

## FEATURES OF AGROTOURISM DEVELOPMENT IN HIGH MOUNTAINOUS AJARA

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Tourism, along with agriculture, is one of the prioritized directions for the development of the Georgian economy. The development of agricultural tourism helps the socio-economic development of the regions of our country and represents considerable component of a large socio-economic program to transfer a significant part of the rural population from the manufacturing sector to the service sector [1].

The above-mentioned tourism sector will be focused on the use of natural, cultural, historical and agricultural resources of Georgia. This direction is promising in tourism development, since Georgia has a great agricultural potential, which represents the basis for the formation of agrotourism [2].

In 2019, Institute of Social Research and Analysis conducted an “Overview of the market in the mountainous areas of Ajara (Keda, Shuakhevi, Khulo),” which aimed at studying the agricultural market, describing households and their interest in various service sectors (including diverse tourism sectors) [3].

Various activities in all three municipalities showed the existence of great potential for the development of agricultural tourism.

With the development of tourism in rural areas of Ajara, representatives of agrotourism will be able to develop various areas of tourism related businesses, moreover it is relatively easy to increase financial income and obtain new investments.

The analysis of the development of agrotourism in Ajara shows that we have huge resources for its development, but there is not enough demand. Therefore, the main task is to study the agrotourism market, bring information to consumers and provide appropriate assistance to the population in order to achieve the common goal – the development of the agricultural sector [4].

It should be emphasized that today we have only agrotourism resources on a large scale, but we have practically no real products as market goods with their own characteristic features. Simultaneously, we must remember that, on one side agrotourism is developing by opening new segments of the tourism market in the tourism sector, as well as agrotourism

can increase the level of agricultural development in Georgia. While considering both sides of agrotourism, we should keep in mind that they represent a systematic union and their division is conditional. Both system components of agrotourism have the equal value on its development. Market characteristics of agrotourism and primarily its competitiveness is no less importance. This circumstance contributes to the development of both agrotourism and agriculture generally in Georgia.

Findings. At the present time agrotourism is a promising field of economic activity, having positive impact on the economic, social and ethno-cultural life of Ajarian villages. Active development of agrotourism will reduce poverty, prevent negative demographic crisis in rural areas, balance supply and demand in the agricultural labor market, improve the employment structure of the rural population and create conditions to ensure labor and employees safety.

### **Bibliography**

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## **DEVELOPMENT FEATURES OF THE TOURISM INDUSTRY IN THE CONTEXT OF GLOBALIZATION**

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In the life of a modern individual, tourism is an important component of an active lifestyle and an indicator of its quality. Researching the characteristics and trends in the development of the tourism industry in the context of globalization is relevant, as this sector has shown continuous growth over the last 50 years. Furthermore, the tourism industry is not only an economic phenomenon but also a cultural, social, ecological, and more.

The modern tourism industry in the context of globalization has