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

VolkswagenStiftung

# AMIES II – Midterm Meeting

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Project-unit D: Socio-Economy

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## Tourism in Kazbegi Municipality: Socioeconomic aspects of resource provision and service delivery –
## Research findings

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# Presentation Structure

✓ Research Methodology

✓ Socioeconomic profile of Kazbegi Municipality and the role of tourism sector

✓ Spatial and structural characteristics of tourism in Kazbegi

✓ Assessment of provided services: the compliance with tourists' expectations

# Methodology

- The research was conducted in Kazbegi Municipality; namely in the town of **Stepantsminda** and two villages – **Sno** and **Juta**.

- **8 In-depth Interviews** were conducted. Discussion guideline for in-depth interviews was unstructured and based on the study purpose.

- **Target group:** Tourists who have been travelling in Kazbegi and stayed in hotel and hotel-type establishments (Guesthouse) at least two days.

- The selection of respondents: **purposive sampling**

- Collected data and transcribes was coded and analysed in **MAXQDA**

# Socioeconomic profile of Kazbegi

- The development of tourism business – a key factor for overall improvement in local's quality of life and economic welfare. Local community in Kazbegi is dependent on economics which is based on agriculture and tourism.

- Tourism as the primary source of income

- Greenhouses – the main source of income in the 1990's



*Demolished Greenhouse*

# The role of Tourism sector in Kazbegi

- Mountain tourism in Kazbegi offers many new opportunities for local community dwellers. Besides employment it gives additional economic benefits.

- According to the official data of National Statistics Office of Georgia (GEOSTAT, 2014) the number of officially registered hotels and guesthouses in Kazbegi, except for resort of Gudauri, was 19.

- As the statistics shows the number of tourists, beds and guesthouses are increasing every year. This fact emphasizes that tourism industry is developing in this region.

- It is notable that the growth of tourism activities are not connected with the growth in agricultural sector for local food provision.

# Spatial and structural characteristics of tourism in Stepantsminda



**Research area:** Stepantsminda
**Region:** Mtskheta-Mtianeti
**Population (2014):** 1,326
**Coordinates:** 42°39'36.96"N 44°38'28.11"E

## Spatial and structural characteristics of tourism in Stepantsminda

- Infrastructure (museum, court, post and bank offices ..)
- Stepantsminda as a tourist center
- Accommodation
- Food joints and kiosks
- Services offered for tourists
- Comparison of provided services with other research areas (Sno, Juta)



*"Open Bazaar"*



*Café 5047m.*

## Spatial and structural characteristics of tourism in Sno

**Research area:** Sno
**Region:** Mtskheta-Mtianeti
**Population (2014):** 263
**Coordinates:** 42°36'18.98"N 44°38'19.81"E

# Spatial and structural characteristics of tourism in Sno

- Tourism infrastructure
- Accommodation
- Comparison with other research areas (Stepantsminda, Juta)
- Trout farm
- Potential of Sno for further development



*Trout Farm in Sno*

# Spatial and structural characteristics of tourism in Juta



**Research area:** Juta
**Region:** Mtskheta-Mtianeti
**Population (2014):** 26
**Coordinates:** 42°34'43.97"N 44°44'47.44"E

# Spatial and structural characteristics of tourism in Juta

- Natural heritage of Juta
- Accommodation
- 'Mobile shop'
- Tourism infrastructure and offered services in "Zeta Camp"



*"Zeta Camp"*



*Hotel "Juta House"*

# Research findings
## Tourists' expectations

➢ The research findings present the visitors expectations regarding tourism industry in Kazbegi. The results of the research show that most of the sampled respondents came to Kazbegi with high expectations and left the region with the same satisfaction.

# Research findings

According to the analysis of the narratives, tourists who prefer to stay in hotel in contrast with guesthouse visitors are more focused on offered services and leisure than exploration of wild-nature and local culture.
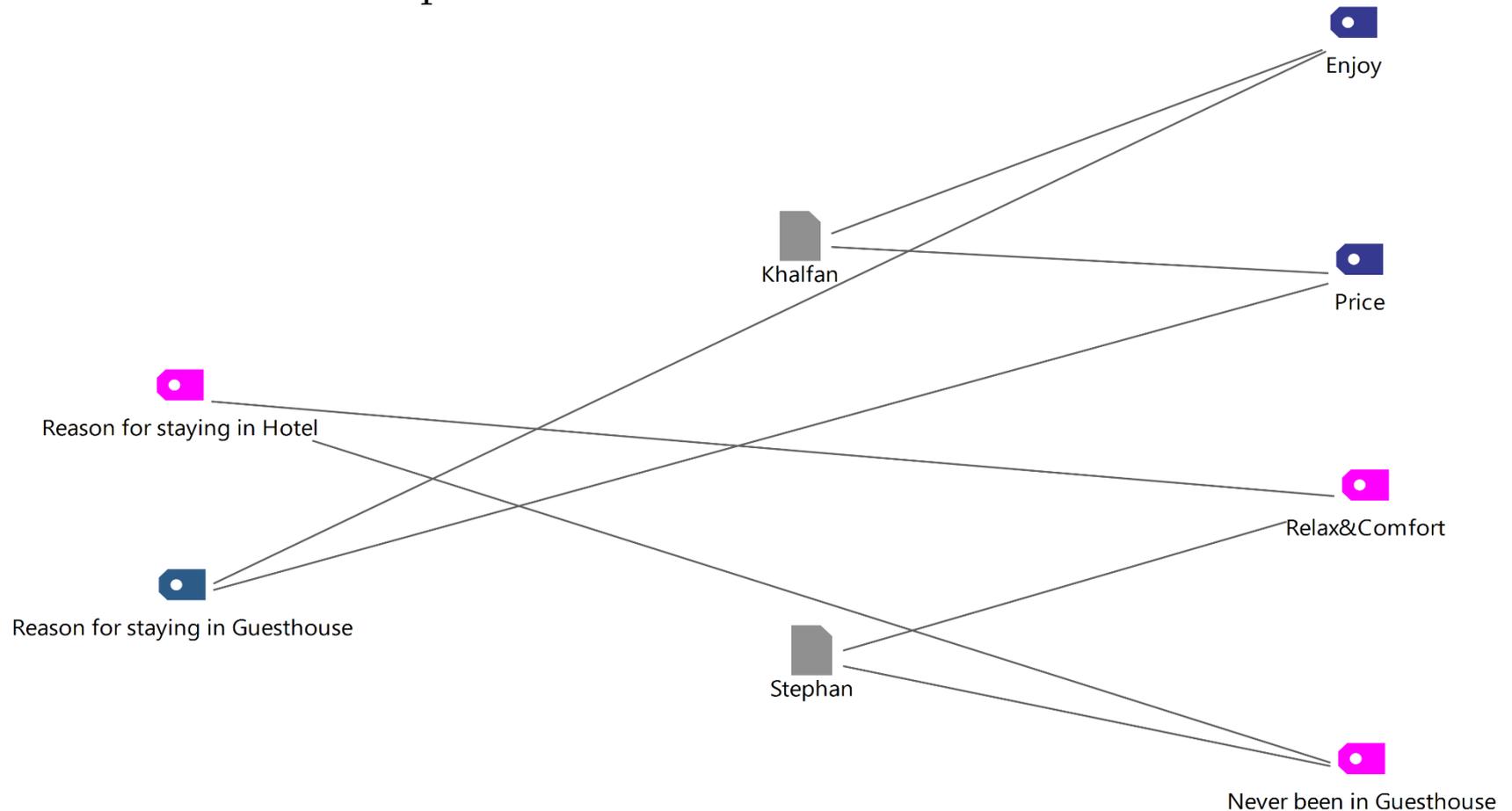
# Research findings

## Hotels and Hotel-type establishments

➤ The majority of visitors of hotels expressed their satisfaction with regard to smart, polite and friendly staff, high quality of offered services and food, excellent and convenient infrastructure. Some of the respondents noted that the prices are quite high but all of them confirmed that it is worth of what they pay for.

➤ The minority of the sampled respondents who stayed in guesthouse felt dissatisfied with shared bathroom, cost of breakfast and disturbed privacy.

*"I would prefer hotels more than to live in someone's house. We need more privacy." (Male, Asia, Guesthouse, Age 56).*

# Research findings

## Cafes and Restaurants

➢ It was seen that the tourists had lower expectations and have higher satisfaction for a wide choice of cafes and restaurants in Kazbegi.

# Research findings

## Cafes and Restaurants

The results have shown that the majority of sampled visitors are dissatisfied with the delayed and/or low quality services provided by waiters and waitresses. From their point of view the staff is too stressed and rarely nice, also they don't have English language skills.
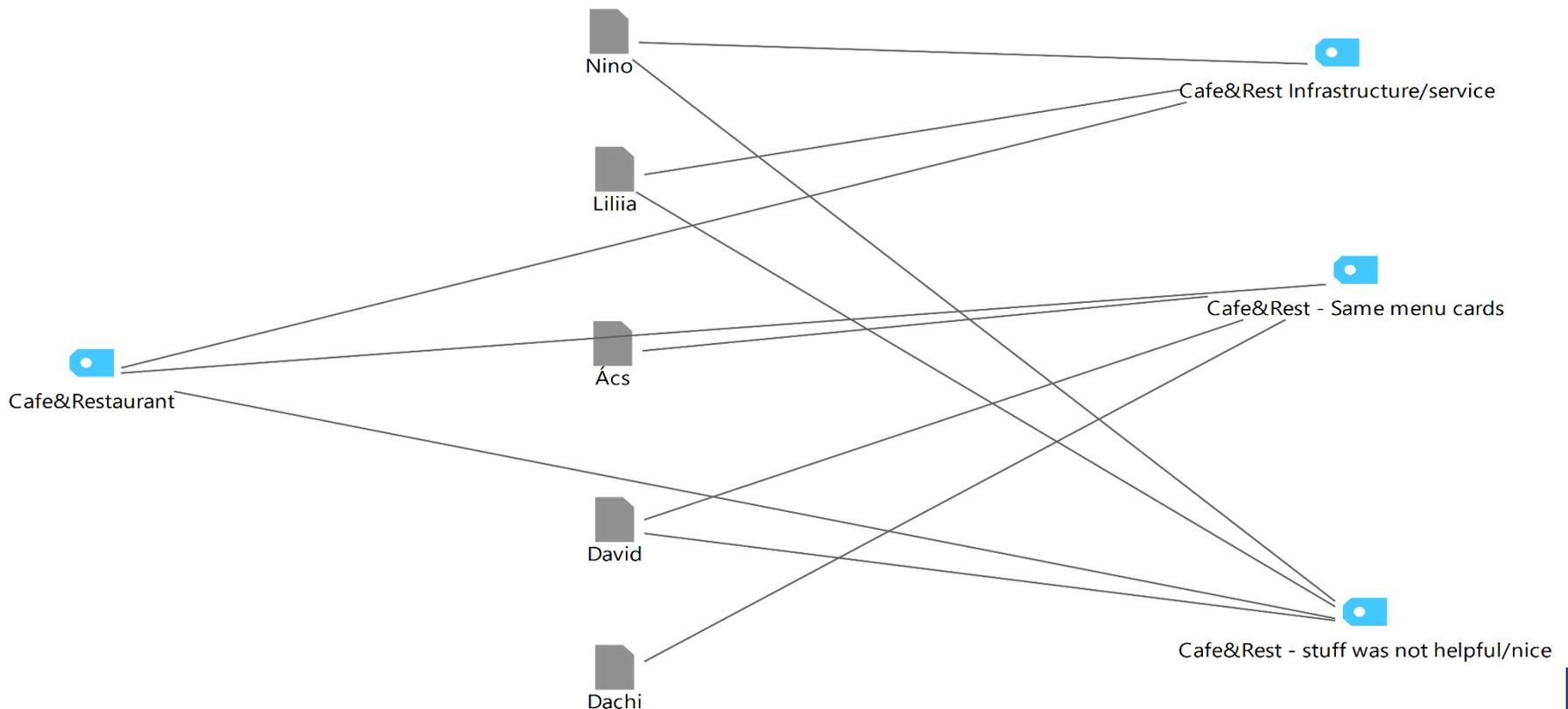
# Conclusive table

## Positive

- Existence of the good hotel (Rooms Kazbegi)
- Abundance of guesthouses
- Acceptable services in hotels and guesthouses
- Unexpectedly wide range of cafes and restaurants

## Shortcomings

➢ Lack of information about Kazbegi and its tourist infrastructure

➢ Insufficient communication between tourists and local population

➢ Need for well-trained, friendly, polite and helpful employees/staff in cafes and restaurants for providing fast and quality services.

➢ Poor English language skills

# Thank you for your time !!!