

## **Report of CIU**

### 1. WP 2: "Competence centres"

During the seminar were mentioned following articles: tasks, service and institutionalization of the competence centers;

Was printed out report CIU edition. Made an introduction of the potential of the Cruise Tourism development in Black Sea region for the companies, I discussed the tasks, service and internationalization of competence centers.

Started working out plans for competence center's development in Georgia.

We hold the process of selecting and interviewing staff for supporting competence centers.

We participated in the elaboration process and agreed plans for competence centers further development.

Was worked out teaching programs and modules; - The main attention was paid to the working out project R & C and questionnaire development, in order to collect information from the port visitors.

Started working on creating inter university fixed competence center. We were collaborating in the frame of WP 2 "Competence center"

We participated on working and approving a Statement.

Was established a competence center.

### 2. WP 3: "Training"

Were specified actual demands in the teaching sphere of Cruise tourism in Georgia.

Was implemented overview and specified actual requirements in tutoring cruise tourism.

Were analyzed tourism demands in cruise tourism in Black Sea region: Further prospective in cruise tourism development are faced with the problems: Low level of the professionalism of the employees in tourism field (actually, the staff involved in this sphere has a good experience in practical work, but not having an equal education in cruise tourism); Small volume of investment; Developing of Georgian Region as tourism-recreation zone, which currently is inhabited with Georgian and South Caucasus citizens; Necessity of rising qualification; Profile widening in retraining.

Supported with the staff competence centers of Georgia; In the frame of WP 3 and WP 4 was worked out teaching programs and modules; - The main attention was paid to the working out project R & C and questionnaire development, in order to collect information from the port visitors.

Started Preparing for working out: Problem identification in cruise tourism; 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.

We started working out on didactical studying materials. Sorted out actual demands in “scientific researched and consulting” in the sphere of cruise tourism in Georgia.

Created questionnaires.

Kept on looking for the books for self-education and consulting; Kept on choosing educational books for cruise tourism.

Worked out a special literature, self-education and consulting from EC. Worked out special learning materials for cruise tourism.

Continued working for the literature selection; Analyzed and made report of the competence centers; Formulated target groups “Scientific researches in cruise tourism in Georgia, topics and methodics.

Thematical directions and exact name of the courses being working out by CIU

Date	Location, Topic	Participants	Conclusion
2015	Strategic management for Tourism (30 hours)	Tamar Koblianidze	
2015	Art of service in Cruise tourism (30 hours)	Elisabed Malania	
2015	Event management Cruise tourism (30 hours)	Marina Gedevanishvili	

Target groups for whom is being prepared the programs: 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 .

### 3. WP 4: "Research & Consulting":

Completed researches in the travel companies: "New Travel ", "Travel Shop", "Visit Georgia", Were concluded appropriate conclusions.

Was précised actual needs in “Scientific research and consulting” in cruise tourism in Georgia; Participated in the institutionalization process of competence centers, with the purpose of half – part financing from the government.

Kept on improving interactive questionnaires.

Formulated target groups for RP 4.1.3 “scientific researches and consulting” in cruise tourism for Georgia.

Actual issues from the point of tourism industry and popular thematical directions for student researches in the frame of WP-4 "Research & Consulting"

Date	Location, Topic	Participants	Conclusion
2015	Economical aspects of cruise tourism management (30 hours)	Elisabed Malania	
2015	Quality management of Food and Beverage in cruise tourism (30 hours)	Lia Berikashvili	
2015	Modern aspects of Quality management in cruise tourism (30 hours)	Tamar Koblianidze	
2015	Marketing of cruise tourism (30 hours)	Tamar Inasaridze	

**Expected results:** getting a basic education in cruise tourism; using the knowledge for cruise tourism development and indicating list of problems in tourism market for Georgia and foreign countries as well; getting a practical experience and theoretical education for cruise tourism development; teaching quality methods for demands satisfaction and attracting attention of the tourists; advertising of cruise tourism on Georgian market and abroad as well; getting and sharing experience for event managing for stimulating consumers; the program is foreseen for effective tourism education that can be used in the frame of the project in order to create centers of modern development / realization of educational programs and programs for the qualification improvement; for working out research / consulting offers in the frame of cruise tourism; in order to develop collaboration will be used networking and installed innovations that will support to the further development of educational courses in cruise tourism field.

***According to the above motioned:***

- It's possible to carry out comparing productiveness (bench marketing) on the base of the possibility build up structural management quality in order to support unit standard ЧМП  
Таким образом:
- Could be created data base, that will give opportunity for bench marketing and development / improving cruise tourism quality as well .

Elisabed Malania