Welcome to the partners of the project

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VARNA 2015
Concept of Tourism Development in Georgia

• Concept of tourism development on Georgia is created in accordance with social-economic developing strategy.

• Presented concept specifies basic approaches for developing competitiveness in tourism industry and mechanism of its realization.
Necessity of working out Concepts are Caused Due to:

• Influence of tourism on social-economical development of Georgia
• Importance of tourism in formulating of the image
• Intensive development of international collaboration.
Concept for Promoting:

• Developing a various types of tourism;
• Natural and historical-cultural heritage preservation, developing of events (art exhibitions and handicraft promotion);
• Working out systems for informational support of tourism, completing advertising campaigns in order to formulate region as attractive tourism destination.
• Rising popularity of travel related jobs and scientific-educational support
Completing Tasks

• Was specified potential of cruise tourism development on Black Sea region;
• Were specifies the problems and obstacle for cruise tourism development;
• The tasks of training programs in the field of cruise tourism;
• Setting goals of the program
Stages of Work

• Creating and specifying target groups for the program
• Was analyzed requirement of the tourism industry of cruise tourism in the Black Sea region
• Started preparing for working out process
• Created working plan
• Specified expected results;
Stages of Work

- Working on the popularization of the project
- Specified the stages of project implementation;
- In the frame of WP 2 «Competence centers»
  - Were collaborating with “The competence centers’ for cruise tourism development on Black Sea region” BSMA and worked out a concept; and
  - Jointly worked out a concept of the Statement
Stages of Work

• In the frame of WP 3 “Studying” were created studying programs and modules.

• In the frame of RP РП 4 «Survey and Consulting»

The main attention was attracted to the working out process of the project R & C and questionnaire development, for informational collection for the visitors of ports and travel agencies.
Tourism Potential of Georgia

- There are 12,000 historical monuments, 150 museums and list of other places of for tourism attraction. Georgia is well-known with its recreational and SPA resorts. There are 102 Resorts and 182 resort area mostly located on coastline and in mountainous areas.
Tourism Potential of Georgia

- Mineral and thermal waters are spread all over Georgia. Country is rich also with curative mud
- Historical places, art galleries, theaters and museums;
- Organizing cultural events, festivals and markets;
- Architectural and archeological sites
- National parks;
- Preserved areas
- Inclusive tourism accessibility
Tourism Potential of Georgia

- Historical and cultural monuments having national and international importance and value (The sights are the main attractions for cultural tourism);
- Historical and architectural monuments preserved within standards (mainly located in historical cities);
Tourism Potential of Georgia

• Ethnography, traditions of the national holidays
• Traditional and national handicrafts and food, souvenirs’ workshops
• Museums;
• Theatres and concert halls. Cultural events, traditional festivals
Tourism Potential of Georgia

- Religious sites (monasteries, churches, cathedrals)
- Sport facilities;
- Natural potential; sea, landscapes, forests, mountains;
- Transport accessibility
- Active business field, Exhibition hall (EXPO Center)
Tourism Potential of Georgia

- Higher educational institutions, scientific-research institutions;
- Organizational and human potential; the presence of creative energy, important for creating tourism reputation; (consolidation of all the organizers and tourist service providers (managing, marketing, staff))
Tourism Potential of Georgia

- Tourist attractions and sightseeing surrounding the Capital:

Possibility of creating a variety of the tours on the peripheral areas of the tourist centers and regional routes.
Factors affecting the development of tourism in Georgia

• Tbilisi – located on the crossroads of the main regions of Georgia

• Well developed transport communication.

• Highways are the most important in transportation system.

• Railway – the system of inter-city/inter-region connection is the connecting means of transport for regional inhabitants
Factors affecting the development of tourism in Georgia

- Air transport is the most important means of transport for Inbound and Outbound travelers.
- Maritime transport has a huge opportunity to develop and became more popular in Georgian tourism industry.
- As the number of tourism destinations are increasing in the world, could be planned a trip of combination of using air transport as the quickest means of transport and cruise trip as the symbol of romantic trip.
Perspective types of tourism in Georgia

- Cultural tourism;
- Cruise tours;
- Sport tourism;
- Business trips;
- Eco-tourism;
- Wine-tours;
- Agro-tours;
- Medical – recreational tourism
Motivation of Visiting

• Level of support a complex of responsible tourism
• Social and economical situation in the country;
• Competitiveness and appropriate pricing of the travel product;
• Modern level of service in travel system;
• The level of readiness, hospitality and favor of service providers and executives;
• Participating in events and international fairs in order to promote travel product.
Factors Rejecting to the Tourism Development in Georgia

• Lack of outdoor advertising and information of the sightseeing, accommodation and infrastructure, lack of on-road signs how to reach the destination.

• Underdeveloped system of emergency
Factors Rejecting to the Tourism Development in Georgia

- Undeveloped inter-regional communication
- Transport Communication – major roads are not equipped with the appropriate quality and security of transportation
Problems Causing a Negative Influence for Tourism Development in Georgia

• Potential of non-constant visiting historical and cultural – is caused due to undeveloped infrastructure on the sites;
• Irrational and economically inefficient support of the unique natural zones
• Improving the current system of statistical reporting
Problems Causing a Negative Influence for Tourism Development in Georgia

• Inconsistency of the existing structure of tourist and recreational complex demands and changeable needs of tourists;
• Low ecumenical effectiveness
• Low economic efficiency of the facilities;
• Variety of the offers;
Target groups of the program

• Specialists and managers of travel companies, tour-agencies, tour-operators;
• Hotel and accommodation managers
• Tutors in tourism, tourism specialists of the informational centers;
• Beginners in tourism field, Employees / owners of travel companies
The Survey of Travel Companies

• While planning the social researches it’s important to outline two sort of the problems: program-methodological and organizational;

• Program-methodological issues of research are related with: establishing goals, objectives of the research, the definition of sites and types of tourism, creating program for research.
The Survey of Travel Companies

- During developing organizational plans of research were specifies time, place and terms, methods of data collection.

- Basic information of the tourism type development is possible to collect by using of several methods: observation, experiment, study documents, survey.
Market Analyzing

Travel market consists of three main parts:
• Consumers of tourism services;
• Agents promoting travel services;
• Travel service providers
THANK YOU
FOR YOUR ATTENTION