

TOURISM DESTINATIONS AS A PART OF ECONOMIC DEVELOPMENT

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Introduction

Tourism industry plays the main role in countries economic development first of all it is the fastest growing industry and it takes part to fight against unemployment. Tourism is main player in international trade. Tourism consists from leisure and business traveling as well. Tourism has significant share on GDP (gross domestic product). According to WTTC tourism generates 10.4% of world GDP. During 2018 year, to compare with global economy there was 3.9% growth in tourism industry.

Every tourism destination has resources (attractions) that should be take into considerations when planning places. Development of tourism can create positive impulses for local tourist companies. This is new opportunities for investors. New workplaces are main weapon against unemployment. Employees in tourism are learning new skills and they really know how to develop their future career. Tourism helps local entrepreneurs to explore new international, regional or local markets.

Main Part

The market of tourism is sharply becoming very competitive for tourism destinations. Destinations have to be very innovative, original and different. That's why destination management is the main object

of research. When studying Destination management it is very important to emphasize the role of marketing approach in collaboration with participants to attain main objectives.

The word destination is originated from Latin, it was used as a meaning of final point of traveling (Hitrec 1995:96). Tourism destination has become crucial point of modern tourism. In early years of development of destinations as a research objects it was defined as an urban extended zones (Gunn 1972:25). Modern approach of tourism destination is different from its early definitions. Tourism destinations are linked with places and areas that have geographical features. Tourism destination is the part of area that has real tourism attractions and linkage with other attractions (Kusen 2010:412). To sum up tourism destination is an administrative or geographical area visited by tourists that has certain attractions. According to UNWTO destination management is assemble of elements, that blends separate elements such as service, training and business support. Tourism destination has clearly defined borders; Tourism destination has different characteristic that depends on a place; Tourism destination is impossible imagine without locals that are ready to be involved in development of place.

Nowadays visitors are increasingly interested in experiences that are more active and creative than cultural. They are not content simply to view heritage

sites or museum collections in a static way and therefore welcome dynamic interpretation. They may want to participate in festivals and carnivals rather than watching from the sidelines. They can learn to cook dishes and make wine as well as consuming them. Today this new kind of “spiritual” destinations in tourism industry is very popular.

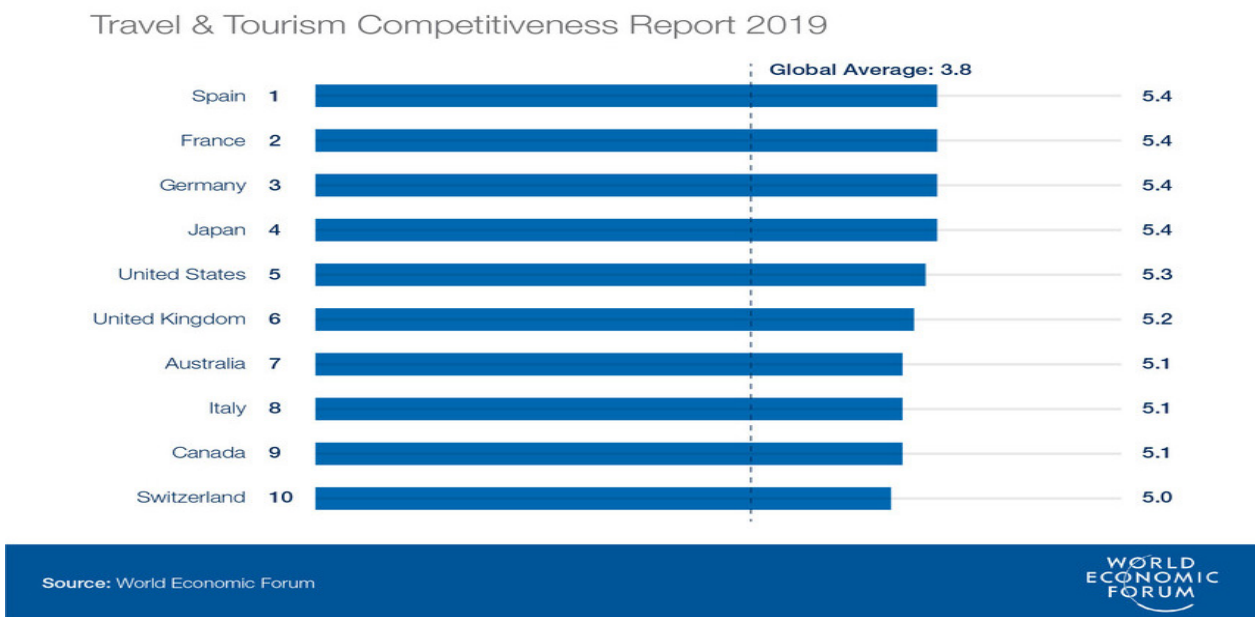
Destination management requires involvement and cooperation of all game players within destination. In accordance with modern approaches in destination management, destinations will be not demanding if they do not manage their products and services

properly. There is no need to have well known attractions like Big Ben or Pyramids, it is very important to have attractions managed wisely (Cotler et al., 2006:112) but countries with good reputation are the most desired.

In according to world economic forum people from Spain Germany and Japan are the most traveler nations. Moreover, the most desired countries are: Spain, France, Germany and Japan (chart 1). 32 million tourist visits Barcelona during the year. Tourism industry participates in formation of Spain’s GDP by 5 %.

Chart 1

Most desired Destinations during 2019 year



Source: www.weforum.org

In according to Georgian National Tourism Administration to compare with the November of 2018 and 2019 years, the amount of international

travelers increased by 12%. During 2019 year Total amount of visitors in our country were 8 690 352 this is the 7.2% more than last years dates. (see table 1).

Table 1

Dynamics of international travelers November 2018-2019 year

Country	2018 November	2019 November	Difference
International Travelers	598.312	670.122	12.0%
No-tourist Visits	112.993	126.946	12.3%

Source: www.gnta.ge

During 2014-2019 years Georgia received incomes from international travelers during I, II, III, IV quart of the year (see chart 1).

Source: www.gnta.ge

Chart 2

Incomes Received By Tourism in Georgia

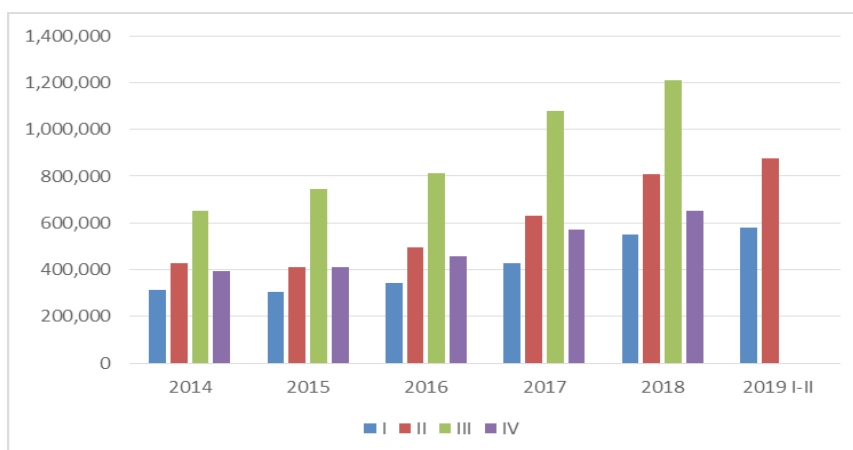


Table 2

Amount of Money Spent by Tourists with International Cards in Georgia

	2015	2016	2017	2018	2019
Total	1,459,116	1,624,808	2,059,729	2,136,848	1,798,960
	↓	↓	↓	↓	↓
January	88,957	111,536	152,896	135,197	163,465
February	83,525	107,367	140,168	122,764	149,670

March	106,872	122,461	167,715	152,997	183,644
April	118,105	117,744	160,454	149,540	200,587
May	131,895	130,493	165,049	170,825	232,210
June	116,854	122,996	165,053	189,958	253,181
July	124,635	147,615	203,899	232,512	299,040
August	135,821	169,613	212,009	247,455	317,163
September	157,846	162,477	286,612	207,708	
October	143,184	159,102	146,134	193,933	
November	136,216	128,230	127,578	162,458	
December	115,207	145,175	132,163	171,501	

Source: www.gnta.ge

According of dates shown on Table 2 and Chart 2, there is increase amount of money spent by tourists in Georgia. That is the one point that can help to accumulate tourism income in the country.

Conclusions

To sum up tourism plays significant role in modern economic development. Rising amount of international visitors in Georgia increases interest towards on tourism business. Globalization is the main object of tourism development. Tourism destination are important part of tourism development. Wisely, planed destinations are desired places to visit.

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