

“Ecotourism and its development prospects in Georgia”

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In the modern world tourism industry is one of the most rapidly growing economic sector. Tourism is very important part of the gross domestic product in many countries. Nowadays, the trends of global tourism showcase the developments of the types of tourism, those are based on the principles of sustainable development and concentrated on relaxing in ecologically clean environment. Therefore, ecotourism is distinguished by the raising statistical characteristics.

Ecotourism implies such type of journey that benefits both, the environment and the people. It excludes any kind of harsh interference in the nature. First of all, the aim of this type of tourism is to preserve the nature.

The United Nations World Tourism Organization has acknowledged ecotourism as a key factor for poverty reduction, environmental protection and conservation, and, in addition, for the promotion of sustainable development.

Georgia, which is one of the most outstanding countries with its nature, landscapes and historical-cultural heritage, has great opportunity to turn the ecotourism as the leading tourism industry. In Georgia the development of ecotourism is mainly related to the protected areas. This is showed by the annual flows of tourists in these areas.

The underlying work describes the concept of ecotourism, its types, the brief history, and the current situation in Georgia and in the world. The aim of this work is to assess the potential of ecotourism and its main challenges in Georgia. The Research of these issues have great importance, especially for Georgia, because the country has great opportunity for the ecotourism development.