

Program Title	Tourism
Higher education level	Undergraduate Program
Description of the Program	<p>Tourism is considered to be one of the priority sectors for the development of the Georgian economy and for the attraction of the capital. The topicality of the undergraduate program in tourism is due to the growing interest and increased demand for employment in the tourism industry. Today, when the dynamics of tourist flows in our country is characterized by a growing pace, new tourist centres and opportunities are opening, the training of specialists equipped with modern and qualified knowledge and practical skills is a priority.</p> <p>The task of the educational program is to prepare competitive, highly qualified and democratic-human-oriented bachelors in the labour market in tourism, who will have relevant knowledge and practical skills for practical activities in the structure of the tourism industry in the modern socio-economic relations.</p> <p>The program is oriented on discussing the current state of the world tourism industry and development prospects; The role and importance of the tourism industry in both global and national aspects; Issues of management of tourism enterprises, to give the student the necessary knowledge, skills and competencies necessary to independently create a tourism product and become a competitive specialist.</p>
Program Volume	240 ECTS
Aim of the Program	<p>The aims of the undergraduate tourism educational program are:</p> <ul style="list-style-type: none"> ➤ To develop students' relevant knowledge and practical skills for the operation of tourist-recreational resources, environmental and cultural heritage sites in the system of modern socio-economic relations; ➤ To make students understand the management and industry structure of the tourism industry, to teach them the mechanism of formation of consumer values of the tourism market, the current state of the world tourism industry and the trends/prospects of sustainable development; ➤ To develop students' skills in the tourism service system, both theoretical and practical skills of communication service with tourists.
Learning Outcomes of the Program	

Explains the basic concepts, terms and requirements of the legislation used in the field of tourism.

Understands the basic concepts and models of tourism management, the importance of studying the field of tourism; Identifies the classification of units/subjects included in the structure of the tourism industry; Analyzes tourism management categories and their functional characteristics in the tourism management system.

Describes the requirements/expectations of customers for tourism services in the field of tourism marketing, advertising of tourist destinations and events. Chooses the peculiarities of economic and financial realization of the tourism enterprise.

Understands the general tasks of service technology management (transport, accommodation, meals): hotel business development, hotel staff functions, nutrition and tourist transportation.

Describes the regional attractions of tourism. Chooses the tourist areas of the world, their hierarchy and typology. Analyzes the global and regional aspects of international tourism development.

Identifies the qualitative characteristics of the natural-recreational and resort-tourist potential of Georgia's tourist resources. Describes the state of strategic tourist resources in the regions of Georgia and the relevant infrastructure related to them.

Recognizes the importance of cultural and ethnographic tourism in the socio-economic and cultural development of the country as a priority in international travel. Identifies the fields of modern natural science tourism (ecological, agro, medical-resort); Evaluates resource potential and capabilities according to individual directions.

Implements the creation of a targeted thematic tourism product, plans tours/excursions, calculating the cost and determining the price.

Performs ticket booking using international booking systems: transportation, accommodation, meals, for individual groups and individuals.

Curriculum of the Program

N	Name of the training course	ECTS	Total hours	Prerequisite for admission	Academic workload						Semester distribution of credits							
					Lecture	Working group to work Or practical	Midterm exam	Final exam	Total contact	Independent work	I	II	III	IV	V	VI	VII	VIII
Basic training courses																		
	Compulsory training courses in the specialty	136	Number of mandatory credits to be acquired in the relevant semester							I	II	III	IV	V	VI	VII	VIII	
											18	18	20	16	14	24	14	12
1	Calculus 1	6	150	does not have	15	30	2	3	50	100	6							
2	Principles of Economics	6	150	does not have	15	30	2	3	50	100	6							
3	Fundamentals of Management	6	150	does not have	15	30	2	3	50	100	6							
4	Basics of tourism	6	150	does not have	15	30	2	3	50	100		6						
5	Geography of tourism	6	150	does not have	15	28	1	2	46	104		6						
6	Tourism Economics	6	150	Principles of Economics	15	30	1	2	48	102		6						
7	Basics of marketing	5	125	does not have	15	30	2	3	50	75			5					

8	Financial Accounting 1	5	125	does not have	15	30	2	3	50	75			5					
9	tourism management	6	150	Tourism Saf ; ბიზნეს. Saf .	15	30	1	2	48	102			6					
10	Transport industry in tourism	4	100	Basics of tourism ;	15	15	1	2	33	67			4					
11	Tourism Marketing	6	150	Basics of tourism ; Basics of Marketing	15	30	1	2	48	102				6				
12	Hotel management	4	100	tourism management	15	15	1	2	33	67				4				
13	Cultural tourism	6	150	Basics of tourism ;	15	30	1	2	48	102				6				
14	Restaurant Management	4	100	tourism management	15	15	1	2	33	67					4			
15	Ethnographic tourism	4	100	Basics of tourism ;	15	15	1	2	33	67					4			
16	International tourism	6	150	Basics of tourism ;	15	30	1	2	48	102					6			
17	Tourist-recreational resources of Georgia	6	150	Basics of tourism, geography of tourism	15	30	1	2	48	102							6	
18	The Touristic-Recreational Resources of Georgia			Tour ბიზნეს ; Plant Engl. Tourism	15	30	2	3	50	100								
19	Agritourism, ecotourism and environmental protection	6	150	Basics of tourism	15	30	1	2	48	102							6	
20	Medical tourism and recreology	6	150	Basics of tourism	15	30	2	3	50	100							6	
21	Gesundheitstourismus			Basics of tourism ; Plant Germ . Tourism.	15	30	2	3	50	100								

2 2	Tour Operating	6	150	Basics of Tourism Financial Accounting I	15	30	2	3	50	100							6	
2 3	Guide Art	5	125	Basics of tourism	15	30	1	2	48	77								5
2 4	International booking systems in tourism	4	100	Tour Operating English Language B2.2	16	28 + 3	2	3	52	48								4
2 5	Research methods in business	5	125	Basics of tourism	15	30	2	3	50	75								5
2 6	Practice in tourism	6	150	Tour Operating	The student can choose a travel company, hotel or field internship based on his / her interests "according to the internship instruction"												6	
2 7	Bachelor Thesis in Tourism	6	150	academic writing; Research methods in business	Undergraduate student paper chooses and one hundred R By consulting the "Bachelor's thesis performance instruction" accordingly												6	
Elective specialty training courses		37	Number of elective credits to be acquired in the respective semester								I	II	III	IV	V	VI	VII	VIII
													4	4	5	6	10	8
2 8	Social Geography of the World	4	100	does not have	15	15	1	2	33	67								
2 9	Animation in Tourism	4	100	does not have	15	15	1	2	33	67								
3 0	Tourist Destination Management	4	100	does not have	15	15	1	2	33	67								
3 1	Legal regulation of tourism	4	100	does not have	15	14	1	2	3 2	6 8								
3 2	Tourism statistics	5	125	Calculus 1	15	30	1	2	48	77								
3 3	Religious tourism	5	125	does not have	15	30	1	2	48	77								

3 4	Geoinformation systems in tourism	6	150	Modern office software	15	30	2	3	50	100								
3 5	Human resource management in tourism	6	150	does not have	15	30	1	2	48	102								
3 6	Human Resource Management in Tourism		150	Plant Engl. Tourism	15	28	2	3	48	102								
3 7	Gastronomic tourism	5	125	Cultural tourism	15	30	1	2	48	77								
3 8	Kunst der Gästeführung		125	Plant Germ. Tourism	15	30	2	3	50	75								
3 9	Safety in tourism	4	100	does not have	15	15	1	2	33	67								
Free components																		
	Compulsory university courses	12	Number of mandatory credits to be acquired in the relevant semester								I	II	III	IV	V	VI	VII	VIII
											6	6	6	6	6			
	academic writing	6	150	does not have	15	30	2	3	50	100	6							
	Modern office software	6	150	does not have	15	30	2	3	50	100		6						
	Compulsory / elective training courses	30	Compulsory credits to be acquired in the foreign language chosen by the student during the semester								6	6	6	6	6			
	Foreign language B1 / 1	6	150	does not have	-	45	2	3	50	100	6							
	Foreign language B1 / 2	6	150	Foreign language B1 / 1	-	45	2	3	50	100		6						
	Foreign language B2 / 1	6	150	Foreign language B1 / 2	-	45	2	3	50	100			6					

