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



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Tourism Development Trends in Georgia

International Visitor Trips



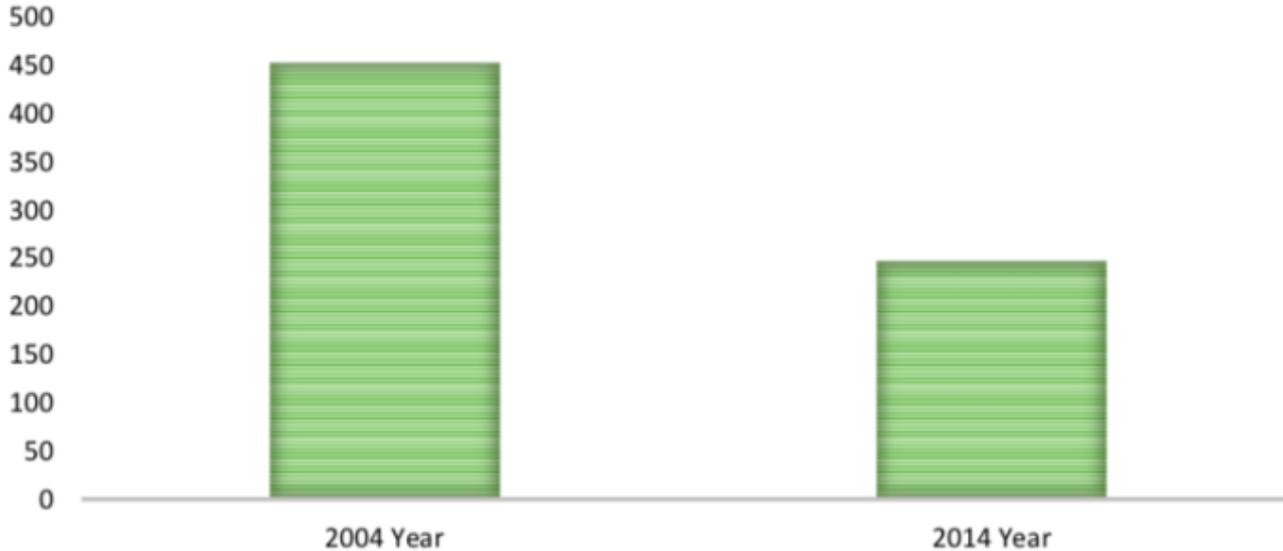
Source: Georgian National Tourism Administration



Problem Formulation

ScienceDirect

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



Source: National Statistics Office of Georgia

Journals &



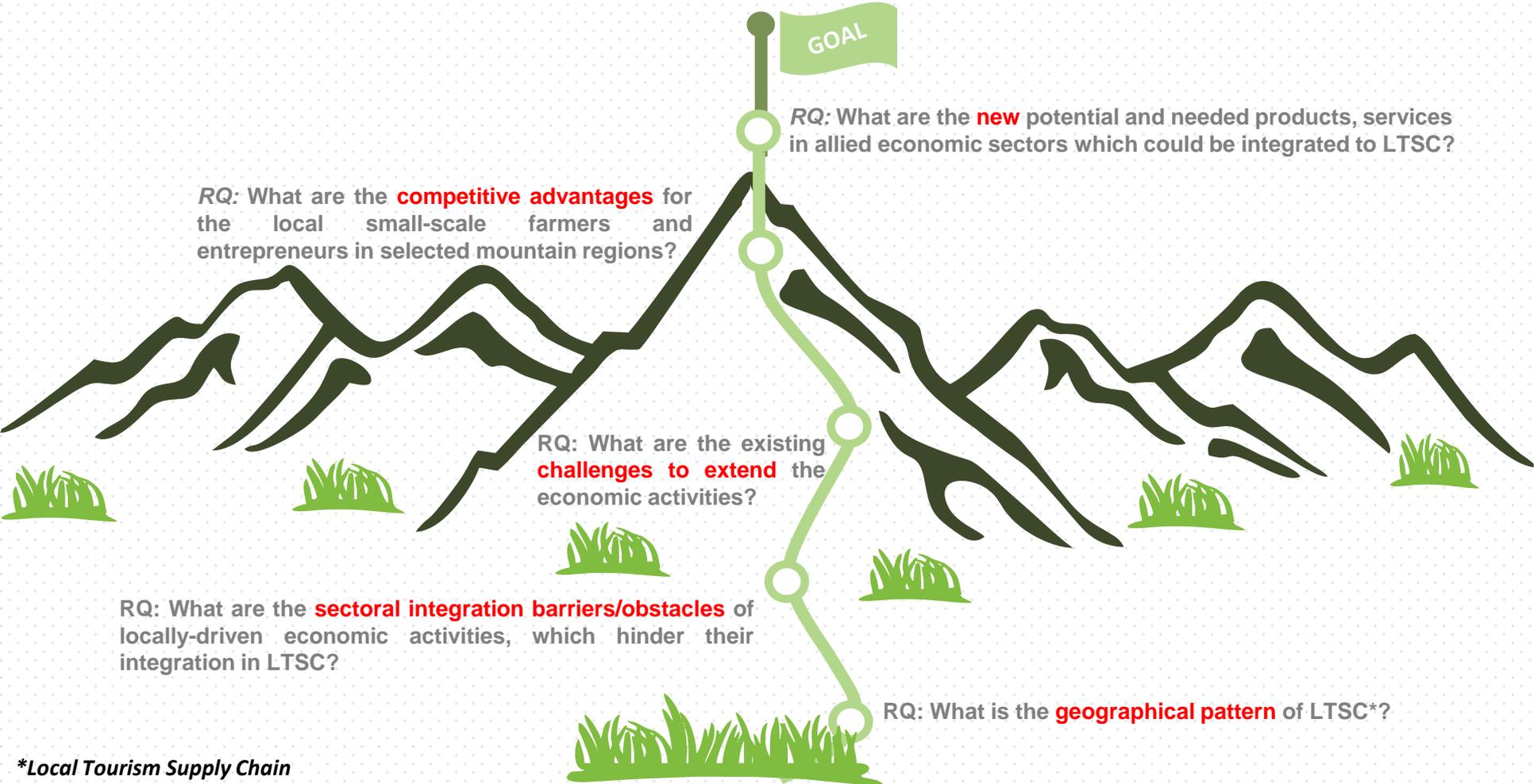
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activities associated with tourism,



Research Questions



GOAL

RQ: What are the **new** potential and needed products, services in allied economic sectors which could be integrated to LTSC?

RQ: What are the **competitive advantages** for the local small-scale farmers and entrepreneurs in selected mountain regions?

RQ: What are the existing **challenges to extend** the economic activities?

RQ: What are the **sectoral integration barriers/obstacles** of locally-driven economic activities, which hinder their integration in LTSC?

RQ: What is the **geographical pattern** of LTSC*?

Research Areas



BEG



Research Methodology

Timeline of Research Activities

Activities:
Meetings with local authorities of city halls, local residents;
Outcomes:
first insights; spread of project aim; establishing ties, gaining trust

JUN, 2018

Activities:
In-depth and focused interviews
Geographical coverage:
15 communities
Outcomes:
59 interviews

Fieldwork Mestia

AUG, 2018

Activities:
In-depth and focused interviews
Geographical coverage:
4 communities
Outcomes:
56 interviews

Fieldwork Kazbegi

SEP, 2018

Data Analysis

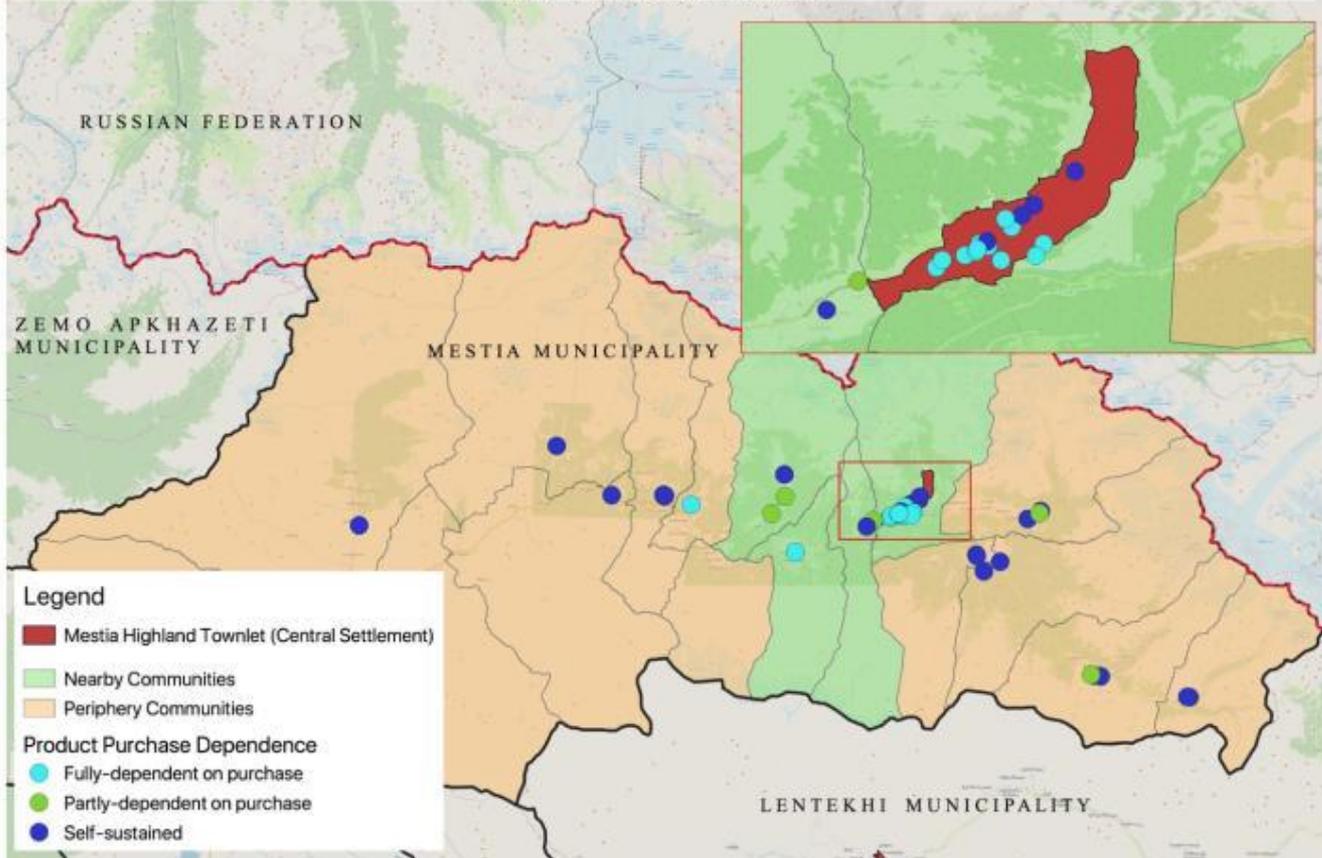
Research Design

- ✓ **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

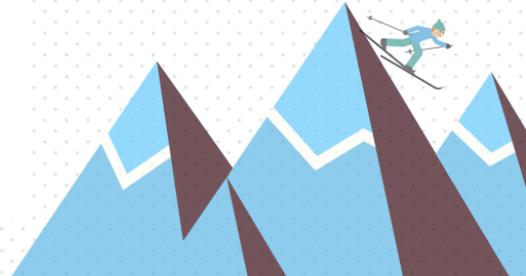
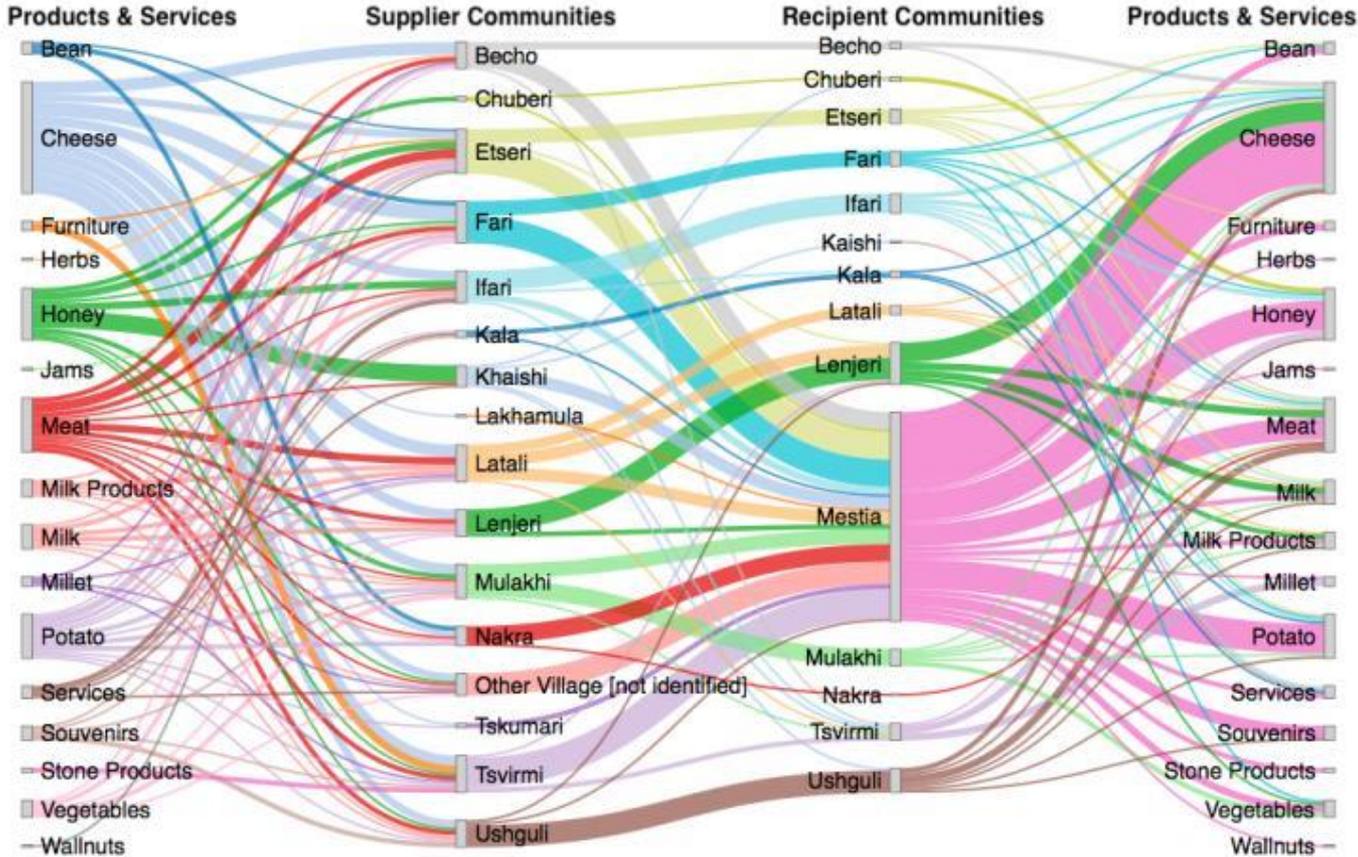
- Barter (e.g. Cheese → vegetables)
- Selling as much amount, as suppliers want

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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