



Tourist Agency Visit Georgia



SUSTAINABLE TOURISM POLICY

2021-2023

Our Sustainable Background

Promoting sustainable tourism is a top priority for **VisitGeorgia**, which is entirely Georgian business and all its income stays in a country. Our company has been supporting the development of local economies, employment of local people and conservation of nature for already 23 years. We constantly work on various projects in order to create new tourism products. Our sustainable actions aim to improve living conditions in regions, promote local employment and create new possibilities for the young generations at their native places. VisitGeorgia has signed UNWTO Global Code of Ethics for Tourism.

24 Businesses

have been set up with our assistance:

- Consultations
- Financial backing
- Guaranteed collaboration
- Other activities



 LOCAL GUESTHOUSE
Accommodations
Meals

 LOCAL FAMILY
Lunches
Master Classes

 WINE CELLAR
Wine Tasting
Visiting Vineyards

 LOCAL TRANSPORT
Horses
4X4 Cars

 CULTURAL MASTERCLASS
Felt Making
Others

Trusted by



Sustainable Development Goals 2021-2023

SUSTAINABLE CONSUMPTION



Reduce Paper Use:

- Enforce a print policy
- Reuse printed paper
- Recycle used paper
- Promote screen reading
- Print on-demand

Save Energy Resources:

- Turn off unnecessary lights
- Switch off devices when not in use
- Control heating and cooling
- Close door/window when HVAC is on
- Use water economically

Reduce Food Waste:

- Optimize food & water consumption

ENVIRONMENTAL CONSERVATION



Reduce Plastic Pollution:

- Stop using plastic disposable items
- Use only biodegradable bags
- Use reusable food containers
- Promote usage reusable bottles
- Equip guides with eco-friendly bags
- Encourage eco-friendly bags in staff

Protect Nature:

- Support Earth Day campaign
- Clean up tourist attractions
- Plant trees

Reduce Driving Emission:

- Encourage hybrid and electric cars

SUSTAINABLE TOURISM PROMOTION



Support Local Economies:

- Strengthen local family businesses
- Contribute to local initiatives
- Collaborate with new suppliers

Popularize Sustainability:

- Update and publish "Sustainable Tourism Policy"
- Work with our partners to raise customer awareness in terms of sustainable tourism
- Work with our partners to start using reusable bottles

EMPLOYEE DEVELOPMENT



Train Employees:

- Organize green seminars for staff
- Organize green seminars for guides
- Organize green seminars for drivers
- Educate suppliers on sustainability
- Upskill our tour leaders
- Upskill local mountain guides
- Organize First Aid trainings

Create New Unit:

- Appoint a sustainability manager

Our Sustainable Actions

Accomplished Goals

