FEATURES OF SPECIALISTS TRAINING FOR THE LOGISTICS AND PORT MANAGEMENT SPHERE IN GEORGIA

The development of the Georgian economy in many aspects linked to the development of the transport industry and related fields, namely logistics and port management. Due to its geographical location, Georgia has the prospect of becoming a major logistics hub in the Caucasus and Central Asia because from 65 % to 95 % of Georgia’s traffic falls on transit. [1]

This is confirmed by the development of alternative transport corridor from China to Europe called «New Silk Road». This transport corridor includes areas like rail and ferry links of the Black and Caspian Seas (Ilyichevsk — Batumi and Alat-Aktau port). The new Trans-Caspian international transport route will strengthen Georgia’s transit function. In this regard there is growing need to train qualified personnel for the transport industry, as well as for logistics and port management, as the key infrastructure facilities of global transport corridors. In this context, the role of higher education institutions specialized in the preparation of qualified personnel in this field is increasing.

In anticipation of the above, there is a significant opportunity to develop warehouses, containerization and the establishment of modern logistics centers. The prospects for the creation of large logistics centers in ports of Georgia are considered by the government as the main priority of economic development. In this case special attention should be paid to the experience of BSMA in the creation and implementation of educational programs for training specialists, possessing modern skills and knowledge in the field of logistics and port management. BSMA is the only educational institution in Georgia that trains specialists specifically for the field of maritime transport and logistics. The undoubted advantage is the presence in Batumi sea port with growing potential of transit function. A model of the relationship «university — key players in the logistics chain (port, logistics companies, customs)» is main reference for the Academy in the development and improvement of educational programs. Implementation of this model will increase the practical orientation of the training of qualified specialists in logistics and port management in Georgia.

Each year, during the evaluation of the training programs effectiveness, the employment trends of graduates from educational programs «Management — the organization of maritime transport and logistics» and «Management — management of the port» are analyzed in the Academy. To implement the practical component in training of specialists in the sphere of logistics, as well borrowing best experience, the Academy administration is considering options for cooperation with leading universities in Europe. One of the main tasks for the near future is creation of modern logistics laboratory equipped with new software for logistics process management.

Preparation of competent specialists for the sphere of logistics and port management in the current environment requires the implementation by educational institutions of modern learning tools and improvement of ongoing training programs. A promising aspect in this direction for the future is the possibility of implementing of dual education model which is effectively used in Germany.

**Literature**


**Keywords**: logistic, port management, training of qualified specialists.