

Всі ці заходи, втілені у життя, сприятимуть розвитку готельного господарства як найперспективнішої галузі туризму.

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TOURISM AND RESORTS: THE POST-SOVIET EXPERIENCE OF TRANSCAUCASIA

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The role of international tourism is constantly increasing, becoming an integral part of the economic development of a particular state. Tourism industry is one of the most dynamic types of economic activity that provides high positions in the international arena. With the beginning of the XXI century tourism has become one of the most profitable sectors of the world economy. It accounts for about 10% of the world's gross product and 30% of world trade in services.

In the Transcaucasia, the development of the tourism industry can be considered as one of the important directions for the countries of the region to achieve the sustainable development goals for the period up to 2030. The unique diversity of landscapes from the mountains to the Black Sea coast, the biodiversity of flora and fauna, favorable climatic conditions, mineral and medicinal waters, historical and cultural heritage from ancient times, folklore and traditions of indigenous peoples, the diversity of national dishes, winemaking and other sectors of the economy – all this creates a great potential for the development of different types of tourism.

The Government of Georgia adopted the Strategy for the Development of Tourism in Georgia – 2025, which was developed by the Ministry of Economy and Sustainable Development of Georgia together with the National Tourism Administration, with financial and technical support from the World Bank. Representatives of government, tourism and the public participated in the preparation of the strategy. In particular, consultations and in-depth discussions were held with the participation of national and local authorities, administrations of specially protected areas and cultural heritage sites, investors, tour operators, hotel owners and representatives of educational tourism [1].

The World Wildlife Fund has recognized that no country in Europe has such a rich flora and fauna and such a variety of landscapes, like Georgia. Among the countries of the world, distinguished by the diversity of the landscape and geologically uneven surface, Georgia occupies the twelfth place.

Tourism is one of the main export industries of Georgia and Azerbaijan and brings significant profits to the state treasury. The tourist industry also allows you to create a large number of jobs. The growth of tourism also stimulates business development many related sectors of the economy, in particular, such as agriculture, transport services in the communications sector, etc.

Georgia is pursuing an active tourism development strategy that should help to transform. The country is attractive and popular, from the point of view of tourists. To do this, a national plan has been created tourism development and investment attraction, which set goals and objectives, and also developed ways to achieve them. The flow of tourists from neighboring countries – Azerbaijan, Armenia – to Georgia gradually increased since 2012. From Azerbaijan, which occupies a leading position with the import of tourists, this flow increased by 6%, compared to 2017, from Armenia – by 5 and 6%. In the period 2012–2017 Georgia showed one of the highest rates of tourism growth in the world: the total number of tourist arrivals in the country increased by more than 300% - from 1.5 million to 5.4 million people. Total revenue from tourism increased over the same period from \$ 475 million to \$ 1.8 billion, exceeding the world average by more than 20 times [2].

Hospitable Transcaucasia offers a wide variety of leisure activities that can satisfy the demand for active and even extreme tourism, as well as for a more relaxed holiday on the seashore, with therapeutic procedures, visits to local cultural attractions and wineries. The national cuisine and the wines of Transcaucasia attract gourmets from all over the world to the country. Tourists are offered both target tours and combined tours, which allow vacationers to maximize their impressions of visiting Transcaucasia.

Georgia is a country rich in history past, cultural heritage and natural diversity. All these features make it attractive from a tourist sight. A successful policy coupled with concrete steps of the government creates all the proper conditions for the development of tourism in the country, attracting more and more every year the number of tourists not only from the region but also from around the world. This is evidenced by the influx of tourists, which is significant has increased over the last year, which is the result of effective policy in the field of tourism development in the country and popularizing it on the international scene. In future, Georgia may be among the leading ones tourist countries of the world [3]. Therefore, further research perspectives are related to the study of the main types of tourism in the country, analysis of the tourism industry and some areas of cooperation in tourism with other countries.

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