New comparative method for assessing tourism potential: 
the case of Georgia, Israel and Cyprus

Abstract

This bachelor thesis presents a new comparative method by which it would be possible to 
evaluate the tourism potential of states or regions at the international level while comparing 
them in terms of eligibility for tourism development. The main goal of the thesis is to create 
the own new methodology. However, this is preceded by a relatively detailed theoretical and 
methodological literature review, in which mainly the current approaches to assessing the 
tourism potential are introduced. The use of the new method in practice is presented on the 
example of a comparison of three different destinations – Georgia, Israel and Cyprus. These 
countries have surprisingly many in common, including approximately the same number of 
international tourist arrivals. However, the tourism potential is very different, not only when 
comparing its final value, but even more when comparing all the values of individual factors 
from which the overall potential is compounded. At the end of this thesis, the significance of 
safety factor, which could cause the difference between the established tourism potential and 
the real level of inbound tourism, is discussed.

Key words:
tourism, tourism potential, evaluation, methodology, Georgia, Israel, Cyprus