

EVENTS IN TERMS OF CULTURAL TOURISM DEVELOPMENT IN GEORGIA

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Annotation:

Tourism is an integral part of modern civilization. It is important because of the global scale it acquired in the 20th century. Tourism is a leading sector of the economy, both in the world and in Georgia. It develops and improves. Tourism is closely related to the economic and political stability of countries, the level of culture and education of the population. It is a stable sector of the world economy.

People have always had a desire to relax and travel. It must be said that the demand for travel appeared immediately when a person started to work, then the demand increased, it gradually developed historically, the trends of tourism development were highlighted. The democratization of tourism has begun - a process during which the mass participation of people in tourism is already reaching its peak.

At the end of the 16th century and the beginning of the 17th century, the foundation of the so-called "European route" was laid, a trip for the purpose of education, self-education development and enjoyment, and familiarization with world culture.

From the beginning, France, Germany, Switzerland, and Italy enjoyed great popularity. After all, their culture spoke about the character of the country. All this had a great impact on the development of cultural tourism. The essence of cultural tourism has expanded and grown.

Keywords: Cultural tourism, travel, cultural events, festivals, exhibitions.

Discussion:

For the development of tourism, we mean remarkable places, which will interest and entertain the tourist during his stay. Reception and service infrastructure, transport services, local engineering technological infrastructure, organization of trips, tour guide, travel agent, tour operator,

When considering any tourist region, we must take into account the weather, natural conditions of each region, the labor resources needed for tourism development, and also whether there is a tourist market.

The development of sustainable tourism in Georgia is based on solid arguments that promote the impact of tourism on natural and cultural resources; It also creates jobs and thus the level of employment. It is important and beneficial for the development of local industries (hotels, restaurants, folk crafts); Foreign currency also enters the region, where the level of employment may be only seasonal.

Cultural tourism is important for raising the self-awareness of the local population. Economically sustainable tourism promotes the protection and consumption of natural and cultural resources. Participation of the local population is important. This makes the product much more interesting with its customs and traditions.

Cultural tourism has one goal - to introduce tourists to their national culture and characteristics. All this takes into account cultural aspects, lifestyle, household culture, environment, sightseeing.

Cultural tourism uses settlements, landscapes, as well as cultural events that are attractive and interesting for tourists. Classical and traditional forms of cultural tourism are: thematic cognitive, active-cognitive sightseeing of a purposefully selected place, cognitive review cruises.

Cultural tourism is a person's familiarization, integration, perception of culture. As unique as the culture is, so unique is the way to experience it through tourism.

Observations have confirmed that when a country is experiencing an economic crisis, cultural tourism plays a special role at that time, because the local population is employed and foreign currency flows into the country.

The cultural diversity of the peoples of the world is a matter of great importance for humanity. If all the peoples of the world were to exist, they should show their creative powers and pass on the traces of their history to the centuries. Cultural heritage is the tool that provides all this. Quality tourism is highly competitive. It is related to the protection of true works of art. It combines the culture of the past, present and future, its identity. In order for the tourism product to be of high quality and therefore marketable, it is necessary to have a well-preserved tangible and intangible cultural heritage. Also meeting the needs of tourists, locals and travel companies. According to UNESCO, this is an action aimed at preserving and developing cultural diversity and cultural heritage.

Quality and competitive tourism is linked to the protection of true works of art. Cultural heritage includes monuments, festivals, museums, creative branches of art, cultural events.

Art festivals are often organized to promote culture. "Events" are organized mainly in the field of culture, such as the Jazz Festival or "Golden Autumn" in Kakheti; Also religious holidays in Georgia, such as Christmas, Easter, Alaverdoba, Svetitskhovloba. theater festivals, art festivals, exhibitions are held; Scientific researches, traditional Georgian holidays - Tbilisi, Mtskhetoba, celebrations of cities and settlements; Customs - vintage, iconography.

Events related to nature are also held in Georgia, which envisages the improvement of the ecological situation. Such events are solar eclipse (August 2, 2008); Pilgrimage, hay festival, folk rituals, weddings and others. Local sports events are important in Georgia, such as Lakhtaoba, Wrestling, Horse racing, etc.

The most common form in Georgia is cultural events. Festivals are created purposefully, but organizing them is not easy. There is a certain demand for festivals and certain tasks are

already being faced by the organizers. It is necessary to be effective on the target society, to have an impact on the object, to have comprehensive awareness of the object, to initiate the project, to transfer the positive image of the festival to a specific object. The festival should be relevant and attractive, it should leave a benevolent influence and a positive impression on people.

As for tourist exhibitions, this is a very effective commercial and marketing tool. Achieving the goal is ultimately done at the lowest cost. Cultural tourism is characterized by the organization of large-scale educational tours.

Due to all this, events are often held in Georgia. Various cultural events. These events and tourism are closely related. The role and responsibility of the state has changed greatly in recent years. Festivals have a great impact on the society as well as on other allies of the festival. These factors are social and cultural, physical and state, political and economic, which may have both positive and negative effects.

Cultural tourism is expanding with the development of festivals and events. Through tourism, society becomes more active, more viable. After all, the main participants and the population are closely related. And it should also be noted how important exhibitions are in cultural tourism. Tourism exhibitions are a highly effective commercial and marketing tool. This has a great place in cultural tourism.

The role of urban tourism in cultural tourism is also important. It should be noted that in Georgia, neither the state nor non-governmental organizations research this direction of tourism.

The role of museums in cultural tourism is important. Without them, the full existence of cultural tourism is unthinkable.

Thus, visiting a museum is a very important part of cultural tourism. The greater the interest in this or that product, the more profitable each direction of cultural tourism will be, both in Georgia and abroad and throughout the world.

Conclusion:

The state should promote the development of cultural tourism, this should be done using targeted advertising and informational means. For this purpose, the scope of awareness of Georgia as a tourism country in the potential market should be expanded. This is not available to the private sector. That is why different means should be used, such as participation in international tourism fairs and exhibitions. Also inviting foreign journalists to Georgia. Information on Georgian tourism should be disseminated on the Internet.

The Tourism Department analyzed the tourist routes, the principles of the routes, based on the daily discussion of the requirements in the international tourist market, the opinion was formed that the monuments are the basis of cultural tourism. The state should take care of creating the appropriate infrastructure.

The majority of those who came to Georgia are US and German citizens, mostly they are business tourists. Only a small part of them, about 25%, are interested in the cultural tourism of Georgia. This fact means that foreigners are interested in the culture of Georgia, which emphasizes the uniqueness of our country. Georgia attracts foreign tourists with its peculiarities.

Historical monuments, churches-monasteries and cultural heritage of Georgia are of great interest. The Caucasus Mountains, Black Sea coast rivers, valleys, ancient monuments, historical stone chronicles, temples, historical ruins, located in the entire territory of Georgia, tell us about the nation of Istria.

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