

Tourism and Economics: Tourism Development Perspectives (Gori and Gori Region Case)

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Abstract

Tourism has exceptionally become a major sector for economic growth in the region and in Georgia in wholly. The starting point in assessing of the “Shida Kartli” tourism sector must be the available domestic potential.. But first, we must analysis the structure of the Georgia tourism sector. In the research paper is considered the real situation of tourism development possibilities on the basis of the recourses of Gori and Gori Region having very important historical sense from B.C. Tourism development capitalizes on this diversity by bringing together actors from the respective countries in order to learn from each other and jointly elaborate a common quality framework for collaborative action. What is the social, political, educational and practical order of this collaboration, cooperation and partnership of countries and how does it look?

Keywords: *Economics, tourism, Gori and Gori Region, historical monuments, visitors, social and educational policy, tourism business, research, education.*

1. Introduction

Tourism with the advent of rising mobility and leisure time together has become a sector of major significance in modern economics. Today tourism is one of the largest global industries and focuses on natural environments. Tourism can however have negative impacts through: habitat destruction; and pollution from construction; social and cultural impacts. But tourism is more and more being regarded as an instrument to change the future. With decreasing employment in agriculture, tourism is often seen as a new activity in the rural economy, generating employment and income and at the same time embracing local and national traditions and environment qualities.

The economic impacts of tourism is increasingly interested at national, local and global levels in any country and mostly in developing countries, as tourism support some of jobs. Tourism business depend extensively on each other as well as on other business, government and residents on the local community [1], [2]. Tourism activity also involves economic costs, including the direct costs incurred by tourism business, government costs for infrastructure to better serve and individuals costs. Economic impact analyses estimates of the economic interdependencies an a better understanding of the role and importance of tourism role in region's economy. Success in a tourism business environment requires knowledge and understanding of global competencies: economic systems, business practices, political, legal structures and multicultural contexts [3]. These four components are content areas for educational experiences and have a global perspective.

What economic impacts does tourism have? Tourism has a variety of economic impacts. Tourist contributes to sales, profits, jobs, tax revenues and income in an area. The most direct affects occur within the

primary tourism sectors – lodging, restaurants, , transportation, amusements and retail trade. Through secondary affects tourism affects most sectors of the economy. An economic impact analysis of tourism actively normally focuses on changes in sale, income and employment in the region resulting from tourism activity [4]. Gori and Gori Region have the resources to satisfy a demand on the need level of services.

2. Problem Idea

Since 90s Georgia has had a dramatic increase in economic inequality. The political, economic and social upheaval that begun in 90s was toward a greater inequality that is continuing today. It is interesting to provide an alternative view of this period in Georgia and Georgia regions, particularly of the last 10 years. My argument is that the high and rising inequality is the direct result of a set of economic and social policies designed first and foremost to increasing inequality. This policies , in turn, have their roots in a significant shift in political power against population, as: a privatization process provided in 90s and unemployment lasted today.

The research idea is focused on tourism policy that provided by government and is one of the significant moment for the economic development and employment. But this policy will be effected mostly in prospect and less can be help on current social problems. No doubt, some of the questions arise in according this policy:

- We don't know, how and when does tourism increase economic growth and does it do more so more than other industries?

- Does this tourism policy provided by government is more effective than the ecotourism development in the current situation?

The relationship between tourism and economic growth in developing countries is one of the being investigated, but establishing the link between economic growth and tourism is not enough. There is evidence that tourism causes growth and it is must be bounded with reduce social problems and among of them poverty [5]. In this current social-economic situation (inflation, unemployment) every region have to seek for resources for salvation. . In general, tourism in developing countries improves a developing country's growth prospects. By Jeffrey Sachs “countries are poor and people are poor not because of lack of finances but because of certain structural reasons. One of these for example is being landlocked” [6].

The main stress must be directed to the development of ecotourism in Gori and Gori Region where are placed the important historical monuments (Upflistsikhe, Ateni Sioni, etc.). The Interviewing of the region's families had shown a desire of them be involved in to this activity. But versus of his idea or together with this idea is important a political situation in the country and tourism's resources.

3. Country Statements and Initiatives

The starting point in our efforts to do so is a proper understanding of the structure of the Georgia tourism sector. The Success of tourism also dictates the fortunes of a number of other sectors which contribute greatly to the attractiveness of Georgia for domestic tourists, and as a destination for overseas visitors – including transport, galleries, museums, theatres, heritage. As a result, the relevant players in tourism are many and diverse, with wide variations in the natures and sizes of businesses and other bodies. They all face significant challenges with providing the public infrastructure.

The economic growth will benefit the whole sector, creating jobs and generating wealth across the country. But growth means offering tourists of all ages and interests a quality of experience which exceeds their expectations. If we are to ensure that this is the case, we need an effective partnership between the private, voluntary and public sectors by:

- Ensuring continuous improvement in the quality of our tourism products;

Investing more in developing the right skills;

Helping businesses by providing more and better customer information, making it easier to access different services.

The tourism industry must play a major role in Georgia's economy. In order to cultivate awareness of tourism as a national priority the Training Modules in Tourism have to develop for both, primary and secondary schools.

The modules would be provide supplemental information for the tourism component of the respective primary and secondary school curricula. They cover such topics as the history and the economic impact of tourism, sustainable tourism development, tourism and culture, and careers in tourism. After completing the module, it is hoped that students will not only understand the importance of the industry to Georgia but also recognize the opportunities that it may provide for them.

4. The Tourism Development Policy and the Resources of Gori and Gori Region

The tourism is a direction that has exceptionally become a major sector for economic growth of the country and the fact that it will outperforms all other sectors makes tourism very unique and important. Tourism is an vibrant industry to economic development of the region and thus, it should be given priority attention Tourism Today serves to promote and enhance research in the fields of tourism and tourism education and tourism business management provide a platform for debate and dissemination of research findings, new research areas and techniques, conceptual developments, and practical application. There are considered the next motivations:

1. It is accepted the fact that all countries have tourism potential that can be developed and enhanced but because of our own level and resource endowment and capacity limitation, the level of development also defers our possibilities. The important factor is a partnership and cooperation and desire for economic advancement. and more, the development of the tourism network with integrating in the international tourism network.

2. To make the vision a reality, we need a set of common objectives, delivery strategies which everyone understands, and clear allocation of responsibility. Putting our aims into practice involves more than words and it involves difficult choices about making the best use of available resources.

Following this process, we are concentrating on the Developing of the next key drivers:

Marketing and e-tourism;

The quality of our products;

The skills on the basis of education of our people;

The data on which we base our business management decisions.

3. There is suggested the support of any level for creation of tourism education and tourism business management and creation the regional studying complex for tourism development in the Tana Gorge, where are all natural resources for the development of infrastructure and where we can provide the studying process on all of studying level and preparing the need specialists in the winter and the summer schools.

4. There is provided the research on the development and introducing of tourism study program in the secondary schools for any level.

5. There is suggested the research task for risk assessment of the complete tourism's model with additional factors (influence of IT and government regulation).

6. There is developed the idea of the implementation of study program for the secondary schools

together with the basis of economics.

7. There are the results of the questionnaires on the population sense about tourism and tourism business teaching in the secondary schools as the basis of tourism development in the Gori region.

4.1. Goals and strategies in the field of tourism

The activities of the development organizations in the field of tourism must be comply with the general principles of Georgia development policy, which itself must be consistent the concept of sustainable development and promote a sustainable tourism development in the destinations of the partner countries. This means a development that ensures the conservation of natural resources, economic value creation and respect for the culture and traditions of the local population through participative decision and learning processes. This is achieved strategically through the selective promotion of sustainable forms of tourism . Beyond this general level, however, no comprehensive and coherent set of inter-organizational or even organization-internal development goals and strategies for the field of tourism exists.

There has been discussion about whether to establish tourism as an individual or cross-sectional field of activity within development cooperation in the future. As a result of this complete lack of inter-organizational prioritization and visioning to deal with the field of tourism in the future, the development organizations have individually initiated their own separate tourism relevant activities in coordination with their respective partners in the destinations, but with no overall conceptual, organizational and strategic coordination with each other. In the past, the funding of these activities.

In view of this situation, it is necessary first to shed further light on the inter linkages between tourism and the Georgian development cooperation's goals and priorities regarding development policy . The results can then serve as the basis for the formulation of concrete goals and strategies in the field of tourism and to develop a consistent line of argument which emphasizes the real importance of tourism for the developing countries, as Georgia is a developing country.

Tourism promotion as a means for sustainable financing of a national parks and job creation in regions and promotion strategy for sustainable tourism that included, among others, the implementation of an umbrella brand for tourism products in Georgia.

4.2. The Future of tourism in development cooperation: potentials, linkages and perspectives

As another basis for identifying the need for action and formulate strategy on facts and trends and discusses the potentials and perspectives the field of tourism ,we must analysis the situation in the region and linkage between tourism and the existing priority goals and activities of Gori and Gori Region.

With the links obtained in this way, it is then possible to identify synergistic effects which, depending on the situation, may have little to very significant impact on the sustainable development of tourism destinations and therefore must be given appropriate weight, specifically in the formulation of its future. We will consider the Resources of Gori and Gori Region for tourism Development [7].

4.2.1. General information

Gori Region as administrative-territorial unit in east Georgia- Shida Kartli was established in 1930 and it includes 122 villages, 22 sakrebulo (local council).

The borders of Gori region are: North - South Osetia, West –Kareli; South – Borjomi and Tsalka.

Area: 1375,9 sq/km;

Population: 150216;



Climate: Subtropical, temperature warm, wet to dry, the average annual temperature on the plain is 11°C; in the mountainous area – 7,7°C., the maximum temperature - +37°C, minimum -17°C.



The precipitation on the plain 585mm: Lowland - 608 mm, maximum 760 mm and minimum 330 mm.

West and East winds blow all the year round. Mountain winds blow in the southern mountainous part of the region.

Rivers: The river Mtkvari crosses the territory from the west to the south. The tributaries of the Mtkvari are: from the left –The Liakhvi and from the right the Tana. There are some other minor rivers such as: the Patara Liakhvi, the Mejuda, the Charebula, the Dzama and the Tedzami..

The source of the Liakhvi with tributaries is on the south slope of the Caucasian ridge. The Tana and Tedzami flow from the north slope of the Trialeti ridge. The rivers are used for irrigation and energetic purposes. (Since 1990 due to economic management crisis the use of the rivers had been complicated.)

Fossil is highly productive for agriculture: gardening, vine and wheat growing, crops and garden plants. *Plants:* crops and garden plants grow on the plains, along the rivers there are grove forests. On the Trialeti ridge there are deciduous forests. *Animals:* deer, wolves, lynxes, jackals, foxes, brown bears. *Birds:* hawks, sparrows, partridges, grouse. *Fishes:* trout, tsimors, murtsa, barbel etc. According to the authors of the antique epoch and archaeological excavations in the antique period are part of the route connecting western Europe to India lay across Georgia and it ran along both sides of the river Mtkvari. Priority was given to the road lying on the left bank of the river, passing through Mtsketa, Mukhrani, Samtavisi, Gori, Urbnisi, Ruisi. Important route passing through Georgia connected Asia Minor to Mtsketa and from There through Aragvi gorge reached northern Caucasus

In early Bronze Age the so-called “Mtkvari-Araksi culture” developed in Shida Kartli. Gori was the main defensive center of Shida Kartli. The seizure of Gori meant the annihilation of Shida Kartli. That's why the Georgians always fiercely fight for Gori.

Gori is the center of Shida Kartli. This is the crossroad of the routes from the west to the east and from the south to the north. But it was not only the crossroad of the main trade routes but the main defensive eitadel of the country as well.

Gori and its region was subjected to foreign invasions due to its good strategical position and wealth. To repulse the enemy was the constant care of the people. Fortresses, churches, cathedrals, architectural monuments were destroyed and constructed again. At the same time educational centers were established.

Churches and cathedrals, like fortresses were used for protective reasons and during difficult times they served as shelters for population. That is why churches, cathedrals and fortresses were constructed in barren places, difficult to reach, near the rivers. Each monument is unique and is an embodiment of everything that is Georgian: traditions, customs, and religion. There are many historical monuments in Gori and its region, representing good examples of wall painting, sculpture, woodcarving.

The board of the protection of architectural monuments has contributed to the research, study, record keeping and restoring of historical and archaeological monuments. Difficult social-economic and political situation in Georgia significantly decreased the activities carried out by the above organization. Many historical monuments are rather damaged and are in need of help.

4.2.2. The places (villages) with the historical monuments of Gori and Gori region

1	<u>Adzvi</u>	20	<u>Khidistavi</u>	39	<u>Tedotsminda</u>
2	<u>Akhaldaba</u>	21	<u>Khurvaleti</u>	40	<u>Kitsnisi</u>
3	<u>Akhrisi</u>	22	<u>Khviti</u>	41	<u>Kvakhvreli</u>
4	<u>Arashenda</u>	23	<u>Medjvisxevi</u>	42	<u>Kvemo Rieti</u>
5	<u>Arbo</u>	24	<u>Mgebriani</u>	43	<u>Gvarebi</u>
6	<u>Ateni</u>	25	<u>Megvrekisi</u>	44	<u>Jariasheni</u>
7	<u>Berbuki</u>	26	<u>Nadarbazevi</u>	45	<u>Tiniskhidi</u>
8	<u>Bershueti</u>	27	<u>Nikozi</u>	46	<u>Tirdznisi</u>
9	<u>Bobnevi</u>	28	<u>Tedocmonda</u>	47	<u>Tkviavi</u>
10	<u>Bnavisi</u>	29	<u>Tortiza</u>	48	<u>Kelkceuli</u>
11	<u>Didi Cererti</u>	30	<u>Ortasheni</u>	49	<u>Tsedisi</u>
12	<u>Ditsi</u>	31	<u>Plavi</u>	50	<u>Tsiteltskaro</u>
13	<u>Dzevera</u>	32	<u>Plavismani</u>	51	<u>Uplistsikhe</u>
14	<u>Garejvari</u>	33	<u>Sakasheti</u>	52	<u>Variani</u>
15	<u>Gorjvari</u>	34	<u>Skra Gorge</u>	53	<u>Zerti</u>
16	<u>Karbi</u>	35	<u>Sveneti</u>	54	<u>Zegduleti</u>
17	<u>Kirbali</u>	36	<u>Sakavre</u>		
18	<u>Koshkebi</u>	37	<u>Shavshvebi</u>		
19	<u>Kheltubani</u>	38	<u>Shindisi</u>		

4.2.3. The statistical data on visitors

After 2005, by statistical data, maximum visitors is fixed in 2008 [8] and I am sure, it was the result of Russia-Georgia war, but a revising these data we have to indicate that Gori region has a big recourses for becoming as the tourism center of Shida kartli in general. By Fig. 1-5 there are presented the visitors dynamics of main tourism routs as: Gori, Ateni, Uflistsikhe in 2000-2009. The Fig.6 summarizes the dynamics of visitors by these three routs. In addition, Gori route is considered with Stalin Museum and Sergi Makalatia Historical-Ethnographical Museum. Today is provided to work out tourism packages for full Gori Region.

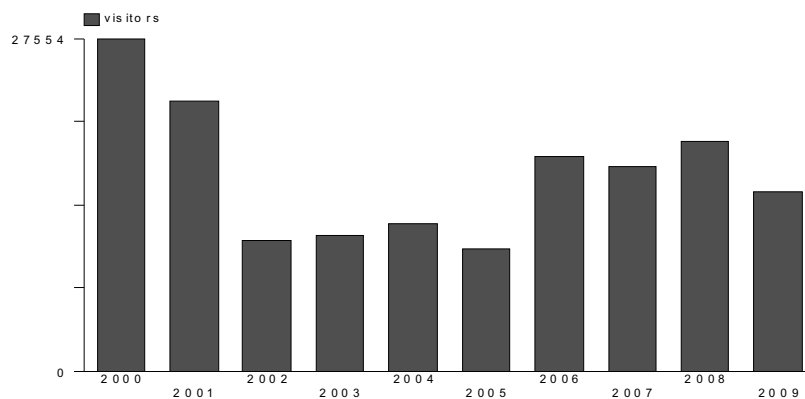


Figure 1. Visitors' dynamics in Stalin Museum, 2000-2009



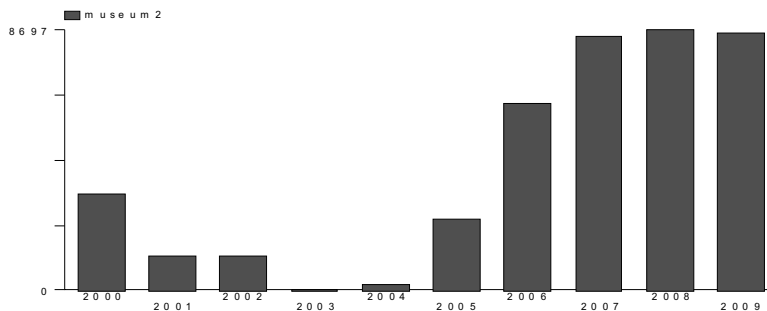


Figure 2. Visitors' dynamics in Sergi Makalatia Historical-Ethnographical Museum of Gori (2000 -2009)

Note: The distinguish of the visitors in 2003-2004 is explained by replacing of the museum to the new building and the services of the museum was limited by the research providing by visitors'

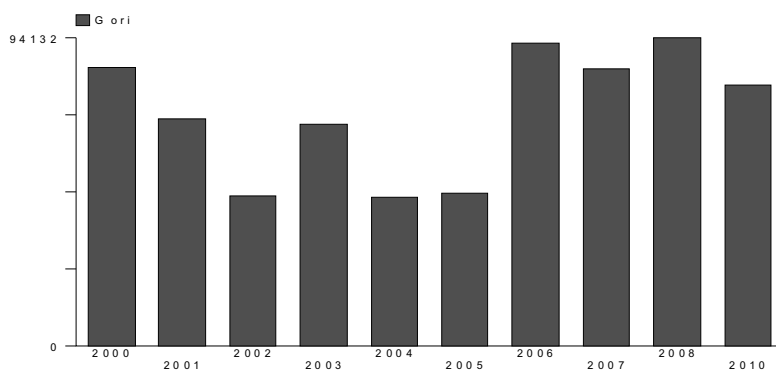


Figure 3. Visitors' dynamics in Gori and Gori Region, 2000-2009

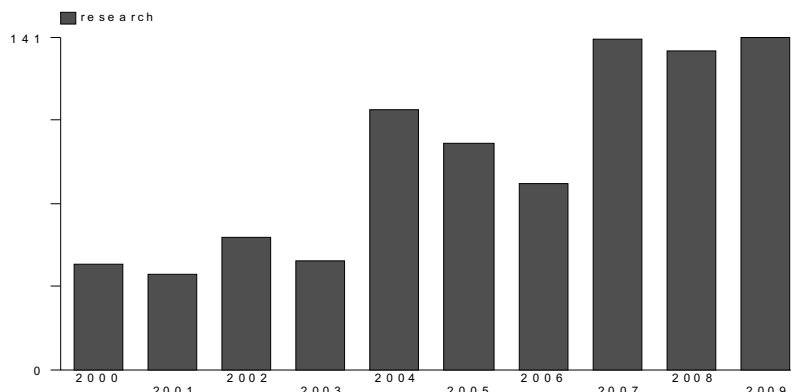


Figure 4. Visitors' dynamics in the Ateni Sioni, 2000-2009

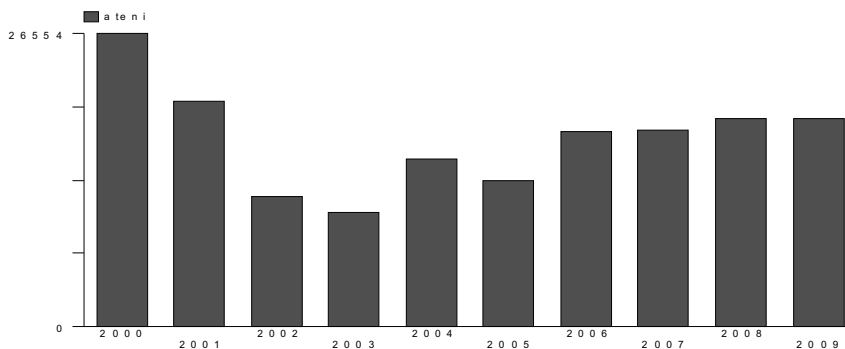


Figure 5. Visitors' dynamics in the Ateni Sioni without research, 2000-2009

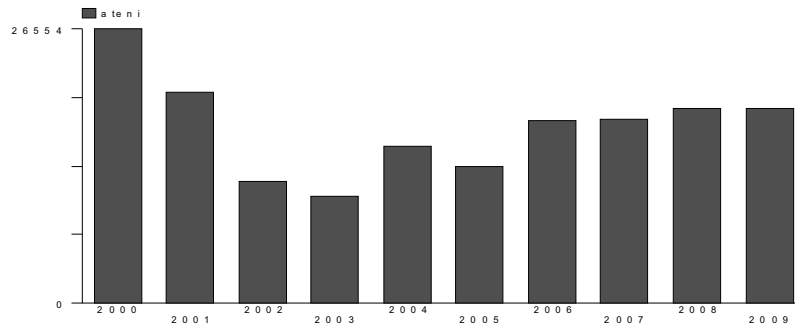


Figure 6. Vistors Dynamics in “Upflistsikhe”, 2000 - 2009

4.2.4. Development tourism policy and tourism business education

Development policy education in Georgia is aimed at a better understanding of people from other cultures, as well as at focusing on common interests and problems of the One World and promoting solidarity. The development policy education have to consider culturally, economically and socially aspects connected worldwide, this is also called „global learning“.

Apart from providing general information, as:

Facts and trends of tourism of Georgia,

Linkages between tourism and the primary goals and fields of activity in German development cooperation, the development policy must focus more closely than ever on specific education and awareness activities on issues which are of particular importance in terms of the promotion and implementation of the sustainability objective in tourism in the context of Georgia have, so far, been inadequately communicated to the large majority of tourists. Among these issues are:

Energy and water consumption during holidays,

Fair trade in tourism,

Corporate social responsibility and tourism.

To this aim, development policy education in the field of tourism requires further conceptual and strategic development and, based on a professional and innovative communication strategy, and also on the tourism business education. This is can be presented with the program on “Tourism Business Education” for high classes of the secondary schools or first years students including the tasks:

Development of a set of guiding principles and determination of target groups;

implementation of tourism projects;

Improvement of the institutional integration of the field of tourism within the strategic partner;

Evaluation of tourism projects and development of practicable tools;

Strategic and conceptual development of development policy education;

Expansion of research activities in the field of tourism.

4.2.5. The Program for “Tourism Business Research Education Course Description”

This course introduces the student to the basics of primary and secondary qualitative research methods needed in business and sustainable tourism development. Students gain an understanding of the importance of backing up business proposals and tourism planning with credible, relevant and up to date

research. Students learn a variety of new research skills and apply them throughout an independent research project.

Learning Outcomes:

Upon the successful completion of this course, student should be able to:

- understand the role of Business and Tourism Business in decision making;
- develop and conduct a small Business/Tourism Research Study;
- write an effective research proposal and paper;
- understand terms and concepts used in Business/Tourism Research;
- develop decision making and problem solving skills;
- develop interpersonal and communication skills.

Course Topics:

a/ Introduction to Business/Tourism Business Research Education

Tourism Business (overview)

Research in Business

Thinking Like a Researcher

The Research Process: An Overview

Research Proposals

Ethics in Business Research

b/The Design of Business/Tourism Research Education

Research Design: An Overview

Primary and Secondary Data

Observation Studies

Surveys

Experiments

Focus Groups

Case studies

Interviews

Data Analysis and Presentation

Data analysis

Exploring, Displaying, Examining Data

Discovering conclusions

Presenting Findings

For integrating this program, there was provided the interviewing of the region's population in the frame of IREX/IATP (International Research Exchange Board/Internet Access Training Program) program in 2005-2009 and stata software.

The questioned number is 3288. The questionnaire included 9 questions and distribution of the results by questions are:

1. I agree for tourism development – 100%;
2. I agree for eco- and agricultural tourism development – 96,8%;
3. I agree of householders' education into the direction eco- and agricultural tourism – 95,7%
4. Gori municipality have to estimate the income by each region separately- 85,7%
5. Local and central government have to support a research works for tourism development -72,8%
6. The development of tourism is conducted reasonably in the Gori region- 13,1%
7. It is necessary research of tourism economics – 66,4%
8. It is necessary to introduce a tourism education and history of tourism development into the secondary schools – 87,8%
9. The amount of supporters of tourism educational program – 69,6%

The results are presented by Fig.7

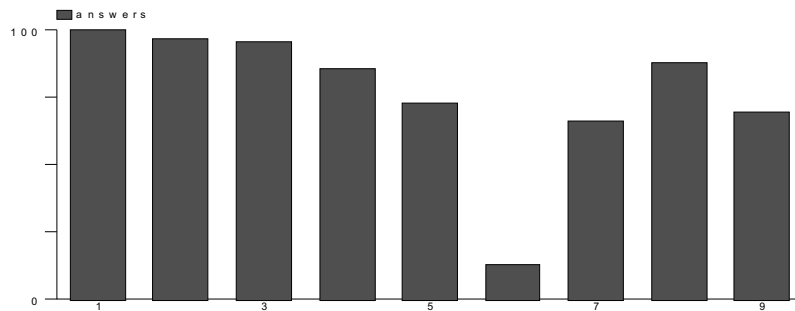


Figure 7. The distribution of the interviewer's answers by number of questions

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