

MICE tourism development in Georgia

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1.2 Requisition

“As the authors of the presented thesis, we declare that this thesis is our original work and does not include materials of previously published by other authors which are not referred or quoted corresponding to the rules and requirements.”

Ani Khutsishvili, Ia Qantaria, Guram Kochiashvili, 23 June, 2015.

1.3 Abstract

The subject of the thesis is the MICE sector development in Georgia. While specific information of MICE tourism in Georgia is not readily available, the figures can be obtained from the Georgian National Tourism Administration's data base. Prior to this research been undertaken, little was known about the structure of the sector, patterns of visitors for MICE purposes or the issues and trends of Georgia.

According to the specific objectives of this thesis were defined as:

1. To develop a clear understanding of the MICE sector in Georgia.
2. To understand trends occurring in the sector.
3. To forecast the likely development of the sector with reference to Georgia.
4. To identify the aspect of the sector that require farther development in order to meet demand.
5. To propose our recommendations that allows for on-going development of the sector based on the data gathered.

The early stages of preparing the thesis, it was identified, that in order to obtain the clear picture of Georgian MICE sector, information would need to be gathered from a diverse range of sources. This resulted in a mix methods approach being adopted, where data collection method and analysis was selected from particular information carriers. The end of result of this thesis has been a comprehensive case study of the MICE sector in Georgia. Besides, our team identified current threats and weaknesses together with the trends and issues that are currently impacting on the sector.