

**Analysis of Major Hindering Factors of Tourism Industry Development in  
Pshav-Khevsureti Protected Areas**

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## Abstract

Countries, without reserves of natural resources, can rely on export of services in order to sustain proper rate of GDP growth. For this purpose, significant role plays development of technological, logistical (transport/educational/medical hubs) and touristic industries. From these three, tourism industry is the most developed in Georgia and it plays essential role for inflow of foreign exchange in national economy. However, tourism is organized not in a most efficient way, carries more spontaneous character and has huge prospective for development.

It's notable, that besides governmental subsidies and donor aids some Georgian regions still have extremely low rate of tourism industry development. In order to use these subsidies/aids in the most efficient way, first of all the key problems that hinder long-term development of tourism industry shall be identified. Without accurate identification of the problem it's barely impossible to focus on long term strategies.

The main purpose of this research is to identify the key hindering factors of tourism industry development on example of specific geographical area (Pshav-Khevsureti protected area). The results of the research can assist governmental authorities, donors, NGOs to focus resources on key issues/problems and rise the efficiency of their aid.

Firstly, the research will identify economic and social impact of the industry. Secondly, it will analyse if the geographical area of study has a potential for growth/development in field of tourism industry and lastly, it will highlight the major reasons standing behind the low rate of tourism development in Pshav-Khevsureti Protected Areas.

The research will only identify/analyse the hindering factors that are to be eliminated in order to achieve rapid progress in the field. The study is not designed to provide the methodology for elimination of the aforesaid factors.