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| --- | --- |
| **1. Proposed Position:** | Tourism Strategy and Development Expert |
| **2. Name of Firm:** | Caucasus Consulting Group |
| **3. Name of Expert:** | Ivane (Vano) Vashakmadze |
| **4. Residential address** | Griboedov street 14, Tbilisi, Georgia | **email / phone** | v.vashakmadze@gmail.com / +995 599 578449 |
| **5. Date of Birth:** | 8 May, 1960 | **Citizenship** | Georgian  |

6. Education

|  |  |
| --- | --- |
| **Institution (Date from - to)** | **Degree or Diploma obtained** |
| Tbilisi State University (1977-1982) Theoretic Physics of high energy elementary particles; | Diploma on Theoretic Physics (Dipl.) |
| Tbilisi State University; Institute of High Energy Physics; (1983-1994) | M.Sc. Science worker and lecturer; Institute of High Energy; Faculty of Physics; |

7. Membership in Professional Associations:
Co-Founder and board member of Georgian Mountain Guide Association GMGA;

Adventure Tourism Leaders school, steering committee member. 20222

Board member, Association of agro-farmers of Georgia “Elkana”, Advisor on community-based tourism

Founder member of European Mountain Forum co-founder of “European Mountain Forum” 2010

**8. Other trainings:**

**-** IFMG certified mountain guide (International Federation of Mountain Guides);

- Skiing and mountaineering, member of Georgian national mountaineering team (1984 – 1995);

- Master of sport in mountaineering,

- Consultants team management and international donors funded project administration

- Expert on tourism and cultural heritage site management

- Expert on local development and socio-economic plannign

9. Countries of work experience: Armenia, Azerbaijan, Kirgizstan; Tajikistan; Uzbekistan; Turkmenistan; Kazakhstan, Georgia

10. Languages

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Speaking** | **Reading** | **Writing** |
| **Georgian** | Mother tongue |
| **English** | 5 | 5 | 5 |
| **Russian** | 5 | 5 | 5 |

11. Employment record relevant to the assignment

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| --- | --- | --- | --- |
| **Period** | **Employer** | **Country** | **Positions held**  |
| 2024-2026 | South Caucasus Regional Tourism Program, USAID Prime contract- JAA | Georgia, Armenia, Azerbaijan | Deputy Chief of Party, Solimar International |
| 2019-2024 | Economic Security Program, USAIDPrime contract – DAI Global | Georgia | Tourism Sector Lead,Solimar International |
| 2005 -2025 | "Caucasus Consulting Group LLC | Georgia | Director / co-founder. |
| 2017-2018 | strategic economic studies of Armenia, EU  | Armenia | Tourism Senior Consultant, DADA 6, STTA / EU |
| 2012 -2025 | GOPA Group GmbH (Germany) | Georgia | Country representative in Georgia,  |
| 2014-2019 | Regional Development Program for Georgia; RDP phases - 1,2,3World Bank, Senior Consultant | Georgia | Senior Consultant, Tourism and cultural heritage. |
| 2019 – March-July | GRETA - Green economy: sustainable mountain tourism and organic agriculture project. | Georgia | Tourism Program Manager, ADA/EU/SiDA |
| 2023 – 2024 | Svaneti Regional Tourism Strategy and Action Plan. GRETA (EU, SiDA, ADA). | Georgia | Team leader and Expert.JV CCG and Solimar International |

12. Positions and Activities most relevant to the assignment:

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| --- | --- |
| **Position** | **Assignment** |
| **Deputy Chief of Party** **Country Manager** | **Name of assignment:** South Caucasus Regional Tourism Program. **Years: 2024-2026. Location:** Georgia, Armenia, Azerbaijan. Main office in Tbilisi.**Client:** USAID; Implemented partners: Solimar International, with JAA (lead)Main project features: supporting regional cooperation in the South Caucasus Region, by promoting cooperation in tourism between the three South Caucasus Countries, support peace building and people to people dialogue. Activities performed: management of technical activities, developing thematic networks, connecting partners and elaborating and financing joint grant propositions, technical assistance initiatives, partnership concepts, meetings and events. |
| **Tourism Sector Lead** | Name of assignment: USAID Economic Security Program, Georgia. Solimar International/ DAI JV.Year: 2019 - 2024 Location: Georgia Client: USAID, DAI Globe/Solimar InternationalMain project features: supporting economic growth in Georgia in the various value-chains, including tourism, information technologies, light industry, Waste management, etc.. Activities performed: Aiming to assist economic development focusing on the tourism VC development in Georgia – mountain adventure, cultural heritage and wine/culinary. |
| **Tourism Sector Adviser senior adviser** | Name of assignment: Armenia economic sectors studiesYear: 2017 - 2018 Location: ArmeniaClient: EU Delegation in Armenia / Armenian Government, Consulting firm: DADA6/Estonia/.Main project features: support tourism strategy and regional development in Armenia Activities performed: Armenian government consider tourism as one of the top priority sectors of industry. Been supported by EU for developing economic strategies, the senior tourism expert with successful regional experiences were contracted to:* Support in drafting of the tourism sector note; request from EU Delegation and Donor community acting in Armenia.
* Support development on the tourism strategy and action plan, assisting Armenian state tourism committee
* Identify regional products and branding/marketing opportunities.
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| **Tourism Senior Consultant****Climate resilience studies / coastal zone of Georgia.** | Name of assignment: Georgia Climate resilient studies and strategy for Costal zone.Year: May 2018 – Dec. 2019 Location: Georgia Client: World BankMain project features: Contribution tourism assessment to the elaboration of the national action plan for climate change mitigation measures with specific focus on Black coastal area and territories with specific high tourism potential. Activities performed: Contribute as a lead consultant of the team of multidisciplinary experts at the Word Bank focused on the tourism sector climate resilient aspects and formulating analyzes, strategy approaches and action plans, organize international study tour, etc. |
| **Tourism Consultant****National Policy and Strategy Adviser** | Name of assignment: CTJ – Central Asia Countries – Tourism Strategic Studies, scoping mission. Year: February 2018 – April 2018 Location: Central Asia – Kirgizstan, Kazakhstan, Uzbekistan, Tajikistan, TurkmenistanClient: DAI Global, funded by USAID project “supporting Competitiveness, trade and jobs in central Asian countries. Main project features: conduct scoping missions to assess tourism sector development opportunities and provide recommendations to the CTJ office.Activities performed: Assignment to conduct field trips and to make brief assessment of the priority projects to be implemented under the 5 years USAID funded project supporting regional cooperation through tourism development in the central Asia. Working with the CTJ national teams, national governments, tourism industry and other local stakeholders. |
| **Tourism Consultant****Guria National Park studies** | Name of assignment: Studies fo the establishing of the Guria National Park.Year: September 2018-2019 Location: Georgia/Guria region Client: WWF Caucasus Program Office, SIDAMain project features: Tourism and Cultural heritage thematic research and recommendations for the establishing of the Guria National Park. Thematic packages 7 & 8.Activities performed: Conduct research to identify resources, opportunities and actions contributing to the planning documents for the establishing of the Guria National Park. |
| **Tourism Consultant****special planning and urban development** | Name of assignment: Spatial and urban planning for Mestia municipality and Mulakhi community.Year: September 2016-2017 Location: Georgia/Svaneti region. Client: Ministry of Economy and Sustainable Development of Georgia, “Geographic & DZ” llcMain project features: Participate in the multidisciplinary team of experts responsible for the elaboration of the special planning approach for land use planning and building regulations for several touristic regions and settlements of GeorgiaActivities performed: land Use planning and urban development for the Mestia Municipality and Mulakhi community, Upper Svaneti region, Georgia.  |
| **Tourism Consultant**  | Name of assignment: Landuse planning for Tusheti region and Akhmeta municipality.Year: September 2016 – June 2018 Location: GeorgiaClient: Ministry of Economy and Sustainable Development of Georgia“; Studio 21” LLCMain project features: Land use planning and development strategy of Akhmeta Municipality and Tusheti mountain region, GeorgiaActivities performed: Participate in the multidisciplinary team of experts responsible for the elaboration of the special planning approach for land use planning and building regulations for several touristic regions and settlements of Georgia:  |
| **Tourism consultant** | Name of assignment: Land use plan and architecture regulations of historic town Year: November 2017 – June 2018 Location: Georgia Client: Ministry of Economy and Sustainable Development of Georgia, “Red Cub” LLC.Main project features: Town Telavi Land Use plan and Architectural regulation for historic town.Activities performed: Participate in the multidisciplinary team of experts responsible for the elaboration of the special planning approach for land use planning and building regulations for several touristic regions and settlements of Georgia: Tusheti and Akhmeta municipality; |
| **Deputy team lead** **social component lead** | Name of assignment: **IDPs sustainable housing and infrastructure program** Year: January 2012 – August 2016 Location: GeorgiaClient: Municipal Development Fund KfW grant. GOPA Consultants GmbH Total budget over the EUR 12 mil EUR.Main project features: *Emergency Housing project for internally displaced people (IDPs) in Georgia.* Project objective is emergency rehabilitation and construction of new houses for IDPs in West Georgia. EUR and its construction component is implemented by Municipal Development Fund. Social Component Coordinator / deputy team leader.Activities performed: Main achievements:* Coordinate social assessment works and local experts’ team, verify beneficiaries list, assess beneficiaries’ satisfaction, follow-up property transfer process, coordinate social aspects with MRA (Ministry of IDPs).
* Elaboration socio-economic integration measures for selected communities; cooperation with international development agencies working on livelihood generations projects;
* Develop recommendations for KfW for socio-economic micro-projects in the focus area of compact urban settlements of IDPs.
* Identification of investment proposals for further actions to KfW.
* Support GoG (under the additional component) in selection and procurement of houses for IDPs in the rural areas “village house program”.
 |
| **Tourism and Cultural heritage expert LTTA** | Name of assignment: Regional Development Projects.Year: July 2015 – 2018 June Location: Georgia Client: World Bank, Caucasus Regional Office/Tbilisi. Main project features: RDP, RDP II and RDP III (Regional Development Projects) supporting regional development through tourism, urban regeneration and valorisation of cultural heritage assets of Georgia.Activities performed: As WB senior consultant responsible for concept development, value chain assessments, development of tourist’s circuits and elaboration of investment opportunities in related municipal infrastructure: including investment into civil infrastructure, visitors’ facilities and urban regeneration of historic towns and villages. Total WB investment amount and GoG contribution is about150 mil. USD. |
| **Team lead****Legal and policy regulations in adventure tourism.**  | Name of assignment: Georgian Mountain Guide Association / beneficiary.Year: November 2016 – April 2017 Location: GeorgiaClient: **SDC** - Swiss Agency for international Cooperation and DevelopmentMain project features: Draft legal document / law on licensing and certification for Georgia.Activities performed: Project “Elaboration of the legal framework and regulations supporting quality and safety of mountain guiding and adventure tourism leaders”.Project objective: based on the international experiences conduct study and consultations with UIGM/IFMGA and propose recommendations to establish quality standards and regulations for the mountain and adventure tourism guides. |
| **National Team Lead****National tourism strategy** | Name of assignment: World Bank Senior Expert for the Elaboration of “Tourism National Strategy 2015-2025”.Year: 2014 Oct. – 2015 May Location: Georgia Client: World Bank, Caucasus regional officeMain project features: Coordinate and assisting Georgian National Tourism Administration (GNTA) in tourism national strategy drafting process; Support National tourism administration in cooperation with international team, industry representatives and other state and non-state stakeholders. firm contracted by World Bank)Activities performed: Elaborate comprehensive assessment and action plan and facilitate stakeholders’ consultation including tourism industry, national authorities and donors.  |
| **Team Lead National**  | Name of assignment: **Tourism Regional development strategies for WB investment** Year: May 2014 – February 2015 Location: Georgia Client: RDP III / regional development program for Georgia “Solimar International” / World Bank assignmentMain project features: Under the World Bank assignment and working with “Solimar International” design tourism Regional Development strategies for Samtskhe-Javakheti and Mtskheta-Mtianeti regions of Georgia.**Position held:** Tourism Senior Expert, deputy team leader. Tourism Regional Strategies for Mtskheta-Mtianeti and Samtskhe-Javakheti regions of Georgia.Activities performed: Developing concepts, priorities, actions and investment framework assisting World Bank and GoG to define investment priorities for RDP III. Overall investment of 70 mil. USD  |
| **Team lead / Lead Contractor** | Name of assignment: **Development, mapping and operations guidelines for the Javakheti national park/** Eco-tourism trails planning, mapping and production of guidelines for Guest house operation, supporting national park Year: October 2013- January 2014 Location: Georgia.  Client: WWF Caucasus officeMain project features: development of the ecotourism assessment for the Javakheti National Park and eco-tourism trails mapping.Activities performed: * Identification of the possible trails and tourism highlights connecting to the investment made for GH development;
* create and coordinate team of qualified experts;
* Prepare and agree with client detail electronic design of visitor’s information maps, brochures and informational desks and interpretation panels;
* Prepare recommendations for manufacturing of materials and supervise their installations at the administrative buildings.
* Contribution to the designing of the guidebook “Javakheti’ published by APA
 |
| **Deputy General Director** **Resident Adviser of the National Agency for cultural heritage preservation****Georgia.** | Name of assignment: EU Twining program on cultural heritage management.Year: Jan 2011 – April 2014 Location: Georgia Client: National Agency for Cultural Heritage Preservation of Georgia.Main project features: Overall management of agency's departments responsible for marketing, education, visitor’s services, museum-reserves and protected territories; Management of public law agency responsible for cultural heritage preservation and management*.*Activities performed: Oversee procurement and contracting process and service companiesResponsible for operation of: * EU Twinning project counterpart responsible for cooperation with MS partners – Italian Ministry of Culture and Tourism and Danish Agency for heritage conservation.
* International projects development including EU, USAID, Bi-lateral partnership, etc.
* Information systems, GIS integrated database and digital archives;
* Education department and cooperation with education institutions;
* Marketing department, cooperation with tourism industry and visitors
 |
| **Deputy head****National Tourism Agency****Twinning Resident Advisor** | Name of assignment: GNTA deputy head /EU Twining program on tourism public management.Year: Jan 2010 – April 2011 Location: Georgia Client: National Tourism Development Agency / Ministry of Economy and Sustainable Development.Main project features: Overall management of agency's departments responsible for marketing, education, visitor’s services, informational management system and donors cooperation; Activities performed: Oversee national agencies strategic directions, donors cooperation, professional standards, promotion and marketing international. * International projects development including EU, WB, KfW, USAID, etc.
* Information systems, GIS integrated database and digital archives;
* Education department and cooperation with education institutions;
* Marketing department, cooperation with tourism industry and visitors
 |
| **General manager** **of the International Ski Resort Gudauri JV (Austria-Georgia)**  | Name of assignment: “Gudari Hotel and Ski Resort”Year: September 2007- April 2010 Location: Georgia, Ski-resort Gudauri; Kazbegi region. Client: JSC “Gudauri Hotel and Resort”Main project features: General Manager of hotel and ski-resort facilities was responsible for management of the hotel “Marco-Polo” (4star, 120 rooms hotel) and resort facilities including 5 ski-lifts with capacity of 8000p/hour.Activities performed: General Manager of hotel and ski-resort facilities was responsible for management of the hotel “Marco-Polo” (4star, 120 rooms hotel) and resort facilities including 5 ski-lifts with capacity of 8000p/hour.  |