

TOURISM

Many countries focus on the development of the tourism sector to accelerate their economies and boost employment, as this is one of the largest income-generating industries globally. Ensuring the strength and effectiveness of this industry demands not only up-to-date and sleek infrastructure, but also a carefully devised vision for development.

For international organizations, funding institutions, government agencies, and tourism stakeholders who need to respond to global trends and increasing demand, we provide national and regional tourism strategies, branding advice, marketing plans, and value chain analysis.

We advise on the elaboration of a holistic approach towards sustainable tourism development that takes into account concerns about environmental protection and climate change, cultural diversity, social equity, and economic prosperity.

PMCG covers the following areas under the tourism sector:

- Tourism development and marketing strategies and action plans;
- Destination management organizations;
- Tourism product development and value chain analysis;
- Tourism market research and analysis;
- Branding and country image surveys;
- Promotional videos and materials;
- National and regional tourism websites and online content; and
- Online marketing campaigns.



Scan QR Code to arrange initial meeting with our team

PROJECTS:

Georgia:

FACILITATING TOURISM RECOVERY IN AFTERMATH OF COVID-19 (UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO); 2021)

This project, commissioned by the UNWTO and the EBRD, helped tourism service providers and MSMEs to realign their activities to accommodate the domestic market. In particular, PMC Research Center (PMC RC) put together an extensive program assisting MSMEs, the preparation of which involved SWOT analysis and detailed research to determine businesses' readiness.

Georgia:

ORGANIC AGRICULTURAL PRODUCTS AND RURAL TOURISM VALUE CHAIN STUDY (2020)

The aim of the project, primarily, was to uncover economic opportunities in rural Georgia, particularly those with good potential for sustainable rural tourism and agricultural development. In the process, PMC RC analyzed rural practices, preferences, and spending habits, while also prioritizing value chains best suited to generate income for women and other vulnerable groups.

Another worthwhile element of this project was the value chain analysis in which functions and relationships among producers and providers, associations, etc. were mapped, while the availability of natural resources was determined, the capacity and development needs of actors were examined, and limitations hindering value chains were also highlighted.

Georgia:

ELABORATION OF CONCEPT AND FEASIBILITY STUDIES FOR COMMUNAL INFRASTRUCTURE FOR ENVIRONMENTAL AND TOURISM IMPROVEMENT (KFW; 2018-2019)

PMCG, as part of a consortium led by P2M Berlin alongside IDOM, conducted feasibility studies on communal infrastructure to enhance tourism prospects and potential for Kazbegi Municipality. In particular, basic data were gathered, the status quo was examined, the legal framework was analyzed, an institutional concept was devised for water supply and sanitation, a plan for financing the required enhancements was prepared, and a land-use strategy was also concocted.

The project helped to make the communal infrastructure more environmentally-friendly, and overall enhanced the socio-economic situation in the target region.

Georgia:

TOURISM MARKETING, PROMOTION, ONLINE COVERAGE, AND DESTINATION MANAGEMENT (WORLD BANK; 2017-2019)

PMCG, in consortium with Ecorys Poland and Best Place – European Place Marketing Institute, conducted a World Bank project supporting the promotion of tourism in Georgia, especially Kakheti and Imereti regions.

In particular, the project team highlighted marketing needs, boosted the accessibility of information about the target regions, established destination management offices to provide valuable assistance on marketing, branding, product development, and quality control, carried out an online marketing campaign for target markets (namely Germany, Israel, and Poland), and made 3D VR videos of the main sites in the two regions.

Kosovo:

SUPPORTING KOSOVO TO DEVELOP TOURISM SECTOR (USAID; 2016)

The project, implemented by a consortium led by Chemonics Inc., sought to assist the Government of Kosovo in the successful implementation of a program under the USAID Partnership for Development program, with a specific focus on tourism which is pivotal to the country's economic development.

Specifically, PMCG evaluated current approaches to the tourism, assessed Kosovo's connections with international bodies, recommended new organizations to target for cooperation, reviewed government policy as well as the legal and operational framework concerning tourism in Kosovo, consulted with state actors and other tourism stakeholders, and ultimately devised recommendations to enhance private sector practices in Kosovo.

Publications:

PMCG also releases periodic publications offering an up-to-date account of various indicators across the tourism sector in Georgia, namely the *Monthly Tourism Update* and the *Hotel Price Index*.



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