



Co-funded by the  
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of the European Union



Projekt 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES „Network of competence centres for the development of cruise tourism in the Black Sea region” - CruiseT



# **GURAM TAVARTKILADZE TEACHING UNIVERSITY**

**Mediate Report**

**January-May 2016**

**Dr. Prof. Maia Ukleba**



- **Subject of Todays Presentation**
- **TCC GTTU**
- **General aspects**
- **Overview of Training Courses & Consulting**
- **Approbation of Training Courses & Consulting**
- **Evaluation of Approbation**
- **Students Field Research**



**“Training is expensive.  
Without training it is  
more expensive”.**

***-Nehru***

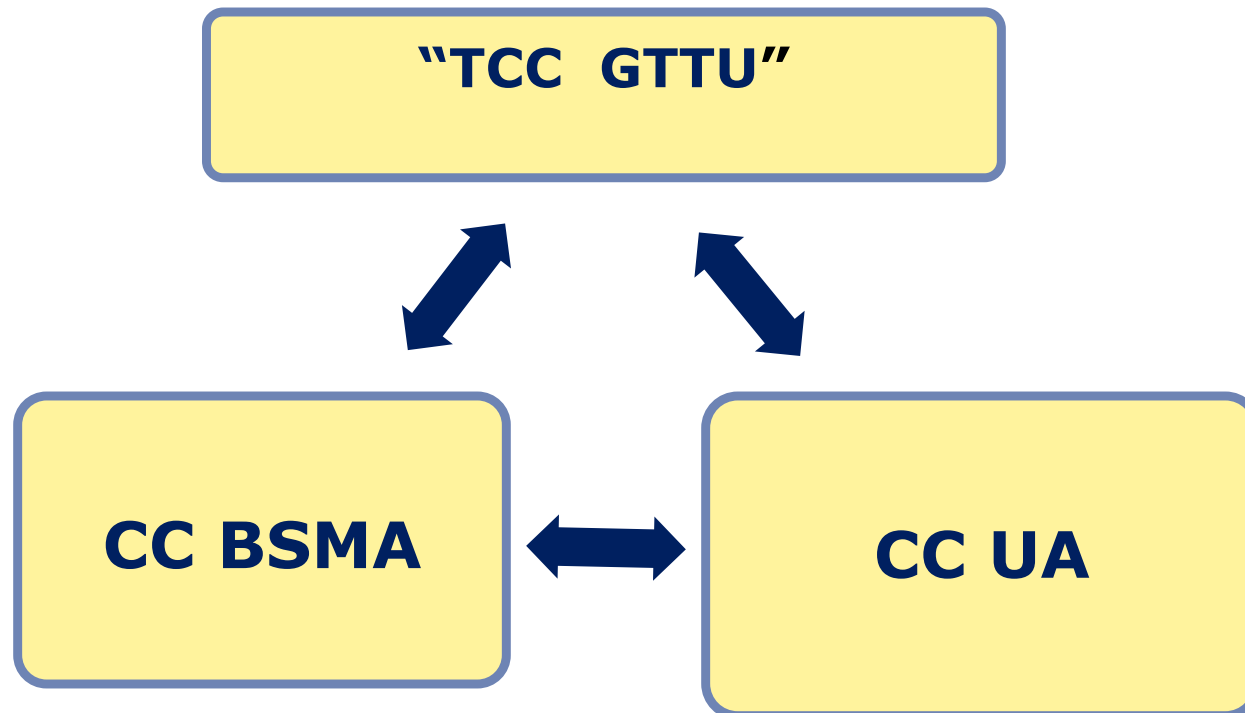


..it's time  
to  
establish



# "TCC GTTU"

**TCC GTTU is established in 2016 on the bases of  
GTTU Training Center**





## **TCC GTTU**

**Center are based in large part on advice, comments, input and knowledge.**

**The Centre may have multiple functions from -to :**

- Preparing Programs /Preparing Trainees
- Act as a catalyst to improve standards for training sector
- Act as a Consulting Centre
- Act as a center of good practice



# **SPIRIT Principles of TCC GTTU**

**To make the Center a reality**

- **S**uccess (through)
- **P**rofessionalism
- **I**nnovation
- **R**espect
- **I**ntegrity
- **T**eamwork

**To raise awareness of  
Stakeholders.**

**Increase GTTU technical  
capability for online,  
mobile and flexible  
delivery**

# **GTTU T&C CENTER**

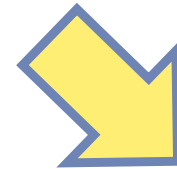


## **Training Courses and Consulting**

**Prepared and Developed by GTTU, under  
the framework of Project “Cruise T”,  
aimed at improving the capacities and  
skills to Manage and Develop Tourism in  
internationally comparable values and  
ways.**

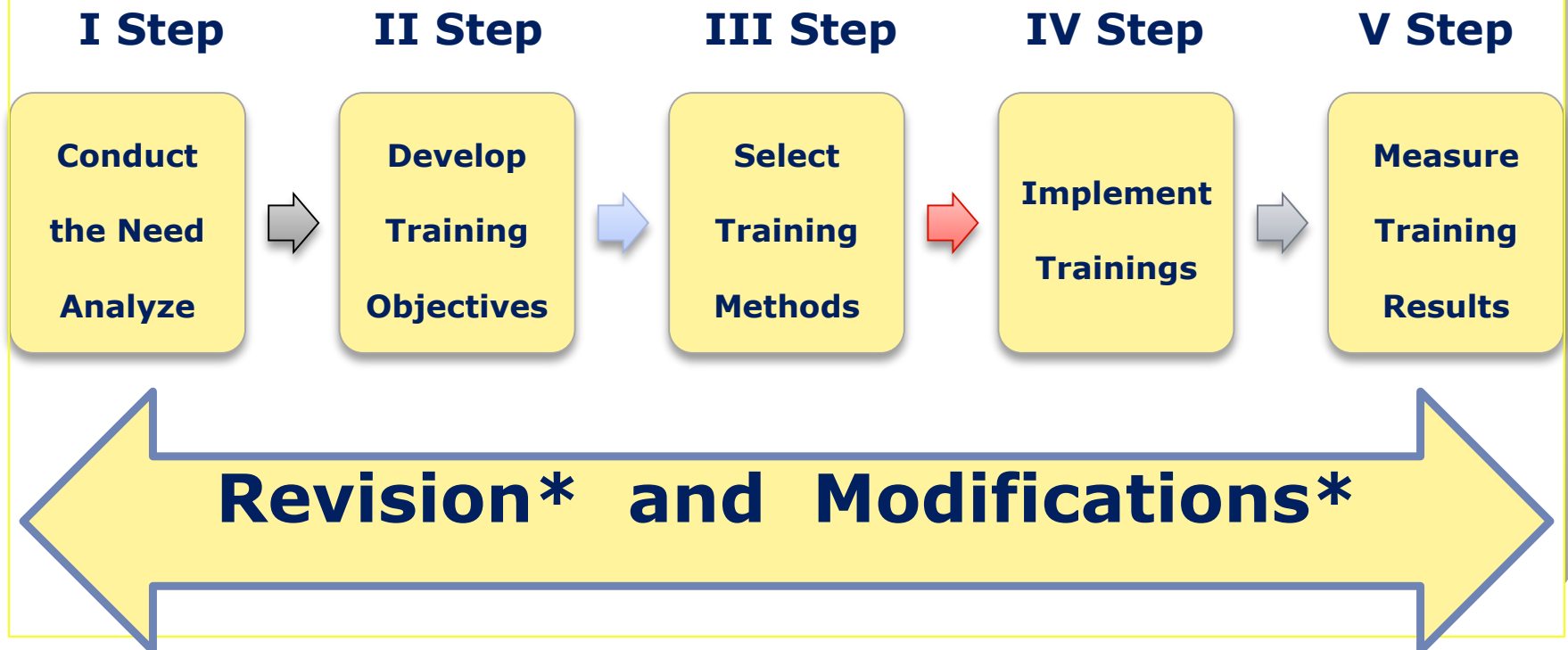


# General aspects





# Development Process of Trainings and Consulting





## **Modifications: 2015, 2016**

**Courses content/tasks were modified based on:**



- **Evaluation of training programs (Varna)**
- **EU expert's recommendations (Tbilisi)**
- **Probation in Bozen/Bolzano - EURAC**
- **Companies survey /round tables results**

# **Training Courses & Consulting Issues Steps of Development and Modification were presented in :**

- **Bremerhaven    -June,2014**
- **Tbilisi                -October,2014**
- **Varna                 -April,2015**
- **Tbilisi                 -July,2015**
- **Kherson               -September,2015**
- **Constanta            - June, 2016\***





## **Tc1. Cross-cultural Communications in Business Negotiations**



## **Tc2. Sustainable Tourism Destination Management**



## **Tc3. Cruise Guide Standards**



## **Tc4. Social Media &IT in Tourism\***



## **C1. Organizational Development**

## **C2. Change Management**



**Our Tc & C offer an opportunity to get to know Contemporary Theoretical and Practical Approaches about :**



- **Manage, develop and measure Destinations in Sustainable way;**
- **Communications in Cross-cultural level as the tool of successful Business Negotiations;**
- **Guiding Standards for Cruise Tourists;**
- **Meaning and crucial role of Social Media and IT in Destination Promotion.**

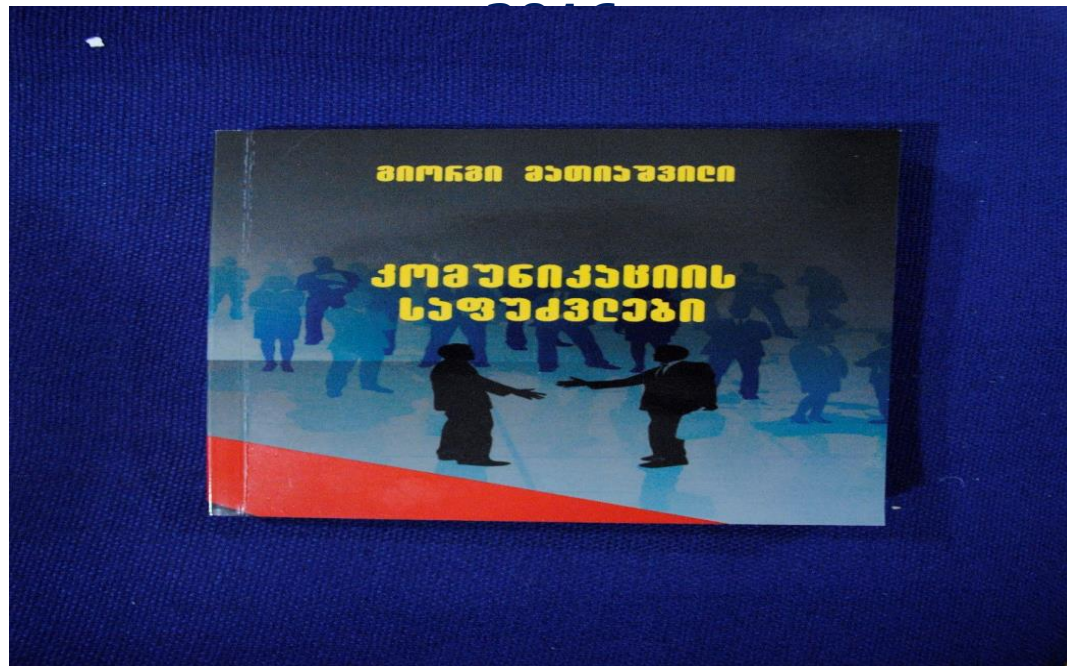


# Prepared Materials

## Manual

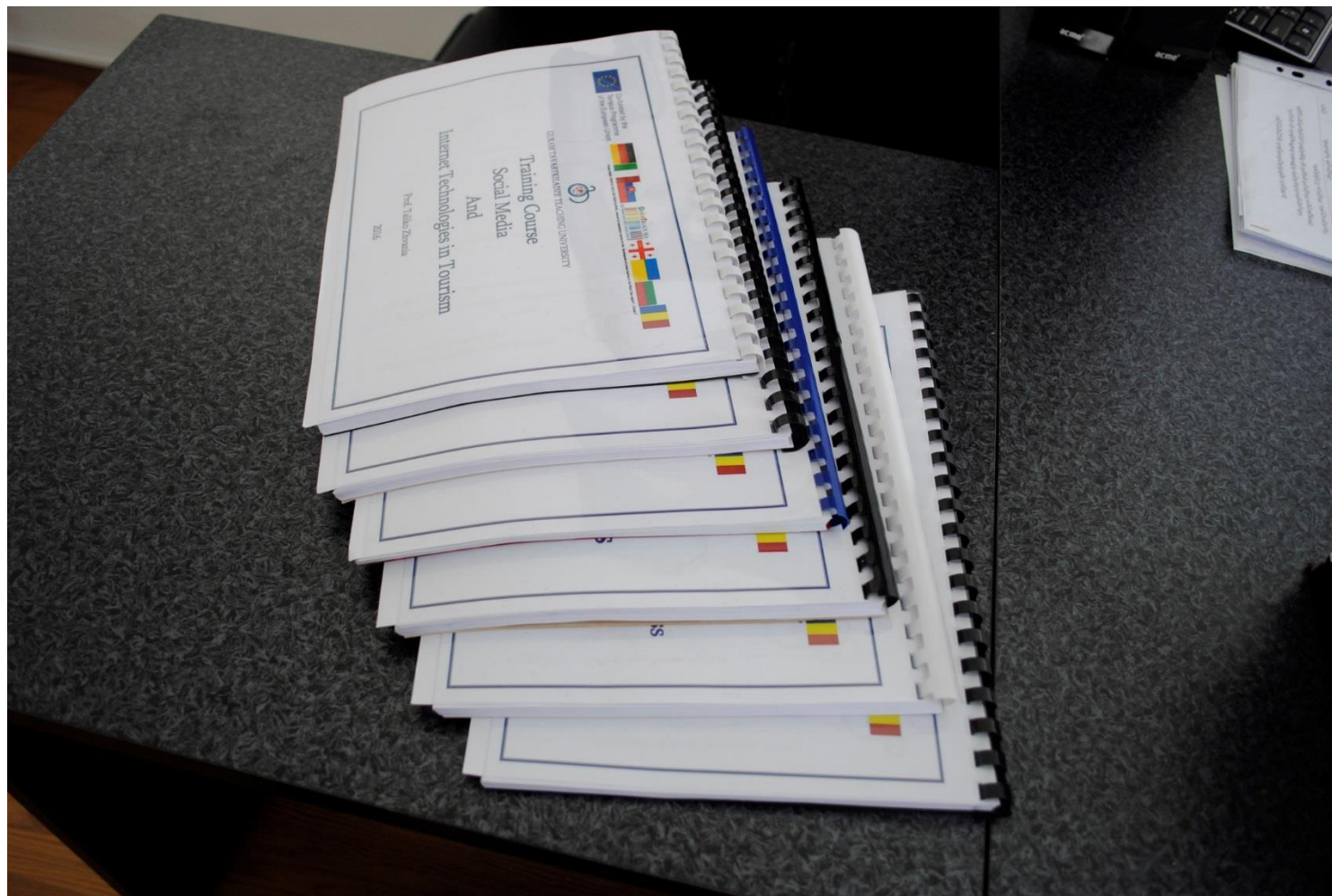
Prof. Giorgi Matiashvili

Principles of Communications,





# Reading Materials







# Exercises, Cases, Tests







# **Quality of Materials**

## **Mechanism of Internal Control**

**Each Author of Course is Oblige to Present**

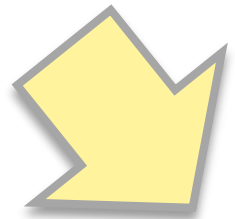
- Part of Program
- Modifications
- Complete Program  
(March, 2016)
- Make one session's presentation  
(Pre test)

**To Project (Internal)  
Management/Team**

**Universities  
Partners from  
Business Sector\***



# **Some Aspects of Training Courses**





**Each Course is offered:**



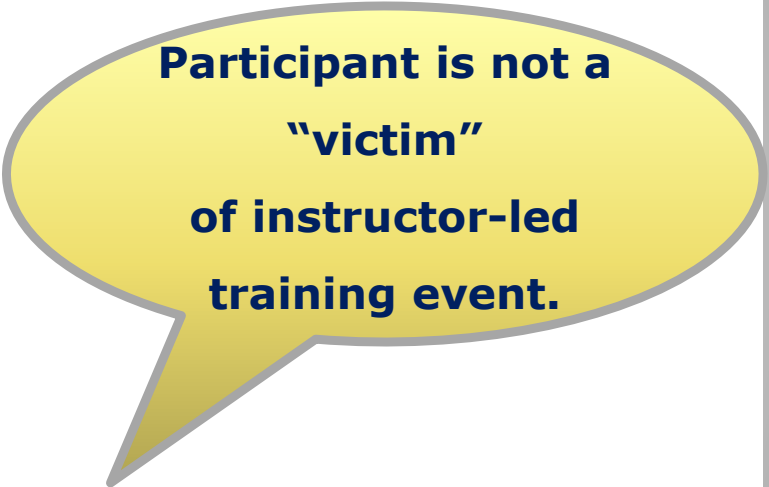
**As: 2 weeks Instructor-led training**

**As: 1 week Instructor-led training**

**Possible to Take Course as On the Job  
Training and/or as Off the Job Training**

# **Our Umbrella Approach Training Event Management and Design**

- Managed effectively
- Engaging and Interactive
- Well prepared facilitation
- Various multimedia elements
- No Death by PowerPoint®.



**Participant is not a  
“victim”  
of instructor-led  
training event.**

## **High Quality**

**Structured written  
/reading materials:**

**Books and  
Manuals;  
Handouts;**

## **Technics**

**Relevant to the Off  
the Job or On the Job  
Trainings**

**Various**

**Power Point Slide  
Share**

**Charts**

**Panel discussions**

**Brainstorming**

**Case studies/Role  
Play**

**Stories and fables**

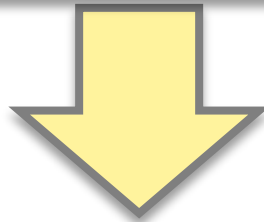
**Video portions**

**Jigsaw**

**Mind Mapping**

# Interactive Methods

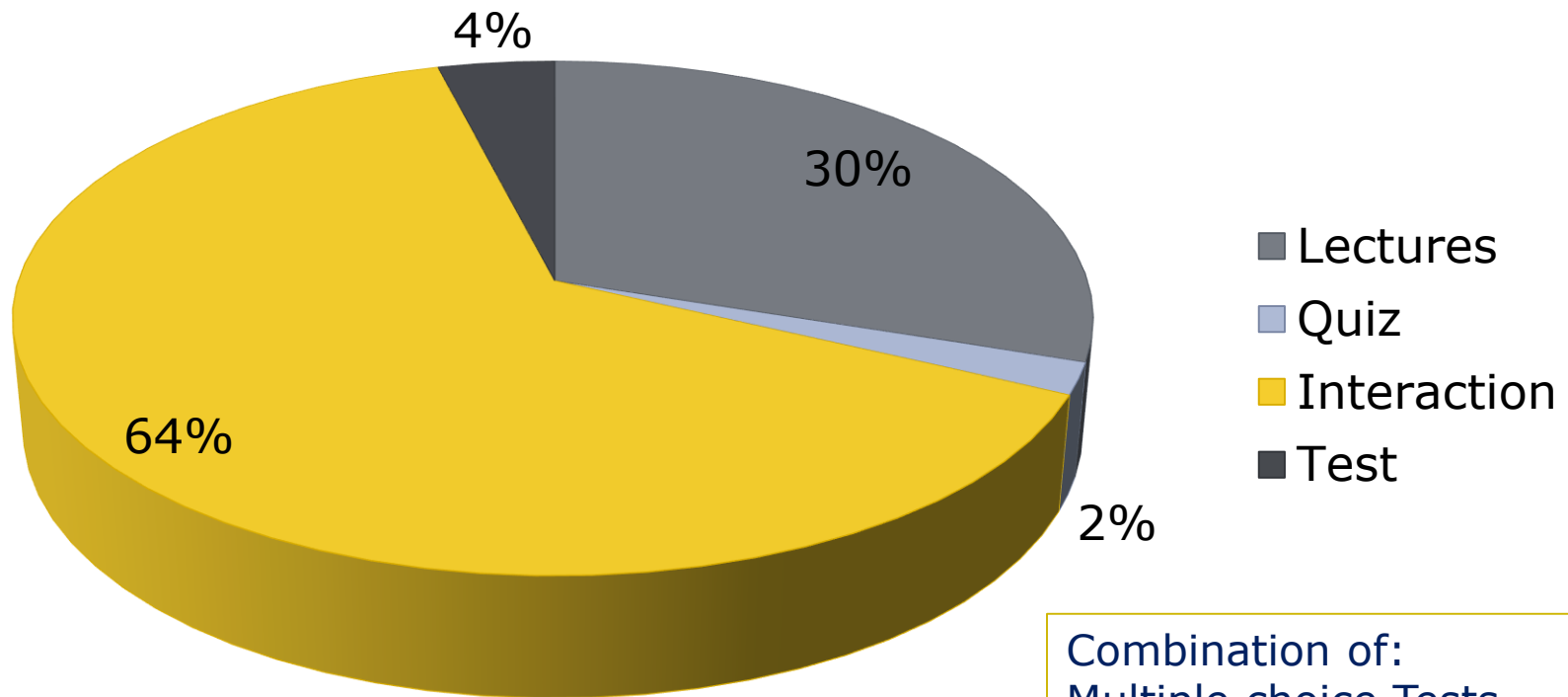
**General Approach**



**VAR****K**

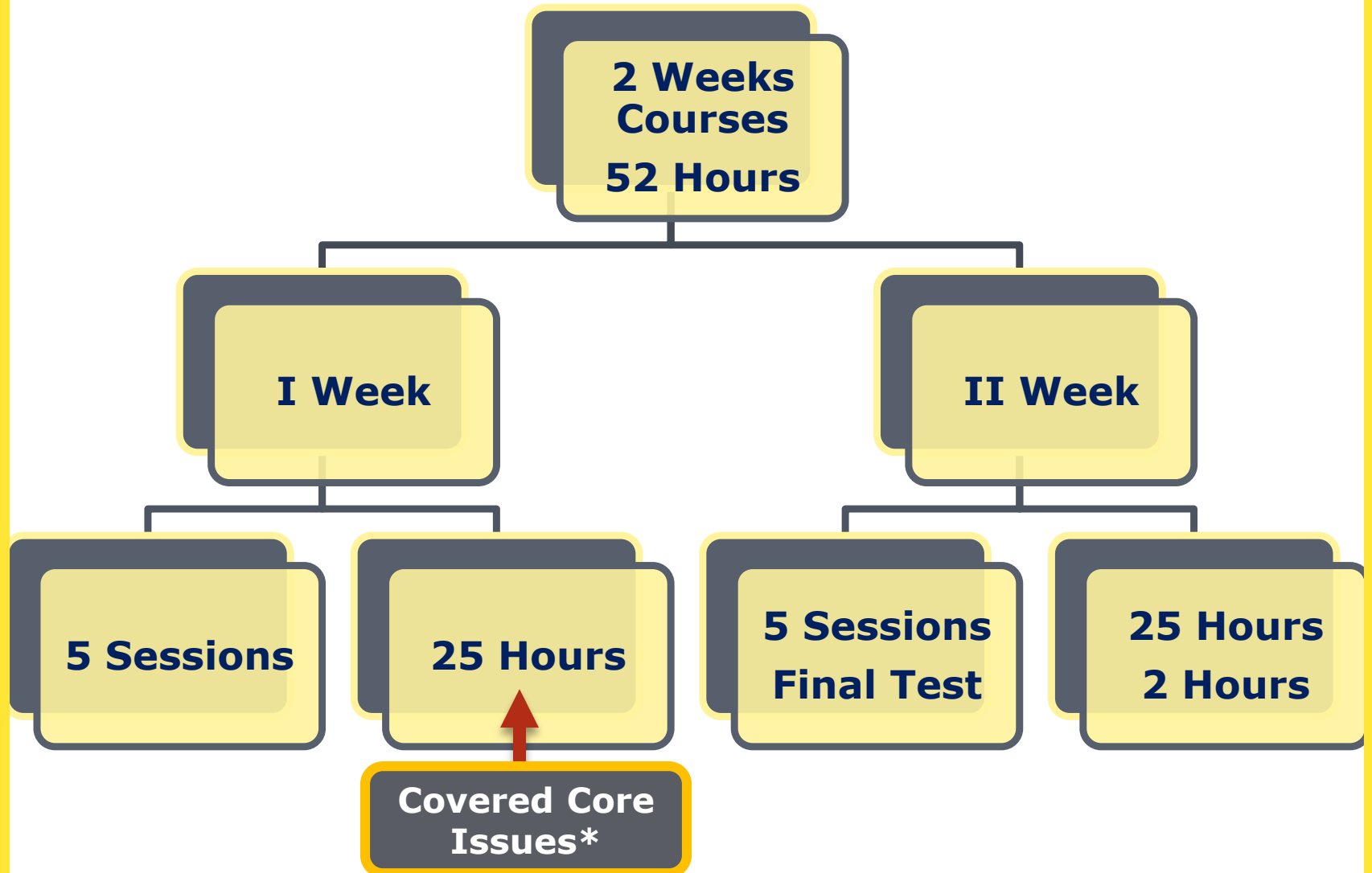
**Visual Aural Read/Write Kinesthetic**

# Structure of Trainings



Combination of:  
Multiple choice Tests  
Matching Tests  
True- false-Tests

# • Course Schedule





# Course Syllabus

<b>1. Course Title/ Code</b>	<b>6. Audience</b>
<b>2. Content Expert</b>	<b>7. Goal of Course</b>
<b>3. Duration of Course</b>	<b>8. Teaching/Learning Activities*</b>
<b>4. Content /Topics</b>	<b>9. Learning Outcomes</b>
<b>5. Prerequisites</b>	<b>10. Course Schedule *</b>



# Design of Syllabus



GURAM TAVARTKILADZE TEACHING UNIVERSITY

## TRAINING COURSE

### **SOCIAL MEDIA AND INTERNET TECHNOLOGIES IN TOURISM**

#### Course Summary

We offer the training course "Social media and internet technologies in Tourism" which has been prepared and developed under the framework of TEMPUS Project "Cruise T" (Projekt No. 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES).

#### **SOCIAL MEDIA AND INTERNET TECHNOLOGIES IN TOURISM**

**Duration of course:** 1. Duration of course two weeks - 52 hours;  
2. Duration of course one week - 24 hours;

**Taking the Course:** course taken as an Instructor-led training at Guram Tavartkiladze Teaching University's comfortable and contemporary environment.

**Certificate:** In case of two weeks course (52 hs), after completing all of the chapters you move on to take a multiple question test. You will need to obtain a score of 80% to pass and earn credit. If you do not score 80% or better, allowed to review the material and modify your answers until a score of 80% is reached. Once you have passed the test, you will have the option of printing a **Certificate of Completion**. The certificate is proof that you have completed the course in Tourism Destination Management issued by the Guram Tavartkiladze Teaching University. In case of one-week course (24 hs) you will get **Certificate of Participation** (final test is not required).

Only after the certificate printed will your enrollment in the course expire. Whether you enroll in course offers you an opportunity to master knowledge and skills needed to improve your professional quality.

# **Certificate Details :**

## **Two weeks course (52 hours)**

### **Completion**

- After completing all of the chapters, participant moves on to take a multiple question test;

### **Score**

- Necessary to obtain a score of 51% to pass; If do not score 51%, participant is allowed to review the material and modify answers until a score of 51% and more is reached;

### **Certificate**

- Participant will get

**“Certificate of Completion”**



# **Certificate Details :**

## **One week course (25 hs)**

### **Completion**

- Necessary to participate on all sessions and activities;
- final test is not required

### **Certificate**

- Participant will get  
**“Certificate of Participation”**

• .



# Sample of Certificate



Projekt 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES „Network of competence centres for the development of cruise tourism in the Black Sea region” - Cruise.T

## გურამ თავართქილაძის სასწავლო უნივერსიტეტი სერტიფიკატი

ტემპუსის პროექტის ფარგლებში მომზადებულ ტრენინგში  
„ტურიზმის გიდის სტანდარტი“

მონაწილეობისათვის  
22-24 მაისი, 2016 წელი

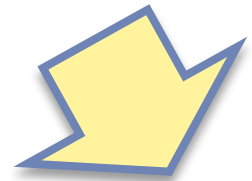
რექტორი

პროფესორი





# **Approbation of Training Courses**



# **I cycle of Pilot Trainings :**

**May 01- 27, 2016**

## **Our Decision:**

- **One week( 25 hours) Off Job, Instructor-Led Trainings for each course**
- **Place: GTTU's Comfortable Environment;**
- **Number of Participants in a group-10-12**
- **Tuition Fees Free;**
- **Dissemination of Information\***

**Web-site;  
Chat; Phone  
call; SMS**





## **\* Goal of Approbation**

- To test the methodology and the activity examples in the training practice;
- To collect feedback from the users representing trainings target groups;



**TCC GTTU did its best in putting together a shortened version of the courses while covering the core issues, allowed by University's Budget.**

- **Registration Information:**

- For registration is required to fill application form :

- [www.gttu.edu.ge](http://www.gttu.edu.ge) Link –Tempus/trainings/Consulting  
<http://www.gttu.edu.ge/ge/httpwwwgttuedugegegaige-metitempus/training-and-consulting>

- Contact person: Ms. Maia Mchedlishvili

[maia.mchedlishvili@gttu.edu.ge](mailto:maia.mchedlishvili@gttu.edu.ge).

Mob: 593 93 13 37

- Register your log in information will be provided in the registration confirmation that you will receive.
- Registration is available now, and the courses will start after 1<sup>st</sup> of May



# Directly Invited:

**10 Tour Companies**

**5 Hotels**

**2 Tourism Associations**

**3 Ministries**

**4 Municipalities (TB)**

**HEI  
Teachers/Trainers;  
Master Program  
Students;  
Unemployed**

## Sample of Application



### გურამ თავართქილაძის სასწავლო უნივერსიტეტი

ტემპუსის პროექტის ფარგლებში მომზადებული  
სერტიფიცირებული ტრენინგები და კონსულტაციები  
TEMPUS Projekt No. 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES – CruiseT

### სააპლიკაციო ფორმა

სახელი: სოფიკო

გვარი: ბეკანოსიძე

დაბადების თარიღი(დღე, თვე, წელი): 29.06.1993

საკონტაქტო ტელეფონი: 551-51-55-99

ელექტრონული ფოსტის მისამართი: sopo.bekanosidze@gmail.com

ინსტიტუტის/უნივერსიტეტის/სამუშაო ადგილის დასახელება:

საქართველოს ფინანსთა სამინისტრო

პოზიცია საზოგადოებასთან ურთიერთობის სამსახურის უფროსი

მონიშნეთ თქვენთვის სასურველი ტრენინგ-კურსის/კონსულტაციის (-ების) დასახელება.

#### ტრენინგ-კურსები:

- ☐ კროს-კულტურული კომუნიკაციები ბიზნეს მოლაპარაკებებში
- ☒ მდგრადი ტურისტული დესტინაციის მენეჯმენტი
- ☐ ტურიზმის გიდის სტანდარტები
- ☐ სოციალური მედია და ინტერნეტ ტექნოლოგიები ტურიზმში

#### კონსულტაციები:


- ☒ ცვლილებების მენეჯმენტი
- ☒ ორგანიზაციული განვითარება

ტრენინგის მიზანი გავიღობოვო სოფლა და გავაფასოოო ჩემი  
გამოცდილება

გისურვებთ წარმატებებს!

## Number of Participants by Organization

Organizations		Participated Applicants
Tour Operators	10	14
Hotels	14	17
Public Sector	5	8
Others	7	22
Total	36	61
		*we received 73 applications

- **Surprises:** 
- **Groups were Created During 9 Days after announcement**
- **Courses demanded not only in Tbilisi, but in regions too: Martvili, Senaki**



# **Agenda of Pilot Trainings :**

## **I cycle: May 01- 27,2016**

<b>Course Title</b>	<b>Data</b>	<b>Tacking Part</b>
• <b>Sustainable Destination Management</b>	<b>5-6-7 May</b>	<b>14</b>
• <b>Cross-Cultural Communications in Business Negotiations</b>	<b>15-16-17 May</b>	<b>16</b>
• <b>Cruise Guiding Standards (Martvili)</b>	<b>24-25-26 May</b>	<b>15</b>
• <b>Social Media and IT in Tourism</b>	<b>25-26-27 May</b>	<b>16</b>
• <b>Participants Number</b> • <b>List of Participants Exists</b>		<b>61</b>

# Training Structure

**Training  
Day**

**Session  
/Sessions**


**Session  
Plan**

**Training  
Session**

**Introduction  
Topic/Subtopics (Body)  
Techniques/Methods**

**Exercises  
Required Reading  
Materials**





Session	Topic / Subtopics
<b>Introduction</b>	<ul style="list-style-type: none"> <li>• Discuss the title of the course;</li> <li>• Explanation aims of the session;</li> <li>• Handouts and notes;</li> </ul>
<b>Content Delivery</b>	<ul style="list-style-type: none"> <li>• lecture (30%);</li> </ul>
<b>Techniques</b>	<ul style="list-style-type: none"> <li>• Whiteboard, Video portion, PowerPoint Presentation, Storytelling</li> </ul>
<b>Methods</b>  <i>Different by goal of Session/topic*</i>	<ul style="list-style-type: none"> <li>• Small group discussions and active summaries</li> <li>• <i>Brainstorming, Quiz, Discuss video,</i></li> <li>• <i>Case Study, Simulation</i></li> </ul>
<b>Required Reading Materials</b>	<ul style="list-style-type: none"> <li>• Available Printed resource, PDF download</li> </ul>

# Training Session Agenda

May	S1. Wednesday	S3. Thursday	S5. Friday
<b>15.00-16.30</b>	<b>Introduction</b> Discuss the title of the course; Explanation aims of the session; Handouts and notes <b>Topic: 1</b> Content Delivery	<b>Topic: 4</b> Explanation aims of the session; Handouts and notes; Content Delivery;	<b>Topic: 7</b> Explanation aims of the session; Handouts and notes; Content Delivery;
<b>16.30-16.45</b>	<b>Brake</b>	<b>Brake</b>	<b>Brake</b>
<b>16.45 - 18.15</b>	<b>S2. Topic: 2-3</b> Content Delivery	<b>S4. Topic: 5-6</b> Content Delivery	<b>S6. Topic: 8-9</b> Content Delivery
<b>18.15-18.30</b>	<b>Brake</b>	<b>Brake</b>	<b>Brake</b>
<b>18.30-20.00</b>	<b>Conclusions &amp; Discussions</b> What have we learned? Questions?		

**Final  
Written  
Evaluation**

# **Topics: Sustainable Destination Management**

1. Understanding destinations (Terms/definitions);
2. Understanding Sustainability of Destination and its Benefit;
3. New Challenges for Tourism Destination management;
4. Types of Destinations and specific of their management;
5. Sustainable Destination management;
6. Models of destination competitiveness;
7. The role of Destination Management Organizations;
8. Stakeholder analysis;
9. Community engagement and consultation;
10. Sustainable Destination Planning;
11. Tool of measure sustainability of destination

## **Topics: Cross-Cultural Communications in business Negotiations**

1. Meaning, Goals and Objectives of Communication Technologies;
2. Functions of Communication;
3. Paul Grice-Cooperative Principles; Theory of politeness;
4. Psychological basis of Communication;
5. Psychological Typology by temperament, sensorium
6. Psyche geometric Typology;
7. Effective Communication Skills;
8. Regulations & Etiquette of Business Communications;
9. Business Conversation, Presentation, negotiation
10. Conflict and behavioral strategies
11. Body Language

## **Topics: Cruise Tourism Guide Standards**

1. Tourism services - Requirements for the provision of professional tourist guide training and qualification programmers
2. Qualification of Guide – with key of services and high quality standards
3. Characteristics of the guide profession
4. Cruise Guide
5. Subjects and the maintenance of excursions
6. The Story in excursion. A display and story combination in excursion
7. Technology of preparation of new excursion
8. The Technique of carrying out of excursions
9. Presentations of individual texts of excursion on places
10. The art of guiding with relations in tourists
11. Conflict prevention and crisis overcome in excursion
12. One day Cruise Tour

# Topics: Social Media and IT in Tourism

1. What is Internet, WEB 2.0 Technologies? Social Media? Social networks review (Facebook, LinkedIn, Twitter, Youtube, Instagram, Pinterest, Picasa etc.). How we can use social networks in tourism.
2. To use Face book for the Business promotion; Facebook possibilities and tools (pages, groups, advertisement creating, Facebook page popularisation methods, etc.)
3. Blog and Blogosphere. Criteria for successful blog posts.
4. Blog creating by using Wordpress;
5. Geoinformation systems and their using in Tourism (Google Maps, My Maps).
6. Modern trends of cloud computing. Google services (Google Drive, Google Docs, Google Sheets, Google Slides).
7. Making online questionnaire by using Google Forms, to collect and to analysis the results.
8. Search engines and their working principles on the example of Google (GoogleKeywords); SEO (searchengineoptimization)

# **Evaluation of Pilot Training by Participant's**

**Various evaluations were carried out during  
the course, including a specific evaluation for  
each of the course .**

**Here we present an overview of the final  
evaluation.**





## გურამ თავართქილაძის სასწავლო უნივერსიტეტი

### ტრენინგის შეფასების ფორმა მონაწილეთათვის

ტრენინგის ხარისხისა და ეფექტიანობის შეფასების მიზნით, გთხოვთ შეავსოთ ეს კითხვარი მონაწილეობის სერტიფიკატის მიღებამდე

თარიღი	25.05.2016
კურსის დასახელება	ტრენინგის გიდი სტანდარტი
ჩატარების ადგილი	შხუვილი
ტრენერი	ნიკო ავრახუნიძე

კითხვა	არ ვეთანხმები	ვეთანხმები	ნეიტრალური ვარ	სრულიად ვეთანხმები	სრულიად არ ვეთანხმები
1. ტრენინგის მიზანი ნათლად არის განსაზღვრულია				✓	
2. ტრენინგში მონაწილეობა და ინტერაქცია საინტერესოა		✓			
3. თემატიკა ჩემთვის რელევანტურია				✓	
4. შინაარსი ორგანიზებულია და იოლად ასათვისებელი		✓			
5. გავრცელებული მასალა მეხმარებოდა					
6. ეს გამოცდილება დამეხმარება ჩემ საქმიანობაში				✓	
7. ტრენერმა კარგად იცის თემატიკა				✓	
8. ტრენერი კარგად არის მომზადებული				✓	
9. ტრენინგისთვის განსაზღვრული დრო საკმარისია				✓	
10. ტრენინგის ოთახი და აპარატურა კომფორტულია				✓	
11. ტრენინგმა გაამართლა ჩემი მოლოდინი				✓	

მთლიანობაში როგორ შეაფასებდით ტრენინგს?

☒ ძალიან კარგი ☐ კარგი ☐ საშუალო ☐ ცუდი ☐ ძალიან ცუდი



## Disagree-Agree Questions →

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The training objectives were clearly defined	20	39	2		
2. Participation & interaction were encouraged	23	38			
3. The topics were relevant to my current responsibility	40	16	5		
4. The content was organized and easy to follow	50	11			
5. The materials distributed were helpful	43	18			
6. This training experience will be useful in my work	22	39			

## Agreement Questions →

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7. The trainer was knowledgeable about the training topics.	40	21			
8. The trainer was well prepared	57	4			
9. Time for the training was sufficient	10	40		11	
10. The training met my expectations	51	10			
11. The meeting room and facilities were adequate and comfortable	61				
12. Number of Participants was adequate	52	6		3 Law	

**13. Is there anything else you would like to cover  
/divers in Future?**

**14. Any comments/Suggestions/observations?**

- **Participants expressed their interest in giving more opportunity to open discussions and practical exercises.**
- **One recommendation was that evaluations for the course should be done electronically**
- **Most of them were pleased to have involved in minimum two courses**
- **Master Program's students were pleased to all aspects of trainings**
- **Individuals noticed that they get knew knowledge.**

## 15. How do you rate the training overall?

- **Excellent - 55%**
- **Good - 45%**
- **Average**
- **Poor**
- **Very poor**

**Exaggeration**



## **Our Observation and decisions:**

- **Mixture** of participants in the group generates some contradiction in the final outcome and evaluation;
- Participants from tourism sector considered the training was balanced theoretically and practically
- But on the other hand, public sector would have liked more time on the practical exercises.

- Participant feedback don't give us all information we need;
- **It means, that:**
- We have to improve evaluation form!
- For the next cycle of trainings better to focused on more targeted group!

## Our Dear Niko in Martvili

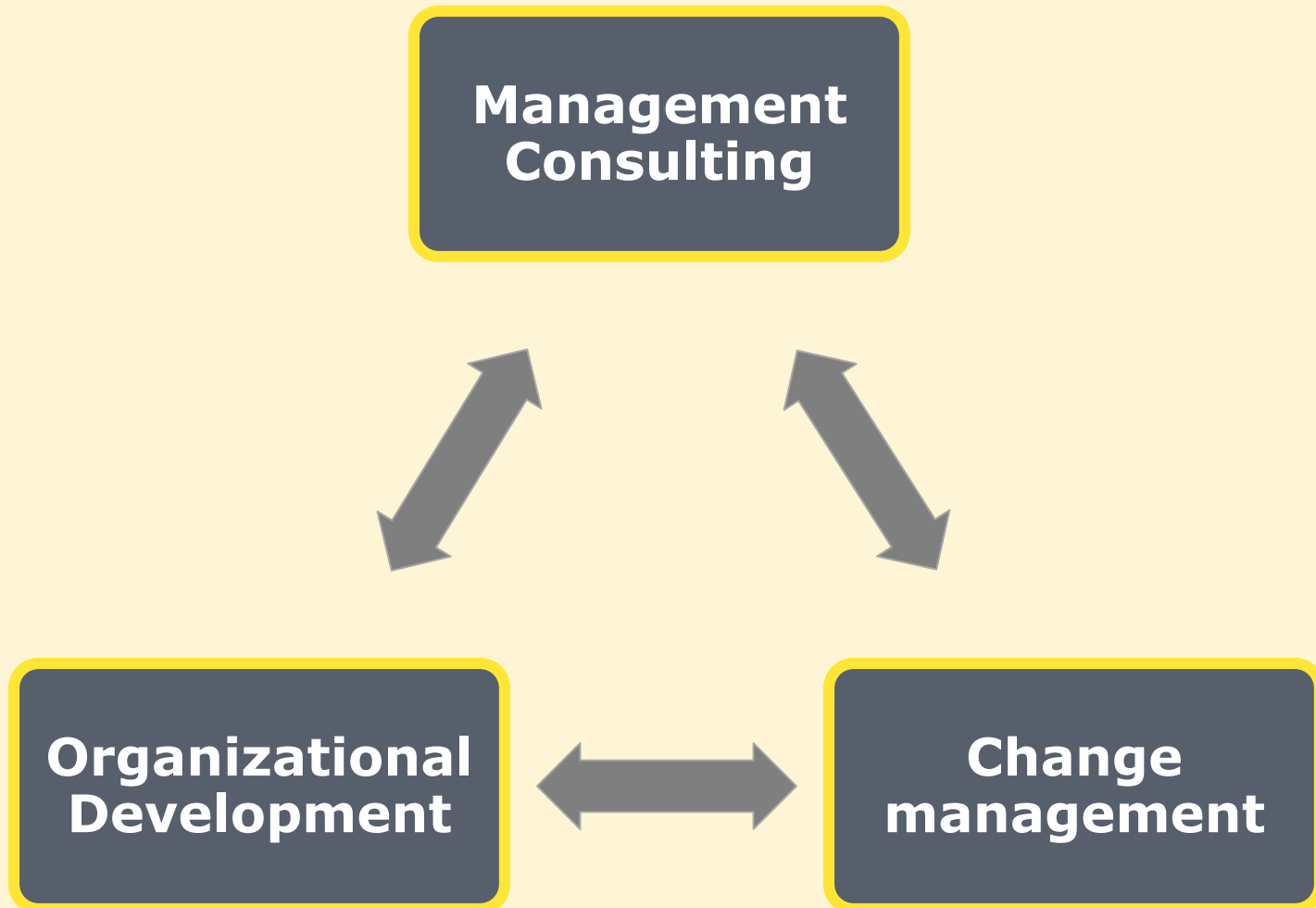








# GTTU's Domain of Consulting



# Challenges

- **We are focused on SME**
- **Due to many reasons, they make decision about collaboration hardly**
- **Certified Training Courses are more popular, then Consulting**
- **It took long time to get demand**

<b>Organization</b>	<b>Need Consulting in:</b>
<b>Tour Company" Cauca Tour"</b>	<b>Raising the level of organizational performance and achievement</b>
<b>LTD "SRDG" Training &amp; Consulting</b>	<b>Decision Making Model ( Collaboration)</b>
<b>Hotel "Sympathy"</b>	<b>Feedback from its customers</b>
<b>Black Sea University (Private)</b>	<b>Organizing of Competition for selection Academic Staff (vacancies)</b>
<b>Telavi State University</b>	<b>1.Organization Structure Development in a modern Way; 2. Study Programs Development (Quality)</b>

# **Consulting: Were we are now?**

- **We are in stage of:**
- **Discussion of forms/data of Consulting Delivery**
- **Analyze of basic characteristics of mentioned organizations**
- **Preparation of materials**
- **We will start in July (I week)**
- **Agreement on Consulting Service with mentioned organizations**

# **Next Activity:**

## **Summer School Concept Continuation**

### **Students Field Research:**

#### **“Destination’s New Tour Product”**

- **Students have to introduce new itinerary in select (free choice) destinations and prepare leaflets;**
- **Started in May (11 draft of New Itinerary)**
- **Selection of best projects in the end of June**
- **Supervisor: Mr. Niko Kvaratskhelia**

**Thank you for your  
Attention!!!**