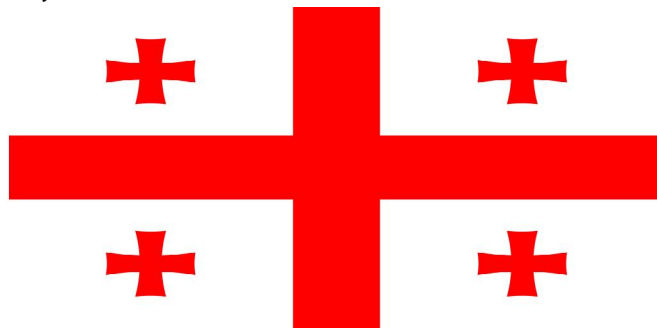


Versatility in Hospitality Industry around the Globe- A Case Study on Tourism Sustainability in Georgia

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Abstract: Georgia is a developing country, classified as "very high" on the Human Development Index. Economic reforms since independence have led to higher levels of economic freedom and ease of doing business, as well as reductions in corruption indicators, poverty, and unemployment. It was one of the first countries in the world to legalize cannabis, becoming the only former-socialist state to do so. The country is a member of international organizations such as the Council of Europe, the Organization for Security and Co-operation in Europe, the European Bank for Reconstruction and Development, the Organization of the Black Sea Economic Cooperation the GUAM Organization for Democracy and Economic Development. So over all Georgia is an emerging country who needs to take steps in the right direction to ensure the sustainability of the country.



Keywords: Goal, Policy, Service, Guest.

I. INTRODUCTION

What exactly is Sustainable Tourism?

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. One example of sustainable tourism is the Six Senses Fiji resort, which is powered solely on solar power, recycles rainwater, runs on a low-waste model, and uses handiwork such as furnishings and artwork created by local villagers. Sustainable tourism helps localites to earn and learn for all the tourists near the tourist attraction





Top 3 Tourist Attractions in Georgia

Georgia is a state of many contrasts, which makes it an especially appealing place to visit. The attractions that bring tourists to Georgia range from the mountain landscapes and splendid natural features of North Georgia, like Lookout Mountain and the Okefenokee Swamp, to the romantic historic squares of Savannah and the dazzling modern architecture of Atlanta.[2]



Atlanta Aquarium

The world's fourth largest aquarium, Georgia Aquarium houses more than 100,000 aquatic animals in more than 10 million gallons of fresh and saltwater. While its sheer size may seem overwhelming, the exhibits are divided into various themes to make visits more focused and educational. Cold Water Quest explores cold water life across the world's oceans, with unusual creatures that include Australian sea dragons and Japanese spider crabs. In Under the Boardwalk, trainers interact with sociable California sea lions, and in the River Scout exhibit are albino alligators, piranha, and emerald tree boas.[2]



Savannah Historic District

The greatest pleasure of Savannah is strolling through its Historic District, an area of over three square miles that preserves the old city much as it appeared at the time of the Civil War. Its lovely shaded squares surrounded by gracious mansions, and its stone-paved streets lined by trees draped in feathery Spanish moss create one of the most romantic urban scenes of any city in the world. More than historic scenery, the Historic District is alive with art, culture, museums, and mansions to tour.[1]



Atlanta Botanical Garden

The 30-acre botanical garden next to Piedmont Park comes as a surprise, right in Midtown Atlanta. This four-season attraction always has something in bloom, from its spring bulb display through the colorful autumn foliage, and at any time of year its several indoor gardens transport visitors to the tropics.[1]



As you can observe Georgia is a very naturally gifted country and its government tends to make great use of its natural gifts not necessarily by using it up by spreading awareness amongst the citizens of the country and making a spectacle out of it for the tourists to enjoy, helping with employment, preserving the environment and bringing in tourism. [3]

Responsible tourism in Georgia

Tourism in Georgia has grown rapidly over the last five years, with international visitor numbers increasing from 2.8 million in 2011 to almost 7 million in 2017. Not surprising, as it has a lot going for it: the dramatic expanse of the Caucasus Mountains, wildlife filled nature reserves and rushing rivers.[1] Culturally, too, it's appealing, with UNESCO World Heritage sites aplenty, ancient towns carved out of rock, famously delicious cuisine, most of which is locally sourced, and well preserved cultural traditions. However, Georgia's cultural and natural wealth has not yet translated into wealth for its all of its inhabitants, and there are big divides between rich and poor, old and young, rural and urban. If not managed responsibly, tourism could end up destroying the very things that draw tourists to the area in the first place; with particular impact on rural communities and the environment. Not only does it help the localite to earn opportunities but also values people and culture which brings us to our next point. [3]



People and culture in Georgia

Well managed tourism penetrates rural areas and undeveloped regions and offers sustainable employment to marginalised communities and women without destroying cultural ties and traditions.[1] The money that it brings to rural communities can prevent migration to cities, encourage children to remain in school as their parents now have an income, and promote the creation of crafts, cuisine and other cultural traditions, which are now given greater value by tourism not to forget the wild life that Georgia offers which has been very excellently preserved by the government of the country the wildlife of Georgia consists a diverse selection of plant, bird and animal life that's impressive for a country of such diminutive size. Add to this the dramatic Caucasus mountains and lush green national parks and it's unsurprising that the country's wild landscapes are drawing increasing numbers of visitors. While the main threat to Georgia's environment currently comes from big business, such as the logging industry, tourists can also play their part in preserving the county's natural beauty.[1]

II. SUMMARY

Tourism in Georgia has grown rapidly over the last five years, with international visitor numbers increasing from 2.8 million in 2011 to almost 7 million in 2017. Not surprising, as it has a lot going for it: the dramatic expanse of the Caucasus Mountains, wildlife filled nature reserves and rushing rivers. Culturally, too, it's appealing, with UNESCO World Heritage sites aplenty, ancient towns carved out of rock, famously delicious cuisine, most of which is locally sourced, and well preserved cultural traditions.

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III. CONCLUSION

Eco-tourism in Georgia, a boost for the economy and for the environment. 20 million years ago, the Colchic ecosystems began developing on the eastern coast of the Black Sea. These ecosystems created a very special rainforest and



wetlands that would make anyone visiting them feel like they were in the Amazon and the country as they worked arms in arms with the wonders of nature and magic of the ocean.

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