



Black Sea Women Entrepreneurship Connection -
Empowering Women through Tourism
WETOUR / BSB1030



Common borders. Common solutions.

**RESEARCH STUDY OF THE COMPETENCES AND NEEDS
OF SUSTAINABLE ENTREPRENEURSHIP AND WOMEN
ENTREPRENEURIAL SKILLS IN TOURISM SECTOR**

NATIONAL REPORT OF GEORGIA

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INTRODUCTION

The tourism industry holds a huge amount of potential in the world. According to the World Tourism Organization (UNWTO), tourism presents both opportunities and challenges for women, which makes the gender equality perspective highly relevant. More and more women are challenging gender stereotypes in the sector and assuming roles once dominated by men such as tour guides, winemakers and etc. We see more women in all positions especially in the senior positions in tourism industry with growing numbers every day. Tourism industry requires wise thinking capabilities, strong stance and being multi-task those are the skills, which is achieved by raising the level of knowledge and stimulate women entrepreneurship for easier access to the tourism market.

Tourism is gradually becoming one of the most important instruments for economic development in Georgia, which has a very strategic location being at the crossroads of important destinations and markets and the infrastructure is very fast developing. The rural parts of Georgia have a large amount of attractions suitable for tourism and a high percentage of the local population.

Taken into account the popularity of rural tourism globally, it is interesting to study the potential of tourism as an alternative for economic development in Georgia. Georgia is considered to be one of the oldest homelands of viticulture in the world. It is proved that wine-making in Georgia has been practiced since the 5th millennium BC. Georgian ancient traditional wine-making method using the “Kvevri” clay jars is included in the the UNESCO Intangible Cultural Heritage Lists. It’s a question how the tourism could be a potential field in which women can be more integrated economically, politically and socially. During the research based on interviews with a selection of women entrepreneurs we can make some conclusions potential, possibilities and constraints of tourism and agribusiness become the two fastest growing industries in Georgia, with tourism accounting for 6.9 per cent of total GDP and agriculture and agribusiness accounting for 9.2 per cent.

The project WE TOUR – “Black Sea Women Entrepreneurship Connection – Empowering Women through Tourism”, is connected with tourism and women engaged in this area. The project’s goal is the creation of a Network in the Black Sea Basin Area for the Promotion of Women’s Entrepreneurship, Training and networking. The project objective is to stimulate female entrepreneurship through tourism, providing new economic and social opportunities to women in the Black Sea Basin area.

WE TOUR project has other goals as well, such as - creating a strong partnership in the field of women entrepreneurship, not only between the participating organizations but also among the countries involved in the project.

This program comprises such actions as mapping the competences, skills and challenges for entrepreneurs and SMEs involved in tourism sector in Black Sea Basin region to make close cooperation and to start tourism business together, to promote their touristic products in respective counties.

For this purpose, a survey was done in partner countries (Armenia, Bulgaria, Georgia, Greece, Turkey). It was based on the Questionnaire, which is presented in Annex 1. According to the project work plan according to the Survey results the training program will be conducted for the training of the participants from the listed countries. These trainings will be devoted to growth of the tourism business in the mentioned countries using modern technologies IT technologies and innovative marketing tools.

METHODOLOGY

The research methodology includes the following:

1. Analysis of the Survey, which was carried out based on the Questionnaire (Annex 1).

The purpose of this survey is to:

- ✓ have a general overview of the current level of the main skills and competences of the target groups,
- ✓ have a perspective on the general training and development needs of the target groups,
- ✓ develop training materials aimed at raising the entrepreneurial skills and competences of women in tourism based on the survey results,
- ✓ gather suggestions for the future development of the project outputs.

The questionnaire consists of open, semi-open and closed questions.

The questionnaire includes about 50 questions, as well as 45 questions regarding the main skills. The number of respondents is 30. The survey was done both online and offline.

2. Desk research is done to find out the best practices of woman entrepreneurs in tourism sphere. In this part, women, who has a tourism business were interviewed and presented their expertise of establishing and developing tourism business.

RESULTS OF THE NEEDS ASSESSMENT SURVEY

I. Understanding the respondents' profile

1. Age

The 10% of participants were 26-35 years old, 50% were 36-50 years old, 20% were 51-63 years old, 10% were up to 25 years old and 10% were 64 and older.

Age of participants	Frequency (Total 30 respondents)	Percent
26-35 years old	3	10
36-50 years old	15	50
51-63 years old	6	20
64 and older	3	10
Up to 25 years old	3	10

2. To the question 'What is tourism according to you?'

30 companies responded. The summary of the most frequent answers is the following:

- In our understanding tourism is leisure, entertainment, hospitality and recreation;
- I can answer on the following way - Tourism generates employment and wealth and is in many areas a major element in the community prosperity, as well as an activity of social, political, environmental and cultural significance;
- In our opinion tourism is many-sided and from this diversity healthcare tourism is still an emerging sector within tourism in the world;
- Tourism is associated with joyful experiences, it takes involves forms and purposes that may be leisure or pleasure related;
- Tourism is some kind of activity connected with sport and leisure;
- At present tourism has grown to the third largest industry in several countries, including Georgia;
- Globalization and increasing number of international events and mobility of people gives to tourism more impulse. In this case tourism is combination of business, cultural sightseeing and mobility;
- The intensive growth of tourism in Georgia has brought significant impacts on the development of the country's tourism resources and infrastructures;
- Tourism intrinsically involves a circular itinerary in that tourists return to their homes and accordingly these days spent in abroad are days of study, leisure and joy;

- The definition of tourism is based on recognizing two steps of tourism businesses: a tier composed of businesses that serve exclusively tourists and a tier composed of businesses that serve a mix of tourists and local residents;
- We can consider tourism as a concept affecting on recreation, that is why tourism is becoming an important trend;
- The definition of tourism is connected with acquirement of new knowledge, skills and experience;
- Tourism is mobility for visiting unknown places, countries, etc. Last period cultural tourism became very popular. It's a link between culture and tourism;
- Tourism now became more integrated, comprising food/gastronomy, cultural heritage and sightseeing;
- In our opinion at present tourism is closely connected with recreation. A strong relationship exists between tourism and such concepts as study, travel, visiting historical places, etc.;
- The tourism can be defined as a demand-side phenomenon, a form of individual or social behavior. However, tourism also represents an internationally traded service as well;
- The tourism can be considered as a form of individual or social behavior;
- In our understanding there are several types of tourism: medical, sport, cultural, study, etc.;
- I am giving preference to the nature-based tourism, although there are several sectors of tourism, which needs the sustainable development;
- We consider that the multidisciplinary roots and the various approaches and concepts of tourism is going to wellness tourism;
- Tourists are persons travelling not only on holiday but on business, on courses of study and on many other grounds;
- At present tourist has many directions and each tourism company makes its preference. For us is interesting ecotourism and nature-based tourism;
- In my understanding that the statistical system covers all of the activities of persons travelling to and staying in places outside for leisure, business and other purposes;

3. Current business situation

24 respondents or 80% declared that at present they have the tourism business, 6 or 20% were planning to start a tourism business. 6 of them has started his/her business in 2000, 8 of them in 2010, also 6 in 2015, 4 of them in 2017, 6 of respondents planning to start business .

4. All respondents that at present have tourism business.

1. The majority of respondents answered that the problem is lack of knowledge of entrepreneurial skills and financial resources. The reasons why women still have not an established tourism business

Reasons	Number of respondents (from 15 total respondents, who plan to start a business) (they could choose more than one option)	Percent
<i>Lack of financial resources</i>	<i>12</i>	<i>80</i>
Lack of entrepreneurial skills	8	53
Lack of knowledge about tourism	3	20
Lack of knowledge of foreign languages	2	13
Legislation issues	2	13
Issues connected with tax system	1	7

2. Motivation to set up a tourism business

The respondents mentioned that tourism is their business, like this business and in some cases it's their hobby. The motivation for some of them was personal reasons, also the purpose to preserve natural resources and creation of the working places; earn money, etc.

Reasons	Number of respondents (Total 30 respondents) (they could choose more than one option)	Percent
To earn money	15	50
<i>To preserve natural resources and culture</i>	<i>12</i>	<i>40</i>
To create new jobs	6	20
<i>For personal reasons (change of lifestyle, tourism as a hobby, etc.)</i>	<i>17</i>	<i>68</i>
Other (please specify)	<ul style="list-style-type: none"> ➤ Tourism is part of global economy ➤ In my opinion tourism as a business has wide perspective 	

3. The place of the business

Their tourism businesses are mostly located in Tbilisi, although some of them indicated other regions of Georgia, such as Adjara, Imereti, Racha, Mtskheta-Mtianeti, Kakheti

4. Sphere of the tourism business

The sphere of tourism businesses is mainly tour operators, hotel services, transport, etc.

Sphere of tourism business	Number of respondents (Total 30 respondents) (they could choose more than one option)	Percent
Tour operating	6	20
MICE Tourism	3	10
<i>Hotel and accommodation services (in hotel, motel, B&Bs, etc.)</i>	6	20
Tourism agency	12	40
Car/Transport/transfer service	3	10
Other (please specify)	Corporate social responsibility programs	0%

5. Kind of services provided to tourists

Services	Number of respondents (Total 30 respondents) (they could choose more than one option)	Percent
<i>Overnight stay</i>	18	60
<i>Food and drink</i>	22	73
<i>Nature sightseeing</i>	12	40
Arts and crafts	6	20
Visiting historical-cultural sites	18	60
Bird watching	0	0
Fishing	3	10
Hunting	3	10

hiking	8	27
Horse-riding	2	7
mountain-biking, cycling	2	7
adventure sport	2	7
music and dance	12	40
boating	6	20
beekeeping	3	10
Rafting	2	7
Harvesting	10	33
agricultural works	2	7
<i>master classes on cooking local food</i>	12	40
tour guiding	3	10
<i>organizing excursions</i>	16	53
tour package developing and selling	3	10
selling air-tickets	0	0
booking services	0	0
Other services	Holiday makers, Business Travelers	20

The most services are in the sphere of overnight stay, nature sightseeing, visiting historical-cultural places, sites, , food and drink, master classes on cooking national food, music and dance, hiking, organizing excursions, hospitality business, etc.

6. Tourism business as the main or complementary source of income

Practically 30 of our respondents answered that tourism is their main source of income – it is about 73 per cent. For only 8 – 27 per cent it’s complimentary business.

Source of income	Frequency (Total 30 respondents)	Percent
<i>Main</i>	22	73
Complementary	8	27

7. Seasonal or all year-round tourism business

For 16 respondent's tourism business is all season business and for other 9 companies it's seasonal business.

Type of tourism business	Frequency (Total 25 respondents)	Percent
<i>Seasonal</i>	9	36
All year round	16	64

8. Tourism business being advertised through any tourism networks (local, regional, international)

Advertisement	Frequency (Total 30 respondents)	Percent
Yes	7	23
No	17	57
Other (soon will be)	6	20

57% mentioned that their tourism business is not advertised through any tourism networks, 23% said that it is advertised and 20% said it will be advertised soon.

9. To the question ‘What is tourism marketing according to you?’

25 companies responded. The summary of the most frequent answers is the following:

- ❖ Showing online banners, starting a blog or posting articles
- ❖ Thinking and implementation of the social media marketing
- ❖ Using emails, newsletters
- ❖ Using tourist promo videos
- ❖ Applying offline promo
- ❖ the most effective ways to promote your tourism business
- ❖ Accept Online Bookings
- ❖ Think of our product and how to best present tourism attractions to prospective clients
- ❖ We have to know what our target audience needs in the first place.
- ❖ We must offer our services and present our content via different sources
- ❖ We should use website, social media channels and email advertisements
- ❖ To use business discipline for attraction of tourists
- ❖ Travel and tourism marketing is the systematic and coordinated execution of our business
- ❖ Our tourism marketing agency transferred into digital marketing agency serving tours, activities, destinations, & travel
- ❖ Our tourism marketing strategy serves to understand our customers, optimize our website, etc.
- ❖ Be Social (Social media is one of the most effective marketing channels for the tourism industry)
- ❖ Use Live Video Marketing
- ❖ To research our market and make a strategy for promotion

- ❖ it's important to show up in the top search results pertaining to our brand and offerings
- ❖ To optimize our website's technical configuration
- ❖ To make marketing that allows customers to experience our brand, tours and offerings to a broad audience.
- ❖ To set our goals, make monitoring and optimization
- ❖ To use physical branded materials to show customers what they offer and what they are all about on a more personal level
- ❖ To show business name, contact details, location, hours, photos, etc.
- ❖ Make a blogs, it's a good way to reel in our audience and advertise our expertise in the field.

10. To the question “**What is digital tourism marketing according to you?**”

18 companies responded the following:

- We use the digital marketing, (online marketing) to promote of brand and to connect with potential customers
- In our company the internet and other forms of digital communication is widely used
- Our daily work includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel
- We consider in digital marketing - Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, etc.
- In our company we are building Social Media Marketing Skills and are implement content marketing campaigns
- For us is important Digital Advertising, Content Marketing and other tools of the digital marketing
- We know that digital marketing includes a lot of data analysis and use it in our practice
- Digital marketing is one of the most needed skills of today's time and we implement it.
- A Digital Marketer uses digital channels to reach customers, build brand awareness, and promote products and services
- We use digital marketing, consequently we use digital media, such as social media or websites

11. **Using internet in tourism business?**

The majority of respondents (92%) use or plan to use internet in their business every day.

Internet in tourism business	Frequency (Total 25 respondents)	Percent
I never use it	1	4
<i>Every day</i>	23	92
Once a month	0	0
Few days in a week	0	0
Other (often)	1	4

12. **Participation at any training in the business field (management, marketing, finance, etc.) before starting the tourism business**

43% have never participated at any training in the business field. Most of the interviewers mentioned that the trainings were according to different topics organized by various organizations (including: Georgian association”Women in Business “ ,Georgian Tourism Association , Biological farming association ”Elkana”, International Business Development and Investment center IBDIPC and etc.)

Participation at trainings	Frequency (Total 30 respondents)	Percent
<i>No</i>	<i>13</i>	<i>43</i>
Yes	17	57

13. Degree in tourism

Degree	Frequency (Total 30 respondents)	Percent
Bachelors	6	20
Masters	5	17
PhD	1	3
Vocational training	7	23
<i>No degree</i>	<i>11</i>	<i>37</i>

The majority (37%) has no degree in tourism.

14. Work experience in tourism sphere before starting the business

Work experience in tourism sphere	Frequency (Total 30 respondents)	Percent
No	14	47
Yes (please specify where and how many years of experience)	16	53

47% had no work experience in tourism sphere before starting their business.

53% had no experience before starting their business.

15. Gaining business skills for running the business

According to the statistics the majority has gained business skills for running the business at the work (40%)

Gaining business skills	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
At school	0	0
On the job training	8	27
At work	12	40
Through consultants	4	13
Online courses	3	10

Other (tour-guide courses)	3	10
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16. Platforms for business promotion

The majority (80%) uses or plans to use own social media platform for their business promotion.

Platforms for business promotion	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
Own website	5	20
<i>Social media platform</i>	<i>11</i>	<i>44</i>
Tourism magazines	3	12
Websites	6	24
Local, regional, national networks	3	12
TV	1	4
Radio	0	0
Influencer Marketing	1	4
by electronic media	2	8
Social media	9	36
Online booking/reservation systems (Booking.com, tripadvisor, etc.)	2	8

17. Social media platforms for business promotion

The majority uses Facebook and Instagram for their business promotion.

Social media platforms	Frequency (Total 25 respondents) (they could choose more than one option)	Percent
<i>Facebook</i>	<i>16</i>	<i>64</i>
<i>Instagram</i>	<i>15</i>	<i>60</i>
Twitter	8	32
LinkedIn	4	16
Pinterest	0	0
YouTube	4	16

Snapchat	2	8
WhatsApp	3	12
Signal	0	0
Google	6	24
I do not use any social media platform	0	0
Other (please specify)	0	0

18. Foreign languages for communicating with tourists

The majority may communicate in Russian and English.

Foreign languages	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do not know any foreign language	3	10
<i>Russian</i>	<i>24</i>	<i>80</i>
<i>English</i>	<i>23</i>	<i>77</i>
German	2	7
French	3	10

19. Running business on their own

The majority of the respondents (92%) run or plan to run their business on their own.

Running business on their own	Frequency (Total 25 respondents)	Percent
<i>Yes</i>	<i>23</i>	<i>92</i>
No, I am the owner, but I have a manager	1	4
Other (family business)	1	4

20. Responsibility for the financial activities of the business

The majority of respondents (88%) are responsible for the financial activities of the business themselves.

Responsibility for the financial activities	Frequency (Total 25 respondents)	Percent
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<i>Myself</i>	22	88
My family members	3	12
Other (please specify)	0	0

21. Responsibility for the management activities of the business

The majority of the respondents (92%) is responsible for the management activities of the business himself/herself.

Responsibility for the management activities	Frequency (Total 25 respondents)	Percent
<i>Myself</i>	23	92
I have an employee(s) for that	2	8
Other (please specify)	0	0

22. Responsibility for the marketing activities of the business

92% of respondents are responsible for the marketing activities of the business himself/herself.

Responsibility for the marketing activities	Frequency (Total 25 respondents)	Percent
<i>Myself</i>	23	92
myself and my staff	2	8
Other (other private company)		

23. Participating in decision making process as a staff member

The majority of the respondents (83%) is or will be the owner of the business. Only 3 of staff members participate in decision making process, the other 2 don't participate.

Participating in decision making process	Frequency (Total 30 respondents)	Percent
Yes	3	10
NO	2	7
<i>I am the owner</i>	25	83
Other (please specify)	0	0

24. As a staff member being aware of the business policy, financial flows of the business From the 5 respondents who are not the owner but a staff member, only 2 is aware of the business policy, financial flows of the business.

Being aware of the business policy, financial flows	Frequency (Total 30 respondents)	Percent
Yes	2	7
No	3	10
<i>I am the owner</i>	25	83
Other (please specify)	0	0

25. Marketing steps for attracting national and international tourists

In this case, we received several answers:53% of respondents advertise his/her business on social networks, and only 7% does nothing.

Marketing steps	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do nothing	2	7
I advertise my business on the Internet	14	47
<i>I advertise my business on social networks</i>	16	53
I advertise my business at national and (or) international booking systems	4	13
I print booklets and distribute them at the airport and other places	1	3
I participate in national and (or) international exhibitions	3	10
Other (please specify)	0	0

26. Being aware of the characteristics of international tourists (of different nationalities), their needs

67% of respondents are aware of the characteristics of international tourists, 13% is partly aware.

Being aware of the characteristics of international tourists	Frequency (Total 30 respondents)	Percent
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Yes	20	67
No	4	13
I do not know how I can be aware of that	2	7
Other (partly)	4	13

27. Cooperation with other bodies in connection with the business activity

50 % of respondents cooperate with private sector in connection with their business activity.

Cooperation with other bodies	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
<i>Local self-government bodies</i>	<i>7</i>	<i>23</i>
National tourism authorities (Tourism Committee)	2	7
Public administration bodies	1	3
Non-governmental organizations	3	10
International organizations	2	7
<i>Private sector</i>	<i>15</i>	<i>50</i>
Other (please specify)	0	0

28. Participation in international grant programs

57% of participants have never participated in international grant programs.

Participation in international grant programs	Frequency (Total 30 respondents)	Percent
Yes	10	33
<i>No</i>	<i>17</i>	<i>57</i>
I am going to apply	3	10
Other (please specify)	0	0

29. Number of people working in the business

50% of respondents had employed staff. The employed staff members varied from 1 to 10 persons.

Number of people working in the business	Frequency (Total 30 respondents)	Percent
Myself	5	17
Myself and my family	10	33
Employed staff (please state how many)	15	50

30. Staff training problems

67% of staff did not conduct trainings. Other 33% participated in several trainings.

Staff training problems	Frequency (Total 30 respondents)	Percent
Yes (please specify)	20	67
No	10	33

31. Functions of human resource management being accomplished in tourism business

The most popular function of human resource management was Learning & development (60%), then Recruitment & selection (27%).

Functions of human resource management	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do nothing	4	13
<i>Learning & development</i>	18	60
Performance management	2	8
Recruitment & selection	8	27
Career development	4	16
Material incentives	7	23
Non material incentives	4	13
Other (please specify)	0	0

32. Business development problems

. The most common problem for business development are marketing (83%) and financial (70%) problems.

Business development problems	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I have no problems	1	3
<i>Financial problems</i>	25	83
Marketing issues	21	70
Lack of knowledge on tourism business (experience)	5	17
Problems connected with staff training	4	13
Problems connected with the use of the Internet and computer technologies	3	10
Problems connected with the community infrastructures	1	3
Legislative issues	3	10
Tax issues	3	10
Other (please specify):	0	0

33. Being involved in decision-making process (connected with tourism sphere) at the local or state level in policy developing or other processes

The majority (60%) is involved in decision-making process at the local or state level. 37 % is not involved in this process (we don't know reasons).

Involvement in decision-making process	Frequency (Total 30 respondents)	Percent
Yes (please indicate how often, what kind of decisions)	18	60
No (please specify why)	11	37
Other (I will participate)	1	3

34. Being a member of any tourism association

Most of respondents (63%) are not a member of any tourism association. The rest 37% are members of Georgian tourism association (GTA).

Membership at any tourism association	Frequency (Total 30 respondents)	Percent
Yes (please specify)	11	37
<i>No</i>	<i>19</i>	<i>63</i>
Other (please specify)	0	0

35. To the question “**What is a business-plan and what sections it usually consists of?**” responded all respondents. Their responses are the following:

- ❖ Business plan is a document setting out a business's future objectives and strategies for achieving them
- ❖ Business plan is a document setting out a business's future objectives and strategies for achieving them
- ❖ Work document for business implementation
- ❖ Business plan is a document for attaining goals, and the time-frame of the business
- ❖ A business plan is a written document that describes in detail how a business should be developed
- ❖ Business plan is needed for to create an effective strategy for growth of the company
- ❖ With business plan it's necessary to determine our future financial needs
- ❖ It is necessary to have business plan to attract investors
- ❖ The purpose of a business plan is to help starting our business
- ❖ Business plan provides insight on steps to be taken, resources required for achieving our business goals
- ❖ Business plan is working document for the implementation of the companies' strategy
- ❖ Business plan is steps and sequence according to which business should be developed
- ❖ Business plan is necessary for the starting any business
- ❖ Business plan contains executive summary, company description, market analysis, organization and management, service or product line, marketing and sales, funding request, financial projections
- ❖ Business plan includes a description of your business, an analysis of your competitive environment, a marketing plan and key financial information
- ❖ Business plans are important documents used for the external and internal audience of the company
- ❖ A business plan is a written document that describes in detail how a business should be developed
- ❖ Business plan is used to attract investment before a company has established a proven track record
- ❖ business plan is created for an established business that has decided to move in a new direction
- ❖ A business plan is a written document describing a company's core business activities
- ❖ Business plans should include an executive summary, products and services, marketing strategy and analysis
- ❖ Business plan is document according to which company should be developed
- ❖ A business plan is a fundamental document that any startup business needs to have in place prior to beginning operations

- ❖ Business plan should outline all the projected costs and possible pitfalls of each decision a company makes
- ❖ Business plan includes executive summary, founder and business leadership, product or service, distribution and marketing, co-workers and business coordination, legal form and chances and risks

36. Develop a business plan for the business

.Only 57% has ever develop a business plan for their business.

Develop a business plan	Frequency (Total 30 respondents)	Percent
<i>Yes</i>	<i>17</i>	<i>57</i>
No	7	23
I do not have business plan development skills	5	17
There was no need to develop a business plan	1	3
Other (please specify)	0	0

37. Innovations for developing the business

57% mentioned that they need Innovations in marketing activities, 47% mentioned New products.

Innovations	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
Innovations in business model	11	37
<i>Innovations in marketing activities</i>	<i>17</i>	<i>57</i>
Innovations in staff management	4	13
Innovations in financial management	8	27
New technologies	10	33
Innovations in service process	12	40
<i>New products</i>	<i>14</i>	<i>47</i>
I do not need any kind of innovations	0	0
I do not know	3	10
Other (please specify)	0	0

38. The role of Information technologies in the business development

Answers differ from each others. 90% mentioned help to attract new partners and 83% new tourists.

Information technologies in the business development	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
To make the work easier	22	74
To do better marketing	25	83
<i>To attract new partners</i>	<i>27</i>	<i>90</i>
<i>To attract new tourists</i>	<i>25</i>	<i>83</i>
I do not know	0	0
Other (please specify)	0	0

39. Marketing steps for business promotion

93% mentioned that for business development they need advertising and 87% promotion through social networks.

Marketing steps	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
<i>Advertising</i>	<i>28</i>	<i>93</i>
<i>Promotion through social networks</i>	<i>26</i>	<i>87</i>
Advertising with the help of celebrities (influencer marketing)	13	43
Price discounts	5	17
Development of new products	18	60%
Other (please specify)	0	0

40. To the question “What are the positive impacts of tourism?”

25 responses were received which differ from each others:

- ❖ Tourism has the advantage of rebuilding and restoring historic sites and encouraging the revitalization of cultures
- ❖ To create more working places
- ❖ attracting investment and stimulate an additional income
- ❖ employment growth and the job creation in tourism

- ❖ improving the standard of living of residents
- ❖ Preserving the local culture and heritage
- ❖ Strengthening communities
- ❖ Provision of social services; commercialization of culture and art
- ❖ Revitalization of customs and art forms and the preservation of heritage
- ❖ Tourism can generate positive or negative impacts under economic, social, and environmental categories
- ❖ Tourism stimulates the growth of wealth, reduction in poverty
- ❖ Tourism improves standards of living, health, education and infrastructure and technology
- ❖ Tourism includes robust exchange, increases in income, and GDP growth
- ❖ Tourism can offer diverse employment opportunities, can be developed with local products
- ❖ At the individual level, tourism opens the gate to the outside world
- ❖ Tourism enriches knowledge among people, their customs and traditions
- ❖ Tourism has an impact on economy, environment and society
- ❖ The economic impact of tourism can make the population's life easier if we consider the touristic incomes
- ❖ Social tourism increased family capital
- ❖ Cultural tourism can therefore help to strengthen identities, improve intercultural understanding and preserve the heritage and culture of an area
- ❖ The economic effects of tourism include improved personal income and tax revenue
- ❖ Tourism increases standards of living, and more employment opportunities
- ❖ The positive impact of tourism can refer to increase jobs, a higher quality of life for locals, and an increases wealth of an area where it is conducted
- ❖ There are economic benefits for local businesses which allows for increased trade among the increased number of visitors and then develops a variety of local businesses
- ❖ Tourism can enhances the economy of the region, and creates revenue for the local governments

41. **To the question “What are the negative impacts of tourism?”**

25 respondents answered. The summary of the most frequent answers is the following:

- ✓ Tourism puts enormous stress on local land use and can lead to soil erosion
- ✓ Tourism negative social impacts include; social change; changing values; increased crime and gambling; changes in moral behaviour; changes in family structure and roles
- ✓ The intrusion of outsiders in the area may disturb the local culture and create unrest
- ✓ Some of the negative environmental impacts of tourism are: increase in water and energy consumption; increase in pollution (air, water, noise, etc.); destruction of flora and fauna, deforestation; increase in solid waste; disruption of wildlife behavior and feeding and breeding patterns
- ✓ It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss
- ✓ Tourism may require the government to improve the airport, roads and other infrastructure, which are costly
- ✓ Tourism is leading to decrease in the population of the animals and degradation of their habitats
- ✓ Tourism can lead to interference and destruction of the wildlife ecosystem
- ✓ Tourists will interfere with the welfare of the wild animals through their interactions with the animals
- ✓ Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals
- ✓ Tourism can Increased mortality, vanity hunts, and poaching
- ✓ Tourism is one of the sectors most affected by the Covid-19 pandemic and tourism activity caused spreading of infection

- ✓ One of the most significant negative economic impacts of tourism is the decline in traditional employment which happens when workers move from industries such as farming, mining and fishing into service jobs in the tourism industry
- ✓ One of the negative impact of tourism is over-dependency
- ✓ Damage to natural or historical culture/monuments
- ✓ Environmental damage, overuse of tourism resources
- ✓ There are problems with the tourist-host relationship and the destruction of heritage
- ✓ Tourism can increase pressure on endangered species and heightened vulnerability to forest fires
- ✓ Coastal areas are often the first environments to experience the detrimental impacts of tourism
- ✓ Tourism can cause increase in water and energy consumption
- ✓ There are a range of impacts from hiking, trekking, and camping that directly affect the activity area
- ✓ Local communities need to be able to fund the tourist demands, which leads to an increase of taxes
- ✓ The overall price of living increases in tourist destinations in terms of rent and rates, as well as property values going up
- ✓ Differences in social and moral values among the local host community and the visiting tourist
- ✓ Natural resource degradation, pollution, and loss of biodiversity are detrimental because they increase vulnerability, undermine system health, and reduce resilience

42. Applying the principles of sustainable tourism in tourism business

On this question our respondents answered quite comprehensive and we intend to present all these answers:

- Sustainability principles refer to the environmental, economic, and socio-cultural aspects of the tourism development
- We try to keep suitable balance between sustainable tourism branches to guarantee its long-term sustainability
- During our tours we pay attention to environmental issues
- sustainable tourism focuses on travel that has minimal impact on the environment and local communities, that is why we try to follow this principles
- We take into account the local employment growth and other factors
- We try to use local resources rationally
- Sustainable tourism is attempting to have a low impact on the environment and local culture
- The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves
- In our program we have ecotourism, which focuses on socially responsible travel, appreciation of natural habitats
- We apply to environmental sustainability, cultural appreciation, and the creation of economic opportunities for local communities
- We are supporting local restaurants making input in sustainable tourism
- We understand sustainable tourism principles and implement them in our practice
- We have no direct contact with environmental problems, but alert our tourists to follow sustainable tourism principles
- According to the Sustainable Tourism principles we are taking into account sustainably of resources, reducing over-consumption and waste, maintaining biodiversity etc.
- We inform our tourists to pay attention to environmental problems
- We uses resources rationally

- We are implementing tours in cultural tourism, responsible and geotourism, which are parts of sustainable tourism
- We are protecting cultural and natural heritage (restoring historic buildings or saving endangered species) providing in such way tangible social and economic benefits for local communities
- One of the features of the sustainable tourism is the principle to generate more local jobs and improve the quality of work
- Sustainable tourism preserves the environment, and respect the place and local community
- Sustainable tourism implies the conservation and enhancement of the natural and cultural potential of destinations, on the basis of a tourism approach
- Sustainable tourism means the ecological transition of tourism enterprises to resource-saving technologies, reduction of industrial waste
- One of the principles of the sustainable tourism is involvement of the population in the decision-making process on tourism development
- We contribute to the development of local culture
- Sustainable tourism includes partnership in the relationship between the public and private sectors; promotion of tourism, socio-economic development of certain territories of states

Principles of sustainable tourism	Frequency (Total 30 respondents) (they could choose more than one option)	Percent
I do not apply them at all	0	0
I am not aware of the principles of sustainable tourism	4	13
<i>I pay attention to environmental issues</i>	20	67
<i>I contribute to the development of local culture</i>	16	53
<i>I contribute to local employment growth</i>	13	43
I use resources rationally	10	33
Other (please specify)	0	0

II. Assessment of skills and competences

43. Assessment of skills and competences

On this question, we received 25 responses all of them highlights the necessary skills for tourism:

- Our employees have a strong position with regard of ethical principles
- We try to relate people/tourists from different cultures and backgrounds
- Our employees have a good skills of planning, organization and time management
- We have the ability to maintain professionalism of personnel in our company

- We have excellent customer service skills, cultural awareness, and flexibility
- In our company almost every job within the hospitality industry involves teamwork and it gives positive results
- We are paying attention to details, time management, communication, interpersonal skills
- We have the ability to motivate a team, to manage client relationships
- Skills are the expertise or talent needed in order to do a job or task and our employees guided with this principles fully
- Our specialists have skills of planning, organization and time management.
- Employees have to be hospitable to customers so that they can rely on them to satisfy their needs
- Our employees have skills of sales and customer service experience
- It is important that most prolific managers in our industry start off as entry-level employees who are not only proactive but who also demonstrate good leadership skills
- One of the important skills our employees need to have in the tourism industry and it is the ability to create and maintain a professional network
- Our employees have to be strong multi-taskers and that means solving problems as they come across them
- Our managers or employee in a restaurant or resort are maintaining a safe food environment for our guests and it's principle
- Our employees have customer service skills, networking skills, communication skills, flexibility skills, organizational skills, and language skills
- It's important to have ability to solve problems, to have communications with tourists' and to guess their expectations
- We try to engage real specialists who love their work and have good communications with tourists
- It's important to have personal skills in our business, include the ability to communicate with others, solving problems or thinking creatively
- We are assisting our employees to acquire verbal communication skills, which are the basis for how you relate to others and convey your feelings and ideas
- We are paying attention to critical thinking and problem solving, professionalism and strong work ethic, oral and written communications skills
- Communication and networking skills, leadership and management skills
- It's important good knowledge of internal offers and appropriately to make the necessary steps
- We pay attention to the following features, such as: verbal communication, written communication, empathy, creativity, problem-solving, leadership, negotiation
- Our operators have customer service skills, networking skills, communication skills

44. Need to develop competencies and skills in order to make the business more successful

All participants expressed desire to participate in future trainings if project will organize such activity.

Need to develop competencies and skills	Frequency (Total 30 respondents)	Percent
<i>Yes (please specify what kind of skills or knowledge do you need most?)</i>	30	100
No	0	0
Other (please specify)	0	0

The respondents consider that they need the following skills and knowledge for the tourism management: Business management skills; teamwork and leadership skills; communication and listening; customer service skills; financial skills; analytical and problem-solving skills; critical thinking skills; strategic thinking and planning skills, creating successful business plans, Interpersonal competencies, engagement/charisma, delegation, respect, sales, focus, ability to learn, business strategy, etc.

45. Evaluating the level of skills

N	Skills	How would you rate the level of your skills? (Total 30 respondents)					Percent					Average rate
		1-very bad	2-bad	3-medium	4-good	5-excellent	1-very bad	2-bad	3-medium	4-good	5-excellent	
1.	Skills for developing long- term strategies for my tourism business	1	4	8	9	8	3.3	13.3	26.7	30.0	26.7	3.23
2.	Skills for developing a business plan for my tourism business	2	5	9	5	9	6.7	16.7	30.0	16.7	30.0	3.07
3.	Financial management skills to operate the tourism business (knowledge of sources of finance, pricing, financial planning, profit and loss, cash flow, etc.)	0	3	20	6	1	0	10.0	66.7	20.0	3.3	3.17
4.	Marketing skills (knowledge of 7 P's)	2	7	12	5	4	6,7	23.3	40.0	16.7	13.3	2.80
5.	Market research skills (SWOT, Benchmarking, competitor analysis, etc.)	0	1	9	16	4	0	3,3	30.0	53.3	13.3	3.47
6.	Management skills to run the business successfully	3	7	10	5	5	10.0	23.3	33.3	16.7	16.7	3.07
7.	Skills for building partnerships	2	6	10	8	4	6.7	20.0	33.3	26.7	13.3	2.80
8.	Networking and negotiation skills	3	5	10	5	7	10.0	16.7	33.3	23.3	16.7	3.07
9.	Knowledge of laws and regulations of the sphere	0	1	20	6	3	0	3.3	66.7	20.0	10.0	3.17
10.	Computer skills (MS office)	1	5	6	12	6	3.3	16.7	20.0	40.0	20,0	3.47
11.	Digital marketing skills	4	5	12	7	2	13.3	16.7	40.0	23.3	6.7	2.80

12.	Using web tools for business promotion (online booking, TripAdvisor, etc.)	0	2	16	12	0	0	6.7	53.3	40.0	0	3.53
13.	Using social media (Facebook, Instagram, twitter, etc.) for business purposes (communication, marketing, networking, etc.)	4	10	14	2	0	13,3	33.3	46.7	6.7	0.0	2.73
14.	Ability to use online tools for business promotion (placing adverts on internet, using e-mails, blogs, forums, etc.)	3	10	9	6	2	10.0	30.0	33.3	20.0	6.7	2.90
15.	Ability to use mobile applications related to tourism	6	10	2	10	2	20.0	33.3	6.7	33.3	6.7	4.00
16.	Knowledge of foreign languages	3	10	10	5	2	10.0	33.3	33.3	16.7	6.7	2.90
17.	International marketing skills	1	15	10	4	0	3.3	50.0	33.3	13.3	0.0	2.60
18.	Exploring and understanding customer needs and motivations	9	10	9	2	0	30.0	33.3	33.3	6.7	0	3.43
19.	Understanding USP (unique selling point) and UBR (unique buying reason)	3	3	10	9	5	10.0	10.0	33.3	30.0	16.7	3.33
20.	Skills of creating unique selling point	4	7	12	3	4	13.3	23.3	40.0	10.0	13.3	3.17
21.	Tourism services providing skills	2	5	9	9	5	6.7	16.7	30.0	30.0	16.7	3.07
22.	Communication skills (to be able to communicate with a tourist, listen to him/her, understand his/her problem, explain or persuade him/her something, etc.)	3	0	9	18	0	10	0	30.0	60	0	3.80
23.	Problem solving skills	5	0	2	23	0	16.7	0	6.7	36.7	0	3.10
24.	Administrative skills (making contracts, monitoring, etc.)	3	9	9	6	3	10.0	30.0	30.0	20.0	10.0	2.90
25.	Risk taking skills	3	6	10	9	2	10.0	20.0	33.3	30.0	6.7	3.03
26.	Team-building skills	4	12	14	0	0	13,3	40.0	46.7	0.0	0.0	2.73
27.	Time management skills	4	10	6	8	2	13.3	33.3	20.0	26.7	6.7	2.80

28.	Decision-making skills	4	5	10	7	4	13.3	16.7	33.3	23.3	13.3	3.07
29.	Knowledge of sustainable tourism principles	3	9	12	3	3	10.0	30.0	40,0	10	10	2.77
30.	Knowledge of tourism ethics	4	10	12	2	2	13,3	33,3	40,0	6,7	6,7	2.73
31.	Awareness of local culture and values	3	6	11	3	7	10.0	20.0	36,7	10.0	23.3	3.17
32.	Ability to get involved in local community programs, events	5	10	11	3	1	16.7	33.3	36,7	10.0	3.3	2.50
33.	Knowledge on how to support the local economy and ability to do it	1	8	10	11	0	3,3	26,7	36,7	33,3	0	4.33
34.	Ability to engage local communities in business	3	7	10	7	3	10.0	23.3	33.3	23.3	10.0	3.00
35.	Knowledge on how to build on local strengths	3	7	10	8	2	10.0	23.3	33.3	26.7	6.7	2.97
36.	Academic knowledge in tourism	3	8	12	5	2	10.0	26.7	40.0	16.7	6.7	2.83
37.	Knowledge on tax policy of the sphere	3	6	11	3	7	10.0	20.0	36,7	10.0	23.3	3.17
38.	Skills for creating innovative tourism policy	3	6	10	9	2	10.0	20.0	33.3	30.0	6.7	3.03
39.	Cooperation skills (with all stakeholders)	5	7	14	4	0	16.7	23,3	46.7	13,3	0	3.80
40.	Fundraising skills	5	9	11	3	2	16.7	30.0	36.7	10.0	6.7	2.60
41.	Knowledge on tourism statistics and statistical recording	7	10	4	9	0	23.3	33,3	13,3	30.0	0	3.07
42.	Entrepreneurial skills	3	11	6	7	3	10.0	36.7	20.0	23.3	10.0	2.87
43.	Knowledge on social entrepreneurship	3	9	11	5	2	10.0	30.0	36.7	16.7	6.7	2.60
44.	Social entrepreneurship skills	3	9	9	6	3	10.0	30.0	30.0	20.0	10.0	2.90
45.	Tourism product developing skills	5	10	11	3	1	16.7	33.3	36.7	10.0	3.3	2.50

Need to improve the skills

N	Skills	Would you like to improve these skills? (Total 25 respondents)			Percent		
		yes	no	I do not know	yes	no	I do not know
1.	Skills for developing long- term strategies for my tourism business	23	2	0	92	8	0
2.	Skills for developing a business plan for my tourism business	23	2	0	92	8	0
3.	Financial management skills to operate the tourism business (knowledge of sources of finance, pricing, financial planning, profit and loss, cash flow, etc.)	22	3	0	88	12	0
4.	Marketing skills (knowledge of 7 P's)	22	3	0	88	12	0
5.	Market research skills (SWOT, Benchmarking, competitor analysis, etc.)	22	3	0	88	12	0
6.	Management skills to run the business successfully	24	1	0	96	4	0
7.	Skills for building partnerships	21	4	0	84	16	0
8.	Networking and negotiation skills	24	1	0	96	4	0
9.	Knowledge of laws and regulations of the sphere	22	3	0	88	12	
10.	Computer skills (MS office)	23	2	0	92	8	3.3
11.	Digital marketing skills	22	2	1	88	8	4
12.	Using web tools for business promotion (online booking, TripAdvisor, etc.)	22	3	0	88	12	0
13.	Using social media (Facebook, Instagram, twitter, etc.) for business purposes (communication, marketing, networking, etc.)	22	3	0	88	12	0

14.	Ability to use online tools for business promotion (placing adverts on internet, using e-mails, blogs, forums, etc.)	23	2	0	92	8	0
15.	Ability to use mobile applications related to tourism	22	2	1	88	8	4
16.	Knowledge of foreign languages	24	1	0	96	4	0
17.	International marketing skills	23	2	0	92	8	0
18.	Exploring and understanding customer needs and motivations	23	2	0	92	8	0
19.	Understanding USP (unique selling point) and UBR (unique buying reason)	24	1	0	96	4	0
20.	Skills of creating unique selling point	22	2	1	88	8	4
21.	Tourism services providing skills	23	1	1	92	4	4
22.	Communication skills (to be able to communicate with a tourist, listen to him/her, understand his/her problem, explain or persuade him/her something, etc.)	22	3	0	88	12	0
23.	Problem solving skills	22	3	0	88	12	0
24.	Administrative skills (making contracts, monitoring, etc.)	24	1	0	96	4	0
25.	Risk taking skills	21	3	1	84	12	4
26.	Team-building skills	23	1	1	92	1	1
27.	Time management skills	22	3	0	88	12	0
28.	Decision-making skills	23	1	1	92	4	4
29.	Knowledge of sustainable tourism principles	21	4	0	84	16	0
30.	Knowledge of tourism ethics	23	2	0	92	8	0
31.	Awareness of local culture and values	22	3	0	88	12	0

32.	Ability to get involved in local community programs, events	20	4	1	80	16	4
33.	Knowledge on how to support the local economy and ability to do it	23	2	0	92	8	0
34.	Ability to engage local communities in business	22	3	0	88	12	3.3
35.	Knowledge on how to build on local strengths	22	3	0	88	12	0
36.	Academic knowledge in tourism	24	1	0	96	4	0
37.	Knowledge on tax policy of the sphere	23	2	0	92	8	0
38.	Skills for creating innovative tourism policy	24	1	0	96	4	0
39.	Cooperation skills (with all stakeholders)	22	3	0	88	12	0
40.	Fundraising skills	23	1	1	92	4	4
41.	Knowledge on tourism statistics and statistical recording	23	2	0	92	8	0
42.	Entrepreneurial skills	23	2	0	92	8	0
43.	Knowledge on social entrepreneurship	23	2	0	92	8	0
44.	Social entrepreneurship skills	23	2	0	92	8	0
45.	Tourism product developing skills	23	2	0	92	8	0

46. To the question “**What additional skills or knowledge do you need to develop your business?**” the following answers were gathered:

- ✓ Basic Finance Skills
- ✓ Networking
- ✓ Speaking Confidently
- ✓ Accepting and Acting on Feedback
- ✓ Recognizing Patterns
- ✓ Maintaining a Growth Mindset
- ✓ A proper vision on your tourism business
- ✓ Know exactly what you want
- ✓ Question yourself, your plans, your strategy, your business plans and your decisions
- ✓ Passion and energy
- ✓ A work ethic
- ✓ Create an opportunity

47. To the question “**What are your expectations from the upcoming training course?**” the following answers were gathered:

- Leadership Skills Masterclass
- Executive Leadership Coaching
- Successful People Management and Team Leadership
- Introduction to supervising a team
- Management Training For New Managers
- Problem Solving Training
- Workforce Resource Planning Training
- Strategic planning and thinking
- Presentation Skills Training
- Effective Communication Skills
- Exceptional Customer Service Training
- Introduction to Public Relations
- Emotional Intelligence
- Strategic Planning and Thinking
- How to develop professional approaches

- Development of business ideas after improving the skills

DESK RESEARCH OF GEORGIA



Baia's Wine

Organic Wine Tour in Obcha, Imeretiregion, Georgia

Georgia is the oldest winemaking country in the world, with the tradition dating back at least 8,000 years. The Georgian traditional winemaking process is different from the rest of the world and involves clay jars called qvevri. There are about 450 unique vine varieties. Unfortunately, some rare varieties that needed special care were abandoned and are now mostly extinct.

Recently, as a result of the ongoing economic reforms in the country, special attention has been paid to the tourism, especially revival of Georgian wine. Along with winemaking men, young women became actively involved in this business and started a family business, such as maverick winemakers Baia Abuladze and her sister Gvantsa which started to rediscover the rarest species of wine grapes in Western Georgia and to focus on bio wine making techniques. The re-discovery process continues until today: Baia Abuladze is a young woman, who together with her sister Gvanca Abuladze and their family in Obcha, Imereti in the west of Georgia, are bringing new life and energy to a region with a storied history. Baia Abuladze, stands among those Georgian winemakers who work to identify and classify local vine varieties.

" I'm started this activity yet childhood- says Baia, I and my younger siblings — were born and raised in Obcha in a friendly, traditional family of winemakers. We spent a happy childhood watching how parents and grandparents were involved in the diverse winemaking processes. We were also allowed to arrange their own small farm with vineyards, greens, household animals and plantations, and spent their free time exploring the wonders of nature. At that time our family traditionally produced wine using Imeretian technology — the maceration process (soaking the juice of the grape with the skins and sometimes also the stems) was shorter and only 5-10% of grape skin was used during fermentation in Qvevri. After graduating from college, I moved to the capital city of Tbilisi to continue me studies, however did not find the intense urban life interesting and so after agronomical university returned to small town of Obcha where I actively promoted the family winery. "



At the same time, Baia officially established the new wine company and the label Baia's Wine was born. Accompanied by her younger siblings, totally remodeled the production structure and focused on the organic winemaking techniques. The family's attitude towards each step of winemaking changed: the maceration process increased up to 3 months, each Qvevri was treated individually — more time was aligned for degustation to decide whether the liquid is ready for the further treatment; and the decision about what percent of the grape skin is used during fermentation and aging was given priority.

Their first organic wine — a white dry Tsolikouri was bottled in 2015. Soon afterwards, the women-empowered family business became one of the first organic wine producers in Bagdati Municipality. Publicity and fame brought up another challenge: restaurants ordered more quantities while the young entrepreneurs found it quite hard to manage large-scale production from bottling to delivery in a timely manner. The young trio accelerated their production by organizing equipment: they gathered and washed the old family pitchers that had been long forgotten and were able to harvest enough grapes for about 8,000 bottles. Business continued to grow.

A few years after starting with white wines, the trio offered red wine from Otskhanusi , Saperavi and Aladasturi grapes. Today, they produce wines from Imeretian vine varieties such as Tsolikouri, Tsitska, Krakhuna, Aladasturi, Otskhanuri ,Saperavi. Currently, they produce 18,000 bottles and export them to different countries (Japan, China, America, etc.). Her family has been steadily adding to its organic farmland, and Abuladze says she soon hopes to purchase another 15 acres to scale up production further. Baia Wine This is a tourist Wine route in Obcha, Imereti region this is a visit to the Baia company, where tourist groups can taste Georgian Food and Drink.



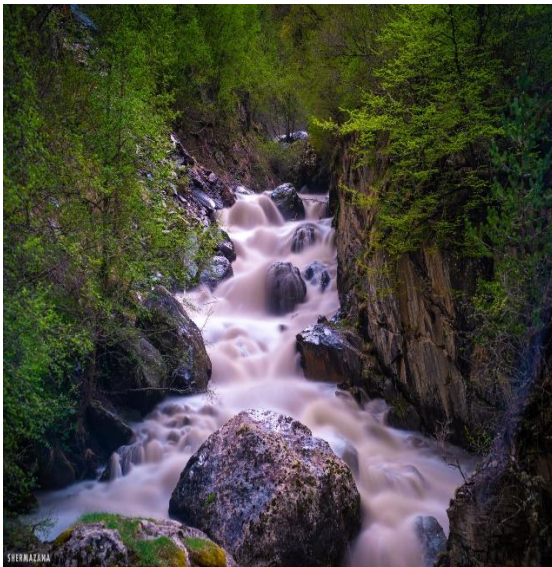
Email: BaiaSwine@gmail.com , Website: <http://www.baiawine.com/> , <https://twitter.com/AbuladzeBaia>

Marika Razikashvili - Small Guest House "RAZIKA"



Pshav-Khevsureti - the best tourist beautiful places to visit

.Pshav-Khevsureti is one of the most beautiful places in Georgia. Its unique nature Wild mountains, tracks and tourist attractions captivates visitors. The ethno-cultural heritage of Pshav-Khevsureti is unique. The castle-villages of this corner impress with their historical crosses and magnificent examples of mythology. Interesting agricultural life, customs. The region is known for its folk poetry and traditional customs

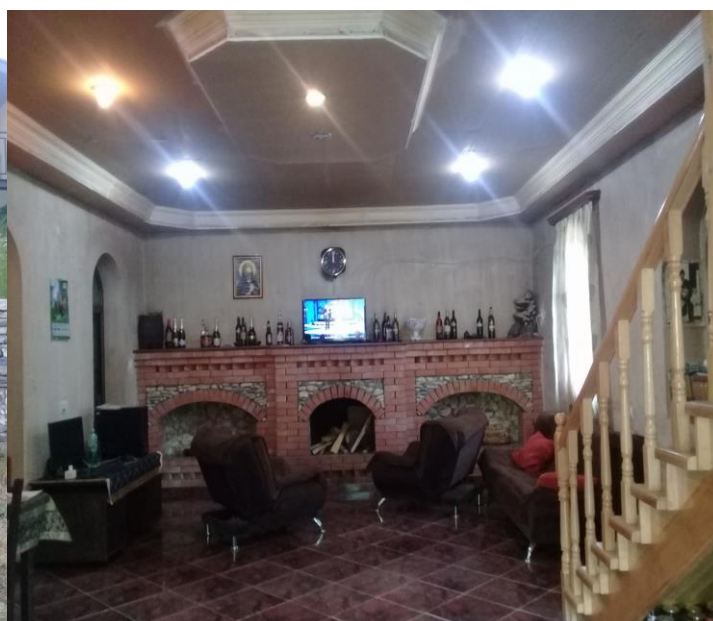


In Pshavi, in the village of Chargali, on the banks of the Chaglura River, there is a small family hotel. Warmth and hospitality always reign in this corner. Mrs. Marika Razikashvili is a descendant of the great Georgian poet Vazha Pshavela.

As soon as the tourism revival in Georgia began, Mrs. Marika began her own business, with her tireless work and few resources, by teaching and implementing the best examples and practices of tourism, was able to adapt the relevant forms of tourism and preserve traditional customs. She, to impress tourists, created an inclusive structure and offers visitors both beautiful surroundings and delicious traditional dishes made from local natural products (including the famous low-fat cottage cheese, which has the status of an intangible cultural monument), the famous “khinkali” and tea from mountain herbs and dried fruits, which she collects and prepares.

“I have been interested in the field of tourism since childhood, although I had to live mainly in Tbilisi because of my family, I knew for sure that I would return to my native Chargali and I would definitely create something valuable in the field of tourism, tells Mrs. Marika.

Due to the recent increase in tourism, my husband and I decided to renovate our old abandoned parent house to give it new life. The idea was successfully implemented. I took on obligations at the bank, calculated the risks, and began to repair the old house. Soon I received a small grant under the state program “Produce in Georgia”. We tried to preserve the authenticity that was characteristic of the Pshavi building, we managed to combine the old and the new, and we got an amazingly beautiful and calm environment that truly captivates every guest who comes to us.”



We offer our guests ecological (bio) products produced and grown by us. I have a small organic farm. Tea and dried fruits from medicinal plants and forest fruits have become a souvenir of my hotel, which we are happy to offer to tourists and local vacationers.

As for the impact of the pandemic on our business, of course, the pandemic has radically changed the way our business works, practically stopped the flow of foreign tourists, but we immediately began to attract local tourists, disseminate information about our activities and news, add : fishing, horseback riding, and alpine hiking to our service. zone, created a special route for visiting cultural

sites. We have also placed brochures about the hotel in tourist sites and websites. At this stage, we are working hard on development and in the spring we plan to implement new ideas so that we do not have a financial crisis. I know success requires skillful and coordinated management of various users, providing high-quality services requires constant updating and effective resource planning.

Also, Mrs. Marika continued tells us on problems and challenges : in order for a family in the village to start small business and providing tourism services, or be interested in developing business an existing one as a source of employment and income, it is necessary to have real motivation and stimulating factors: quality hotel services, advice and recommendations from specialists, entrepreneurs skills, knowledge world and local experience of the successful family hotel service, supply of teaching materials, training in the basics of business (how to turn rural tourism into a successful source of income, business).,also basic knowledge about the use of advertising tools and their importance, for sources of funding and investment.

I am deeply convinced that what helps a person to succeed is: purposefulness, diligence, tireless work and hope for the future. And also faith in yourself and your own idea, that you will definitely achieve your goal! And I think that the work that you love with all your heart will definitely come out!



Email: razikashvilimarina@gmail.com <https://www.facebook.com/profile.php?id=100019863397967>

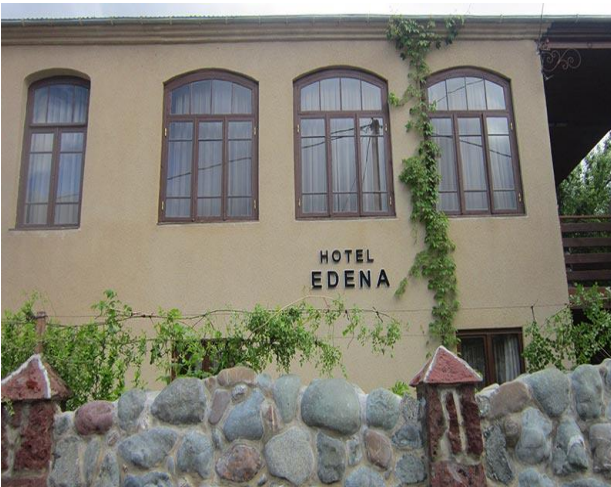
Nato Japaridze- Family Hotel “Edena”

Racha-Lechkhumi region, Georgia



My name is Nato Japaridze, I am an economist and live in the Racha-Lechkhumi region, which is unique in its geographical location, rich in diverse flora and fauna, rivers and waterfalls, numerous forests, natural caves and passes. Many interesting, unique historical, ethnographic, archaeological and architectural monuments amaze the eyewitnesses. But in my beautiful region, tourism was not considered a priority, in previous years this sector was completely forgotten, tourism could not develop due to the lack of proper tourism infrastructure and services, despite the fact that the interest and demand of local tourists grew every year. I was constantly thinking of starting a tourism business .

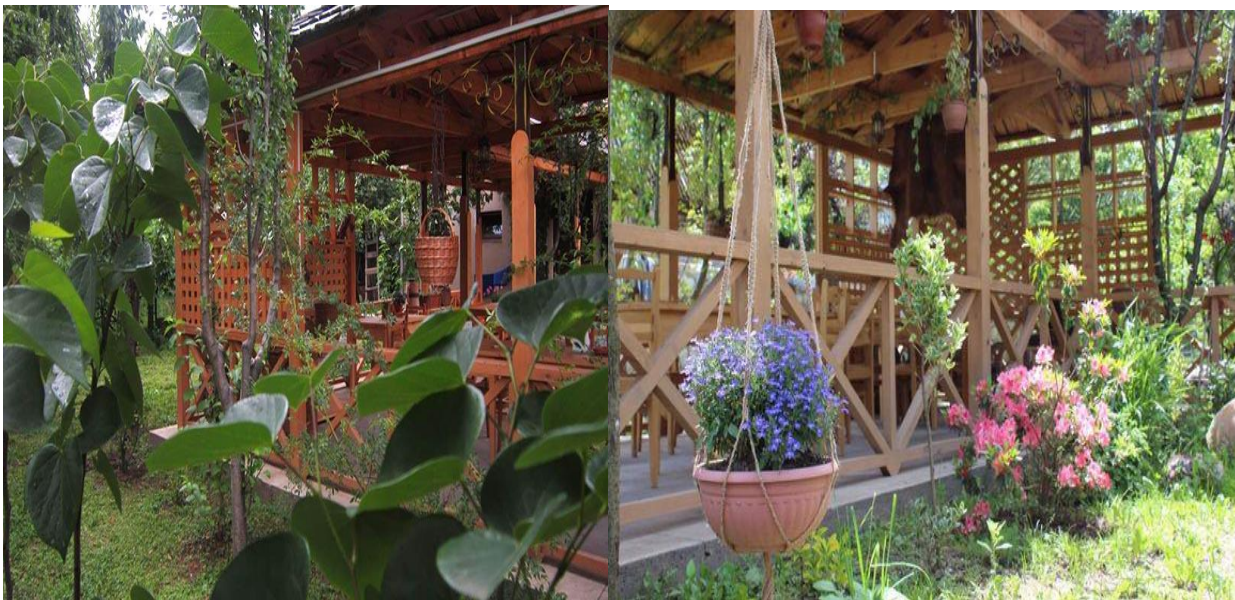
That's why I decided to turn my apartment into a family hotel.



But I didn't have the entrepreneurial skills and resources to start this business. During this period, the Association "Woman in Business" in our region held meetings-trainings , which interested me very much and I went through trainings on starting my own business, prepared a business plan. I applied to the bank, took out a loan and started restoring the building. In 2014, I opened the first Edena Hotel in Ambrolauri.

The whole family worked with great enthusiasm to improve the hotel. I am a mother of 4 children and my children actively help me in all directions. This will be landscaping work or advertised by the hotel, preparing information on the site and delivering tourists to the hotel, the eldest daughter has

mastered the profession of a guide and guides tourists to get acquainted with the rich natural and cultural attractions of Racha. We paid special attention to the arrangement of indoor and outdoor interiors in accordance with international standards, especially the improvement of the courtyard, which included the cultivation of various of plants, the arrangement of places for recreation. We had to look for unique plants and flowers in the forests of Racha, and we also collected stones from the rivers to decorate the yard.



As a result of our hard work, we soon achieved success. The number of tourists increased with each season and the demand for tourists increased. Also, Income increased, which gave us the opportunity to expand the hotel and improve the service. . Therefore, in 2017, I opened the second small Royal Edena Hotel , which has a beautiful design, creates a special warm atmosphere for guests. In both hotels, we can accommodate 22 guests and offer different services.



At the same time, based on the diversity of the business and the demand from the guests, I decided to build a family cellar and produce wine from endemic grape varieties. It has been a year

since we started bottling wine, we offer our guests traditional cuisine and 5 types of wine from endemic varieties. From the spring of 2022, we will bring wine to the market.



NATO keeps talking about the challenges - There is a lot of competition in the tourism market today, at the same time, COVID-19 existing restrictions create problems for tourists, many tourists refrain from booking, it is difficult to attract tourists, that is why we treat tourists very carefully, create an appropriate environment to meet their needs, we are very dependent on tourism. Our material support and further development is tourism.

As a woman, I am proud to work in this field. My goal is to contribute to the restoration and development of this area and to make my country known to the world as an all-season and quality tourist place of destination, distinguished by its unique culture, natural heritage and national traditions of hospitality.



Email: questhouseedena@gmail.com, <https://www.facebook.com/Hotel-Royal-Edena>, Website: <https://www.facebook.com/watch/?v=797341030943374>

Zaira Jibladze - Company «Natural Product»



Zaira Jibladze is a journalist by profession and lives in Makhinjauri, Adjara region. Zaira and her husband first started serving food in their restaurant to small groups of foreign tourists,

However, as more and more tourists come to Adjara, Zaira and his family decided to build 'Château Iveri', a high-quality hotel where visitors can experience the rich culture of Georgia and then started producing dried fruits, making jam and wine.

Zaira Jibladze talks about the future prospects of the family business, about innovations she will offer customers and how the mother of three children allocates time correctly.

"I have a hotel with 12 rooms and also a family wine cellar next to the hotel, where we receive foreign and local guests almost every day. Georgian wine and Georgian cuisine will be tasted on the spot. We offer various workshops. In addition to what I have done so far, I have always wanted to do something new and exciting that would be a challenge for me and my family. Due to the fact that

In recent years, Georgia has become a popular destination for foreign tourists who love nature, history, culture and wine. Adjara, one of the most beautiful parts of Georgia, is distinguished not only by its extraordinary nature, the charm of the Black Sea and sunny days, but also by especially warm and loving people, rich folk traditions and cultural wealth.



Georgia is a country of fruits and there are many varieties, most of which are especially unique in their nutritional value, the idea arose to create "Nugbari" (dried fruits) from fruits and get a new product by processing fruits that customers could eat at any time of the year. For example, citrus or kiwi fruits can be taken as dried fruits even in summer. In

addition to being delicious, fruit nuggets are also good for health and immunity.

- As for wide production, I had no experience in this area, but what I do is not customary to leave halfway. First, we created a test product, which was evaluated by relatives. Then we presented our products at local and international exhibitions, which showed us which products and tastes the consumer prefers. This gave us an incentive to expand our activities and already produce a natural product from Georgian fruits under the auspices of the enterprise "Natural Product ". Today, Natural Product is already known and trusted by many.



The financial part is the most important in production, because the purchase of raw materials, processing, packaging, labeling require quite large financial resources. We would not have been able to do anything without government programs, as well as the support of international donor organizations, both in terms of modern equipment and many other resources, even in terms of strengthening organizational capacity. Soon we will offer customers a completely new Nugbari, which is not produced in our region and is a novelty.



At the moment we are working on creating new products and soon we will offer customers a completely new Nugbari, which is not produced in our region and is a novelty.



<https://natural.b2c.ge> E-mail:

zairajibladze@gmail.com, <https://www.facebook.com/Beridze-Wine-Cellar>, <https://ajaratv.ge/video/10504>.

CONCLUSIONS

. In Georgia Tourism is country priority. Studies show that the development of tourism industry helps to strengthen the women are encouraged to become self-employed or start a new business. The objective of this research is to assess the current involvement of women in entrepreneurship in tourism sector in Georgia. In particular, in the study we attempts to explore and identify the specific problems that women are faced with when are owner tourism companies or being in a position to become an entrepreneur in tourism domain..

As showed in desk research women entrepreneurs in Georgia are faced with many obstacles in exercising their entrepreneurial potentials. Unfortunately, their potential is not fully realized and exploited because of systemic challenges faced by women entrepreneurs . According to the reserch most of them feel that there are very few opportunities for doing business and they do not possess the necessary skills. The results of a survey of beneficiaries working in tourism showed that the majority of women are concentrated in lower level jobs – cooking, cleaning, serving and clerical work, a lot of women undertake unpaid roles within tourism – supporting family businesses as invisible customer service providers, chambermaids, PAs and so on. Also, an equal number of women would not have started a business regarding the fear of its failure

so they think , that the role of the state is essential when developing the tourism industry, should be support and provide relevant services for women's tourism companies .

. Desk research showed the put on detecting the major profound limits for improving women entrepreneurship, in the first line by assessing the perception of managers and employees working in travel agencies and services facilities in selected destinations in Georgia. The contribution of the study is the fact that it enriches the poorly developed education work in Georgia addressing this issue.

According to questioning practically all respondents expressed desire to participate in trainings, to receive additional skills and experience in the frame of the tourism problematic if such opportunity appear in future. They consider that the mentioned trainings will be only positive to improve their skills in tourism business.

Annex 1

Questionnaire for mapping of the competences and needs of sustainable entrepreneurship and women entrepreneurial skills in tourism sector

III. Understanding the respondents' profile

1. Age

- 26-35 years old
- *36-50 years old*
- 51-60 years old
- 64 and elder

2. What is tourism according to you?

25 companies responded (see results)

3. Your current business situation

All respondents declared that at present they have the tourism business. The difference is that some of them started tourism business several years ago and small part started it recently.

4. If you still do not have your tourism business, please mention the reason(s) (you can choose more than one option)

All respondents that at present have tourism business

5. What was your motivation to set up a tourism business?

The respondents mentioned that tourism is their business, like this business and in some cases it's their hobby. The motivation for some of them was personal reasons, also the purpose to preserve natural resources and creation of the working places; earn money, etc.

6. Where is situated your business (please indicate the name of the region, city, or village)?

The respondents mentioned that tourism is their business, like this business and in some cases it's their hobby. The motivation for some of them was personal reasons, also the purpose to preserve natural resources and creation of the working places; earn money, etc.

7. Please indicate the sphere of your tourism business

- Hotel services (in hotel, motel, B&Bs, etc.)
- Tour operating
- Tourism agency
- Transport service
- Tour guiding
- Other (please specify) _____

8. What kind of services do you provide to tourists (you can choose more than one option)?

- Overnight stay
- Food and drink
- Nature sightseeing
- Visiting historical-cultural places
- Fishing
- Hiking
- Horse-riding
- Horse-riding
- adventure sport
- visiting historical-cultural sites
- music and dance
- Rafting
- Harvesting
- *master classes on cooking local food*
- tour guiding
- *organizing excursions*
- tour package developing and selling
- Organization of events, conferences, exhibitions - organization of meetings industry
- convention centers
- Hospitality business
- Leisure travelers, and special interest travelers
- Travelers with Special Needs, Elderly Travelers
- Holidaymakers, Business Travelers
- Other services
- Integrating social and environmental goals into business operations
- Operating of the Georgian and South Caucasus tourist markets

9. Is your tourism business the main source of your income?

- Main
- Complementary
- Other (please specify) _____

10. Is your tourism business seasonal or all year round?

- Seasonal
- All year round

11. Is your tourism business advertised through any tourism networks (local, regional, international)?

- Yes (please specify which one) _____
- No
- Other (please specify) _____

12. What is tourism marketing according to you?

13. What is digital tourism marketing according to you?

14. How often do you use internet in your business?

- I never use it
- Every day
- Once a month
- Few days in a week
- Other (please specify) _____

15. Have you ever participated at any training in the business field (management, marketing, finance, etc.) before you started your tourism business?

- No
- Yes (please specify what kind of training you had) _____

16. Do you have any degree in tourism?

- Bachelors
- Masters
- PhD
- Vocational training
- No degree
- Other (please specify) _____

17. Have you gained any work experience in tourism sphere before started your business?

- No
- Yes (please specify where and how many years of experience) _____

18. How have you gained business skills for running your business?

- At school
- On the job training

- At work
- Through consultants
- Online courses
- Other (please specify)

19. Which platforms do you use for your business promotion? (You can choose more than one option)

- Own website
- Own social media platform
- Tourism magazines
- Tourism offices
- Local, regional, national networks
- Local, regional, national newspapers
- TV
- Radio
- Online booking/reservation systems (Booking.com, Airbnb, TripAdvisor, Expedia, Hotel.am, Allhotels.am, etc.)
- Other (please specify) _____

20. Which social media platforms do you use for your business promotion? (You can choose more than one option)

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- YouTube
- Snapchat
- WhatsApp
- Signal
- Google
- Telegram
- I do not use any social media platform
- Other (please specify) _____

21. Which foreign language you may communicate with tourists?

- I do not know any foreign language
- Other (please specify) _____

22. Do you run your business on your own?

- Yes
- No, I am the owner, but I have a manager
- Other (please specify) _____

23. Who is responsible for the financial activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

24. Who is responsible for the management activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

25. Who is responsible for the marketing activities of your business?

- Myself
- I have an employee(s) for that
- My family members
- Other (please specify) _____

26. If you are not the owner of the business, but a staff member, are you engaged in decision making process?

- Yes
- No
- I am the owner
- Other (please specify) _____

27. If you are not the owner of the business, but a staff member, are you aware of the business policy, financial flows of the business?

- Yes
- No
- I am the owner
- Other (please specify) _____

28. What marketing steps are you taking to attract national and international tourists? (You can choose more than one option)

- I do nothing
- I advertise my business on the Internet

- I advertise my business on social networks
- I advertise my business at national and (or) international booking systems
- I print booklets and distribute them at the airport and other places
- I participate in national and (or) international exhibitions
- Other (please specify) _____

29. Are you aware of the characteristics of international tourists (of different nationalities), their needs?

- Yes
- No
- I do not know how I can be aware of that
- Other (please specify) _____

30. Which bodies do you cooperate with in connection with your business activity? (You can choose more than one option)

- Local self-government bodies
- National tourism authorities (Tourism Committee)
- Public administration bodies
- Non-governmental organizations
- International organizations
- Private sector
- Other (please specify) _____

31. Have you ever participated in international grant programs?

- Yes (please specify which one, when) _____
- No
- I am going to apply
- Other (please specify) _____

32. How many people work in your business?

- Myself
- Myself and my family
- Employed staff (please state how many) _____

33. Do you have staff training problems?

- Yes (please specify) _____
- No

34. What functions of human resource management do you accomplish in your business? (you can choose more than one option)

- I do nothing
- Recruitment & selection
- Performance management
- Learning & development
- Career development
- Material incentives
- Non material incentives
- Other (please specify) _____

35. What kind of business development problems do you have? (You can choose more than one option)

- I have no problems
- Financial problems
- Marketing issues
- Lack of knowledge on tourism business
- Problems connected with staff training
- Problems connected with the use of the Internet and computer technologies
- Problems connected with the community infrastructures
- Legislative issues
- Tax issues
- Other (please specify) _____

36. Are you involved in decision-making process (connected with your activity sphere) at the local or state level in policy developing or other processes?

- Yes (please indicate how often, what kind of decisions) _____
- No (please specify why) _____
- Other (please specify) _____

37. Are you a member of any tourism association?

- Yes (please specify) _____
- No
- Other (please specify) _____

38. What is a business-plan and what sections it usually consists of?

39. Have you ever developed a business plan for your business?

- Yes
- No
- I do not have business plan development skills
- There was no need to develop a business plan

- Other (please specify) _____

40. What kind of innovations do you need to develop your business? (You can choose more than one option)

- Innovations in business model
- Innovations in marketing activities
- Innovations in staff management
- Innovations in financial management
- New technologies
- Innovations in service process
- New products
- I do not need any kind of innovations
- I do not know
- Other (please specify) _____

41. How can information technologies contribute to your business development? (You can choose more than one option)

- To make the work easier
- To do better marketing
- To attract new partners
- To attract new tourists
- I do not know
- Other (please specify) _____

42. What kind of marketing steps do you need for your business? (You can choose more than one option)

- Advertising
- Promotion through social networks
- Advertising with the help of celebrities (influencer marketing)
- Price discounts
- Development of new products
- Other (please specify) _____

43. What are the positive impacts of tourism?

44. What are the negative impacts of tourism?

45. How do you apply the principles of sustainable tourism in your business? (You can choose more than one option)

- I do not apply them at all
- I am not aware of the principles of sustainable tourism
- I pay attention to environmental issues
- I contribute to the development of local culture
- I contribute to local employment growth
- I use resources rationally
- Other (please specify) _____

IV. Assessment of skills and competences

46. What do you think are the most important skills to run a tourism business, and why?

47. Do you think there is a need to develop your (your staff) competencies and skills in order to make your business more successful?

- Yes (please specify what kind of skills or knowledge do you need most?) _____
- No
- Other (please specify) _____

48. Please mention the level of your skills and choose whether you need to improve those skills or not

N	Skills	How would you rate the level of your skills?					Would you like to improve these skills?		
		1-very bad	2-bad	3-medium	4-good	5-excellent	yes	no	I do not know
1.	Skills for developing long- term strategies for my tourism business								
2.	Skills for developing a business plan for my tourism business								
3.	Financial management skills to operate the tourism business (knowledge of sources of finance, pricing, financial planning, profit and loss, cash flow, etc.)								
4.	Marketing skills (knowledge of 7 P's)								
5.	Market research skills (SWOT, Benchmarking, competitor analysis, etc.)								
6.	Management skills to run the business successfully								
7.	Skills for building partnerships								
8.	Networking and negotiation skills								
9.	Knowledge of laws and regulations of the sphere								
10.	Computer skills (MS office)								
11.	Digital marketing skills								
12.	Using web tools for business promotion (online booking, TripAdvisor, etc.)								
13.	Using social media (Facebook, Instagram, twitter, etc.) for business purposes (communication, marketing, networking, etc.)								

14.	Ability to use online tools for business promotion (placing adverts on internet, using e-mails, blogs, forums, etc.)								
15.	Ability to use mobile applications related to tourism								
16.	Knowledge of foreign languages								
17.	International marketing skills								
18.	Exploring and understanding customer needs and motivations								
19.	Understanding USP (unique selling point) and UBR (unique buying reason)								
20.	Skills of creating unique selling point								
21.	Tourism services providing skills								
22.	Communication skills (to be able to communicate with a tourist, listen to him/her, understand his/her problem, explain or persuade him/her something, etc.)								
23.	Problem solving skills								
24.	Administrative skills (making contracts, monitoring, etc.)								
25.	Risk taking skills								
26.	Team-building skills								
27.	Time management skills								
28.	Decision-making skills								
29.	Knowledge of sustainable tourism principles								
30.	Knowledge of tourism ethics								
31.	Awareness of local culture and values								

32.	Ability to get involved in local community programs, events								
33.	Knowledge on how to support the local economy and ability to do it								
34.	Ability to engage local communities in business								
35.	Knowledge on how to build on local strengths								
36.	Academic knowledge in tourism								
37.	Knowledge on tax policy of the sphere								
38.	Skills for creating innovative tourism policy								
39.	Cooperation skills (with all stakeholders)								
40.	Fundraising skills								
41.	Knowledge on tourism statistics and statistical recording								
42.	Entrepreneurial skills								
43.	Knowledge on social entrepreneurship								
44.	Social entrepreneurship skills								
45.	Tourism product developing skills								

49. What additional skills or knowledge do you need to develop your business?

50. What are your expectations from the upcoming training course?
