  | 60 | 1500 | 540 | 36 | 924 |  | |  |  |  |  |  |  |  |  |  | |
|  | Total |  | 240 | 6000 | 2235  2280 | 144 | 3576  3621 |  | |  |  |  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |

* A student chooses only one course from offered elective courses of basic profession.

**Cr- credit, l – lecture, pr – practical work, gr – group work, exam – midterm and final exams, ind. – independent work.**