

THE USAID ECONOMIC
SECURITY PROGRAM


SeaGoingGreen

Case Study

TOURISM MASTERPLAN IN KAKHETI, GEORGIA

#GOGREENFORTHEBIGBLUE

[SEAGOINGGREEN.ORG](https://seagoinggreen.org)

[FACEBOOK](#)

[INSTAGRAM](#)

[LINKEDIN](#)

[BLOG](#)





CONTEXT

As an emerging destination, Georgia is positioned to become a hub for nature-based tourism that combines its rich natural attractions and cultural heritage.

**THE USAID ECONOMIC
SECURITY PROGRAM**

In a Joint Venture led by Team Leader, Tamar Chelidze, Sea Going Green, along with Tbilisi-based architecture firm, Ruderal, and business development expert, Natia Goliadze, was awarded a project supported by the USAID Economic Security Program (DAI) to develop a Tourism Masterplan for the Shuamta Gateway.

Located in the heart of Georgia's wine region, the "Shuamta Gateway" was envisioned to be developed as a tourism destination that bridged together the heritage of Kakheti, one of the oldest wine-making regions on earth, together with the cultural and religious significance of the surrounding Shuamta forest.

THE CHALLENGE

In continuation of USAID Economic Security Program's ongoing commitment to the objective of strengthening the capacity of Georgia's development toward further Euro-Atlantic integration and economic, socio-economic and socio-cultural growth, this project, "Shuamta Gateway Tourism Masterplan Development", aimed to develop a blueprint to enhance the tourism competitiveness of the Shuamta monasteries and the surrounding Kakheti region.

In view of completing the envisioned, "Heritage Trail", which will bridge together three key historical sites in Kakheti, the project for the Shuamta Gateway was developed to capitalize on the growing segments of "Free and Independent Travelers" and experience-oriented tourists, an important market being tapped into and fostered for Georgia's post-covid tourism growth.

Aligned with Georgia's commitment to bring in high spending and culturally-engaged tourists, this project specifically developed tourism products and services that contributed to the sustainable growth in the region, further propelling job creation and cultural and spiritual heritage preservation in Georgia.





OUR SOLUTION

Inception Report

For the scope of this project, Sea Going Green took the lead in the delivery of a pre-development Inception Report, to provide context on Georgia's and specifically, Kakheti's, tourism landscape and market trends. A competitiveness assessment and gap analysis further pinpointed the strengths and opportunities to seize upon for tourism development and operational considerations for the tourism center.

Best practice case studies and market research additionally provided a snapshot of the "Gateway's" potential, and its prospects as a successful and profitable tourism business focused on niche forest-based tourism products and services.

Building upon this, a tourism catalog for the Shuamta Gateway (pictured left) listed a selection of custom tourism experiences including forest-based wine tasting packages, recreational spaces, wellness offerings, heritage tours, permaculture integrations and monastery visits.

Tourism Master Plan

With the activity list finalized, Sea Going Green informed the creation of the spatial plans, and most importantly, the designation of tourism trails, places of interest and the space allocation for tourism activities and alternative functions for private rentals. The Tourism Master Plan brought together the findings from the Inception Report, with practical steps for the management and staff of the Shuamta Gateway to use in the first steps of its operations.

Business Plan

As a concluding project activity, Sea Going Green developed a branding guide and marketing strategy for the Shuamta Gateway complete with inspiration for the "Gateway's" logo, color scheme, taglines, key messages, theming and social media posts. A strategy was also developed to target tourism segments via dissemination channels, strategic partnerships, online advertisements and other means to grow the tourism center's reach and brand exposure.





OBJECTIVES MET



I WANT THIS FOR MY COMPANY



THE USAID ECONOMIC
SECURITY PROGRAM

Nana Mantcharauli - Tourism Manager at LTD Badagoni Home

"The team at Joint Venture is knowledgeable, professional and friendly. They took the time to understand our needs and preferences and customized packages to meet all our requirements.

What impressed me the most about Joint Venture was their attention to detail. They provided us with all necessary information about the customer types we are targeting and tour packages we can create. They were always available to answer any questions we had and were proactive in providing us with information and updates.

Overall, I would highly recommend the Joint Venture to anyone looking for a professional consulting experience. Their expertise, professionalism and commitment to customer satisfaction make them to go-to company for business development projects."





Do you have questions that you'd like to discuss with us? - Get in touch!

Sea Going Green

info@seagoinggreen.org

[@seagoinggreen](https://www.instagram.com/seagoinggreen)

www.seagoinggreen.org

[SCHEDULE AN INTRO CALL](#)