



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

1. WP3: “Trainings”

During 2014 CIU project team finished I cycle of Research “Tourism Companies need 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 CIU offered courses are:

N	Title of Course	Trainer	Trainings		Target groups for whom is being prepared the programs:
			Types*	Duration	
1.	Strategic management for Tourism	Prof. Dr. Tamar Koblianidze	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	<ul style="list-style-type: none"> Specialists and managers of travel companies / agencies / tour-operators ; managers of hotel and other accommodation facilities; tutors in tourism field; specialists of Travel Information Centers; beginner in tourism business; employers/Owners of travel companies .
	Total N of Themes: 10 Ready: 4 1. Introduction of course and topics (basic terminology) Overall Aims of Strategic Management: Creating a Competitive Advantage 2. The origin of strategic management (e.g. resource-based view) 3. The strategic management process/strategic thinking (i.e.		Web-Based Training (e-learning)	60 hours -3 weeks (10 hours a week)	

	situation analysis, strategic direction, strategy formulation, strategy implementation) 4. Variables affecting global competitiveness in the hospitality industry				
2.	Art of service in Cruise tourism	Prof. Dr. Elisabed Malania	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	
	Total N of Themes: 9 Ready 5 1. The role of service of clients (consumers) in cruise tourism. 2. Consumers (tourists) Behavior in cruise tourism and their motivation 3. The cruise tourism product, market and features. 4. The cruise tourists normative documents. 5. Cruise tourist service quality.		Web-Based Training (e-learning)	60 hours -3 weeks (10 hours a week)	
3.	Food and Beverage Quality Management in Cruise Tourism	Prof. Dr. Lia Berikashvili	Led Training (ILT) or classroom training	120 Hours-6 Weeks (20 hours a week)	
	Total N of Themes: 5 Ready 2: <ul style="list-style-type: none"> • Consumer Features of food and determination of balanced nutrition in cruise tourism • Indicators of the food products quality and factors affecting the formation; 		Web-Based Training (e-learning)	60 hours -3 weeks (10 hours a week)	

2. WP4: “Research and Consulting”

A. Title of Research: “Success Strategies and Modern Aspects of Quality Management in Cruise Tourism”

“Success Strategies and Modern Aspects of Quality Management in Cruise Tourism”	
Concept of Research:	<p>Quality Management has increasingly important role in modern society. The word is rapidly changing. What is good, or even “the best” today will probably not be very good tomorrow and completely unacceptable in a more distant future. The research topic about TQM, appraise, design, implement and evaluate future orientated plans for interacting with competitive environments from the perspective of tourism and hospitality related organisations and destinations. It gives us understanding of current strategic thinking and practice which identifies corporate success, excellence, and strategic leadership to contribute to decision making in the tourism and hospitality business arena. The main objective of this research is to investigate and develop methods of quality control, procedures, and technologies, which are applicable to strategic development of tourism firms, NTO or DMO. This aspect of research is new challenge for Georgian Academic Sphere. We consider this theme, as one of the tools, which can make an important contribution towards development of tourism industry.</p> <p>Main research topics are: Rationale for Quality Management in the Cruise Tourism Industry and Define of Quality Terms The Significance of Quality in Modern Tourism Development and Social Aspects of Quality Management in Tourism. Quality Management Systems and TQM Philosophy; TQM Concept for Cruise Tourism Economic Entities (in a destination areas)</p>
Research Goals:	<ul style="list-style-type: none"> • Support stakeholders’ measure and improve their development through competence center; • Understand Business challenges in tourism and hospitality sectors • Provide Sustainable economic growth in tourism and hospitality; Evaluation of Quality strategy • Design and Create the research basis for academic learning Module “Tourism Quality Management” for Master Programs:
Research process	<p>1. Developing a statement of the research question Created questionnaires. Started Preparing for working out: Problem identification in tourism and hospitality ; Formulating of the beginners with modern methods in order to create qualitative tour-product; Involving in the working process travel organizations; Creating conditions for working out measures of effective management of the tourist organization; Acquaintance with the stimulating methods of tourism product in cruise tourism.</p> <ol style="list-style-type: none"> 1. Developing a statement of the research hypothesis 2. Defining the instrument (questionnaire, measures) 3. Gathering the data

	<ol style="list-style-type: none"> 4. Analyzing the data (Variables, Values, and Observations) 5. 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. Elisabed Malania 2. Prof. Dr. Tamar Koblianidze 3. Prof. Dr. Marina GedevaniSvili 4. Prof. Dr. Lia Berikashvili 5. Prof. Dr. Tamar Inasaridze

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. ELISABED MALANIA Prof. Dr. TAMAR KOBLIANIDZE
Stage II:	I. Research of Current Problems of Quality Management in Touristic firms <ol style="list-style-type: none"> 1. Decided the information required; 2. Choosing and key performance indicators for Quality Management in tourism Survey; 3. Define the target respondents; 4. Decide on question content. Develop the question wording; 5. Check the length of the questionnaire; 6. Pre-test the questionnaire; 7. Develop the final survey form. 8. Completed Questionnaire N 1: Quality Management in Touristic firms Survey 	February, March 2015	Prof. Dr. ELISABED MALANIA Prof. Dr. TAMAR INASARIDZE
Stage III:	I. Survey - Research of Current Problems of Quality Management in Accommodation Sector Survey” <ol style="list-style-type: none"> 1. Decided the information required; 2. Choosing and key performance indicators for Quality Management in Accommodation Sector Survey; 3. Service Attributes and Obstacles to Attaining Quality Enhancement in lodging industry 4. Define the target respondents; 	March, 2015	Prof. Dr. TAMAR KOBLIANIDZE

	<ol style="list-style-type: none"> 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: “ Quality Management in Accomodation Sector Survey” 		
Stage IV:	<ol style="list-style-type: none"> I. Research of Current Problems of Quality Management in Food and Beverage sub -Sector 1. Decided the information required; Choosing and key performance indicators for Food and Beverage sub -Sector 2. Define the target respondents; 3. Decide on question content. Develop the question wording; 4. Check the length of the questionnaire; 5. Pre-test the questionnaire; 6. Develop the final survey form. 7. Finished Questionnaire N3: “food and beverage sub-sector Survey” 	March ,2015	Prof. Dr. MARINA GEDEVANISHVILI Prof. Dr. LIA BERIKASHVILI
Stage V:	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 ▪ 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. ELISABED MALANIA Prof. Dr. TAMAR KOBLIANIDZE
Stage VI:	Students Field-work / Research	Period	Responsible Researcher
	<ol style="list-style-type: none"> 1. Survey of travel organisations 2. Accommodation Sector Survey 3. Food and Beverage sub -Sector Survey 	June, July 2015	Prof. Dr. ELISABED MALANIA Prof. Dr. TAMAR KOBLIANIDZE Prof. Dr. MARINA GEDEVANISHVILI Prof. Dr. LIA BERIKASHVILI
Stage VII:	Analyzing of Field-work Results	July, August, 2015	Prof. Dr. TAMAR INASARIDZE

Stage VIII:	Summer School -Kherson, Ukraine Students Presentation of Field-work Research Results	September, 2015	Will be decided later
Stage IX:	Results and Conclusions of Summer School -Kherson	September, 2015	
Stage X:	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. 		
Stage XI:	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		Target groups for whom is being prepared the programs:
			Types*	Duration	
1.	Event management Cruise tourism	Marina Gedevanishvili	Workshop Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	<ul style="list-style-type: none"> • Specialists and managers of travel companies / agencies / tour-operators ; • managers of hotel and other accommodation facilities; • tutors in tourism field; specialists of Travel
			Web-Based Consultation	<i>No fixed periods</i> 24 Hours-2 Weeks (12 hours a week)	
2.	Marketing of cruise tourism	TAMAR INASARIDZE	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)	Information Centers; <ul style="list-style-type: none"> beginner in tourism business; employers/Owners of travel companies
3	Economical aspects of cruise tourism management	ELISABED MALANIA	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)	



CAUCASUS INTERNATIONAL UNIVERSITY

Dr. Prof. ELISABED MALANIA
Contact person of Project