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| **Faculty of Agriculture** |

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| **“Approved with correction”**  **Rector: prof. Giorgi Gavtadze**  **Academic Board Protocol № 1. 15.09.2017წ.** | **“Approved with correction”**  **Dean: prof. Ketevan Kintsurashvili**  **Faculty Board Protocol №2, 8.09. 2017** |

**Master program**

**Tourism**

**2017 -2018**

**Kutaisi**

**2017**

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**Curriculum**

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| **Program Title** | | **Tourism** | |
| **Degree Awarded** | | Master of Business Administration (MBA) in Tourism | |
| **Faculty** | | Faculty of Agriculture | |
| **Program Coordinators** | | Associated Professor Izolda Khasaia | |
| **Duration of the Program (semester, number of credits)** | | Duration of the program - 4 semesters, 120 ECTS credits: 65 ECTS credits for basic courses, 10 ECTS credits – free credits, 5 ECTS credits – elective courses, 10 ECTS credits – professional practice, 30 ECTS credits – Master’s Work. | |
| **Language of the Program** | | | Georgian |
| **Program development and renewal date of issue;** | | | 19.04.2012, 28.05.2015, 22.09. 2016 |
| **Program Prerequisits** | | | |
| A student of Bachelor academic degree can apply to the Program, who will pass general Master exam and university exam in his/her field, pass the test at foreign language to define the level (test results will determine number of compulsory credits to achieve B2 level by a student within free credits considered in Educational Program). | | | |
| **Aims of the Program** | | | |
| The aim of the program is to prepare a specialist with practical skills and abilities of doing scientific research and creative works appropriate to labour market of increasing and dynamic tourism industry, who will have:  Deep knowledge and skills to have successful career in tourism industry and will be able to occupy managing positions in touristic organizations, State institutions, take part in planning, developing and determining State politics, create and manage their own business. | | | |
| **Learning Results (General and Branch competencies)**  Master’s Degree in Tourism is awarded to a student, who has appropriate level of knowledge, skills and values determined by high education qualifications. | | | |
| **Knowledge and Recognition** | Has deep knowledge of touristic potential of Georgia and its developing opportunities considering planning cultural and resort tours of tourist business, new touristic products “eco”, “agro”, and organization specifications; knows scientific research methods in tourism, planning touristic business and control specifications in conditions of working out touristic politics and global integrational processes; managing methods of tourist companies, methods of managing financial resources in tourist companies, methods of working out business strategies of tourist companies and international role of tourism in developing country’s economic processes. | | |
| **Skill to use knowledge in practice** | A Master is able to:   * Plan and work out new touristic product on the basis of modern market requirements, scientific research of the marker, strategic views, international experience of tourism, innovative attitudes and country development corresponding to the State politics; * Manage financial resources of tourist companies; * Show and manage dangers characteristic to tourist industry; * Work on research outcomes by using modern methods, estimate present situations, define analytical connection between analizing indices, modelling them and consider changes and its factors of influence; * Skill to solve complex problems in unpredictable situations of touristic business administration on the basis of acquired knowledge; use the latest methods and attitudes of analysis and prognosis in order to estimate the risks; * Do the research work independently considering preliminarily determined recommendations/instructions; | | |
| **Skill to make conclusions** | * + Make logical conclusions and proposals on the basis of information received by his/her own data or other sources or by using modern methods of tourist Market research; * Make optimal managing conclusions on the basis of analysis, synthesis, innovative attitudes of research outcomes and acquired knowledge; | | |
| **Communication skills** | * Present his/her own work/research outcomes and conclusions, assert and maintain them in oral or written ways in Georgian and foreign languages with professionals and nonprofessionals;   + Have contacts with representatives of tourist industry in his/her own country or abroad; | | |
| **Learning skills** | * Increase and develop his/her knowledge on the basis of appreciating his/her knowledge, skills and abilities critically and objectively; * Develop specializing degree in doing researches in order to acquire the next level of education (PhD); | | |
| **Values** | * + Maintain professional and social responsibility and principles of academic honesty and fairness in scientific and practical work;   + Respect his/her own and other people’s cultural values and traditions, maintain and preserve them;   + Realizes actuality of global and regional ecological safety problems and take them into consideration in the process of practical and research work. | | |
| **Teaching Methods** | | | |
| * **Contact:**   √ **Lecture** – give students learning materials successively and explain problems and discussing issues. The process is interactive when it goes like a dialogue and involves the students in the process of discussing theoretical materials; lectures are delivered with presentations within teaching courses; lecturers use modern computer technologies.   * **Practical work –** realizing topics and issues of the lecture, working with students about practical items and helping them realize the main points of the lecture. * √ **Work in groups** – make a presentation of students’ individual work about problems or issues related to tourism. Difficult and vague issues can be presented and discussed twice.   **In contact forms the ways such as:** practical plays, verbal or oral visual method, discussion/debates, problem based learning (PBL), case study, brainstorming, demonstrative method, inductive and deductive methods, analysis and synthesis, action oriented learning, presentation. | | | |
| **Program Structure** | | | |
| The Program includes 120 ECTS credits: 65 ECTS credits for profession courses, 10 ECTS free credits, 5 ECTS credits for elective courses, 10 ECTS credits for – professional practice, 30 ECTS credits for Master’s Work.  **See Study Schedule in attachment 1!** | | | |
| **Criteria and evaluation system of knowledge of a student** | | | |
| The assessment of the academic performance of students of higher education programs at Akaki Tsereteli State University is carried out by the modern indicators with the order N3 (05.01.2007), and August 18, 2016, №102/N of the Minister of Education and Science of Georgia, defined principles of Akaki Tsereteli State University academic council. The assessment system of students changed at Akaki Tsereteli State University (Decree №45 (16/17) June 30, 2017).  Assessment system of educational program component includes (100 points), the specific share includes 60 points (which itself includes: a student’s active learning process during each semester – 30 points and mid-term exam – 30 points), final exam – 40 points.  **A student is evaluated as the following:**  **A student’s active learning during each semester (comprises different components of evaluation) – 30 points;**  **Mid-term exam – 30 points;**  **Final exam – 40 points.**  **The student has the right to take the final exam, if his/her minimum competency is 18 points.**  **Evaluation system includes:**  **a) Five forms of positive assessment:**  **A) (A) Excellent – 91% and more from maximum evaluation;**  **B) (B) very good – 81-90% from maximum evaluation;**  **C) (C) good – 71-80% from maximum evaluation;**  **D) (D) satisfactory – 61-70% from maximum evaluation;**  **E) (E) sufficient – 51-60 % from maximum evaluation.**  **B) Two forms of negative assessment:**  **(FX)** (Administrative Fail in course for grade/could not pass) A student gets 41-50% from maximum evaluation which means, that s/he is required to work more for passing the exam, and that s/he is entitled to take a makeup exam only once through personal study;  **(F)** (Academic Fail) – A student gets 40% and less from maximum evaluation, which means that the work done by him/her is not sufficient and s/he has to retake the course.  According to educational component of educational program, in case of adoption of FX, a makeup exam will be appointed no less than 5 calendar days after the conclusion of the final exam results.   The number of minimum points received from the makeup final exam is 15 points.   The number of minimum points received from the makeup final exam, is not added to the final assessment received by the student.   Points received from makeup exam is a final assessment and is added to the final evaluation of the learning component of the educational program.   According to the assessment 0-50 points received from the makeup final exam, in the final evaluation of the educational component, the student will be evaluated the F-0 score.  ***Remark:*** Midterm and final (makeup) exams take place in exam center of ATSU.  Evaluation criteria in particular/specific courses are determined in appropriate course syllabus. | | | |
| **Employment Opportunities** | | | |
| Masters will be able to occupy positions at tourist organizations, services appropriate to State institutions, take part in planning tourism and determine its developing politics, create and manage their own business. | | | |
| **Supportive Resources** | | | |
| 1. **Supportive resources for carrying out Master Program:**   Carrying out educational program of preparing a Master is provided by highly qualified staff and invited specialists (1 professor, 8 associated professor and 1 practitioner).   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **#** | **Human Resource** | **Academic Degree** | **Occupation** | **Courses determined by study schedule** | | 1 | Khasaia Izolda | Academic Doctor of Mathematics | Associated professor | Methods of scientific research;  Cultural tourism;  Professional practice;  Master’s work;  Sustainable tourism development. | | 2 | Cagareishvili Sergo | Academic Doctor of Agriculture | Associated professor | Recreational tourism and resort tourism;  Professional practice. | | 3 | Sharabidze Nana | Academic Doctor of Agriculture | Associated professor | Agro-tourism;  Innovations in tourism | | 4 | Naskidashvili Akaki | Doctor of Geographical Sciences | Associated professor | National and regional planning of tourism | | 5 | Gvelesiani Eliso | Academic Doctor of Economics | Associated professor | Business strategy of tourist industry | | 6 | Kubecia Mzia | Doctor of Geographical Sciences | Associated professor | Ecological Tourism | | 7 | Shonia Nana | Academic Doctor of Economics | Professor | Safety and insurance in tourism | | 8 | Virsaladze Naira | Academic Doctor of Economics | Associated professor | Business prognosis | | 9 | Kikodze Nunu | Doctor of Engineering Sciences | Associated professor | Financial management in tourism | | 10 | Khachapuridze Avtandil |  | Professor | Management of special arrangements | | 11 | Diakonidze Maia | Academic Doctor of Economics | Invited specialist | Sustainable tourism development |   **Material resources for carrying out Master Program**  ATSU buildings, comfortable auditoriums, library and reading halls; literature fund of tourism and landscape department, computer center rooms of the university, computer classes and technics at Chavchavadze Avenue N21 (projecting devices), first-aid station, firefighting devices, ramps (for inclusive students) etc. | | | |

**Attachment 1**

**Study Schedule**

**Program Title:** Tourism

**Degree Awarded :** Master of Business Administrating in Tourism

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| № | Course | | Course code | | Cr. | Number of hours | | | | | | | | l/pr/lab/gr | | | Semester | | | | | | | | | | | Preconditions |
| Total | | Contact | | |  | | | I | | | II | | | | III | IV | | |
| Local | Midterm and final exams | | Ind. | | |
| **1** | 2 | | 3 | | 4 | 5 | | 6 | 7 | | 8 | | | 9 | | | 10 | | | 11 | | | | 12 | 13 | | | 14 |
|  | 1. **Compulsory courses** | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1 | Methods of scientific research | | ALM0250 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.2.0.0 | | | 5 | | |  | | | |  | | |  |  |
| 1.2 | Agro tourism | | ALM0260 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | | 5 | | |  | | | |  | | |  |  |
| 1.3 | Recreation tourism and resort tourism | | ALM0270 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | | 5 | | |  | | | |  | | |  |  |
| 1.4 | Ecological tourism | | ALM0280 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | | 5 | | |  | | | |  | | |  |  |
| 1.5 | Cultural tourism | | ALM0290 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | | 5 | | |  | | | |  | | |  |  |
| 1.6 | Management of special arrangements | | ALM0310 | | 5 | 125 | | 45 | | 3 | 77 | | | 0.3.0.0 | | |  | | | 5 | | | |  | | |  |  |
| 1.7 | Business prognosis | | ALM0320 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | |  | | | 5 | | | |  | | |  |  |
| 1.8 | Financial management in tourism | | ALM0300 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | |  | | | 5 | | | |  | | |  |  |
| 1.9 | Safety and insurance in tourism | | ALM0330 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.2.0.0 | | |  | | |  | | | | 5 | | |  |  |
| 1.10 | Business strategy in tourist industry | | ALM0340 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | |  | | |  | | | | 5 | | |  |  |
| 1.11 | National and regional planning of tourism | | ALM0350 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.2.0.0 | | |  | | |  | | | | 5 | | |  |  |
| 1.12 | Innovations in tourism | | ALM0360 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | |  | | |  | | | | 5 | | |  |  |
| 1.13 | International tourism | | ALM0370 | | 5 | 125 | | 45 | | 3 | 77 | | | 1.0.0.2 | | |  | | |  | | | | 5 | | |  |  |
| 1.14 | **Professional practice** | | ALM0380 | | 10 | 250 | | - | | 3 | 67 | | |  | | |  | | | 10 | | | |  | | |  |  |
| 1.15 | **Master’s work** | | ALM0390 | | 30 | 750 | | 40 | | 3 | 707 | | | 0.40.0.0 | | |  | | |  | | | |  | | | 30 | 1.1-1.14 |
|  | | **2. free credits** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **2.1** | **Free credit 1** | | | ALM0400 | 5 | | 125 | 45 | 3 | | | | 77 | | |  | | | 5 | | |  | |  | | |  |  |
| **2.2** | **Free credit 2** | | | ALM0410 | 5 | | 125 | 45 | 3 | | | | 77 | | |  | | |  | | | 5 | |  | | |  |  |
|  | | **3. elective Courses** | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.1.  3.2.  3.3. | **Foreign language 3,**  **Sustainable tourism development (Geo),**  **Sustainable tourism development (Eng.)** | | | HLCM0050  ALM0421  ALM0431 | 5 | | 125 | 45 | 3 | | | | 77 | | | 1.2.0.0 | | |  | | |  | | 5 | | |  |  |
| ***Total*** | | | |  | **120** | | **3000** | **760** | **54** | | | **2006** | | |  | | | **30** | | | **30** | | **30** | | | **30** | |  |

* Definitions of above mentioned abbreviations: **cr** - credit, **ind** – independent work; **l/pr/gr** – lecture/practical/group work.

\*\* free credits can be chosen by students at ATSU from active Master’s programs. The program offers students to choose foreign language courses.

**Attachment 2**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **№** | **Course** | **Competencies** | | | | | |
| **Knowledge and Recognition** | **Skill to use knowledge in practice** | **Skill to make conclusions** | **Communication skills** | **Learning skills** | **Values** |
|  | | | | | | | |
| 1.1 | Methods of scientific research | x | x | x | x | x | x |
| 1.2 | Agro tourism | x | x | x | x |  | x |
| 1.3 | Recreation tourism and resort tourism | x | x |  | x |  | x |
| 1.4 | Ecological tourism | x | x |  | x | x | x |
| 1.5 | Cultural tourism | x | x | x | x | x | x |
| 1.6 | Management of special arrangements |  | x | x | x |  |  |
| 1.7 | Business prognosis | x | x | x | x | x | x |
| 1.8 | Financial management in tourism | x | x | x | x | x | x |
| 1.9 | Safety and insurance in tourism | x | x | x | x | x | x |
| 1.10 | Business strategy of tourist industry | x | x | x | x |  |  |
| 1.11 | National and regional planning of tourism | x | x |  | x |  | x |
| 1.12 | Innovations in tourism | x | x | x |  |  |  |
| 1.13 | International tourism | x | x |  | x |  | x |
| 1.14 | **Professional practice** |  | x | x | x | x |  |
| 1.15 | **Master’s work** | x | x | x | x | x | x |