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**СТРАТЕГІЯ БІЗНЕС-ОРГАНІЗАЦІЇ В УМОВАХ  
НЕВИЗНАЧЕНОСТІ/  
СТРАТЕГІЯ ОРГАНІЗАЦІЇ VS РЕАЛІЇ VUCA-СВІТУ**

**BUSINESS ORGANIZATION STRATEGY UNDER  
UNCERTAINTY /  
ORGANIZATION'S STRATEGY VS REALITIES OF THE  
VUCA-WORLD**

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Розглянуто ключові проблеми методології формування, інструментарію розробки, способів реалізації стратегії організації в умовах VUCA-світу, а також актуальні проблеми управління організацією в контексті високого рівня невизначеності зовнішнього середовища.

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## **SUSTAINABLE DEVELOPMENT OF TOURISM AND ATTRACTIVE FACTORS OF TOURIST DESTINATIONS (EXAMPLE OF GEORGIA)**

***Key words:** Sustainable development, Sustainable Tourism, Tourist destinations, Tourism and Hospitality marketing, Local attraction*

***Abstract** Many factors contribute to the promotion and success of tourist destinations. An important issue among them is the positioning of the tourist destination. Each tourist destination should conduct an analysis to help it better identify its benefits. The natural environment factors, the services offered, the sights and many other things leave an impression on the tourists and have a great impact on their satisfaction. Moreover, tourists who are satisfied with the trip return to places of interest to them. Satisfied travelers leave their positive reviews, which affects the growth of the tourist flow. In order to maintain the attractiveness of the tourist destination, it is necessary to ensure the sustainable development of tourism. Which will have a positive impact on the economy, the environment and society.*

*The present article examines this issue and gives the author's recommendations.*

### **INTRODUCTION**

Tourism in Georgia is considered an important part of the country's development strategy. Attractive conditions of tourist destinations give the international traveler an incentive to travel to a foreign country (Seturi, M; 2019). Marketing is of great importance in order to increase the efficiency of various enterprises in the tourism industry system (Todua, N; 2017). Georgian tourism regulators determine the development of the tourism market, promote the tourism infrastructure, create an attractive image of the country. The planning and implementation of their activities is based on marketing concepts. The use of marketing is also important for tourism enterprises, companies offering tour products (Seturi, M; 2018).

Sustainable development of tourism plays a big role in maintaining the attractiveness of tourist destinations. The low level of environmental awareness of the population hinders the growth of public involvement in this process and the exercise of public control in this way (Jashi, Ch; 2018).

Increased concern for the environment has sparked a new interest in ethics and social responsibility issues. Social responsibility companies teach their managers what is the right thing to do. Achieving sustainable development is impossible only through technological solutions, political regulation or financial instruments. One of the most important factors in the formation of a sustainable economy in any country is the arrangement and operation of an effective education system (Gagnidze, I; 2014). Environmental issues should be included in the educational programs of preschool institutions, schools, colleges and higher education institutions (Mghebrishvili, B; Mghebrishvili, A; 2020).

## **LITERATURE REVIEW**

In the context of sustainable development, it is believed that development should be economically viable, socially just and environmentally friendly. The future development of tourism is impossible without a careful attitude towards the environment, cultural monuments, without rational use of resources. Tourism was characterized by a fairly high rate of development in the pre-pandemic years in Georgia. Many factors have contributed to the development of the tourism sector in Georgia (Seturi, M.; Urotadze, E.; 2020).

It is necessary to have certain objective conditions in the tourist destination, such as a naturalclimatic environment, favorable for the rest and health of the population, historical monuments, relevant infrastructure. But tourism can have a negative impact on the environment. Georgia has a number of conditions to be attractive country in terms of tourism. In Georgia, tourists have the opportunity to visit not only the beautiful nature and landscapes, but also more than 35 thousand historical monuments. As themselves visitors traveling to Georgia say in their reviews, "Georgia has everything for everyone: therapeutic mud, museums, churches, theaters, baths, casinos, clubs, cabriolet rental," and so on (Seturi, M; 2019).

Countries use the attractions and events sector to increase the attractiveness of their tourist destinations (Middleton, V; Fyall, A; Morgan, M. 2009). To ensure the sustainable development of the environment, part of the lands allocated as protected areas, that include national parks. Currently Georgia has thirteen National Parks with a total area of 445 767 ha (National Park). Countries where tourism has an important place try to attract tourists with sharply distinguished and unique attractions. A number of projects have been developed in this regard in Georgia. For example, the creation of a large-scale and multifunctional tourist zone - "Enguri" tourist center (Tourist zone), Shekviteli Dendrology \_ distinguished by unique collection of plants, excellent biodiversity study environment and original landscape (Shekviteli Dendrological Park; 2020).

Urban tourism is driven by economic strength, infrastructure, cultural and entertainment attractiveness. It all contains the appearance of the city, traditions, historical sites, architectural or archaeological treasures. Sharden Street, Abanotubani, Narikala, Mtatsminda, Funicular, New

Bridge, entertainment and shopping facility "East Point", etc. - These places in Tbilisi are attractive for foreign tourists (Tbilisi Municipality). Building Tourist destinations image and branding using proper marketing measures is crucial. Brands have become increasingly important for tourist destinations (Kotler, Ph., Bowen, J. T., Makens, J. C., Baloglu, S., 2016). It is noteworthy that the branding of the capital of Georgia focused on hospitality. Marketing positioning of Tbilisi was developed by the slogan "The city, which love You". The goal of Tbilisi branding was to emphasis is placed on the uniqueness of the city (Lekashvili, E; 2015).

One of the interesting aspects of the attractiveness of tourist destinations is the local cuisine. Especially when it is varied, different and delicious. Wine tours are popular among tourists. In this regard, it should be noted that different regions of Georgia are distinguished by different cuisines. Also, wine made from grapes grown in different parts of Georgia is different. Wine tours are interesting for foreign tourists, because Georgia is known as one of the oldest wine-producing countries. Some Georgian wine brands are characterized by high awareness and approval in the domestic market and their sales abroad are growing (Seturi, M; 2016).

When choosing tourist destinations in Georgia, foreign tourists are interested in the information posted on the social network. At the same time, the media marketing activities carried out by Georgian travel companies by foreign tourists are assessed at an average level, which indicates inappropriate activities of local travel companies in social networks (Todua, N; 2019).

The functioning of cultural tourist facilities, which is related to the promotion of the history, culture, ethnography, material and spiritual heritage of a given country, makes the tourist places even more attractive. Especially for foreign tourists it is always interest to visit local sights. Effective Providing information is very important to attract tourists to local attractions. Very important improve informational campaigns and add some activities. It is essential to state from the beginning to attract different visitors to the sights, that all activities and associated guidance should have instructions translated in all most typical visitors languages (Minashkina, D; Happonen, A; 2019).

## **METHODOLOGY**

In the research process we used secondary data. We studied Georgian and foreign scientific works, analytical reports, information on the websites of certain Georgian organizations, data of the National Statistics Office. We analyzed the past situation and studied the current situation.

## **FINDINGS**

Georgia is an attractive tourist destination and has significant resources to ensure the satisfaction of tourists. The coronavirus pandemic has radically changed the tourism sector. The number of international visitors has dropped dramatically. The situation will have to improve gradually. The efficient and profitable functioning of tourism is important for the development of

the country. But marketing approaches are not fully sufficiently used by organizations, enterprises, or individuals operating in the tourism industry. The increase in the number of tourists does not mean its profitable work yet. Not enough attention is paid to identifying the needs of the segment and preparing special marketing proposals for each of them. The satisfaction of tourists is simultaneously determined by several different factors. Unfortunately, the existing services in various service establishments are weak. The goal of sustainable tourism development should be to reduce the resistance caused by complex interactions between the tourism industry, visitors, the environment and the host host community.

## **CONCLUSIONS**

In order to ensure the attractiveness of tourist destinations in the context of sustainable development, we believe that the main focus should be on the successful implementation of the following issues:

- Georgia is an interesting and attractive country for foreign visitors. , because it is different with its history and historical monuments, natural diversity and beauty, culture and cultural values, traditions. Which, in our opinion, needs to be maintained and warned by the government and the public of the country. Tourism development should be carried out within the country by ensuring the protection of the environment and the rational use of natural resources. It is important to protect, preserve and pass on the cultural heritage to future generations. In order for this country to remain a tourist-attractive place;
- This will help Georgia to position itself as a distinctive and unique tourist country on the international market. Moreover, based on this, it is possible to develop the country as a brand in the international market. Distinctiveness and especially uniqueness with certain signs creates a real precondition for the formation of positive emotions towards this brand;
- The formation of environmental awareness of the population in Georgia should become an important object of attention;
- In the context of sustainable tourism, it is necessary to reduce the resistance caused by the complex interactions between the tourism industry, visitors, the environment and the residents of the destination. Their implementation requires not only the development of appropriate standards of conduct, proper implementation of accreditation and certification, but also their control.

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