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SOME OPINIONS ABOUT SUSTAINABLE DEVELOPMENT AND TOURISM (CASE OF GEORGIA)

***Summary.** Sustainable development is a very important topic for tourism. In its essence, travel and tourism are related to the well-being of people and are a manifestation of their quality of life. The increase in the number of tourists for the recipient country has a number of positive effects, but there are also a number of threats and risks. Therefore, together with the increase in the number of tourists, it is necessary for the country to strengthen its activities in terms of protection of the natural environment, protection of historical and cultural sites. A major role should play The government of the country and its policies, society, enterprises and organizations of the tourism and hospitality sector in this endeavor.*

***Keywords:** Sustainable development, Tourism and Hospitality, Marketing*

Introduction. The tourist, especially the international tourist, must have a strong incentive to travel a long distance, at a particular location. There are a number of conducive conditions for attracting tourists to Georgia. Notable among these: natural diversity [1], historical and cultural sites [2], cities of Georgia, ancient wine culture [3], Georgian traditional food [4] and more.

Purpose. At present tourism has become interesting for people of all ages. The successes of this field are related both to the attractiveness of the tourist destination and to the provision of adequate living conditions for the traveler. Which is incredible in the recipient country of tourists without healthy ecological environment, healthy eating, housekeeping and various services, without sanitation, sustainable water management and more. Our goal was to study the importance of tourism in sustainable development of the country and to identify some factors that hinder the successful implementation of this process.

Results. In Georgia number of international tourists, number of employees in this field, revenues from international tourism are increasing every year [5]. International traveler trips in Georgia have been growing rapidly in recent years. In 2018 they reached 8 679 544 representing an annual growth rate of 9,8%. International traveler trips in Georgia include trips made by international visitors (83%) and other (non-tourist) trips (17%). Out of the total number of international visitor trips, 66% were tourist trips, and 34% were same-day trips. Summer is the most popular season for international visitors. During this season, the number of trips was 2 492 924, which accounted for 34,6% of all trips [6].

The growth of interest towards Georgia on international tourism market is conditioned by the state's policy of tourism promotion. The positive results were brought the use of marketing

approaches, demonstrate the advantages of tourism destinations of Georgia [7]. A big role played the use of world leading news channels [8].

The increase of the number of tourists in Georgia may be accompanied by some threats. Therefore, the development of this sector needs great attention from the government. It is known that the United Nations accepted the document about a new sustainable development agenda – “Transforming Our World: The 2030 Agenda for Sustainable Development” [9]. It identifies Sustainable Development Goals.

For achieving sustainable development necessary to use systematic thinking and systematic approach. Especially considering that, the tourism and hospitality are areas which effective functioning is related to different sectors. Sustainable development cannot be reinforced by working in one particular direction. The government authorities, the business sector and the public should be involved in this process. Working in each of these areas requires effective management. This involves overcoming many problematic issues and difficulties and making the right decisions. Recommendations offered by researchers, with regard to changes in the following areas: interconnectedness, feedbacks, adaptive capacity, self-organization, emergence – will help us for understanding key concepts [10].

Among sustainable development goals we particularly emphasize the following:

- Take urgent action to combat climate change and its impacts;
- Conserve and sustainably use the oceans, seas and marine resources for sustainable development;
- Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss [9].

The object of interest for tourists is its destinations in the host country. Therefore, creating a sustainable infrastructure, safe and sustainable development of cities and settlements is very important. One of the most important tools for sustainable development is the “Green Economy”. The Government of Georgia outlined some priorities of the “Green Economy” concept: elimination of the current difficult situation; use of unique wealth of the country, etc. [11].

It should also be noted that, there are not an internationally agreed definition or universal principles for “Green Economy”. This concept needs to define more accurately. Green Economy has been proposed as a means for catalyzing renewed national policy development and international cooperation and support for sustainable development. But lack of clarity of measurement possibilities causes difficulties in policymaking. Effectiveness of the Green Economy policy is depended on many factors. Policymaking of this needs systemic approach [12].

Sustainable development of tourism industry cannot be achieved without peace in the country. Political situation and stability within the country has the biggest impact on tourism development. This is ensured when domestic problems such as unemployment, poverty and more are overcome. All this is linked to the sustainable development of the economy. Tourism became important drivers for promoting understanding, trust and goodwill among people all over the world. This can be considered as the strong force for peace and cultural understanding and sharing [13].

The existence of protected areas contributes to the sustainable development of the natural environment in Georgia. This is also important for tourism, because national parks in Georgia are

included in tourist routes. Protected areas include national parks, state reserves, nature monuments, protected landscapes. Their care requires high costs. The national parks are generally created to protect ecosystems of natural beauty of national and international importance and to preserve existing biodiversity [14].

The behavior of tourists in the host country is of great importance. The less favorable behavior of tourists creates serious problems in maintaining the diversity of green zones, protected areas and highlands. Social marketing tools help us to achieve a responsible attitude and positive attitude towards the environment [15].

In our opinion, there are some dangers associated with an increase of the number of tourists for Georgia. If at the same time care for the ecological environment, cultural and historical monuments, etc., will not be strengthened. It is necessary, for people to have a healthy environment, clean air, water, healthy food. That will help Georgia to maintain its attraction for tourists.

Conclusions. In the context of sustainable development, the role of tourism is very important. We have some recommendations that, we believe, will help ensure sustainable tourism development.

- ✓ When implementing a sustainable development policy, including with regard to the tourism sector, we think that public authorities should ensure that effective measures are planned and implemented, which is impossible without proper management and strengthening control.
- ✓ Visitors to Georgia should be treated to the country's natural environment, cultural sites, traditions and more, respectfully and cautiously. However, such behavior should also be characteristic of the local population, some of whom prefer to engage in domestic tourism. Moreover, local people, even during their lives, must feel their social responsibility for the use of the country's resources, protection its monuments of culture, cultural values, and the protection of the natural environment. In our opinion, the local population should set a good example, exemplary behavior for foreign visitors. If the local population itself does not have a responsible attitude towards the cultural sites, ecological environment, obviously this would not be a good example for foreign tourists.
- ✓ Part of the local business community, as well as most people are not aware of the nature, principles and aspects of sustainable development. Moreover, a significant part of the population is engaged in tourism and hospitality, or in areas related to this industry. In this case, marketing can play a big and positive role in purposeful dissemination of information that is relevant. Socially responsible behavior should become a trend for the population of the whole country.

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ВПРОВАДЖЕННЯ СТРАТЕГІЇ РОЗМАЇТТЯ У ДІЯЛЬНІСТЬ БІЗНЕС-ОРГАНІЗАЦІЙ

Анотація. В статті досліджується взаємозв'язок таких понять, як розмаїття працівників, залученість та інклюзія персоналу в командах і групах, та значення цих явищ у стратегічному управлінні сучасними бізнес-організаціями. Показані кращі практики розробки стратегій розмаїття персоналу, досліджені переваги та ризики застосування політики розмаїття та інклюзії в глобальних і локальних компаніях на різних етапах зрілості, окреслені проблеми впровадження стратегії розмаїття в операційну діяльність компанії.

Ключові слова: стратегія розмаїття, інклюзія та залучення, бізнесові організації, лідерство