

SUSTAINABLE TOURISM POLICY

2024 - 2027

Together We Make Sustainable Travel Possible



Travelife Certified status
since 2026

Support Local Communities



Georgian DMC is a fully (100%) Georgian-owned business, with all of its income retained within the country. We are deeply committed to empowering the local population to welcome our guests, earn sustainable livelihoods, and lead fulfilling lives.

- We promote and preserve authentic local culture and traditions by encouraging meaningful traveler engagement with community life
- Our tours are designed to ensure travelers' spending directly supports local host families and small businesses
- Expand our programs to include new and underserved communities across the regions
- Identify and nurture emerging service providers by offering consultancy, financial support, and long-term partnership opportunities
- Create sustainable employment opportunities for local residents in tourism and hospitality

Minimize Environmental Footprint



Waste Reduction Initiatives

- We reduced single-use plastic and paper across all operations, thanks to a successful reusable alternatives campaign
- Introduced eco-friendly tour packages, combining cultural immersion with minimal environmental impact
- Prioritize sustainable transportation options for tours whenever possible
- Continuously work to minimize paper usage across all administrative activities
- Limit the use of plastic items during tours and promote reusable alternatives
- Monitor, calculate, and actively reduce our carbon footprint through targeted initiatives

Our Employees



- Provide fair compensation, a supportive work environment, and opportunities for career advancement
- Support professional development and youth education
- Foster a culture of sustainability among team members and service providers
- Actively involve employees in the planning and execution of our sustainability initiatives

International and Local Partnerships



- We prioritize collaboration with both international and local service providers who demonstrate a clear commitment to sustainability
- Promote sustainable tourism development by actively sharing our expertise and best practices with local communities across Georgia



Digital Transformation

- We developed software for tour planning and administration
- We implemented an electronic, mobile-friendly tour reporting system
- We introduced a Financial reporting system used by tour guides

