



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

Network of Competence Centers for the development of cruise Tourism in the Black Sea Region

GTTU in the PROJECT

15 October 2014

TBILISI



GTTU Activities in accordance of WP

February-June, 2014

- GTTU Project Plan;
- Project Team Forming and divide of functions ;
- Team meetings plan;
- Participation in Competency Center Forming;
- Proposals for Competency Centre Concept;
- Project coordinators requirements.
- План ГТТУ;
- Формирование проектной группы и распределение функции;
- Планирование встреч группы;
- Участие в основании Центра Компетенции;
- Участие в формировании концепции Центра Компетенции.



Presentations

- Presentations during Coordinating meetings/workshops:
 - Odessa
 - Bremerhaven
 - Tbilisi
- Презентации на координационных встречах в:
 - Одессе
 - Бременхафене
 - Тбилиси



GTTU Activities

June-October 2014

Minutes, Bremerhaven, 2014

- 1. Preparation and presentation of needs analyze (deepening of the "Training" topics);**
- 2. Derivation of the professional training needs to the members of the project team in GE and UA**
- 3. Quality Assurance issues**



What was done?

I st cycle of Research



1. Tourism Companies needs analyze
2. Professional Training Needs analyze of GTTU project team
3. Quality assurance Issues

H1. Tourism Companies Needs Analyze

Mix of Research Methods



Qualitative & Quantitative



Interview



Questionnaires

Tourism Companies Survey

- **Total Number of Participating Companies: 40**
- **Questionnaire Survey**
- **Representative Survey**
- **Telephone/e-mail Survey**
- **Interview**

Questionnaires, Interviews

Expected Problems

- For Show easy option as a way of collecting information;
- Difficultness to design because of the frequency of their use in all contexts world;
- Respect Precious time of Companies ;
- The response rate is nearly always going to be a problem
- Кажущийся легкий выбор для собрания информации;
- Дизайн Анкеты;
- Учитывая дорогое время компании, не создавая неудобства;
- Качество ответов почти всегда проблемны

Problems:

- 50 Questionnaires mailed out, were returned 26;
- From the returned : 83% fully filled;
- During Round Table : 91% fully filled
- Из 50 высланных анкет вернулось 26.
- 83% были полностью заполнены
- Во время круглого стола 91% были полностью заполнены ;

Mostly have been ignored open questions

В основном игнорированы открытые вопросы

Presentation of Project for Tourist Companies



Round Table



Answers Analyze

1.Amount of employes in participated companies:

- 51 % (3-5);
- 29% (6-10);
- 11% (≤ 3);
- 9% ($10 \geq$) ;

2. 60% of companies doesn't offer Cruise Tours;

3. 65 % of companies having Cruise Tours are orientated on Med cruises;

4. Demand on regional Cruises:

- Low- 26%;
- Middle - 26%;
- No demand-48%;

Answers Analyze

5. Rate of potential of Black sea region (from 1 to 10 point):

- 60% - 10;
- 30% - 6;
- 5% - 5;
- 5% - n/a;

6. Reflection of Cruise Tourism in Researches, trainings, educational programs (from 1 to 10 point):

- 61% -10 (???);
- 28% -9;
- 10%- 3;
- 1% - n/i

Answers Analyze

7. Applied Type of resources for additional Information and knowledge about Cruise tourism :

- Internet - 46%;
- Experienced International Company- 32%;
- Experienced Colleague –11%;
- Competence Center - 11%

8. Needfull information about Cruise Tourism (open question):

- Answers mostly : “training courses, el-information, any information due to of their scarcity”

Answers Analyze

1. Количество работающих: 51 % (3-5); 29% (6-10); 11% (≤ 3); 9% ($10 \geq$)
2. 60% не предлагают круизы
3. Среди предлагающих – 60% Средиземный Бассейн
4. Спрос на региональные Круизы: Низкий - 26%; Средний - 26%; Нет спроса -48%
5. Оценка потенции Черноморского Бассейна (от 1 до 10) :60% - 10; 30% - 6; 5% - 5; 5% - n/a;
6. Научные труды, образовательные программы о Круиз Туризме: 61% -10 (???); 28% -9 ; 10%- 3; 1% - n/i
7. К каким ресурсам обратиться при желании иметь дополнительную информацию или знания о Круиз-Туризме:
 - Internet - 46%
 - Опытная международная компания - 32%
 - Опытный коллега –11%
 - Центр компетенции- 11%
8. Какая информация нужна о CruiseT
 - Наиболее частые ответы « тренинги, эл-информация, любая нужна , из-за ее нехватки»

Preferred Training Courses

Courses	Very Int.	Int.	less	Not. Int
Cruise Guide Standards	✓ ✓ ✓			
Communications and negotiations in The Modern World	✓ ✓ ✓	✓		
Cruise Geography and Itinerary planning	✓ ✓ ✓			
Cruise Tourism Trends	✓ ✓	✓	✓	
Cruise Tourism Principles	✓ ✓			
Innovative Service management	✓ ✓			
Cruise Tourism manager	✓ ✓		✓	
Destinations & Cruise Companies	✓ ✓			

Preferred Consulting Themes

Themes	Very Int.	Int.	less	Not. Int
Business of travel agencies related to cruise travel	✓✓✓			
Change management	✓✓✓			
Tourism Policy and Practice	✓✓✓			
Organizational Strategy	✓✓	✓		
Selling Cruises	✓✓			
<i>Research continuous</i>				

11. Preferred Form of Trainings

- Short term certificated attendances courses - 52%
- Short term certificated E-courses -48%
- Long term certificated courses -0%
- Short term courses without certificate -0%
- Краткосрочные сертифицированные очные курсы - 52%
- Краткосрочные сертифицированные e-курсы-48%
- Долгосрочные сертифицированные очные курсы -0%
- Краткосрочные несертифицированные курсы-0%

Subject of Scientific Research

“Strategy of Development Cruise Tourism Destinations”

- Useful - 41%
- Not Answered - 40%
- No idea - 9%

H2. Professional training needs of the project team in GTTU

Basis Point-6 maxima CT

- Fast growing and most interesting Industry in Leisure Market;
- On- Boart and On- Shore Cruise Product is diverse;
- “Hunting” for new destinations;
- Not capitalized Unic potencial of Black Sea Pond;
- Not capitalized Nearness and closed realationship of BS with Med Pond ,as a resourse ;
- Black Sea Pond holds 1% of Cruise Tourism Market.

Исходная точка -6 maxima CT

- Быстро растущая и очень интересная отрасль;
- Многообразный турпродукт;
- Охота за новыми дестинациями;
- Некапотализированный потенциал ЧМБ;
- Некапотализированный ресурс близости Средиземного бассейна.

Teams Preferences for trainnings

- 1. Business Models and Operations;**
- 2. Strategy of Development Cruise Tourism;**
- 3. Strategy of Cruise Tourism Destinations development;**
- 4. Maximize Black Sea cruise potential;**
- 5. Encourage operators to develop innovative products tailored to the Cruise market;**



Estimated Changes

- Main Messages :
- Academic institutions for regional tourism development ;
- How to make destination sustainable?
- How to have Cruise Tourists on land, when companies wants to have them on a board??
- Passengers fetishism...
- And etc.



Н3. Quality Assurance

The “traditional” five stage QA model

- Sets of regulations and guidelines formulated;
- A self-evaluation prepared by CC;
- The appointment of a peer group whose review of the institution /programme would start with a review of the self evaluation;
- Site visits by the peer group.
- The publication of a report or, in some cases, only the decision .

Традиционная модель 5 ступеней ОК

- Создание регуляции и инструкции
- Самооценка
- Обзор анализ самооценки группой на месте
- Обзор сайта
- Публикация отчета или только решения

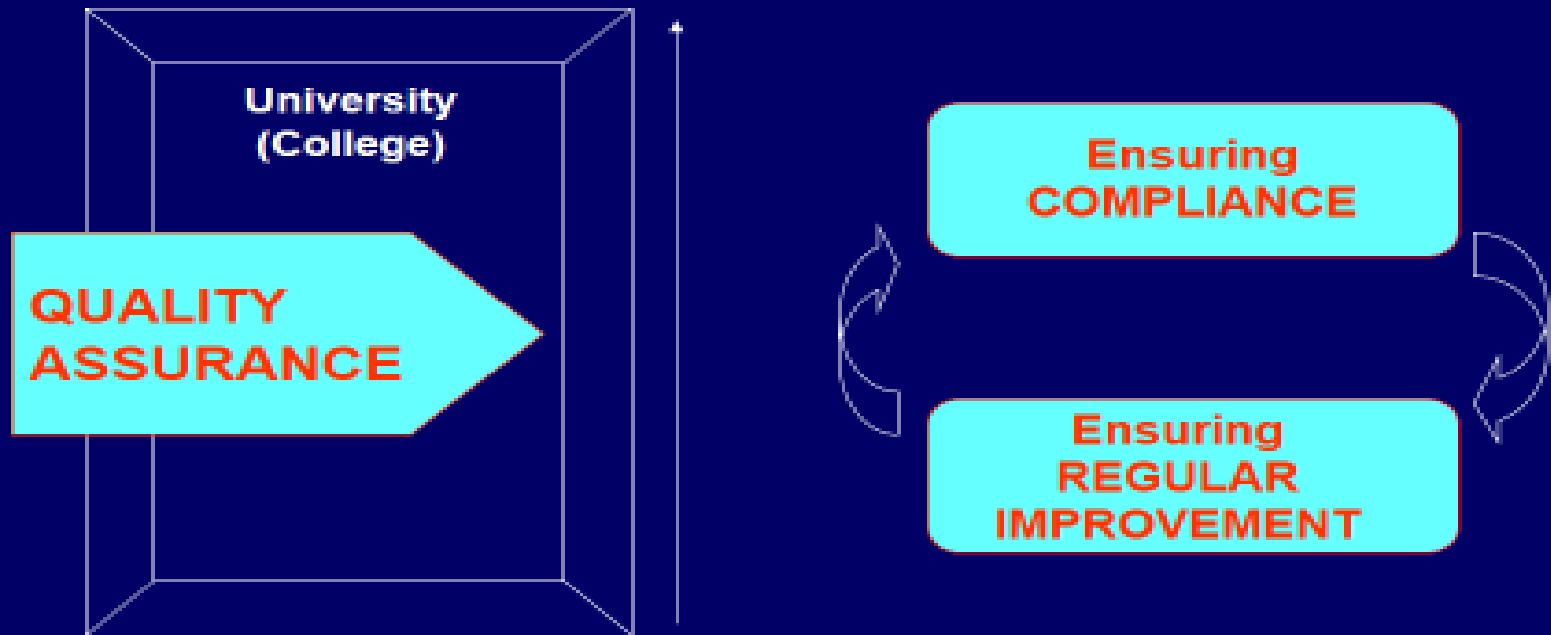
What does “Quality” actually mean?

- best described as “no surprises”- compliant with requirements or fitness for purpose;
- Quality is a multi-faceted concept; different dimensions of quality will be important to different users.
- « никаках сюрпризов» т.е. Следовать требованиям и соответствовать цели;
- это многообразная концепция, разнообразие измерения Качества полезные для разных потребителей .

QA

- Popular model:

OUTPUT OF QUALITY ASSURANCE



QUALITY ASSURANCE MODEL



OBJECTIVES : QA

- Improve the quality of output and efficiency of trainings, consulting, research systems in a systematic way;
- Contribute substantially in the success of training programs/curriculum and infrastructure development;
- Assure the integration of important component of Quality in all developing fields and coming policies of CC.
- Систематическое улучшение качества результатов и эффективности системы обучения;
- Реальная помощь в развитии успешных программ и инфраструктуры;
- Обеспечение интеграции важных компонентов К во всех развивающихся направлениях и политики СС.

QA and QC

- Quality control is a product-oriented process;
 - Quality assurance, it is a process-oriented practice;
 - Therefore, quality assurance can be identified as a proactive process, while quality control can be noted as a reactive process.
- Контроль Качества – процесс, ориентированный на продукт;
 - Обеспечение Контроля ориентированнї на процесс;
 - Обеспечение Качества- это проактивный процесс;
 - Контроль Качества – реактивный процесс.

Quality System includes several elements

- Appropriate management support;
- Development, implementation and management of QA/QC system;
- Clear documentation of quality methods, procedures and test results;
- Quality awareness and training of personnel;
- Proof or certification of QA from equipment suppliers;
- Acceptance and testing of new materials;
- Appropriate maintenance and testing of equipment, materials and processes;
- Calibration, and verification of the calibration facilities;
- Reliable testing of the system performance;
- Periodic performance testing of the system.

CRITERIA

- **EACH CRITERION HAS:**
- **AN INTENT:** a statement of requirements to be met.
- **SEVERAL STANDARDS:** They describe how the intents are minimally met.
- Каждый критерии имеет :
- Свою цель— которая отвечает на официальные требования;
- Множество стандартов, которые описывают минимальное достижение цели.

In accordance of above mentioned:

Prepared by GTTU:

Quality standards of Trainings

For Tourism Sector employs and postgraduates

Preliminary Version

Competence Center -Quality standards

Trainings for Tourism Sector employs and postgraduates

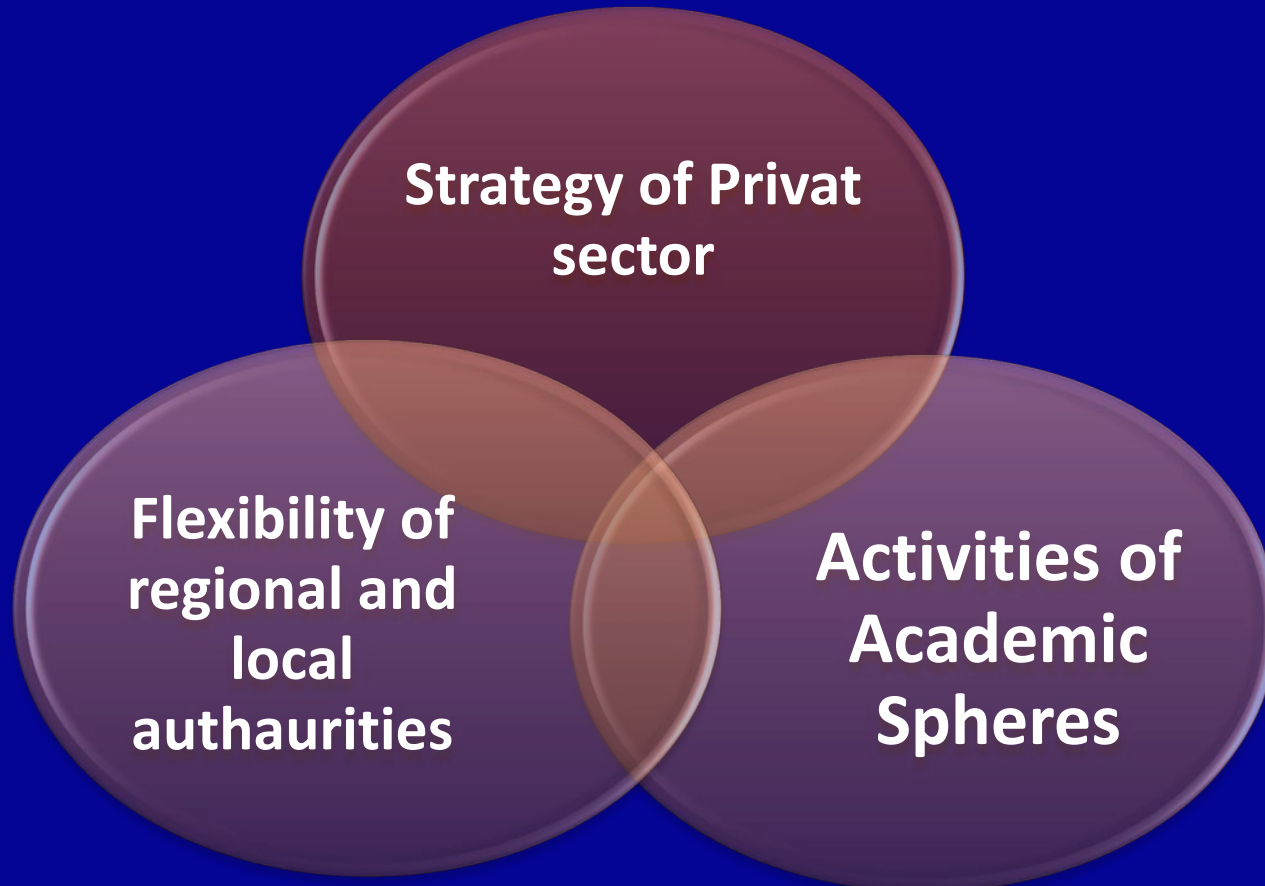
- 1. MISSION AND OBJECTIVES**
- 2. TRAINING OUTCOMES (CORE COMPETENCES, CORE KNOWLEDGE, CORE COMPETENCES AND SKILLS)**
- 3. TRAINING CONCEPT (PRACTICE ORIENTATION, MOBILITY AND MULTI-SITE TRAINING, BUILDING ON BASIC EDUCATION AND STRUCTURE)**
- 4. CURRICULUM**
- 5. TRAINEES (TRAINEE PARTICIPATION, SUPPORT AND COUNSELLING OF TRAINEES, OPTION OF PART-TIME TRAINING)**

- 6 . STAFFING (APPOINTMENT POLICY, SKILLS AND EXPERTISE OF TRAINERS, BALANCE BETWEEN EDUCATIONAL AND SERVICE FUNCTIONS, STAFF DEVELOPMENT)
7. TRAINING SETTINGS AND RESOURCES (COLLABORATION, INFRASTRUCTURE AND RESOURCES)
8. EVALUATION OF TRAINING (MECHANISM FOR EVALUATION OF TRAINING, FEEDBACK FROM TRAINERS AND TRAINEES, RECOGNITION AND MONITORING OF CC SITES)
9. QUALITY ASSURANCE AND DEVELOPMENT

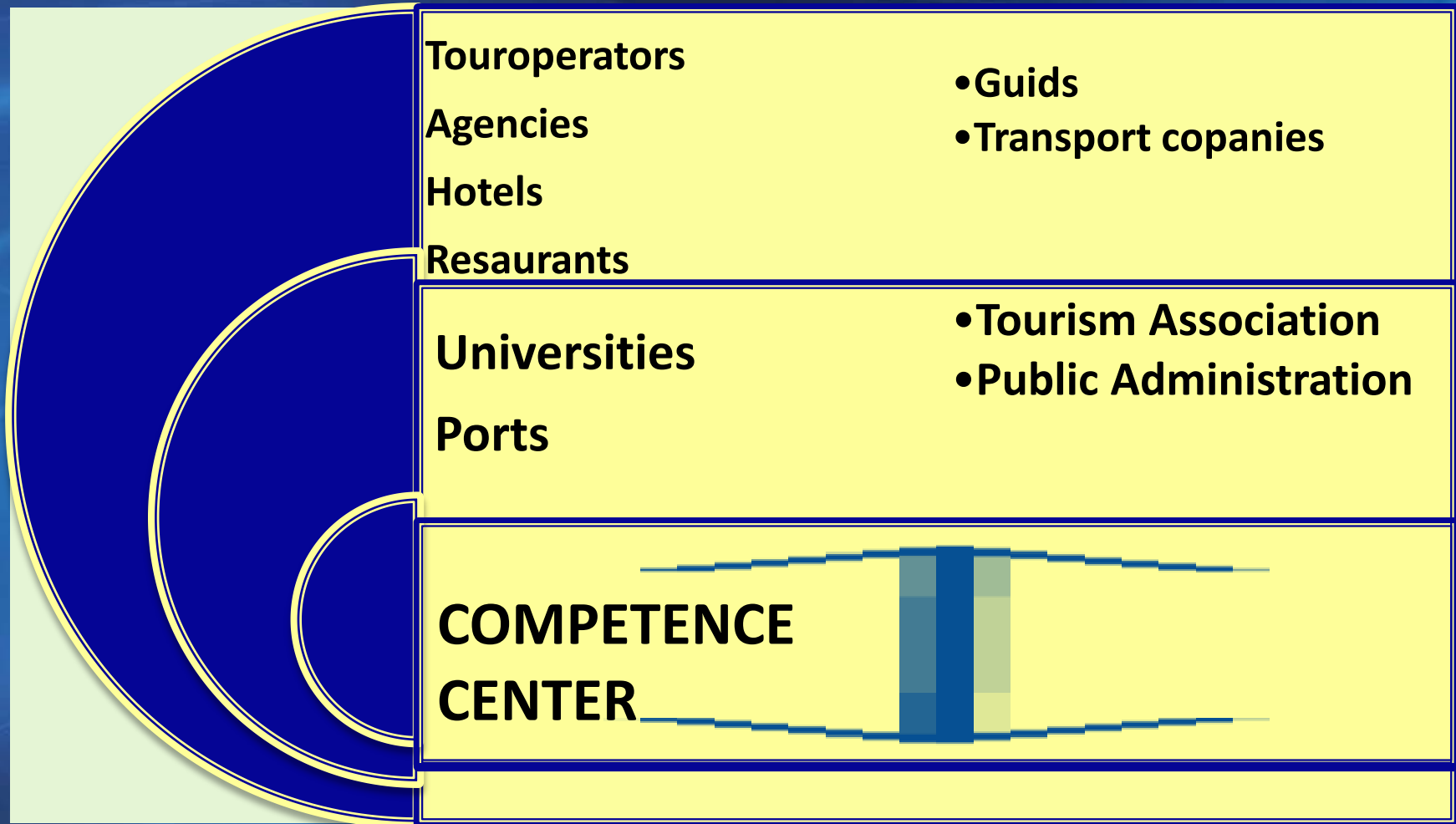
Preliminary version
For Further Discussions

Way of Success

- **Cooperation**



Way of Success



Were we are?



Where we want to be?



Or... Why not ???



Thnak you for your attantion!