

International Tourism Development in Georgia: Problems and Challenges

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Abstract : The aim of the investigation is definition of economic importance of tourism, evaluation of tourism's influence on the economy of Georgia. Tourism in the world, as well, as in Georgia became one of the most significant activities. The outlook for the international arrivals in Georgia is highly optimistic. Increase of international travelers is an additional opportunity for Georgia in case of creating more jobs and generate incomes. The country has unique cultural heritage and traditions, there are many cultural monuments in Georgia which are significant precondition for the development of tourism. Despite the factors mentioned above, there are challenges and problems, development of infrastructure, quality of services, development of tourist products and etc. In the work has been used induction, deduction, analysis, synthesis, quantitative-based research technique.

Keywords : culture, development, economy, industry, tourism

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