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DECISION MAKING FOR THE DEVELOPMENT OF HIGH EDUCATIONAL PROGRAM OF HOTEL MANAGEMENT (CASE OF GEORGIA)

Summary

For finding of the High Educational Program in Tourism and Hotel Business Studying by which would be provided the need specialisms, was prepared questionnaire with 19 workplaces at the hotel (research variables) and was suggested to hotel servants (accountants, managers, owners and others) for filling and for indicating the workplaces in series by their priorities. Data processing was provided by STATA program software and by the results the decision have been made. Gori State Teaching Universty introduced the program „Hotel Management“ for the bachellor and Master levels of study. Reserach was provided in the frame of the program -544191-TEMPUS-1-2013-PT-TEMPUS-JPCR.

Key words: Study program, tourism, hotel, work places, decision making

Introduction. We live in an interconnected world today, and this reality has enormous bearing on the hospitality and tourism industry. Considering these impact and meaningful trends, the future of the industry will depend on a skilled workforce that can react quickly to rapid changes at the forefront of global culture. In order to stay competitive in an international market, businesses must adjust to these emerging social trends and respond to the ever-changing needs of their customers [11]. Compared to other sectors of the global economy, the hotel and tourism industries are one of the fastest growing, among the other total global services trade. International tourist arrivals have grown by 4.3 per cent between 1995 and 2008 and over 1.1 billion tourists travelled internationally in 2014 [13,16]. Over the past decade, international tourism arrivals have differed across regions of the world. In emerging regions, international tourist arrivals received by developing countries [16] and among of them Georgia is an interesting country for tourists. In this case, a main reason and an important factor for promotion tourism and hotel industries is extremely labour intensive and a significant source of employment. In fact, it is among the world's top creators of jobs requiring varying degrees of skills and allows for quick entry into the workforce for youth, women and migrant workers. It accounts for 30 % of the world's export services. In contrast to other industries, employment tends to be oriented towards people under 35 years of age, half of which are 25 or under, and a large number of this percentage are women [7].

Hotels and restaurants provide numerous opportunities to reduce poverty in many parts of the world. A further benefit can arise from the potential —dual nature|| of most infrastructure investments. Mega events such as the FIFA Football World Cup, the European Football Championships, the Olympic Games, tennis, golf, etc.; film and music festivals, and international expos may lead to the expansion of tourism infrastructure [3,4]. Social and demographic trends as well as changing values in society and consumer perceptions promote the development of

new opportunities and products in the hotel, catering and tourism industry. While developing countries are still expected to have comparatively young populations, industrialized countries are confronted with an ageing population and low birth rates. By 2050, the global population is expected to reach between 8 billion and 10.5 billion. Specifically, this impact will relate to the workplace culture of tourism businesses and their need to change current organizational and managerial practices; to the marketing of tourism experiences on the basis of a young workforce offering delivering service, and to the nature, organization and content of education and training for tourism [2,10].

The sector has the potential to create local jobs and significantly contribute to economic growth. Therefore, governments play a major role in boosting tourism growth within their country or region. International Tourist Arrivals in 2010 -2012-2013- 2014 in Georgia was accordingly; 1,067- 1,790 – 2,065 and 2,218 thousands [9,14]. Education and training can consist of the promotion of individual development, the need to advance knowledge and to be practical and relevant to the business requirements of the sector. The hotel industry includes hotels and restaurants, F&B as well as many other types of organizations or institutions that offer food, drink, shelter and other related services. Services are offered not only to people away from home, but also to local guests. A manager in the hotel industry, therefore, must keep in mind the main two objectives:

1. Quality of hospitality;
2. The service operation will continue.

By the Georgia Hotel Market Report 2014, Tbilisi Hotel Market Players on the international levels are: Holiday Inn, COURTYARD Marriott, Best Western, Sheraton, Citadiness, Radisson Blue, MILLENIUM, Park Inn, HYATT, Hilton Garden Inn, RIXOS by the completion data (2015-2019) with 919 number of rooms. Batumi Hotel Market Players on the international levels are: Grand Rixos Palace, Hotel O. Galogre, Crowne Plaza, Piazza Inn, Radisson Blu Hotel, Intourist, Monte Carlo, which will increase supply by 835 rooms for 2015–2016 [8].

Poverty Reduction

In view of its economic importance, T&T&H (Travel&Tourism&Hotel) must be considered as an essential means of poverty reduction. However, in the past, development cooperation has greatly underestimated its potential to reduce poverty [11,12]. Recently, development cooperation has funded mainly community-based tourism products or the construction of small lodges. Regardless of several so-called best practice examples that have been published, [6],[1]. It is still rather difficult to measure the success rate of these projects, since no comprehensive analyses of the communities' net profits have yet been performed, nor have there been any detailed.

In this respect, the T&T&H development represents an important instrument in the implementation and understanding the enormous importance of T&T&H to Georgia and the direct interrelation between practice and educational developmental problems. This criteria and indicators of educational plans would be involved in the development of educational programs for hotel industry because Georgia has an important lack into this direction. Most society with good harbors, close contacts with the rich world, favorable climates, adequate energy sources and freedom from epidermis disease have escaped from poverty. The poor countries must take ending poverty seriously, and will have to devote a greater share of their

national resources to cutting poverty rather than to war, corruption, and political infighting [15].

The Statement of Idea. Hotel and tourism are worldwide industries. To meet the needs of these industries, hospitality and tourism programs offered by colleges and universities have grown rapidly in the world. Today, programs in tourism are offered by a variety of vocational schools, community colleges and both public and private universities as well as in Georgia universities. They provide a well-rounded education with a specific tourism industry focus designed to prepare students for many levels of careers. For example, a tourism management programs are the best suits career goals. But Georgia universities do not provide programs in hotel industry or programs in hospitality or management. We begin to find and release of the study programs on BA and MA levels from 2016 study year and it is clear, some important questions to ask will include according to the choosing of study programs:

- Is the program accredited?
- Does the curriculum meet practical objectives in accordance to career?
- What are the faculty's academic experience?

Research Design

In general, the methodology of research and term of research design are seems to signify the equal thing, but actually they are not same. Research design is "a plan or how a researcher intends to conduct a study". The actual significance of research design is to direct the way of data collection procedure and examine the data in order to response for recognized research problem(s), but, the research methodology is to illustrates how something would be done. In this research, we are using the combination of quantitative and qualitative data methods. Appropriate data collection for this research was used a questionnaire which well structured open – ended questions. Research on the issues on tourism and hotel business sectors is to focus on problems of the sector and find out appropriate solution.

The main objective of the research questionnaire is a study of tourism regions for:

a/ how the work places in hotel affects on hotel's successful dealing;

b/ what kind of job places are suggested by hotels;

c/ what kind of study programs we need to introduce on the university level for preparing qualified specialists.

By the questionnaire was considered to collect data related to the research area (in-service persons of the hotel) and included:

- Defining the study population;
- Specifieng a sample frame, study subjects;
- Defining sampling method;
- Determinating the necessary sample size;
- Data processing;
- Analysis.

Research Process. Accordingly with the questionnaire with 19 questions on the problems, demands and suggestions related to improve activity of the hotel service, the research has been conducted by embracing the next regions: Shida Kartli (the biggest region of Georgia where is placed Gori State Teaching University), Borjomi, Bakuriani and Surami. The representative sample included 69 hotels (General population consists 233 hotels, in total). By the research material with 19 variables (workplaces in the hotel) was created four groups according to the hotel's size by the number of rooms. The competencies accordingly with positions at

the hotels was analyzed (Research was provided in the frame of the project – 544191 Tempus 1-2013-1-PT JPCR).

In-service persons (managers, directors, housekeepers and others) of the different hotels have been interviewed and was prepared videos based on aims of research, expressing personnel's vision on development of hotel industry in Georgia and have been filled in the questionnaire by them, as well (Questionnaire is attached). Interviewers (managers, directors, owners) presented their own visions about priorities of the specializations with the competencies for each specializations. There was suggested to indicate minimum three forms of competencies for the specializations they have chosen.

Grouping of the Research Data

According to the questionnaires and interviews, 4 groups were specified by the rooms number at the hotels: hotels with the number of rooms from 4 to 25; hotels with the number of rooms from 25 to 50; hotels with the number of rooms from 50 to 100; hotels with the number of rooms from 100 and more.

Database has been designed for each group with competencies and it was organised according to three characteristics: demanding specialist; having competencies; demanding education.

Data Proccesing and Analysis. (Data proccesing was provided by using programme software STATA). Following the number of hotels have been researched and analyzed: 33 hotels with the number of rooms from 4 to 25; 14 hotels with the number of rooms from 25 to 50; 10 hotels with the number of rooms from 50 to 100 ; 9 hotels with the number of rooms from 100 and more.

For each hotel was introduced the variables accordingly with the specialization (workplace). For each specialisation matching the variable assigned it: var1 – Housekeeping; var2 – Accommodation; var3 – Reception; var4 – marketing; var5 – Hotel supply; var6 – Sales; var7 – Booking; var8 – Design; var9 – Finances; var10 –Human resources (HR); var11- Public relation (PR); var12 –Event manager; var13 – Food and Beverage (F&B); var14 –Security; var15 –Information technologies (IT); var16 –Management (MNGT); var17 –Quality control; var18 – Chef cooker; var 19 –Other.

The data of the poll results according to the 66 hotels with grouping of the hotels by number of rooms in it was analyzed. Positions (workplaces) at the hotels are indicated by 19 variables in accordance with the positions. is accounted by The questionnaires filled in by interviewers' vision by each group and all 66 hotels and assigned positions are considered in each groups separately. Data processing was provided by STATA program software and by the results the decision have been made. The results is presented in the table below.

The results for the first three main positions in the hotels with competences by the point of view of the in-service persons

# variable	Name of profession By questionnaire	Hotels with number of rooms From 4 to 25 (33 hotels)		Hotels with number of rooms From 25 to 50 (14 hotels)		Hotels with number of rooms From 50 to 100 (10 hotels)		Hotels with number of rooms > 100 (9 hotels)		Grades with Priorities (Total hotels 66)	
		Grade	%	Grade	%	Grade	%	Grade	%	Grade	%
7	Booking	18	36.7	4	28.6	5	35.7	2	33.3	29	34.9
10	HR	21	40.8	4	28.6	5	35.7	4	66.7	34	41.0
16	Hotel MNGT	18	36.7	7	50.0	8	35.7	4	66.7	37	44.6

Total	57 from 147 38.8%	15 from 42 35.7%	18 from 42 42.9%	10 from 18 55.5%	100 from 249 40.2%
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Conclusion of forming the curriculum of Hotel Management.

1. In the course of designing Bachelor's Programme in Hotel Management modular teaching form should be taken into account, enabling bachelor students employment and will promote market development;

2. In the course of designing Master's Programme in Hotel Management modular teaching form should also be taken into account target specialism of a manager profession.

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