

1. Program Name - Tourism and Hospitality Management

2. Degree Offered - Ph.D. in Tourism and Hospitality Management

3. Program Leader - Prof. Maya Margvelashvili

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Work Experience

- 2009-onwards - Professor, Head of Tourism Department, Faculty of Economics and Business;
Tbilisi State University (Tbilisi, Georgia).
- 2006-2009 - Associate Professor, Head of Tourism Department, Faculty of Economics and Business, Tbilisi State University.
- 2003-2006 - Docent (Associate Professor), Faculty of Commerce and Marketing, Tbilisi State University.
- 2001-2003 - Teacher, Faculty of Commerce and Marketing, Tbilisi State University.
- 2000-2004 - Deputy Chairman, State Department of Tourism and Resorts of Georgia (Tbilisi, Georgia).
- 1996-2000 - Managing Director, Travel Agency "Condor Ltd" (Tbilisi, Georgia).

Education

- Doctor 2002 Iv. Javakhishvili Tbilisi State University (Tbilisi, Georgia), Department of Commerce and Marketing, Specialty: Economics (Marketing). Dissertation Title: *Tourism Development Strategic Marketing in Georgia*.
- M.Sc. 1999 International School of Tourism Sciences (Rome, Italy), Specialty: Tourism (Planning, Marketing, Management).
- B.Sc. 1999 International Institute "Tbilisi" (Tbilisi, Georgia), Specialty: Finances and Credits.
- M.Sc. 1986 State Pedagogic Institute (Tbilisi, Georgia), Specialty: Teacher of Music and Singing.
- B.Sc. 1984 State Pedagogic Institute (Tbilisi, Georgia), Specialty: Methodist of Aesthetics.

Graduate and Undergraduate Courses taught (5 ECTS each):

Tourism Economics, Tourism Development Theory and Policy, Human Resource Management in Tourism, Tourism Development Strategies, Tour Operator and Tour Agency Management, Destination Development and Marketing, Sustainable Tourism Development, Tourism Policy, Multinational Aspects of Tourism Development, Introduction to Hospitality Management, International Tourism, Eco-Tourism, Tourism Planning and Development, Economic, Social and Cultural Aspects of Tourism; For Erasmus Mundus Student Exchange Program (Lots 5 and 6): Local Tourism Development (in English), Alternative Tourism (in English), Tourism Management (in English).

Graduate Student Advisement: Served as research advisor for forty MBA and three Ph.D. students.

Grants and Contracts:

2009 - Adviser of the Minister of Economic Development of Georgia.

2006 - "The City of Signaghi Park and Recreation Development Concept and Business-Plan", Grant by Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH.

2001 - "Georgian Tourism Development Strategic Plan", Grant by TACIS for the National Tourism Association of Georgia.

Elected Leadership Positions and Membership

2006-onwards - TSU, Faculty of Economics and Business, Academic Council (Member).

2006-onwards - TSU, Faculty of Economics and Business, Dissertation Board (Member).

2002-onwards - UN WTO Practicum Alumni Association, Madrid, Spain (Member).

2000-2004 - Master of Tourism Sciences Association, Rome, Italy (Member).

1998-2004 - National Tourism Association of Georgia, Tbilisi, Georgia (Vice President).

Honors/Awards

- Diploma for the WTO Practicum completion on "Tourism Policy and Strategy" by The World Tourism Organization (Madrid, Spain), 2002.
- Honorary Certificate "For the Important Contribution to the Development of Tourism" by the State Department of Tourism and Resorts of Georgia (Tbilisi, Georgia), 2008.

Publications and Papers - 19 research papers and one textbook.

Other Practice and Training

2004 - Workshop of the UN WTO and Ministry of Industry, Tourism and Commerce of Spain, "Tourism Policy and Destination Management" (Madrid, Spain).

2003 - UN WTO Workshop "Global Tendencies and Best Practices" (Tbilisi, Georgia).

2003 - Training Course in Bogazici University (Istanbul, Turkey), "Destination Promotion and

Marketing Strategies”.

2003 - Seminar of TICA and Ministry of Culture and Tourism of Turkey, “Marketing and Promotion Strategies” (Istanbul, Turkey).

2002 - Practicum, UNWTO, “Tourism Policy and Strategy” (Madrid, Spain).

2001 - Training SABIT Program “Business Management for Women – Travel and Tourism”, US Department of Commerce (Washington, USA).

2001 - The GEM Group LTD, Workshop “Travel and Tourism” (Charleston, USA).

4. Program Analogues:

- Purdue University /USA/ – www.cfs.purdue.edu/HTM/graduate/phd_degree.html
- University of Illinois /USA/ - <http://rst.illinois.edu/grad/phd.htm>
- Cornell University /USA/ - www.hotelschool.cornell.edu/academics/msphd.html

5. Program Description:

Purpose of the Program and Objectives - The purpose of the Doctoral Program in Tourism and Hospitality Management is to prepare candidates for academic careers in Hospitality and Tourism. The program is designed with a focus on the development of strong research skills enabling graduates to conduct and publish independent, original scholarly research with competence and confidence at the top hospitality and tourism programs in Georgia and abroad. The program will also provide candidates the necessary content knowledge (in management and related business functional areas) to excel in university teaching in their areas of interest. The Tourism Department is one of six departments within the TSU Faculty of Business and Economics, and as such is a uniquely competitive, rigorous program for studying the tourism and hospitality management. The primary focus of doctoral candidates is on making scholarly contributions to the discipline. It is a three year program (180 ECTS) and requires a full time effort in residence. The curriculum, has been specifically designed to enable doctoral students to receive a balanced Program that considers the management of tourism and hospitality taught by subject specialists at both strategic and local levels. Program consists from two parties: taught (60 ECTS) and research (120 ECTS) components. Candidates also serve as Teaching Assistants during a portion of the program (15 ECTS).

Outcome – Ph.D. degree in Tourism and Hospitality Management will be granted to candidates who gain fundamental knowledge, skills and complete dissertation with originality in problem solving, clear conclusions and defend them with appropriate knowledge and logical deductions. The skills areas students will develop during the taught courses of the Program include: Tourism and Hospitality Research Topics and Methods; Methodology for Quality in Tourism Education; Tourism, Creativity and Development; Tourism Destination Management; TSU Elective Courses, or Taught Courses in Foreign Accredited Universities. These skills are built upon and developed through the course structure so that by the time the taught elements of the Program are completed students are well equipped to take on the challenge of a tourism and/or hospitality based dissertation. Upon Program completion they will become leaders of tourism and hospitality field, who are able to analyze critically ideas, responsibly transform and distribute them through publications, teaching and implement in practice. They will be able to accomplish three main aspects of knowledge and skills: knowledge and skills generation, conservation and transformation.

Employment Opportunities – Doctoral students who are granted with Ph.D. degree from the Program would be prepared for highest positions in the public and private sectors of tourism and hospitality field, including top managerial positions, researcher positions and lecturing.

6. Entry Requirements

Ph.D. in Hospitality and Tourism Management recruits the most highly qualified candidates who offer the strongest potential for scholarly research. Admission standards are consistent with the other Doctoral programs of the Faculty of Business and Economics. All candidates are expected to be graduates of accredited business, management, hospitality and/or tourism or related programs.

Applicants will be evaluated on such criteria as academic coursework and background, English Language knowledge (B2), letters of reference and professional experience. Based on the review of all application materials, candidates may be required to take additional coursework.

7. Teaching Format

- Seminar
- Colloquium

8. Detailed Program Structure - Ph.D. in Tourism and Hospitality Management

Program Schedule

#	Years	I	II	III
1	Taught Courses	+		
2	Colloquiums	+	+	+
3	Thesis Defense			+

Program Courses

#	Courses	Status	ECTS
1	Research Methods	Core	5
2	Modern Teaching Methods	Core	5
3	Tourism, Creativity and Development	Elective	5
4	Tourism Destination Management	Elective	5
5	Doctoral Colloquiums I, II and III	Core	15
6	Teaching Assistance	Core	15
7	TSU Elective Courses	Elective	10
8	Taught Courses in Foreign Accredited Universities	Elective	10
9	Total		60

Doctoral Colloquiums

Doctoral Colloquiums are important segment of the Program. At colloquiums Ph.D. student is presenting research results, achievements and problems on each level. Colloquiums are giving opportunity to monitor research progress. This progress are reviewed and discussed by the Faculty.

9. Topics of Program Core Courses see below (attachment 1).

10. Research Component

Dissertation thesis theme will be selected by Doctoral student together with Program leader.

The Thesis has to demonstrate students' ability to set up and to carry out a scientific research project in a self-responsible and independent manner. This includes:

- to provide an adequate delineation and definition of research topic,
- to build a sound theoretical framework for orientation of the research,
- to collect data in a systematic and verifiable manner,
- to analyze the data critically and correctly,
- to present the results in a comprehensible manner,
- to draw sound conclusions based on a comprehensive discussion of the results, and
- to show the potential contribution of research to the process of theoretical reconstruction of the topic.

11. Conditions Scientific Research – For the conducting of Doctoral Program research component students will be provided with free access to IST and Tourism Department Libraries, with connected to Internet computers for searching required bibliography and information.

12. Taking in account Tourism Department existing physical and human resources it's possible to admit 3 Ph.D. students simultaneously.

Prof. Maya Margvelashvili