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 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?

1st 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;
- Difficulty 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

Mostly have been ignored open questions
Presentation of Project for Tourist Companies
Answers Analyze

1. Amount of employees in participated companies:
   - 51% (3-5);
   - 29% (6-10);
   - 11% (≤ 3);
   - 9% (10≥);

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%;
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
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”
1. Количество работающих: 51% (3-5); 29% (6-10); 11% (≤ 3); 9% (≥ 10)
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 обращаться 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»
<table>
<thead>
<tr>
<th>Courses</th>
<th>Very Int.</th>
<th>Int.</th>
<th>less</th>
<th>Not. Int</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise Guide Standards</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications and negotiations in The Modern World</td>
<td>✓ ✓ ✓</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Cruise Geography and Itinerary planning</td>
<td>✓ ✓ ✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Cruise Tourism Trends</td>
<td>✓ ✓ ✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Cruise Tourism Principles</td>
<td>✓ ✓ ✓</td>
<td></td>
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<tr>
<td>Innovative Service management</td>
<td>✓ ✓ ✓</td>
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<tr>
<td>Cruise Tourism manager</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Destinations &amp; Cruise Companies</td>
<td>✓ ✓ ✓</td>
<td></td>
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</tr>
</tbody>
</table>
The image shows a table titled "Prefered Consulting Themes" with themes and their corresponding levels of interest. The table includes the following themes:

- Business of travel agencies related to cruise travel
- Change management
- Tourism Policy and Practice
- Organizational Strategy
- Selling Cruises

The table uses checkmarks to indicate the level of interest, with three checkmarks for "Very Int.", two checkmarks for "Int.", one checkmark for "less Int.", and none for "Not. Int.". The "Research continuous" theme is marked with an asterisk (\(\ast\)) in the "less Int." column.

The table and text suggest a focus on business and management themes within the context of cruise travel and tourism.
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-Boat and On-Shore Cruise Product is diverse;
- “Hunting” for new destinations;
- Not capitalized Unic potential of Black Sea Pond;
- Not capitalized Nearness and closed relationship of BS with Med Pond, as a resource;
- 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 Massages:

- 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.
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.
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.
Popular model:

OUTPUT OF QUALITY ASSURANCE

University (College)

QUALITY ASSURANCE

Ensuring COMPLIANCE

Ensuring REGULAR IMPROVEMENT
QUALITY ASSURANCE MODEL

Priorities

External Benchmarks

Quality

Vision & Goals

Internal Benchmarks

Academic Framework

Curricula

Support Processes

Infra-structure

Management

Academic, Social & National Needs

SWOT

Priorities

External Benchmarks

Quality

Vision & Goals

Internal Benchmarks

Academic Framework

Curricula

Support Processes

Infra-structure

Management

Academic, Social & National Needs

SWOT
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 ориентированно 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.
EACH CRITERION HAS:

AN INTENT: a statement of requirements to be met.

SEVERAL STANDARDS: They describe how the intents are minimally met.
In accordance of above mentioned:

Prepared by GTTU:

Quality standards of Trainings
For Tourism Sector employs and postgraduates

Preliminary Version
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

- Strategy of Private Sector
- Flexibility of Regional and Local Authorities
- Activities of Academic Spheres
Way of Success

Cooperation among:
- Tour operators
- Agencies
- Hotels
- Restaurants
- Universities
- Ports

COMPETENCE CENTER

- Guides
- Transport companies
- Tourism Association
- Public Administration
Were we are?
Were we want to be?
Or... Why not ???
Thank you for your attention!