



Welcome to the partners of the project

**543681-TEMPUS-1-2013-1-DE-TEMPUS-JPHES -
CruiseT**

VARNA-2015



Methods for Survey

- Surveys are based on the companies' interview (with questionnaires, round table, interview, phone-interview)
- Qualitative method (based on theory, methods of interview, Качественный метод community case study method research , deep/intensive interview)
- Quantitative method (gathering of statistical data and analyzing)
- Mixed method (a combination of qualitative and quantitative methods);

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Survey Process

- Formulating tasks;
- Researching of actual problems of quality management in travel companies.
- Overview and survey of the actual problems in quality management and art of service in cruise business
- Survey of actual problems of the food and beverage quality in cruise tourism

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Indicators used for creating data

- **Country of citizenship**
- **Age**
- **Incomes**
- **Occupation**
- **Month and year of visiting**
- **Purpose of visiting the region**
- **Accompanied persons (family members, friends)**
- **Type of activities during the staying**
- **Number of days spent in the region**
- **Types of transport to get to the destination – airplane, bus, train, car
Способ**
- **Organizer of the trip – by own, by family member, by friend, with
support of travel agency/company, tour-operator**
- **Payment method during the travel period – by cash, by card**



Categorizing expenses during the stay

- Type of accommodation
- Food – in the restaurants, purchased at the supermarkets, в ресторанах, супермаркетах, shops of travel accessorize
- Entertainment
- Transportation – local and international
- Communication – type of payment (by credit or debit card of bank)
- Souvenirs purchased for own use, for relatives and family members, for friends.
- Trivia
- Other expenses, including medical, religious and charity
- Positive impressions about the region
- Negative impressions about the region

Training for students

1. Student selection for summer schools

Aims and tasks of the survey

- ✓ Data collection
- ✓ Survey method: face-to-face interview, phone interview, web-cam interview, chat interview, e-mail, deep interview
- ✓ Student's preparedness for summer school
- Period: April-May, 2015

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Fieldwork

1. Survey of travel companies
2. Survey of accommodations
3. Surveys on food sector
4. Tourists' survey

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Planned events

- Working out a concept of stimulation of the unit product, joint programs and offering opportunity of co-shared advertisement with travel companies
- Offering materials about destinations and included printing of the actual data, guidebooks, maps, brochures, photos, videos, interactive computer data

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Carrying out working

- **Fieldwork analyzing and presentation results;**
- **Summer school – Kherson, Ukraine:**
Students will make a presentation of fieldwork and scientific researches

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Carrying out working

- Making a presentation of the results and conclusions of the summer school – Kherson
 - Report of the collected data
 - Qualitative information
 - Making a presentation of key conclusions related to scientific research questions
 - Secondary data (secondary results, анализ subgroups' analyzing, ect)

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Carrying out work

- **Finalizing:**
 - **General follow-up of the research**
 - **Policy and practice of results**
 - **Strengths and weaknesses of the research**

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Expected results

- In accordance with tour-company demand are analyzed and accepted decisions from the KMU project team
- Regulated travel market in Georgia
- Promoting sustainable development in the settled areas;
- Increasing employment in the tourism sector;
- Increasing investment in the tourism sector;
- Contribute to the preservation of natural, cultural and historical heritage.

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Expected results

- Could be carried out comparing productiveness (benchmarking), on the base of the possible build-up a structured quality management in order to support unit standard on Black Sea Region.
- Could be created common data base that will support to bench marketing, also developing quality of cruise tourism.

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Working out questionnaires

- Working out survey;
- Determining the questionnaires
- Data collecting;
- Data analyzing (variable, value, observations)
- Follow-up of survey

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Questionnaire (for Travel Companies)

1. Name of the Company-----
2. Address -----
3. Tel -----
4. Web-site -----
5. From which country do you host mostly tourists.
6. Estimate most demanded and popular products from 1 to 9 (cultural tours, cruise, eco-tours, winter tours, business trips, wine tours, recreational tours, adventure tours, etc).

Questionnaire

7. How are informed about cruise tourism (less informed, never interested, well-informed)
8. Do you work on cruise tourism (Yes, No)
9. If not, what is the reason (lack of the specialists, no demand, other obstacles)

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Questionnaire

10. What is the demand on the routes on Black sea cruise (high demand, less demand, no demand)
11. What is the age of the tourists interested in cruise tourism (youth, adult, 50+)
12. What is the level of knowledge of the tourists in cruise tourism field (lack of information, no interest, general knowledge)

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Questionnaire

- 15. From your point of view what's the importance of switching informational systems in the routes of Cruise tourism (it's preferable, will raise demand, it's won't change the situation)**
- 16. From your point of view which types of advertisement are most effective (web-site, travel fairs/exhibitions, foreign partners, ad in air companies, TV ad, radio ad, printing)**

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Questionnaire

- 17. From your point of view, how will be demand increased in case of organizing meetings and events during the cruise trip (Yes, No, insignificantly)**
- 18. From your point of view, how important is the variety and quality of the food and beverage during the cruise trip (Yes, less important, no importance)**

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Questionnaire

19. What's the importance of entertaining methods during the cruise (cruise trip – it's already entertainment, preferable, it's important to organize professional animated shows offered to each age segments groups

Thank You for Cooperation

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Questionnaire (For Tourists' Survey)

1. Age of tourists (from 18 to 30; from 30 to 50; 50+)
2. Country of your departure?
3. What is the most demanded and popular product: estimate from 1 to 9 (cultural tours, cruise tours, eco-tours, business trips, wine-tours, recreational tours, adventure tours and etc).

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Questionnaire (For Tourists' Survey)

4. What is your knowledge and information about cruise tourism (I don't have information, I wasn't interested, I'm well informed)
5. From your point of view, , how will the demand grow in case of connecting Georgian ports to the international cruise tourism (will be high demand, won't be demand, I don't have information)

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Questionnaire (For Tourists' Survey)

6. From your point of view what's the importance of switching informational systems in the routes of Cruise tourism (it's preferable, will raise demand, it's won't change the situation)
7. From your point of view which types of advertisement are most effective (web-site, travel fairs/exhibitions, foreign partners, ad in air companies, TV ad, radio ad, printing)

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Questionnaire (For Tourists' Survey)

10. What's the importance of entertaining methods during the cruise (cruise trip – it's already entertainment, preferable, it's important to organize professional animated shows offered to each age segments groups

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