

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИИ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 10 Volume: 126

Published: 05.10.2023 <http://T-Science.org>

Issue

Article



Tamar Zubitashvili
unemployed

Doctor of Geographical Sciences
zubitashvilitamar@yahoo.com

RESORT TOURISM IN GEORGIA

Abstract: Georgia is an important resort-tourist country. Its enchanting nature, diverse landscape, the Caucasus range covered with permanent snow and glaciers, the velvety subtropical zone of the Black Sea coast, abundant rivers and exotic waterfalls, original karst caves, mountain zone and seaside resorts, unique mineral springs, monuments of ancient culture, in general, rich recreational resources. It creates very favorable conditions for the development of resort farming, tourism and alpinism. The territory of Georgia is a classic country of vertical zonation of geographical landscapes.

Due to the wealth and variety of natural factors, 340 resort places are allocated in Georgia, which are used for strengthening health, treatment and prevention of diseases. Resort places are characterized by favorable weather, presence of mineral waters or mountain mud. Some resorts are well-equipped: cottages, small bathhouses, natural springs of mineral springs have been built. [2]

The use of mineral waters is of great importance in the resort relaxation and treatment package. Almost all types of mineral water can be found in Georgia and there are more than 2000 mineral springs. The wealth and diversity of mineral waters allows treatment, prevention and rehabilitation of diseases of the cardiovascular, nervous, digestive systems, gynecological, musculoskeletal system at the resorts of Georgia.

Key words: Resort, mineral waters, treatment, healing mud, resort place, balneological resorts, medical tourism.

Language: English

Citation: Zubitashvili, T. (2023). Resort tourism in Georgia. *ISJ Theoretical & Applied Science*, 10 (126), 20-23.

Soi: <http://s-o-i.org/1.1/TAS-10-126-4> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.10.126.4>

Scopus ASCC: 3300.

Introduction

Discussion: The creation of resorts in Georgia began in the first half of the 19th century, although Georgian people have been using mineral waters for the treatment of various diseases and mountain air for the purpose of improving people's health since ancient times. The main part of the resorts is located in coastal and mountainous areas. The mountainous area of

Georgia is distinguished by beautiful landscapes, healthy air and numerous springs. The positive beneficial healing properties of mountain air - fresh air, intensity of solar (including ultraviolet) radiation, due to which it becomes more active, moderate temperature in summer (compared to lowland area) - also contribute to relaxation. [2]

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИЦ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 8.771	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Pic. 1.

Using the natural and resort factors of Georgia in the field of tourism is the best way of sustainable economic development. The funds received from the field of tourism will make it possible to rehabilitate the resorts, modernize the existing infrastructure and create a new one, train the local population to international standards for the field of tourist services, including medical personnel and their employment in the relevant infrastructure.

According to foreign experts and according to the experience of advanced tourism countries, in such a rich country with natural and resort factors as Georgia, the development of resort-recreational (health) tourism is advisable and prioritized. If we take into account that the largest segment of the tourism sector in the whole world is wellness tourism, it is really desirable for Georgia to develop this direction, based on its resort-tourist potential and economic-geographical location (Eurasia Corridor, the heart of the Caucasus, the Great Silk Road).

Taking into account the resort-recreational and health factors, the most promising resorts for investment include: Tbilisi, Tskaltubo, Borjomi, Nunisi, Tsai, Akhtala, Abastumani, Bakhmaro and others.

Recently, the establishment of health, healing and rehabilitation centers based on natural mineral waters has become relevant all over the world, which at the same time contributes to the development of spa tourism. From this point of view, Georgia is not an exception and has the greatest perspective for the development of this type of tourism (more than 2000 mineral springs, of which approximately 50% are used for drinking, and 50% for procedures).

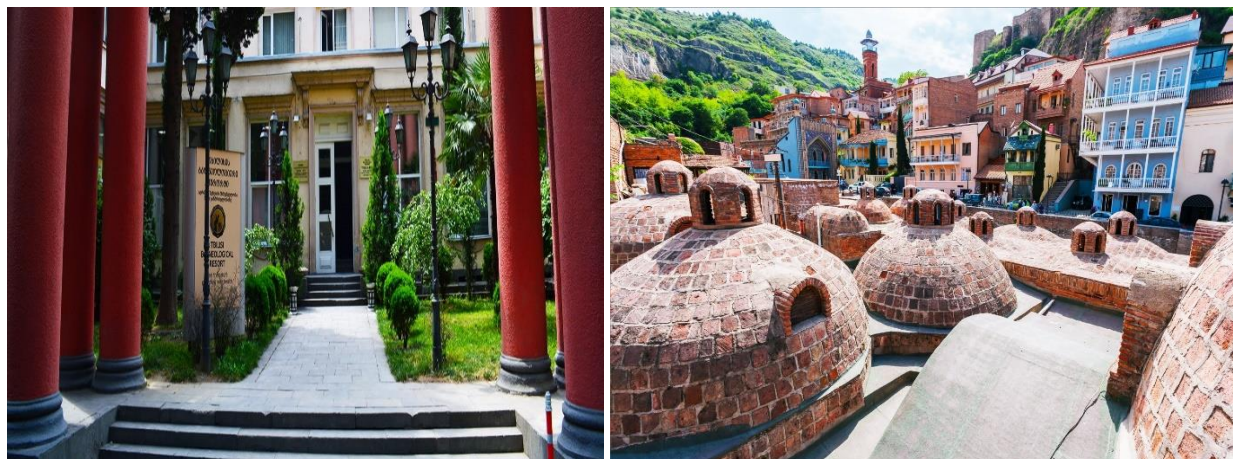
A striking example of this is the modernist reforms carried out at the Tbilisi balneological resort, as a result of which Tbilisi became the capital of the international level - SPA CITY, where it is already possible to receive foreign tourists. [1] There are only two such cities in Europe – Tbilisi and Budapest, unique high-flow thermal sulphide water also rises in the area. Within the borders of the city are distinguished by physical-geographical characteristics and healing properties A number of important climatic resorts and vacation spots. In the heart of old Tbilisi, on the border of Abanotubni and Ortachali, there are several on the surface of the ground. Hot sulphurous water rises in the place. The history of the foundation of Tbilisi is also related to these sources. [5]

Impact Factor:

ISRA (India) = 6.317
ISI (Dubai, UAE) = 1.582
GIF (Australia) = 0.564
JIF = 1.500

SIS (USA) = 0.912
ПИИЦ (Russia) = 3.939
ESJI (KZ) = 8.771
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350



Pic. 2. Tbilisi balneological resort and historical bath

Almost all foreign travelers or famous people who visited Tbilisi in the 17th-18th centuries remember and write about the baths held at the natural hot springs, including French travelers - Jean Chardin and Dubois de Monterey, botanist Joseph Tournefort, Italian missionary Joseph Delaporte and others.

In the second half of the 19th century, the first thorough investigation of the thermal waters of the capital of Georgia was conducted by the German geologist, the famous researcher of the Caucasus, Wilhelm Abikh. It was he who left us the geological description of this place and noted the expediency of using Tbilisi's mineral springs for healing purposes.

Tbilisi balneological resort is with natural factors - healing - mineral-sulfur. A modern well-equipped medical diagnostic and rehabilitation facility equipped with water and healing mud. Here, under the supervision of qualified specialists and using modern diagnostic equipment, a course of treatment and rehabilitation is conducted based on the combination of natural factors and medicines. There is also a health resort, physiotherapy, Rehabilitation and medical tourism scientific Practice center. [5]

There are 11 resort-recreational regions on the territory of Georgia: Abkhazia; Adjara of Samtskhe-Javakheti; Borjom-Bakuriani; of Kolkheti; Svaneti; Racha-Lechkhumi; South Ossetia; East-Caucasus; Tbilisi; of Kakheti. Resorts in the country belong to different types, which we have presented in the form of a table.

The development of health resorts in general is a very important area for our country. The development of which will lead to the employment of a significant part of the local population and the improvement of the social background in the country. For this, it is necessary to prepare and retrain the population in accordance with the modern requirements in the following directions: medical staff, hotel staff, restaurant staff, banking staff.

Teaching foreign languages (especially English) to the local population should be intensive. Foreign

investors who decide to invest in the resort areas of Georgia must meet certain requirements, the most important of which is the creation of jobs for residents of Georgia, in particular, the local population. The state will retrain locals and offer qualified personnel to the investor. The investor, on the other hand, will employ already trained staff at this or that facility where the investment is made, 80-90% of the total staff should be locals or other citizens of Georgia.

Conclusion: An active role in the development of medical tourism should be played by tour operators, who should use their connections and actively advertise Georgian resorts. Social networks, which are used by the largest part of the world's population, are a good way to advertise health resorts. It would be interesting to invite internationally recognized experts who, after researching Georgian resorts, would make a competent conclusion and confirm the advantages of our medical resorts. Such professional evaluations will be a great incentive for foreigners to decide to come to Georgia for treatment. It is important that all resort areas have wireless internet. The life of a modern person without the Internet is unimaginable, so foreign vacationers need constant access to it. Finally, the coordinated action of the state, investors and tour operators ensures the rapid development of medical tourism in the country. [2]

The development of medical resorts has a direct impact on the development of the entire district. As a rule, tourists who come for treatment in one or another country, who are fascinated by the resort, try to make their visits regular, buy or rent country houses in the same area. Tourists who come for treatment in one or another country are often accompanied by family members, which further increases the number of tourists. As a result, the real estate business will develop in the district. The increase of affluent tourists in the region creates new opportunities for the locals, in particular, they will be able to grow part of the agricultural products on the spot, new squares and

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (Russia) = 3.939	PIF (India) = 1.940
	GIF (Australia) = 0.564	ESJI (KZ) = 8.771	IBI (India) = 4.260
	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350

recreation parks will be built, where the locals will be employed. Greening will contribute to the health of the environment. Also, the increase of foreign tourists in the region creates the need to expand banking and

hotel services, which ensures the creation of additional jobs.[2]

References:

1. Saakashvili, N., & Chilingarashvili, T. (2011). *Georgia is a country of tourism and resorts*. "Messenger of Georgia" publishing house.
2. Taktakishvili, T. (2011). *Development of resort tourism in Georgia*.
3. Charles, R., Gerdner., & Brent Ritchie, J.R. (2013). *"Tourism - Basics, Practice, Theory"*, Batumi.
4. Dolikashvili, L., Mazanishvili, M., & Jashiashvili, N. (2013). *"Fundamentals of tourism" (theory, tests and practical tasks)*. Tbilisi: Meridian publishing house.
5. (n.d.). Retrieved from <https://colorup.ge/tbilisis-balneologiuri-kurorti/>
6. (n.d.). Retrieved from <http://www.medgeo.net/>
7. (n.d.). Retrieved from www.education.ge
8. (n.d.). Retrieved from www.world-tourizm.org