

Bachelor's Educational Program

Name of Educational Institution	Shota Rustaveli State University Address: 35 Ninoshvili Street, Batumi 6010
Faculty	Tourism Tel.: (+995422) 70656 E-mail: tourism@bsu.edu.ge
Title of Educational Program	Tourism
Level of Educational Program	Bachelor/First Cycle of Higher Education
Qualification conferred	Bachelor of Business Administration in Tourism
Goal of Educational Program	<p>Tourism in one of the strategic, priority and rapidly developing fields. In the present conditions the issues of preparation of modern types of managers in the sphere of tourism acquires special significance. In the modern situation it becomes topical to acquire relevant knowledge in the field of tourism business.</p> <p>The necessity of accomplishing the teaching system in accordance with western standards in the educational direction of tourism is preconditioned by the fact that this field has been formed at the modern stage as the most rapidly developing field of economy that greatly provides the introduction of foreign currency into the country, creation of working places, overcoming poverty, social-economic welfare of the population and consequently the accelerated development of economy. Tourism creates places of employment faster than any other fields and enhances the rapid growth of economy.</p> <p>The aim of the Bachelor's educational program in Tourism is:</p> <ul style="list-style-type: none"> • To teach students the principles of tourist organization management and elaborate in them the skill of acting in the rapidly changing environment of tourism business; • To prepare students for the career in the fields of tourism business and tourism organization management; • To prepare highly-qualified, competitive specialists with competences relevant to the requirements of modern business education who will easily adapt themselves with the changing professional environment, will be free person with high civic awareness and activity, bearer of liberal values of humanism and democracy; <p>Specialist with the Bachelor's degree in Tourism can hold the positions mainly at the middle operational level of management including: operational management; logistics; sales and marketing; human resources management; finances; managerial accounting and other functional spheres of tourism business.</p>

Learning Outcomes	Criteria	1. Generic (Transferrable) Competences	2. Subject Specific Competences
	Knowledge and Understanding	1. Has a broad knowledge of the field that comprises critical comprehension of theories and principles; understands complex issues of the field.	1. Has the basic knowledge of tourism business and management as well as tourist organization, its environment and management theories, concepts and main principles; 2. Has the knowledge of the functional fields of tourism business: general management, operational management, project management, logistics, marketing and sale, personnel management, finance and accounting, technologies of communication and information management and understands their interconnection; 3. Possesses the quantitative and statistic methods necessary for work in the sphere of tourism business and knows the tourism terminology; 4. Has the knowledge about the national and global economic environment of tourist organizations.
	Application of knowledge in practice	1. Is able to apply relevant methods as well as some distinguished ones in problem solving, accomplish research or practical projects in accordance with preliminary instructions.	1. Possesses the main skills of process management in tourist organizations: is able to identify problems, measure efficiency, determine business-process participants; 2. Possesses the main marketing skills: is able to gather and analyze marketing data at tourist markets, determine tourist market potential and conduct relevant measures; 3. Possess the main financial skills in tourist enterprises: is able to prepare and present reports, interpret financial documentation, analyze financial information and prepare reports, make use of accounting systems, prepare budgets, etc.; 4. Possesses the skills of tourist project

			<p>management: is able to formulate goals; determine the interconnection between goals, objectives and outcomes; plan and manage temporary frames; administer objectives within responsibilities; determine-manage and control necessary resources;</p> <p>5. Possesses the ability to identify and diagnose problems raised in a tourist organization or functional field; ability to apply, justify and defend relevant methods for problem solution;</p> <p>6. Has the ability to make decisions on the operational and tactical levels in a tourism enterprise; ability to formulate goals and criteria for decision-making;</p> <p>7. Has the ability to identify, analyze, solve and protect the ethical problems that appear in the managerial accounting of a tourist firm, human resources management and marketing.</p>
	Skill to make conclusions	<p>1. Is able to gather and define field-relevant data as well as analyze abstract data and/or situations applying standard and some distinguished methods and formulate argumentative conclusions</p>	<p>1. Has the skills of searching for data for problem solution, commenting and application in a tourism business;</p> <p>2. Has the ability to formulate decisions on social, scientific and ethnic issues;</p> <p>3. Has the ability of critical analysis of situations and data using new distinguished methodology. .</p>
	Communication skills	<p>1. Is able to prepare detailed written report on ideas, existing problems and the ways of solution; to pass information verbally to specialists and non-specialists in native language;</p> <p>2. Is able to prepare detailed written report on ideas, existing</p>	<p>1. Possesses the skills of introducing information, ideas, problems and the ways of solution to specialists and non-specialist as well as oral and written communication (professional participation in discussions, preparation and oral presentation of the written detailed reports of the outcome);</p> <p>2. Has the knowledge of modern information and communication technologies in the sphere of</p>

		<p>problems and the ways of solution; to pass information verbally to specialists and non-specialists in a foreign language;</p> <p>3. Is able to make creative application of modern information and communication technologies</p>	<p>tourism as well as the ability to utilize them independently and with ease.</p>
	Learning skills	<p>Is able to make consecutive and diverse evaluation, determine necessities of further learning.</p>	<p>1. Skills for the independent management of one's own learning process in the field of tourism; determine necessity of further studies and continue study with high degree of independence.</p>
	Values	<p>Participates in the process of value formations and strives for their implementation.</p>	<p>1. Is aware of legal, ethic and cross-cultural responsibilities in a tourist organization and community</p> <p>2. Has a sense of professional responsibility and is aware of the main principles of ethics and sustainable development.</p>
Number of Credits	<p>240 credits: major courses – 150 credits, free components – 30 credits, minor specialty – 60 credits (1 ECTS comprises 25 hours).</p>		
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