

Name of the Academic Program	CULTURAL TOURISM								
Qualification Academic Degree to be granted	BACHELOR OF TOURISM								
Program Leader	Program Leaders: Ermile Meskhia – Professor – Rector of Batumi Art Teaching State University; Cell.: 593 32 57 96; e-mail: ermile mesxia@mail.ru Nino Mamuladze; Associate Professor; 558903938; ninomamuladze@gmail.com								
Scope of Program ECTS	- 15. Additional-minor Specialty / Untional College/Riocks - bit credite Learning director X Lerme: 1 Lerm consists of 15 A								
Learning Fee	1800 Gel								
Contingency to be admitted to the program	Admission of the students to the Educational Program is held according to the contingency adopted by the Faculty of Education, Humanities and Social Sciences and Academic Board of Batumi Art State Teaching University.								
Program Admission Pre-condition	The individuals with complete Secondary Education, having passed Unified National Exams shall be enrolled into the program.								
Employment Area	The graduates having been granted with an Academic Qualification in Cultural Tourism can be employed in Tourist Agencies; Tour Operator Companies; Tourism and Resorts State Departments; Environmental and Local Sub-Departments functioning in the sphere of Tourism; Public, Non-Governmental and Governmental Structures.								
Program Aim	Cultural Tourism has occupied one of the priority places in modern tourism industry. High-speed development of ongoing tourist infrastructure in Georgian and the whole region, significant growth of the tourist flows, places Higher Educational Institutions before new challenges. Therefore, the issues of training highly-qualified staff members in the sphere of tourism acquires a particular importance in the country. Main aims of the Educational Program of the "Cultural Tourism" include: • Teaching Theoretical fundamentals of the cultural tourism and preparing highly-qualified specialists in the sphere of tourism, being equipped with basic theoretical and practical knowledge of the specifics of tourism, humanitarian sciences and arts fields; • Mastering contemporary technologies for managing Tourism Field among the students and development of the skills and abilities for taking managerial decisions; Preparation of the Bachelors in the field of Cultural Tourism, with a basic function of running practical-professional and analytical activity in the sphere of Cultural Tourism; Preparation of the highly-qualified, competitive specialists being easily-adaptable to rapid changing professional environment equipped with the competence meeting modern requirements, which will be free individuals with high civic understanding and activity, characterized by humanism, democracy and liberal values. The structure of the Program in "Cultural Tourism" is designed so that its implementation ensures students' preparation and training with the knowledge in cultural tourism management, fundamentals of the humanitarian sciences and knowledge of the specifics of culture adjacent fields, teaching them basic skills for professional management of the cultural tourism field, analysis and research, giving as well								

	as basic knowledge which ensures getting aware in the field of Cultural Tourism Management among the students, basic knowledge of the main principles and theoretical aspects of these fields for their effective application and development of the cultural tourism. Thematic of the Bachelor's Program in "Cultural Tourism" is defined through the components necessary for the above-mentioned field of tourism. Synthesis of the specifics of Art Studies and Field Management of the University ensures a particular character of the above-mentioned field in the Educational space of the Tourism.
	Learning Outcomes
Knowledge and Acknowledgement	The graduates: Will have knowledge of management theories, concepts and basic principles of cultural tourism management, as well as tourism organizations, and its environment; Will have knowledge of the functional fields of the Tourism Business: knowledge of communication and information technologies of Tourism, Projects and Marketing Management; • Are aware of the terminology of in general tourism, among them Cultural Tourism; Are knowledgeable in qualitative and statistical methods necessary for the activity in the sphere of Cultural Tourism; Have knowledge in national and global economic environment of the Tourist Organizations; Are aware of the issues of ecological, cross-cultural and cultural tourism industry;
Skill for applying knowledge in practice	The graduates: Have basic skills for managing the processes in Tourist Organizations; have ability to identify the processes, measure effectiveness, define the participants of tourist business process; Have basic skills in Marketing, have ability in collecting and analyzing marketing data at the Tourist Market, definition of the opportunities of Tourist Market and implementation of relevant acts; Have ability to produce and present the reports, as well as to develop a budget, etc.; Have the skills for managing Tourist Products; have ability to formulate the aims; define the interrelation between the aims, objectives and outcomes; to manage the objectives in the frame of responsibility; to define, manage and control of the necessary resources; Are able to identify and diagnose the problems faced by the Tourist Organization or functional sphere, as well as to apply relevant methods for settling the problems, their justification and protections; Have the skill for taking decision at the operational and tactic level within Tourist enterprise, as well as for formulating aims and criteria; Have the skill for identifying, analyzing of the ethnic problems, selecting and respecting a relevant decision which is faced in the managing registration of the Tourist Firm, as well as human resources management and marketing;
Assumption Skills	 Have the skills for searching, defining and applying the data for settling the problems in the business of Cultural Tourism; Have ability to form the conclusions reflecting the opinion in relation to social, scientific and ethical issues in the Tourist Enterprise; Have the skills for critical analysis of the isolated data and situation through applying a new method in the cultural tourism;
Communication Skills	 Have ability to introduce information, ideas, problems and their settlement ways to the specialists and non-specialists in the sphere of Cultural Tourism Business, as well as verbal and written communication with them (professional participation in the discussions, preparation of the detailed written report upon the results and oral presentation); Have ability to be aware of the modern informational and communicational technologies in the field of cultural tourism, as well as the skills for applying them in a free manner and independently master new informational technologies.

	• Have ability to independently manage their own learning process in the field of Cultural Tourism, as well as the skill for defining posy-
Learning Ability	learning needs;
	Will have the ability to independently use the methods and means for acknowledgement of field, professional competences for further
	development, to acquire new knowledge and skills not only in the professional as well as other adjacent field of the activity;
	Upon completion of the Bachelor's Studies, the Graduates will be enabled to continue learning at the Master's Level – to obtain an
	academic Master's Degree, or to independently deepen knowledge to master the novelties existing in the field.
	The Graduates will:
	Take part in the process of evaluating the resources existing in the cultural tourism and highlighting the values;
	Be aware of professional, legal and ethical responsibility in the organization and the society;
	Recognize historical heritages of one's own and other countries, cultural traditions and values;
Values	Respect differentiated opinion and attitudes;
	Be aware of the significance of cultural values, differentiates cultures and equality of values;
	Be able to take part information of the values through innovative projects/ideas in the field of culture and tourism, as well as their
	implementation;
	Be able to avoid plagiarism, as well as through respecting the rules for citing and referring to others' works.

STRUCTURE OF THE ACADEMIC PROCESS

Code	Pre- Condition Name of the Academic Course/Module	Salve	Nun	Distribution of anodita according to the terms										
		Course Module	Credits	In total	Class	Independent	Distribution of credits according to the terms							
							I	п	Ш	IV	v	VI	VII	VIII
La	Basic Specialty Courses							5	30	25	15	15	15	15
B11g1		Tourism Management	5	125	50	75	(33)	5		200		1000	TANK!	90000
B112		Basics of Tourism Business	4	100	40	60	100		4	938				
B11g3	REPORTS	Tourism Marketing	5	125	50	75	100		5		17537	Will.		7.35
B11g4		Basics of Human Resources Management and Business Correspondence Keeping	4	100	60	40			4					
B11g5		Basics of Ethnic Culture	5	125	50	75	200	PAN S	5	Bay	10.67			
B11g6	HE THE	Basics of Tourism Statistics	3	75	30	45	16		3	Takes		TIES.	W.S.	
B11g7		Monuments of Georgian Material Culture	4	100	40	60			4		The same		#13F	
B11g8		Basics of Tourism and Hospitality	5	125	50	75		100		5	14 C			2.1111
B11g9		Cultural Tourism	5	125	50	75	1000			5		100	THE REAL PROPERTY.	5300
B11g10		Basics of Accountancy and Book-keeping	5	125	50	75	100			5	State of			
B11g11	RELEASED.	Tourist-Recreational Resources	5	125	50	75	100	300		5		300		1.33
B11g12		Basics of International Tourism	3	75	30	45	1557	200		100	3	はおお		
B11g13		Management of Special Events	4	100	40	60	- 10			4774	4			5 3770
B11g14		Basics of Hotel Business	3	75	30	45		1445		198	3			

In total			240	PORT			28	32	30	30	30	30	30	30
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ucBA3-1		English Language	5	125	50	75	5	100		162	3580		55 / C I	
ucBA1		Academic Writing	3	75	30	45	3		35		Delige		413	
University Compulsory		13	375	200	175	8	5		The St	21168		West.		
Hfc8		Psychology of Creative Work	5	125	50	75	0000	5	9314	gal.	16.61	(102)	W238	
Hfc7		Speech Culture	7	175	50	125	14.80	7	1380	A7543	1999	100	W. (1.5)	14
Hfc6	-30,100	Office Computer Programs	5	125	50	75	5	377	U.S.		(1)	altis	144	
Hfc5	Real Control	Introduction in Music History	5	125	50	75	250	5	£4597	97	WHEEL TO	2000		
Hfc4	A PARTY OF THE PAR	Introduction in Modern Thinking	5	125	50	75	18.89	5	100	SOF	STANK	THE SALE	5333	1/4/
Hfc3		Introduction to the History of Fine Arts	5	125	50	75	5	AK.	ALESS.	250	1000		1000	
Hfc2	references (Introduction in Cinema History	5	125	50	75	5		Alegar	1,0	1000	Y 123	1-401	170
Hfc1 Introduction in Theater History			5	125	50	75	5	NA.			51134		10.15	
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B11oc7		Country Studies	5	125	50	75	1750	2775	500	BANK	100	17500	1000	
B110c6		Regional Studies	5	125	50	75			730		e de de			210
B11oc5		Business Ethics and Business Etiquette	5	125	50	75	1		Udd		29-350			
B11oc4		Legal Acts in Tourism Field	5	125	50	75	200	500	SHIOVED CONTRACT	1	ED 8/27/6	200		
B110c2		Managerial (Administrative) Registration	5	125	50	75	NO SU		1000	COLUMN		ACARC SO SASSILA		A 60
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B11p1	Section (Practice	5	125	50	75	Ut d	N.					5	
B11g17		Tour Operator's Business	5	125	50	75			150				5	
B11g16		Public Relations	5	125	50	75	175a					5	100	
B11g15		Excursion Business	5	125	50	75	DOP		980		25.50	5		34