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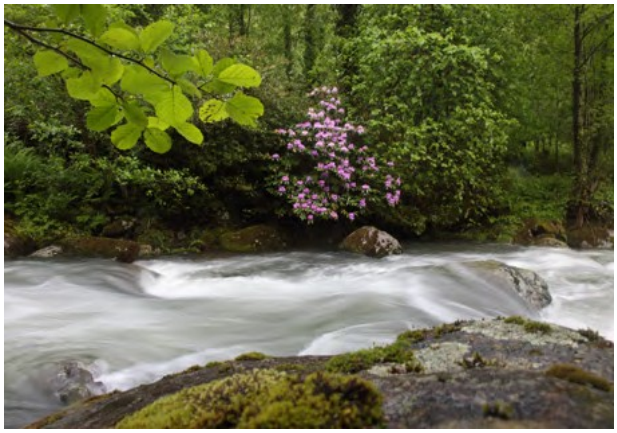

Ecotourism Strategy for Georgia

2020-2030

Georgia

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AGENCY OF PROTECTED AREAS

ეროვნული სატყეო სააგენტო

GEORGIAN ECOTOURISM ASSOCIATION

Ecotourism Strategy for Georgia 2020-2030

Christian Baumgartner with the support of Lela Khartishvili

GIZ Private Sector Development and Technical Vocational Education and training Programme South Caucasus (PSD TVET SC)

Tbilisi, November 2020

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List of Abbreviations

ADA	Austrian Development
APA	The Agency of Protected Areas of Georgia
BMZ	German Federal Ministry for Economic Cooperation and Development
CENN	Caucasus Environmental NGO Network
CNF	Caucasus Natural Fund
DMO	Destination Management Organizations
GACC	Georgian Art Conservation Centre
GEA	Georgian Ecotourism Association
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Development Cooperation)
GNTA	Georgian National Tourism Administration
ICT	Information and Communications Technology
KFW	Kreditanstalt für Wiederaufbau
LAPA	Local Administration of Protected Areas
MEPA	The Ministry of Environment Protection and Agriculture
MoESDG	Ministry of Economy and Sustainable Development of Georgia
NACHPG	National Agency for Cultural Heritage Preservation of Georgia
NP	National Park
NFA	National Forestry Agency
PA	Protected Area
PSD TVET SC	Private Sector Development and Technical Vocational Education and Training South Caucasus
SMEs	Small and Medium Enterprises
TIC	Tourism Information Centers
TJS	Transboundary Joint Secretariat
TO	Tour Operator
UNDP	United Nations Development Programme
USAID	United States Agency for International Development
WWF	World Wildlife Fund

1. Introduction

The document – Ecotourism Strategy for Georgia 2020-2030 – has been elaborated within the framework of the "Private Sector Development and Technical Vocational Education and Training South Caucasus" (PSD TVET SC) program, implemented by the responsible Ministries of Georgia, Azerbaijan and Armenia with the support of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The main goal of the program is to improve the conditions for sustainable economic development in selected sectors relevant for employment.

This document is incorporating small parts of the status quo and market analyses, that are important to understand the strategy (the full market analyses document can be found in the annex) and is in line with Georgia's National Tourism Strategy (2030), vision and strategies of ecotourism development for Protected Areas and National Forestry Agencies.

The time of the development of this strategy was very much influenced by the COVID-19 situation in spring and summer 2020.

The process was started in February with several on-site meetings with relevant stakeholders (GNTA, NFA, APA, business representatives, NGOs (CENN, WWF, TJS, CNF), the Georgian Eco Tourism Association and international organisations such as GIZ, ADA, USAID). A workshop with the projects core group developed and discussed basic definitions, chapter outlines of the strategy, parts of the activity log-frame and the further process.

The final workshop, foreseen for April 2020, to discuss the developed strategy, namely the finalised activity log-frame (goals, indicators and strategic objectives) as well as priority-actions had to be cancelled and postponed to autumn 2020.

Within a second date for the workshop in November 2020, which was finally held online, the finalised activity log-frame and the strategy were discussed and then fine-tuned in several feedback loops.

Big thanks for the support in the development of this strategy go to the Georgian National Tourism Association, the Georgian Ecotourism Association, the National Forestry Agency, the Agency of Protected Areas and the colleagues from the GIZ office in Tbilisi.

Christian Baumgartner, November 2020

2. Basics

2.1. Ecotourism in general

Ecotourism is one of the fastest growing sectors in the tourism industry. Today, travels based on ecotourism motivations grew three times faster than tourism in general[1]. This trend has continued over the last years, confirming a relevant consumer attraction, and this market share will grow over the next years.

Ecotourism is a type of green tourism that aids the conservation of fragile regions, environment, and communities[2]. It means responsible travel to natural areas, conserving the environment and improving the well-being of the local people. It is intended as a low-impact and often small-scale alternative to standard commercial mass tourism[3]. It is a form of sustainable tourism that has far more purpose than simply going to a destination.

Ecotourism with its people-centered, community-oriented, and resource–based characteristics is linked to agri- and community-based tourism, and its key solution to sustainable development.

2.2. Definition of Ecotourism for Georgia

Long version:

"*Ecotourism is a bundle of socially and ecologically responsible forms of travel, non-motorized activities and services that offer experiences and interpretation of nature and cultures, well-managed and with low environmental impact.*

It promotes an understanding of nature among travellers, but also generates appreciation among the local people for their own natural and cultural values. It thus contributes to the preservation of nature, to the sustainable use of ecosystem services, has regional added value and supports high quality of life for the local population."

Short version:

"*Ecotourism is travelling and touristic activities and services with a focus on preservation and experience of nature and living culture in and outside of Protected Areas for the benefit of the local people and the country*."

[1] Hultman, M.; Kazeminia, A.; Ghasemi, V. Intention to visit and willingness to pay premium for ecotourism: The impact of attitude, materialism, and motivation. J. Bus. Res. 2015, 68, 1854–1861

[2] "What is Ecotourism? | The International Ecotourism Society". www.ecotourism.org. Retrieved 2016-11-17

[3] Balmford, A.; Beresford, J.; Green, J.; Naidoo, R.; Walpole, M.; Manica, A. A global perspective on trends in nature-based tourism. PLoS Biol. 2009, 7, e1000144

2.3. Ecotourism Guiding Principles

The International Ecotourism Society has created a set of principles to deepen the understanding of this type of travel. These principles guide ecotourists to sustainable travel. The principles include:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host.
- countries' political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment.

Ecotourism like responsible travel is important because it changes the flow of money. Ecotourism profits make a positive impact on local communities instead of paying huge travel companies and tour operators who often do not channel profits to the local areas.

Given the growing trend of the ecotourism market and the demand of tourists, the potential of ecological tourism is one of the most important prerequisites for improving the economic situation of the population of Georgia (including the population in urban areas).

Tourism, if not managed properly, also represents a threat to local villages, forests and protected areas due to several possible negative consequences. Ecotourism requires a comprehensive, systematic thinking and systematic approach to development, equally focused on various subsystems in the three main pillars of sustainable development, such as environmental, sociocultural and economic.

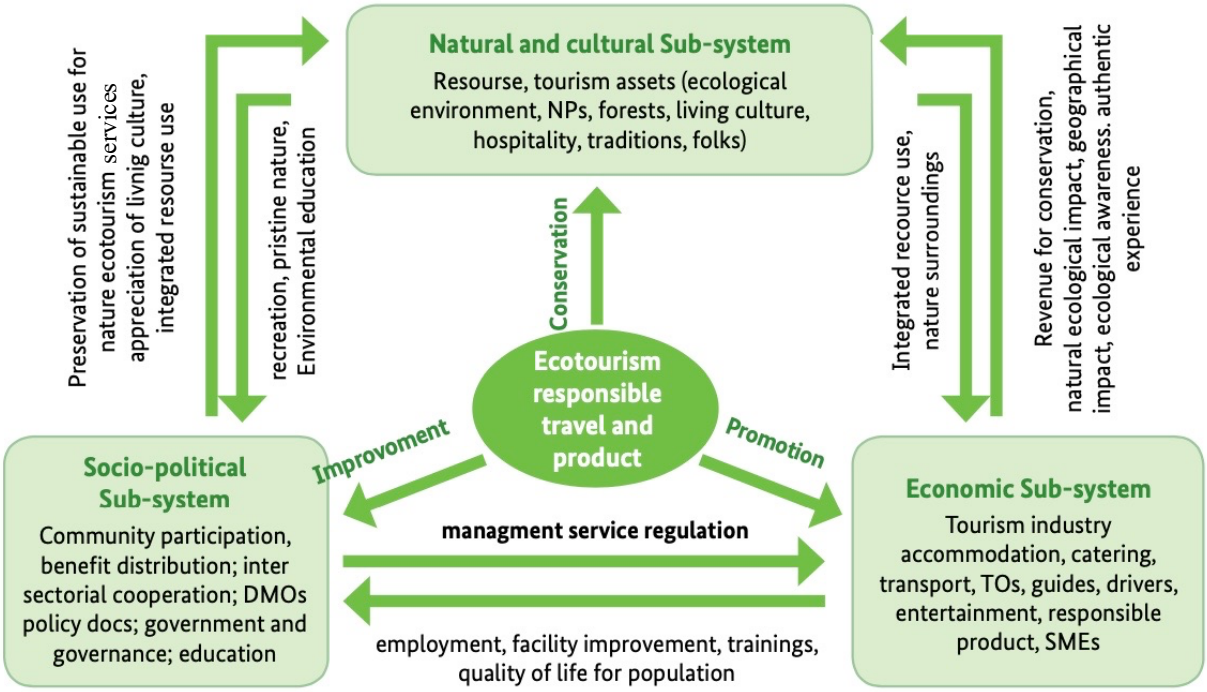

Figure 1: Ecotourism System, adapted to the Principles of Ecotourism by L. Khartishvili

2.4. Guiding Principles for Ecotourism in Georgia

Protected Areas in the Caucasus formulated guiding principles[4], which are accepted and integrated into ecotourism development (individual) strategies of PAs in Georgia. Based on the Guidelines, following guiding principles could be formulated:

1) Stakeholder engagement

- Stakeholders currently or potentially involved in delivering ecotourism, or affected by it, have been identified, including local tourism businesses, tour operators, local municipalities and representatives of local communities and other relevant local interests.
- A structure (e.g. a DMO or any other regional network) exists for regular engagement of identified stakeholders in the planning and management of ecotourism.

2) Evidence gathering and assessment

- The current impacts of tourism on the environment and local communities and the capacity to receive more visitors without detriment have been assessed.

[4] Transboundary Joint Secretariat (2017): Ecotourism in and around Protected Areas in South Caucasus

- The economic and social contexts, including the needs and aspirations of the local community, have been identified.
- A comprehensive audit has been made of all natural and cultural assets and tourism facilities within the destination.
- Data has been obtained from current tourists – including numbers, sources, times of visit, places visited, activities undertaken and satisfaction with the experiences.

3) Ecotourism strategy and action plan

- Based on the points mentioned above, carrying capacities and limits of acceptable change have been identified, and comprehensive (eco)tourism strategy and action plan have been developed.
- Stakeholders have been consulted and engaged in the development of the strategy and action plan; they have agreed to it and are involved in its implementation.
- The action plan is being implemented, with progress and outcomes monitored and reported to stakeholder.

4) Human resources and capacity building

- Opportunities are taken where possible to build the capacity for the local communities, businesses and other stakeholders to benefit from ecotourism in the destinations and to contribute to better services and products, improving the visitor experience.

5) Product development and provision

- A range of opportunities to access and explore the destination in environmentally sensitive ways (by foot, bike or horse, as appropriate) are provided through well maintained trails of different lengths, reflecting the nature of the terrain and the needs of different potential markets.
- Products that do not meet the ecotourism characteristics (e.g. 4-wheel-drive, off-road) are counter-productive and are avoided.
- Specific and creative visitor products enabling visitors to experience and appreciate the special character of the destination are offered – including interpretation, viewpoints, guided walks, wildlife viewing opportunities, special events, etc.
- Appropriate activity, adventure and nature-based products are provided, respecting the sensitivity of the natural environment.
- Cultural heritage sites are included in the product offer.
- Local produce and handicrafts from the area are displayed and sold to the tourists.
- Particular access needs of people with disabilities are met where possible.

6) Marketing and information delivery

- Information on the eco-tourism opportunities is made available to incoming and international tour operators.
- A range of print and digitally based information on the destination and its products is available in the area and is prominently displayed.
- Local tourism businesses carry information and have been trained to inform their customers.
- National tourism marketing takes the specific character of ecotourism products and services into the account.

7) Monitoring and feedback

- Regular feed-back is obtained from tourists on their profile, spending, activities, needs and levels of satisfaction with the provided services.
- Regular feedback is obtained from local tourism businesses on their performance and needs.
- Tourism impacts on the local environment and communities are regularly monitored and assessed.
- The results of monitoring are used to guide and modify actions and to inform the revision of the strategy as and when required.

3. Strategy

3.1. Vision

"By 2030 Georgia will be the leading year-round Ecotourism destination in the Caucasus region, based on its rich living culture and nature as well as high quality services.

Ecotourism in Georgia provides authentic experiences for the tourists, brings benefits for the local communities and contributes significantly to the touristic revenues of the country; at the same time, it supports the preservation of natural and cultural heritage and enhances environmental awareness amongst tourists and local residents."

3.2. Goals 2030

1. Authentic, high quality, year-round touristic products and services based on the country's nature and rich living culture are developed.
2. Local people actively provide ecotourism services and benefit from them. The inclusion of local communities in the ecotourism development sustains its resources.
3. Marketing and communication meet the demands of the ecotourism target markets and fosters high environmental awareness of the visitors.
4. The sources for ecotourism - the country's nature and rich living culture - are long-term preserved.
5. The management of ecotourism on all levels follows an multisectoral, interdisciplinary and participative approach based on national legislation.

3.3. Indicators

		Baseline (2019)	**2025**	**2030**
Goal 1	Length of marked hiking and educational trails (km)	1551 km (68 trails)	1.722 km (78 trails)	1.822 km (88 trails)
	Nb. of ecotourism tour packages (per year)	No data available 3-4	50	75
	Nb. of ecotourism branded services and products	No data available	250	400
Goal 2	Nb. of beds in guest houses qualified for eco-tourism	0 (of 26.403 beds in guest houses)	1.300 (5% of existing beds)	2.600 (10% of existing beds)

	Nb. of persons (foresters, rangers, locals) trained in environmental education and / or guiding	38 (rangers, visitor service specialists, natural resources specialists)	70	90
Goal 3	Nb. of international media coverage per year with the accent on eco-tourism services and products in Georgia	No data available	10	15
	Nb. of visitors in national park visitor centers	1 199 011 visitors (including natural monument's visitors)	1.500.000	1.900.000
	Nb. of visitors in TICs	TICs: 329.653 (308.291 international, 21.362 domestic)	360.000	400.000
Goal 4	Size of areas with eco-tourism-related management plans outside of protected areas (km2).	19760 ha	353 982 ha	387781 ha
Goal 5	Nb. of ecotourism management plans	1 + 12 in protected areas	4 + 20 in protected areas	9 + 20 in protected areas
	Nb. of advisory board meetings per year	1	2	2

3.4. Target markets

Considering the main motivational functions, people's needs and behaviours as well as the heterogeneous nature of the ecotourism group, we applied complex sets of segmentation factors. We focus both on basic segmentation of tourists by geographic, demographic and behaviour characteristics and more complex "secondary segmentation factors", including psychographic characteristics of travellers such as motivations derived from feelings, values, attitudes and emotions. In addition, based on the APA's statistics, we considered basic characteristics of the domestic market and added one more group to the target market: casual nature and recreation tourists.

Thus, for the ecotourism market segmentation, we applied mixed methods using a priori and posteriori segmentation approaches[5], but a posteriori approach has been increasingly addressed.

- A priori knowledge is based on tourist segmentations by gender, age or ethnic groups/nationality (geographic and demographic characteristics), travel expenditures, trip types (behaviour characteristics)[6].
- A posteriori approach, the most reliable method for analysing motivational groups, is based on the advanced segmentation of consumption emotions that are closely associated with consumer satisfaction and behaviour directly related to buying intentions.

Eco-tourism opportunities in Georgia have the potential to attract different target groups (see figure 2) having different main motivation, activities and other characteristics. For the strategy and the special measures, it is important to get a clear picture about those target groups.

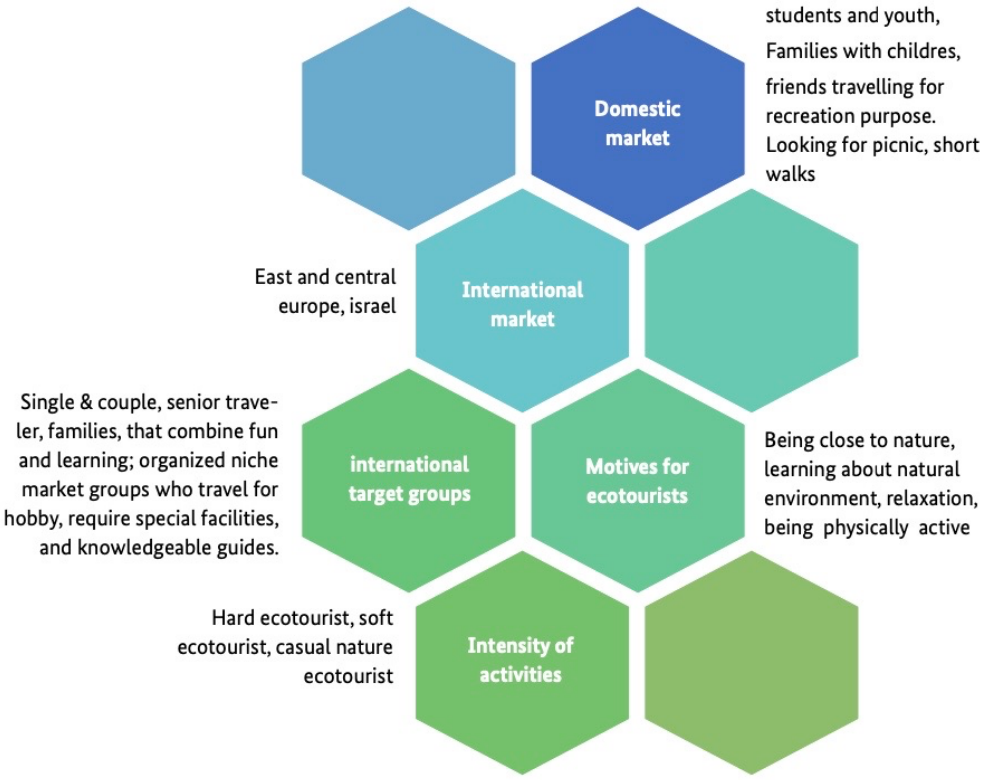

Figure 2: Different Segments of Ecotourists in Georgia

[5] A priori knowledge or justification is obtained independent of experience; A posteriori knowledge or justification depends on experience or empirical evidence, as with most aspects of science and personal knowledge.

[6] Visitor survey provided by APA and GNTA, analysis of tourism marketing research documents (tourism marketing analysis, APAs and NFAs ecotourism development strategy documents)

Some of the characteristics are differences in

- Looking for experiences: nature and social life.
- Required services: recreational places with infrastructure (close to the park entrance), outdoor activities, picnic areas
- Travel period: Weekenders, day-trippers, during holiday season.
- Tour preparation: internet, recommendations available on commercial and social websites, using mobile technology.

Individual Travelers:

1) Young and adult singles & couples

This segment includes visitors, students and young professionals travelling independently, without children. Travel parties include single travelers, couples, friends, or two or more couples. They may be considered hard and casual nature tourists, who are travelers with strong environmental attitudes. They are physically active and enjoy challenging activities. They plan and travel without tour operators. For this group, it is important that all information is easily accessible on the internet.

This market is an opportunity for local service providers, including PA's visitor service providers.

- Looking for experiences: fun, nature & adventure (sport, health activities).
- Required services: cheaper places to stay, equipment and facilities (campsites, shelters etc.).
- Travel period: long hiking trails, mostly multi-day or long weekend visits, mostly in holidays, including winter holidays.
- Tour preparation: internet, word of mouth, recommendations available on commercial and social websites, using mobile technology. They make their own travel arrangements to make it a real-life experience.

2) Families with children

This segment is comprised of visitors who are under 60 years of age as well as have at least one child under 18; it represents family units for whom the happiness and entertainment of their children is a priority. They can be considered casual nature tourists, having a close contact with nature while on a holiday trip. They require some level of comfort for recreational purposes. They also often visit NPs for picnics and soft activities, requesting nature interpretation and educational tours.

- Looking for experiences: nature, adventures with outdoor sports activities suitable for adults and children, social activities, culture and education.
- Required services: guesthouses, family-run houses, also renting tents and shelters. Organic products from local villages.
- Travel period: school holidays (mostly in summer but recently in winter as well) or during weekends.
- Tour preparation: internet, recommendations available on commercial and social websites, using mobile technology.

3) Senior travelers (ST)

This segment represents travelers over 60 years old, mainly retired, with a lot of time for leisure activities, stable income and high expectations due to their experiences. They can be considered soft ecotourists who like ecotourism and traditional holidays. They look for socializing and require some level of comfort.

They are fond of new destinations and new experiences.

- Looking for experiences: health tourism, social life, culture and education, lifestyle products with gastronomy.
- Required services: comfortable guesthouses. Organic products from local villages. There might be individuals with disabilities, requiring accessibility and assistance (at the given stage, no infrastructure is developed for them).
- Travel period: tourist season (May - October).
- Tour preparation: internet, recommendations available on commercial and social websites, using mobile technology.

Organized Group (mainly in PAs)

4) Small groups with special interest travel

This segment e.g. “organized travellers” and casual nature tourists, are TO’s niche market groups of 5-15 persons; they have special interest in thematic trails.

- Looking for experiences: Bird watching, culture and education, rafting, lifestyle products with gastronomy.
- Required services: comfortable guesthouses, hotels. Picnic lunch boxes. Interpretation, information from specialists in PA administrations and professional guide services.
- Travel period: short visits of 1-3 days during the tourist season (May - October).
- Tour preparation: They may book trips with international travel companies or directly deal with ground operators. Travel information at the APA’s website.

5) Corporate groups and educational institutions

This group has excursions or practice in and outside of PAs. In this case, PA administrations have direct agreements with universities/schools to provide educational programs and awareness-raising activities. These are mostly domestic tourist groups, but with a potential of extension to regional and international markets.

- Looking for experiences: culture and education, social activities, fun and active recreation. Scientific research. Student groups are interested in learning through eco-educational programs as well as internship proposals from park administrations.
- Required services: summer camps with basic facilities for lengthy stays and comprehensive itineraries of study programs. Interpretation, information from specialists and rangers.
- Travel period: 10 days – 2 weeks during summer (June-July).
- Tour preparation: program-based activities, agreements between universities and the APA. Case study courses are part of the curriculum.

Domestic market

6) Casual Nature tourists

This market will be the predominant market in NPs in the future. Adults, families who come in close contact with nature, pursuing recreational purposes only, picnics and fun. They tend to not be so active, not travel in large groups beyond friends and relatives and spend less on local accommodation and other services.

3.5. Strategic Objectives

Strategic Objective 1.1:	Development of high-quality eco-tourism offers and products, based on common Ecotourism Principles (chapter 2.4)
Strategic Objective 1.2:	Development and maintenance of ecotourism-related infrastructure fitting to different areas according their natural and cultural values
Strategic Objective 1.3:	Development of interpretation and educational services fitting to different areas according their natural and cultural values
Strategic Objective 1.4:	Increase of the local and regional benefit through eco-tourism offers
Strategic Objective 2.1:	Support of local commitment for and high service quality of all eco-tourism offers and products
Strategic Objective 3.1:	Development and implement effective target-oriented organisational and marketing measures
Strategic Objective 4.1:	Avoidance of overuse and destruction of eco-touristic resources
Strategic Objective 5.1:	Effective and efficient use of financial means in the spirit of this strategy

3.6. Priority Actions and Activity Plan 2021-22

All Strategic Objectives have several Priority Actions, for each of those one of the participating institutions have the responsibility.

For the Priority Actions concrete action for the first implementation period 2021-22 were formulated. These actions are based on the feedback of the involved institutions (GNTA; NFA, APA, GEA) concerning their plans and finances for 2021 and 2022.

Strategic Objectives	Priority Actions	Leading Institution	Activities (Workplan 2021/22)
1.1 Development of high-quality eco-tourism offers and products, following guidelines and common criteria based on Ecotourism Principles (chapter 2.4)	1.1.1 Inventory of historical-cultural resources in forest territories	NFA	Gathering of information of historical-cultural resources (NFA) Technical preparation of data base (NFA)
	1.1.2 Inventory of Natural Sights at least in two regions (Lakes, Waterfalls, Caves, etc.)	NFA	Gathering of information of natural sights (NFA) Technical preparation of data base (NFA) Contributing with own information (APA)
	1.1.3 Elaboration and implementation of ecotourism national standards based on existing criteria sets	GNTA (in cooperation with GEA)	Establishment of a working group Preparation of guidelines for tourism service providers and/or other representatives; Presentation of guideline to target groups.
	1.1.4 Elaboration of national technical ecotourism guidelines (tech. regulations) for trails' planning, development/building, construction and maintenance, agreed by strategy stakeholders	GNTA (in cooperation with NFA, APA and GEA)	Establishment of a working group Preparation of technical ecotourism guidelines Involvement of all relevant stakeholders (e.g. public hearings and discussions) Adoption and delivering of the guidelines to the government for endorsement.
	1.1.5 Development of the criteria for selecting the recreational forest use projects	NFA	Preparation of a technical document and it's adaptation as NFA internal regulation
	1.1.6 Elaboration of eco-tourism/recreational development plans in forest areas for five municipalities	NFA	Implementation of a preparatory study Elaboration of at least two individual ecotourism development plans

	1.1.7 Investigation for and development of ecotourism (circular and short) trails (in and around certain locations (NPs, resorts, including winter resorts) that are nearby rural guesthouses	GNTA	Development of at least one hiking trails each in Racha-Lechkhumi and Chokhatauri (Guria) (NFA): • Conducting field research in those priority destinations • Designing two circular trails • Preparation and implementation of trail projects.
	1.1.8 Creation of Geoparks (geological parks) at least in one PA (e.g. Vashlovani PA)	APA	Establishment of a working group Examination and summary of existing literature and research Identify knowledge-gaps for the successful creation of a geological park Conducting relevant primary research
	1.1.9 Development of at least of five educational (thematic, storytelling) trails	GNTA	Defining destination (national parks and municipal territories) for the first five trails Development of concepts for five trails
	1.1.10 Development of hiking trails including trans-boundary eco-trails and eco-corridors, connecting national parks and different regions	APA	Development of a Route of Caucasian wetlands: • Research and planning to identify the route • Development of a bike trail including marking • Research possibilities for a common trekking route

			connecting two protected areas. Development of hiking trails in Racha-Lechkhumi and Chokhatauri by NFA local / regional staff.
1.2 Development and maintenance of ecotourism-related infrastructure fitting to different areas according to their natural and cultural values	1.2.1 Development of internal guidelines for environmentally friendly construction, relevant to landscape and nature (nature-friendly materials, septic toilets, light constructions), which will be used in and around forest and NPs	NFA (in cooperation with APA)	Elaboration of a technical document and it's adaptation as NFA internal regulation Development of the content of guidelines based on the identification of basic type of infrastructure (APA)
	1.2.2 Development of relevant infrastructure (establishing visitor centers in all NPs, visitor registration points. sale points etc.; bridges, signs, info boards about signs and tourist behaviours, …) along trails and tourist sites for protection and awareness at natural monuments, security	APA	Development of Infrastructure in one Pshav-Khevsureti NP Development of infrastructure for Kharagauli NP
	1.2.3 Preparation of ten recreational zones in forest areas	NFA	Identification of at least five open spaces for recreational activities
	1.2.4 Development at least for one trail with relevant infrastructure for people with disabilities	APA	Research and planning phase for further marking (e.g. in Tbilisi National Park)
	1.2.5 Maintenance of existed hiking trails in PAs, (bridges, marking, pathways	APA	Maintenance of existed hiking trails in Vashlovani NP, Lagodekhi NP, Mtirala

	etc.) based on regular monitoring		NP, Algeti NP and Kintrishi NP
1.3 Development of interpretation and educational services fitting to different areas according to their natural and cultural values	1.3.1 Elaboration of ecotourism training materials (for rangers, foresters, nature guides) to acquire knowledge of local culture and nature, to get practical skills in interpretation of product, business planning, marking and management.	APA (in cooperation with NFA)	Preparation of training materials for rangers in two NPs
	1.3.2 Training of service providers in ecotourism activities (including producers supplying guesthouses (SMEs to enhance skills in business management, with main focus on communication, language, business planning, price calculation, service quality standards, accounting, financial planning, and (digital) marketing	GNTA	Developing at least two training programs for potential and existing tourism service providers (considering destination needs)
	1.3.3 Train TIC, DMO and VC staff, to develop skills and change attitudes that foster respect for different cultural values and promote effective, positive and qualified communication with representatives of the secultures.	GNTA	Conducting at least one common training at least for five destinations in ecotourism awareness rising trainings for staff of DMO, TIC, VC
	1.3.4 Training for Trail Maintenance and Marking	GNTA	Conducting trainings for trail marking in Svaneti and training for maintenance in Racha in

			cooperation with GRETA project
	1.3.5 Development of training for trainers on environmental education and guiding	GNTA	- Trainings for trainers are not part of the workplan 2021/22, but for long-term one at least one training will be conducted per year featuring various eco-tourism products
	1.3.6 Development of at least one ecotourism thematic educational program for different target groups (particularly for families with kids, students, senior travelers etc.)	APA	Adjustment of existing interpretation material for different target groups
	1.3.7 Development of at least one "niche" products (e.g. geological, botanical tours and wildlife observation) for tourists, scientists and researchers	APA	Designing and starting the process of product development in Vashlovani NP
1.4 Increase of the local and regional benefit through eco-tourism offers	1.4.1 Support in development and promotion of traditional local production (handy crafts, products, non-tangible product components: local folk buildings, traditional way of product processing, storage, Georgian hospitality).	GNTA	Supporting the product development done by professional associations (GACC, GEA , the Georgian Craft Association and etc.)
	1.4.2 Development of at least one (pilot) project involving all stakeholders to enhance and support ecotourism	GNTA	Development of pilot projects in Pshavi, Kvmo Kartli and Guria

	attractions, produce economic benefits, and increase the quality of the visitor experience.		
2.1 Support of local commitment for and high service quality of all eco-tourism offers and products	2.1.1 Implementation of trans-disciplinary research, workshops in specific geographic areas	GNTA	Reaching an agreement (e.g. by a memorandum of understanding) with academia to enhance researches in the field of ecotourism.
	2.1.2 Support regional cooperation of businesses (networking) in terms of product sales as well as environmental protection.	GNTA	Support of national professional associations to organize an ecotourism forum or conference on national level
3.1 Development and implementation of effective target-oriented organizational and marketing measures	3.1.1 Arrangement of border permit regulations for NP visitors in certain protected areas	APA	Establishment of a working group including GNTA and the Ministry of internal affairs Reaching an agreement (e.g. by a memorandum of understanding) on common regulations and optimization procedure for all national parks
	3.1.2 Enhance product distribution channels for ecotourism suppliers by innovating ICT technologies (e.g. digital storytelling, etc.), useful applications and online platform (webpage) with practical information about eco-trails, tours and service suppliers	GNTA	Supporting existing suppliers of ecotourism services to place their products and services on international booking platforms specialised on ecotourism products/services
	3.1.3. Establish business relations with intermediaries (DMOs, TOs, business	GNTA	Organizing at least 3 promotion tour focusing

	associations etc.) and joint activates in regard of promotion tour programs and destinations		on ecotourism resources and products
	3.1.4 Introduce and establish a system of incentive vouchers which will increase the length of stays on ecotourism facilities in particular in eco-agro farms	GNTA	Development of a pilot concept of incentive voucher practice together with a local DMO (on the example of Kutaisi)
	3.1.5 Promotion of international trails such as the TransCaucasus and the Transboundary Trail.	GNTA	Presentation of Transboundary and TransCaucasus products for tour operators, guides and potential sellers
	3.1.6 Production of diverse Informative and promotional materials (guide books, maps, postcards, leaflets) for TICs, VCs, DMOs and other unites in destination places	GNTA	Development of a promotional brochure (print and electronic) for transboundary ecotourism products
	3.1.7 Development and implementation of Promotional campaigns for local products and tourism destination places (e.g. a 'year of eco-tourism')	GNTA	- Will be implemented after 2022
	3.1.8 Organisation of special promotional event for eco-touristic products (e.g. award of friends of nature, …)	GNTA	Establishment of a cooperation with the organizers of the annual Tourism Award to present several nominations featuring eco-tourism products and services and cooperate with associations to encourage their members for participation

4.1 Avoidance of overuse and destruction of eco-touristic resources	4.1.1 Development of visitor management plan at least for one National Park which takes into account an environmental impact & carrying capacity assessment.	APA	Development of a visitor management plan at least in one PA (Tusheti NP or Vashlovani NP)
	4.1.2 Development of relevant institutional capacity to operate effectively and efficiently: establish mechanisms for joint coordination practices in ecotourism management	APA (in cooperation with GNTA)	Develop common training programs in Tourism management for PA staff on the regional level together with DMO staff if applicable.
5.1 Effective and efficient use of financial means in the spirit of this strategy	5.1.1 Development of guidelines for the inclusion / participation of locals' in tourism development, based on Community Based Tourism (CBT) principles	GNTA	Definition of a CBT concept and main principles for Georgia Development of a local inclusion plan at least for one region
	5.1.2 Holding regular coordination meetings with stakeholders	GNTA	Organization and reporting of two working meetings per year
	5.1.3 Monitoring of implementation of action plan once per year	GNTA	Definition of the mandate of the ecotourism advisory council, role of representative institutions/ actors

4. Implementation and Monitoring

The implementation of this Ecotourism Strategy is only possible if several institutions and persons cooperate and contribute with the common goal of increasing a sustainable eco-tourism in Georgia.

Despite these necessary joint efforts, the lead naturally lies with the GNTA responsibility for tourism.

The establishment of an Advisory Council is intended to ensure constant monitoring of the implementation by the stakeholders involved and simultaneous monitoring of this implementation. This Advisory Council should meet twice a year, physically or virtually.

Suggested members of the Advisory Council:

- GNTA (Lead)
- NFA
- APA
- GEA
- GIZ – as long as the process is supported
- Further professional associations, experts and other donor organisations could be additionally invited to the Advisory Council, if appropriate and in service to the cause

Tasks and Procedures of the Advisory Council:

- GNTA is inviting to the meetings of the Advisory Council and takes care of the agenda and the minutes of the meetings.
- - Monitoring the implementation of the Action Plan of the Ecotourism Strategy
- - Monitoring
- - Development of further action plans for 2023ff on the basis of the evaluation of the implementation 2021/22Further details to the tasks and procedure could be set up in a specific document ‘rules of procedure’ for the Advisory Council.

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5.2 Annex 1: Logic Framework

Vision:

"By 2030 Georgia will be the leading year-round Ecotourism destination in the Caucasus region, based on its rich living culture and nature as well as high quality services.

Ecotourism in Georgia provides authentic experiences for the tourists, brings benefits for the local communities and contributes significantly to the touristic revenues of the country; at the same time, it supports the preservation of natural and cultural heritage and enhances environmental awareness amongst tourists and local residents."

Goals	**Indicators**	**Strategic Objectives**	**Priority Actions**	**Leading Institution**	**Activities (Workplan 2021/22)**
1. Authentic, high quality, year-round touristic products and ser-vices based on the country's nature and rich living culture are developed.	• Length of marked hiking and educational trails (km) • Nb. of eco-tourism tour packages • Nb. of eco-tourism branded services and products	1.1 Development of high-quality eco-tourism offers and products, following guidelines and common criteria based on Ecotourism Principles (chapter 2.4)	1.1.1 Inventory of historical-cultural resources in forest territories	NFA	Gathering of information of historical-cultural resources (NFA) Technical preparation of data base (NFA)
			1.1.2 Inventory of Natural Sights at least in two regions (Lakes, Waterfalls, Caves, etc.)	NFA	Gathering of information of natural sights (NFA) Technical preparation of data base (NFA) Contributing with own information (APA)
			1.1.3 Elaboration and implementation of ecotourism national standards based on existing criteria sets	GNTA (in cooperation with GEA)	Establishment of a working group

					Preparation of guidelines for tourism service providers and/or other representatives; Presentation of guideline to target groups.
			1.1.4 Elaboration of national technical ecotourism guidelines (tech. regulations) for trails' planning, development/building, construction and maintenance, agreed by strategy stakeholders	GNTA (in cooperation with NFA, APA and GEA)	Establishment of a working group Preparation of technical ecotourism guidelines Involvement of all relevant stakeholders (e.g. public hearings and discussions) Adoption and delivering of the guidelines to the government for endorsement.
			1.1.5 Development of the criteria for selecting the recreational forest use projects	NFA	Preparation of a technical document and it's adaptation as NFA internal regulation
			1.1.6 Elaboration of eco-tourism/recreational development plans in forest areas for five municipalities	NFA	Implementation of a preparatory study Elaboration of at least two individual ecotourism development plans

			1.1.7 Investigation for and development of ecotourism (circular and short) trails (in and around certain locations (NPs, resorts, including winter resorts) that are nearby rural guesthouses	GNTA	Development of at least one hiking trails each in Racha-Lechkhumi and Chokhatauri (Guria) (NFA): • Conducting field research in those priority destinations • Designing two circular trails • Preparation and implementation of trail projects.
			1.1.8 Creation of Geoparks (geological parks) at least in one PA (e.g. Vashlovani PA)	APA	Establishment of a working group Examination and summary of existing literature and research Identify knowledge-gaps for the successful creation of a geological park Conducting relevant primary research
			1.1.9 Development of at least of five educational (thematic, storytelling) trails	GNTA	Defining destination (national parks and municipal territories) for the first five trails Development of concepts for five trails

			1.1.10 Development of hiking trails including trans-boundary eco-trails and eco-corridors, connecting national parks and different regions	APA	Development of a Route of Caucasian wetlands: • Research and planning to identify the route • Development of a bike trail including marking • Research possibilities for a common trekking route connecting two protected areas. Development of hiking trails in Racha-Lechkhumi and Chokhatauri by NFA local / regional staff.
		1.2 Development and maintenance of ecotourism-related infrastructure fitting to different areas according to their natural and cultural values	1.2.1 Development of internal guidelines for environmentally friendly construction, relevant to landscape and nature (nature-friendly materials, septic toilets, light constructions), which will be used in and around forest and NPs	NFA (in co-operation with APA)	Elaboration of a technical document and it's adaptation as NFA internal regulation Development of the content of guidelines based on the identification of basic type of infrastructure (APA)
			1.2.2 Development of relevant infrastructure (establishing visitor centers in all NPs, visitor registration points. sale points etc.; bridges, signs, info boards	APA	Development of Infrastructure in one Pshav-Khevsureti NP Development of infrastructure for Kharagauli NP

			about signs and tourist behaviours, …) along trails and tourist sites for protection and awareness at natural monuments, security		
			1.2.3 Preparation of ten recreational zones in forest areas	NFA	Identification of at least five open spaces for recreational activities
			1.2.4 Development at least for one trail with relevant infrastructure for people with disabilities	APA	Research and planning phase for further marking (e.g. in Tbilisi National Park)
			1.2.5 Maintenance of existed hiking trails in PAs, (bridges, marking, pathways etc.) based on regular monitoring	APA	Maintenance of existed hiking trails in Vashlovani NP, Lagodekhi NP, Mtirala NP, Algeti NP and Kintrishi NP
		1.3 Development of interpretation and educational services fitting to different areas according to their natural and cultural values	1.3.1 Elaboration of ecotourism training materials (for rangers, foresters, nature guides) to acquire knowledge of local culture and nature, to get practical skills in interpretation of product, business planning, marking and management.	APA (in cooperation with NFA)	Preparation of training materials for rangers in two NPs

			1.3.2 Training of service providers in ecotourism activities (including producers supplying guesthouses (SMEs to enhance skills in business management, with main focus on communication, language, business planning, price calculation, service quality standards, accounting, financial planning, and (digital) marketing	GNTA	Developing at least two training programs for potential and existing tourism service providers (considering destination needs)
			1.3.3 Train TIC, DMO and VC staff, to develop skills and change attitudes that foster respect for different cultural values and promote effective, positive and qualified communication with representatives of the secultures.	GNTA	Conducting at least one common training at least for five destinations in ecotourism awareness rising trainings for staff of DMO, TIC, VC
			1.3.4 Training for Trail Maintenance and Marking	GNTA	Conducting trainings for trail marking in Svaneti and training for maintenance in Racha in cooperation with GRETA project

			1.3.5 Development of training for trainers on environmental education and guiding	GNTA	- Trainings for trainers are not part of the workplan 2021/22, but for long-term one at least one training will be conducted per year featuring various eco-tourism products
			1.3.6 Development of at least one ecotourism thematic educational program for different target groups (particularly for families with kids, students, senior travelers etc.)	APA	Adjustment of existing interpretation material for different target groups
			1.3.7 Development of at least one "niche" products (e.g. geological, botanical tours and wildlife observation) for tourists, scientists and researchers	APA	Designing and starting the process of product development in Vashlovani NP
		1.4 Increase of the local and regional benefit through eco-tourism offers	1.4.1 Support in development and promotion of traditional local production (handy crafts, products, non-tangible product components: local folk buildings, traditional way of product processing,	GNTA	Supporting the product development done by professional associations (GACC, GEA , the Georgian Craft Association and etc.)

			storage, Georgian hospitality).		
			1.4.2 Development of at least one (pilot) project involving all stakeholders to enhance and support ecotourism attractions, produce economic benefits, and increase the quality of the visitor experience.	GNTA	Development of pilot projects in Pshavi, Kvmo Kartli and Guria
2. Local people actively provide ecotourism services and benefit from them.	• Nb. of beds in guest houses • Nb. of persons (foresters, rangers, locals) trained in environmental education and / or guiding	2.1 Support of local commitment for and high service quality of all eco-tourism offers and products	2.1.1 Implementation of transdisciplinary research, workshops in specific geographic areas	GNTA	Reaching an agreement (e.g. by a memorandum of understanding) with academia to enhance researches in the field of ecotourism.
			2.1.2 Support regional cooperation of businesses (networking) in terms of product sales as well as environmental protection.	GNTA	Support of national professional associations to organize an ecotourism forum or conference on national level
3. Marketing and communication meet the demands of the ecotourism	• Nb. of international media coverage per year concerning nature and	3.1 Development and implementation of effective target-oriented organizational and marketing measures	3.1.1 Arrangement of border permit regulations for NP visitors in certain protected areas	APA	Establishment of a working group including GNTA and the Ministry of internal affairs

target markets and fosters high environmental awareness of the visitors.	culture related topics in Georgia • Nb. of visitors in national park visitor centers and TICs				Reaching an agreement (e.g. by a memorandum of understanding) on common regulations and optimisation procedure for all national parks
			3.1.2 Enhance product distribution channels for ecotourism suppliers by innovating ICT technologies (e.g. digital storytelling, etc.), useful applications and online platform (webpage) with practical information about ecotrails, tours and service suppliers	GNTA	Supporting existing suppliers of ecotourism services to place their products and services on international booking platforms specialised on ecotourism products/services
			3.1.3. Establish business relations with intermediaries (DMOs, TOs, business associations etc.) and joint activates in regard of promotion tour programs and destinations	GNTA	Organizing at least 3 promotion tour focusing on ecotourism resources and products
			3.1.4 Introduce and establish a system of incentive vouchers which will increase the length of stays on ecotourism facilities in particular in eco-agro farms	GNTA	Development of a pilot concept of incentive voucher practice together with a local DMO (on the example of Kutaisi)

			3.1.5 Promotion of international trails such as the TransCaucasus and the Transboundary Trail.	GNTA	Presentation of Transboundary and TransCaucasus products for tour operators, guides and potential sellers
			3.1.6 Production of diverse Informative and promotional materials (guide books, maps, postcards, leaflets) for TICs, VCs, DMOs and other unites in destination places	GNTA	Development of a promotional brochure (print and electronic) for transboundary ecotourism products
			3.1.7 Development and implementation of Promotional campaigns for local products and tourism destination places (e.g. a 'year of eco-tourism')	GNTA	- Will be implemented after 2022
			3.1.8 Organisation of special promotional event for eco-touristic products (e.g. award of friends of nature, …)	GNTA	Establishment of a cooperation with the organizers of the annual Tourism Award to present several nominations featuring ecotourism products and services and cooperate with associations to encourage their members for participation

4. The sources for ecotourism - the country's nature and rich living culture - are long-term preserved.	• Size of areas with eco-tourism-related management plans (km2).	4.1 Avoidance of overuse and destruction of eco-touristic resources	4.1.1 Development of visitor management plan at least for one National Park which takes into account an environmental impact & carrying capacity assessment.	APA	Development of a visitor management plan at least in one PA (Tusheti NP or Vashlovani NP)
			4.1.2 Development of relevant institutional capacity to operate effectively and efficiently: establish mechanisms for joint coordination practices in ecotourism management	APA (in co-operation with GNTA)	Develop common training programs in Tourism management for PA staff on the regional level together with DMO staff if applicable.
5. The management of ecotourism on all levels follows an multisectoral, interdisciplinary and participative approach based on national legislation.	• Nb. of ecotourism management plans • Nb. of advisory board meetings per year	5.1 Effective and efficient use of financial means in the spirit of this strategy	5.1.1 Development of guidelines for the inclusion / participation of locals' in tourism development, based on Community Based Tourism (CBT) principles	GNTA	Definition of a CBT concept and main principles for Georgia Development of a local inclusion plan at least for one region
			5.1.2 Holding regular coordination meetings with stakeholders	GNTA	Organization and reporting of two working meetings per year
			5.1.3 Monitoring of implementation of action plan once per year	GNTA	Definition of the mandate of the ecotourism advisory council, role of representative institutions/ actors

Main Stakeholders in Ecotourism

Stakeholders		Role	Interest	Importance	Influence
				low, medium, hight	
Ministry of Economy and Sustainable Development of Georgia	GNTA	Managing Tourism sector in the country; Preparing Georgian National Tourism Development Strategy; positioning Georgia as a unique travel destination on the international tourist map	Based on the GNTA activities and policy their interest in developing ecotourism among other sectors of tourism. However, for GNTA financial and sustainability benefits are less important. Moreover, it has poor motivational linkage towards ecotourism development.	M	H
	DMOs	Promote and market the destination at regional and international tourism market; Facilitate multifaceted dialogue between tourism, industry, government and community leaders in order to plan, manage and market tourism development in the region. Sustainable development of the organization through supporting private and public institutions in the development of the product, infrastructure, regional brand, quality of service standards. Decentralization process and empowerment	DMO's are one of the core institutes, interested in developing ecotourism. As in the future DMOs should be self-sustained, resilience of ecotourism projects as well as possible financial benefits are crucial. Some members of the DMO's are locals, which guarantees their emotional relationship with ecotourism issue.	H	H
	TICs (21 existing and 2 planned)	Provide information to visitors about the sightseeing's tourism facilities, events, tour programs; distribute advertising and informational materials about region, places	TIC is government unites which is established based on GNTAs and local municipality agreement. This is not self-sustained to have emotional relationship with ecotourism; however it promotes private businesses (accommodation, transport, guide etc.) - directly involved in tourism sector; in some areas, such as Mestia, Ambroaluri TIC provides good support both to tourists and local suppliers. But not TICs are instable, and they soon will be subordinate to the DMO.	L	L

Adjara Tourism and Resorts (Ajara Tourism Department)	ATRA	Managing tourism sector in Ajara. Ajara Tourism Development Strategy	Their activities and policy is linked in developing ecotourism among other sectors of tourism. However, for them financial and sustainability benefits are less important. Moreover, it has poor emotional linkage towards ecotourism development.	M	H
Ministry of Environmental Protection and Agriculture	APA	Management of PAs of Georgia including biosphere reserves and wetland sites of international importance. Preparing ecotourism strategy (non-official document) in protected areas. Nature conservation, environmental education through ecotourism, communication with local citizens and involve them in nature resource management process, financial sustainability, gain profit for conservation issues	APA's functions are linked to the development of ecotourism as a tool for preserving biodiversity and nature in total. As APA tries to accumulate finances by themselves for local PA administrations, sustainability and financial benefits are important for their function.	M	H
	Local administrations of PAs LAPA	Management of protected areas, development of alternative source for local communities, communication with local citizens to achieve sustainable recourse management, financial sustainability of PAs system	Local administration of PAs openly (e.g. the law of Georgia on the system of protected areas, activities, news) demonstrate their primer interest toward the development of ecotourism; As PAs try to accumulate some amount of financial resources for the administrative expenses and further development, the sustainability of ecotourism projects and economic benefits are their interest too.	H	L
	NFA	Management and preservation of forest in Georgia, development and management of forest recreational areas	Multifunctional forest development considers the development of recreation and tourism is forest areas; NFA is preparing investments project doc to invest in tourism facilities; inclusion of locals is priority in order to sustain forest resources (similar to A:As approach towards tourism).	M	H

	ARDA / Agricultural and Rural Development Agency.	Strategy for Rural Development	Create alternative source, jobs and employment for rural population, multifunctional rural development, diverse regional economy; incentives for agrifarmers; establishment of LAGs/ENPARD program	M	M
Ministry of Education, science, culture and sport of Georgia	National Agency for Cultural Heritage Preservation of Georgia	Responsible for preservation, protection, research and promotion of cultural heritage of the country	Use ecotourism in preservation of Georgia heritage, communication with local citizens in order to involve them in nature and culture resource management	M	M
	quality management administration	Responsible for professional and different degree level education, awareness in ecology, tourism and environmental studies	Integrate tourism and hospitality management modules in education system; develop curricula, increase education quality standards at national, regional and local level; -> provide and recruit practitioners and academics ; integrate local and international programmed(curricula)	L	L
Ministry of Regional Development and Infrastructure of Georgia	Regional and Municipal Administrations (RDI)	Spatial Planning of the areas. Regional and infrastructural development projects such as road, water rehabilitation towards destinations and PAs. Promotion/info billboards, develop road signage system	MRD and its regional offices try to diversify regional economy and enhance source of supplementary income for locals; working on rehabilitation of cultural heritage in villages (like Dartlo, Shatili, Mutso, Mestia etc. projects). awareness of locals in nature resource management and support educational projects	L	H
Transport companies	International air companies	Main transportation providers for international ecotourism visitors	Increased sales and revenues from travel	L	M
	Domestic Air companies		ETs use low cost airlines , increase tourism market share	L	M
	Public transport companies		Increased sales and revenues from travel , good infrastructure	L	M
	Georgian Railway		Increased sales and revenues from travel , good infrastructure	L	M

Tourism and Hospitality Enterprises	Hotels	Main market players, service suppliers		M	H
	Catering Providers	Main market players, service suppliers	New dishes for new markets, skilled personnel, collaborate with service suppliers, increase revenue	M	L
Travel Agencies	International TOs	promote and sell tour product on international market; Connecting with different stakeholders, contact oversea customers	Increased sales, new market for European, Asian travelers,	M	M
	Domestic TOs	Packaging tours, promote and sell on international market; Connecting different stakeholders, service suppliers, local communities, contact with domestic customers and int. TOs	Increase sales/revenue from tourism, quality of service providers	M	M
Local travel organizations	ECO-TOs	Developing and organizing Eco-adventure tour programs for groups including bird watching	Develop niche product, specialized tours, increase sales, Availability of good infrastructures, safety, and quality services.	H	L
	CENN	Foster modern and sustainable development values and practices through bridging society and environment.	Interested in implementation ecotourism projects in forest areas - recreational/multifunctional use of forest; also has a projects in a good governance, risk reduction, forest system management. CENN is a main partner of NFA.	M	L
	NAKRES	Safeguard the biodiversity of Georgia and the South Caucasus, through conservation activities at national and local levels. Nature conservation. Consultancy services in ecotourism development	Interested in conservation of NPs and Forests; and monitor the impact of tourism; they preserve wildlife in Georgia.	M	L
	WWF	Safeguard the biodiversity of Georgia and the South Caucasus, through conservation activities in the country. Support PAs development; Consultancy services in ecotourism development	Interested in conservation of NPs and Forests; preserve wildlife in Georgia, at the same time implement ecotourism projects including ET strategy planning - is a main partner of APA.	M	L

NGOs, Centers, clubs	Green Alternative	Environmental governance, sustainable energy, social-economic rights.	Implementation of environment and community development projects	L	L
	ELKANA	Improvement of social-economic condition of rural population through fostering sustainable (organic) agriculture and capacity building of rural entrepreneurs	Implement projects, support rural tourism network members in getting supplementary income from agri/eco/rural tourism.	L	L
	GFA	Improvement of social-economic condition of rural population through fostering agriculture and capacity building of rural entrepreneurs	Implement projects, involve rural people in alternative activities (agritourism).	L	M
	Mercy Corps/EU	provide support to local communities for economic development (in organic, traditional product and tourism related aspects).	Project implementation /LAG/ENPARD	L	M
	GACC	Safeguard the cultural heritage of Georgia through conservation activities, awareness raising. Linking producers to consumers; provide trainings for souvenir producers	Implementation of projects in conservation of culture; realization of handicraft product through craft shop in Tbilisi (Kinchella str.:)	L	L
	Bird watchers' club	Developing and organizing watching Adventures Caucasus wide, including Georgia, Armenia, Azerbaijan ... & Batumi Raptor Migration.	Availability of good infrastructures, safety, and quality; organize annual festival in Ajara, scientific researches etc. .	L	L
	molashqre.ge	investigate new trails		L	L
	SCAUTS	generating (domestic) tourism market, spread information	Explore new trails in NPs, use local services, implement projects (Kutaisi's branch)	L	L

	Friends of PAs	Support development and management of PAs. Including: conservation, protection of biodiversity, and ecotourism development; Involvement of stakeholders in the management and socioeconomic development processes	Implementation projects mainly in eco-education and community development. Rent facilities for tourism businesses.	M	L
Professional Associations	Georgian Ecotourism Association	Sustainable tourism development; lobby and marketing of member TOs…	Implement projects in ecotourism, establish standards, principles in tourism businesses, develop study materials for beneficiaries, connect suppliers with market	H	H
	Mountain Guides Associations	Develop mountain guide school and certification system in five categories (mountain, trekking, skiing, rock climbing and alpine tour guiding	New trails (especially joint trails among PAs) and local capacity development in PA´s	M	M
	Georgian Tourism Association	Cooperation between Georgian tourism companies	Develop projects and enhance their activities through PA administrations	M	L
	GITOA / Georgian Incoming TOs Association	lobbying TOs	Implementing projects	M	L
	Guide association	conduct trainings; develop training modules and short courses	D	H	L

Local and International Higher educational institutions, science foundations	Ilia State University, TSU, Agrarian University, GIPA etc.	Provide educational services, new knowledge to the various target groups, including policy-makers, practitioners, locals. Development of eco-educational programs for school pupil and student ; integrate internal vocational education institution;	Tourism/eco-tourism is a priority of the Local and International Higher educational institutions at the three levels of education. they finance educational and scientific research projects/conferences/ excursions/eco-tours relating to tourism/eco-tourism. they create research based knowledge, which is essential and urgent for practitioners and decision makers to identify core needs properly. Have vocational education branch's (Following the example of Tbilisi State University), where they develop tourism/eco-tourism vocational education modules/curricula and life long learning modules.	L	L
	Vocational Educational Institutions	vocational education modules ; life long learning module ;	Provide vocational educational modules, dual programmed , new knowledge for the practitioners ; create curriculums based on the needs of tourism	M	L
	Science foundations			L	L
	Family run Guesthouses' in and around NPs.	Provide basic accommodation to visitors	Ecotourism development is one of the interesting topics for local dwellers, especially in the sense of possible economic benefits. Hence, the sustainability of the ecotourism project consequences are crucial for them. The emotional connection is also quite high due to their fact that ecotourism project may affect their households.	H	L
	Horse-riding providers, etc.	Provide complementary services to visitors in Ajara PA´s.	Ecotourism development is one of their core priority in terms of financial benefits, long-term sustainability. The emotional connection is also quite high due to their fact that ecotourism project may affect their households.	H	L

Local Communities (Society, without structure), tourism related service suppliers	Tour (local) guides	Provide basic guiding services to tourists.	Ecotourism development is one of their core priority in terms of financial benefits, long-term sustainability. The emotional connection is also quite high due to their fact that ecotourism project may affect their households.	H	L
	Artisans and craft producers	Preservation of traditional production technique	Ecotourism projects may have a positive effect on increasing the tourist flows to the destination, which will bring additional finances to the tourism-related economic activities. Long-term sustainability matters as well as the emotional connection is also presented. However, they have opportunity beyond ecotourism development.	H	L
	Farmers and farmers' cooperatives	Production of agricultural products		H	L
	Local (product) shop owners	Promote local products, Local social enterprise.		H	L
	Local Action Groups			H	M
	Youth NGO, Imitative Groups			M	L
Donors & other International Organizations	GIZ	Provide economic and technical support to PA´s development.	Assist administration to achieve national and international conservation objectives.	L	M
	TJS, CNF/KfW			L	M
	SDC			L	L
	USAID		Assist administration to achieve social-economic benefits for local people	L	M
	JICA		Assist administrations to develop "One product for one village"	L	L
	ADA/SIDA	Provide support to local communities for economic development (in organic, traditional product and tourism related aspects).	Assist administration to achieve EU-AA goals	L	M
	EU			L	L