



service line

destination services

assignment

Destination Management Organization (DMO) development for two tourism destinations (Svaneti and Racha) in Georgia

client

Austrian Development Agency (ADA)

about the project

The purpose of the assignment is to support the establishment of two new DMOs in the Northwestern part of Georgia (Svaneti and Racha). Svaneti, situated along the southern slopes of the Greater Caucasus mountains, is already a popular tourism destination while Racha is more an emerging one offering mainly unspoiled nature. The assignment is part of the “Green Economy: Sustainable Mountain Tourism and Organic Agriculture (GRETA)” project, which is implemented by the Austrian Development Agency (ADA), with the financial support from the Delegation of the European Union (EU), the Government of Sweden and the Federal Government of Austria.

client needs

The client was searching for a consultancy with specific knowledge about Destination Management Organizations and how to successfully establish them in emerging destinations such as Svaneti and Racha. To further strengthen our competency in this particular field, we teamed up with Florian Van der Bellen, who was the Managing Director of an Austrian DMO for many years.

services to be delivered

Based on an initial field trip to Georgia with several meetings with key stakeholders on a local and national level, the current framework conditions for establishing and operating a regional DMO will be outlined, best practice examples from other countries (including “lessons learned”) will be prepared and different development models including the requirements for a successful and sustainable implementation will be determined and discussed with the stakeholders. The project will be completed by a capacity

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