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Access to information about the tourist products of mountainous Adjara for tourists and visitor to the Adjara region

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According to last years, the increasing number of tourists is growing sharply in our region, especially in the coastal city of Adjara and the settlements adjacent to the coastline; We aimed to investigate how much tourists and visitors are interested in visiting mountainous Adjara regarding interest mountain tourism. Accordingly, we reviewed the Department of Tourism and Resorts of Adjara's statistical data and reports. We aimed to understand the information-sharing services are used mainly by providers. In our study, fifty respondents have participated. The study indicated that 91.7% of providers share the information with social networks, mainly Facebook is the most popular and takes first place (100%). Notably, the visitors receive the required information primarily by social networks (83.3 %); Notably, 53.3% of respondents participate in the local exhibitions and 10.6 % in international exhibitions regarding Tourism. We have thought that promoting the tourism development in the mountain Adjara needs more activity regarding innovative technologies; moreover, it provides more opportunities to disseminate required information.

Keywords: Mountain tourism, visitors, social networks

Introduction. The development of regional tourism in the country is particularly noteworthy in terms of promoting the tourism business. Studies have shown that tourism is a cornerstone of economic development in many areas. Moreover, tourism development directly affects the country's competitive business, both in developed and developing countries (Song et al., 2012, Bhuiyan et al., 2013, Bhuiyan et al., 2013). Against the background of complex challenges in globalization, given the existing trends and approaches, regional tourism development is vital for Georgia for the region to maintain the sustainability of the national economy.

Moreover, with its diverse natural and historical-cultural resources, Georgia provides wide opportunities for tourism development (Telfer & Sharpley, 2007). Tourism is one of the priority business areas in many world countries (Jaya Aziz, 2019), including Georgia. Consequently, special attention has been paid to its development in recent years, resulting from which the dynamics of its development have changed substantially. In addition to the above,

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tourism has a significant impact on the sustainable development of society (Liu, 2003, Kiper, 2013), Improving one's material condition and satisfying one's spiritual needs. According to studies, innovative ways of utilizing local resources are mainly used to deliver tourism in most regions (Romão et al., 2013). From the perspective of the region's development, historically and culturally significant places are also important, the maximum involvement and use of which provides wide opportunities for both foreign and local visitors. Consequently, new development opportunities are created in the long-term period (Hoppen et al., 2014).

Proper development of tourism contributes to its sustainability, which in turn further strengthens cooperation with various international tourism companies and local government representatives; this relationship is significant in overcoming a wide range of challenges. Healthy ongoing processes, in turn, help maintain competitiveness. The sustainable development of tourism and its competitiveness is greatly influenced by the quality of the environment and the attractiveness of existing resources. Preservation of natural and cultural heritage is essential in this regard. These issues are considered an essential precondition for tourism development (Angelkova et al., 2012). Particularly relevant in the field of mountain tourism are issues related to sustainability, which is based on the three-dimensional mountain innovation model (MDIM), according to which the development of tourism depends on – Considering the possibilities of the environment with the introduction of various innovations Socio-cultural, natural, political, legal, technological, etc. are especially noteworthy. Issues. For example, in the mountainous areas of Slovenia and Switzerland, it was relatively easy to tap into innovative opportunities, which in turn facilitated greater development opportunities. According to a survey of 88 managers, it is plausible that the stages of tourism development indicate significant differences in terms of the level of innovation and the appropriate environment. Mountain destinations in Switzerland and Austria differed from each other in almost all respects. Such studies are of particular importance in determining the right tourism policy. In particular, it helps the government solve the existing problems that determine the sustainable development of tourism, which may be a hindering factor (Kuščer et al., 2017).

As for the possibility of a mountainous region and its maximum number of tens is a challenge for many countries because those interested in the mountainous region are constantly growing because most tourists are attracted by nature (Christie et al., 2014). Moreover, the mountain routes offer visitors a unique opportunity in many directions (Tourism, UNEP, 2007, Hull & Richins, 2016).

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The development of information technologies has had a significant impact on the dynamics of tourism development. All processes have led to the transformation of the tourism industry, which aims to adapt to individual needs as much as possible. In addition to the above, tourism is an essential catalyst for economic development. Especially noteworthy is the fact that the number of tourists wishing to travel to the mountainous region is growing in the world.(Michopoulou & Buhalis, 2013). Given this fact, the correct identification of tourism potential and the definition of sustainable policies is a significant challenge for the international tourism market. In addition to the above, the creation of international corporations is significant.

Given that in the context of globalization, tourism is a significant area of national interest. Accordingly, the need for a national and regional development plan and an international trade strategy becomes clear (Small et al., 2012). Proper management and management of competition issues is essential, which in turn will contribute to the popularization and progress of local tourism. Within the possibilities of restoring the potential of tourism, it is essential to identify viable solutions. Which in turn, contributes to the formation of new organizations, the development of innovative approaches, which are achieved in general by strengthening economic activities based on cooperation between companies, institutions, government agencies. Due to the above, tourism clusters, association forms, tour operators, travel agents/tours, guides, tourism, leisure industries, transport companies, universities can be established in tourism. Local and national suppliers, institutions, work together when needed but at the same time compete with each other (Fundeanu, 2015).

It should be noted that the existence of a mechanism to ensure equal socio-economic development of the mountainous regions of Georgia and, consequently, mountainous Adjara is based on the main law of the country "The Constitution of Georgia And demographic development. The law creates special conditions for the development of mountainous regions. Accordingly, the Law of Georgia on the Development of Mountainous Regions was adopted by the Parliament of Georgia in 2015. The purpose of this law is to define benefits for stimulating the socio-economic progress of the mountainous regions guaranteed by the Constitution of Georgia, which ensures the well-being of people living in the mountainous regions, raising living standards, promoting employment, improving social and economic status. An essential precondition for sustainable tourism development in the mountainous regions Law of Georgia on Mtirala National Park creates a significant opportunity to develop mountainous Adjara tourism. In order to preserve the unique biological and landscape diversity of the Autonomous

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Republic of Adjara, to ensure the long-term protection of Colchis forest ecosystems, ecological security and development of eco-tourism and recreational activities in the natural environment within the borders of Kobuleti, Khelvachauri and Keda (15698.8 hectares) to be granted the status of a protected area category - National Park - and to be called Mtirala National Park.

It is also noteworthy that under Article 5 of the Law of Georgia on the Status of Protected Areas, Kintrish was granted the status, area and boundaries of protected areas.

The above-mentioned legal framework, which defined the status of Mtirala National Park, Machakheli National Park and Kintrishi Protected Area, geographically covered most of the mountainous Adjara in terms of tourism development and created a good precondition for the creation of both tourism infrastructure and tourism products. For the development of mountain tourism, “the leading role is given to the unique natural healing resources of the country. Georgian resorts and resorts have always attracted numerous tourists and vacationers. They still have to play a crucial role in turning tourism into a leading sector of the country's economy.

Thus, there is a good legal precondition for tourism development in mountainous Adjara to ensure the development of the inclusive economy of the region and other sectors. Accordingly, we were interested in the interest of the sights of mountainous Adjara by tourists and visitors in the Adjara region. Accordingly, we have reviewed the 2017 Local Visitors Market Study of the Autonomous Republic of Adjara conducted by the Department of Tourism and Resorts of the Autonomous Republic of Adjara. We combined and brought the average arithmetic data of the whole year) Batumi 63.68%, Kobuleti 13.86%, Khulo 3.65%, Keda 8.59%, Khelvachauri 7.1%, Shuakhevi 3.1%. (<http://adjara.gov.ge/branches/description.aspx?gtid=750588&gid=7#.YCp9fGgzaUI>).

According to the statistics provided by us, the number of local visitors in the mountainous region does not even reach 10%. And the report of the Department of Tourism and Resorts of Adjara reveals that international visitors to mountainous Adjara In 2017, the number of visitors to highland Adjara increased. Last year, 46,6 thousand visitors visited family hotels, tourist facilities and museums on the popular tourist routes of mountainous Adjara, which is 98% more than in 2016. Last year, the tourist routes of Machakhela, Keda and Khulo with their tourist places and sights were popular with the visitors. The most visited 20, 3 thousand wine cellars and tourist sites in Keda, 18 626 visitors visited Khulo and 7, 7 thousand Machakhela visited. The number of visitors has increased by 32% in the museums on the routes in highland Adjara. 15,6 thousand people visited Machakhela, Khulo, and Keda museums during the year. There is an increase in visitors to food outlets and tourist facilities as

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(well.<http://adjara.gov.ge/branches/description.aspx?pid=1351&gid=7&ppid=334#.YCqDkWgzaUk>). The data show that out of 151.4 thousand visitors, only 46.6 thousand visited Upper Adjara, which is 3.7 percent of the total number of visitors, while it has much more potential if we consider that the demand for mountain tourism in the international tourism market is growing every year. By improving the existence of appropriate infrastructure and services, it is possible to achieve a significant increase in the number of visitors. They reviewed data to prove that the intensity of tourists visiting the sights of Upper Adjara is low; based on the above, we were interested in what means are used by tourism service providers to spread information about the sights of Upper Adjara.

Research material and methodology. A special questionnaire was prepared during the research process. The study involved 50 respondents who represented tourism service providers and guides. The obtained material was processed statistically.

Results and discussion. In terms of tourism development, it is a particularly interesting issue to study the source of information dissemination, as Fig. 1. It shows that social networks play an essential role in terms of information dissemination. In particular, 91.7% come from social networks. In addition to the above, friends and relatives (43.8%), guides (37.5%), taxi drivers (37.5%), Department of Tourism of the Autonomous Republic of Adjara (35.4) (**Fig. 1**) play an essential role in disseminating information.

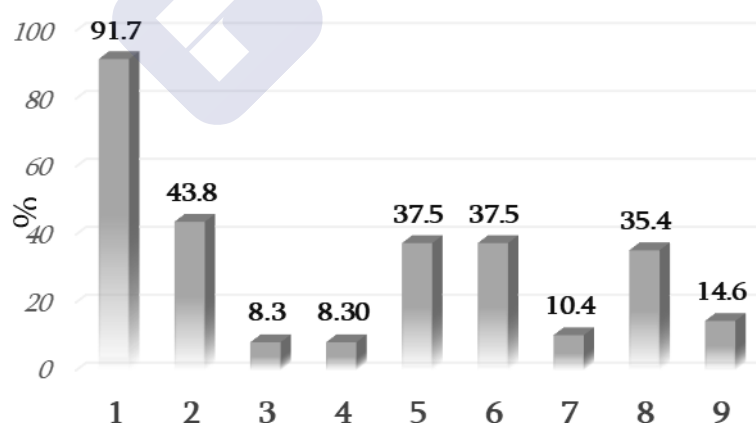


Fig. 1. Source of information about the tourist product.

1. Social networks; 2. Friends / relatives; 3. Magazines/newspapers 4. Brochures; 5. Travel companies;
6. Guides; 7. Taxi drivers; 8. Tourism of the Autonomous Republic of Adjara; 9 other.

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In addition to the above, it is also interesting to note that tourism product providers are mostly registered on Facebook (**Fig. 2**). From the social networks presented by us, Facebook takes the first place. In particular, its percentages are 100%. After Facebook, it turned out to be the most popular Instagram. As the research showed, 66% of the users of this social network are registered. It should be noted that one of the most popular sites is not so important - Bookingom, which is an excellent opportunity for accommodation facilities and its percentage is 27.7%, while the percentage of those registered on other social networks looks like this: Linked-in 10.6%, Twitter 6.4% and other social networks 21% (**Fig. 2**).

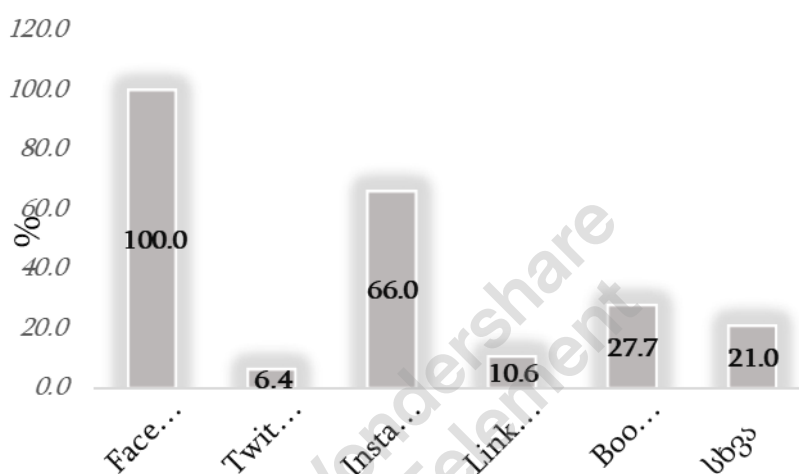
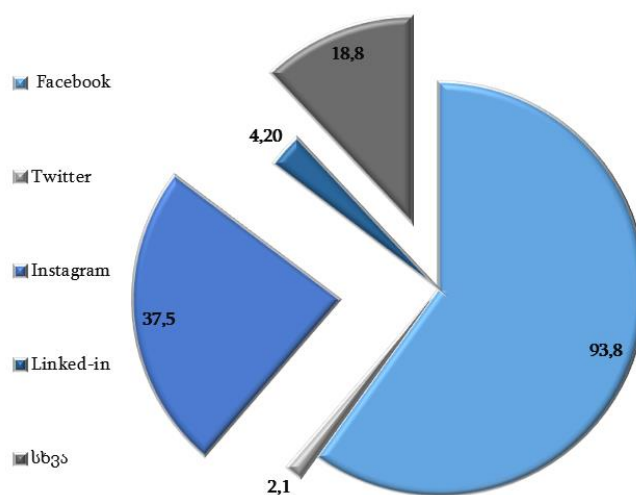


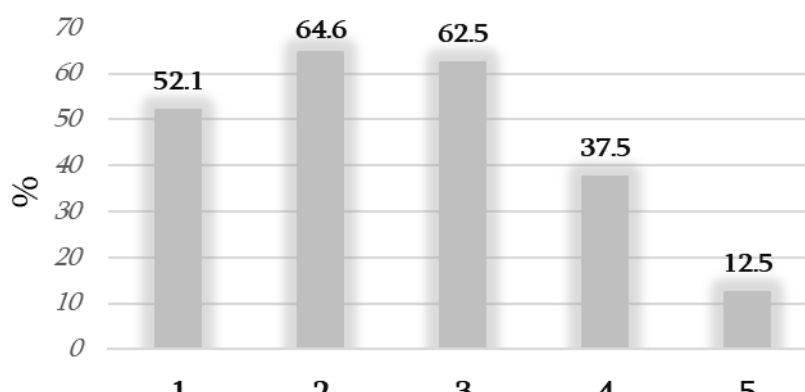
Fig. 2. Registration of travel companies on social networks

Fig. 3. shows the questionnaire results "Which social network do you actively use to spread information?" It turned out that even though 100% of the respondents are registered on Facebook, Only 93.8% use the mentioned social network for advertising their tourism products, while Instagram only 37.5%, and other social networks 18.8%, Linked-in 4.20%, Twitter 2.1%. 3.

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**Fig. 3. Actively used social networks**

Our area of interest was also to study which country representatives are interested in the tourist products of mountainous Adjara; the result of the mentioned research is presented in Fig. 4, where the visitors of which country are the users of the tourist facility were interviewed. It turned out that the representatives of the post-Soviet country occupy the first place and their percentage is 64.6%. Tourists from Europe 62.5% occupy the second place and the most important place is taken by domestic tourism and its percentage is 52.1, which suggests the prospects for strengthening the development of domestic tourism in the direction of mountainous Adjara. As for the number of visitors from Asia, its number is 37.5% and the other 12.5% (**Fig. 4**)

**Fig. 4. Users of the tourist facility**

1. Local residents; 2. Representatives of the post-Soviet country; 3. Tourists to Europe; 4. Tourists from Asia 5. etc.

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The survey provides interesting information about what suppliers think, about which visitors receive information about them through which source, found that social networks 83.3%; 2. Friends / relatives 43.8%; 3. Magazines / newspapers / brochures 8.3%; 4. TV shows / tourism exhibitions 8.3% 5. Travel companies 47.9%; 6. Guides 47.9%; 7. Taxi drivers 14.6%; 8. Department of Tourism and Resorts of the Autonomous Republic of Adjara 31.3; 9. Other 14.6% (**Fig. 5**).

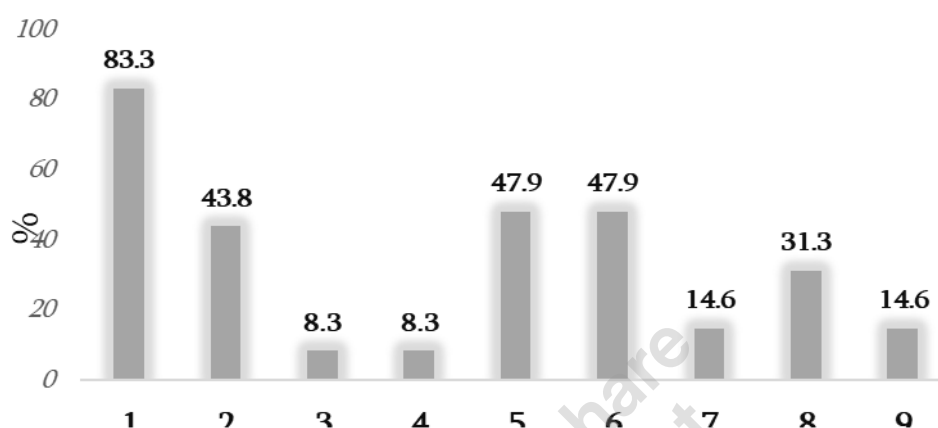


Fig. 5. A means of finding information for tourists.

1. Social networks; 2. Friends / relatives; 3. Magazines / newspapers / brochures; 4. TV shows / due to tourism; 5. Travel companies; 6. Guides; 7. Taxi drivers; 8. Tourism of the Autonomous Republic of Adjara; 9. Other

One of the survey goals was to determine whether there were repeat visits and found that 91.7% of the respondents answered negatively to this question and 8.7% answered positively. We think this fact deserves attention. In particular, it is exciting to see the participation of visitors to appreciate this process fully. Their impressions and evaluations of the tourist trip, the services received will allow us to identify gaps and problems in the tourist service.

We receive information about the factors determining the return visit. In **Fig. 6**, where tourism product suppliers think that the repeat visit was caused by the following factors: 1. Service 54.5%; 2. Location 45.5%; 3. Tourist activity 27.3; 4. Sights / Sights 59.1%; 5. Another 6.8%.

Our area of interest was also the participation of travel companies in current events. In particular, according to local international events (tourism exhibitions), the survey showed that only 53.3% of respondents participate in local exhibitions, and 10.6% in international exhibitions.

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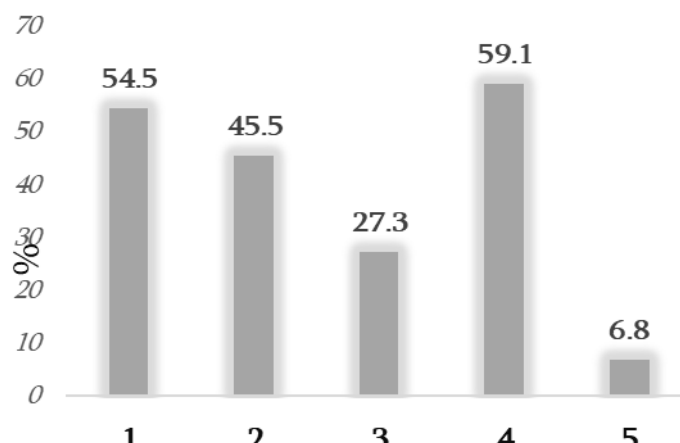


Fig. 6. Probable condition for a repeat visit

1. Service; 2. Location; 3. Tourist activity; 4. Sights / Sights; 5. Other

Conclusions: Based on the research 1) In promoting tourism development, it is essential to introduce innovative technologies within the existing opportunities and implement its support measures, which provide more opportunities in terms of disseminating information. 2) It is desirable for state bodies and local self-government institutions to implement and stimulate tourism projects in the mountains of Adjara, and the Department of Tourism and Resorts of Adjara should promote mountain tourism, both within the country and internationally.

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