



საქართველოს ტექნიკური უნივერსიტეტი  
GEORGIAN TECHNICAL UNIVERSITY

**Approved by**  
Resolution №01-05-04/396 of  
the Academic Council of GTU  
on December 10, 2019

**Amended by**  
Resolution No. 01-05-04/78  
of the Academic Council of  
GTU on June 24, 2021

## Bachelor's Educational Program

### Program Title

მთის მდგრადი ტურიზმი და მასპინძლობის მენეჯმენტი

Sustainable Mountain Tourism and Hospitality Management

### Faculty

აგრარული მეცნიერებების და ბიოსისტემების ინჟინერინგის ფაკულტეტი

Faculty of Agricultural Science and Bio-systems Engineering

### Program Head/Heads

Associate Professor Manana VASADZE

### Qualifications to be awarded and the extent of the program in terms of credits

Bachelor of Tourism

The bachelor's qualification will be awarded by combining at least 225 credits of education courses and at least 15 credits of free components, if at least 240 credits are completed.

### Language of Teaching

Georgian

### Prerequisite for admission to the programme

Only the person with a state certificate confirming complete general education or a document equivalent to it, has the right to study at the bachelor's level who will be enrolled in accordance with the procedure established by the legislation of Georgia.

## Program Description

In the educational program, the competencies defined for the Bachelor's degree are provided according to the higher education qualifications framework. The preparation of the degree is carried out within the framework of credits determined by compulsory and free components. Compulsory components include: coursework, fieldwork, and a Bachelor's Thesis.

The Bachelor's educational program "Sustainable Mountain Tourism and Hospitality Management" is compiled using the ECTS system, 1 credit is equal to 25 hours, which includes both contact and independent work hours. The program lasts 4 years (8 semesters).

The Bachelor's educational program includes 240 credits (ECTS), which ensures the achievement of the program objectives and the learning outcomes required for the main qualification at the level corresponding to the bachelor level descriptor of the Higher Education Qualifications Framework.

The curriculum of the Bachelor's educational program "Sustainable Mountain Tourism and Hospitality Management" is arranged in a logical sequence, from general to sectoral and from simple to complex. The curriculum contains information about the prerequisites for admission to education courses. One semester includes 20 weeks, of which the educational process takes place for 15 weeks.

An academic calendar is published by the Rector of GTU before the start of the semester and published on the website.

**The duration of the first academic year is 2 semesters.** During two semesters, the student will study compulsory courses for a total of 60 credits.

**The duration of the second academic year is 2 semesters.** During two semesters, the student will study compulsory courses (55 credits) and elective courses (5 credits) for a total of 60 credits.

**The duration of the third academic year is 2 semesters.** During two semesters, the student will study compulsory courses (50 credits) and free components (10 credits) for a total of 60 credits.

**The duration of the fourth academic year is 2 semesters.** During two semesters, the student will study compulsory courses (50 credits), free components (5 credits) and elective courses (5 credits) for a total of 60 credits.

## Program Objective

The objective of the interdisciplinary educational program "Sustainable Mountain Tourism and Hospitality of Management" is to train a highly qualified, competitive specialist with knowledge of the theories and principles of sustainable mountain tourism with a Bachelor's degree in tourism at the municipal, regional and international level, who is oriented to the labor market and will be able to analyze, formulate and evaluate reasoned conclusions within the scope of his/her competence in the priority areas of sustainable mountain tourism development.

## Learning Outcomes/Competences (general and professional)

**Explains** the existing basic concepts of tourism and hospitality, theories and general safety provisions of sustainable mountain tourism, types of hazards in mountain tourism, natural hazards and means of protection against them;

**Describes** the organizational and legal bases of tourist activity, the types of tourist organization and the main motivational aspects of tourist travel;

**Discusses** the main directions in the international tourism market, legal issues in the tourism field/mountain tourism, safety issues in tourism mountain tourism;

**Identifies** the cultural, historical organic, traditional, ethnic and religious features of the population of the mountainous region when developing mountain tours in hospitality;

**Selects and uses** safe tourist routes in the wild, mountain natural environment, socio-psychological aspects of the development of tourism as a modern business cluster, providing necessary services in the field of tourism and hospitality (reservation, accommodation, event administration, food security) at a professional level and their public presentation at a professional level with society;

**Analyzes** the problems of tourism and hospitality components: accommodation, transportation, food, attractions, events, recreation, tour operation;

**Evaluates** the problems and indicators of sustainable development of mountain tourism and **draws conclusions** based on theoretical knowledge of the method of practical work;  
Based on the evaluation of the data, **substantiates** own conclusions and **formulates** business proposals to establish effective written and verbal communication in the field of tourism/hospitality;  
**Plans** to evaluate own learning process and determine further learning and development needs;  
**Respects** the tolerant attitude towards different social conditions and cultures, religious beliefs, persons with disabilities and minorities and respects the existing law and ethical norms for environmental protection and ensuring a safe tourist environment.

### Methods of achieving learning outcomes (teaching-learning)

Lecture  Seminar (group work)  Practical  Laboratory  Practice  
 Course work/Project  Consultation  Independent work

In the educational process, depending on the specifics of a particular study course program, the following teaching-learning methods are used, which are given in the relevant education course programs (syllabi): Discussion/debates, cooperative learning, group (collaborative) work, problem-based learning (PBL); case study; demonstration method; induction method; deductive method; method of analysis; synthesis method; verbal or oral method; method of written work; explanatory method; Project development and presentation.

### Student's Knowledge Assessment System

The student's knowledge is assessed on a 100-point scale.

Assessment takes place in three forms: **ongoing activity, mid-semester exam and final exam**. The maximum evaluation of ongoing activities is 30 points. The maximum grade of the mid-semester exam is 30 points. The total of the ongoing activity and the mid-semester exam is 60 points, the minimum competence limit is 30 points, the maximum score of the final exam is 40, the minimum positive score of the final assessment is 11.

Positive grades are:

- **(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.

Negative grades are:

- **(FX)** - failed - 41-50 assessment 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 evaluation points and less, which means that the work done by the student is not enough and he/she has to study the subject again.

### Fields of Employment

The tourism industry is one of the largest and fastest growing industries. It is the largest employer in various developing and developed countries of the world. According to the United Nations World Tourism Organization (WTO), an average of one in nine people is employed in this sector, and 250 million jobs have been created in this particular industry in recent years. It consists of many segments, among which the main ones are: transportation, accommodation, catering, recreation and entertainment industry. Tourism is diverse and complex, each destination has many jobs and opportunities for career advancement, both in the private and public sectors. There are the following employment opportunities in the tourism industry (including taking into account the specifics of the mountain):

- National Tourism Administration of Georgia;
- Department of Tourism of Adjara;
- Adjara Tourism Agency;
- Protected Areas Agency;
- Protected areas and national parks;
- Ministry of Culture and Monuments Protection;
- Regional local self-government units;
- Tourism information centers;
- Management organizations of tourist places;
- Meetings and visitors bureaus;
- Airlines;
- Cruise companies;
- Land transport (cars and buses) rental companies;
- Railway;
- Accommodation facilities;
- Travel Agencies;
- Restaurants and catering establishments;
- Activities focused on cultural heritage and historical monuments;
- Tourist sights and attractions;
- Meetings and events industry;
- Entertainment industry;
- Gambling industry;
- Associations in the tourism industry;
- Directions of existing information technologies and Internet agencies in the field of tourism;
- Tourism and hotel business research companies;
- Tourism and hotel business consulting companies;
- Existing training centers in the tourism industry;
- Employment agencies in the field of tourism;
- Educational institutions in the direction of tourism;
- Non-governmental organizations in the direction of tourism.

The tourism industry is large and offers a wide variety of positions and offers great opportunities for career advancement.

### **Opportunities for continuing education**

Master's degree educational programs

### **Human and material resources needed to implement the program**

The program is provided with adequate human and material resources. For additional information, please find the attached documentation.

**Number of attached syllabi: 91**