

International Donor Conference
“Ajara - Cooperation for Growth 2013”



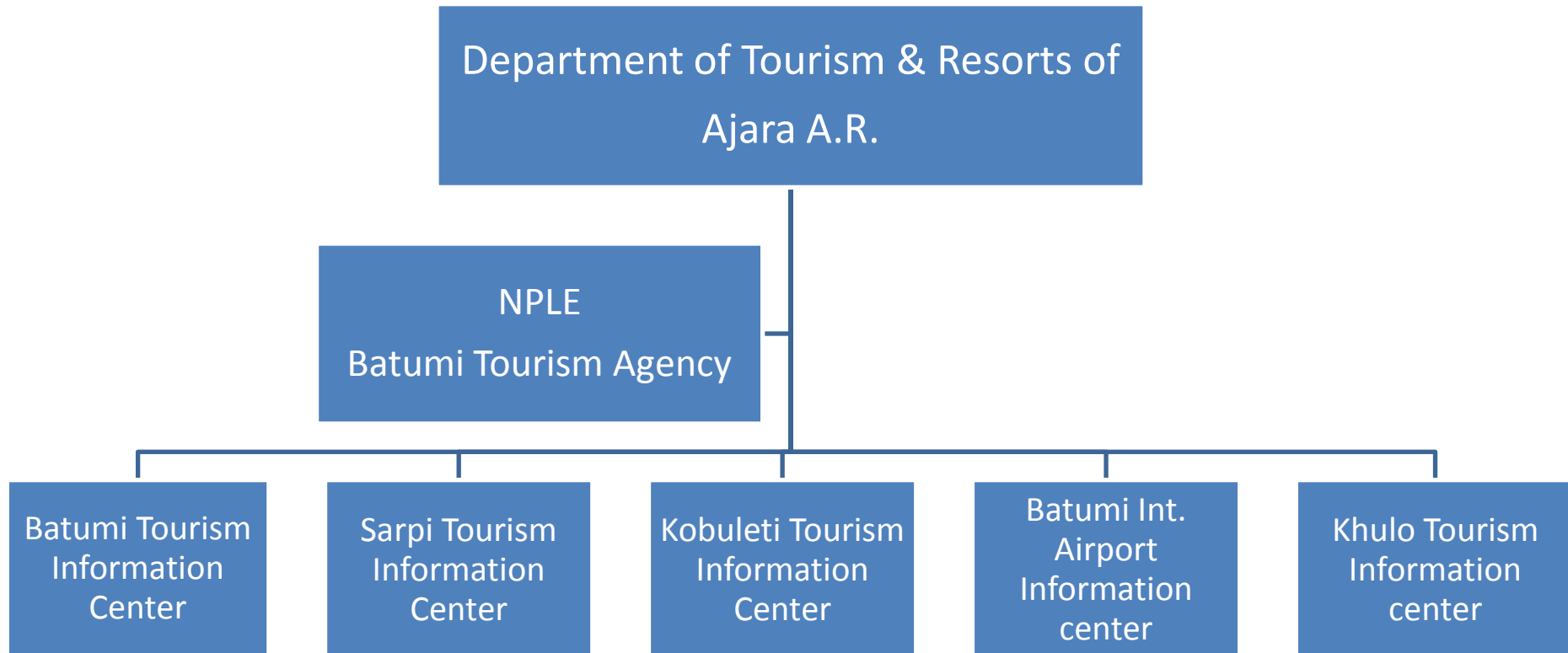
**Department Of Tourism And Resorts Of Ajara
Autonomous Republic**

18 October 2013

Batumi, Georgia



Main Action Area





Vision And Mission

- **Vision:** Our vision is to increase the role of tourism in the social-economic growth, poverty reduction, citizens employment and sustainable development of the region.
- **Mission:** Department of Tourism and Resorts of Ajara is responsible to lead the process, to unite and coordinate all the mediators and interested parties.



Main Strategic Priorities

- Sea and Recreation
- Eco-Tourism Development
- Cruise Tourism Development
- Mountain and Ski Tourism Development
- Mice-Tourism Development
- Cooperation with the Local and International Governmental and Non-governmental Organizations
- Public-Private Partnership



Ongoing/Finished Projects And Activities

UNDP

- Operational Guide for Tourism and Resorts of Ajara
- Audio Guides Project
- Foreign Tourists' Needs and Satisfaction Research
- Trainings for Guides
- Web-Portal Development for Batumi Tourism Agency
- Trainings for IT Consultants

USAID

- Tourism Strategic Plan Development
- Capacity Building Trainings
- Project Development and Management
- Strategic Planning
- Monitoring and Evaluation Tools in Regional Strategic Planning
- Trainings in Human Resources Management
- Trainings in MICE Tourism Development - **EPI**
- Trainings In Tourism Development Strategy - **EPI**
- ECM-2013 Summer School - **EPI**



Ongoing/Finished Projects And Activities

GIZ

- Service and Hospitality Industry Expert Visit
With the help of a German expert hotel and restaurant categorization system has been created.

EUROPEAN UNION

- TWINNING - Tourism Development Project

SILESIA VOIVODESHIP (Poland)

- Strategy Development and Implementation
- Marketing Communication Strategy Trainings for the Top Management



Future Projects

- Regional Tourism Strategy and Marketing Action Plan
- Cruise Tourism Strategy
- Eco-Tourism Project
- Human Resources Development Projects
- Trainings for Information Center Staff
- Trainings for Guides

THANK YOU

