



**INSTITUTO POLITÉCNICO
DE VIANA DO CASTELO**

Ia Gebrandze

**AVALIAR A PROMOÇÃO TURÍSTICA DA GEORGIA
NO CONTEXTO DO TURISMO INTERNACIONAL**

**ASSESSING GEORGIAN TOURISTIC PROMOTION
IN THE CONTEXT OF INTERNATIONAL TOURISM**

Mestrado em Turismo, Inovação e Desenvolvimento
Master in Innovative Tourism Development

Trabalho efectuado sob a orientação do
Professor Doutor Thomas Paul Brysch

Escola Superior de Tecnologia e Gestão

JUNHO de 2012

MEMBROS DO JÚRI

NOMINATED EXAMINERS

Presidente: Prof. Doutora Olga Maria Pinto de Matos

Arguente: Prof. Doutor Carlos de Oliveira Fernandes

Arguente/Orientador: Prof. Doutor Thomas Brysch

RESUMO

Este trabalho propõe uma tentativa de avaliar a promoção turística da Geórgia, um país pequeno situado no Sul do Cáucaso. Outrora, membro da União Soviética, a Geórgia atual – uma republica independente – passa uma fase de reestruturação ao nível de todos os setores da economia. Consequentemente, a Direção Geral do Turismo (junto do Ministério de Desenvolvimento Económico) tinha que adotar estratégias diferentes de promoção e desenvolvimento. Ao nível internacional existe ainda uma lacuna de informação sobre o país como destino de viagens. A Geórgia é um país emergente, no âmbito do turismo mundial, e as mensagens, que a este dirige através da sua promoção, são de importância crucial. Parece-nos, por isso, pertinente avaliar este impacto. Partindo do princípio que a situação atual pode não corresponder completamente aos desejos e interesses de turistas, propomo-nos elaborar alguns critérios de avaliação, numa abordagem pragmática e no âmbito deste projecto, sobre os materiais de promoção turística disponíveis e acessíveis e emitir algumas sugestões de melhoria.

Palavras chave: promoção turística, imaginário, comunicação, publicidade.

13 de Junho de 2012

ABSTRACT

This work proposes an evaluative approach to the touristic promotion of Georgia, a small country located in the South Caucasus. Once being member of the Soviet Union, now Georgia – an independent republic – is passing a redevelopment process of all its economic sectors. Consequently, Georgian Tourism Board had to adopt different strategies of promotion and development. On the international level, still there is a lack of information about the country as a travel destination. Georgia is a new emerging country in the international tourism world and the messages it sends through promotion is supposed to be one of the most important means of information. Thus, an assessment of the recent position of Georgian Promotion to international tourism market is very important.

Starting from the standpoint that the actual situation may not fully meet tourist's needs and interests we undertake, in the framework of this project, a pragmatic approach to get some criteria for assessment of available and accessible promotional materials, and provide some guidelines for its forthcoming improvement.

Keywords: touristic promotion; imageries; communication; advertising.

June 13, 2012

რეფერატი

ნაშრომი გვთავაზობს საქართველოს ტურისტული პრომოუშენის შეფასებით მიდგომას. სამხრეთ კავკასიაში მდებარე პატარა ქვეყანა, შედიოდა საბჭოთა კავშირის შემადგენლობაში, ამიტომ დღეს - დამოუკიდებელი საქართველოს რესპუბლიკა, გადის ხელახალი განვითარების პროცესს ეკონომიკის ყველა სექტორში. შესაბამისად, საქართველოს ტურიზმის დეპარტამენტს მოუწია დაენერგა პრომოუშენის და განვითარების განსხვავებული სტრატეგიები. თუმცა, საქართველოზე როგორც ტურისტული დანიშნულების ქვეყანაზე, ინფორმაცია საერთაშორისო დონეზე არის მცირე. ვინაიდან, საქართველო წარმოადგენს ახალ განვითარებად ქვეყანას, შეტყობინებები რომელსაც აგზავნის საერთაშორისო ტურიზმის სამყაროში, შესაძლოა მიჩნეულ იქნას მასობრივი ინფორმაციის მნიშვნელოვან საშუალებად. ამგვარად, ქვეყნის ამჟამინდელი პრომოუშენის შეფასება საერთაშორისო ტურისტულ ბაზარზე ძალიან მნიშვნელოვანია.

იმის გათვალისწინებით, რომ არსებული მდგომარეობა შესაძლოა სრულად არ ემთხვეოდეს ტურისტის მოთხოვნებს და ინტერესებს, ამ პროექტის ფარგლებში პრაგმატული მიდგომით მოიძებნება კრიტერიუმები, რაც მოგვცემს არსებული ხელმისაწვდომი პრომოუშენ მასალების შეფასების შესაძლებლობას და ასევე ჩამოაყალიბებს რჩევებს, მომავალი პრომოუშენის გასაუმჯობესებლად.

საკვანძო სიტყვები: ტურისტული პრომოუშენი; იმიჯები; კომუნიკაცია; რეკლამა.

Acknowledgments

I am honored to express my gratitude to people who inspired and helped to write my project successfully.

First of all, I would like to say special thanks to my Supervisor Dr. Thomas Paul Brysch for his invaluable professionalism, support, guidance and efforts to make my work successful.

I am grateful to Dr. Carlos Fernandes and Dr. Rafael Machado, the research on “Destination Image of Georgia” completed with their assistance became useful part to my project.

Deepest thanks to my coordinator Dr. Olga Matos for her leadership, attention and support, she has provided for me.

Also I am indebted to all my professors of the Master Course of Innovative Tourism Development, In the Institute of Viana do Castelo, as without their encouragement it would be impossible to reach the main goal of my study.

Finally many thanks to my family, friends and to all people who had emotionally supported my stay in foreign country, Portugal

Table of Contents

Acknowledgements	
Abstract	
1. Introduction.....	1
2. Objectives	2
3. Methodology.....	3
4. Theoretical Framework.....	4
The horizontal axis.....	6
The vertical axis	6
The Tourist Gaze.....	7
Other conceptualizations.....	9
5. Assessment of the Promotional Material.....	10
Case 1: Portugal 1	11
Case 2: Portugal 2	13
Case 3: Spain.....	14
Case 4: Salzburg.....	16
Brief overview of analyzed video materials: Portugal – Spain – Austria	17
Case 5: Welcome to Georgia.....	18
6. Tourism Promotion in Georgia.....	20
7. The Natural and Cultural Heritage of Georgia.....	22
Case 6: Welcome to Georgia.....	23
Case 7: Georgia.....	24
Case 8a: Summer in Georgia.....	25
Case 8b: Summer in Georgia (Director's cut).....	26
Case 9: Discover Georgia.....	27

Case 10: Georgia - Europe Started Here	28
Case 11: Georgia - Wine Started Here.....	29
Case 12: Georgia - Your Ski Destination.....	30
Case 13: Georgian Internet Tour Operators.....	31
Brief overview of analyzed video materials: Georgia	32
Brief overview of other promotional Materials: Georgia	34
9. Survey on the Destination Image of Georgia	35
Report on the survey: Destination Image of Georgia.....	35
Summary on the Survey	39
10. Findings of the project	40
11. Conclusion and outlook	41
References.....	42
Annexes	

List of Tables

Table 1: Configuration of Horizontal Axis.....	6
--	---

List of Figures

Figure 1: Natural Communication.....	4
Figure 2: Institutional Communication (a).....	5
Figure 3: Institutional Communication (b).....	5
Figure 4: Country of Residence.....	36
Figure 5: Source of Information.....	36
Figure 6: Current Holiday Type	37
Figure 7: Destination Image.....	38
Figure 8: Age of the Travelers.....	39

1. Introduction

The idea of this project arose from some considerations and suggestions the course of Intercultural Communication had left as hypothesis for further research work, in particular the question of how countries promote themselves as tourist destinations. Comparative case studies of the promotional campaigns of Portugal and Spain revealed a striking difference of the central messages, within the time span of the last ten years, and spurred on the temptation to research on my own country, Georgia, which lately undertook some considerable efforts in to bring itself into play on the global and, particularly, on the western tourism market.

The major question to be resolved was the theoretical approach to this issue, since Georgia's tourism industry is in plain transition (from the former centralized soviet system to a democratic market position), without any firm DMO (destination management organization), without any branding experience and branding management, which are the milestones for thorough empirical research. For that reasons a theoretically tenable thesis had to be excluded.

On the other hand, my own four years experience as a tourist guide, and the findings of a survey I carried out during the master course of Innovative Tourism Development in the discipline of Research Methods in Tourism, entitled "Destination image of Georgia in the perception of foreign tourists" encouraged and fostered the idea of venturing an assessment, based on a more holistic (and intuitive) approach than on facts and figures.

The fundamentals for such an enterprise were provided by the communication model defended in Intercultural Communication which suffices, at least, to analyze the adequacy of a given message, in the dimensions of content, appeal and addressed audience.

Thus, the initial idea was transformed and conceived as a Project (and not as a Thesis) in order to achieve some pragmatic orientation and to come up with recommendation for future research on Georgian Tourism Promotion.

2. Objectives

The main objectives are, in particular:

- to assess the recent position of Georgian promotion on the international tourism market;
- to evaluate the quality of messages which use strong visual support (images);
- to compare the promoted images with the perceived destination images by tourists, who are traveling to Georgia;
- to find advantages and disadvantages of Georgian Promotion, according to established concepts in communication and advertising.

3. Methodology

The project was planned to be divided into several stages:

1. in the first stage, a satisfactory theoretical framework should provide a set of key concepts appropriate to deal with the above mentioned objectives (section 4);
2. in the second stage, a survey of promotional products (brochures, videos, articles) would supply the necessary raw material for further interpretation (sections 5, 6 and 7);
3. the finding of the latter stage would be compared to the findings of the (above mentioned) questionnaire-survey on perceived images, by foreign tourist visiting Georgia (sections 8, 9, 10);
4. in the last phase, the final conclusions had to been drawn (section 11).

4. Theoretical Framework

As mentioned, the theoretical departure for the project is not a brand-analysis which traces out the complex entanglement of at least three processes (1) the decision process of a tourist for the selection of a vacation place; (2) the destination branding strategy¹ and (3) the destination image formation process², and its measurement³. In the Georgian case, the organizational prerequisites of those processes are almost non-existent.

Instead, we rely on a *communicational model* which conceives of communication as the combination of two axis⁴:

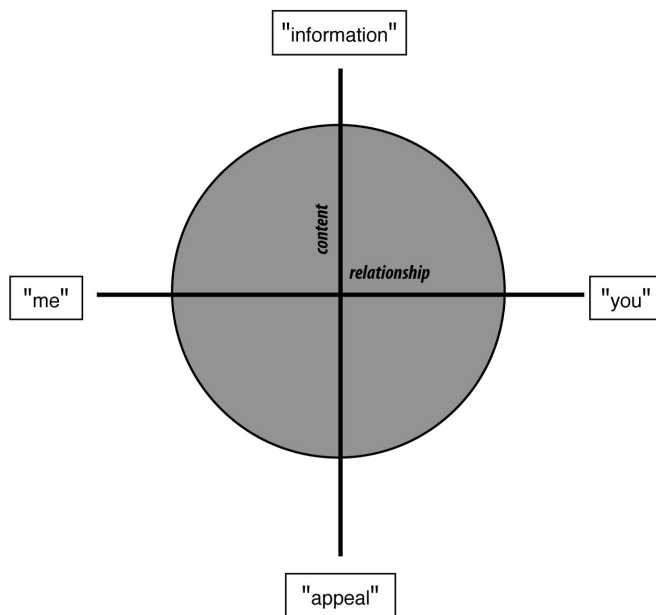


Figure 1 shows a *model* of natural communication between free speakers (familiar, friends, partners). Human communication takes place in the circle crossed by two axis. On the horizontal axis, a speaker ("me") establishes a relationship to a hearer ("you"), on the basis of trust, empathy and curiosity. On the vertical axis, third-party content comes in: as objective information, on the basis of true/false; and as subjective appeal, on the basis of teasing, trying to influence "you's" behavior.

Figure 1: Natural Communication

¹ With several steps of component analysis: destination audit, segmentation analysis, SWOT analysis, stakeholder engagement, consumer perception research, competitor analysis, brand-building models, integration of the brand into marketing activities, global versus local marketing campaigns and global brands versus target segments (HTDB, 2009)

² Cf. Gartner (1993), the *Image Formation Process*.

³ Cf. Echtner/Ritchie (2003), *The meaning and measurement of Destination Image*.

⁴ The following figures (1-3) are from the authorship and kindly provided by the professor of Intercultural Communication, Dr. Th. Brysch

For the tourism space of advertising this model of common communication has to be adapted transforming the horizontal axis transforms into a *institutional* relationship, with vendors and buyers, driven by interest and success; and the vertical axis into a provision of offer-information, on the one pole, and advertising (hidden appeals).

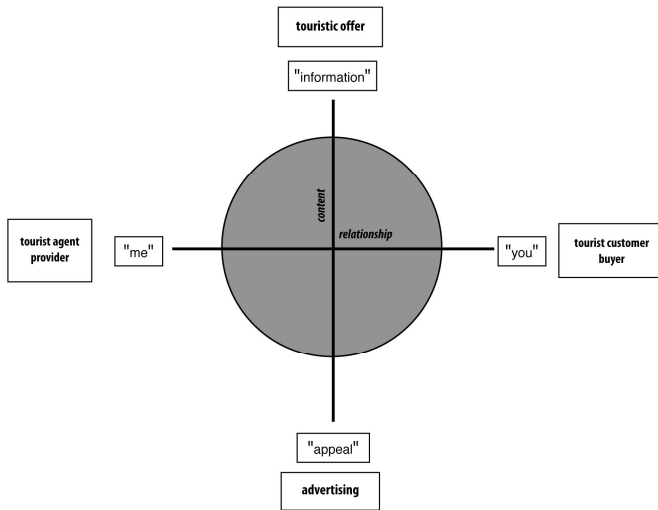


Figure 2 shows the same *model* of communication in the *institutional* context of the Tourism Industry. Here, the speakers obey pre-defined roles (provider, customer). The horizontal axis is determined by economic interest: selling/buying successfully. On the horizontal axis, tourism content comes in: as objective information about offers; and as subjective appeal, on the basis of teasing, trying to influence "you's" behavior: "Buy me, I am the best for you!"

Figure 2: Institutional Communication (a)

The definitive "working model" can be extended and refined including specific components of all axis, as demonstrated in Figure 3:

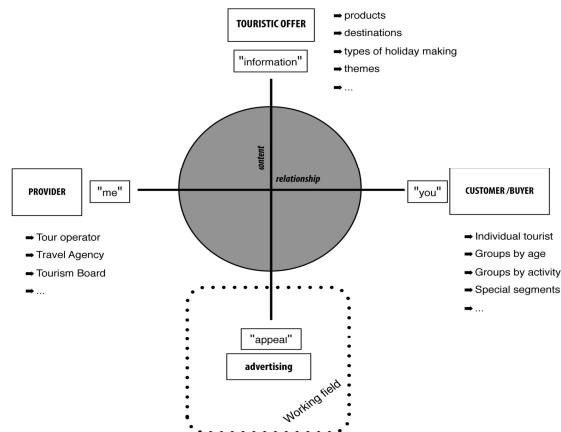


Figure 3: Institutional Communication (b)

The horizontal axis

The model permits to work analytically on both axis, as well as on each of their poles. Although any type of communication "takes places" in the circle as a whole, each of the elements can be described individually. Thus, the horizontal axis implies four possible configurations, as shown in the following table:

"me"	"you"
ONE (single operator, agency etc.)	ONE (individual customer)
MANY (DMOs, Tourism Boards, etc.)	ONE (individual customer)
ONE	MANY (groups distinguished by interest, age, social status, family, etc.)
MANY	MANY

Table 1: Configuration of Horizontal Axis

The vertical axis

On the vertical axis content can be classified as belonging to objective, overt information or subjective (intended) latent meaning.

What in Figure 3 is outlined as "Working Field", is more or less identical with "hidden messages" appealing to customers wishes, projections and perceptions, mostly in non-obvious forms needing, therefore, to be *interpreted* before being subject to analysis and assessment. In the advertising of tourist offers, those hidden messages have been and continue to be first and foremost mediated by *images*: images of locations, landscapes, people – frequently charged with obstinate stereotypes.

The Tourist Gaze

Given this irrefutable primacy of the *visual*, John Urry introduced 1990⁵ the concept of *The Tourist Gaze*, as one of the main reasons for holiday making people who leave their normal places of residence, in order to have “pleasurable experiences which are different from those typically encountered in everyday life”. Part of that experience is “to gaze upon or view a set of different scenes of landscapes or townscapes” (Urry, 1990:1)

It is Urry's principal concern to deliver a whole typology of "gazes" unveiling their *artificially made* nature:

6. Places are chosen to be gazed upon because there is anticipation, especially through daydreaming and fantasy, of intense pleasure, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices, such as film, TV, literature, magazines, records and videos, which construct and reinforce that gaze.

He holds the thesis that distinctive attributes of the gazed objects derive from the difference to the "normal" point of view, by affirming that

7. The tourist gaze is directed to features of landscape and townscape which separate them off from everyday experiences. Such aspects are viewed because they are taken to be in some sense out of the ordinary. The viewing of such tourist sights often involves different forms of social patterning, with a much greater sensitivity to visual elements of landscape or townscape than normally found in everyday life. People linger over such gaze which is then normally visually objectified or captures through photographs, postcards, films, models and so on. These enable the gaze to be endlessly reproduced and recaptured.

A substantial yield of his critic is the obvious capitalistic character of the image-"production" attached to power and (market) control:

9. An array of tourist professionals develops who attempt to reproduce ever new objects of the tourist gaze. These objects are located in a complex and changing hierarchy. This depends upon the interplay between, on the one hand, competition between interests involved in the provision of such objects and on the other hand, changing class, gender, generational distinctions of taste within the potential population of visitors.

⁵ 1990 is the year of the first edition of *The Tourist Gaze. Leisure and Travel in contemporary Societies*. Since then, after having his approach gained the rank of a research paradigm, dividing the scientific community into devotees and critics, two substantially revised editions followed, in 2002, and in 2011.

Seminal critic of the concept of gaze was early objected and can be summed up in the following statement:

Tourism researchers have responded to Urry's theorization in a variety of ways. First, Urry's thesis that tourism involves gazing at "particular objects or landscapes" has proven problematic. The term "gazing" cannot be taken literally, since tourism is an experience that involves all of the senses and differing kinds of tourism draw to varying degrees on these other senses (Dann and Jacobsen 2003). This has led scholars to move away from the notion of gazing to one more closely aligned with "performance" (Edensor 2000; Perkins and Thorns 2001). Second, Urry's reframing of tourist sites as "spectacles of place" wherein the object of the gaze is typically an artful construction of signs (Midtgard 2003) avoids any discussion of the varying degrees of authenticity in these artful constructions. Subsequent research indicates that tourists are drawn by spectacle in all its myriad forms—from "natural" through "pastoral" and "heritage" to "fantasy" (Lisle 2004). Third, Urry's theorization of tourism overemphasizes the role played by tourists. In reality, the social relations surrounding tourism are complex and must be negotiated, contested, and resisted (Kirtsoglou and Theodossopoulos 2004). Paradoxically, MacCannell (2001) has critiqued Urry as presenting too structuralist of an argument, and instead he posits the existence of a second gaze which allows for tourist agency in seeking the authentic which lies just behind the surface. Lastly, Urry's tying of tourism to a desire to commodify nature (which in turn stems from a yearning for escape from the banal world of globalized capitalism with its predictable social relations and limited possibilities for self-understanding) does not get us any closer to understanding what compels people to tour. (Knudsen et al, 2008: 3)

We consider Urry's approach as a still fruitful theoretical means, since it meets most of the attributes of the analyzed material, based mainly on meaningful and reproductions of stereotyped images and typical for what could be named "mass tourism".

Within the framework of this project and for the interpretation of promotional materials some of Urry's distinctions of the *tourist gaze* were selected⁶ :

- The "**Romantic gaze**, where "solitude, privacy and a personal, semi spiritual relationship with the object of the gaze are emphasized."
- The "**Collective tourism gaze** involves conviviality. Other people also viewing the site are necessary to give liveliness or a sense of carnival or movement. Large numbers of people that are present can indicate that this is *the* place to be."
- The "**Spectatorial gaze** that involves the collective glancing at and collecting of different signs that have been very briefly seen in passing at a glance, such as from a tourist bus windows".
- The "**Anthropological gaze** describes how individual visitors scan a variety of sights/sites and are able to locate them interpretatively within a historical array of meanings and symbols." Related to this is

⁶ In his last edition (2011), Urry introduces about 10 different varieties; for our purpose we fall back on the most distinguishable ones. All quotations: Urry (2011) p. 19 ff. Our emphasis.

- The” **environmental gaze**. This involves a scholarly or NGO-authorized discourse of scanning various tourist practices to determine their footprint upon the environment”.
- The “**family gaze**, Haldrup and Larson suggest how much tourist photography revolves around producing loving family photographs set within distinct visual environment.”

Other conceptualizations

However, given the changing nature of tourism tendencies, we can witness the emergence of innovative conceptions that differ substantially from the above mentioned: "gazes". It may be useful to remember that "gazing" implies a visual activity directed to a tangible object, which always means an extrinsic relation. But there are intrinsic motivations, too, which can be reached by powerful appeals. On appeals one cannot "gaze" but feel their impacts. More and more products are shaped and conceived in terms of "experience" and "feeling", both intangible. Thus, we call a promotional genre aiming at the effects of advertising an **experienced** and/or **emotional centered** one.

According to our model in figure 3, the relational axis can be also be applied to touristic promotion: in this case well defined groups are addressed, in specific senses. Advertising may here pretend that making the most of your holidays is only possible within an in-group, like adolescents, families, senior groups etc. We define publicity mainly based on relational attributes as **group-centered** one. (Category 1)

At least, as a result of sensitive observation, we point out the case of artistic staging, in which, on the same *content axis*, an intangible conception dominates the promotional message. We call it the **performance-centered or conceptual** one. (Category 4)

For the moment, this basic framework may suffice for our purposes. (If there is need for further conceptualizations, this will be discussed on the occasion.)

5. Assessment of the Promotional Material

In order to analyze the materials in the same way, a formal profile sheet was created. It consists of four main parts:

Part I - **Duration/ page** – identifying the total duration of the video in time units (seconds).
Page numbers for the brochures.

Part II - **Issue/ Theme** – identifying places, activities of the video / images of the brochure/online materials.

Part III – **Categories** – applying the (above mentioned) concepts for further interpretation.

Part IV- **Music** – classifying the accompanying music of the videos.

The first four cases may serve to work out some characteristic paradigms or models in "pure forms" to make clear how the theoretical framework applies for concrete cases. As a comparison between the Georgian Promotional State-of-Art and the European "standards" is expressly intended, we chose suitable examples from the "neighborhood" – Spain and Portugal –, as well as an outstanding sample from Austria. The fifth case is a Georgian and meant to be the "proof of the pudding".

Case 1: Portugal 1

Title: <i>Visit Portugal</i>	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2010 Place: <i>Portugal</i>	Author: <i>Tourism Board of Portugal</i>
SLOGAN: Turismo de Portugal			
URL: http://www.youtube.com/watch?v=OEKykb5zfnE&feature=related			

No.	Duration (Page) Total: 3,42 min	Issue / Theme	Categories of "Tourist Gaze"										Music/Audio		
			A	B	C	D	E	1	2	3	4				
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1. "Emotion" and "Atmosphere"; "feeling" 2. Groups and activity 3. Family Life 4. Conceptual												
1.	39 sec	Ocean, mountains, landscape, beach.		X											Relaxing
2.	52 sec	Cathedral, castles, palaces, fado, monument, buildings.			X										--" --
3.	6 sec	Fireworks, concert, people in the café.				x									--" --
4.	42 sec	Landscape, golf field, landscape, city café, coast line.		X											--" --
5.	13 sec	Cuisine, wine, grape fields				X									--" --
6.	34 sec	Small villages, coast line, village, tower, ocean.		X											--" --

Summed up interpretation:

In this video we see mixed images of different parts of Portugal. All in one, it has two different dominating types of gazes. The video offers to experience the destination Portugal, starting from the natural to the cultural heritage, history, hospitality and cuisine, within relaxing atmospheres. Group-centered issues can be neglected.

This "traditional" conception (up to the year 2010) implies the primacy of mere gaze, emphasizing a backward-looking ("past"), heroic and colonialism perspective.

TRANSCRIPTION Audio/Voice (off):

- 1. On the western edge of Europe, where the land meets the sea and winds carry the warm sense of Africa, there is a country of friendly and hospitable people. A country of contrasts, its diversity is one of its greatest treasures, of lands, where nature remains untouched and time of history has stopped. A realm of endless plains and beaches washed by Atlantic and caressed by the sun. Portugal – a country, that means to be deeply experienced to be understood.*
- 2. A country of artists whose works have made Portugal world renowned. Its long history can be seen in its imposing castles, where we can spend the night, within walls that have protected kings, caliphs, and the march of time of time itself. In fairy tale palaces, surrounded by enchanted forest, abandoned with romantic walks and secluded areas. Where even those already enough develop new passions. But Portugal has also another facade, where grandeur of the past and the excitement of the future live side by side.*
- 3. A young and welcoming nation that lives intensely 24 hours a day.*
- 4. A vibrant country, full of color, where the sun shines all year around. In mountains that can take the breath away from even the most experienced traveler, in places where the grandeur of the landscape is rivaled only by the majesty of the former and even when you think you have seen everything, Portugal has something more to offer, the possibility of doing nothing, relax and enjoy the endless beaches of a country with 850 kilometers of coast line.*
- 5. And after a busy day start your evening with a great meal, because in a country with centuries of history and some of the best wines in the world, cooking has become a highly appreciated art.*
- 6. Portugal is always "and much more" a marvelous and cultivating country from the very first moment you arrive, unique country that offers a thousand and one things to do. Embark on an excitement journey and lose your heart to a country, where there is a surprise around every corner, take a deep breath and dive in to an unforgettable experience.*

Case 2: Portugal 2

Title: <i>The Beauty of Simplicity</i>	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Portugal	Author: Tourism Board of Portugal
SLOGAN: <i>The Beauty of Simplicity</i>			
URL: http://www.youtube.com/watch?v=m34Wv-2yjQo&feature=related			

No.	Duration (Page) Total: 3,30 min.	Issue / Theme	Categories of "Tourist Gaze"								Music	
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual					1	2	3		4
			A	B	C	D	E	1	2	3	4	
1.	28 sec	Ocean, mountains with river.						X				No voice. Relaxing orchestrate introduction.
2.	3,7 min	Historical Monuments, golf playground, ocean, towns, villages.						X				Full orchestrate music, changing between dramatic and heroic, Hollywood-style, according to some of the situations.
3.	20 sec	Lisbon changing from day to night light; S. António, firework.						x				
4.	12 sec	Seaside, water.						x				

Summed up interpretation:

This video shows a radical rupture to the conception exposed in Case 1. It is totally calculated on the effect of appealing to leisure attributes: "Come here and feel in Paradise! No matter what you do, no matter what you see!" Therefore, no special "gaze"-category applies for the message. Discharging all the (tangible) past and reducing cultural heritage to mere atmospheric background, the message aims to the contemporaneity of powerful feelings and total relax.

Case 3: Spain

Title: <i>Necesito España</i>	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2010 Place: Spain	Author: Tourism Board of Spain
SLOGAN: „I Need Spain“			
URL: http://www.youtube.com/watch?v=bAzxAetRMrl			

No.	Duration (Page)	Issue / Theme	OTHER CATEGORIES								Music/Audio			
			1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual											
									1	2	3	4		
I	29 sec	Part I: Family									X		Female (middle-aged) voice from the "off", enumerating a series of "not needed" facilities ("no necesito") because of only one reason: "Spain has it", or inversely: "I need Spain." Forward driving, rhythmic, full orchestrate music accompanied by voices. Background noise according to the situation, fading in and out.	
1.	4 sec	Airport.									X			
2.	12 sec	Sun and beach, restaurant, Valencia.									X			
3.	13 sec	Canary islands, yacht, sun and beach.									X		-- " --	
II	29 sec	Part II: Friends											Young male voice, beginning with "amigo – the first word I learnt in Spain". Same message like Part 1: "I do not need ... - I need Spain!" Background noise according to the situation, fading in and out.	
1.	4 sec	Airport							X					
2.	4 sec	Surfing							X					Female solo voice, animated orchestrated accompaniment.
3.	3 sec	Sightseeing							X					-- " --
4.	3 sec	Stadium							X					-- " --
5.	1 sec	Art gallery							X					-- " --
6.	2 sec	Nightlife							X					-- " --
7.	3 sec	Meeting locals							X					-- " --
8.	4 sec	Sea							X					-- " --

parts III and IV to be continued on the next page

Title: <i>Necesito España</i>	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2010 Place: Spain	Author: Tourism Board of Spain
SLOGAN: „I Need Spain“			
URL: http://www.youtube.com/watch?v=bAzxAetRMrl			

No.	Duration (Page)	Issue / Theme	OTHER CATEGORIES										Music/Audio		
			1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual												
III	29 sec	Part III: Senior Couple									1	2	3	4	
															Senior male voice; same message like above.
1.	3 sec	Airport										X			Orchestrate background music with infantile solo and choir accompaniment. - Background noise according to the situation, fading in and out.
2.	2 sec	Trekking										X			-- " --
3.	1 sec	Sea										X			-- " --
4.	1 sec	Ham am										X			-- " --
5.	5 sec	Golf field										X			-- " --
6.	5 sec	Cultural sightseeing										X			-- " --
7.	8 sec	Sea side										X			-- " --
IV	29 sec	Part IV :Young Couple from Asia													
1.	3 sec	Airport										X			Neutral film-music accompaniment.
2.	21 sec	City break sightseeing										X			-- " --
3.	3 sec	Restaurant										X			-- " --

Summed up interpretation:

The whole video, composed by four parts, is totally group or family-centered. Groups distinguished by mainly age-attributes dominate the message: (1: positively) "Spain offers YOU if you are in the group ..." or (2: negatively) "You do not need ..., if you are in the group ...". The four target groups are: youth, families, seniors and foreigners. All of the videos display a big variety of situations, activities, environments and locations; all kinds of versatile offer. But not this is what counts. What counts is affiliation. This is a pure case of addressing relationship. Plus: the simple, but obstinate appeal of one single brand destination: Spain.

Case 4: Salzburg

Title: StadtLust Österreich	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Salzburg	Author: Tourism Board of Austria, Österreich Werbung
SLOGAN: Endlich Österreich			
http://www.youtube.com/watch?v=_DMSIsKUHfs			

No.	Timeline	Issue / Theme	OTHER CATEGORIES	Music
	Total Duration: 4,15 min		4. Conceptual	
			4	
			X	Percussion introduction, beginning with accentuated rhythm, displaying people moving in it. Different backgrounds of the city of Salzburg are coming in: public places, famous staircases, palace interiors etc. The first melody played by strings starts, together with ballet dancers, varying the city's scenario, with strong allusions to music and festival atmosphere. Some interruptions by percussion solos show (well dressed) people moving to a meeting place (perhaps a concert). Then, the melody again accompanied by the full orchestra, together with sight-seeing places, photography taking young people, couples in famous (known) places, like Archbishops Residence, Parks, Baroque Cathedral. Again: interruption with improvising melodies, maintaining the same rhythm. Culinary aspects, changing to waltz dancing in palace halls and public places. The whole spot goes on displaying the city of Salzburg as a universal space where (predominantly young) people are driven by music, either in a spontaneous or in an artistic way. At the end, a hidden slogan: "Endlich Österreich" ("Finally Austria") and: "StadtLust Österreich" ("CityLust Austria").

Summed up interpretation:

In this promotional video the message is centered in an artistic concept with a clear message: Salzburg, the birth town of Mozart, is a huge stage for everybody who loves music, and loves to celebrate music, be it as private or public audience, be it as performing artist. Artist and audience are linked together by the rhythm and melody, and change easily their roles. The festival atmosphere is ubiquitous, as part of preparations, as performance, or as event. The youth of the invisible creator, Mozart, is reflected in the predominance of young people populating most of the scenes. The appeal of such a message is clear: "Come here: appreciate and enjoy highest level culture, be part of it, without being elitist".

Brief overview of analyzed video materials: Portugal – Spain – Austria

In comparison, the previously studied four cases reveal, at least, recognizably different main promotional strategies.

In the case of Portugal there is an evident change – a kind of "rupture" – between the first and the second promotion video. The first sees its goals based on tradition, heroic and colonialism past and realizes this by means of different tourist gazes. The second video randomly, uses de-contextualized images in order to produce atmospheric feeling and relaxation. The notion of "Portugal" comes in only by gazing to Lisbon's biggest avenue.

Equally, the chosen Spanish case signs off the idea of gazing and introduces the concept of "affiliation". The idea of belonging to a well defined group differs obviously from the idea of belonging to "groups" in the mass-tourism era. Not forgotten should be the obstinate "hidden message" that full advantage of affiliation is possible only on Spanish territory. A quite bold, if not aggressive appeal!

In the case of Salzburg, the concept of the video is performance-centered and consists of an intangible offer with artistic appeal, mainly addressed to young people. The intention behind this might be a setting aside of the elitist reputation Salzburg gained by its world class festivals, and shifting to a more open and accessible image.

The above studied cases may not be representative but they unveil a clear preference either to *attenuate* the impact of (mass tourism) gaze centered promotion, or to *substitute* it completely by introducing innovative ideas by approaching intangible concepts and appeals, as well as relationship (group/family) addressed messages, as previously shown in the communication model (chapter 1)

Based on this "fruitful" findings, we may now wonder what Georgian promotion offers.

Case 5: Welcome to Georgia

Title: Welcome to Georgia I	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2009 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: "Europe Started Here"			
URL : http://www.youtube.com/watch?v=8HiyYqdSTGE&feature=related			

No.	Duration (Page) Total:1,15 min	Issue / Theme	Categories of "Tourist Gaze"								Music			
			A	B	C	D	E	1	2	3		4		
1.	14 sec	Landscape with monument, Military highway, Ananuri, Military highway, Ushguli, Kazbegi.		X										Remake of Georgian Traditional Music, with accordion and drumming accompaniment.
2.	3 sec	Cave town Uplistsikhe.			X									-- " --
3.	9 sec	Ananuri, Military highway, Ushguli.				X								-- " --
4.	7 sec	Kakheli, wine culture, degustation.			X									-- " --
5.	6 sec	Tbilisi, Signhanghi, lake.		X										-- " --
6.	10 sec	Black sea ,Batumi.	X											-- " --
7.	1sec	Mountain Ushguli.		X										-- " --
8.	11sec	Ushguli, Gudauri.				X								-- " --
9.	3 sec	Skiing, Gudauri.								X				-- " --
10.	5 sec	Mountains, The Greater Caucasus.		X										-- " --

Summed up interpretation:

In the video, 26 seconds are given to the spectatorial tourist gaze, 20 seconds to the environmental tourist gaze and 10 seconds to the anthropological tourist gaze; in each of them the same places are repeated, accompanied with traditional Georgian music. The shown locations are varying constantly and almost every second from Great Caucasus Mountains, Black Sea coast, to architectural monuments, wine culture, ending with cave towns. The obvious message is: "Come to Georgia and you will find

whatever you search for!". No special groups are addressed; most of the content is based on traditional, mixed tourist gazes.

The slogan "Europe started Here" is not adequate to the promotion, because it is not reflected in the message and therefore not connected to its content. It's scientifically correct argument is based on archeological findings of the oldest hominids on the territory of Georgia dated back to 1.75 million years and recognized as the oldest human beings of Europe.

If we compare this Georgian case (no. 5), the video from 2009, to other previous cases, we can find a high similarity with the first Portuguese promotion (case no. 1). In both examples, the same strategy is used: showing mainly the past times and mixing more than one tourist gaze in the same video. The cases of Spain and Austria based on the categories of group-centered affiliation and artistic performance are completely different.

Before we start with the assessment of the Georgian Tourism Promotion, in the following chapter we give a necessary overall view of the past and recent organizational structures of the Georgian tourism industry and its underlying natural and cultural heritage.

6. Tourism Promotion in Georgia

Looking back on 20 years of independence, we can conclude that the legacy of the soviet system, nowadays are reorganized and restructured in different ways.

“Tourism in Georgia, as pretty much all sectors, is experiencing severe hardships. Probably, it is the only sector which was affected by the collapse of other sectors altogether – agriculture, transportation, energy sector, as well as factors like finances, customs, international relations, environment, etc.” During the Soviet period, Georgia with a population of less than five million and a territory of less than 70 thousand square kilometers (slightly smaller than South Carolina) ranked third by number of tourist resorts in the former Soviet Union, after Ukraine and Russia. Georgia’s potential for tourism is obvious. Its splendid nature, diverse landscape, Black Sea subtropical zone, mineral resources, ever snow-covered mountains of the Caucasus gorges, and numerous cultural and historic monuments were the foundation of its thriving development and should become a prerequisite for its future development too.”⁷

“During the Soviet Time, tourism was centrally planned and the market was monopolized by *Intourist*, a state owned tourism agency, which arranged all the bookings and pre-determined packages including itineraries and lodgings, both for foreigners visiting the SU and soviet citizens traveling within the SU. Intourist also administrated and operated hotels and other accommodations, restaurant and leisure facilities as well as different transport means and teams of tour guides and interpreters.”⁸

After the independence of 1991, Tourism was administrated by the State Department for Tourism and Resorts of Georgia (SDTR).

“The executive body of the SDTR was authorized to administer the sector of tourism and health resorts and was in charge of:

- Development strategy;
- Regulations and by-laws;
- Promotion and international coordination;
- Administrative facilitation and budgeting;”⁸

⁷According to (Kekelia 2001) <http://www.cacianalyst.org/newsite/?q=node/244> (Latest access ,10th of June,2012)

⁸[http://Inweb90.worldbank.org/ECA/eca.nsf/d1e666886eb626e2852567d100165168/780a475beed61c07852568fc05df707/\\$FILE/Regional%20Studies%20on%20Community-Based%20Tourism%20in%20the%20Caucasus.pdf](http://Inweb90.worldbank.org/ECA/eca.nsf/d1e666886eb626e2852567d100165168/780a475beed61c07852568fc05df707/$FILE/Regional%20Studies%20on%20Community-Based%20Tourism%20in%20the%20Caucasus.pdf) (Latest access,10th of June 2012)

There is a lack of Market Research in Georgia, because:

The Department of Tourism and Resorts (DOTR) has not the necessary staff and resources to conduct research about which generating markets and market segments could be interested in Georgia. Consequently, there is no marketing plan to guide expenditures on marketing and promotion. And there is no means of monitoring and measuring the impact of current marketing efforts. This severely limits the ability of Georgia to maximize the effectiveness of their marketing efforts and compete internationally for tourists. In May 2007, BCG Research in Tbilisi conducted a survey in the duty free zone at the airport of visitors to Georgia. The results were useful, but these efforts are insufficient for developing an ongoing institutionalized capacity within the DOTR. The same could be said about the very useful USAID-sponsored study on domestic tourism, which was prepared in March 2007. (SW Associates)⁹

Later STDR was changed with the Georgian National Tourism Agency which nowadays presents the implementing agency in of the state policy in tourism. Its mission is:

To increase awareness about Georgia as a tourist country in the global market; to stimulate development of inward-bound and domestic tourism industry; to facilitate the creation of a friendly environment for tourism related business; to boost competitiveness on the international tourism market; in short: to popularize the image of a safe country and to develop a powerful brand. Thus, the **priorities** of the tourism agency are comprised as follows:

- Popularization of Georgia as a tourist destination by means of various marketing activities such as exhibitions, press tours, advertising campaigns, etc.
- Development of skilled human resources in order to improve the quality of customer service in the field.
- Packaging of natural and cultural tourist attractions as tourist products of relevant competitive price.
- Development of tourist infrastructure throughout the country.
- Development of standards for the consumer market and ensuring the competitiveness through the compliance of the product price and quality.¹⁰

⁹ SW Associates, LLC -Sustainable development through tourism <http://www.sw-associates.net/> (Latest access,10th of June 2012)

¹⁰ Information provided by GNTA: http://www.gnta.ge/?63/our_mission/&lan=en (Latest access,10th of June 2012)

7. The Natural and Cultural Heritage of Georgia

Rich in both natural and cultural heritage, Georgia is a virtually unknown country in Central Europe. The Georgian culture is heavily influenced by Asia and Europe with which it interacted for thousands of years to create a rich, unique culture.

Why you should visit Georgia?¹¹

- Homeland of the First European
- A Silk Road
- Land of the Golden Fleece
- Cradle of Wine
- 8,000-year-old wine unearthed in Georgia:
- UNESCO World Heritage Sites
- Ancient Christian Country
- The Great Caucasus – the Highest Mountain Range in Europe
- Ushguli – Europe’s Highest Village
- A 3000-Year-Old State
- Unique Language and Script
- Borjomi-Kharagauli National Park – Supported by WWF

¹¹ We decided to fall back on promotional website of the Georgian Tour Operator - Visit Georgia; because we think it explains concisely what is needed to be known. See the full text in Annex II.
<http://www.visitgeorgia.ge/en/information/why-you-should-visit-georgia> (Latest access 10th of June ,1012)

8. Promotional Material of Georgia

Case 6: Welcome to Georgia

Reference/Title: <i>Welcome to Georgia</i>	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2010 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: "Welcome to Georgia"			
URL: http://www.youtube.com/watch?v=tBqk69Wywsg&feature=related			

No.	Duration (Page) Total: 1,0 min	Issue / Theme	Categories of "Tourist Gaze"										Music
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual					1	2	3	4		
			A	B	C	D	E	1	2	3	4		
1.	11 sec	Airport, departure, Tbilisi, hotel.		x					x			Modern, dynamic, forward driving music.	
2.	16 sec	Tbilisi, Batumi Sighnaghi.	x						x			-- " --	
3.	20 sec	Tbilisi, Gudauri, Tbilisi-city life, hotel, streets, restaurant.				x			x			-- " --	
4.	8 sec	Batumi at night.		x					x			-- " --	

Summed up interpretation:

In the video from total 1:0 min, most of the time is given to the romantic and environmental tourist gaze. The video is made, based on group-centered relationship; where young couples are offered: leisure activities, city life, fashion, sun and beach, skiing, nightlife and at the same time, exploring the history, traditional past. Promoting modern infrastructure which will give possibility to have comfortable stay in Georgia. Video is completely accompanied with modern music in order to create modern atmosphere in the mind of consumers

Case 7: Georgia

Reference/Title: Georgia	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: "Georgia"			
URL: http://www.youtube.com/watch?v=M0Sz8vXdfpQ&feature=relmfu			

No.	Duration (Page) Total: 2,23 min	Issue / Theme	Categories of "Tourist Gaze"										Music
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual					1	2	3	4		
			A	B	C	D	E	1	2	3	4		
1.	23 sec	Tbilisi, architectural monuments.		X								Georgian traditional music remake 1.	
2.	5 sec	Tbilisi city life.				X						Georgian traditional music remake 1.	
3.	18 sec	Religious monuments.			X							Church song. (Monks singing)	
4.	1 sec	The First Europeans Zezva & Mzia. (hominids)			X							Georgian Traditional Music remake 2, more excitement rhythm.	
5.	8 sec	Wine culture, grape, grape – pressing.		X								Georgian Traditional Music remake 2, more excitement rhythm.	
6.	9 sec	Local reality, culinary preparing.				X						Georgian Traditional Music remake 2, more excitement rhythm.	
7.	15 sec	Mountain sceneries.		X								Traditional Georgian Music, from west part of the country, man singing.	
8.	13 sec	Traditions.		X								Traditional Georgian Music Remake, 3 men singing	
9.	9 sec	Local life.				X						Traditional Georgian Music Remake, 4 men singing.	
10.	11 sec	Feasting traditions, Mountain villages.		X								Traditional music 2 from western Georgia.	

Summed up interpretation:

most of the time is given to spectatorial tourist gaze .The video offers to experience everyday life of locals, their culture and living traditions, to explore architecture, religious background, and historical past of the country. As well cuisine, feasting and folklore, almost everything, country can offer as a travel destination.

Promotion is more informative and complex, accompanied with 2 types of Georgian music, one is the modern remake of traditional music; another is the Georgian authentic chant on the places with the religious monuments to show the contrast between spiritual and everyday life. As

well the contrasts of the landscapes are used at the key feature of the promotion. Communicational relationship is indirect, the content is offered to everyone who will find promotion to his interest, as the tourist gazes are maximally increased in it.

Case 8a: Summer in Georgia

Reference/Title: Summer in Georgia	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Georgia	Author: Unknown
SLOGAN: „Summer in Georgia“			
URL: http://www.youtube.com/watch?v=wBZ88mfnWVI&feature=relmfu			

No.	Duration (Page) Total: 1,0 min	Issue / Theme	Categories of "Tourist Gaze"											Music/ Audio
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual					1	2	3	4			
			A	B	C	D	E	1	2	3	4			
1.	20 sec	Streets and buildings of the city, Sea shores, modern buildings.		X									Foreign modern music. Audio: Delicate Europe, modern infrastructure.	
2.	5 sec	Casino, nightlife.				X							Foreign modern music. Audio: Untamed nightlife.	
3.	3 sec	Mountains, rafting.		X									Traditional Georgian music remake, Audio: wild Nature.	
4.	22 sec	Mixed-Caves, Hotel &Spa, market place, restaurant, Icon, caves.			X								Traditional Georgian music remake. Audio: divine relaxation, exotic culture. All you want it all, summer in Georgia.	

Summed up interpretation:

In the video, most of the time is given to the anthropological and the spectatorial tourist gazes. Promotion voice from the "off" accompanies each image and sceneries. The video shows, modern infrastructure, nightlife, as well wild nature, relaxation, culture, the contrast between traditions and modernity, contrast of landscapes. It is difficult to identify places with Georgia. Here we see young tourist groups: friends and couples, video is addressing to young generation, where the content is created with variety of offers. The message is: "come here because it is as good, as any destination in the world."

Case 8b: Summer in Georgia (Director's cut)

Reference/Title: Summer in Georgia	Media <input checked="" type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Georgia	Author: Director's Cut
SLOGAN: „Summer in Georgia“			
URL: http://www.youtube.com/watch?v=SvQvrd2U2SQ			

No.	Duration (Page) Total: 1,0 min	Issue / Theme	Categories of "Tourist Gaze"								Music		
			A	B	C	D	E	1	2	3		4	
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual										
1.	20 sec	Streets and buildings of the city, Sea shores, modern buildings.		X									Foreign modern music.
2.	5 sec	Casino, nightlife.				X							--" --
3.	3 sec	Mountains, rafting.		X									--" --
4.	22 sec	Mixed-Caves, Hotel & Spa, market place, restaurant, lcon, caves.			X								--" --

Summed up interpretation:

In the video most of the time is given to the anthropological and the spectatorial tourist gazes. The director's cut is another version of Summer in Georgia and the main difference is - as it is accompanied only with music, without background voice and adding description to the projected places it is even more general and difficult to identify the destination is Georgia or it can be any another country. The message is: "Come to this, destination because you have not been here"

Case 9: Discover Georgia

Reference/Title: <i>Discover Georgia</i>	Media <input type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2011 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: „Discover Georgia“			
URL: http://www.youtube.com/watch?v=2skw4vLt8a0			

No.	Duration (Page) Total: 1,0 min	Issue / Theme	Categories of "Tourist Gaze"								Music	
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual					1	2	3		4
			A	B	C	D	E	1	2	3	4	
1.	21 sec	Mestia, Upper Svaneti.		x					X			Modern Georgian music.
2.	2 sec	Svaneti.					x		X			-- " --
3.	6 sec	Rafting, Batumi.				x			X			-- " --
4.	3 sec	Batumi.					x		X			-- " --
5.	4 sec	Batumi.							X			-- " --
6.	18 sec	Batumi.			x				X			-- " --

Summed up interpretation:

In this video we see young friends discovering west part of Georgia (Natural and Cultural Heritage) again there is a contrast of landscapes, group of friends are following the footprint of the past. Group-centered promotion is based on relationship, where content comes in with discoveries and gives the appeal of an interesting holiday. The music is modern, In order to make the accent on modernity and young age segment.

Case 10: Georgia - Europe Started Here

Reference/Title: "Georgia, Europe Started Here"	Media <input type="radio"/> Video <input checked="" type="radio"/> Brochure <input type="radio"/> Other	Date of Issue: 2009 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: "Georgia, Europe Started Here"			

No.	Duration (Page)	Issue / Theme	Categories of "Tourist Gaze"											Music
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual											
			A	B	C	D	E	1	2	3	4			
1.	20 pages	Images of Georgia.										X		
2.														

Summed up interpretation:

On the cover page of the tourism brochure the destination image of Georgia is seen together with the slogan "Georgia, Europe Started Here." This slogan may have been conceived in order to create an image of the country, as part of Europe. As an Argument, scientifically it is based on the archeological findings of the hominids in Georgia, which are dated back to 1.75 million years and are the oldest in Europe. The brochure contains images and information of overall heritage, the country has to offer. Communication is based on the slogan directed to the undifferentiated audience of the world, sending the provoking message, in order to detach Georgia from Asia, where most people believe it to be and to make people get interested in touristic offers of the country.

Case 11: Georgia - Wine Started Here

Reference/Title: "Georgia, Wine Started Here"	Media <input type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Web-site	Date of Issue: 2010 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: "Georgia, Wine Started Here"			
URL: http://www.winetours.ge/			

No.	Duration (Page)	Issue / Theme	Categories of "Tourist Gaze"								Music			
			A	B	C	D	E	1	2	3		4		
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual											
1.	Official web page of Georgian tourism board.	Images of wine regions, wine making culture.	x	x	x	x	x							
2.														

Summed up interpretation:

According to the Georgian tourism board from the official website we can find another destination image: country is promoted as a birthplace of wine, sending the information to the rest of the world, that Georgia has to offer not only good wines but wine with its history and recently living ancient tradition of wine making, accompanied with hospitality and feasting of Georgian people + possibility to explore the wine growing regions of Georgia, its rich natural and cultural heritage. Relationship is no special group oriented; the content comes in with provoking slogan, in order to raise an interest to explore the unknown history of viticulture.

Case 12: Georgia - Your Ski Destination

Reference/Title: <i>Georgia, Your Ski Destination"</i>	Media <input type="radio"/> Video <input type="radio"/> Brochure <input type="radio"/> Web -site	Date of Issue: 2010 Place: Georgia	Author: Tourism Board of Georgia
SLOGAN: <i>Georgia, Your Ski Destination"</i>			
URL: http://georgia.travel/			

No.	Duration (Page)	Issue / Theme	Categories of "Tourist Gaze"								Music		
			A	B	C	D	E	1	2	3		4	
			A. the romantic gaze B. the spectatorial gaze C. the anthropological gaze D. the environmental gaze E. the photographic gaze OTHER CATEGORIES 1."Emotion" and "Atmosphere"; "feeling" 2.Groups and activity 3.Family Life 4.Conceptual										
1.	Official web page of Georgian tourism board.	Images of Gudauri, Bakuriani, Mestia.		x				x	x	x			
2.													

Summed up interpretation:

According to the web-site of Georgian tourism board, there is one more destination image promoted, with the slogan "Georgia, Your Ski Destination" it offers three destinations for skiing: Gudauri, Mestia - located in the heart of the Greater Caucasus Mountains, and Bakuriani-located on the Northern slope of Trialeti range(Georgia). Communicational relationship is indirect and the content offers dozens of alpine slopes with range of activities.

Case 13: Georgian Internet Tour Operators

Promoted Images by Tour Operator Companies:

1. *Visit Georgia* (<http://www.visitgeorgia.ge/>)

The main page of the web-site *Visit Georgia* is promoting several images of Georgian mountains and architectural monuments, but the first image which tourists see comes with the message: “*Welcome to Georgia...more than hospitality*”. *Visit Georgia* is more oriented to attract visitors by the hospitality of the local people and traditions of wine making, while the National Tourism Agency is giving priority to the Ski resorts. The company is suggesting a video about Georgia, with duration of 1.52 minutes showing the highlights of Georgia. Main focus is made on the capital of Georgia, Tbilisi, by pure collection of images. No special group segment is addressed, but a generalized public.

2. *GeorgiCa Travel* (<http://www.georgica.caucasus.net/>)

The first page of the web-site welcomes visitors with the message – “*Why do tourists love Georgia? - It has the most stunning landscape in Europe. Add to this a fabulous and completely unique cuisine, legendary ‘Georgian hospitality; ‘and you may have a perfect destination.*” The company doesn’t have promotional videos. *GeorgiCa Travel* also puts an accent on hospitality. Addressed public is mainly the cultural tours interested groups.

3.) *Caucasus Travel* (<http://www.caucasustravel.com/>)

The company's website invites with the message: “Let us invite you to Georgia, an amazing cluster of cultures, religions, fascinating landscapes and ancient history. The country where everyone can find something to his liking – from snowy peaks to sub-tropical shores, from deserts to lush forests, from cities to enchanting villages.

Join us on the road of discovery and excitement...”

The main goal is the promotion of Georgia as an all-covering, versatile travel destination, with a big range of all touristic offers. Addressed public: general.

Brief overview of analyzed video materials: Georgia

The following overview summarizes the previously materials in the analyzed order:

Case 5 – is based on traditions, cultural and natural heritage, exposing many types of "tourist gazes", accompanied by Georgian traditional music; addressed to all tourist groups.

Case 6 – is addressed to young couples; instead of traditional, modern music accompanies; the main contrast to case 5 is the addressing young couple groups and more "modern" appearance.

Case 7 – is more complex than case 6, with a still increased number of "tourist gazes".

Case 8a – addresses exclusively young people and focusing typically generalized holiday activities, without any connection to the locations. A voice utters slogan-like statements. Any destination context is mutilated beyond recognition, with one single exception at the end: Tbilisi's emblematic castle. – Case 8b, the director's cut, is without audio voice accompaniment. It suppresses even the only destination identity of the capital, Tbilisi. What is left is one single hidden message: "Come here *because* you have never been here!"

Case 9- the video is made for a young friend group, striving for discovery of destinations all located in the western part of Georgia. The contrast between the Black Sea and Greater Caucasus Mountains is clearly evidenced, pointing out that the short time and distance range of these types of destinations. It is accompanied with modern music. If compared with other promotions, this case is more developed in the way of addressing to one particular group with a clearly stated message.

Inversely, all videos put in a *chronological order* will give the following idea:

2009: case 5 directed to whoever would like to explore Georgia, with unspecified "everything Georgia has to offer". With this approach, the content favorites evidently the "tourist gazes".

2010: case 6 reveals a changed strategy addressing the promotion to young couples; turning, on the other hand, exposed and fast changing activities and locations arbitrary background. The result: confusing message.

2011: in case 7, the traditional strategy of prevailing "tourist gazes" comes back.

2011: case 8a and 8b show the opposite strategy of the former case 7: no gaze, no identifiable location, no specific (but young) group nor activity addressed. The generalized message appeals to the mere fact that "one has *not yet* been here (Georgia), in summer time."

2011: case 9, same year as case 8, makes repeated appeals of discovering, by own effort, carefully pre-selected destinations. The appeals are addressed to young people groups and constitute the contrary to the former case.

At the end, we may conclude that all the strategies applied by the Georgian Tourism Board in the last three years are clearly following the "main stream" of western European trends of touristic promotion and meet fully their standards. This is, at least, the opposite of what we expected in the beginning.

The following chapters will analyze promotional materials of the private tourism sector, in order to compare and see the relevance of the strategies of video and destination image promotion.

Brief overview of other promotional Materials: Georgia

There are, other promotional materials: web-site, brochure, projecting the images of the country with messages, in order to create destination image of Georgia. One of the images promoted by Tourism Board of Georgia is:

”Georgia, Europe Started Here”- with the main reason of popularization the country as part of the Europe and to make accent on the historical past of Georgia.

Later Tourism board of Georgia creates new destination image “Georgia, Wine Started Here”. Country is promoted as a homeland of wine; Goal of the promotion is to let audience of the world know about the undiscovered history of wine and make them to get interested in visiting the birthplace of wine.

The third image promoted by Tourism board: “Georgia, Your Ski Destination”- Offers different levels for skiing in the heart of the Caucasian Mountains.

All images are created in the short period of time, and are promoted together, there are more images and slogans such as: “Europe’s Highest Mountains” “Europe’s First Civilization” referring to previous destination images. Too many destination images may raise confusion in the mind of consumer. If the recently promoted images meet with the perceived images by tourists traveling to Georgia, we can compare it with the results of the Survey “Destination Image of Georgia”

As for the private sector of Georgia, Tour operator companies have their own strategies of promotion. Two of the companies see their goals through promoting the hospitality, and one company sees its success in promoting many varieties of offers.

9. Survey on the Destination Image of Georgia

The Survey which was created during the master course of Innovative Tourism Development in the discipline of Research Methods in Tourism, at Polytechnic Institute of Viana Do Castelo, named “Destination image of Georgia “, will give a possibility to check for the tourists perceptions and opinions, after traveling to Georgia. Its results will be compared with the previously analyzed promotion images, in order to come up with some final conclusions and recommendations.

The main aim of this survey was to identify and interpret the tourists’ perceived image about Georgia, as a travel destination. The research was done with the type of quantitative questionnaire.

The Questionnaire was organized by five parts:

1. The first part identifies the residence country of tourist’s.
2. The second part supports information about trip and interest of the traveler.
3. The third part gives visitors opinion about image and impression of the country.
4. The fourth part supports with the information, if their images and impression has changed after visiting the country.
5. The fifth part aims to collect the personal information about respondents. (See Annex I for Questionnaire)

For the collection of data, Tour-Operator Company in Georgia-“*Georgica travel*” was invited to collaborate; guides of the company were permitted to make data collection. It was done in Georgia, starting from April till the end of September 2011, because it is the period of high tourism season in the country. At the end of the tours guides gave the questionnaires directly to tourists, as after visiting all destinations they had selected before coming, they would be able to share their impressions, give appropriate answers and clearer image of Georgia. That’s why population of the research were tourists traveling to Georgia by using travel agency service.

All collected information was analyzed by Statistical Package for the Social Sciences (SPSS) program. The SPSS program allows making analysis of statistical data.

Report on the survey: Destination Image of Georgia

From total 300 examples of questionnaires only 127 responds were collected. Results are as follow: Most of the travelers were from the countries shown in the Figure 4.

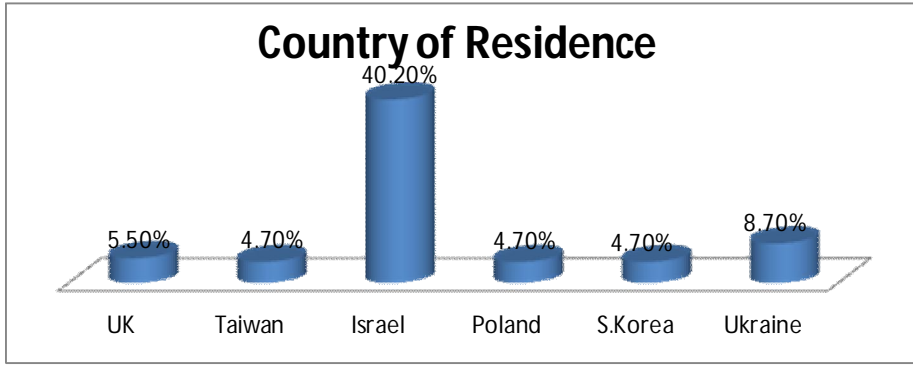


Figure 4: Country of Residence

When asked what was the source which the visitors did consult before arriving to Georgia the first source was Travel agency, the second source was Internet, and the third source was Family and Friends. See Figure 5.

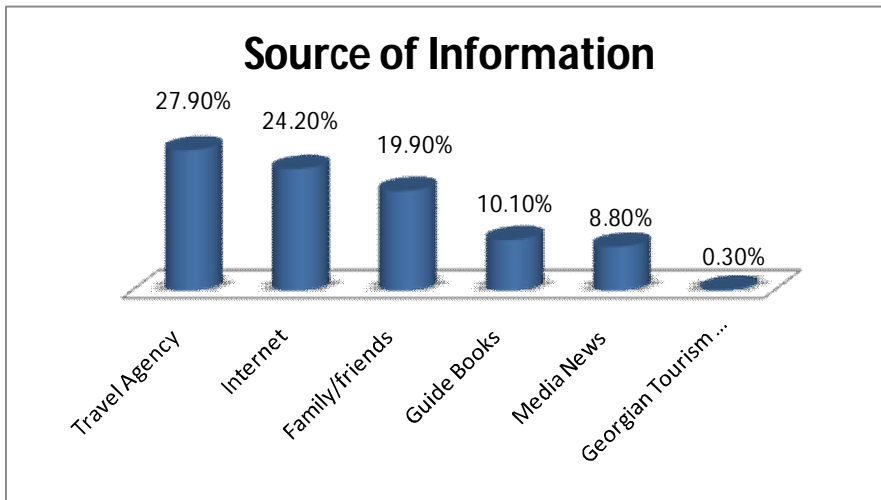


Figure 5: Source of Information

When asked how they would describe their holiday the answers were as follow:

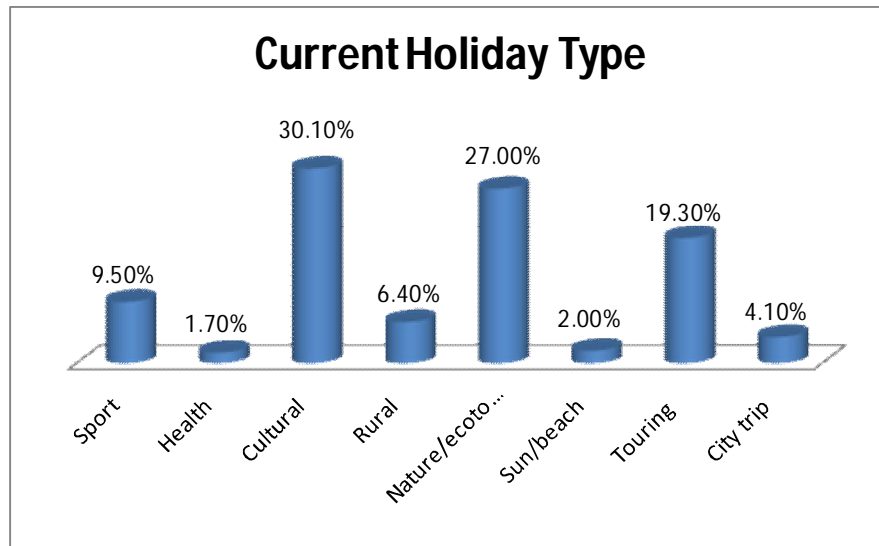


Figure 6: Current Holiday Type

As for the duration of the stay of tourists, 33 people out of 127 stayed for 7 days, 32 people stayed for 8 days, 17 people for 5 days and all the rest for different number of the days. Average numbers of the days were from 5 to 8 days. Number of the day till filling the questionnaire are one day before the visitors left Georgia, it means after finishing the trip.

From 127 people 115 used Hotel accommodation, 49 people used 3 star hotels and 42 used 4 star hotel, 23 people used 5 star hotel accommodation. At the same time during the trip almost of the visitors 93%, used guest house accommodation, and 6, 8 % were in family or friend's house.

After finishing the trip respondents were asked what their image about the country was according to the answers 5 top images were found: 1. Caucasian mountains, 2. Cuisine, 3. Religious destination, 4. Hospitality, 5. Undiscovered land. See Figure 7.

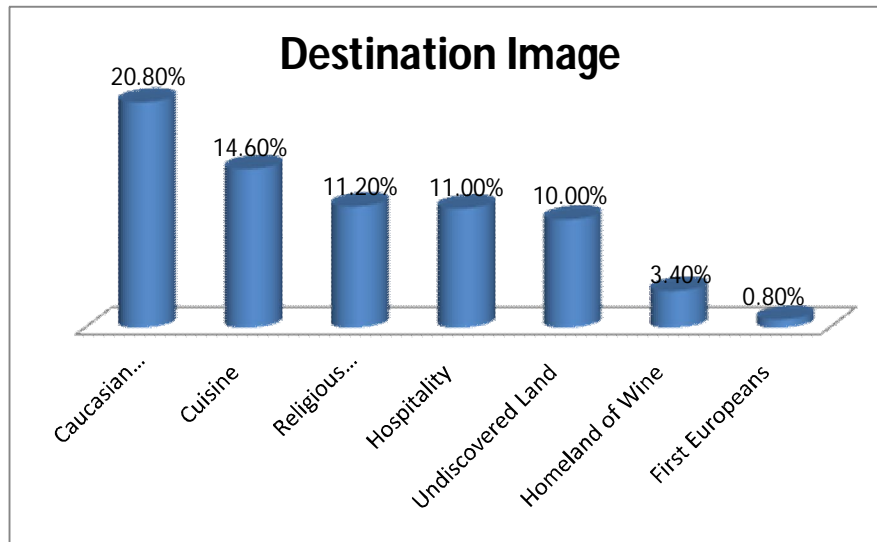


Figure 7: Destination Image

What was their impression about the country was asked on scale question form 1 totally disagree to 5 totally agree. Most of them, totally agreed 1. Georgia has beautiful mountains, nature, 2. Has unique polyphonic music, dance 3. Unique alphabet and language 4. It is historical, 5. People are friendly. On other questions respondents replied with agree and neutrally agree.

It was asked with open-ended question, what was the impression about the country before coming to Georgia and answers are: 21 people had the impression - it is a nice place, 21 people had the impression - it has a beautiful nature and mountains, 20 people had a few, almost no information, 10 people had the impression of the Post Soviet country, 10 people had the impression about cuisine and wine, 7 respondents associated Georgia with nice people. These were the main impressions respondents' had about Georgia before visiting the country.

As for the global impression of Georgia as a tourist destination, the visitors in general, 68 respondents from 125 answered -"Good" 43 people answered -"excellent", 13 people answered -"Not so poor" and 1 person answered -"Poor"

When asked which places they like the most, 5 top places were figured out: 1. Kazbegi, 2. Svaneti, 3. Caucasian Mountains in general, 4. Cave town Vardzia, 5. Tbilisi.

Age of the travelers to Georgia with highest percentage was 55-64 years old. See Figure 8.

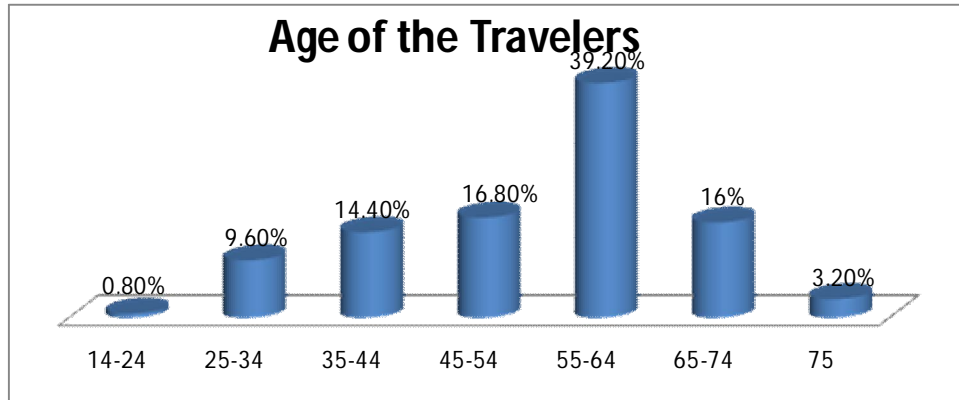


Figure 8: Age of the Travelers

66 were males and 57 females from total 123 respondents, 58 respondents had bachelor degree and 56 Master or doctoral degree out of 125.

From this survey 2 major Markets are found, on the first place is Israel and on the second Ukraine. Israeli Tourists have holidays in Georgia from 7 to 8 days. Comparing with Ukraine it is from 6 to 10 days. Israeli tourists are expecting to have, first of all, natural/ecotourism holiday, at the same time cultural, touring and rural holiday. While Ukrainians are seeking for cultural, natural/ecotourism and sport holiday, traveling to Georgia.

Summary on the Survey

In the framework of the small survey, the main findings are:

1. Caucasian Mountains are the most impressive image and impression
2. Most of the respondents came from Israel and Ukraine
3. The overall impression of Georgia as a tourist destination is "good".
4. First source of information before traveling were Georgian Travel Agencies, second the Internet, and third family and friends.
5. The age profile shows a characteristicly predominance of aged people to the disadvantage of the younger segment.

10. Findings of the project

As a result of comparisons of the analyzed promotional materials to the survey, “Destination image of Georgia – perceived by tourists”, the main findings are:

1) Tourism in Georgian is trying to follow main streams of the European promotional video making standards, although the targeted groups are not well identified by age. In most of the videos we see young people between 25-35 years, while Tourism Board statistics¹² clearly show that most of the foreign citizens, who crossed Georgian border, were between 35-45 years old. My own destination image survey (2011) deals with tourists, most of them between (45-65) years old. Hence, at least may be concluded: the addressed and the attained age segment of tourists to Georgia differ substantially, as targeted promotional groups. Given the evident discrepancy between imagined and reached groups, since the promotion aims at a far younger age segment than the reality proves to be, the question may be raised: Is this a consequence of lack of research, or is it an intended political decision for the future of the country?

2) Officially promoted slogans are changed every year, and at the same time synchronically disseminated. According to our own survey (“Destination image of Georgia”), the promoted images do not fully meet with the images perceived by tourists who are traveling to Georgia.

3) According to the same survey, most of the visitors received information about Georgia from tour operator companies and travel agencies. (Therefore it was important to investigate the images promoted by the private sector.)It turned that each company promotes Georgia as a travel destination differently. Moreover, compared with the images promoted by the Georgian Tourism Board they are different, as well.

¹² Conducted in 2010 at the border crossing points of Georgia; source: http://www.dotr.itnovations.ge/upload/file/1_Quarter_Statistics_of_International_Travellers.pdf (Latest access, 10th of June 2012)

11. Conclusion and outlook

My assessment of both, official and private sector, of the tourism promotion of Georgia, within the framework of the Master Course in Innovative Tourism Development, not being specialized in marketing and promotion, came to some modest conclusions which may be transcribed into practical recommendations for further improvement.

First, Georgia's tourism promotion is fully comparable with those of Western European countries and obeying current market standards. This could not be expected in the beginning of the assessment.

Second, as a consequence of non existing Destination Management Organizations in Georgia, any promotional activity cannot be measured and, thus, impacts are unknown. For this stage, further research of this project seems impossible. Even being negative, this truth can be helpful in the future, since it identifies the promotional strategy of Georgia, if maintained furthermore, as going in the wrong direction, if not as completely useless

And last but not least, my personal experience and knowledge obtained during the whole Master course, and especially through this project, may allow me to consciously take part in future initiatives designing organizational structure in Georgia's tourism. Likewise, my findings, modest enough but scientifically grounded, might engage in any collaborative work among tourism board, regional administration, institutions and private sector by setting the indispensable common goal of, “Brand Image of Georgia”.

It is my belief that my country has enough potential to find its place in the international tourism industry, if the global destination management processes and experiences will be shared and implemented. Georgia surely can become one of the new, successful tourist destinations.

Since this optimistic view, at the very end of this project, can be considered to be one of its own outcomes, then I have no doubt that it was of success.

References

List of consulted and used publications

- Cretu, I. (2011): "Destination image and destination branding in transition countries: the Romanian tourism branding campaign 'Explore the Carpathian garden'"; in: University of York The York Management School *Working Paper No. 66* ISSN Number: 1743-4041.
- Echtner, Ch. M.; Ritchie, B. (2003): "The Meaning and Measurement of Destination"; in: *International Journal of Tourism Research*, 14/2003 (pp. 37-48).
- Elbe, J.; Hallén, L.; Axelsson, B. (2009): "The Destination-management Organisation and the Integrative Destination-marketing Process"; in: *International Journal of Tourism Research*, 11/2009, (pp. 283–296).
- Gallarza, M. G.; Saura, I.G.; García, H. C. (2002): "Destination Image –Towards a Conceptual Framework"; in: *Annals of Tourism Research*, Vol. 29, No. 1/2002, (pp. 56-78),
- Gartner, W. C.(1993): "Image Formation Process"; in: *Journal in Travel and Tourism, Marketing* 2, 2/1993 (pp. 191-215).
- Govers, R.; Go, F. M.; Kumar, K. (2007): "VIRTUAL DESTINATION IMAGE – A New Measurement Approach; in: *Annals of Tourism Research*, Vol. 34, No. 4, (pp. 977–997).
- HTDB = European Travel Commission (2009): *Handbook on Tourism Destination Branding*; ISBN 978-92-990050-6-4.
- Kekelia, A.; (2001): "The Georgian Riviera: Dream or Reality?" Central Asia Caucasus Institute Analyst. Published at URL: <http://www.cacianalyst.org/newsite/?q=node/244> (Latest access 10th of June, 2012)
- Knudsen, D. C.; Soper, A. K.; Metro-Roland, M. M. (eds.) (2008): *Landscape, Tourism, and Meaning*; [New Directions in Tourism Analysis] London: Ashgate.
- Molina, A.; Gómez, M; Martín-Consuegra, D. (2010): "Tourism marketing information and destination image management"; in: *African Journal of Business Management*, Vol. 4(5), (pp. 722-728).
- Ribeiro, N. F. (2009): "Tourism Representation and Semiotics – Directions for Future Research"; in: *COGITUR journal of tourism studies*, V.2, N.2/2009 (pp. 7-14).
- Urry, J.; Larson, J. (2011): *The Tourist Gaze 3.0*, London: Sage.

List of used URLs:

Georgian National Tourism Agency

<http://www.gnta.ge/?lan=en> (Latest access 10th of June, 2012)

Georgian National Tourism Agency: Winter Resorts

http://georgia.travel/banner/Winter_resorts.pdf (Latest access 10th of June, 2012)

Ministry of Economy and Sustainable Development of Georgia

<http://www.economy.ge/?category=7&lang=eng> (Latest access 10th of June, 2012)

Caucasus Travel: Official Web Page

<http://www.caucasustravel.ge/> (Latest access 10th of June, 2012)

Georgica Travel: Official Web Page

<http://www.georgicatravel.ge/> (Latest access 10th of June, 2012)

Visit Georgia: Official Web Page

<http://www.visitgeorgia.ge/> (Latest access 10th of June, 2012)

World Tourism Organization UNTWO: Tourism – an Economic and Social Phenomenon

<http://unwto.org/en/content/why-tourism> (Latest access 10th of June, 2012)

Ministry of Foreign Affairs of Georgia: Tourism

http://www.mfa.gov.ge/index.php?lang_id=ENG&sec_id=82 (Latest access 10th of June, 2012)

The World Bank: Europe and Central Asia

<http://inweb90.worldbank.org/eca/eca.nsf/0/780a475beed61c07852568fc005df707?OpenDocument>
(Latest access 10th of June, 2012)

SW Associates, LLC: Sustainable Development through Tourism

<http://www.sw-associates.net/> (Latest access 10th of June, 2012)

Georgian National Tourism Agency: Our Mission

http://www.gnta.ge/?63/our_mission/&lan=en (Latest access 10th of June, 2012)

Department of Tourism and Resorts of Georgia: Tourism Statistics Quarter I

http://www.dotr.itnovations.ge/upload/file/I_Quarter_Statistics_of_International_Travellers.pdf
(Latest access 13th of June, 2012)

Visit Georgia: Why you should visit Georgia?

<http://www.visitgeorgia.ge/en/information/why-you-should-visit-georgia>
(Latest access 10th of June, 2012)

Promotional Video Links:

Visit Portugal

<http://www.youtube.com/watch?v=OEKykb5zfnE&feature=related> (Latest access 10th of June, 2012)

The Beauty of Simplicity

<http://www.youtube.com/watch?v=m34Wv-2yjQo&feature=related> (Latest access 10th of June, 2012)

Necesito España

<http://www.youtube.com/watch?v=bAzxAetRMrl> (Latest access 10th of June, 2012)

StadtLust Österreich

http://www.youtube.com/watch?v=_DMSStsKUhs (Latest access 10th of June, 2012)

Welcome to Georgia I

<http://www.youtube.com/watch?v=8HiyYqdSTGE&feature=related> (Latest access 10th of June, 2012)

Welcome to Georgia II

<http://www.youtube.com/watch?v=tBqk69Wywsg&feature=related> (Latest access 10th of June, 2012)

Georgia

<http://www.youtube.com/watch?v=M0Sz8vXdfpQ&feature=relmfu> (Latest access 10th of June, 2012)

Summer in Georgia

<http://www.youtube.com/watch?v=wBZ88mfnWVI&feature=relmfu> (Latest access 10th of June, 2012)

Summer in Georgia (Director's cut)

<http://www.youtube.com/watch?v=SvQvrd2U2SQ> (Latest access 10th of June, 2012)

Discover Georgia

<http://www.youtube.com/watch?v=2skw4vLt8a0> (Latest access 10th of June, 2012)

Annex I

Questionnaire on the “Destination Image of Gerogia”

(Part I)

1. Where is your current place of Residence?

Zip code, Country _____

2. What sources of information did you consult about this area before you arrived here?

- Family/friends
- Previous visit
- Internet
- Tourist board in your country
- Travel agency on line travel agency
- On line travel agency
- News on the media
- Publicity
- Information from Georgian Tourism Department
- Guide book
- Others

(Part II)

3. How would you describe your current holiday?

- Cultural holiday
- Health
- Sport holiday
- Nature/ecotourism
- Sun/beach holiday
- Rural holiday
- Touring holiday
- City trip
- Business
- Others

4. Duration of your stay in Georgia?

Total number of days in Georgia	
Number of days till this moment	

5. What type of accommodation do you use?

- Hotel, How many stars? _____
- Guest house
- Family or friend's house
- Camping
- Other: _____

(Part III)

6. What is your impression of the country, on a scale from 1-totally disagree to 5-totally agree

(Please mark the most adequate field)

The country	Disagree -----Agree				
	1	2	3	4	5
Is culturally different to my home country	1	2	3	4	5
Has a lot of contrasts	1	2	3	4	5
Is multicultural	1	2	3	4	5
Is unique	1	2	3	4	5
Is historical	1	2	3	4	5
Has a rich culture	1	2	3	4	5
Is colourful, lively	1	2	3	4	5
Has a beautiful mountains and wild nature	1	2	3	4	5
Has unique language and alphabet	1	2	3	4	5
Is peaceful, calm	1	2	3	4	5
Is very traditional	1	2	3	4	5
People are friendly.	1	2	3	4	5
People have a high level of education.	1	2	3	4	5
People are hard working.	1	2	3	4	5
Has unique polyphonic music and traditional dance	1	2	3	4	5
Is undiscovered secret	1	2	3	4	5
Is interesting for investment	1	2	3	4	5

7. What was your impression about Georgia before coming?

8. My global impression about Georgia as a tourist destination is

Extremely poor ----- Excellent
1 2 3 4 5

9. What is your image about Georgia as a travel destination?

- Undiscovered Land
- Caucasian Mountains
- Black sea side
- Architectural monuments
- UNESCO heritage site
- Ancient civilization
- First Europeans
- Religious destination
- Homeland of wine
- Mythology
- Hospitality
- Cuisine
- Other _____

(Part IV)

10. Which places do you like most?

11. Which places do you like less?

(Part V)

12. Age: 14 years 15-24 25-34 35-44 45-54 55-64 65- 74
75years

13. Gender: male female

14. What is your highest level of education?

Primary school Secondary school Vocational education Bachelor degree
Master or Doctoral degree

Annex II

Why you should visit Georgia?¹³

Homeland of the First European

This 1.75-million-year-old skull found during Dmanisi archaeological excavations is the oldest evidence of human habitation in Europe. It proves that there is almost one-million-year gap between Dmanisi and any European early-human site, making Georgia the homeland of the FIRST European. *"This is the face that's changing a thousand minds. It could be the face of the first human to leave Africa. And it's not what anyone expected. This 1.75-million-year-old pioneer, found beneath the ruins of a medieval town called Dmanisi in the republic of Georgia, had a tiny brain – not nearly the size scientists thought our ancestors needed to migrate into a new land. And its huge canine teeth and thin brow look too apelike for an advanced hominid, the group that includes modern humans and their ancestors. Along with other fossils and tools found at the site, this skull reopens so many questions about our ancestry that one scientist muttered: "They ought to put it back in the ground."* – National Geographic Magazine

A Silk Road

Country With its favourable geographic location Georgia has always been a connecting link between Europe and Asia, traversed by many routes including the famous Silk Road. This most important pre-modern trade road linking China with the West diverged into northern and southern routes, the northern one passing through Georgia. The traces of ancient caravans are still visible near Uplistsikhe cave town.

Land of the Golden Fleece

The fabulous kingdom of Colchis, mighty King Aetes, enchanting Medea, legendary Jason and the Argonauts and invaluable Golden Fleece – an ancient Greek myth based in Georgia. Numerous gold artifacts found in the area and Tim Severin's recreated voyage of 1984 prove that the story of the Golden Fleece could easily be true, especially considering Georgia's centuries-old tradition of getting gold particles from flowing mountain rivers with the help of the fleece.

¹³ Full text according the footnote 11, at URL: <http://www.visitgeorgia.ge/en/information/why-you-should-visit-georgia> (Latest access 10th of June ,2012)

In the kingdom of Colchis there ruled the mighty King Aeetes. Alongside with other numerous riches he possessed the Golden Fleece – the skin of a ram with the golden fleece, which he kept under the guard of a sleepless dragon. Jason and the Argonauts sailed from Iolcus on the ship “Argo” and tried to take the fleece from Colchis to enable Jason to claim his inheritance. Fortunately for Jason, King’s daughter Medea fell in love with him. Medea had magical powers (the word “medicine” comes from her name), which she used to help Jason complete the assigned tasks and later steal the Golden Fleece. The story of the Argonauts is a classic myth written by Apollonius of Rhodes in the 3rd century BC. The Golden Fleece is a symbol of cultural achievements of ancient Georgian tribes and mainly the high level of development of metal processing, gold in particular, although getting particles of gold from flowing mountain rivers was practiced in Georgia till the 20th century.

Cradle of Wine

When it comes to wine-making, Georgia is blessed. Grapevine has been cultivated in the fertile valleys of Georgia for about 8000 years. With over 500 varieties of endemic grapes and the world’s first cultivated grapevines, the traditions of viticulture are entwined with the country's national identity. It is also believed that the word “wine” is of Georgian origin (“gvino” in Georgian)

8,000-year-old wine unearthed in Georgia:

Scientists have discovered the world's oldest wine – a vintage produced 8,000 years ago. The find pushes back the history of wine by several hundred years. New discoveries show how Neolithic man was busy making red wine in Shulaveri (Georgia). Although no liquid wine from the period has survived, scientists have now found and tested wine residues discovered on the inner surfaces of 8,000-year-old ceramic storage jars. - The Independent, 2003

UNESCO World Heritage Sites

1. Ancient Capital of Georgia Mtskheta

Svetitskhoveli Cathedral - 11th century, Jvari Church - 6th century

2. The Town of Kutaisi - Gelati Monastery - 12th century

Bagrati Cathedral - 11th century

3. Upper Svaneti

Ancient Christian Country

Georgian people shared the Message of God in the first century when the Holy Apostles Andrew the First-called, Simon the Canaanite and Matthata preached the Gospel here, although Georgia was officially converted to Christianity in 337 with the evangelism of St. Nino of Cappadocia. Being one of the world's most ancient Christian countries, Georgia also preserves the most holy relic – the Robe of Christ.

The Great Caucasus – the Highest Mountain Range in Europe

Stretching for about 1200km between the Black and the Caspian seas the Caucasus Mountain system is considered a natural boundary between Europe and Asia. This is where you find summits over 5000m, including Mt. Elbrus (5642m) – the highest in Europe. Georgia has three peaks over 5000m – Mt. Shkhara (5068m), Mt. Janga (5059m) and Mt. Kazbegi (5047m) where according to the Greek myth Prometheus was chained.

Ushguli – Europe's Highest Village

At 2200m Ushguli is the highest settlement in Europe. The village of about 200 people is located in Upper Svaneti region, at the foot of Mt. Shkhara (5068m) – one of the highest summits of the Caucasus. Dotted with medieval Svanetian watchtowers Ushguli is also a UNESCO World Heritage site.

A 3000-Year-Old State

Georgia has one of the world's richest and oldest histories. Archaeological excavations provide clear evidence that Georgian tribes formed their statehood as early as the second millennium BC. The remains of the flourishing Georgian states of Colchis and Iberia can be seen while travelling in the ancient cities of Vani, Kutaisi and Mtskheta.

Unique Language and Script

Georgia's original and highly developed culture is proved by its unique language and script. Spoken by about 5 million people worldwide, Georgian language has an an-

cient literary tradition. Georgian alphabet was created in the 3rd century BC and is one of the only 14 existing scripts in the world. Earliest Georgian inscriptions are found in a church near Bethlehem (AD 430) and in Bolnisi Sioni church (AD 495) in the South-East of Georgia. The earliest Georgian novel also dates to the 5th century AD.

Borjomi-Kharagauli National Park – Supported by WWF

Located in the Lesser Caucasus the Borjomi-Kharagauli National Park is one of the largest in Europe and the first national park in the Caucasus. It covers more than 76,000 hectares, which amounts nearly 1% of the territory of Georgia. Mountainous forests and sub-alpine and alpine meadows are home to rare species of flora and fauna. The park is supported by the World Wide Fund for Nature.

Annex III

List of used and analyzed materials

Case Number	Country of Origin	Media: a) video b) brochure c) others	Title of the Material	Date of Issue:	Author:
Case 1	Portugal	a) video	Visit Portugal	2010	Tourism Board of Portugal
Case 2	Portugal	a) video	"The Beauty of Simplicity"	2011	Tourism Board of Portugal
Case 3	Spain	a) video	"Necesito España "	2010	Tourism Board of Spain
Case 4	Salzburg	a) video	StadtLust Österreich	2009	Tourism Board of Austria Österreich Werbung
Case 5	Georgia	a) video	"Welcome to Georgia I"	2009	Tourism Board of Georgia
Case 6	Georgia	a) video	"Welcome to Georgia II"	2010	Tourism Board of Georgia
Case 7	Georgia	a) video	"Georgia"	2011	Tourism Board of Georgia
Case 8a	Georgia	a) video	"Summer in Georgia"	2011	Georgia
Case 8b	Georgia	a) video	"Summer in Georgia"	2011	Directors' cut
Case 9	Georgia	a) video	"Discover Georgia"	2011	Tourism Board of Georgia
Case 10	Georgia	b) brochure	"Georgia, Europe Started Here"	2009	Tourism Board of Georgia
Case 11	Georgia	c) web-site	"Georgia, Wine Started Here"	2010	Tourism Board of Georgia
Case 12	Georgia	c) web-site	"Georgia Your Ski Destination"	2011	Tourism Board of Georgia
Case 13	Georgia	c) web-site	"Tour Operator Companies"	2011	Visit Georgia, Georgica Travel, Caucasus Travel