

Bachelor's Educational Program of Tourism

*Recent changes made to the program
are discussed at the session of the faculty council:*

Protocol No. 04-23, 19.04.2023

Approved by the decision of the Governing Board:

Resolution No. 6, 27.04.2023

Level of Higher Academic Education: Bachelor's degree (I level of higher academic education)

Instruction language: Georgian

Type of educational program: academic

Detailed field name and code: 1015 Travelling, Tourism and Holidays

Awarded qualification: Bachelor of Tourism

Duration of studying: 4 years (8 semesters)

Educational program volume: 240 credits

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Relevance of Program

The field of travel and tourism, as an intersectorial complicated complex, operates through a vast network of interconnected and related industries, as well as other supporting industries. The value chain of the tourism sector requires different approaches, which is reflected in the process of personnel training. Rapid development and changes in the field of tourism naturally lead to an adequate increase in demand for specialists. Increasing the competitiveness of national tourism in the international arena, establishing a suitable place in the world market of tourism, overcoming new challenges, planned development of tourism and contributing to the economic progress of the country, significantly depends on the training of qualified personnel. Training of competitive personnel for the national tourism industry should be an important task of the bachelor's educational program of Tourism.

The crisis is an opportunity for the tourism sector to undergo transformation and to become resilient, transforming, accelerating recovery. The unprecedented impact of the pandemic requires new approaches, innovations, initiatives and appropriate responses. The current sector relies on quality education and qualified resources, a new workforce equipped with the required theoretical knowledge

and the ability to analyze current events and processes in global tourism. By taking into consideration the requirements of the labor market, the main challenge is the lack of skilled and diverse skilled workers. The developed bachelor's educational program of Tourism provides the tourism industry with qualified and motivated personnel based on modern knowledge, which is a prerequisite for the long-term development of the same industry.

Prerequisites for admission to the program

There will be enrolled at the Bachelor's educational program of Tourism, a person with a document confirming the complete general education or equivalent, who will be entitled to study at a European University based on the results of the unified national exams.

To enroll in the program, the entrant is obliged to pass the following subjects at the unified national exams:

- a) Georgian language and Literature(The entrant must pass the minimum competency limit)
- b) One of the following foreign languages: English, German, French, Russian (the entrant must pass the minimum competence limit);
- c) One of the following subjects: History/Mathematics/Geography(The entrant must pass the minimum competence limit established by Law). The number of seats for each subject should not be less than 10% of the seats announced on the program. The exact percentage distribution will be decided by the program head before the announcement of seats.

The ones will get the right to study on the program without passing the unified national exams as follows:

Persons who, on the basis of the Order No. 224/N of the Minister of Education and Science of Georgia dated December 29, 2011, "On the approval of the procedure for submission and review of documents by entrants/candidates of master's degree /students with the right to study without passing unified national exams/general master's exams" have to enroll in the university without passing the unified national exams. The mentioned persons are obliged to confirm the B2 level of the Georgian language in accordance with the "Rule for determining the language competence for a student of European University".

The following will also be admitted to the program:

Students enrolled by the rule of mobility in accordance of Order№10/N of the Minister of Education and Science of Georgia dated February 4, 2010 "On approval of the procedure and fees for transferring from a higher educational institution to another higher educational institution".

Goals of Program

The mission, vision and values of the European University, as well as the main goals and tasks of the Faculty of Business and Technology, are clearly reflected in the bachelor's educational program of Tourism. It also takes into account the requirements of the local labor market and international market trends, as well as the successful experience of bachelor's programs of Tourism implemented by local and foreign universities. On the basis of the mentioned one, the bachelor's program of Tourism is focused on preparing competitive, socially responsible specialists with a bachelor's degree in tourism by offering education in accordance with modern standards of higher education and equipping them with the competencies required in the labor market.

1. Taking into account the above mentioned, **the aim of the bachelor's program** in tourism is as follows:
2. **1. to provide** knowledge about tourism and related functional areas, which includes critical understanding of complex issues, theories and principles of tourism; to gain knowledge on the economic importance of tourism, the sectoral structure of the tourism industry, tourism policy, management and planning issues;
3. **to develop** practical skills in the evaluation and analysis of tourism resources and potential, the formation, development and sale of tourism products;
4. **To develop** skills that will help to independently identify current problems in the field of tourism and plan strategies to solve them, taking into account socio-economic aspects and ethical norms.

The consistent and full implementation of the goals set within the framework of the bachelor's program ensures the achievement of learning outcomes corresponding to the first level (Bachelor's) qualification descriptor of the higher education qualifications framework.

Learning Outcomes

Successful completion of the training courses offered by the program curriculum will help the graduate to develop/reinforce field competencies (as well as general skills that are clearly reflected in the syllabi of individual courses). In particular, as a result of the completion of the bachelor's educational program of Tourism, the graduate will develop the following competencies:

1	Describes the essential factors, theories, concepts, principles and processes of tourism activities of tourism and related functional areas; as well as, the economic characteristics of the field of tourism, economic impact, financial, political-legal, social-cultural, ecological issues.
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2	Discusses the processes of sectoral activities of the main and auxiliary sectors of the tourism industry, issues of planning, implementation and management of tourism products and services; the results of the business activity of the tourist enterprise, the driving forces of competition; general principles of management of organizational processes related to tourism.
3	Identifies qualitative characteristics of tourism resources and potential; differentiates the resources and potential of the resort-recreational economy of Georgia and other countries; Discusses the prospects of perfecting the tourism product.
4	Analyzes the strategic approaches of positioning the tourist destination in relation to the target markets; considers the tourist destination as an opportunity for the development of regional tourism; Classifies the units/subjects included in the structure of the tourism industry.
5	Determines the means and methods of obtaining marketing information, the principles of marketing and sales management; Based on the collection of marketing data, the evaluation and connection of the trends of the world and local tourism markets, classifies and analyzes them; Wisely uses proven methods and tools for the development, implementation and sale of tourism activities, products and services.
6	Analyzes current events and processes in the field of tourism with statistical methods and techniques; problems and modern challenges in the tourist market.
7	Determines the main factors that affect the safety of tourism, separates the types of danger and risk; Uses measures to ensure the safety of tourists.
8	Forms ideas, solutions to problems in the field of tourism and prepares a detailed written report/presentation as well as communicates connected with the industry issues.
9	Independently researches and identifies challenges in the field of tourism and outlines ways to deal with them in compliance with recognized principles and ethical norms in the field of tourism. Develops a professional development plan for oneself and others, using the principles of teamwork.

Volume and Structure of Program

Bachelor's Educational Program of Tourism is made on the basis of the European Credit Transfer System (ECTS), is student-centered, and is based on the student's academic load required to achieve the goals and results of the educational program.

The duration of the program is 4 academic years (8 semesters) and includes 240 (ECTS) credits (6000 hours in total).

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 learning outcomes. Credit includes contact and independent work hours.

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

The university is authorized, based on the educational goals, to implement the teaching-learning process with a partial load within the framework of the educational programs of Bachelor's degrees.

One academic year consists of 42 weeks, one semester consists of 21 weeks, 15 weeks of which are academic, and the remaining 6 weeks are sessional. Weeks 8-9 are midterm exams, weeks 18 and 19 are final exams, and weeks 20 and 21 are supplementary exams. There is an interval between the final exam and the proper additional exam at least 5 days after the announcement of the final exam results.

Bachelor's Program of Tourism includes 240 credits, including:

- **Training courses of the main field of study** - mandatory training courses - 166 credits, including practice - 6 credits and bachelor's project - 5 credits; Also, optional training courses - 15 credits;

Free component focused on the development of general/transferable skills - mandatory training courses - 49 credits, optional training courses - 10 credits.

***Note:** Free optional educational courses are chosen from the existing educational programs within the framework of any educational program of the relevant level operating in the university, in compliance with the prerequisites for admission.*

The study courses provided by the bachelor's program are directed to the achievement of the goals set in the program and the formation of competencies corresponding to acceptable qualifications as a result of studies. The logical sequence of the formation of achievable competencies determines the content, structure and curriculum of the bachelor's program.

Assessment System of Student's Knowledge

The assessment system used within the program is in accordance with the "Rules for calculating credits for higher education programs" approved by Order No. 3 of the Minister of Education and Science of Georgia on January 5, 2007.

The level of achievement of the learning outcome is assessed by mid-term assessment and final assessment, the sum of which is the final assessment. The maximum final grade of the training course is 100 points.

The evaluation system provides for:

a) Five types of positive assessment:

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

b) Two types of negative assessment:

(FX) failed - 41-50 points, which means that the student needs more work to pass and is allowed to take the additional exam once with independent work;

(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 again.

In case of receiving a negative assessment (FX) in the component of the educational program, the student has the right to take an additional exam. The student obtains 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 mid-term assessment is divided into components. A mandatory component of the mid-term assessment is the mid-term exam, which is held in the 8th-9th week . Mid-term assessment refers to the total evaluation of students' work process during working group/practical work, mid-term exam and student's independent work, and final assessment - evaluation of the final exam. The methods of mid-term and final evaluations and their share are determined by the staff implementing the training course within the framework of the relevant syllabus. The syllabus also explains the evaluation criteria for each component.

A student will be admitted to the final exam if the minimum limit of the mid-term assessment is exceeded. The final exam will be considered passed if the minimum limit for the final exam is exceeded.

The following minimum competency limits are defined for the mid-term assessment and the final exam: 50% of the mid-term assessment, 50%+1 of the final exam assessment.

The credit will be considered as mastered whether the sum of the points obtained based on the minimum limit established for the mid-term assessment and the minimum limit established in the final exam is obtained by summing up 51 points or more.

The staff implementing the training course, taking into account the specifics of the training course, is authorized to define different (higher) minimum competency limits for mid-term and final assessments, in accordance with the requirements established by the current legislation of Georgia.

The staff implementing the training course, taking into account the goals, learning outcomes and specifics of the training course, is also authorized to determine the minimum competence limit in the evaluation method/methods. Whether there is a minimum competency limit in the assessment method/methods, credit will be granted by passing the minimum competency limit in each assessment method, passing the minimum competency limit in each assessment component (mid-term and final assessment) and obtaining at least 51 points as a result of summing the points obtained in the mid-term and final assessments in case.

The aim of the evaluation methods reflected in the syllabuses of the bachelor's program of Tourism is to confirm the achievement of the learning outcomes of the relevant course by each student using objective and transparent criteria focused on the goals of the course and its specificity.

Field of Employment

The field of tourism offers many and attractive employment opportunities. A graduate of the bachelor's educational program of tourism can be employed in various organizational and legal forms of the tourism sector, on the administrative position of small and medium-sized structural subdivisions, in tourist companies, in the hotel industry, in the National Tourism Administration of Georgia, in the Department of Tourism of Adjara, in the Agency for Protected Areas, in protected areas and national parks. In regional local self-government units, tourism information centers, tourism and hotel business consulting companies, industry associations of tourism.