

Students Field Study

Plan

2015

Introduction:

1. Students field study is planned with respect to the central research issues of University: “Sustainable Development of Cruise Destinations and Quality of Life- by using the European Tourism Indicator System”
2. Choosing Destinations : Tbilisi, Mtskheta, Borjomi
3. Period of Students Field Study: 2015 April-August
4. Main Directions of Students Field Study: Destination Management Survey, Enterprises Survey, Resident Survey
5. Topics of Students Field Study:
 - **Sustainable Tourism Public Policy** (Percentage of destination with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement; Percentage of residents satisfied with their involvement and their influence in the planning and development of tourism ; Percentage of destination represented by a destination management organizations)
 - **Sustainable Tourism Management in Tourism Enterprises** (Percentage of tourism enterprises /establishments in the destination using a voluntary verified certification /labeling for environmental/quality/sustainability and/or CSR measures; Number of tourism enterprises/establishments with sustainability reports in accordance with Global Reporting Initiatives (GRI)
 - **Customer Satisfaction** (Percentage of visitors that are satisfied with their overall experience in the destination; Percentage of return visitors (within 5 years)
 - **Information and Communication** (Percentage of visitors who note that they are aware of destination sustainability efforts; Percentage of businesses that communicate their sustainability efforts to visitors in their products, marketing, or branding)

Stage V of research:	Students Coaching	Period	Responsible Researcher
	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, Borjomi, –Data collection; • Interviewing techniques as a primary research method (Face-to-face 	April, May, 2015 Duration 24 Hours	Prof. Dr. Maia Ukleba Prof. Dr. Khatuna Zhvania

	<p>interviews, Webcam interviews, Telephone interviews, Email interviews, Instant message/chat interviews, Depth Interview);</p> <ul style="list-style-type: none"> • Estimation of Students readiness for Summer school 		
Stage V:	Students Field-work / Research	Period	Responsible Researcher
	<ol style="list-style-type: none"> 1. Destination) Management Survey (Tbilisi, Batumi, Bordjomi) 2. Enterprises Survey (Tbilisi, Batumi, Bordjomi) 3. Resident Survey (Tbilisi, Batumi, Bordjomi) 	June, July 2015	Prof. Dr. Niko Kvaratskhelia Prof. Dr. Gela Aladashvili Prof. Dr. Lali Chagelishvili-Agladze
Stage VI:	Analysis of Field-work Results	July, August, 2015	Prof. Dr. Khatuna 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:	<p>Results</p> <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.) 		
Stage X:	Conclusions, Recommendations		
	<ul style="list-style-type: none"> • Main findings of the research • Policy and practice implications of the results • Strengths and limitations of the research 		