

Proposal part 2



The paper "The Role of Georgian Governmental or Civil Tourism Organizations in the Development of Tourism" is an excellent example of a research proposal on tourism. Tourism in Georgia has been studied by various academics and scholars for many years. The subject of what the government and tourism organizations are doing to develop the sector is fascinating and vast, but heavy weighted by policies and regulations put in place. Choosing the role of tourism organizations in developing tourism narrows this study slightly. The majority of the literature concentrates on what the government and other stakeholders have done or intend to do in developing this sector. This study will reveal insight from this sector which has contributed to the tourism development which may have not been tackled by other researchers but has significant importance to the future of tourism. This study will use various research methods both qualitative and quantitative to develop our understanding of the scenario in the sector. Both research methods will be of great importance as this will reveal clear insights into the tourism sector.

Introduction

Georgia is a small country with a strategic location, natural resources and infrastructure and legal developments adopted to meet challenges of the twenty-first century. Georgia is located at the crossroads of Europe and Central Asia. Tourism is one of Georgia's main exporting sectors and earns hard currency and helps to reduce the current account deficit. As a labor-intensive industry, it helps to create a lot of formal and informal jobs (Babych et al 2011). The growth in tourism also affects business development in many related sectors of the economy such as agriculture, transportation services, arts, and crafts to name just a few. Some of the tourist destinations

include Old Tbilisi, Mtskheta, Signagi, Kutaisi, Gudauri, Mestia, Batumi, Kobuleti, and Anaklia. The growth of tourism has been impressive in Georgia, the number of foreigners visiting during the first 10 months in 2011 increased by 42% compared to the same period last year (Georgian Border Security statistics). Tourism is currently the fastest growing sector in the global economy, particularly important for developing countries. According to UNWTO tourism barometer, the flow of foreign tourists into developing countries increased by 4.5% in 2011 compared to the previous year. The rate of increase stands at 9% for Central and Eastern European countries (Fernandes C. 2011).

Literature review

The research paper will seek to establish the efforts that the government of the Georgian republic and other stakeholders in the tourism industry are making so as to attract tourists as well as create a favorable environment for tourism business to thrive. Since 2004, incoming tourism has expanded at an impressive average rate of 32% per year, nearly doubling every three years (Babych et al 2011). A simple extrapolation suggests that in four more years, by 2015, Georgia may be receiving more than 5 million tourists a year. This research will seek to establish what measures are in place to achieve this. According to Travel and Tourism Competitiveness Index for 2011, Georgia is ranked 73rd among 139 countries, and in particular, it is ranked 82nd on information and communication technologies, 105th on air transportation infrastructure and 94th on general infrastructure.

This paper will seek to find out what steps have been taken by the government amongst other players to ensure that the vision of the sector is realized. It is also set out to establish, what the local Authority is doing to

promote tourism in Georgia. It will answer questions such as; Has the local authority set realistic objectives? Are the strategies employed really working towards meeting the set objectives? Are there other players besides the local authority that are working towards these objectives? Are the private enterprises and the local authorities working together to meet the set objectives? The study will also look at other players in the tourism sectors in the region especially the top-ranked and compare them with Georgia particularly their policies and the roles played by the tourism organizations to be where they are.

Research objectives

The main objective of this research is to investigate the role of Georgian Tourism Organisation in the development of tourism. The research will also look at ways in which tourism destinations are identified and marketed to the potential tourist market. The research will also try to look at the development in the tourism industry in light of the investment made in the sector both from the domestic investors as well as the Foreign Direct Investment (FDI). The research will also look into the current government policies on investment be it tax or licensing and whether the government needs to change them so as to attract investment in the sector.

Method

In researching the policies in place in the attempt to promote tourism in Georgia, the research will be based on a combination of qualitative as well as quantitative methods. Qualitative methodology is appropriate since the emphasis is to look at the actions or the objectives that are targeted towards the tourism industry. The quantitative method will also be applicable so as to establish the aggregate values and statistical analysis. The research will

make use of participatory observation whereby we will ask questions to the players in the tourism industry on what they consider to be ideal and what is being done to correct any anomaly. It will also make use of surveys and it will be conducted in the top tourist destinations in the country.

Recommendations made in the research will be crucial to the tourism sector as this will ensure that policies are put in place and implemented to develop the sector.