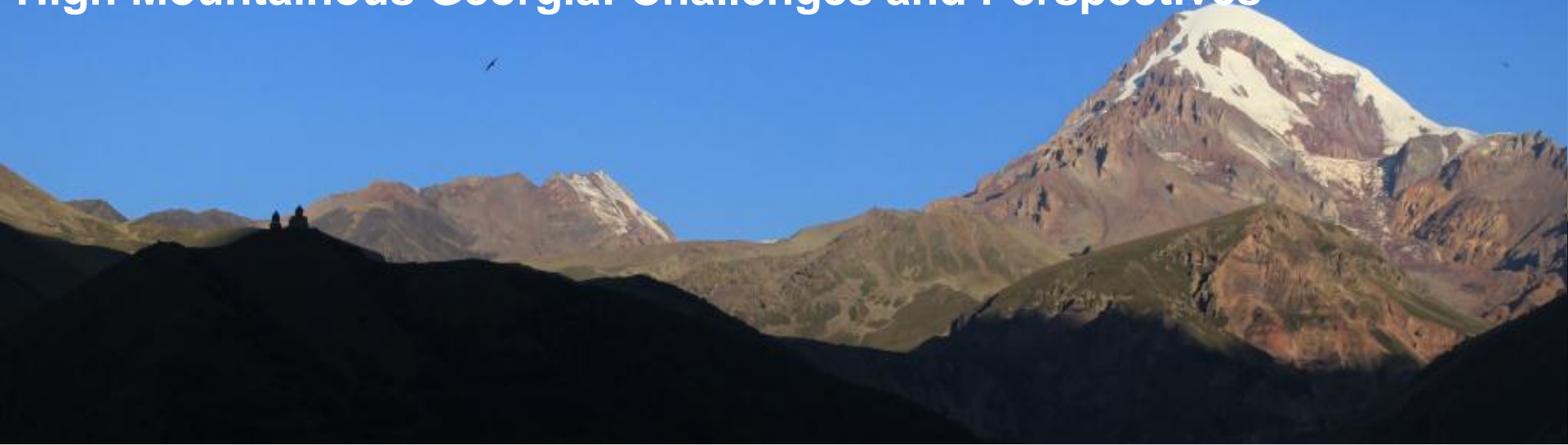


*International Mountain Conference*

Innsbruck, 11 September, 2019

# Spatial Peculiarities of Local Tourism Supply-Chain in High Mountainous Georgia: Challenges and Perspectives



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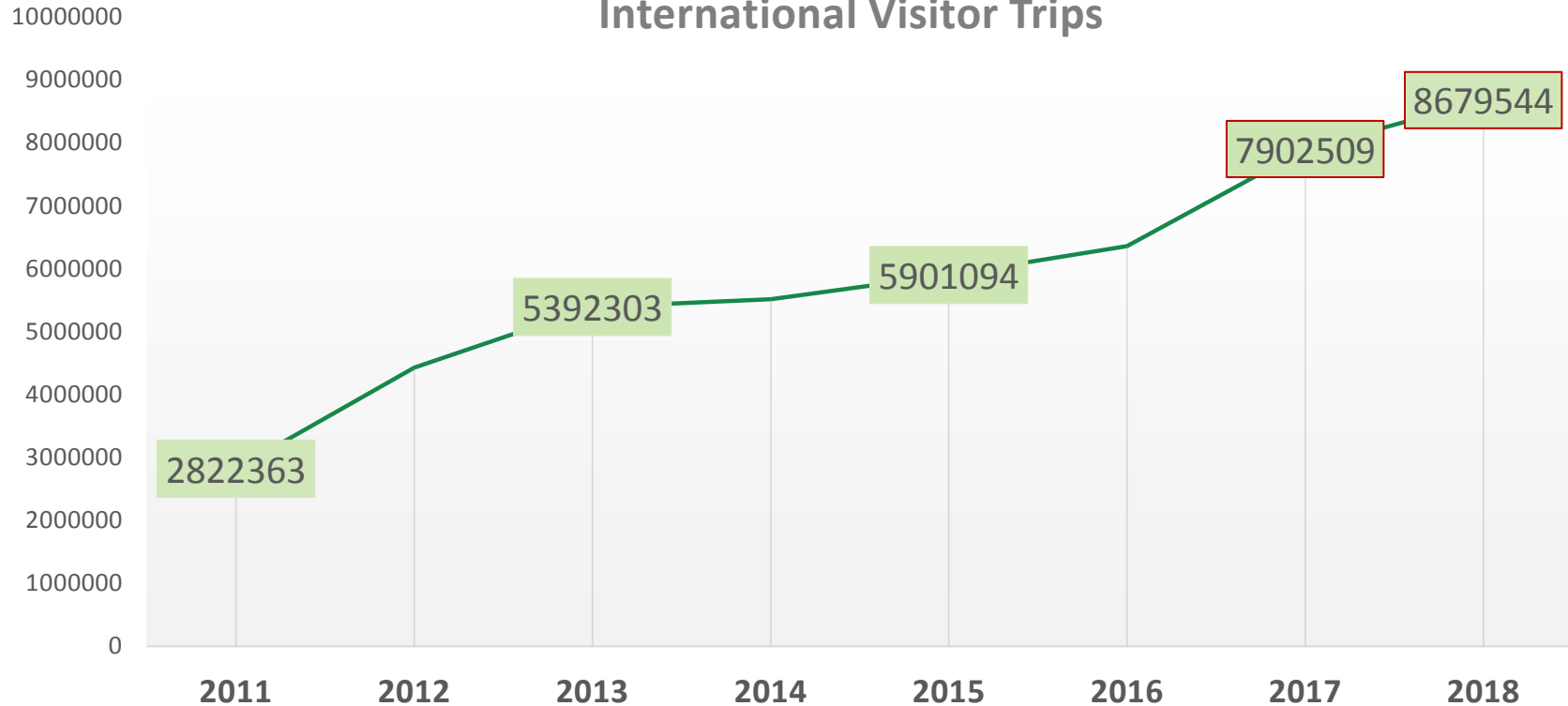


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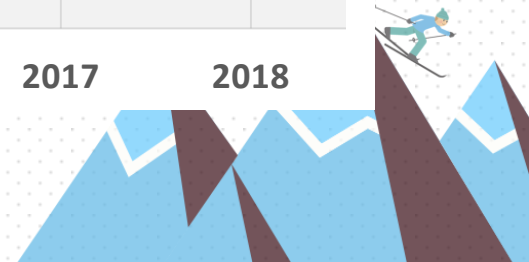
MRD  Caucasus

# Tourism Development Trends in Georgia

## International Visitor Trips



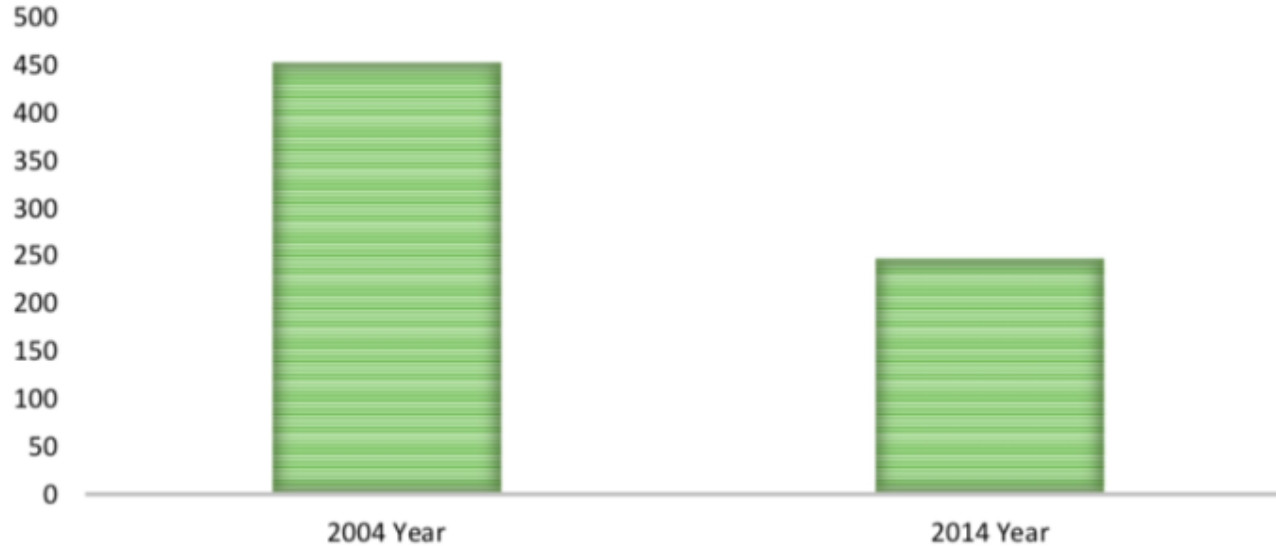
**Source:** Georgian National Tourism Administration



# Problem Formulation

ScienceDirect

**Colonies of bees in Kazbegi municipality  
(2004-2014)**



Source: National Statistics Office of Georgia

Journals &

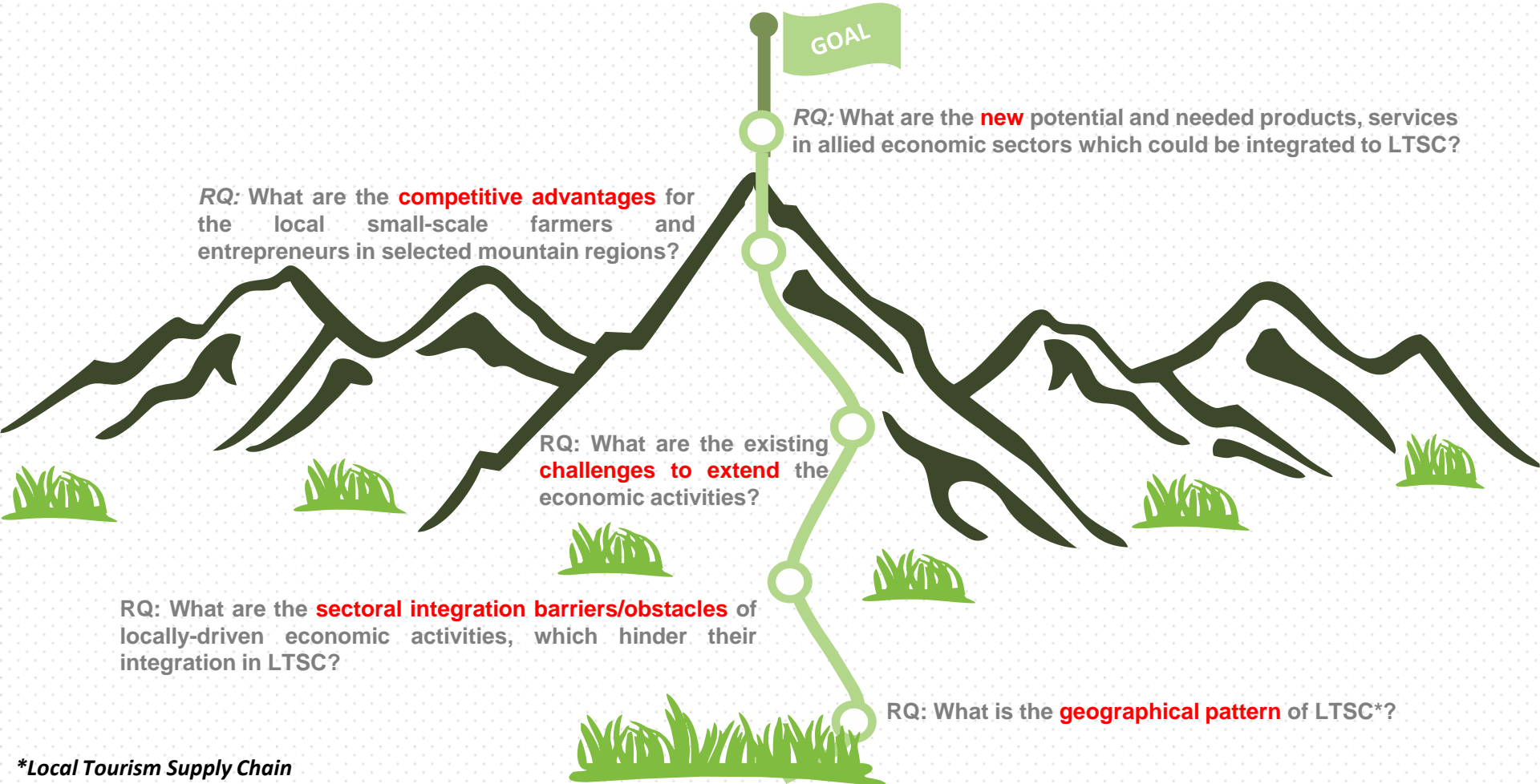


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activities associated with tourism,

# Research Questions



# Research Areas



BEG



# Research Methodology

## Timeline of Research Activities

### Activities:

*In-depth and focused interviews*

### Geographical coverage:

*4 communities*

### Outcomes:

*56 interviews*

### Activities:

*In-depth and focused interviews*

### Geographical coverage:

*15 communities*

### Outcomes:

*59 interviews*

### Activities:

*Meetings with local authorities of city halls, local residents;*

### Outcomes:

*first insights; spread of project aim; establishing ties, gaining trust*

Data Analysis

Fieldwork Kazbegi

Fieldwork Mestia

Pilot Study

JUN, 2018

AUG, 2018

SEP, 2018

## Research Design

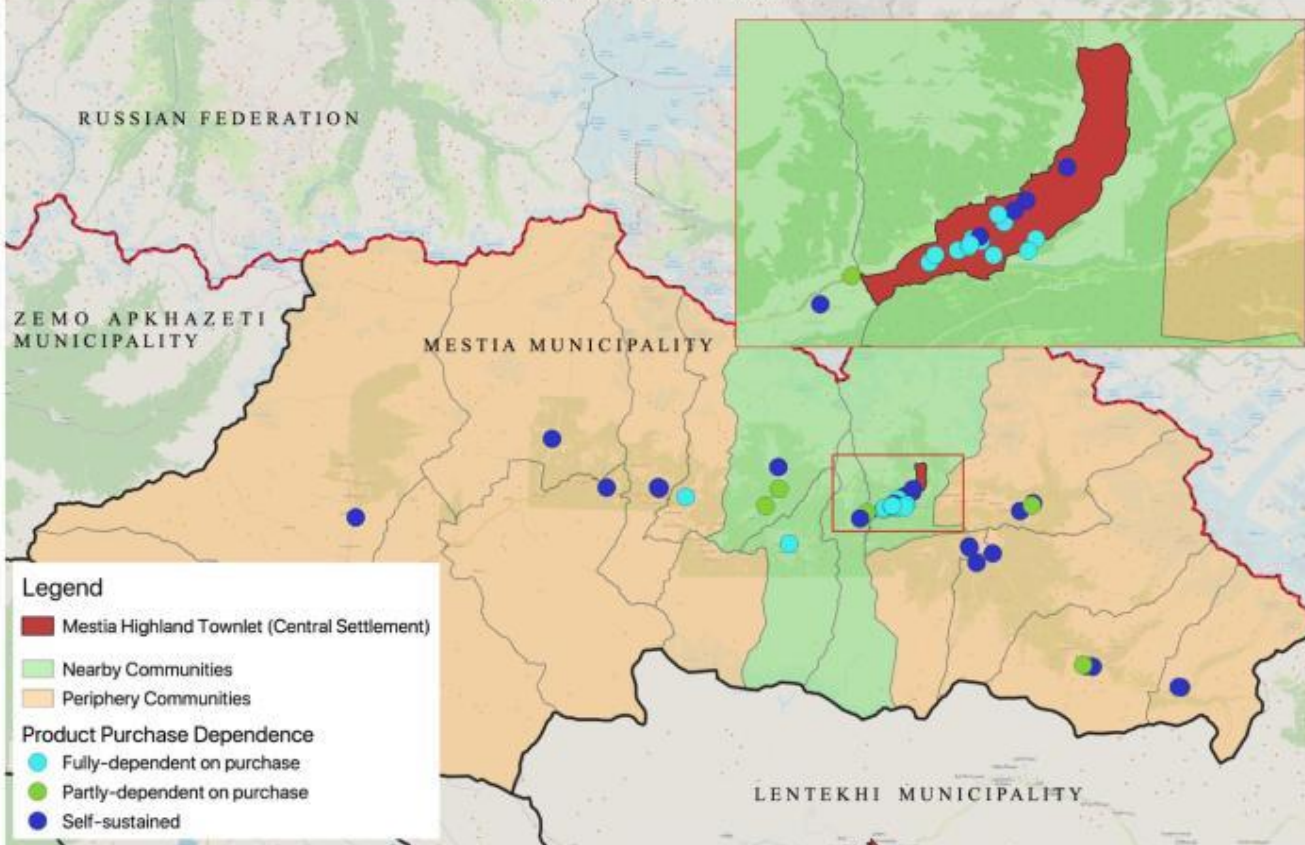
- ✓ **Sample Method:** Purposive Sampling;
- ✓ **Target groups:** Local residents, representatives of tourism industry;
- ✓ **Data Collection Methods:** Focus groups, in-depth and focused interviews;
- ✓ **Data Analysis Method:** Seven-step thematic analysis method;
- ✓ **Qualitative Data Analysis:** Computer-assisted qualitative data analysis software – MAXQDA;
- ✓ **Geographical Data Collection and Analysis** – OSMTracker, QGIS, R.





# Findings: Spatial Peculiarities of LTSC

**SPATIAL PATTERN OF LOCAL TOURISM ACTORS' DEPENDENCE ON PRODUCT PURCHASE IN MESTIA MUNICIPALITY**



**Central Zone ∴ Fully-dependent on product purchase:**

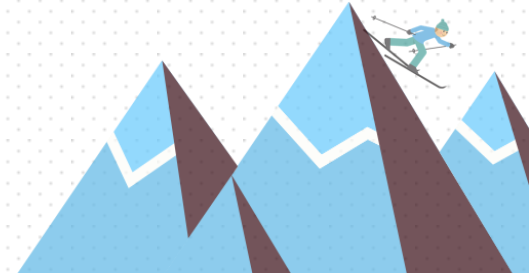
→ Part of them highlight that in previous years they were operating the agricultural activities on daily basis. Some of them were also economically dependent on the commercialization of their agricultural/food production.

**Nearby Zone ∴ Partly-dependent on product purchase:**

→ The respondents are trying to move their resources to tourism, at the expense of belittling agricultural activities and only maintain particular agricultural production.

**Periphery Zone ∴ Self-sustained:**

→ All of the self-sustained families are operating agriculture in the first place before tourism and some of them are also commercializing their products;



# Findings: Spatial Integration Barriers in LTSC



## Challenge: Zugdidi Market VS Locally Produced Products

### Factors:

- Geographical proximity to Mestia
- Attachment
- Alternative cheap market [from the perspective of RECIPIENT]:

Low price – “Acceptable” low-quality

- Barter (e.g. Cheese → vegetables)
- Selling as much amount, as suppliers want



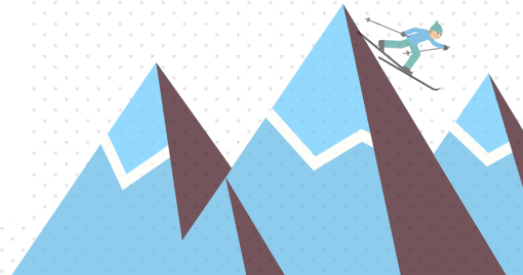
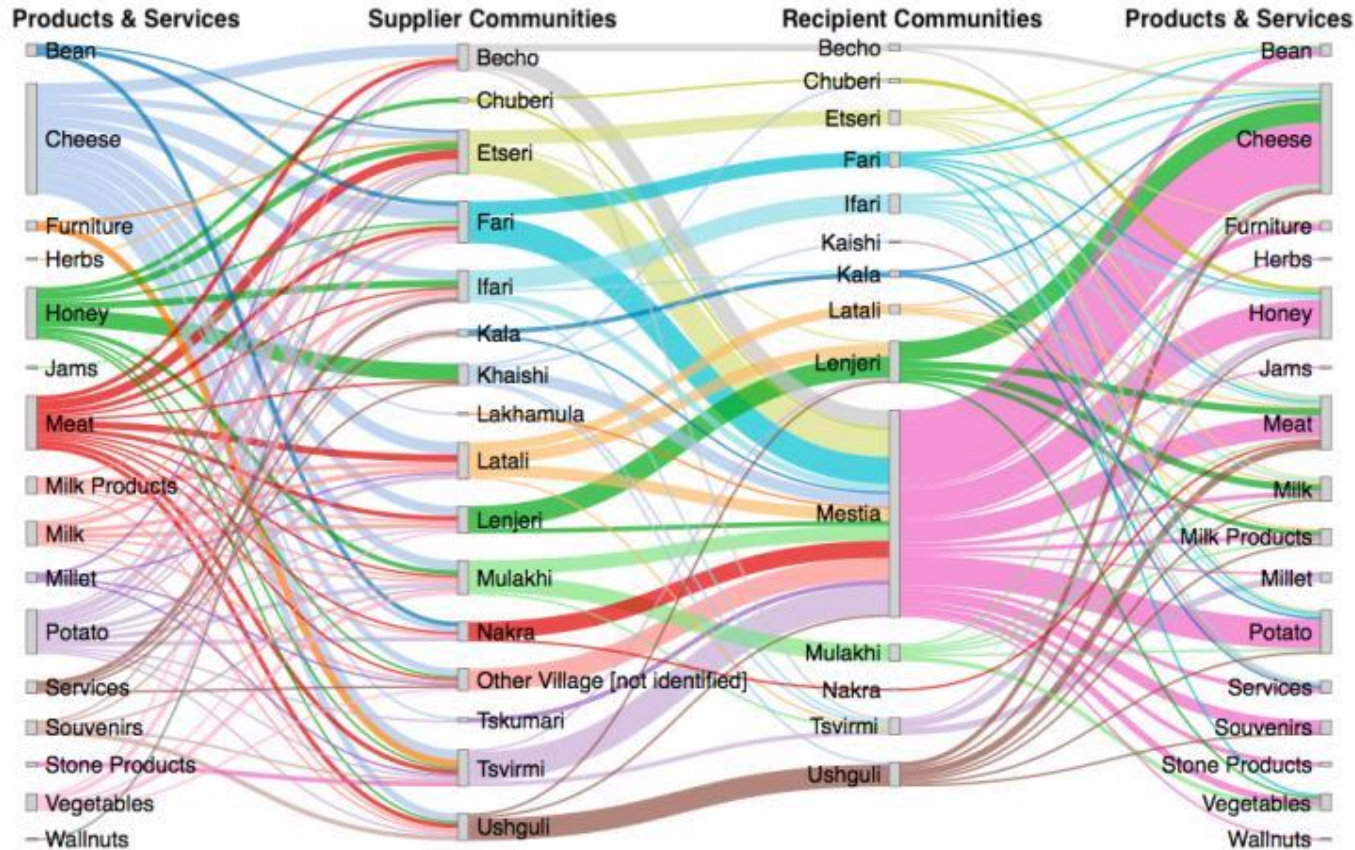
### Discussion Questions:

> How can the competitiveness of the locally produced products be increased?





# Findings: Spatial Peculiarities of LTSC



# Findings: Integration Barriers in LTSC

## Relationship Challenges

- The irresponsibility of the supplier;
- The irresponsibility of the recipients (often due to the absence of the contract they delay the transaction of money, etc.);
- Deficiency of information between local supplier and recipient [tourism] (lack of information about each other's activities);



### Discussion Questions:

- **How to improve the information flow among the local actors and tourism recipients?**





# Thanks for your time!

For more information: <https://www.mrd-cau.net/>



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