

# A ROLE OF INTERNATIONAL TOURIZM IN REGIONAL DEVELOPMENT OF GEORGIA

## РОЛЬ МЕЖДУНАРОДНОГО ТУРИЗМА В РАЗВИТИИ РЕГИОНОВ ГРУЗИИ

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**Abstract:** *The role of international tourism in economic development of Georgia and its regions is very large, which involves such significant tourism objects as customer-travel agents-tour operators- tourist transport services providers. With account for interests and demands of customers, the key things here are correct planning and operative management of such complex material-information processes, as tour formation and realization. International Tourism is a highly effective basis for foreign currency inflows to the country. An advantageous form of tourism export is capable of solving a number of social and economic problems for those countries, which actively develop tourism sector*

**KEY WORDS :** *International tourism; transport services.*

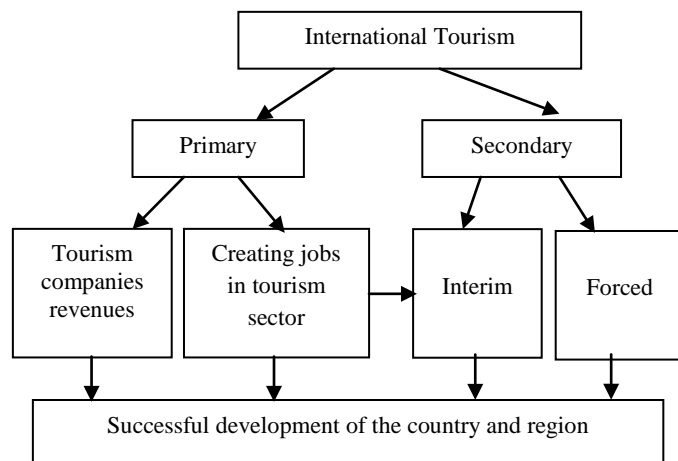
### 1. Introduction

Tourism came into everyday life of hundreds of millions of people, and became an integral part of modern life. Due to the rapid pace of development of tourism it is often called a phenomenon of 20<sup>th</sup> and 21<sup>st</sup> centuries. In 2012, about 1 billion of international tourist arrivals were recorded by World Tourism Organization (WTO) that exceeds a similar indicator for 1950 by 40 times. International tourism in many countries became one of the leading sectors of the economy and the reliable source of incomes to the budget. International Tourism is a highly effective basis for foreign currency inflows to the country. An advantageous form of tourism export is capable of solving a number of social and economic problems for those countries, which actively develop tourism sector. The share of tourist servicing in total revenues of international trade is about 7%, and they remain behind just such sectors as oil products and motor-cars export. According to international data the revenues of international tourism are expected to be doubled during the period of 2008-2014.

About 5 thousand companies are registered on the World Travel Market in London. Practice shows, that the strengthening of the role of international tourism concerns with Georgia as well, where the development of international tourism gathers the rapid paces.

### 2. Preconditions and means for resolving the problem

of 20th century, the international tourism acquired universal nature that resulted in formation of the world tourism market, in which all the countries are involved. On average 65% of international tourist travels is made to the European countries, 20% - to USA, 15% - to other regions. According to the World Tourism Organization, 21st century will be a tourism century. The influence of international tourism on the development of the country and its regions as well, (Fig At the beginning.1)



**Fig. 1. The influence of international tourism on the development of the country and its regions**

By tourist service cost per capita the countries are subdivided into three groups: over \$500, \$150-500 and \$150 and lower (Table 1).

#### Average annual tourism costs per capita (\$)

Table 1

Over 500	150-500	150 and lower
Kuwait	Great Britain	Korea
Austria	Finland	Iceland
Norway	Canada	Hungary
Switzerland	Australia	Ukraine
Singapore	Italy	Argentina
Belgium-Luxemburg	France	Rusia
Denmark	Japan	Romania
Netherlands	Czech Republik	Thailand
Israel	USA	Turkey
Ireland	Poland	China
Germany	Georgia	

The complex factors influencing the development of tourism industry subdivided into two groups as follows:

1. Political, economic, socio-demographic and cultural

2. Factors influencing tourism development and they are often used by tourism organizations in their activities (construction of new tourism infrastructure, personnel development, technical modernization of tourism facilities, and rational use of material resources, objects and tours).

The paces of development of international tourism over the recent 60 years, its prospective development by 2020, as well as revenues generated from international tourism (USD) are shown in Table 2.

**The paces of development of international tourism**

Table 2

Years	Number of Tourists	Foreign currency inflows (USD)
1950	25 mil	2100000000
1960	69 mil	6900000000
1970	159 mil	17900000000
1980	284 mil	97 bin
1990	415 mil	230 bin
2000	698 mil	476 bin
2010	1 bil	1100 bin
2020 (forecast)	1,6 bil	2 trillion

With its economic-geographical location, Georgia is one of the most distinguished countries. Despite smallness of territory, there are combined both plain and mountainous areas, sea and the land. Georgian resorts and tourist destinations long ago had gained international acceptance.

Due to beautiful nature, famous Caucasus Mountains and unique view of the Black Sea Coast, the number of people wishing to receive treatment in Georgian seaside and mountain resorts grows rapidly.

Millions of people have relaxed in Georgia for many years, and over 500 resort-tourism establishments rendered services to them. It should be noted that simultaneously over 120 thousand people were able to receive treatment in our sanatoriums, boarding houses, rest homes, holiday camps and other recreation-purpose establishments. At present, tourism industry in Georgia is redeveloping, so tourism is one again one of the main source of economic revival of Georgia.

Georgia is known with resorts of universal important in both plain and mountainous areas. There are more than 100 well-known resorts in Georgia, some of which have international importance, such as: Bakuriani, Borjomi, Kobuleti, Bichvinta, Akhali Atoni, Mtsvane Kontskhi, etc. Georgia is especially distinguished by existence of balneotherapeutic health resorts such as Tskhaltubo, Abastumani, Nabeglavi, Utsera, Sairme, etc.

According to recent data of National Statistics Office of Georgia, the number of international travelers and volume of revenues generated from them have

increased threefold in recent four years. The main goal of the development of international tourism in Georgia is to create a product and promote it in Asian and European countries. In recent five years, the number of international tourists inflowing into the country and revenues from international tourism has been increased considerably (Table 3).

**The number of international tourists in Georgia and revenues from international tourism**

Table 3

Years	The number of international tourists	The volume foreign currency inflows (USD)
2009	1 500 049	470 285
2010	2 031 717	659 245
2011	2 822 363	938 297
2012	4 389 256	1 800 550
2013	5 000 000	2 500 000

Statistical analysis of international tourists in Georgia in 2013 has shown that the total number of arrivals is as follows:

- a) Tourists - 1 935 767 arrivals (39% of total number, growth in comparison with similar indicator of previous year is 17,3%);
- b) Transit - 1 094 159 arrivals (22% of total number, growth in comparison with similar indicator of previous year is 55,6%);
- c) Other - 1 943 706 arrivals (39% of total number, growth in comparison with similar indicator of previous year is 14,2%).

International tourism industry grows considerably in the regions of Georgia.

In 2013, especially large number of tourist flows was registered at Bagrati Temple. The total number of tourists was 120 795, including foreign travelers – 15 066. With the number of visitors, the first quintuple consists of the following countries: Ukraine – 3120; Israel – 2803; Poland – 1914; Russia – 1233; Japan – 1135.

The marked interest in the Imereti region is observed in the recent period in tourist routes as follows:

- 1. Kutaisi – Chiatura – Sachkhere;
- 2. Kutaisi – Tkibuli – Shaori;
- 3. Kutaisi – Tskhaltubo – Tsageri;
- 4. Kutaisi – Bagdati – Sairme;
- 5. Kutaisi – Khoni – Gordi;
- 6. Kutaisi – Kharagauli – Nunisi;
- 7. Kutaisi – Gelati;
- 8. Kutaisi – Sataplia Nature Reserve;
- 9. Kutaisi - Kumistavi Cave;
- 10. Bagrati Temple.

At present, under support of Shota Rustaveli National Science Foundation, there are carried out studies of mentioned routes and destinations, on the basis of which there will be created the transport-visitor passports, which will be widely available and they will undoubtedly

increase the capacities of both individual and tourist groups to access these tourist destinations.

The Georgian Tourism Association (GTA) was founded in 2006. It represents the private tourism companies, hotels and guest houses organization, which is aimed to develop such significant aspects in tourism sector, as follows:

- Successful cooperation between the tourism companies in Georgia;
- Cooperation between private and public sector;
- Quality management in tourism industry;
- Accessibility of tourism information;
- Sustainable tourism development in Georgia.

The major business lines of the association are incoming, domestic and outgoing tourism, conduction of educational seminars and trainings, training of professional guides. GTA assists to join to international hotel booking system, dissemination of tourism information, and lobbying, as well offers web-site consultancy, preparing video-materials, marketing support, seminars and trainings.

The Georgian Tourism Association carries out different projects, which assist to tourism development in Georgia. Within these projects, GTA cooperates closely

with Department of Tourism and Resorts of Georgia, Agency of Protected Areas, International Donor Organizations (EPF: USAID/SME; GTZ; SDC), local partners (Elkana, GeoLand) and its member companies.

### 3. *Conclusion*

It is supposed that for the next fifty years, tourism industry will be one of the real sources for generation of new jobs in number regions of the world, including Georgia. The humanitarian importance of international tourism is increasing that is one of the means for improving the living conditions for population.

### 4. *Literature*

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