



ReforMeter

Tourism Reform Assessment Report

June, 2023

The USAID Economic Governance Program Grant Activity: Support to the Reform Progress Tracking System – ReforMeter

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About the Tourism Reform

The Tourism Reform incorporates the amendments envisioned by the Tourism Draft Law, which was initiated by the Parliament of Georgia. In addition, it encompasses planned changes in the tax benefits system for agritourism and wine tourism service providers. The objective of the reform is to diversify tourism services, ensure high-quality services, protect consumer rights, and enforce safety standards. Additionally, the reform aims to promote regional tourism development through state policy coordination and enhanced cooperation between public and private sectors.

The need for reform stems from the outdated legislation in the tourism sector, which was adopted in 1997 and cannot meet the sector's contemporary needs. The current law does not address the quality of tourism services, the protection of consumers' rights and safety, or the registration system for tourism service providers. Furthermore, new legislation is required to fulfill the obligations undertaken by the association agreement.

Furthermore, the new legislation is needed due to the obligations undertaken by the association agreement. To ensure legislative harmonization with the European Union, the law covers the implementation of Directive 2008/122/EC of the European Parliament and of the Council of 14 January 2009 on the Protection of Consumers in Respect of Certain Aspects of Timeshare, Long-term Holiday Product, Resale, and Exchange Contracts, as well as Directive (EU) 2015/2302 of the European Parliament and of the Council of 25 November 2015 on package travel and linked travel arrangements.

The sector Economy and Economic Policy Committee of the Parliament of Georgia, the Government of Georgia, the Ministry of Economy and Sustainable Development of Georgia, and the Georgian National Tourism Administration participate in the process of development and implementation of the reform.

The reform entails the development of the legal framework for the creation of Destination Management Organizations (DMOs) based on cooperation between the private and public sectors to boost tourism at the local level. To safeguard the high quality and safety of tourism services, the reform encompasses ensuring the delivery of highly qualified mountain guides and the safety of high-risk (adventure) activities. It also aims to improve the qualifications of tourist guides and stipulate contractual relations to create a unified standard for consumer rights protection. In addition to the proposed development of adventure tourism, the reform intends to diversify tourism offerings by establishing tax incentives for agritourism and wine tourism service providers.

ReforMeter Methodology

Under the ReforMeter project, reform assessment is conducted through three distinct tools:

1. The government survey evaluates, through a qualitative survey, the activities of the government agencies introducing the reform in the process of reform implementation along four primary domains: legislative framework; infrastructure and budget; institutional setup, and capacity development. The survey measures government's distance from the stated reform objectives on a scale from 0% to 100%.
2. As part of the stakeholder survey, the stakeholders of the reform are evaluating the four main dimensions: reform content and adequacy; current performance; reform progress; and expected outcomes. Each component is evaluated on a 10-score scale (see Annex 1 for the stakeholder questionnaire).
3. Reform-specific indicators, used as a proxy for reform effectiveness, are designed to track the reform progress.

The evaluation of the tourism reform contains the aforementioned three dimensions. Given that the reform is in the early stages of implementation, the primary objective of the government survey was to identify the planned activities and directions for future progress assessment. Using this information, we will assess the progress of the reform implementation at the next public-private dialogue meeting.

The first public-private dialogue to assess the tourism reform was conducted on May 18, 2023. In 2023 and 2024, two more meetings of a similar nature will be conducted within the framework of the ReforMeter.

Assessment of Ongoing and Planned Activities

To determine the current and future activities of the tourism reform, the legislative changes were categorized into three main directions. The first direction of the planned activities involves enhancing coordination on a national and regional level and developing diversified tourism offerings. The second direction is related to regulating tour guides and adventure guides activities. The third direction is about ensuring consumer rights protection standards and regulating contractual relationships. Considering the presented directions and the four main domains of the reform assessment (legal framework; infrastructure and budget; institutional setup; and capacity development) as defined in the government survey section, Tables 1, 2, and 3 provide information on the primary reform activities and the responsible implementing agencies.

Table 1: Activities related to enhancing national and regional coordination and developing a diverse tourism offerings

Activity	Implementation date	Responsible authority
Legal Framework		
Adoption of the Law of Georgia on Tourism	2023	Parliament of Georgia
Approval of the procedure for granting and revoking the status of Destination Management Organization (DMOs)	June 1, 2024	LEPL Georgian National Tourism Administration
Approval of the rules and procedures for agritourism and wine tourism service providers	June 1, 2024	The Government of Georgia
Amending the Tax Code of Georgia to establish tax benefits for entities with agritourism and wine tourism status	2024	Parliament of Georgia
Submission of the Draft Law of Georgia on Resorts to the Parliament of Georgia	June 1, 2024	The Government of Georgia
Adoption of the Law of Georgia on Resorts	2024	Parliament of Georgia
Infrastructure and Budget		
Allocation of budget funds for the activities of Destination Management Organizations (DMOs)	Current	Municipalities
Establishment of a registry of tourism service providers	2023	The National Agency of Public Registry
Institutional Setup		
Establishment of organizations with DMO status	Current /established in 5 regions	LEPL Georgian National Tourism Administration
Development of regional marketing strategy	Current	Tourism destination management organizations (DMOs).

Table 2: Main activities associated with regulating tour guides and adventure guides

Activity	Implementation date	Responsible authority
Legal Framework		
Approval of the technical regulation and the list of high-risk tourism services	June 1, 2024	The Government of Georgia
Approval of the regulation on competencies of mountaineer, ski, and alpine guides	June 1, 2024	The Government of Georgia
Approval of the terms and conditions on mandatory insurance for mountaineer, ski, and alpine guides and high-risk tourism services	June 1, 2024	The Government of Georgia
Approval of the rules on establishment of the register of certified Guides by an authorized entity	May 1, 2027	LEPL Georgian National Tourism Administration
Approval of the mountain, ski, and alpine guide identification card	June 1, 2024	LEPL Georgian National Tourism Administration
Approval of rules for issuing and revoking the official identification card of the tour guide	June 1, 2027	LEPL Georgian National Tourism Administration
Infrastructure and Budget		
Creation of a Certified guides registry	May 1, 2027	Legal entity accredited for personnel certification
The digitization of particular services for the management of identification cards of tour guides and tour operator insolvency obligations. Budgetary allocation of funds - from 70 to 162 thousand GEL	2027	LEPL Georgian National Tourism Administration LEPL Unified National Accreditation Body
Institutional Setup		
Accreditation of a legal entity for certification of mountain, ski, and alpine guides.	June 1, 2024	LEPL Unified National Accreditation Body
Capacity Development		
Certification of mountain, ski, and alpine guides	From June 1, 2024	Legal entity accredited for personnel certification
Improving the qualifications of tour guides	June 1, 2027	LEPL Georgian National Tourism Administration LEPL Unified National Accreditation Body

Table 3: Activities associated with ensuring effective protection of consumer rights and regulating contractual relationships

Activity	Implementation date	Responsible authority
Legal Framework		
Approval of the norms and procedures governing the use of insolvency insurance	June 1, 2027	LEPL Georgian National Tourism Administration
Approval of a standard agreement form for time-sharing, long-term vacation, and sale and transfer transactions	June 1, 2026	The Government of Georgia
Approval of standard forms regarding tour packages	June 1, 2026	The Government of Georgia
Infrastructure and Budget		
Allocation of budget funds to ensure the expansion of the capabilities of the Georgian National Tourism Administration <ul style="list-style-type: none"> • Activities related to DMO - 25,634 GEL (2025) • Certification of guides - 94,886 GEL (years 2023-2025) • New department regarding insolvency - 362,191 GEL (years 2023-2025) • Development of a client service call center - 555,183 GEL (years 2023-2025) 	2023-2025	LEPL Georgian National Tourism Administration
Capacity Development		
Increasing the qualifications of Georgian National Tourism Administration employees	From 2023	LEPL Georgian National Tourism Administration
Awareness raising campaign for travel agencies and tour operators regarding the new regulations	2024-2026	LEPL Georgian National Tourism Administration

On the basis of qualitative research conducted with the reform implementing agencies, it was determined that the tourism reform is still in its initial stages. The implementation of the reform commenced with the introduction of the draft Law of Georgia on Tourism to the Georgian Parliament.

From the directions provided by the draft law, progress is visible regarding the establishment of destination management organizations. DMOs are currently being established in five regions: Imereti, Svaneti, Samegrelo, Kakheti, and Samtskhe-Javakheti. Under the proposed legislation, the procedure for granting

destination management organizations legal status and their authority will be determined. In addition, the proposed legislation seeks to guarantee the participation of the private sector alongside public agencies (municipalities and the National Tourism Administration) in the activities of the DMOs. Nonetheless, the survey of public sector representatives revealed that the private sector has little interest in joining tourism destination management organizations at this time. According to the explanatory note of the draft Law of Georgia on Tourism, the National Tourism Administration will need additional personnel by 2025 only if DMOs are strengthened, and their activities are expanded.

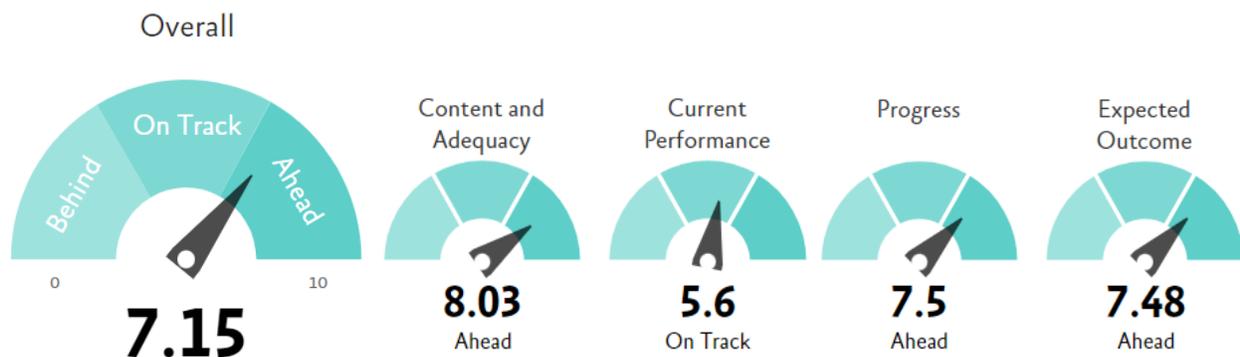
The remainder of the tourism reform will be implemented progressively between 2023 and 2027. Beginning in 2023, tourism entities will be required to register in the register of economic activities. In June of 2024, it is anticipated that mandatory insurance for high-risk and adventure travel guides, as well as a certification system for mountain, ski, and alpine guides, will be implemented. By 2026, provisions related to the tour package and combined tourism service agreement, time-sharing, long-term vacation, resale, and exchange agreements are expected to be implemented. In 2027, a voluntary system of tour guide certification is expected to be implemented.

Stakeholder Assessment

On the basis of an anonymous stakeholder survey (excluding the reform implementing state agencies) conducted at the public-private dialogue on tourism reform, the reform was rated 7.15 out of 10 points, indicating a positive assessment of the reform's progress by participants.

Figure 1 presents the results of the stakeholder survey, according to which the content and adequacy of the reform, the progress of the reform, and the expected outcomes were positively evaluated. In relation to the current performance, a moderate outcome was observed.

Figure 1. Results of stakeholder survey on tourism reform evaluation



Public-Private Dialogue

The first public-private sector dialogue on tourism reform was attended by representatives of the Sector Economy and Economic Policy Committee of the Parliament of Georgia, the Georgian National Tourism Administration, the Resorts Development Agency, the National Forestry Agency, the Agency of Protected Areas of Georgia, the Imereti Tourist Destination Management Organization, the Georgian Tourism Industry Alliance, the Georgian Farmers' Association, the Georgian Tourism Association, the Guides Association of Georgia, Tourism Institute, the Business Association of Georgia, Institute for Development of Freedom of Information, Galt & Taggart, Biological Farming Association EIKANA, Ilia State University, USAID Georgia and USAID Economic Governance Program.

After the opening part of the event, the ReforMeter team presented the planned activities and progress evaluation indicators within the framework of the tourism reform, while the National Tourism Administration and other stakeholders involved in the development of the tourism reform discussed the current state of the tourism sector, the proposed changes, and the anticipated outcomes of the reform. This section of the report provides a summary of the opinions shared at the PPD event:

- Participants centered their discussion on the tourism industry's recovery following the pandemic and the need for a new legal framework. Participants emphasized the importance of developing competitive tourism services. The discussion concentrated primarily on the growth of adventure tourism, ecotourism, and sustainable tourism. The discussion surrounding the development of adventure tourism was focused on enhancing the industry's safety standards. According to the Deputy Head of the Georgian National Tourism Administration, Georgia has to efficiently use its resources in order to develop globally competitive services. The speaker focused on the advancement of safety standards in adventure tourism, which is likely to enhance demand for the indicated direction.
- Concerning the issue of regional tourism development, the debate centered on the role of tourism destination management organizations in supporting decentralization and collaboration between the private and public sectors.
- The tourism industry representatives highlighted the difficulties in reaching an agreement on mandatory and voluntary guide certification. The founder of the Tourist Industry Alliance underlined the need for state support mechanisms to establish incentives that would encourage the certification of guides, as well as the importance of defining oversight responsibilities within the private sector in this process. During the meeting, the deputy head of the National Tourism Administration stated that the certification procedures for tour guides will be codified in the bylaws. Participants remarked on the necessity of involving stakeholders in the process of drafting the stated acts. In addition, the head of the Tourism Institute emphasized the importance of decentralizing tourism policy. In this direction, emphasis was placed on granting enhanced decision-making authority in regard to guide certification.
- The integration of regulations governing the activities of travel agents and tour operators with European Union law was another topic of discussion. According to the National Tourism Administration, regulating the activities of travel agents and tour operators will promote the protection of consumer rights and the development of more sustainable, high-quality services. Low

awareness on these modifications among travel agents and tour operators was identified as a challenge in this regard.

- In addition, the benefits of the intended changes in the direction of agritourism were emphasized at the meeting. The representative of the Georgian Farmers' Association discussed the opportunities provided to farmers by the growth of agritourism, focusing on the enhancement of farmers' additional income and socioeconomic environment of local communities. In addition, the speaker discussed the challenges associated with the population's limited awareness on agritourism services.
- Participants discussed the issue of insufficient statistical data on diverse tourism services. Attendees highlighted the need to develop additional indicators for the development of evidence-based policies. A representative of the Agency of Protected Areas of Georgia stated that the demand for ecotourism and adventure tourism is increasing, particularly in protected areas, and emphasized the importance of utilizing present statistics on protected areas to evaluate the progress of tourism reform. The parties emphasized the significance of the "ReforMeter" initiative for monitoring the progress of the reform implementation and highlighted the need to sustain this process in the future to evaluate the outcomes of the reform.

Reform Tracking Indicators

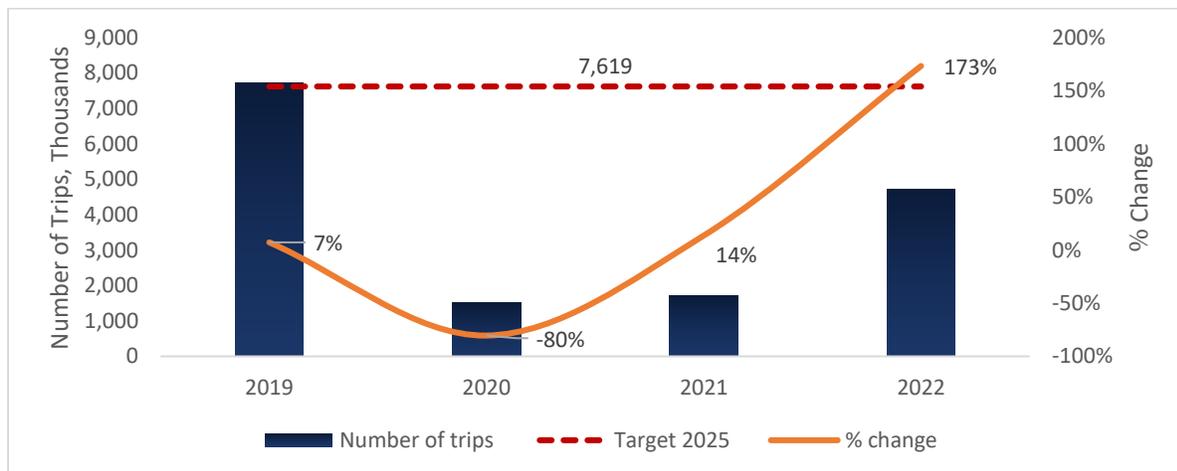
To evaluate the implementation of the tourism reform, the ReforMeter team selected a number of economic indicators. The first section includes an evaluation of the general indicators of the tourism sector's development, while the second section focuses on the reform's provisions.

1. General Tourism Reform Assessment Indicators

1.1. Number of International Visitor Trips

One of the most important indicators of the steady development of the tourism industry is the growth of international tourism. According to Figure 1, the pandemic caused an 80% decline in tourist movements by 2020. However, in comparison to the previous year's indicators, the dynamics of 2021-2022 show positive signs, with the recovery rate in the number of international trips relative to 2019 reaching 60% by 2022. According to the Georgian Tourism Development Strategy, the expected total number of international visitors by 2025 is 7,619,140."

Figure 1. Number of international visitor trips

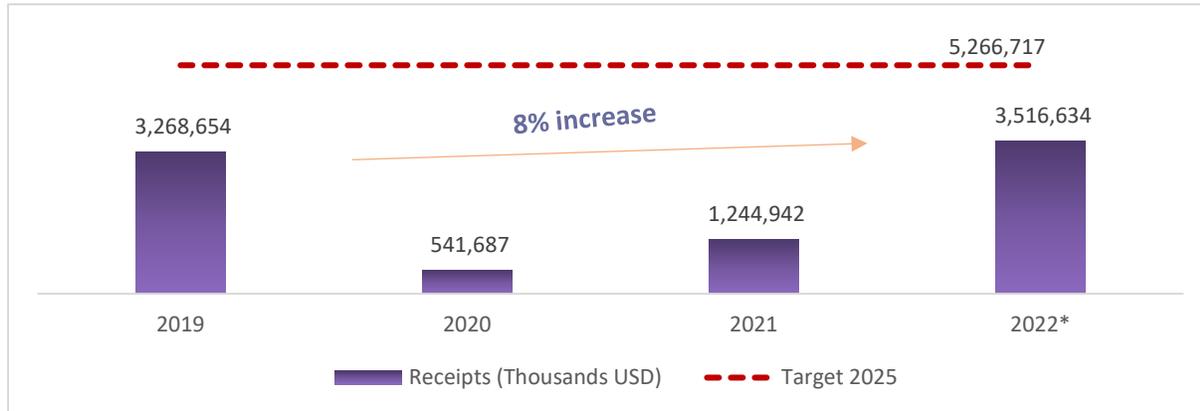


Source: LEPL Georgian National Tourism Administration

1.2. Receipts from International Tourism

In the post-pandemic period, international travel revenue is another indicator of the growth of the tourism industry. According to Figure 2, there was an 83% decline in revenue in 2020 compared to 2019. However, revenue reached \$3.5 billion by 2022, which represents an 8% increase from pre-outbreak levels. It is noteworthy that migrants who came to Georgia from Russia, Belarus, and Ukraine as a consequence of the Russia-Ukraine war stayed longer, leading to a significant increase in travel-related income. According to the Georgian Tourism Development Strategy, the country aims to generate \$5.3 billion U.S. dollars from tourism by 2025.

Figure 2. Receipts from international tourism (Thousands, USD)



Source: LEPL Georgian National Tourism Administration

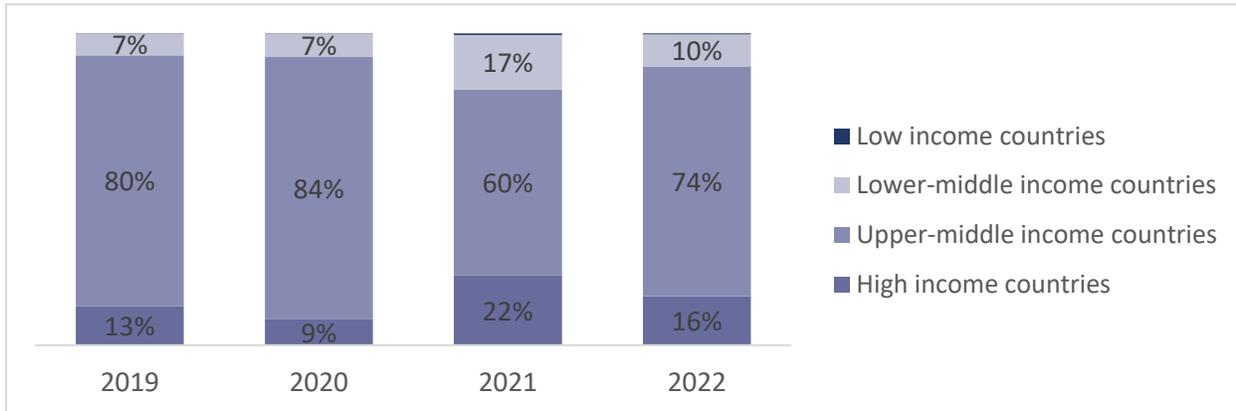
2. Diversified and High-Quality Tourism Services

The objective of the planned reform in the tourism sector is to develop diverse tourism services, guarantee a high quality of services, and safeguard consumer rights and safety. These aspects are prerequisites for attracting high-spending visitors. As a result, when selecting the economic indicators for the reform evaluation, directions related to the geographical origin of the tourists, the average expenditure, the duration of their visit, conducted activities, the structure of their expenditures, utilization of tourist packages, and the level of satisfaction were considered.

2.1. Attracting High Spending International Visitors

The rate of expenditure of an international traveler is substantially influenced by the level of development in his or her home country. Attracting high-paying tourists necessitates an increase in international tourists from high-income countries. As a result, to assess the progress in attracting tourists from high-spending tourism markets, the distribution of international visits by income groups of countries was used as an indicator. Figure 3 shows the proportion of international visitors to Georgia from low-income, lower-middle, upper-middle, and high-income countries, as classified by the World Bank. Trends from 2019 to 2022 indicate that the majority of tourists originate from countries with upper-middle incomes. To attract high-spending travelers, it is essential to increase the proportion of visitors from high-income countries. It should be noted that the dynamics between 2019 and 2022 were significantly influenced by the pandemic. The proportion of countries with high incomes slightly increased from 13% to 16% during that period.

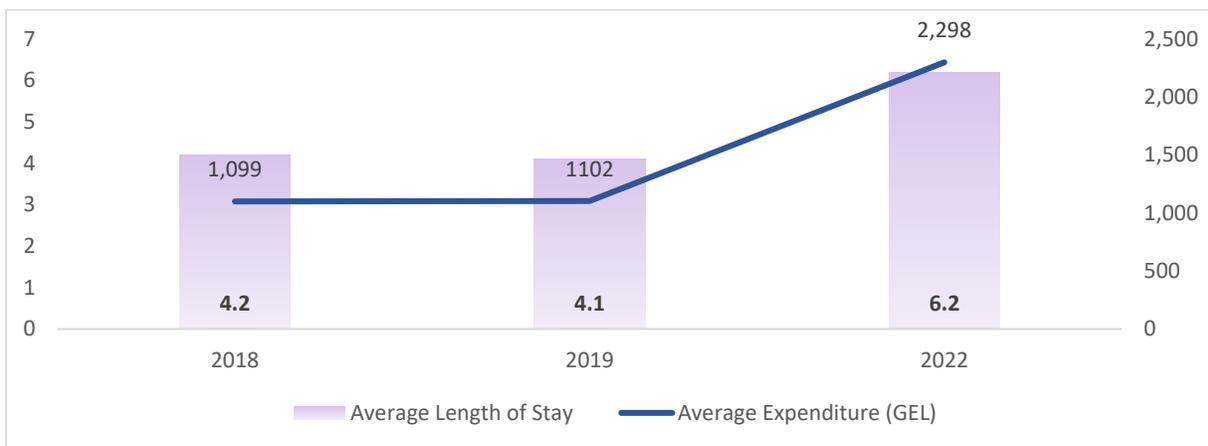
Figure 3. Share of International visits by income groups of Countries



Source: Author's calculations based on data from GNTA & World Bank

In order to increase tourism revenue, it is also essential to monitor the indicators on length of stay and expenditure of international visitors. During the period between 2019 and 2022, the average expenditure per visit has doubled that is pearly associated with to an increase in average length of stay.

Figure 4. Average length of stay and expenditure per visit

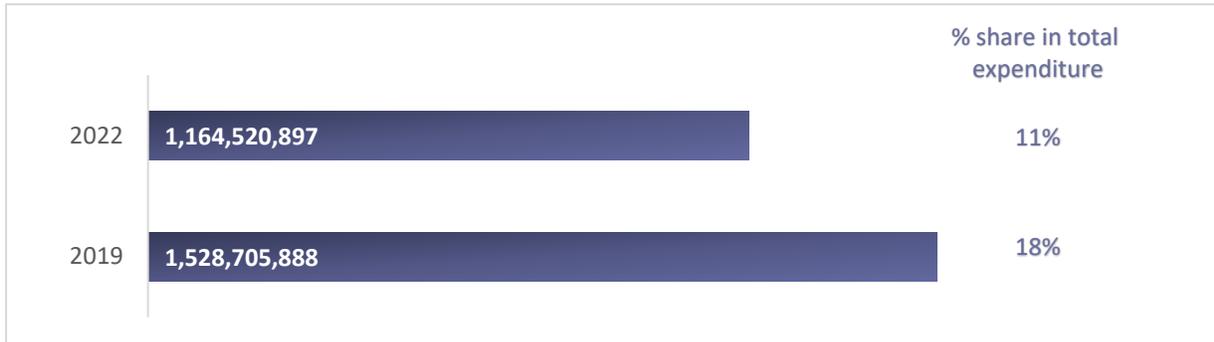


Source: LEPL Georgian National Tourism Administration

2.2. Diversified Tourism Services

Three indicators have been chosen to assess the development of diverse tourism offerings. The first entails analyzing the expenditure on recreational, sports, and cultural activities. The expenditure structure includes categories for food, accommodation, shopping, transportation, recreational, sports, and cultural activities, among others. The expansion of tourism offerings within the presented categories is proportional to the rise in user expenditure on the selected activity. According to Figure 5, during 2019-2022, the expenses in this direction decreased by 24%. Considering that during this time period, international visitors' total expenditure increased by 27%, the share of recreational, sports, and cultural activities in total expenditure decreased from 18% to 11%.

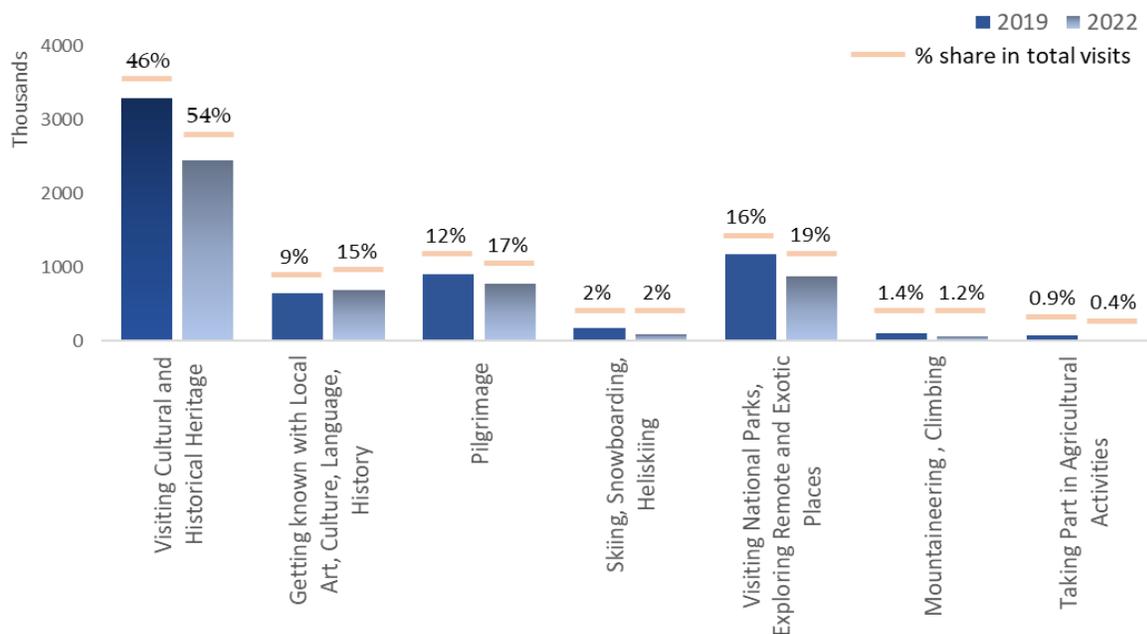
Figure 5. Tourism expenditure on recreational, sports and cultural activities (Mln. GEL)



Source: LEPL Georgian National Tourism Administration

Statistical data on activities conducted by international visitors also reflects the development of diversified tourism services. The categories of skiing, visiting nature, landscapes, nature reserves, and mountaineering were defined as activities to be observed to evaluate the impact of changes in the quality of adventure services and the development of safety standards. According to Figure 6, in 2022, skiing and mountaineering accounted for a very minor percentage of total visits (2% and 1.2%, respectively). In contrast, the number of activities involving visiting nature is relatively high, accounting for 20% of international visitors. The development of agritourism services is related to the participation rates in agricultural activities. In 2022, the number of visitors in this direction reached 16,779, a decrease of 75% compared to 2019."

Figure 6. Activities conducted by international visitors



Source: LEPL Georgian National Tourism Administration

In accordance with the recommendations made during the public-private dialogue meeting, the number of visitors to the protected areas was also determined as a progress indicator for the reform. In recent years, the demand to visit protected areas has increased due to the development of adventure tourism. Notably, as a consequence of the pandemic, there was an 80% decline in the number of visitors. However, since 2020, a growth trend has been observed. By 2022, the rate of recovery of visits to protected areas was 75%

Figure 7. Number of visitors to protected areas

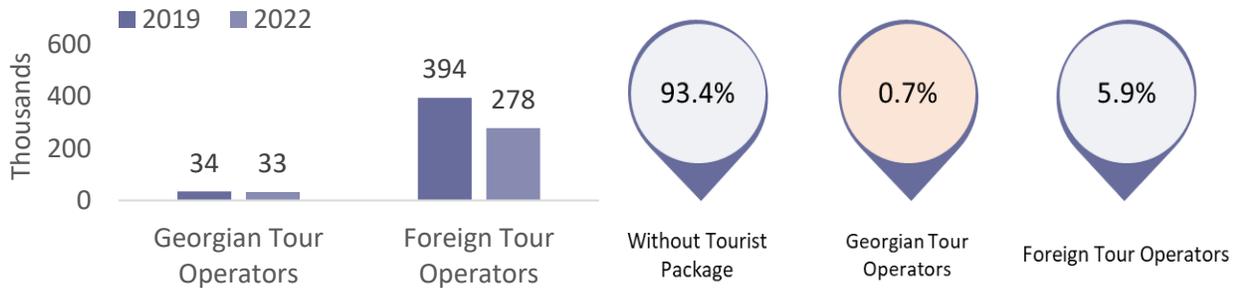


Source: LEPL Georgian National Tourism Administration

2.3. High Quality Tourism Services and Protection of Consumer Rights

The new regulations related to travel agents and tour operators, including the determination of contractual relationships with customers and the preservation of their rights, constitute an additional important direction of the planned reform in the tourism sector. As an indicator of the reform's development in the aforementioned direction, the rate of utilization of tourist packages from Georgian tour operators by international tourists was chosen. Figure 8 demonstrates that the rate at which international tourists use the services of Georgian tourism companies is extremely low and has decreased marginally between 2019 and 2022. In 2022, travel agencies sold 33 thousand travel packages, while the number of international companies is eight times higher. In addition, it should be noted that the majority of tourists do not purchase tour packages at all. Only 5.9% of international visitors used packages offered by foreign companies in 2022, while 0.7% used packages offered by Georgian companies. As a consequence of the implementation of the tourism reform, it is anticipated that establishing high standards for tourism service providers will increase consumer confidence in Georgian tourist companies.

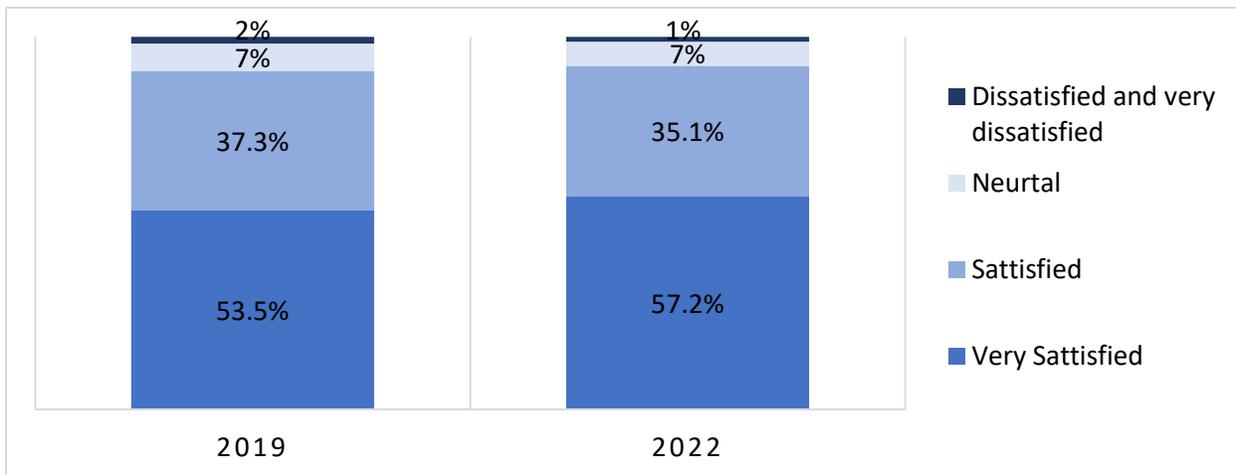
Figure 8. Utilization of a Tourist Packages (amount and % share, 2022)



Source: LEPL Georgian National Tourism Administration

Another indicator of progress towards consumer rights and service standards is the level of satisfaction with the tourist experience. Figure 9 depicts a positive trend in this direction for 2019-2022. During this time period, the percentage of pleased visitors rose by 3.6%. As a result of the reform, it is anticipated that the high quality of service will increase the number of tourists who are satisfied with their trip.

Figure 9. Level of tourist satisfaction



Source: LEPL Georgian National Tourism Administration

Annex N1. Stakeholder Survey Questionnaire

Content and Adequacy

1. How well do the objectives of tourism reform align with the sector's challenges?

1	2	3	4	5	6	7	8	9	10
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2. Is the policy-making and legal-drafting process conducted in an inclusive manner that enables the active participation of stakeholders?

1	2	3	4	5	6	7	8	9	10
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Progress

3. How would you assess the current measures implemented within the framework of the tourism reform?

1	2	3	4	5	6	7	8	9	10
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4. To what extent do the implemented and planned measures within the framework of the reform contribute to overcoming the limiting factors of tourism development?

1	2	3	4	5	6	7	8	9	10
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Current Performance

5. How would you evaluate the present state of the tourism industry?

1	2	3	4	5	6	7	8	9	10
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Expected Outcomes

6. Will the reform reach its targets?

1	2	3	4	5	6	7	8	9	10
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7. Does the reform propose efficient measures to reach its targets?

1	2	3	4	5	6	7	8	9	10
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Annex N2. Tourism Reform PPD Event Presentation



რეფორმები

შენი გზამკვლევი რეფორმებში

Agenda



- **Tourism Reform and Progress Assessment Indicators**
- **Need for Reform and Overview of the Current Situation**
- **Public-Private Dialogue and Stakeholder Survey**



About ReforMeter

Reformeter aims to track the progress of selected economic reforms, facilitate dialogue among reform stakeholders, and support the implementing agencies in increasing awareness and efficiency of these reforms.

- The first phase of the project: 2017-2019.
- The new phase of the project: 2021-2024.

Selected reforms:

- Insolvency reform
- Capital market development reform
- Public procurement reform
- Water resources management reform
- E-commerce reform
- Tourism reform
- Regulatory Impact Assessment (RIA) institutionalization
- State-Owned Enterprises (SOE) reform

ReforMeter Methodology



- 1. Governmental surveys:** The responsible governmental institutions evaluate the reform implementation process.
- 2. Stakeholder surveys:** Reform stakeholders assess the progress of the reforms.
- 3. Economic indicators:** The ReforMeter project team identifies economic indicators to track the progress and results of the reforms.



Objectives of the reform

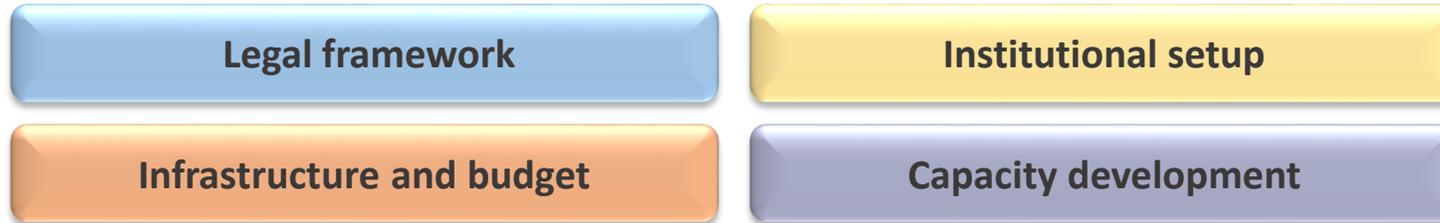
- Determination of state policy in Tourism
- Ensuring coordination at the national and regional levels
- Diversification of Tourism Services
- Enhancement of the quality of tourism services
- Protection of consumer rights and enforcement of safety standards

Reform Implementing Institutions





Main Activities planned by the reform



- Enhancing coordination on a national and regional level and developing diversified tourism offers
- Regulating tour guides and adventure guides activities
- Ensuring effective protection of consumer rights and stipulating contractual relations

Enhancing coordination on a national and regional level and developing diversified tourism offers



Legal framework

Adoption of the law on Tourism

Establishment of the legal framework for the creation of Destination Management Organizations

Development of the tax benefits system for agritourism and wine tourism service providers

Development of the law of Georgia on Resorts

Infrastructure and budget

Funding of DMOs from the municipal Budget

Development of a register for tourism service providers

Institutional setup

Creation of organizations with the status of DMOs

Development of regional marketing strategies

Capacity development

Regulating tour guides and adventure guides activities



Legal framework

Adoption of the by-laws on competences, certification, and mandatory insurance of mountaineer, ski, and alpine guides

Adoption of the by-law on issuing official identification documents for tourist guides

Adoption of the by-law on establishment of mandatory insurance for high-risk tourism activities

Infrastructure and budget

Establishment of the register of certified Guides

Institutional setup

Accreditation of certification body

Capacity development

Certification of mountaineer, ski, and alpine guides

Retraining of guides and increasing their qualifications

Ensuring effective protection of consumer rights and stipulating contractual relations



Legal framework

Adoption of the by-law on insolvency proceedings for travel agencies

Adoption of the by-law on timeshare, long-term holiday products, resale and exchange contracts

Infrastructure and budget

Allocation of funds from the state budget to expand the competence of GNTA

Institutional setup

Creation of a new department in GNTA to regulate insolvency proceedings

Capacity development

Increasing the professional skills of GNTA employees

Raising awareness of tour operators and tour agents about new regulations

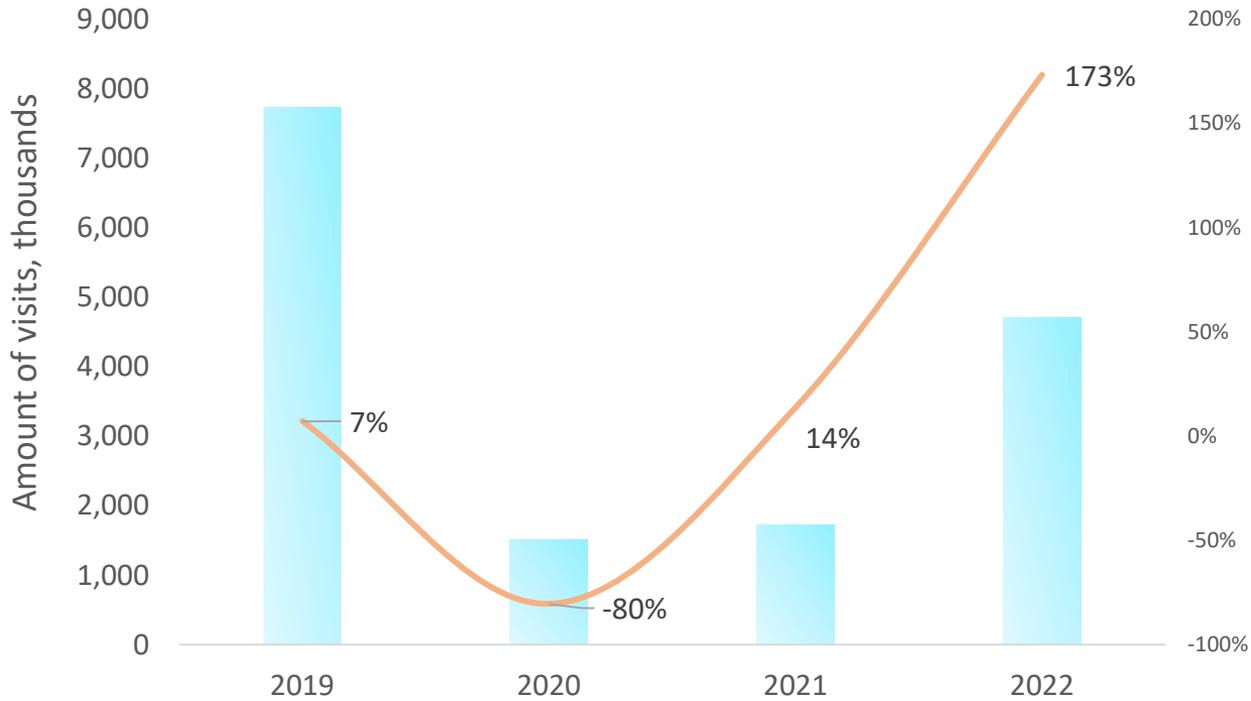


Tourism Reform Assessment Indicators

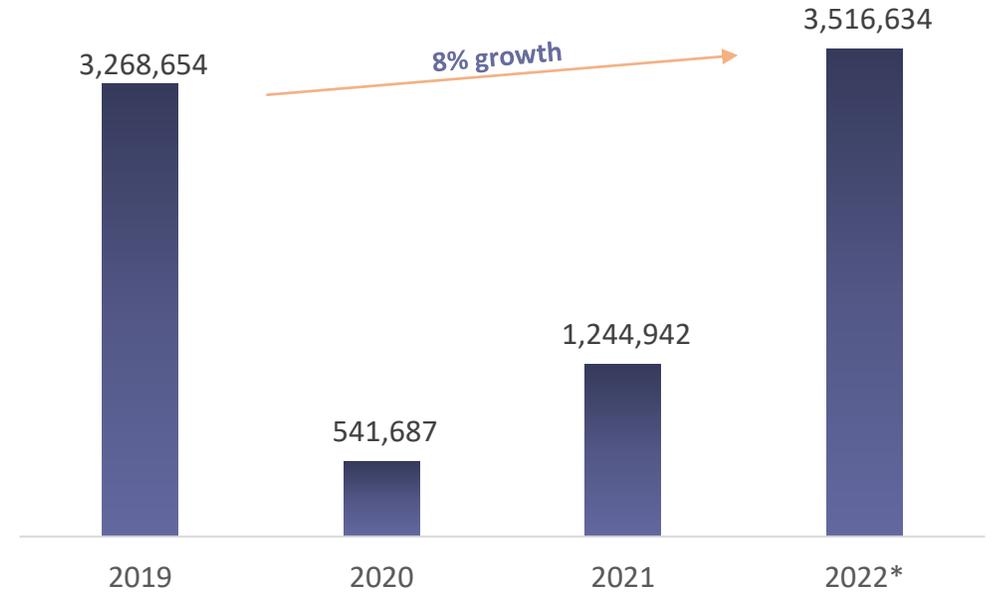
General Indicators



International Visitor Trips



Receipts from International Tourism (Thousands, USD)

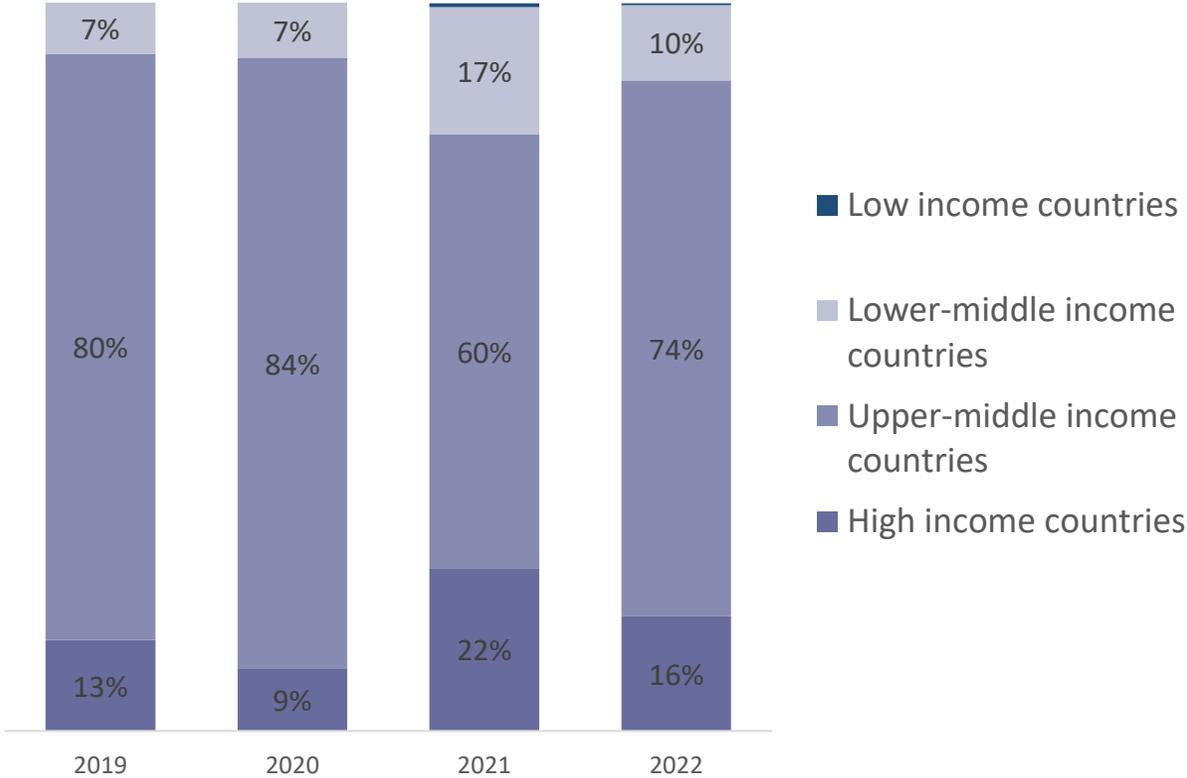


Source: Georgian National Tourism Administration

Diversified and high quality tourism services



Share of International visits by income groups of Countries



Average length of stay and expenditure per visit

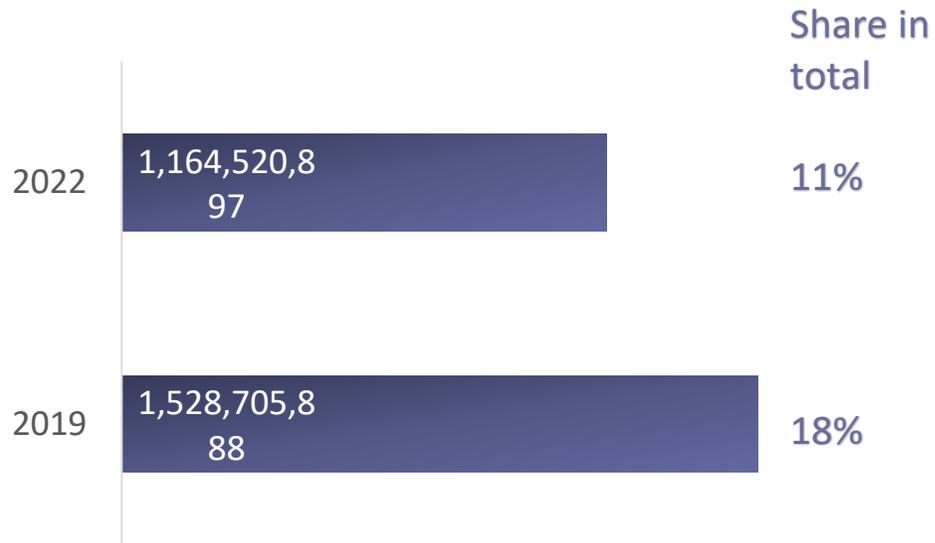


Source: Author's calculations based on data from GNTA & World Bank

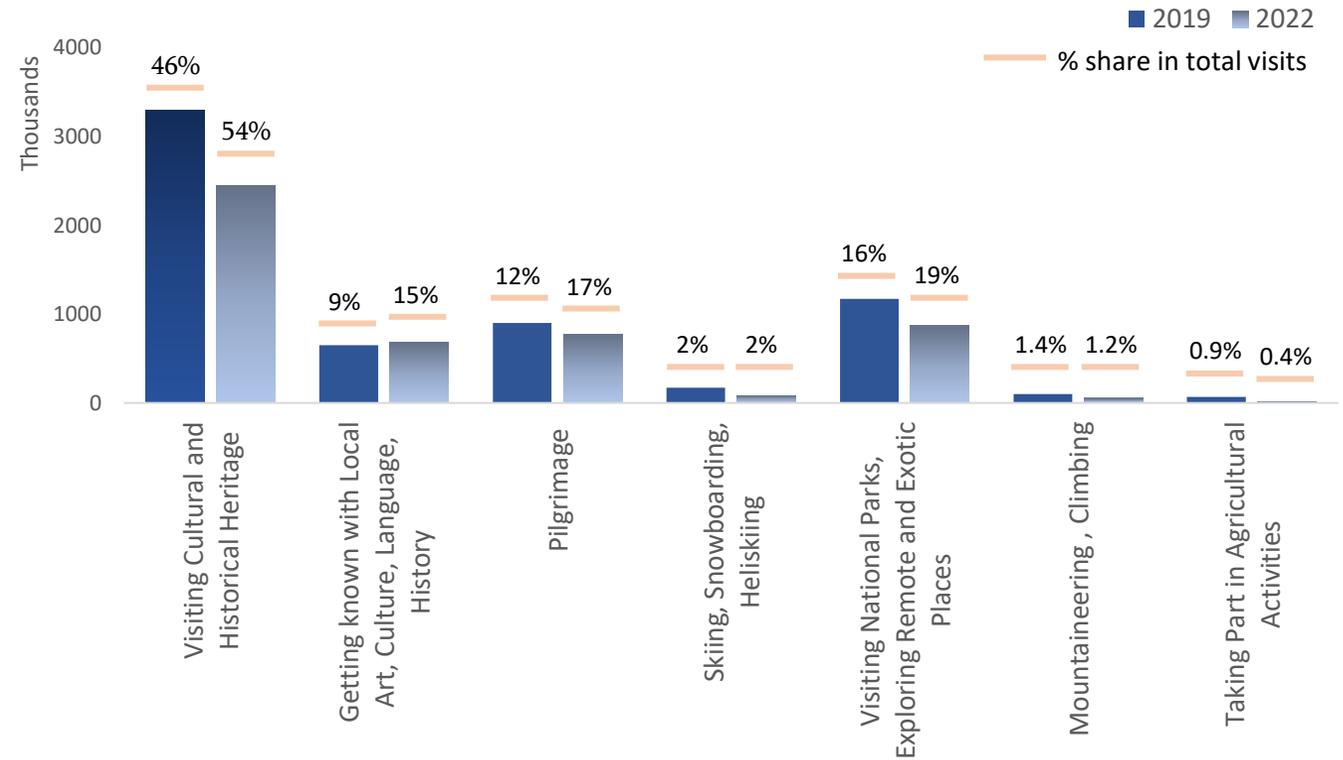
Diversified tourism services



Tourism Expenditure on recreational, sports and cultural activities (Mln. GEL)



Activities conducted by international visitors

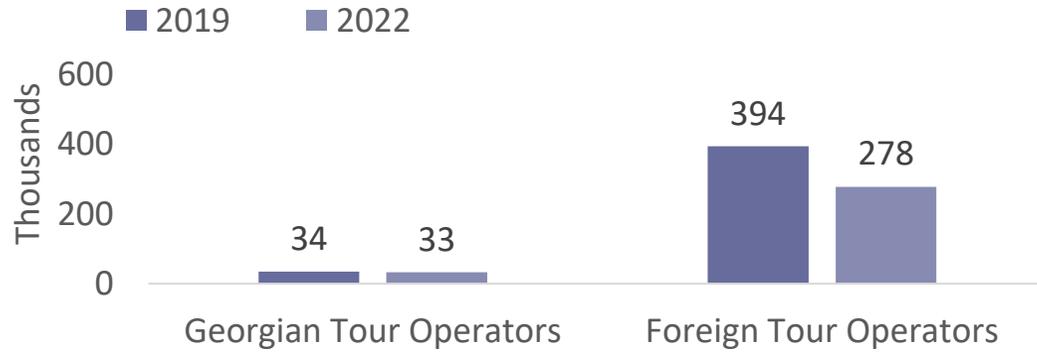


Source: GNTA

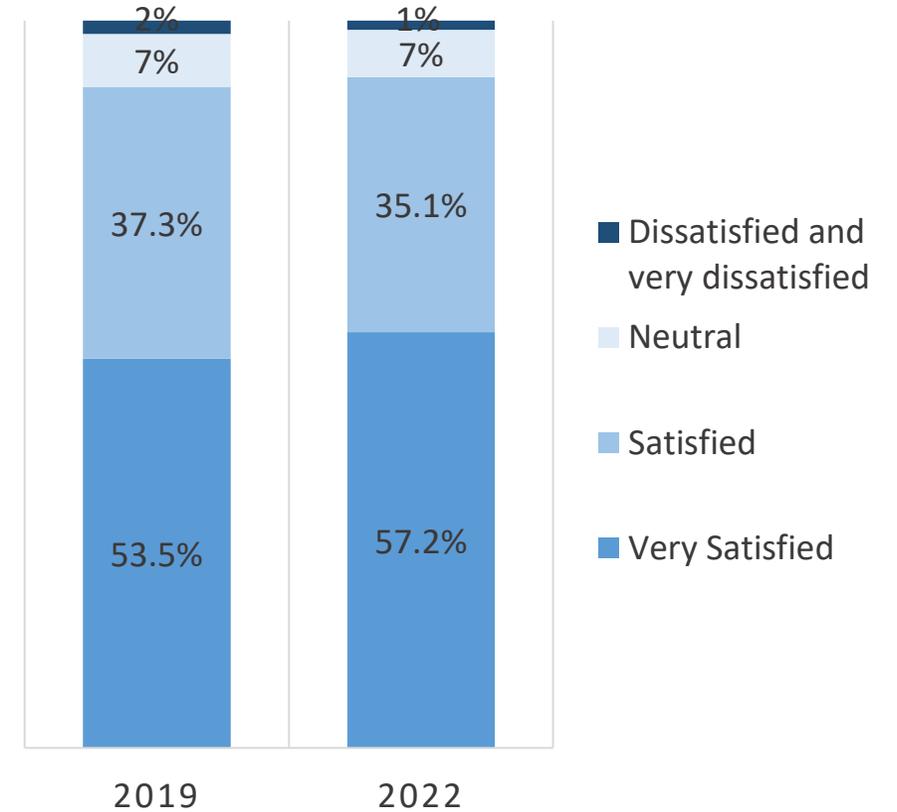
High quality tourism services and Protection of consumer rights



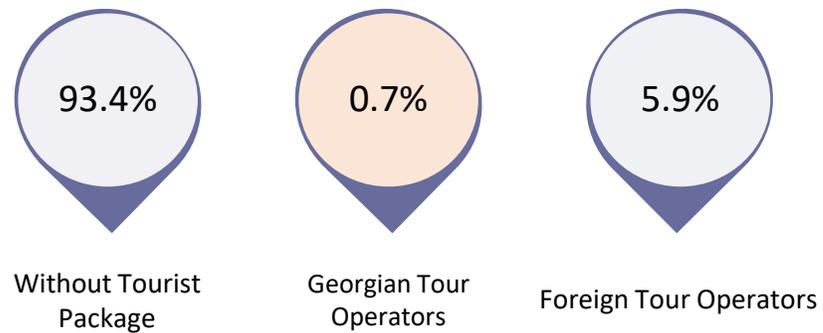
Utilization of a Tourist Packages



Level of tourist satisfaction



Utilization of a Tourist Packages, 2022



Source: GNTA



გმადლობთ



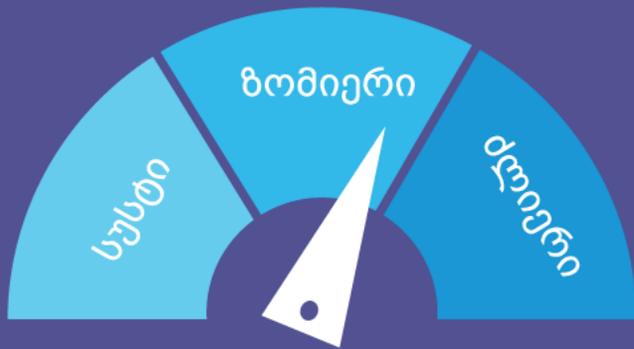
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