

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.

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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

numerous trends and features, both positive and negative. Among the positive impacts of globalization on the tourism industry, the following trends can be highlighted:

1. Digitalization of International Tourism: Globalization has made the world more accessible and convenient for travel. People are traveling abroad more extensively, thanks in large part to the wealth of travel information available on the internet. The role of online platforms, such as Booking.com, Airbnb, TripAdvisor, is growing, enabling travelers to book hotels, accommodations, and tours directly through the internet. Mobile travel apps have become an integral part of journeys, assisting tourists in finding information, booking transportation and accommodations, as well as interacting with local residents and other travelers. This simplifies the travel planning process and makes it more flexible.

2. Increase in Business Travel: The expansion of global markets and economic integration contribute to the growth of international business travel, conferences, and trade events. Globalization increases the number of business trips, as many companies have global partners and clients [1].

3. Impact on the Geography of Tourist Flows: Globalization significantly influences the geography of tourist flows, making them more diverse and dynamic. The accessibility and speed of transportation are on the rise due to the development of transportation means, especially air travel, which allows people to move easily and quickly between countries and continents, increasing the accessibility and convenience of international travel [2].

4. Rising Popularity of "Experiential" and Sustainable Tourism: Travelers are becoming more interested in unique and non-standard journeys, including ecotourism, gastronomic tourism, cultural exchanges, and other unconventional forms of leisure. Awareness of sustainability and the ecological impact of tourism is also increasing. Tourists are increasingly choosing sustainable travel options that adhere to environmental and social standards.

Among the negative consequences of globalization in the tourism industry, the following can be highlighted:

1. Environmental Impact of Mass Tourism: Mass tourism can have a negative impact on the natural environment. Pollution, destruction of ecosystems, damage to natural reserves, and overuse of natural resources are some of the consequences of popular tourist destinations [3].

2. Economic Dependency: Regions heavily reliant on tourism may feel economically vulnerable in the event of changes in travel demand due to external factors. Additionally, globalization can lead to uneven development of tourism infrastructure. Some regions may receive more

investments and develop faster, while others lag behind. The popularity of certain destinations due to global competition can lead to higher prices for tourist services, making travel less accessible for certain population groups.

3. Social Challenges: An increased number of tourists can create social challenges for the local population, including overcrowding and increased pressure on housing and transportation infrastructure. Growing global connectivity also poses a threat of terrorism and tourist safety in various regions of the world.

In general, the tourism industry in the context of globalization continues to evolve and adapt to new challenges and opportunities. Tourists and tourism companies need to consider these trends for successful travel planning and execution.

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THE COMMODIFICATION OF CULTURE AND TOURISM

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In the last decade, many linguists conducted empirical research about the correlation between tourism and multi-language, including examining the commodification of culture in the context of internationalization. The Oxford English Dictionary defines commodification as “the act or process of creating something into a product that can be bought and sold.” Within this definition, commodification refers to a specific process rendered available for traditional transactions in the market [2]. The commodification of local culture means that the living areas