



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	240 credits: Volume of 1 - 25 hrs. Basic Specialty Courses - 125 credits; Faculty Compulsory Courses - 40; University Compulsory Courses – 15; Additional–minor Specialty / Optional Courses/Blocks - 60 credits. Learning duration 8 Terms; 1 Term consists of 15 Academic weeks; 4 Session Weeks.
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	<p>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.</p> <p>Main aims of the Educational Program of the “Cultural Tourism” include:</p> <ul style="list-style-type: none"> • 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; <p>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;</p> <p>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.</p> <p>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</p>

	<p>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.</p> <p>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.</p>
Learning Outcomes	
Knowledge and Acknowledgement	<p>The graduates:</p> <p>Will have knowledge of management theories, concepts and basic principles of cultural tourism management, as well as tourism organizations, and its environment;</p> <p>Will have knowledge of the functional fields of the Tourism Business: knowledge of communication and information technologies of Tourism, Projects and Marketing Management;</p> <ul style="list-style-type: none"> • Are aware of the terminology of in general tourism, among them Cultural Tourism; <p>Are knowledgeable in qualitative and statistical methods necessary for the activity in the sphere of Cultural Tourism;</p> <p>Have knowledge in national and global economic environment of the Tourist Organizations;</p> <p>Are aware of the issues of ecological, cross-cultural and cultural tourism industry;</p>
Skill for applying knowledge in practice	<p>The graduates:</p> <ul style="list-style-type: none"> • 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; • Have the skills for individual and group working.
Assumption Skills	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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.

Learning Ability	<ul style="list-style-type: none"> • Have ability to independently manage their own learning process in the field of Cultural Tourism, as well as the skill for defining post-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; <p>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.</p>
Values	<p>The Graduates will:</p> <p>Take part in the process of evaluating the resources existing in the cultural tourism and highlighting the values;</p> <p>Be aware of professional, legal and ethical responsibility in the organization and the society;</p> <p>Recognize historical heritages of one's own and other countries, cultural traditions and values;</p> <p>Respect differentiated opinion and attitudes;</p> <p>Be aware of the significance of cultural values, differentiates cultures and equality of values;</p> <p>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;</p> <p>Be able to avoid plagiarism, as well as through respecting the rules for citing and referring to others' works.</p>

STRUCTURE OF THE ACADEMIC PROCESS

<i>Code</i>	<i>Pre-condition</i>	<i>Name of the Academic Course/Module</i>	<i>Credits</i>	<i>Number of hours</i>			<i>Distribution of credits according to the terms</i>							
				<i>In total</i>	<i>Class</i>	<i>Independent</i>	<i>I</i>	<i>II</i>	<i>III</i>	<i>IV</i>	<i>V</i>	<i>VI</i>	<i>VII</i>	<i>VIII</i>
<i>Basic Specialty Courses</i>			<i>120</i>					<i>5</i>	<i>30</i>	<i>25</i>	<i>15</i>	<i>15</i>	<i>15</i>	<i>15</i>
<i>B11g1</i>		Tourism Management	5	125	50	75		5						
<i>B11g2</i>		Basics of Tourism Business	4	100	40	60			4					
<i>B11g3</i>		Tourism Marketing	5	125	50	75			5					
<i>B11g4</i>		Basics of Human Resources Management and Business Correspondence Keeping	4	100	60	40			4					
<i>B11g5</i>		Basics of Ethnic Culture	5	125	50	75			5					
<i>B11g6</i>		Basics of Tourism Statistics	3	75	30	45			3					
<i>B11g7</i>		Monuments of Georgian Material Culture	4	100	40	60			4					
<i>B11g8</i>		Basics of Tourism and Hospitality	5	125	50	75				5				
<i>B11g9</i>		Cultural Tourism	5	125	50	75				5				
<i>B11g10</i>		Basics of Accountancy and Book-keeping	5	125	50	75				5				
<i>B11g11</i>		Tourist-Recreational Resources	5	125	50	75				5				
<i>B11g12</i>		Basics of International Tourism	3	75	30	45					3			
<i>B11g13</i>		Management of Special Events	4	100	40	60					4			
<i>B11g14</i>		Basics of Hotel Business	3	75	30	45					3			

