Tourism Management
Bachelor’s Degree Program

Program Supervisors
Goderdzi Shanidze, Doctor of Business Administration
Lela Kelbakiani, Master of Business Administration

Kutaisi 2011
Name of the Academic Program:
Tourism Management

Stage of Higher Education:
Bachelor’s Degree Course

Type of the program
Academic

Language of Instruction:
Georgian

Qualification Conferred:
Bachelor of Business Administration in Tourism

Admission requirements
Access to the course is granted to applicants who

- have a Certificate of General Education;
- have passed Unified National Examinations in Georgian, general skills, foreign language and an optional fourth subject (History, Geography or Mathematics)
- obtain the status of the student of Kutaisi University

All the applicants meeting these requirements are eligible for the program regardless of race, faith, family background, nationality or ethnicity, disabilities, religion or gender.

Program Background
At the present stage of development of tourism in Georgia preparing highly qualified professionals in this field is a prerequisite for increasing the effectiveness of the industry. This is why the program has been developed based on recommendations of Hawaii Pacific University where a major in Travel Industry Management is one of the most demanded degree programs in business administration. Few places in the world are better suited to study the hospitality industry than Hawaii, one of the world’s greatest tourist destinations. Hawaii is a living laboratory of this extremely competitive and dynamic industry.

Aims of the Academic Program

- develop students’ effective and creative thinking, reading and writing skills;
- develop their social, ethical and moral values that form the foundation of interrelation between an individual and a community;
- develop students’ analytical thinking, decision-making and communication skills as well as their self-confidence, responsibility and ability of self-development;
- provide students with all the necessary conditions for academic and career advancement;
• produce specialists who can assess business processes critically, have thorough knowledge of theoretical and practical aspects of business activities, have mastery of all the necessary professional skills.

Learning outcomes and competencies on completion of the course:

Learning outcomes refer to a combination of competencies determining what a student is expected to know, understand and be able to do by applying this knowledge on completion of the academic process or any of its stages.

Bachelor of Tourism Management must have the following competencies on completion of the program:

Knowledge and understanding:
Students will have in-depth theoretical and practical knowledge of management in general and tourism management in particular:

• basics of hotel and public catering management;
• methods of destination development;
• characteristics of passenger transportation;
• tour planning and organization;
• planning special events and designing detailed business plans;
• ability to provide a professional analysis of processes and issues in travel industry using marketing and statistical methods in tourism;
• knowledge of modern tendencies in tourism administration and awareness of the main trends in its development;
• mastery of techniques needed to perform managerial functions in tourist business.

Applying knowledge and understanding
Upon completion of the course students will be able to

• demonstrate a high level of competence in conducting research and data analysis based on the standards of hospitality industry
• develop investment projects for tourist and resort facilities;
• work out the strategy of development for recreation and treatment centres;
• design social and economic development projects for recreation and treatment centres;
• offer financial and accounting services to recreation and treatment centres;
• appreciate the importance of environment protection and cultural sensitivity for tourist business;
• discern and evaluate choices based on the principles of trust, mutual respect and honesty;
• apply team work, leadership and management skills.

Making judgments:

Students will be able to apply appropriate methods of research and reasoning skills to solving complex problems. Throughout the course they will be developing their skills in gathering the
data on a specific issue (usually within their field of study), revising, evaluating this data and make judgments informed by the knowledge relevant to the given problem.

**Communication Skills**
Students will view communication as an on-going process. They will be able to demonstrate their competence in writing, through using computer technology, in oral communication and in group discussions; they will be able to express critical evaluation of information or an opinion. They will be aware of their own functions, the influence of mass media and information technologies.

In students' native language
they will be able to produce a detailed written report on a problem and its solutions, make an oral presentation for specialist and non-specialist audiences, take part in a discussion with specialists and produce an academic paper or a business document using appropriate business terms.

In English
they will be able to produce a detailed written report on a problem and its solutions, make an oral presentation for specialists and non-specialists, take part in a discussion with specialists, and produce business documents using appropriate business terms.

Using information and communication technologies
they will be familiar with and able to use modern information and communication technologies, have skills needed to work with electronic documents, tables, presentations and data bases.

**Learning skills**
Students will be able to conduct complex and consistent evaluation of their own learning process, determine future learning needs, continue learning independently using a variety of sources, including academic and scientific literature.

**Values**
Students will be aware that interaction of multiple systems is characteristic of a global community, that political, economic, organizational, natural and cultural systems cross national borders as well as borders of individual disciplines.

Students will be involved in a variety of individual, social and aesthetic value systems and will respect differences in these values and choices. They will be involved in developing value systems that determine their behaviour.

Students will have studied values and lifestyles in a variety of cultures, whether modern or traditional, and this can be viewed as a way of learning to appreciate different approaches to life.
The Structure of the Program

Program volume in credits:

Credits indicate the amount of work required to cover any of the components of the academic program and achieve learning outcomes. Credit is obtained only if the outcomes specified in the syllabus are achieved.

Credit system functioning in Kutaisi University is based on the European system (ECTS). 1 credit equals 25 hours including lectures, group work, independent work and other activities required to achieve learning outcomes. Both Hawaii Pacific University and Kutaisi University have 19-week semesters and 15 weeks out of these are allocated for instructional activities.

Program Volume

Total volume of the program is 240 credits according to Kutaisi University system. These include:

- General university education - 95 credits (KU)
- Major – 145 credits (KU)

General University Education - 95 ECTS

Modules in the general education program provide students with the breadth of knowledge and essential skills that they will need to participate as informed, responsible citizens in the world today. The program is organized around five themes: Communication Skills, Global Systems, Research and Epistemology, Values and Choices, and World Cultures. The general education program is the foundation of the undergraduate program and is a required part of obtaining the bachelor’s degree.

Selecting General Education Modules

For the general education program a student selects 15 modules from the 5 above-mentioned themes so that 3 modules are selected from each theme.

Competence in Communication

Modules included in this group focus on the establishment of competency in verbal/non-verbal and written communications with an emphasis in the areas of:

- Listening
- Reading
- Writing
- Speaking and making presentations
- Comprehension and interpretation

Compulsory

Foreign Language 1
Foreign Language 2
Foreign Language 3
Foreign Language 4
*Elect 3 of the modules listed below:
Basics in Mass Communication
Academic writing
Public Speaking
Information Processing in a Modern Office

**Understanding of Global Systems**

The focus here is on the creation of an understanding of customer service and profit as it relates to travel industry management in the areas of:

- Process flow-connectivity between different systems and between parts of an individual system
- Dynamic relationships existing between systems and parts of a system
  - Research and data collection
  - Analysis of data
  - Synthesis of data into relevant information
  - Conversion of information into logical conclusions
  - Evaluation of alternative conclusions
  - Decision-making
  - Customer service
  - Values
  - Trust
  - Mutual respect
  - Integrity
  - Teamwork
  - Leadership
  - Responsibility
  - Accountability
  - Initiative
  - Thoroughness/Mentorship

*Elect 3 of the modules listed below:
Regional Studies
Geopolitics
International Economic Relations
Social Geography

**Research and Epistemology**
Modules in this theme focus on developing the competencies that standards of hospitality industry are based on.

*Elect 3 of the modules listed below:
Logic
Statistics in Economics and Business 1
Social Psychology
Foundations of Philosophy

**Values and Choices**
Modules in this group are connected with the ability to evaluate choices and analyze how specific values have been demonstrated.

*Elect 3 of the modules listed below:*
- Microeconomics*
- Macroeconomics*
- History of Religion
- Business ethics

**World Cultures**
Modules in this theme aim to acquaint students with the characteristics of world cultures and national traditions.

*Elect 3 of the modules listed below:*
- History of Georgia
- XIXc American Literature
- Ethnology of Georgia
- Ethnic history and culture of the peoples of Europe and America

NB: Modules marked with an asterisk (*) are compulsory.

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**Major Program**

**I Lower-Division Requirements**

**Lower-Division Business Requirements 54ECTS**

- Foundations of Accounting
- Financial Accounting 1
- Foundations of Management
- Finances
- Statistics in Economics and Business 2
- Mathematics for Economists 1
- Mathematics for Economists 1* (intensive)
- Mathematics for Economists 2
- Introduction to Economics and Business
- Introduction to Hotel and Tourism Industry
- Tour Organization
II Upper-Division Requirements
Upper-Division General Education Requirements 10 ECTS

Research Methods in Tourism
Business Communication

Upper-Division Business Requirements 35ECTS

Information Management Using Spreadsheets and Data Bases
Managerial Accounting
Organizational Management
Human Resources Management
Business Practicum 1
Business Practicum 2
Basics of Marketing
Branding
Business Law

Major Requirements 46 ECTS
Hotel and Resort Management
Public Catering Management
Travel Industry Marketing
Passenger Transportation Management
Destination Development and Marketing
Travel Industry Financial Analysis and Controls
Special Event Management
Work Experience
Bachelor’s Dissertation

Learning, Teaching and Assessment

Teaching within the program will be conducted using modern methodology as described in the didactic concept of KU. Applying independent, competitive and cooperative approaches in teaching, facilitating student interaction and planning a variety of academic activities ensures high level of student motivation, effectiveness of knowledge acquisition and development of social skills. This approach makes the academic process more enjoyable, varied and interesting (quality of knowledge acquisition, critical thinking) and comprehensive (skill building, information coverage). Alongside with traditional lectures practical trainings, seminars, projects and other interactive methods of teaching are used. Integration of theory and practice is ensured through providing opportunities for internship in tourist companies, visits to companies and involving practicing managers in the academic process.
Assessment

Assessment implies measuring an object, event or a process against pre-defined criteria. The main purpose of assessment is to determine the quality and results of student learning with regard to the aims and parameters of the academic program. For measuring students' success the program uses the criteria of assessment that determine whether the students have developed skills necessary to solve problems in the business context, whether they are capable of formulating prerequisites and conditions, research questions, conclusions and recommendations, if they can organize their own work, report on their findings and conclusions and provide arguments in their defense. Summative as well as formative (providing feedback) assessment is used.

The system of assessment aims to provide a qualitative descriptor of students’ results as measured against the aims and parameters of the academic program.

The structure of assessment in each module/discipline comprises two elements – intermediate and final assessment – with certain percentage attached to each of them. Intermediate assessment (mid-semester exam/exams) may also contain several components each carrying certain percentage.

A grade is calculated from the sum of both elements of assessment considering their percentage. Minimum pass grade is 51 i.e. 51 % of the overall volume of results.

An examination is an instrument of assessing students’ knowledge and it aims to reveal the degree to which students have familiarized themselves with the given module or course.

All tests are administered in written form. Prerequisites for allowing students to take tests:

- Students are allowed to take examinations if sum total of mid-semester exams and maximum grade of the final exam is 51 points minimum.
- Preparing papers, presentations, etc. This implies that students who have not handed in their papers or any coursework are not allowed to take the final examination until they complete all these assignments even if in other components they have reached the pass grade.
- Complying with the requirements of the KU Statute and conditions of contracts.

Modules taught at Kutaisi University will be assessed in accordance with the assessment system in place at KU, whereas the modules taught at Hawaii Pacific University will be assessed according to the assessment system of HPU.

The System of Assessment at Kutaisi University

Student performance is assessed on a scale of points, maximum final grade in each module being 100 points. Maximum grade in a module is subdivided into two elements – intermediate and final, with certain percentage attached to each of them. Intermediate assessment may also consist of several components (2 mid-semester exams, class participation, essay, etc) each carrying certain percentage of the final grade. Kutaisi University has introduced the following guidelines for the purpose of allocating percentages during assessment: maximum 15 % for class participation, maximum 40 % for the final examination. Allocation of other components is a lecturer’s prerogative and is reflected in the course syllabus submitted in the beginning of the academic year.
Final grade in each module is the sum of results in both elements.
a) This system of assessment recognizes 5 types of passing grade.
   - 91% of maximum grade and over – A (excellent)
   - 81% of maximum grade and over – B (very good)
   - 71% of maximum grade and over – C (good)
   - 61% of maximum grade and over – D (average)
   - 51% of maximum grade and over – E (satisfactory)

There are 2 fail grades:
   - 41-50% of maximum grade – FX (unsatisfactory), means that some more work is required to pass and the student has the right to retake the exam once after independent study. In this case the student must retake the examination in the same semester within 1 month but not earlier than in 10 days after the end-of-semester examination.
   - 41% and lower of the maximum grade – F (fail) means that considerable further work is required and the student has to study the module again.

The program at KU is considered completed if the student accumulates the number of credits required by the program and successfully defends Bachelor’s dissertation.

### GPA Calculation at Kutaisi University

<table>
<thead>
<tr>
<th>GPA</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>higher than 91%</td>
</tr>
<tr>
<td>3.7</td>
<td>85 - 91%</td>
</tr>
<tr>
<td>3.3</td>
<td>81 - 84.9%</td>
</tr>
<tr>
<td>3.0</td>
<td>75 - 80.9%</td>
</tr>
<tr>
<td>2.7</td>
<td>71 - 74.9%</td>
</tr>
<tr>
<td>2.3</td>
<td>61 - 70.9%</td>
</tr>
<tr>
<td>2.0</td>
<td>51 - 60.9%</td>
</tr>
<tr>
<td>1.7</td>
<td>41 -50.9%</td>
</tr>
<tr>
<td>1.3</td>
<td>30 - 39.9%</td>
</tr>
<tr>
<td>1.0</td>
<td>20 -29.9%</td>
</tr>
<tr>
<td>0.0</td>
<td>0.0 -19.9%</td>
</tr>
</tbody>
</table>

**GPA for individual modules:**

GPA for individual modules is calculated according to the table above. For instance, if a student has accumulated 88 points, their GPA is 3.7

**Calculating Cumulative GPA**

At the end of the term or an academic year a student’s cumulative GPA is calculated according in the following way

Cumulative GPA = total number of grade points/ the total number of credit hours
Total number of grade points = individual GPA * course credit

For example, if you did 2 3-credit courses earning 88 points (GPA 3.7) and 78 points (GPA 3.0) for them, cumulative GPA for these two courses will be:

Total number of grade points = (3.7*3 credits) + (3.0*3) = 11.1 + 9.0 = 20.1
Cumulative GPA = 20.1 / 6 = 3.33

**Issuing Degree Certificates**

On completion of the whole course a student’s cumulative GPA is calculated and based on the results, the following categories of degree certificates are issued:

- **GPA 3.7 and above** - Certificate of Distinction: high level of competence and the ability to apply knowledge creatively;
- **pass grades in every module and GPA below 3.7 average certificate:**

In order to obtain a higher category certificate, students may retake exams in up to 3 modules. In this case they pay for these modules according to the rate established for the time of retaking the courses.

**Employment Opportunities**

A degree in Business Administration opens up the most diverse and promising career prospects in the whole world. Businesses large and small, public and private are the heart of any country’s economy. The right education is the key to success in this world. The degree of Bachelor’ of Business Administration in Tourism will allow its holders to occupy positions at bottom and middle management level in public as well as private sector. This includes employment in the offices of travel company directors, sales and marketing, personnel management, finances, accounting, administartive positions, National Tourism Agency.

**Material and Technical Resources**

The university has adequate material and technical resources for implementation of the academic program: lecture rooms, a library, offices of the academic personnel, information and communication technologies, all the facilities and equipment needed for the program.

**Human Resources**

1. Niko Chikhladze – Full Professor
2. Tsitsino Davituliani – Associate Professor
3. Tea Kordzadze - Associate Professor
4. Rusudan Gvilava - Associate Professor
5. Maia Beradze - Associate Professor
6. Davit Shavianidze - Associate Professor
7. Dezi Maghlakelidze - Associate Professor
8. Khatuna Shalamberidze - Associate Professor
9. Elguja Konjaria - Associate Professor
10. Akaki Bakuradze - Associate Professor
11. Naira Virsaladze - Associate Professor
12. Goderdzi Shanidze - Associate Professor
13. Vazha Gurabanidze - Associate Professor
14. Eka Babunashvili - Associate Professor
15. Sergo Svanadze - Associate Professor
16. Nino Khazaradze - Associate Professor
17. Paata Kldiashvili – Assistant Professor
18. Aza Ishiradze - Assistant Professor
19. Tea Valishvili - Assistant Professor
20. Otar Shengelia – Teacher
21. Elguja Deisadze – Invited staff
22. Gia Chumburidze - Invited staff
23. Eka Skhiladze - Invited staff
24. Davit Shamaevi - Invited staff
25. Teona Grigolashvili - Invited staff
26. Roland Bregvadze - Invited staff
27. Davit Iobidze - Invited staff
28. Ermalo Lanchava - Invited staff, Doctor of Psychology
29. Nana Lukhutashvili - Invited staff, Doctor of Technology, Master of Business Administration
30. Nestan Kutivadze - Invited staff, Doctor of Philology
31. Badri Porchkhidze - Invited staff, Doctor of Philosophy
32. Gia Kobaliani - Invited staff, Doctor of Philology
33. Makvala Koghuashvili - Invited staff, Doctor of Philology
34. Ramaz Khachapuridze - Invited staff, Doctor of History
35. Maia Alavidze - Invited staff, Doctor of Philology