

# GTTU PLAN

Role in Cruise T Project

# WP 1

## Project Management

- Project Team : Functions

▪ Project (GTTU) Leading	Dr. Prof. G. Matiashvili, Rector
▪ Organizational Ensuring ▪ Contact person of Project	Dr. Prof.M. Ukleba, Deputy Rector
▪ E-Portal Forming based on Moodle; ▪ E-Courses Providing Software; ▪ Web-site monitoring	Dr. Prof. Taliko Zvania
▪ Educational Direction Ensuring	Dr. Prof.Giorgi Matiashvili Dr. Prof.Maia Ukleba Dr. Prof. Niko Kvaratskhelia Dr. Prof. Taliko Zvania

# WP 1

## Project Management

- Research and Consulting  
Direction Ensuring

Dr. Prof. Giorgi Matiashvili  
Dr. Prof. Maia Ukleba  
Dr. Prof. Niko Kvaratskhelia  
Dr. Prof. Taliko Zvania  
Dr. Prof. Lali Chagelishvili  
Dr. Prof. Gela Aladashvili



# WP 2

## Competency Center Development

- **GTTU Proposals, Recommendations**
  - Proposals for Competency Center Building
  - Collaboration in preparation of Competency Centre Concept
  - (*Driving Value, Role and Objectives, Implementation, Methodology, Promotion Providing, Maximizing the Efficiency, Use Quality, Etc*)
  - Define the Role and Function of GTTU in CC
  - Collaboration in CC building, functioning, sustainability ensuring

## WP 3

### Education

#### *Preliminary version*

- \*Analyze of research „ Problems and perspectives of Cruise Tourism in The Black Sea Region” OSMA.2011“
- Cruise Tourism Study Programs; International Experience Analyze
- Determination of Cruise Tourism Study Modules :  
Determine -Specify-Plane

# Cruise Tourism Study Modules

*\*Preliminary version of GTTU*

## Cruise Tourism Guide Standards

Communications and negotiations in the Modern World

Introduction to Cruises: Types of Cruises, Facilities & Terminology;  
or  
Principle of Cruising

Cruise Industry Trends and Changes

Cruise Geography and Itinerary Planning

Managing Service Innovation



## WP 4

# Research and Consulting : Determine -Specify- Plane

- Researches and Consulting issues in Cruise Tourism
- Cruise Tourism Trends and Georgian Perspectives
- Business of travel agencies related to cruise travel.
- Change management {
- Organizational Strategy
- Manager of Cruise Tourism
- Tourism Policy and Practice

# EXPECTED RESULTS

## Education

1. MS Program  
(Joint, Double)
2. Manual
3. E-courses,
4. Trainings

## Consulting

1. E-courses
2. Trainings
3. Video-conferences

## Research

1. Scientific Articles  
(min.6)
2. International Conference
3. Proceeding of Scientific Works



# EXPECTED PUBLICATIONS

- Sustainable management of natural and cultural - both tangible and intangible - heritage for tourism (Text-book)
- Cruise Industry Trends and Changes (Text-book)
- Min. 6 articles
- Proceeding of Scientific Works

# Thank you for Your Attention

REPRESENTATIVE GTTU

Prof. Maia Ukleba