

### **Meeting of Tempus Cruise T project partners on the basis of scientific and research centre EURAC**

The meeting of Tempus Cruise T project partners was held on the basis of scientific and research centre EURAC (Bolzano, Italy). Delegation of National University «Odessa Maritime Academy» represented by Sergey Zaichko, Vice-Rector on Scientific-Pedagogical Work and International Activity, Marina Babachenko and Natalia Peresyphkina, senior lecturers of the Maritime Law and Management Faculty, Alexandra Samoilenko, the cadet of the 5th course as well as Alyona Dyachenko, Deputy Head of the Department of Culture and Tourism of Odessa City Council attended the meeting.

The workshops that formed part of the internship programme Tempus Cruise T project were held on the following days.

The topic of the first workshop was “Destination Management and Product Development”. The workshop's coordinators were the project partners from Italy – Manuel Demetz and Michael Volgger. Marina Babachenko and Natalia Peresyphkina, senior lecturers of the Maritime Law and Management Faculty represented NU «OMA». Alyona Dyachenko, Deputy Head of the Department of Culture and Tourism of Odessa City Council represented city authorities. The workshop considered the following issues: base concepts and current tendencies of the tourist destinations, definitions and functions of the organisations in the tourist destination management, branding in tourism, the aspects of the tourist product development.

The topic of the second workshop was “Hospitality and Hotel Management”. Wolfgang Fuchs, Professor, the project partner from Germany was the workshop's coordinator. Sergey Zaichko, Vice-Rector on Scientific-Pedagogical Work and International Activity, coordinator of the project in Ukraine was the representative from NU «OMA». The current tendencies of the hotel business development and standards for the European hotels, the methods of investment and hotel management as well as the characteristic of the hotels activity of international brands were considered during that workshop.

The topic of the third workshop was "Rural Tourism". Jana Kucerova, the project partner, who represented Slovakia was the workshop's coordinator. Alexandra Samoilenko, the cadet of the 5th course of the Maritime Law and Management Faculty represented NU «OMA». The main aspects of creating and development of the rural tourism and the international standards in this field were discussed during the workshop. Jana Kucerova shared the experience of the rural tourism promotion in Slovakia.

The field researches of the traineeship programme were planned for all participants on April 6, 2016. The first workshop's participants visited Meran, Italy, which is situated in the Alpine valley. There were the excursions in the Museum of Tourism and Botanic Garden on the territory of the Trauttmansdorff castle. The second workshop's participants - “Hospitality and Hotel Management” visited Bolzano hotels and consulting bureau, the main manager of which told about the main aspects of the bureau's activities. The third workshop's participants - "Rural Tourism" visited alpine village, which is considered to be the Alpine pearl. The excursion around the best hotels in the village was held and the main principles of the rural tourism development and creamery were presented. The final day of the meeting of the international project Tempus Cruise T was held on April 7, 2016.

The representatives from partner universities made the presentations on the acquired knowledge and results as well as suggestions on the application of the studied tourism strategies for Ukraine and Georgia based on the results of conducted workshops.

Nicolaas Schaper, Professor of the University of Paderborn summed up the meeting's results and gave recommendations for further work after the presentations of all working groups.

