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

Professor Tamar Koblianiidze
• WP3: “Trainings”

During 2014 CIU project team finished I cycle of Research “Tourism Companies needs 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:
1. Strategic management for Tourism (Total N of Themes: 10 Ready: 4) - Prof. Dr. Tamar Koblianidze.
2. Art of service in Cruise tourism (Total N of Themes: 9 Ready 5) - Prof. Dr. Elisabed Malania
3. Food and Beverage Quality Management in Cruise Tourism (Total N of Themes: 5 Ready 2) - Prof. Dr. Lia Berikashvili
Guests’ behaviors within the hospitality organization are carefully observed. Their wants, needs, capabilities, and expectations regarding the hospitality guest experience are determined.
We conducted a survey in the capital of Georgia (Tbilisi) using the method of random selection. 111 respondents aged from 16 to 58 were interviewed (16–26=11%; 26–37=39%, over 37 – 31%). The majority of respondents – 68% confirmed that there are quality problems in service sector in Georgia. 57% of respondents didn’t like service quality in touristic areas.
For 20% of interviewed people the main problem generally in service sector (banks, restaurants, eating places) was the problem of language barrier. 42% (the moment of trust) mostly worried about negligence – not being treated appropriately and 19% stated that the most important problem was the lackage of information about the certain products. The respondents claimed that the lowest level of service quality among those above-mentioned places was noticed in restaurants (48%). 7% consider that making competition stronger didn’t contribute in quality improvement while 69% believe that high competition had a positive result.
Ready: 4 themes

1. Introduction to course and topics (basic terminology) Overall Aims of Strategic Management: Creating a Competitive Advantage – 15 hours
2. The strategic management process/strategic thinking (i.e. situation analysis, strategic direction, strategy formulation, strategy implementation) – 15 hours
3. The origin of strategic management (e.g. resource-based view) – 15 hours
4. Variables affecting global competitiveness in the hospitality industry – 15 hours

Literature (References):
Hospitality Strategic Management: Concepts and Cases, Enz; Strategic Management for Hospitality and Tourism Fevzi Okumus, Levent Altinay, Prakash Chathoth
Art of service in Cruise tourism

Professor Elisabed Malania
Total N of Themes: 9 Ready 5
1. The role of service of clients (consumers) in cruise tourism. – 15 hours
2. Consumers (tourists) Behavior in cruise tourism and their motivation – 15 hours
3. The cruise tourism product, market and features. – 10 hours
4. The cruise tourists normative documents. – 5 hours
5. Cruise tourist service quality – 15 hours
Food and Beverage Quality Management in Cruise Tourism
Prof. Dr. Lia Berikashvili
Quality is the basic characteristic of product, which plays drastic role in customer demand and formation product’s competitiveness.

Demand is established during the process of product design, production, storage and realization.

Studying of product’s customer value means studying of its quality. Products’ quality rating is quantitative characteristic of quality. There are independent, complex, basic and determinant ratings of quality,
Total N of Themes: 5
Ready 2:
Consumer Features of food and determination of balanced nutrition in cruise tourism –25 hours
Indicators of the food products quality and factors affecting the formation–25 hours
“Research and Consulting”

“Success Strategies and Modern Aspects of Quality Management in Cruise Tourism”
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.

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)
Research Goals

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: “Destination Management” / Cruise Tourism Management
Consulting: “Marketing of Cruise Tourism”

Ms. Tamar Inasaridze
PRODUCTS AND SERVICES OFFERED...

Cruising is a unique tourism product, a blend of the 5A’s.

5 A’s of Cruising
- Attractions
- Activities
- Access
- Accommodation
- Amenities.
PROFILE OF THE CRUISE TRAVELLER

WHY PEOPLE CRUISE

• It’s easy to meet people and make friends on a cruise
• Cruise lend themselves to groups
• A cruise is a romantic experience
• A cruise is a learning experience
• There is a cruise that virtually satisfy anyone
• It is a great way to celebrate a special occasion or event
• Everybody is talking about how wonderful cruising is
• Cruises represents a safe travel experience
• It is great value for the money
• You know what you are paying for in advance
PROFILE OF THE CRUISE TRAVELLER

WHO BUY CRUISES?

• **Restless Baby Boomers (33%)**
  They are in their 40s & 50s, family oriented, looking for value, thrifty and likes the cost saving value of a cruise

• **Enthusiastic Baby Boomers (20%)**
  A little younger (early 40s) than the above category, adventurous, fun loving & family–oriented, the romantic experience appeals to them, see cruises as an entertaining way to meet many people

• **The Consummate Shoppers (16%)**
  Well travelled, 55 and above, like the pampering and the fine dining, the ship is as important to them as the destination, thrifty and looking for best deal for their money
WHO BUY CRUISES

- **Luxury Cruisers (14%)**
  Values ships that offer fine dining, pampering, money is not an issue as long as they perceive good value, cultured, well educated, experience and active, average age - 52

- **Explorer (11%)**
  They see a cruise as a means to discover the world, destinations are far more important than the ship itself, well educated and use their sightseeing to learn more, older (average 64) but still active, plans their cruise well ahead of time - not for the “early bird” discount but to make sure they have the desired cruise

- **Ship Buffs (6%)**
  Most cruise savvy, they have an unusual knowledge of ships and itineraries, like longer cruises, average age is 68
PROFILE OF THE CRUISE TRAVELLER

There are many categories of existing and potential cruisers such as families, couples, honeymooners, people celebrating anniversaries, singles...

ON A SHORTER CRUISE
THEY TEND TO BE
• Younger
• New to cruising
• Have more modest income
• Have less education
• Likely to work full-time
• More interested in massmarket destinations such as Caribbean

ON A LONGER CRUISE
THEY TEND TO BE
• Older
• Have high incomes
• Likely to be more educated
• Likely to be semi retired or retired
• Have more interest in exotic destinations like South America
• Have already experienced cruising
Consulting: “Cruise Tourism Event Management “

Prof. Dr. Marina Gedevanishvili
Module 1
What is event planning?
Types of events
Event planning process

Module 2
Event concept and theming
Event budgeting
Event management plan
Module 4
Venue management & operations
Human resources management

Module 5
Marketing the event
Major incident & crisis management
Health and safety requirements

Module 6
Communication and customer services
Catering operations

Module 7
Waste management and noise control
Transport management
Thank you For Attention!