The First Regional SAMTSKHE-JAVAKHETI Tourism Symposium

session: SJ working group activities to date and next steps
Regional stakeholder cooperation

- **Why?**
  - Inclusive needs identification (bottom-up, top-down)
  - Tourism value chain is complex and involves multiple actors from public-private sector working together
  - Allows for leveraging of resources from multiple sources to advance a common agenda

- **HOW?**
  - Public-private sectors dialogue/working group must institutionalize to formalize cooperation
Working group accomplishments

- Growth in membership from six to 20 +
- Regional strategy review and Prioritization exercise
- Symposium design & realization
- Building trust between public and private sectors
Working group next steps

- Receive the mandate from the broad group of stakeholders
- Design action plan from 12-18 month based on symposium outcomes
- Formalize and institutionalize the working group
- (with ZRDA) Support key market research activities
WHY FORMALIZATION?

- Strategy ownership
- Access to finance
- Brand stewardship and regional marketing/promotion
- Project implementation
- Provide model for replication
How to formalize?

- Legal research on option for legal structure
- Develop inclusive public-private governance structure
- Hire professional management
- Recruit new members/stakeholders and provide services
WE WANT YOU TO JOIN US IN THIS PROCESS

- Join the working group
- Formalize your participation
- Be active implementing priorities across the region
- Help other businesses see value in the work we do together!