

## Trends and Perspectives of Agrotourism Development in Georgia

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**Abstract :** The development of agrotourism in Georgia has significant potential. The trend of population growth and demand for agrotourism products makes the interest and importance of the development of this field even more relevant. The article studies the trends in the development of agrotourism in Georgia; SWOT analysis reveals the potential for the development of agrotourism and assesses the perspectives, examines the factors hindering the development of agrotourism, assesses the role of the state in the development of agrotourism. Objectives: The purpose of the study is to determine the development trends of agrotourism in Georgia and to develop recommendations for prospective directions based on the assessment of the field's potential. Methodologies: Research methods are used: analysis, synthesis, induction, deduction, comparison, statistical (selection, grouping, observation, trend) and other methods, as well as SWOT analysis. Contributions: A positive trend in the development of agrotourism has been revealed. It is also shown that the demand for agrotourism products is growing. The agro-touristic potential of Georgia was assessed and prospective directions for the development of the field have been determined. Conclusions: are drawn on the problems identified in the work and recommendations are proposed on ways to effectively use the potential opportunities of agrotourism and ways of long-term development.

**Keywords :** agrotourism, agrotourism products, agrotourism potential, development prospects.

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