



amies II - Scenario development
for sustainable land use
in the Greater Caucasus, Georgia



Volkswagen**Stiftung**

AMIES II – Midterm Meeting

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Project-unit D: Socio-Economy

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Socio-cultural Aspects of Tourism in Mountain Regions of Georgia (Example of Kazbegi Municipality) — **Research findings**



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Purpose of the Study

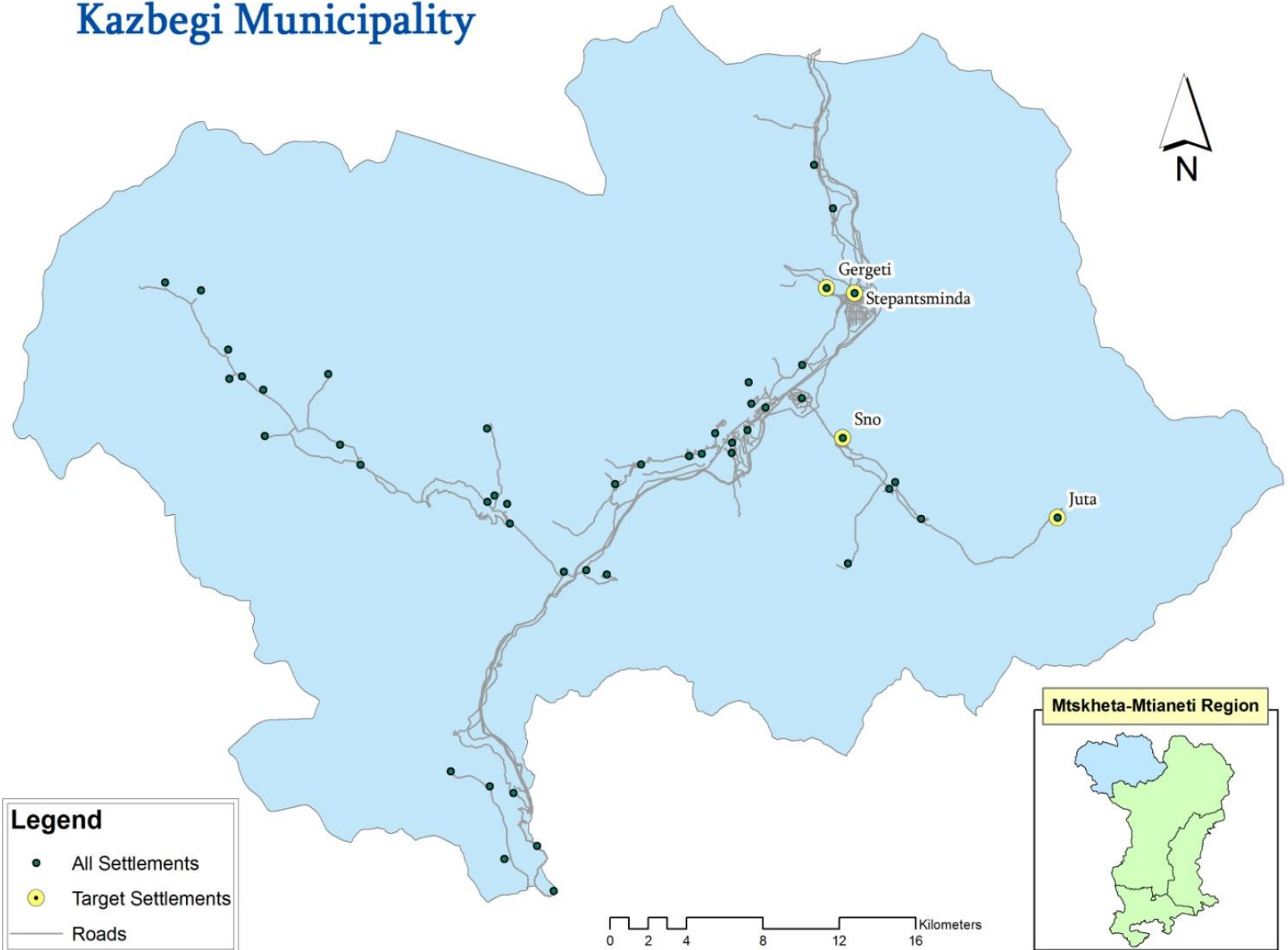
The purpose of this study is to analyze socio-cultural aspects of tourism services in Kazbegi



Study Objectives

- **Informal and formal tourism services in the hotel and hotel-type establishments**
- **Tourists' attitudes towards local agricultural products: availability of organic food**
- **Agricultural products offered in café and restaurants**
- **Uniqueness of tourism resources of Kazbegi**

Kazbegi Municipality



Methodology (Target group and Respondents)

- **Target group of the study: tourists who stayed least two days in a hotel and/or guesthouse in Kazbegi**
- **The selection of respondents: purposive sampling**
- **Characteristic of the respondents**
 - ❑ **Gender**
 - ❑ **Citizenship (Georgian, Asian, European, post-Soviet countries)**
 - ❑ **Type of accommodation (hotels and guesthouses)**

Methodology (Characteristics presented in MAXQDA)

C:\Users\ITPlus\Desktop\Kazbegi - 12 Page.mx12 - MAXQDA 12 (Release 12.1.0)

Project Edit View Documents Codes Variables Analysis Mixed methods Visual tools Reports MAXDictio Help

Reason of traveling (To show foreigner friend the beauty of Kazbegi)

Document System

- Documents 208
 - Tamara 0
 - Interview 186
 - Tamara 22
 - Dachi 16
 - Ács 28
 - David 31
 - Stephan 22
 - Khalfan 22
 - Nino 21
 - Lilija 24
 - MAXappPhotos 22
 - MAXappVideo 0
 - Sets 0

Code System

- Code System 208
 - Buy Local products 2
 - Type of Travel 10
 - Reason of traveling 1
 - To show foreigner friend the beauty of Kazbegi 1
 - Good Information about Kazbegi 4
 - Leisure with/without friend 4

Document variables

Data editor - Document group: Interview 8 Documents

Document gro...	Document na...	Gender	Citizenship	Age	Education	Accommodation	Period of stay
Interview	David	Male	Asia	56	BA	Guesthouse	3
Interview	Ács	Male	European	33	BA	Guesthouse	2
Interview	Lilija	Female	Post-soviet coun...	18	Secondary school	Guesthouse	2
Interview	Tamara	Female	European	47	PhD	Hotel	5
Interview	Stephan	Male	European	53	PhD	Hotel	2
Interview	Khalfan	Male	Asia	30	BA	Guesthouse	3
Interview	Nino	Female	Georgian	22	BA	Guesthouse	2
Interview	Dachi	Male	Georgian	25	BA	Hotel	2

Simple Coding Query (OR combination of codes)

Methodology (In-depth interview and observation)

8 In-depth interviews were conducted



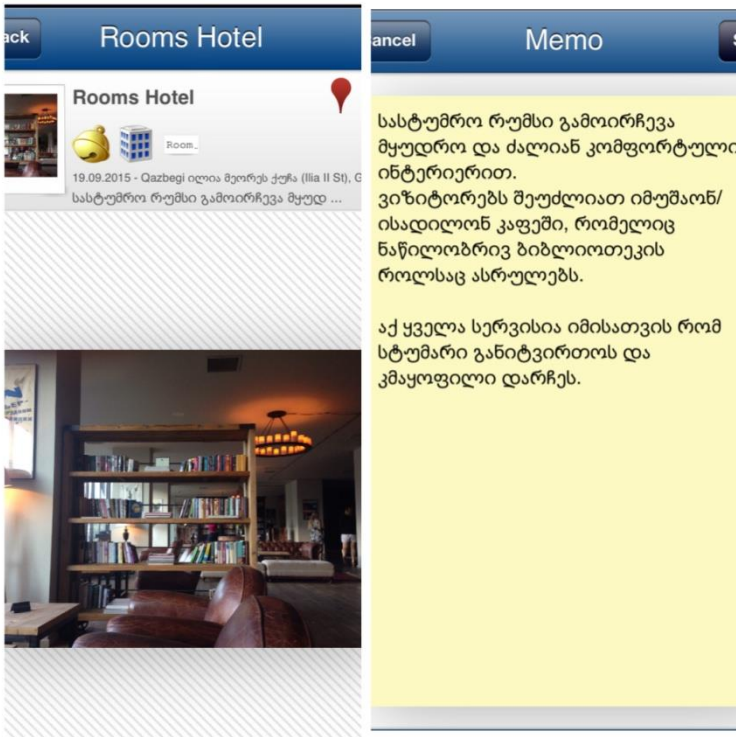
Methodology (In depth interview and observation)

Participant observation was useful to collect information about the existing stores, kiosks, food joints, farms, etc.



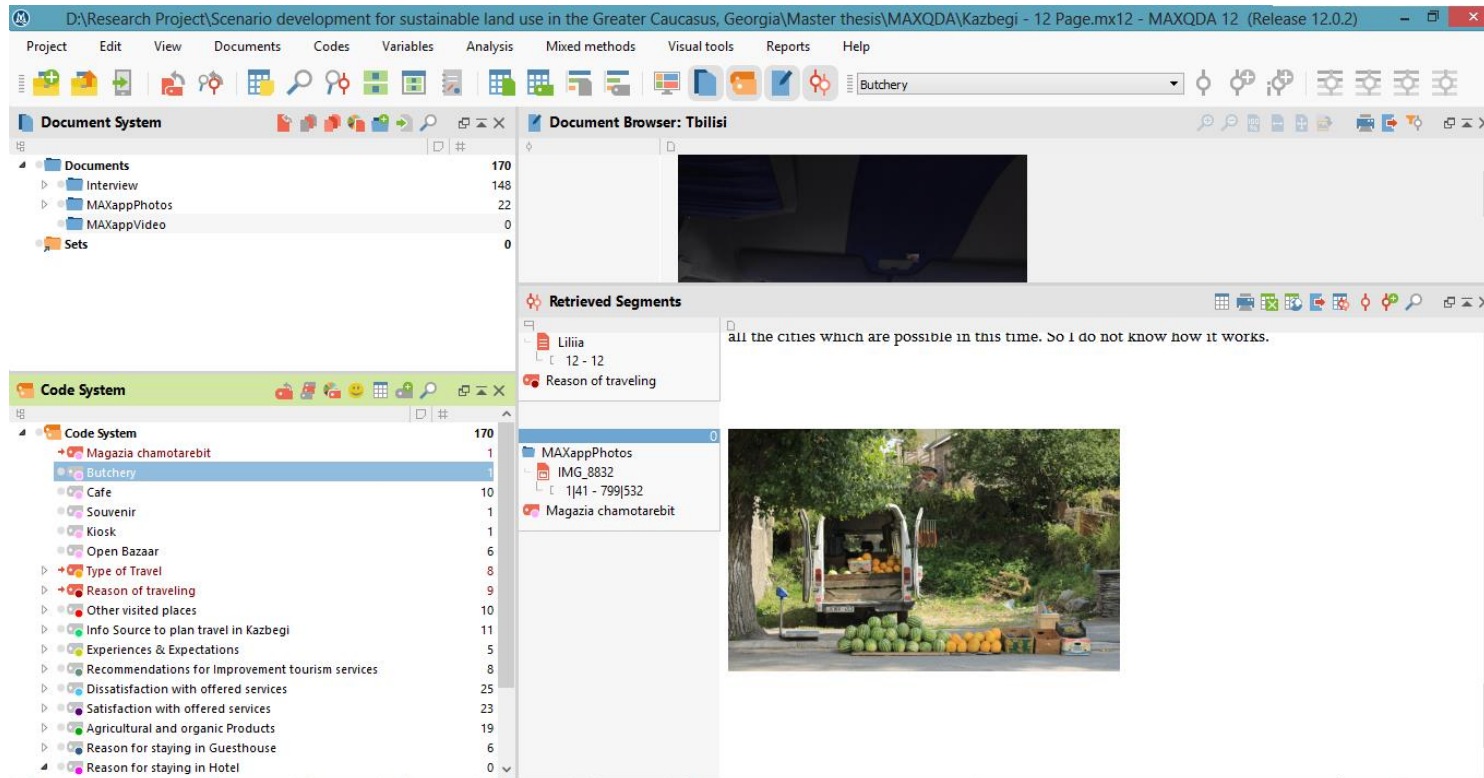
Methodology (In depth interview and observation)

MAXApp is application for collecting various type of information during the participant observation



Methodology (Analysis of collected information)

Qualitative content analysis was applied with using of Computer Assisted Qualitative Data Analysis (CAQDA) - software MAXQDA



Study Findings (Informal Tourism Services)

The guesthouses are characterized by informal services, which are not officially published. In particular, when being at a guesthouse, a host willingly offers clients his/her help in solving problems like guide hiring, tour planning, horse rental, information about sightseeing, taxi services, excursions, etc.

This kind of informal help is classified as a socio-cultural phenomenon, which is due to the Georgian hospitality. It is distinguished by its unique value and is reflected in such tourism services.

Study Findings (Wild nature and Local culture)

Visitors come to Kazbegi for having rest in wild nature, unusual for resorts in Europe.

They expected that the mountainous region of Caucasus will be the place with different type of climate and nature with local cultural elements and values.

Study Findings (Organic and Local Agricultural Products)

Visitors suppose that agricultural products in Kazbegi are more organic and close to nature as farmers do not practice use of chemical fertilizers and pesticides in agriculture

Tourists' attitude about Kazbegi local agricultural products are determined by mainstream social practices and culture, the way local dwellers cultivate land and farming.



Study Findings (Georgian Traditional Dishes)

The most of respondents express their dissatisfaction for unavailability of local traditional dishes (characteristics only for mountainous Georgia) in many places in Kazbegi.

Tourists also complain about the same menus in all cafes and restaurants.

There is lack of representation of local culture and traditions through national dishes in food servicing areas.

The mentioned findings during the research process, highlights the importance of socio-cultural aspects, in order to develop unique tourism services in the globalised world.

Thank you for your attention!

