GTTU in Project "CruiseT" Training Courses, Research, Consulting

Dr. Prof. Maia Ukleba

The subject of the presentation:

- 1. Short overview of Georgian Destination Management Problems;
- 2. Short overview of Tourism Companies needs;
- 3. Topics of Training Courses;
- 4. Fields and Concept of Research and Consulting

Destination Management Problems in Georgia

 Éxisting researches of Georgian Tourism Market have shown large number of problems in Destination Management!!!

We classified them as:

- 1. Problems which we can not change and solve under framework of project;
- 2. Problems which we can solve, but slowly solve under framework of project;
- Problems which we can solve rapidly solve under framework of project;



Selected Problems related to the Project

- Lack of coordination at the destination and disrespect for tourists' needs;
- limited research, lack of tourism policy and planning;
- Lack of professionalism and training in both state and private tourism establishments;
- Individualistic behavior by SMTEs and unwillingness to cooperate on a destination basis;
- Almost unregulated environment, with nearly complete lack of control;
- Development of tourism as a single regional development option;
- SMTEs' inability to resist in global concentration of the tourism industry;
- Lack of tourism research to identify the impacts of tourism;
- Negligence with regard to new tourism demand challenges;
- Lack of Professional Guide standards

Problems and needs of Tourism Companies:

The Problem



- lack of Business operating;
- low standards of management and marketing strategies;
- Lack of Information, Researches about national and international tourism market challenges;
- Domination of Small (i.e. unsaved) Tourism Companies in difficult Business environment;
- Poor possibilities of tourist product promotion;
- Limited services provided by Tourism Companies;
- Lack or ignorance of marketing researches.

GTTU for Competence Centre

- Gttu's Training Courses, Research Theme and Consulting issues are Based on:
- Tourism Problems and Companies needs analysis;
- GTTU's experience and possibilities

We are Focused on



3 training Courses:

- Cruise Destination Management and Sustainability
- Cruise Guiding Standards
- Cross-cultural Communications in Business negotiations

1 Research Theme:

"Sustainable Development of Cruise Destinations and Quality of Lifeby using the European Tourism Indicator System"

- 2 Management Consulting issues:
- Change management
- Organizational Strategy
- 1 IT Consulting issues:
- New Technologies in Tourism

GTTU: Training Courses

N	Title of Training Course	Trainings		Focus Groups
		Types	Duration	3.33. p3
1.	Destination Management and Sustainability	Web-Based Training (e-learning)	120 Hs- 6 Weeks; 20 hs a week 60 Hs - 3 weeks 10 hs a week	Tour Operators; Tour agents; Bachelor Program Students; Master Program Students; Representatives from Public Sector
2.	Cruise Guiding Standards			
3.	Cross-Cultural Communication in Business Negotiations			



GTTU: Training Courses (2)



Accomplished

- The goals of the Training Courses
- Specific Objectives (12 themes)
- The target
- General Methodology for both types of trainings
- Literature Overview

In progress

- Course Plan (Lesson, Time, Aim, Methodology, Materials, Facilities)
- Design of Syllabus
- Study material (complete content, translation, PPP...)

Sample of Syllabus in GTTU

Course Title	Destination Management and Sustainability		
Lecturer	Dr. Prof. Maia Ukleba <u>Maia.ukleba@Hotmail.com</u> 591 25 59 50		
Forms and Duration of Training	Led-training (classroom training) 6 weeks, 120 hs, or E-course 6 weeks, 120 hs,		
Goal of Course	Will be described		
Competences/ Outcomes	Will be described		
Course Description/plan	12 Themes		
Study Methods and forms	Will be described		
Evaluation	Will be described		
Sources	Will be described		



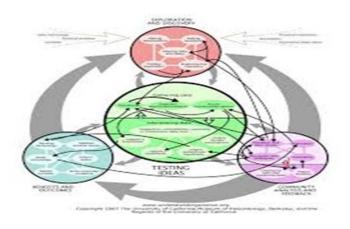
GTTU: Research

Theme: "Sustainable Development of Cruise Destinations and Quality of Life-by using the European Tourism Indicator System"

Concept of Research:

- To investigate and develop methods, procedures, 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;
- Results of research can make an important contribution towards Sustainable Management of destinations.

Research Goals



- Support stakeholders' measure and improve their destination's development and sustainability throw Competence Center;
- Design and Create the research basis for Master Program: "Destination Management"

Research steps



- 1. Developing a statement of the research question \square
- 2. Developing a statement of the research hypothesis
- 3. Defining the instrument (questionnaire, measures) \square
- 4. Gathering the data
- 5. Analyzing the data (Variables, Values, and Observations)
- 6. Drawing conclusions regarding the hypothesis

The Team for realization research goals











Issues for Consulting



Management Consulting

- 1. Change management
- 2. Organizational Strategy

IT Consulting

1. New Technologies in Tourism

Forms of consultation

- Consulting Service
- Custom Training
- On demand Training
- Web-Based Consultation
- Duration:
- 24 Hours-2 Weeks
 12 hours a week

Thank You For your attention!