

## Minutes

### CruiseT Project Meeting in Bremerhaven from June 16<sup>th</sup> to June 20<sup>th</sup>, 2014

#### Participants:

Name	Institution	Function	Country
Prof. Dr. Niclas Schaper	University of Paderborn	Project Coordinator	DE
Elena Bender	University of Paderborn	Scientist	DE
Dr. Viachaslau Nikitsin	University of Paderborn	Project Manager	DE
Prof. Dr. Dr. h.c. Dr. h.c. Klaus Rosenthal	University of Paderborn	Chair holder	DE
Dr. Guido Kaufmann	Kaufmann Unternehmensberatung GmbH	Project Manager	DE
Yuliya Divivi	Kaufmann Unternehmensberatung GmbH	Project Assistant	DE
Prof. Dr. Alexis Papathanassis	Hochschule Bremerhaven	Professor	DE
Dr. Kai Havekost	Hochschule Bremerhaven	Associate Professor	DE
Julia Aumüller	Hochschule Bremerhaven	Student	DE
Laura Bothe	Hochschule Bremerhaven	Student	DE
Maren Heuckeroth	Hochschule Bremerhaven	Student	DE
Sarah Prenzel	Hochschule Bremerhaven	Student	DE
Dr. Natalie Balch	Duale Hochschule Baden-Württemberg	Associate Professor	DE
Prof. Dr. Harald Pechlaner	EURAC	Head of Institute	IT
Walter Zorzi	EURAC	Project Manager	IT
Dr. Nicoleta Ramona Bunda	"Ovidius" University of Constanta	Professor	RO
Dr. Elena Cerasela Spatariu	"Ovidius" University of Constanta	Dean	RO
Dr. Snezhanka Ovcharova	Varna Free University "Chernorizets Hrabar"	Professor	BG
Dr. Daniela Dimitrova Popova	Varna Free University "Chernorizets Hrabar"	Associate Professor	BG
Prof. Dr. Jana Kucerova	Univerzita Mateja Bela Banska Bystrica	Professor	SK
Dr. Ludmila Smardova	Univerzita Mateja Bela Banska Bystrica	Associate Professor	SK
Mixail Miusov	Odessa National Maritime Academy	Rector	UA
Sergey Zaichko	Odessa National Maritime Academy	Vice Rector	UA
Prof. Dr. Irina Golubkova	Odessa National Maritime Academy	Professor	UA
Prof. Dr. Nikolai Primachev	Odessa National Maritime Academy	Chair holder	UA
Prof. Dr. Mykola Dmytrychenko	Ukrainian Transport Academy	President	UA
Elvira Lechinskaya	Odessa Sea Port	Head of Department	UA
Dr. Kateryna Lukianenko	Taurida V. Vernadsky National University	Associate Professor	UA
Dr. Maryna Ryndach	Crimean University for the Humanities	Professor	UA
Dr. Olena PETRAKOVA	Crimean University for the Humanities	Professor	UA
Dr. Iryna Galan	LINGUIST	Director	UA
Prof. Dr. Oksana Lavrikova	Kherson State University	Dean	UA
Dr. Oleksii Lonskyi	Kherson State University	Chief of department	UA
Prof. Dr. Roman Mamuladze	Batumi State Maritime Academy	Dean	GE
Prof. Dr. Irakli Dolidze	Batumi State Maritime Academy	Professor	GE
Prof. Dr. Irakli Sharabidze	Batumi State Maritime Academy	Rector	GE
Prof. Dr. Manuchar Loria	Batumi State Maritime Academy	Deputy Rector	GE
Mamuka Baramidze	Batumi State Maritime Academy	Rector's office	GE
Prof. Dr. Lela Kelbakiani	Kutaisi University	Rector	GE
Dr. Elguja Deisadze	Kutaisi University	Associate Professor	GE
Prof. Dr. Giorgi Matiashvili	Guram Tavartkiladze Teaching University	Rector	GE
Prof. Dr. Maia Ukleba	Guram Tavartkiladze Teaching University	Vice Rector	GE
Prof. Dr. Marina Gedevanishvili	Caucasus International University	Vice Rector	GE

Dr. Elisabed Malania	Caucasus International University	Professor	GE
Viktorija Koberidze	Georgian National Tourism Administration	International Relations and Projects Coordinator	GE
Tamar Mgeladze	Department of Tourism and Resorts of Adjara A.R	specialist of marketing and advertising	GE
Jemal Sharadze	Batumi Sea Port LTD	Representative	GE

**Date:** Tuesday, June 17<sup>th</sup>, 2014

**Place:** HS Bremerhaven, An der Karlstadt 8, Bremerhaven, Building T

**Top 1: Welcome and brief introduction of HS Bremerhaven** (moderation: Prof. Dr. Alexis Papathanassis/HS Bremerhaven)

Prof. Papathanassis welcomes the participants and introduces them to the vice rector of international affairs, Prof. Dr. Gerhard Feldmeier.

Prof. Feldmeier welcomes the participants as well and presents the University of Bremerhaven in a short welcome speech. The university is a small (3000 students) and rather young (founded in 1975) university with an innovative maritime profile.

Dr. Nikitsin/University of Paderborn provides a brief overview over the programme of the meeting and adds some organizational notes.

**Top 2: Presentation of Cruise Tourism study program** (Prof. Dr. Kai Havekost, /HS Bremerhaven)

First Prof. Havekost presents the existing study program "Cruise Tourism Management". He explains the history of the program, the contents, the interlocking with institutions outside the faculty, the logical structure and provides information about the students and their employment opportunities. For details please consult the presentation "01 CruiseT Havekost 20140617.pdf".

**Top 3: Presentation of Cruise Tourism study program** (Laura Bothe/HS Bremerhaven)

From the point of view of a student Laura Bothe illustrates why she had decided to study "Cruise Tourism Management", what she especially did like and which aspects of the programme should be improved. For details please consult the presentation "02 CruiseT Bothe 20140617.pdf".

**Top 4: Expectations of employees and employers in the cruise industry) (Sarah Prenzel/HS Bremerhaven)**

Sarah Prenzel adopts the point of view of cruising tourists and ship owning companies and asks the question what the most important facilities of an excellent cruising port are. For details please consult the presentation "03 CruiseT Prenzel 20140617.pdf".

**Top 5: Port alliances (Prof. Dr. Alexis Papathanassis/HS Bremerhaven)**

Under the above headline Prof. Papathanassis introduces the participants to some very important details of the development and management of cruise destinations. Based on the model of a destination life cycle he deducts a portfolio matrix that enables the definition of different development strategies. His considerations lead to a general suggestion how to design the role of the future competence centres and their interactions with their institutional environment. For details please consult the presentation "04 CruiseT Papathanassis 20140617.pdf".

**Top 6: General training opportunities in Germany (as an alternative to the Master's program) (Julia Aumüller/HS Bremerhaven)**

Julia Aumüller presents different opportunities for education in tourism in Germany and gives a review on the curricula. It is a fact that most offers of education in tourism are offers of vocational education in Germany. For details please consult the presentation "05 CruiseT Aumüller 20140617.pdf".

**Top 7: Lack of skilled labour in the cruise industry (Lara Elfroth, Niklas Kienel, Georg Irgmaier /HS Bremerhaven)**

Lara Elfroth, Niklas Kienel and Georg Irgmaier illustrate in their presentation a lack of skilled labour in the cruise industry and develop a concept for professional training for future employees in the cruise industry. For details please consult the presentation "06 CruiseT Elfroth Kienel Irgmaier 20140617.pdf".

In a short discussion following the presentation it becomes clear more and more that the development of a master programme on cruise tourism might be less important than an increase and improvement of vocational education and training.

**Top 8: Workshop: development plans and contribution of competence centers in areas such as "Training", "Research & Consulting" in cruise tourism**

This workshop has been shifted forward to June 18<sup>th</sup> and integrated in the workshop “Concretion of Competence Centres in Ukraine and Georgia” (item 13a)

**Top 9: Presentations, discussion and approval of development plans by location** (moderation: Prof. Dr. Niclas Schaper, Dr. Viachaslau Nikitsin/University of Paderborn)

Presentations of Georgian Partners:

- Prof. Dr. Roman Mamuladze/Batumi State Maritime Academy presents all project activities that have been done since the first project meeting in Odessa in February 2014 in detail. Two actions have to be highlighted: the elaboration of a problem analysis in cooperation of experts from the tourism industry in Georgia and the realization of a regional symposium on tourism development in Georgia in April 2014. In the framework of this symposium several suggestions for the further work in the CruiseT project have been developed. For details please consult the presentation “07 CruiseT Mamuladze 20140617.pdf”.
- Dr. Elguja Deisadze/Kutaisi University reports about the latest project activities at his university and gives a presentation on the latest developments in tourism in Georgia. The analysis shows many figures and provides a differentiated impression of the current situation. For details please compare the presentation “08 CruiseT Deisadze 20140617.pdf”.
- Prof. Dr. Maia Ukleba/Guram Tavartkiladze Teaching University defines the role of her university in the framework of CruiseT. For details please consult the presentation “09 CruiseT Ukleba 20140617.pdf”.
- Viktoria Koberidze/Georgian National Tourism Administration emphasizes that the commercialization of entire Georgia is very important and that the National Tourist Administration is ready to provide all necessary support.
- Tamar Mgeladze/Department of Tourism and Resorts of Adjara A.R affirms intensive support out of Adjara Region by his institution.
- Dr. Elisabed Malania/Caucasus International University reports about the project activities at her university since February 2014 and offers to support CruiseT in the field of elearning (experiences from TEMPUS project WeNeT).
- Jemal Sharadze/Batumi Sea Port LTD expresses his thanks for the involvement in the project. Batumi Sea Port was already able to establish new contacts and is expecting good chances to increase cruise tourism in Georgia. Currently the infrastructure of the port is expanded and Batumi State Maritime Academy will be supported actively in the development and establishment of a competence centre.

The continuation of Top 9 regarding the Ukrainian partners is shifted forward to June 18<sup>th</sup>, 2014.

**Date:** Wednesday, June 18<sup>th</sup>, 2014

**Place:** HS Bremerhaven, An der Karlstadt 8, Bremerhaven, Building T

**Top 10: Presentation of the ONMA about the current situation in Ukraine** (Prof. Dr. Nikolai Primachev/Odessa National Maritime Academy)

Prof. Primachev provides a survey of the current social and economic situation in Ukraine. He explains the historic development since 1648 and illustrates that the today's eagerness for independence of large Ukrainian cities is a result of this development.

**Top 11: Presentation of Odessa Sea Port about the actual booking situation and consequences for booking of cruises** (Elvira Leshchynskaya/Odessa Sea Port)

Elvira Leshchynskaya starts her presentation with a survey of the development of cruising tourism in the Black Sea region. Her figures show continuous increase of arrivals of cruise liners at Ukrainian seaports until 2013. The total number of arrivals in Odessa Seaport 2013 has been 106. For 2014 the initial planning had scheduled 159 cruise calls but due to the crisis in Ukraine only 39 cruise calls will be realized at maximum. This enormous decrease concerns not only Odessa but all Ukrainian sea port including Crimea because nearly all suppliers of cruising tours have either cancelled or rerouted their visits at Black Sea. For details please consult the presentation "10 CruiseT leshchynskaya 20140618.pdf".

**Continuation of Top 9: Presentations, discussion and approval of development plans by location**  
(moderation: Prof. Dr. Niclas Schaper, Dr. Viachaslau Nikitsin/University of Paderborn)

Presentations of Ukrainian Partners:

- Prof. Dr. Oksana Lavrikova/Kherson State University reports about project activities at her university. Up to the current awareness of the project Kherson State University will concentrate its efforts on the development and accomplishment of educational offers – based on Ukrainian educational standards. In this context training modules for further education as well as a new master programme on cruise tourism management will be developed. They will be provided by an educational centre that has got a license for higher education.
- The competence centre in Odessa will be developed and established by the inclusion of partners from the region. Prof. Dr. Iryna A. Golubkova/Odesa National Maritime Academy reports about the project activities of the academy during the latest months:
  - adjustment of national networking of the project inside Ukraine in collaboration with National TEMPUS Office of Ukraine,
  - development of a CruiseT logo,
  - dissemination of CruiseT in Yalta in February 2014,
  - dissemination of CruiseT on a Black Sea conference in Odessa in April 2014,

- consultations of tourism industry in Odessa region,
- considerations about the legal establishment of the competence centre in collaboration with Odessa Sea Port,
- elaboration of an internal statute for the establishment of the competence centre at ONMA including general objectives and tasks, most important activities, management and organization, equipment with staff and IT as well as a time schedule.

For details please consult the presentations “11 CruiseT Golubkova 20140618 EN.pdf” and “12 CruiseT Golubkova 20140618.pdf”.

**Top 12: Presentations of TNU (Dr. Kateryna Lukianenko/Taurida V. Vernadsky National University) and CUH (Dr. Maryna Ryndach/Crimean University for the Humanities) about the situation on the Crimea and the resulting consequences for CruiseT and Competence Centers in Sevastopol and Odessa**

Dr. Lukianenko states that up to this moment there is not any concrete information about the further development on Crimea. Until further notice the TNU team acts on the assumption that all project activities will be continued. Based on this she presents the considerations of Taurida V. Vernadsky National University about the development and establishment of a CruiseT competence centre on Crimea including aims and objectives, regional partners, main activities and legal construction. For details please consult the presentation “13 CruiseT Lukianenko 20140618.pdf”.

**Top 13: Workshop: “Continuous determination and long-term coverage of the Research and Consulting needs in cruise tourism by regional actors in GE and UA” (moderation: Prof. Dr. Niclas Schaper, Dr. Viachaslau Nikitsin/University of Paderborn)**

This item has been cancelled/Integrated into the additional item 13a “Concretion of Competence Centres in Ukraine and Georgia” due to the fact that the project partners first of all have to specify the research and consulting objectives/targets of the CruiseT competence centres.

**Additional item:**

**Top 13a: Workshop: “Concretion of Competence Centres in Ukraine and Georgia” (moderation: Prof. Dr. Niclas Schaper, Dr. Viachaslau Nikitsin/University of Paderborn)**

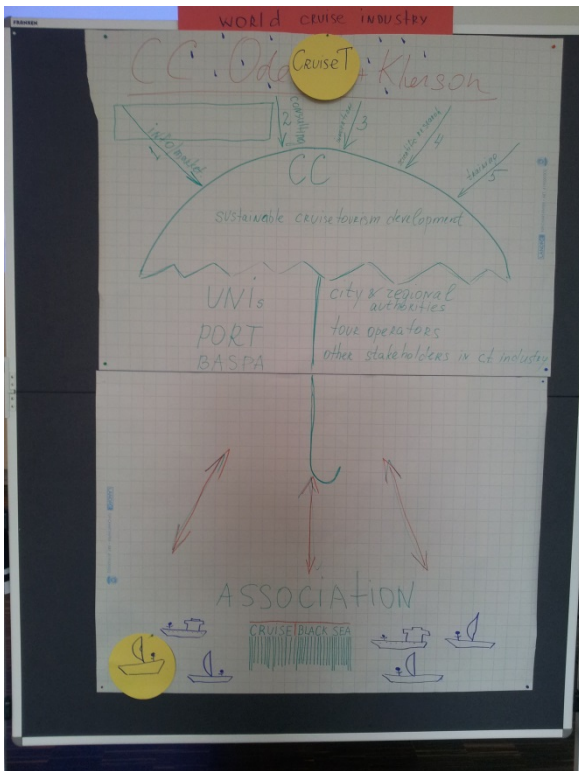
In the course of the project meeting it became clear that the considerations of the project partners regarding the design as well as the objectives and tasks of the CruiseT competence Centres are still one a rather general level. Thus Dr. Nikitsin asks the partners from Ukraine and Georgia to discuss their ideas with special regard to the presentation of Prof. Papathanassis (Top 7) and his ideas according to the strategic

543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES - Network of competence centres for the development of cruise tourism in the Black Sea region: Minutes Project Meeting Bremerhaven 06/2014

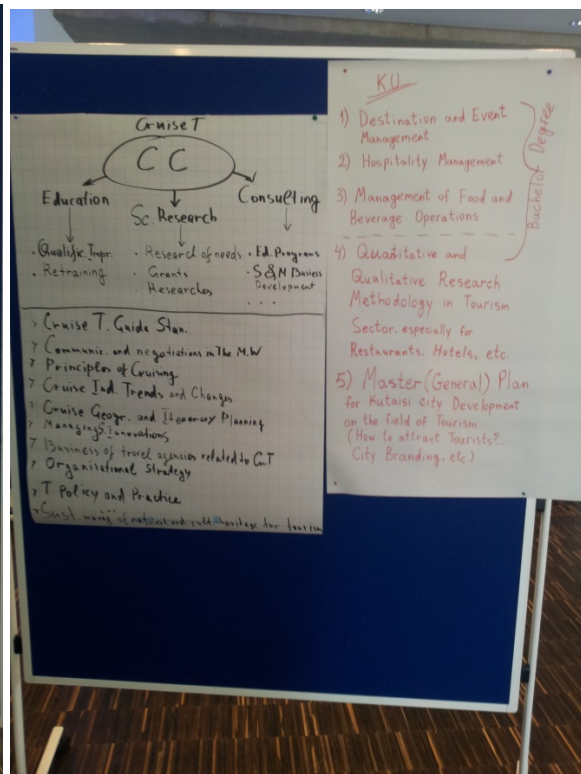
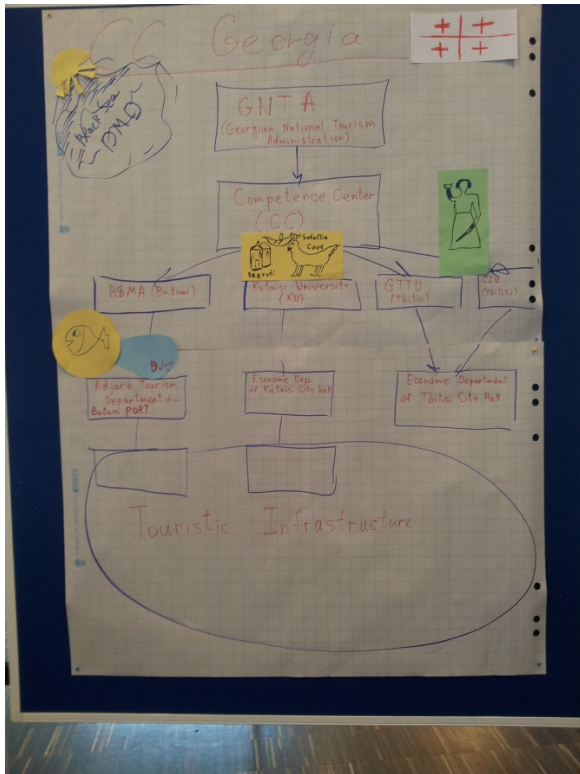
development of destinations for Cruise tourism. According to the locations where the CruiseT Competence Centres are planned the project partners split into three working groups representing the locations Odessa, Crimea and Georgia. In intensive discussions they develop more concrete drafts of their future competence centres:



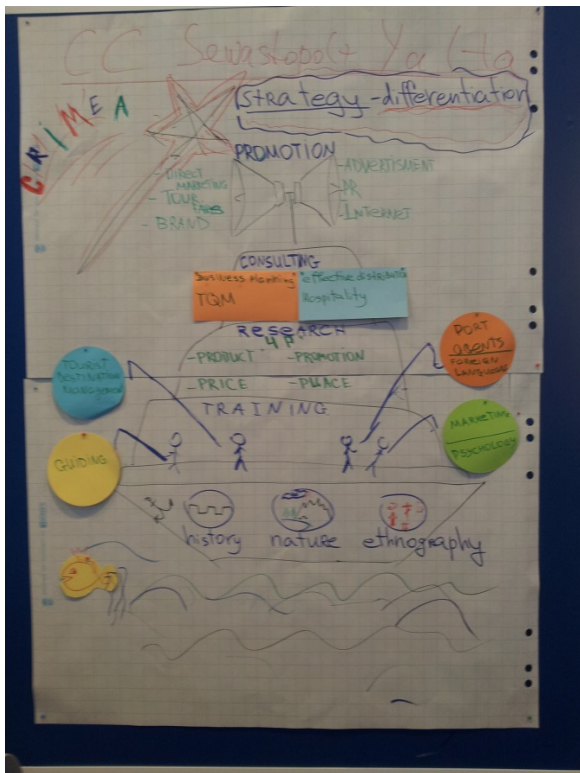
The results of their considerations are summarized on flip charts:



Summary workshop results team Odessa/Kherson



Summary workshop results team Georgia



Summary workshop results team Crimea.



**Top 14: Summary of results, further procedure WP 3 and WP 4** (Prof. Dr. Niclas Schaper/University of Paderborn)

Prof. Schaper expresses his thanks to the partners for the committed work and summarizes the workshop results. They make clear that efforts have been achieved according to:

- more clearness about the frame conditions of the competence centres,
- more clearness about the objectives and targets of the competence centres,
- the specification of regional partners of the competence centres according to the development of the destinations.

He requests the partners to concentrate the competence centres on “maritime destination management” and asks them to derive concrete regional needs of research, consulting and training.

**Date:** Thursday, June 19<sup>th</sup>, 2014

**Place:** HS Bremerhaven, An der Karlstadt 8, Bremerhaven, Building T

**Top 15: Workshop: System of quality control/assurance + development/implementation** (moderation: Dr. Guido Kaufmann/Kaufmann Unternehmensberatung GmbH)

Dr. Kaufmann opens the workshop with a presentation on project and quality control in the CruiseT project. The presentation starts with a survey on the time schedule of work package 6 “Quality and Project Control” and continues with descriptions of quality assurance actions and their indicators of progress according to the project proposal. The first challenge in this context is the elaboration/development of a concept of quality that is suitable to the project objectives and targets. While general objectives of quality and target groups are already given by the project proposal concrete targets of quality still have to be defined. For more details please consult the presentation “14 CruiseT Kaufmann 20140618.pdf”.

In addition to the suggestions made in the presentation of Dr. Kaufmann Prof. Rosenthal/University of Paderborn suggests orienting the specification of quality by means of the following scheme:

- action of the project => what should be the objective of quality control?
- interaction => who is interacting with whom to realize the action?
- orientation => which target(s) should be achieved by the action?
- intensity => to what extend the target(s) should be achieved?
- efficiency => to what extend the target(s) has/have been achieved?

During the coming months a special concept of quality shall be elaborated by a “quality working group”. Members of this working group are:

Dr. Guido Kaufmann

Kaufmann Unternehmensberatung GmbH

DE

Prof. Dr. Maia Ukleba	Guram Tavartkiladze Teaching University	GE
Prof. Dr. Jumber Vardmanidze	Batumi State Maritime Academy	GE
Prof. Dr. Iryna A. Golubkova	Odesa National Maritime Academy	UA
Dr. Kateryna Lukianenko	Taurida V. Vernadsky National University	UA

#### **Top 16: Coordination meeting** (moderation: Niclas Schaper)

- Activity 4.3.5 “Winter School”: With reference to the latest developments on Crimea the originally planned “Winter School” cannot be organized in Sevastopol. Instead two “Summer Schools” will be organized in Odessa and in Batumi in the period June to August 2015.

Approximately at May 15<sup>th</sup>, 2015 the preparation of these “Summer Schools” will start in detail. For this purpose a coordination meeting and a methodological training will be organized in Odessa.

- Dates of next joint project meetings:

- Batumi, Kutaisi, Tbilisi, GE: October 8<sup>th</sup> to October 17<sup>th</sup>, 2014
- Odessa: 2<sup>nd</sup> half of May 2015 (will be concretized in Georgia in October 2014)
- Varna, Bulgaria: September/October 2015 (will be concretized in Georgia in October 2014)
- Constanta, Romania: 2016 (will be concretized in Georgia in October 2014)

- Project meeting in Batumi, Kutaisi, Tbilisi, GE:

- Objectives:

- Final presentation and release of the concepts of CruiseT Competence Centres,
- Discussion on international networking of competence centres in the Black sea Region,
- Workshop: Presentation, discussion and release of research and consulting pools of the CruiseT Competence Centres according to locations/regions,
- Workshop on professional qualification needs of the project teams with respect to research and consulting offers
- Workshop on the conception, preparation and realization of regional research and consulting projects
- preparation of study visits at European project partners including the specification of qualification needs of the project teams,
- dissemination events in Batumi, Tbilisi and Kutaisi including press releases and press conferences,
- Self-evaluation of the first project year,
- Workshop on quality assurance

Please be aware that most of those objectives need proper preparation by all project partner. It is expected that there will be appropriate presentations according to the above mentioned subjects for each competence centre.

- Date: October 8<sup>th</sup> to October 17<sup>th</sup>, 2014

- Participants: 2 representatives of each partner university, 1 representative of each other member of the project consortium.

With respect to institutional changes at our project partners on Crimea it is still not yet clear whether our Crimean partners will be able to participate.

- Realization of local/regional “round tables” with representatives of the tourism industry until October 2014. Brief reports including the dates of performance, the participants, the subjects discussed and the results of the discussions should be provided at the project meeting in Georgia in October 2014.
- Dr. Viachaslau Nikitsin/University of Paderborn explains the participants that additional requirements for the reimbursement of staff costs have to be achieved:
  - Each team member whose staff costs shall be reimbursed has to complete a time sheet that must be signed by the member and by the legal representative of the employer. The time sheet must cover working days that should be reimbursed as well as working days that are paid by the employer in order to fulfil cofinancing requirements.
  - Time sheets have to be sent to the University of Paderborn. The project team of the University of Paderborn will prepare conventions for staff costs and send them to the responsible contact person of the team whose staff costs should be reimbursed. There the staff conventions have to be signed by the beneficiary and by the legal representative of the employer.
  - Scanned copies of the signed staff conventions have to be sent to the project team of the University of Paderborn where the money transfer to the employer will be released after receipt of the scanned copies.
  - The employer transfers the money to the beneficiary and generates a document proving this payment. These documents have to be handed to the project team of the University of Paderborn together with the original staff conventions at the next project meeting.

#### **Top 17: Excursion through the Cruise Terminal and the Sea Port of Bremerhaven**

The participants go by bus to the cruise terminal of Bremerhaven. At the terminal a representative provides many detailed information about the history and the organization of the terminal and guides them through the terminal. Afterwards the participants have a guided tour through the harbor of Bremerhaven.

**Date:** Friday, June 20<sup>th</sup>, 2014

**Place:** Hotel Amaris Bremerhaven, Elbestraße 18, Bremerhaven

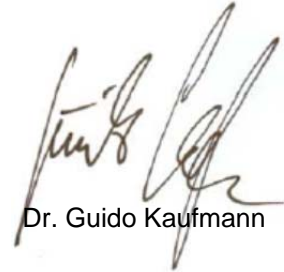
#### **Top 18: Meeting of EU partners**

Prof. Schaper, Dr. Nikitsin and Dr. Kaufmann agree on the next steps in the project in detail including concrete preparations.

**Item 19: Meeting of GE/UA partners**

Prof. Golubkova, Dr. Lukianenko and Prof. Mamuladze discuss their next steps in concretizing the competence centres and agree on preparative measures for the next project meeting.

Bad Segeberg, August 25<sup>th</sup>, 2014



Dr. Guido Kaufmann