



Welcome to the partners of the project

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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.

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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.

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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

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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

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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;

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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

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Stages of Work

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

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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.

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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

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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);

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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

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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)

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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))

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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.

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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

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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.

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Perspective types of tourism in Georgia

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

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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.

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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

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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

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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

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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;

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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

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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

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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

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Market Analyzing

Travel market consists of three main parts:

- Consumers of tourism services;
- Agents promoting travel services;
- Travel service providers

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**THANK YOU
FOR YOUR ATTENTION**

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