

## Social Receptiveness of Tourists in the Batumi Population

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**Abstract :** The relations between tourists and the population is essentially important to develop tourism. This global branch is an incoming stream and plays the huge economy role in the country is development. This branch is important for adjarian region as well as for Batumi as a touristic city. When lots of tourists visit our city, the relationship and attitudes between tourists and the local population is too important and play the determinant role whether they will visit the country again or not. Receptivness is on actual accompanying process typical for tourism as a growing incoming business direction, and its necessary to be studied the problems and touristic relationships. The aim of the article is to show the importance of receptibility in the business touristic industry also, the topic was to show the dimension scale of receptibility revealing in Batumi population. The topic itself is of hight importance as the touristic business is growing day by day, though the helpful and disturbing social couoses were left out of focus were dencely connected to the relations between tourists and the local population. The value is real and directly proportional to the relationship between tourists and the population. The qualitative social research was fulfield. The method to get information was deepened interview. the method gave us the opportunity to get acquainted to the actors points of view, also it was suitable points of view, also it was suitable to create favourable conditions to respodents be sincere during interview and don't hide their real emotions and the opinions.

**Keywords :** tourism industry, receptiveness, cultural identity, xenophobia

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