



Revealing Georgia's Tourism Potential

By Andermo, Ani

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | This volume represents a review of the history of Georgian tourism developments and future opportunities, with a focus on the attractiveness to Western visitors. The work concludes that Georgia indeed has a strong attractiveness, but that the main problems are connected with low awareness and lack of convenient transportation options. It is argued that these problems can be solved through improved marketing and entrepreneurship. Furthermore, the thesis highlights the need for Georgian destination managers to make choices today in order to shape the image of the country in the future. Georgia has a challenge to strengthen the authenticity that many travelers associate with the country, but is in a position to modernize by preserving traditions. | Format: Paperback | Language/Sprache: english | 68 pp.



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