

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