

Department of Tourism and Resorts of Ajara Autonomous Republic



**International Donor Conference
“Ajara – Cooperation for Growth 2012”
June 19th, 2012
Batumi, Georgia**



Department's main action area

Department of tourism and resorts is a sub departmental establishment of government of Ajara Autonomous republic that is mainly involved in a state management of tourism and resorts in the region.

The department carries out a state policy in reserving and developing tourism and resorts. It also popularizes touristic potential of the region on an international level and favors implementation of various innovations in tourism sphere.



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 Priorities:

- Cooperation with the local and international governmental and non-governmental organizations;
- Development of Tourism Industry in order to stimulate revenue growth of the region;
- Play an active role in tourism in order to improve an impression of tourists;



Tourism long-term projects:

- Eco-tourism development;
- Cruise tourism development;
- Mountain and ski resorts development;
- MICE-tourism development;
- Cultural tourism development;
- Development of human resources in order to improve the quality of customer service in the field;
- Popularization of Ajara as a tourist destination by means of various marketing activities such as exhibitions, press tours, advertising campaigns, etc;