

**The impact of Coronavirus (Covid-19) on Georgian Tourism Industry and
Hospitality**

Group #11

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Abstract

The latest changes caused by the Coronavirus pandemic are challenging the world. With no applicable vaccine or successful way of treatment, nonpharmaceutical interventions are the only way to keep the virus spread under control. Global traveling restrictions and stay home policies cause severe disruption of Economy, especially in countries that depend on the revenue from traveling activities. International flight bans and widely spread restrictions affected over 90% of the population, therefore it largely ceased Tourism industry.

The purpose of the study is to measure how Coronavirus affected Tourism in Georgia by analyzing the challenges it caused, mainly focusing on Hospitality sector. The study also discusses the findings about how these challenges were treated by the government and what supporting activities were launched to help the suffering touristic businesses.

The research uses the secondary data to prepare the literature review for the given study. The information was gathered from different sources i.e financial reports, news, books and publications, relative researches, while the primary data to support the research, was collected by the quantitative method. The researchers used internet-based questionnaire and semi-structured face-to-face interviews.

The findings of the following research showed that the Covid-19 pandemic effected traveling plans of international and local tourists, that was later reflected in the tourism industry itself. Therefore, the Covid-19 pandemic highly impacted Tourism industry in Georgia.

Key Words: Coronavirus, Covid-19, Tourism, Hospitality, Georgia, Economy, challenges, impact, government, restrictions, tourists