



**GTTU’s Training Courses, Research Theme and Consulting Issues
Related to the Project “CruiseT” Working Packages
2015**

1. WP3: “Trainings”

During 2014 GTTU project team finished I cycle of Research “Tourism Companies needs analyze -deepening of the "Training" topics“. Research is based on Company’s survey (using questionnaires, round tables results, inquiry, telephone-mail and interview). According to the company’s needs analyze and decision of project team GTTU, offered courses are:

N	Title of Course	Trainer	Trainings		Focus Group
			Types*	Duration	
1.	Cruise Destination Management and Sustainability	Prof. Dr. Maia Ukleba	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	<ul style="list-style-type: none"> • Tour Operators; • Tour agents; • Bachelor Program Students; • Master Program Students; • Representatives from Public Sector (Ministry of Economic development, National Tourism Agency, Town Council);
	Web-Based Training (e-learning)		60 hours -3 weeks (10 hours a week)		
	Total N of Themes: 12 Ready: 5 <ul style="list-style-type: none"> ▪ Definition and types of Destinations ▪ Coastal destinations and their Sustainable development ▪ Destination Management ▪ What is a Destination Management Plan ▪ The impacts of the cruise industry on tourism destinations 				

2.	Cruise Guiding Standards	Prof. Dr. Niko Kvaratskhelia	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	
	Total N of Themes: 12 Ready 5 <ul style="list-style-type: none"> ▪ Tourist Guide Training and Qualification – key to high standards and quality service provision ▪ Tourist guiding as a unique and distinct profession ▪ The art of Guiding ▪ Cruise Line Guide ▪ Cruise Line Star Ratings 		Web-Based Training (e-learning)	60 hours -3 weeks (10 hours a week)	
3.	Cross-cultural Communications in Business negotiations	Prof. Dr. Giorgi Matiashvili	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	
	Total N of Themes: 12 Ready 6: <ul style="list-style-type: none"> ▪ People need communications ▪ Meaning of Cross- cultural Communications Technologies ▪ Role of Cross-cultural communications in Business negotiations ▪ Positive communication environment ▪ P.Greasy, J.N. Lichy , Politeness, as a principle of communication ▪ Effective communication techniques 		Web-Based Training (e-learning)	60 hours -3 weeks (10 hours a week)	
			<i>*Each course will be prepared by mentioned 2 types</i>		

2. WP4: “Research and Consulting”

A. Title of Research: “Sustainable Development of Cruise Destinations and Quality of Life-by using the European Tourism Indicator System”

“Sustainable Development of Cruise Destinations and Quality of Life- by using the European Tourism Indicator System” (At Tbilisi, Mtskheta, Bordjomi)	
Concept of Research:	<p>Quality of life has increasingly important role especially nowadays. The research topic about relationship between tourism and quality of life is getting more and more attention, due to tourism economic, social and environmental growth impact (positive or negative) on destinations. The tourism- related quality of life has two parts: first, in a tourist destination the impact of tourism on the resident s’ QOL. Second: person’s participation in tourism industry and its impact of QOL. Creating the right balance between the needs of tourists, host communities and the environment, reducing conflict and recognizing mutual dependency, requires a special approach to the management of destinations. The main objective of this research is to investigate and develop methods, procedures, and technologies, which are applicable to destination development, its sustainability and impact on Quality of life. This aspect of research is new challenge for Georgian Academic Sphere.</p> <p>In this regard, we consider this theme, as one of the tools, which can make an important contribution towards Sustainable Management of destinations.</p>
Research Goals:	<ul style="list-style-type: none"> ▪ Support stakeholders’ measure and improve their destination’s development and sustainability throw competence center; ▪ Design and Create the research bases for Master Program: “Destination Management”
Research process	<ol style="list-style-type: none"> 1. Developing a statement of the research question 2. Developing a statement of the research hypothesis 3. Defining the instrument (questionnaire, measures) 4. Gathering the data 5. Analyzing the data (Variables, Values, and Observations) 6. Drawing conclusions regarding the hypothesis.

Research Methods :	<ol style="list-style-type: none"> 1. Qualitative Method (Grounded theory, Interview techniques, Depth/intensive interviews, Community Case study method); 2. Quantitative Method (Statistical Data collection and Analyze) 3. Mixed Method (Combination of Qualitative and Quantitative methods); 		
Research Group:	<ol style="list-style-type: none"> 1. Prof.Dr. Giorgi Matiashvili (Scientific leader of Research Group) 2. Prof. Dr. Maia Ukleba 3. Prof. Dr. Niko Kvaratskhelia 4. Prof. Dr. Taliko Zhvania 5. Prof. Dr. Gela Aladashvili 6. Prof. Dr. Lali Chagelishvili-Agladze 		
Process of Research			
Stage I:	Tasks:	Period	Responsible Researcher
	Setting background for the paper <ol style="list-style-type: none"> 1. Problem identification 2. Context and setting of the research 3. Literature overview 4. Methods 	February, 2015	Prof.Dr. Giorgi Matiashvili Prof. Dr. Maia Ukleba
Stage II:	I. Research of Current Problems of Destination Management Survey <ol style="list-style-type: none"> 1. Decided the information required; 2. Choosing and key performance indicators for Destination Management Survey; 3. Selecting Core and optional relevant indicators (Based on ETIS); 4. Define the target respondents; 5. Decide on question content. Develop the question wording; 6. Check the length of the questionnaire; 7. Pre-test the questionnaire; 8. Develop the final survey form. 9. Finished Questionnaire N 1: " Destination Management Survey" 	February, March 2015	Prof.Dr. Giorgi Matiashvili Prof. Dr. Maia Ukleba

Stage III:	Enterprises Survey <ol style="list-style-type: none"> 1. Decided the information required; 2. Choosing and key performance indicators for Destination Management Survey; 3. Selecting Core and optional relevant indicators (Based on ETIS); 4. Define the target respondents; 5. Decide on question content. Develop the question wording; 6. Check the length of the questionnaire; 7. Pre-test the questionnaire; 8. Develop the final survey form. 9. Finished Questionnaire N2: "Enterprises Survey" 	March, 2015	Prof.Dr. Giorgi Matiashvili Prof. Dr. Lali Chagelishvili-Agladze
Stage IV:	Resident Survey <ol style="list-style-type: none"> 1. Decided the information required; 2. Choosing and key performance indicators for Destination Management Survey; 3. Selecting Core and optional relevant indicators (Based on ETIS); 4. Define the target respondents; 5. Decide on question content. Develop the question wording; 6. Check the length of the questionnaire; 7. Pre-test the questionnaire; 8. Develop the final survey form. 9. Finished Questionnaire N3: "Resident Survey" 	March ,2015	Prof.Dr. Giorgi Matiashvili Prof. Dr. Niko Kvaratskhelia
Stage IV:	Students Coaching	Period	Responsible Researcher
	<ol style="list-style-type: none"> 1. Selection of students for Summer School Researches 2. Students Coaching Issues: <ul style="list-style-type: none"> ▪ The Goal and Objectives of Research ▪ The Meaning of ETIS and Sustainable Destination Management ▪ Destinations Tbilisi, Mtskheta, Bordjomi –Data collection; ▪ Interviewing techniques as a primary research method (Face-to-face interviews, Webcam interviews, Telephone interviews, Email interviews, Instant message/chat interviews, Depth Interview); ▪ Estimation of Students readiness for Summer school 	April, May, 2015 Duration 24 Hours	Prof.Dr. Giorgi Matiashvili Prof. Dr. Maia Ukleba Prof. Dr. Taliko Zhvania

Stage V:	Students Field-work / Research	Period	Responsible Researcher
	<ol style="list-style-type: none"> 1. Destination) Management Survey (Tbilisi, Mtskheta, Bordjomi) 2. Enterprises Survey (Tbilisi, Mtskheta,, Bordjomi) 3. Resident Survey (Tbilisi, Mtskheta, Bordjomi) 	June, July 2015	Prof.Dr. Niko Kvaratskhelia Prof. Dr. Gela Aladashvili Prof. Dr. Lali Chagelishvili-Agladze
Stage VI:	Analyze of Field-work Results	July, August, 2015	Prof. Dr. Taliko Zhvania
Stage VII:	Summer School -Kherson, Ukraine Students Presentation of Field-work Research Results	September, 2015	Will be decided later
Stage VIII:	Results and Conclusions of Summer School -Kherson	September, 2015	
Stage IX:	Results	November, 2015	Research group
	<ul style="list-style-type: none"> • Report on data collection (Quantitative information , • Qualitative information) • Present key findings with respect to the central research question • Secondary findings (secondary outcomes, subgroup analyses, etc. 		<ol style="list-style-type: none"> 1.Prof.Dr. Giorgi Matiashvili (Scientific leader of Research Group) 2.Prof. Dr. Maia Ukleba 3.Prof. Dr. Niko Kvaratskhelia 4.Prof. Dr. Taliko Zhvania 5.Prof. Dr. Gela Aladashvili 6.Prof. Dr. Lali Chagelishvili-Agladze
Stage X:	Conclusions, Recommendations		Research group
	<ul style="list-style-type: none"> ▪ Main findings of the research ▪ Policy and practice implications of the results ▪ Strengths and limitations of the research 		""

B. Consulting

N	Issues for Consulting	Expert	Consulting Types and Duration		Focus Group
			Types*	Duration	
1.	a. Management Consulting Themes: 1. Change management 2. Organizational Strategy	1.Prof. Dr. Lali Chagelishvili - Agladze 2.Prof. Dr. Gela Aladashvili	Workshop Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	<ul style="list-style-type: none"> • Tour Operators; • Tour agents; • Bachelor Program Students; • Master Program Students; • Representatives from Public Sector (Ministry of Economic development, National Tourism Agency, Town Council);
			Web-Based Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	
2.	b. IT Consulting Theme: New Technologies in Tourism	Prof.Dr. Taliko Zhvania	Workshop Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	
			Web-Based Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	



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 Contact person of Project

