

*Discussed at the session of the Faculty Council:
Protocol No. 15-21, 10.03.2021
Approved by the decision of the Governing Board:
Resolution №2, 12.03.2021*

*The last changes were discussed at the meeting of the faculty council:
Protocol No. 5-24, 22.04.2024
Approved by a resolution of the Governing Board:
Resolution No. 7, 23.04. 2024*

Bachelor Educational Program in Tourism

Education level: Bachelor's degree (I level of higher education)

Teaching language: Georgian

Type of educational program: Academic

Detailed field name and code: 1015 Travel, tourism and leisure

Awarded qualification: Bachelor of Business Administration in Tourism / Bachelor of Business Administration in Tourism

Study duration: 4 academic years (8 semesters)

Educational program volume: 240 credits (ECTS)

Head of the educational program: Professor, Doctor, Maya Azmaiparashvili, e-mail Mail:
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Prerequisite for Admission to the Program

A person with a document confirming a complete secondary education or an equivalent document, who has obtained the right to study at the Kutaisi University on the basis of the results of the Unified National Exams, has the right to enroll in the undergraduate Tourism Educational Program.

To enroll in the program, the applicant is obliged to pass the following subjects at the Unified National Exams:

- a) Georgian language and literature, (the entrant must overcome the minimum competence limit established by the legislation);
- b) One of the foreign languages: English language, German language, French language, Russian language (the entrant must pass the minimum level of competence established by the law);
- c) One of the following subjects: history/mathematics/geography (the applicant must pass the minimum competence limit established by the law). The number of places for each subject should not be less than 10% of the

total places announced on the program. The exact percentage distribution will be decided by the Program Head before the announcement of (the number of) places.

The right to study on the program without passing the Unified National Exams will be obtained:

By persons who, on the basis of the order of the Minister of Education and Science of Georgia No. 224/5 as of December 29th, 2011, "On the Approval of the Procedure for Submission and Review of Documents by Entrants/Master's Degree Candidates/Students Who Have the rRight to Study in a Higher Educational Institution without Passing the Unified National Exams" have the right to enroll in a university without passing Unified National Exams. The mentioned persons are obliged to confirm the B2 level of the Georgian language in accordance with the "Rules for Defining the Language Competence of Kutaisi University Students".

The following candidates will also be admitted to the program:

Students enrolled by the mobility method according to the order No. 10/6 of the Minister of Education and Science of Georgia dated February 4th, 2010, "On the Approval of the Procedure and Fees for Transferring from a Higher Educational Institution to Another Higher Educational Institution”.

Program Objective

The mission, vision and values of the Kutaisi University are reflected in the undergraduate Tourism Educational Program. Also, local labor market requirements and international market trends as well as successful experience of undergraduate programs implemented by local or foreign universities are taken into account. On the basis of the above mentioned, the bachelor's Tourism Educational Program is focused on preparing competitive, socially responsible specialists in tourism by offering education in accordance with modern standards of higher education and equipping them with the competencies required in the labor market.

Taking into account the aforesaid, the goal of the undergraduate tourism educational program is to provide a student with the following:

1. Gain knowledge about functional areas of business administration, which includes critical understanding of theories and principles; Also, to deliver knowledge on issues of tourism industry, business, tourism enterprise management, tourism marketing, tourism policy, management and planning;
2. Deepen the theoretical knowledge and develop the practical skills of analyzing the main characteristics of tourist resources, market segments of tourist services, creating and offering an attractive tourist product, as well as analyzing empirical data related to current economic processes in the field of tourism and forming appropriate conclusions;
3. Develop the ability to communicate, identify problems and plan solutions, as well as use modern information and communication technologies;
4. Support the observance of academic and professional ethics standards while carrying out professional activities.

Study Outcomes

Knowledge and Realization

1. **Describes** the theoretical-methodological, organizational foundations of the main functional areas of business and their interrelation, as well as theories, concepts and basic principles of business environment rules; features of tourism business activity and ways to increase efficiency, the international and global economic environment of tourism;
2. **Discusses** the economic characteristics of the tourism field, the economic contribution of tourism and its effects; the role of consumption, savings and investments in the development of tourism economy; socio-cultural, political-legal and ecological issues, tourism activity processes, tourism product and service planning, implementation and management issues, the results of the activity of the tourist enterprise, the driving forces of competition;
3. **Identifies** the qualitative characteristics of the tourist-recreational resources and potential of Georgia and other countries and distinguishes the specialization of the resort-recreational economy of Georgia;

Skill

4. **Uses** means and methods of obtaining marketing information, principles of marketing and sales management; Based on the collection of marketing data, evaluation and connection of the trends of the world and local tourism markets, classifies and analyzes them; Also, from the resource base of tourism development, **selects** the prospective directions of tourist activity; conducts market segmentation, defines the target market, develops new tourism products and marketing offers tailored to the customer;
5. **Uses** proven methods and tools for the implementation of tourist activities, analyzes the results of a separate segment of the tourism field; **prepares** quality, safety and sustainable development programs in the tourism industry;
6. **Establishes** an action plan for the implementation of the tourism business, defines the specifics of the modern business and the factors to be considered during the organization of the (tourism) business; **Identifies** strategic approaches for positioning the tourist destination in relation to international target markets; Based on the analysis of the business environment, **plans and manages** a competitive tourism product.
7. **Speaks** about the problems that have arisen and the ways to solve them, communicates orally and in writing to achieve the desired results, as well as argues one's own position, prepares business documents using industry terminology, appropriate information and communication technologies;
8. Using modern information and communication technologies, **prepares practical projects**, reports and presentations in accordance with predetermined guidelines; also effectively **uses** geo-information systems (GIS) and presents tourism potential, resources and products in a new way, through applying maps created on its basis;

Responsibility and autonomy

9. **Recognizes** the existing principles, established norms and professional standards in the field of tourism. **Acts** in compliance with academic and professional ethical norms, principles of individual and team work.

Programme Scope

The bachelor's program is built upon the basis of the European Credit Transfer System (ECTS). It is student-oriented and is based on the student's academic load (which is necessary) and ensures the achievement of the goals and study outcomes of the educational program.

The duration of the program is 4 (four) academic years, i.e. 8 (eight) semesters, and includes 240 credits (6000 hours).

1 credit includes 25 astronomical hours. A credit in a unit of time (hours) reflects the volume of work required by the student to master the relevant study course of the program and to achieve the study outcomes. Credit includes contact and independent work hours.

During the semester, the student must complete an average of 30 credits (30 credits = 750 hours), and within the academic year - 60 credits, although depending on the student's individual workload, the number of credits through the academic year may be less than 60 or over 60, but not more than 75 credits.

One academic year covers 42 weeks, one semester - 21 weeks (among them - 15 weeks of study, and the remaining 5 weeks of session). Namely, the 8th-9th weeks midterm exam, the 18th and 19th weeks final exams period, the 20th and 21st weeks additional exams period. There is an interval between the final and the corresponding additional exam of not less than 5 days after the announcement of the results.

Program Structure

The undergraduate tourism education program includes 240 credits, of which:

- **180 credits are given to study courses in the main field of study, including:** Mandatory study courses in the main field of study - 165 credits; elective courses in the main field of study - 15 credits;
- **60 credits are allocated to the free component, which is focused on the development** of general transferable skills, including: compulsory study courses of the free component - 50 credits, optional study courses of the free component - 10 credits.

Within the framework of the optional free component, the student is given the opportunity to choose study courses both from the elective study courses in the main field of study of the program, and also from the study courses offered within the scope of any educational program of the relevant level operating in the university, in compliance with the prerequisites for admission to the study course.

The study courses provided by the bachelor's program are aimed at achieving the goals set in the program and at

the formation of competencies corresponding to the qualification to be received as a result of the study. The logical sequence of the formation of executive competencies defines the essence of the bachelor's program, the structure and educational plan.

Within the framework of the program, the educational plan defines the prerequisites for admission to the components of the educational program, the sequence of the components, the semester distribution of the components' credits, the student's semester load (for details about the program structure, scope, prerequisites and sequence of the study courses, see the program appendix No. 5 - "Educational Plan of the Program").

Student Knowledge Assessment System

Through assessment, the relevance of the student's achievements to the specific outcomes of the program is defined. The assessment of the student's knowledge in the accounting and auditing master's degree educational program is based on criteria that define whether the student possesses the study outcomes established by the course or not.

The evaluation system applied within the program corresponds to the "Rules for Calculation of Credits for Higher Educational Programs" approved by Order No. 3 of the Minister of Education and Science of Georgia on January 5th, 2007.

The level of achievement of the study outcome is evaluated by assessment components, through intermediate assessment and final assessment, the sum of which represents the final assessment. The maximum final grade of the study course is 100 points.

The evaluation system provides for:

a) Five types of positive assessment:

- a.a) (A) Excellent - 91-100 points;
- a.b) (B) very good – 81-90 points;
- a.c) (C) Good – 71-80 points;
- a.d) (D) Satisfactory - 61-70 points;
- a.e) (E) Sufficient – 51-60 points.

b) two types of negative assessment:

- b.a) (FX) failed - 41-50 points, which means that the student needs more work to pass and is allowed to take the additional exam once, through independent work;
- b.b) (F) Failed – 40 points and less, which means that the work done by the student is not enough and he/she has to study the course/subject afresh.

In case of receiving a negative evaluation (FX) in the component of the educational program, the student has the right to take an additional exam. The student gets the right to take the additional exam even if he/she has scored 51 points or more in the final assessment, but has not passed the minimum competence limit defined for the final exam. An additional exam is scheduled at least 5 days after the announcement of the final exam results.

The number of points obtained in the final assessment is not added to the grade received by the student in the additional exam. The grade obtained on the additional exam is the final grade and is reflected in the final grade of the educational program component.

The interim assessment is divided into components. The content and distribution of the midterm assessment components is defined by the staff implementing the study course within the framework of the relevant syllabus.

A student will be admitted to the final exam if the minimum threshold of the intermediate assessment is exceeded. The final exam will be considered passed if the minimum threshold for the final exam is exceeded.

The following minimum competence threshold is defined for the midterm assessment and the final exam: 42% of the midterm assessment, 50%+1 of the final exam assessment. The staff implementing the study course, taking into account the specifics (of the study course), is authorized to define the minimum competence limit of intermediate and final assessments that differ from the prescribed (higher) than the established one, in accordance with the limits set by the current legislation of Georgia.

The credit will be considered as used if the sum of the points obtained based on the minimum threshold established for the intermediate assessment and the minimum threshold set in the final exam is obtained by summing up 51 points or more.

Sphere of Employment

A graduate of the "Tourism" undergraduate educational program "Bachelor of Business Administration in Tourism" will be able to perform qualified activities in a tourist institution of any organizational and legal form, on an administrative position of small and medium-sized structural subdivisions, in tourist companies, in the hotel industry, in Georgian National Tourism Administration, in the Agency of Protected Areas, In protected areas and national parks, regional local self-governing units, tourism information centers, tourism and hotel business consulting companies, tourism industry associations.