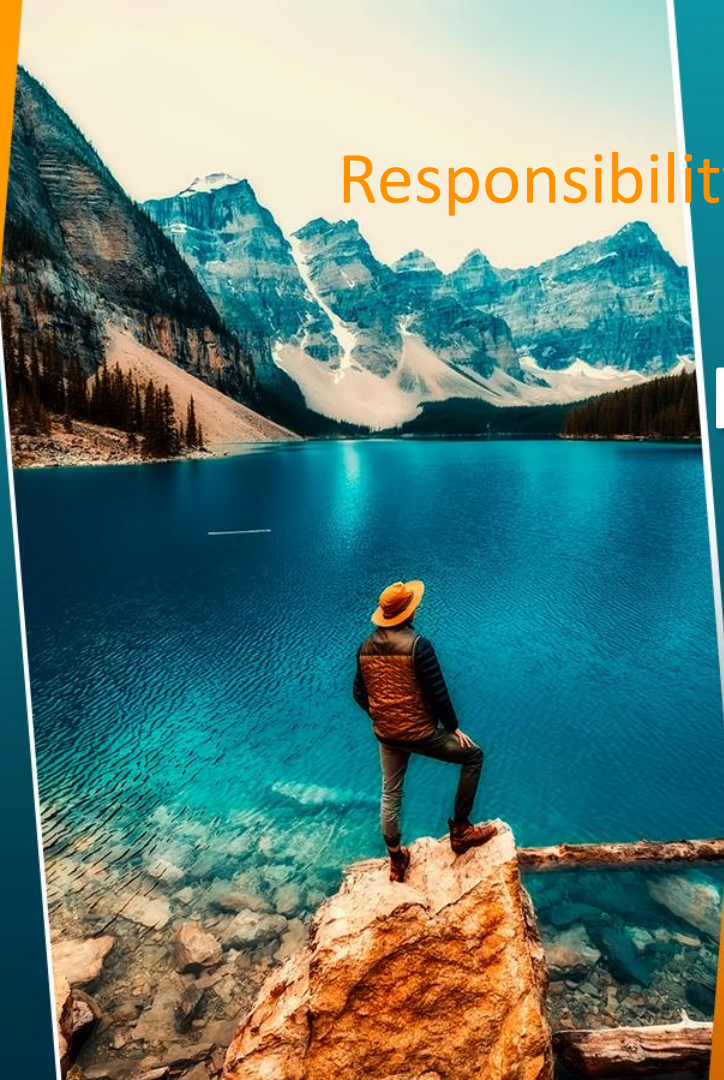


Responsibility and Sustainability in Tourism

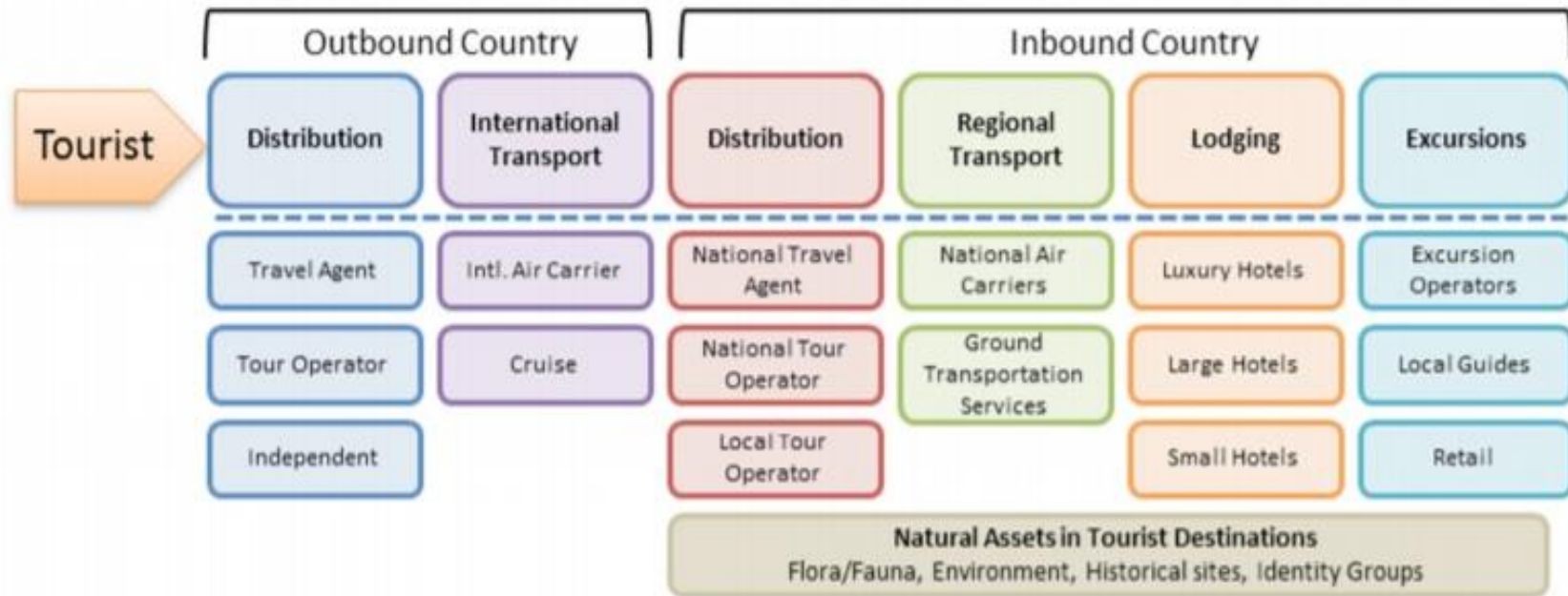
# FACING OVERTOURISM



WELCOME  
TO GEORGIA  
  
national tourism awards



# Global Tourism Value Chain







Reason for travel







# Is Tourism so Profitable for Local Communities

## TOURISM LEAKAGE: DISTRIBUTION OF TOURIST \$

### Total holiday expenses

Airfare, insurances, taxes, medicine etc.

Online travel agencies (OTA's) & outbound travel agencies

Expenses within visited country

### Expenses within visited country

Visa fees, airport taxes, hotel chains, destination management companies(DMC's)

Expenses at local destination

### Expenses at local destination

Foreign or non-local lodging, restaurants, tour leaders & guides, imported goods for tourists

Money benefits locally (e.g. local shops, hotels, restaurants, produce & services)

### Total leakage

In developing countries it is not uncommon that over 90% of the tourism dollars spent by vacationing tourists leak out of the actual travel destination

Less than 10% left to benefit locally





**Tourism growth, is it sustainable?**



# Tourism in Georgia 202.....

Quantity  
oriented

Mass  
Tourism

Cheep  
Packages

Sustainibi  
lity

Commun  
ity Based

Quality  
oriented





# Slide Title

## Product A

- Feature 1
- Feature 2
- Feature 3

## Product B

- Feature 1
- Feature 2
- Feature 3



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