

In the framework of WP 2, 3, 4 GTTU hold 2 meetings with Tourism Companies, located in Tbilisi. Meetings were held by the support and organization of **Georgian National Tourism Administration**

Data, location of meetings and Participated Companies	Goals of Meetings and Discussed Topics	General Conclusions of meetings
<p>30.09.2014 (GTTU, Small Conference hall, 11.00)</p>	<p>Goals:</p>	<p>1. Tourism Companies defined Problems/ gaps related to the Cruise Tourism in Georgia:</p>
<ol style="list-style-type: none"> 1. "Adjara-Tour" (Ms. N. Etarian) 2. "Love-Tour" (Ms. I. Fukhashvili) 3. " Summer-Travel" (Ms. I. Bedukadze) 4. "Discover Georgia" (Ms. N. Kekelidze) 5. "GeoVoyge" (Ms.T. Djalalov) 6. "Travelin" (Ms. E. Darchiashvili) 7. "Good lofe Tour" (Manager)" 8. "Georgian Experience" (Director) 9. "Samt" (Tour operator) 10. "Wonderland" (Ms. K. Samsonadze) 	<ol style="list-style-type: none"> 1. Dissemination of information about Project "CruiseT" and its Presentation ; 2. Display the Tourism Companies point of view about existing Gaps /Blank spot in Georgian Cruise Tourism ; 3. Meaning of knowledge triangle : "education-research-innovation" and Role of Competence Center; 4. Display the approach of Tourism companies to their professional development, advanced trainings related to the Cruise Tourism and Desired Trainings 	<ul style="list-style-type: none"> ▪ Lack of Evaluation of Potential of Cruise Tourism in Georgia; ▪ Lack of Improved information data base; ▪ Lack of Educational Programs in Cruise Tourism; ▪ Lack of Researches in Cruise Tourism; ▪ Absence of Cruises sales Management strategy; ▪ Lack of Cruise Tourism Professionals; ▪ Non-existence of Regional network; ▪ Lack or absence of Coordination-cooperation; ▪ Lack of Readiness from Private sector; ▪ Absence of Risk management; ▪ Lack of Demand of Cruise Tourism.
<p>05.10.2014 (GTTU, Small Conference hall, 14.00)</p>	<p>Discussed Topics:</p>	

<ol style="list-style-type: none"> 1. "TOP Travel "(Ms. N. Chubabria) 2. "Travel in Georgia" (Mr. G. Kvezereli) 3. "Omnes Tour" (Mr. I.Abulidze) 4. "Tourism Development Initiative Community" (Mr. G. Kvezereli) 5. "Georgian Tour" (Ms. N. Sukhishvili) 6. "Express Travel" (Tour operator) 	<ul style="list-style-type: none"> ▪ Idea, goals and objectives of Project "CruiseT"; ▪ Consortium members; ▪ Strategy of Privat sector, Flexibility of regional and local authauritie and Activities of Academic Spheres; ▪ Possibilities of Integration of Georgia in Mediterranean Cruise Market; ▪ Importance, objectives and functioning of Competence Center ; ▪ Short annotation of training courses and consulting themes offered by GTTU; ▪ Tourism Companies Survey (filling questionnaire during round table). 	<p><i>(*These problems/gaps display point of view of Tourism Companies Representatives and are given with ought critical analysis from GTTU's experts)</i></p> <ol style="list-style-type: none"> 2. Tourism Companies Representatives confirmed importance and necessity of Trainings and consulting related to Cruise Tourism; 3. Tourism Companies Representatives noticed all offered 7 courses as interesting and selected 3 of them as most necessary: <ul style="list-style-type: none"> ▪ "Cross-cultural communications in Business negotiations" ▪ "Cruise Tourism Guide standards" ▪ "Cruise destination Management and Sustainability" 4. Tourism Companies Representatives noticed all offered 5 consulting themes as interesting and selected 2 of them as most necessary: <ul style="list-style-type: none"> ▪ "Change management" ▪ "Organizational Strategy" 5. Tourism Companies Representatives agreed on forms of training and preferred: <ul style="list-style-type: none"> ▪ Short term certificated led- trainings (in-class trainings) -52% ▪ Short term certificated E- courses –48%
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Projekt No. 543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES – CruiseT

Tourism Companies Needs Analysis

Report of GTTU
2015



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