

## Role of Tourism Cluster in Improvement of Economic Competitiveness of Georgia

**Authors :** Alexander Sharashenidze

**Abstract :** This article discusses the role of tourism in the economics of Georgia, justifies the necessity of several governmental supporting tools for diversification of tourism product and increasing competitiveness. Tourism directions are characterized through discovering Georgian tourism potential, considering cultural and geographical features; tools of forming supplemental products and development opportunities of Tbilisi and, also regions are asserted in the case of conducting appropriate government policy. There are presented tools of suggesting innovative tourism products, improvement of service, decreasing taxes, also providing availability to them. The role of tourism cluster in improvement of national competitiveness is substantiated. Based on the analysis of competitive factors influencing the development of tourism cluster, conclusions are made, and recommendations are suggested.

**Keywords :** economic competitiveness, enhancing competitiveness, Georgian economic, tourism cluster, tourism product

**Conference Title :** ICSRD 2020 : International Conference on Scientific Research and Development

**Conference Location :** Chicago, United States

**Conference Dates :** December 12-13, 2020