The research project “AMISe II – Scenario development for sustainable land use in the Greater Caucasus, Georgia” is about land use, land development and quality of life in the greater Caucasus, Georgia. The study area is one of the most visited summer resort Kazbegi Municipality, which attracts many tourists because of its climate and natural beauty. The project is divided in four units with German and Georgian researchers cooperating in each unit. The research is supported by the University of Giessen with cooperation to Tbilisi State University.

**Research Objectives**

The purpose of the study is to analyze Tourism in Kazbegi Municipality. Socio-economic aspects, perceptions of tourists and visitors who are not tourists, and most of all, the tourism sector’s potential to help the economic development. Due to the high number of tourists traveling to the Kazbegi Municipality and areas around it, the potential for the tourism sector is very important.

**Methodology**

The data was collected using a combination of qualitative and quantitative methods, including interviews, focus groups, and observation. The qualitative data was analyzed using MAXQDA software to identify patterns and themes. The quantitative data was analyzed using descriptive statistics to understand the demographic characteristics of the tourists.

**Research Findings**

The number of hotels and guesthouses (establishments) was less in 2011, as in Kazbegi. It should be noted that part of the guesthouses are not officially registered and, therefore, exact data is not shown in the database of the National Statistics Office. The number of hotels and guesthouses is decreasing due to the lack of maintenance and lack of economic benefits. In Kazbegi there is a wide selection of food items. Most of them are concentrated in the center of Stepantsminda. Tourism has a wide choice when it comes to eating. However, most of the food and beverage items are not the local kind of food and beverages, and there is a lack of local restaurants.

The landscape of the region is made up of high elevations of Georgia and the Caucasus. The variations in the landscape are shown in the satellite images. In Kazbegi there is a wide variety of educational programs for tourists. However, the educational programs are not focused on the local culture and traditions of the region. The educational programs should be more focused on the local culture and traditions to attract more tourists.

The research project aims to identify tourists’ needs and expectations and to understand the tourist behavior. The data was collected using surveys and interviews. The surveys were conducted with tourists who visited Kazbegi. The interviews were conducted with local residents and officials in the Kazbegi Municipality.

**Potential Challenges and Opportunities**

The fledging tourism sector in Kazbegi faces several challenges, such as the lack of infrastructure, the lack of professional staff, and the lack of marketing strategies. However, opportunities exist as well, such as the potential for the growth of the local cuisine, the potential for the growth of the local agricultural sector, and the potential for the growth of the local hospitality sector.

**Conclusion**

The potential for the tourism sector in Kazbegi is significant. The tourism sector has the potential to create economic benefits, improve the quality of life, and attract more tourists.

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MAXQDA and MAXApp in the Field of Data Collection and Analysis in Tourism Study (Example of Kazbegi Municipality)