GTTU PLAN

Role in Cruise T Project
## WP 1
### Project Management

**Project Team : Functions**

<table>
<thead>
<tr>
<th>Function</th>
<th>Responsible Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project (GTTU) Leading</td>
<td>Dr. Prof. G. Matiashvili, Rector</td>
</tr>
<tr>
<td>Organizational Ensuring</td>
<td>Dr. Prof. M. Ukleba, Deputy Rector</td>
</tr>
<tr>
<td>Contact person of Project</td>
<td>Dr. Prof. M. Ukleba, Deputy Rector</td>
</tr>
<tr>
<td>E-Portal Forming based on Moodle; E-Courses Providing Software; Web-site monitoring</td>
<td>Dr. Prof. Taliko Zvania</td>
</tr>
<tr>
<td>Educational Direction Ensuring</td>
<td>Dr. Prof. Giorgi Matiashvili Dr. Prof. Maia Ukleba Dr. Prof. Niko Kvaratskhelia Dr. Prof. Taliko Zvania</td>
</tr>
</tbody>
</table>
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, fonctionning, sustinability 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*

<table>
<thead>
<tr>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruise Tourism Guide Standards</td>
</tr>
<tr>
<td>Communications and negotiations in the Modern World</td>
</tr>
<tr>
<td>Introduction to Cruises: Types of Cruises, Facilities &amp; Terminology;</td>
</tr>
<tr>
<td>or Principle of Cruising</td>
</tr>
<tr>
<td>Cruise Industry Trends and Changes</td>
</tr>
<tr>
<td>Cruise Geography and Itinerary Planning</td>
</tr>
<tr>
<td>Managing Service Innovation</td>
</tr>
</tbody>
</table>
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)
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