

Medical And Wellness Tourism Perspectives In Georgia

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The aim of the work is to identify medical and wellness tourism condition in Georgia, as well as problems, perspectives, importance and role for the country. For the world medical and wellness tourism is not a news, it is a process when people travel to another country or region to improve health conditions or to get medical care. The development of these types of tourism is determined by various factors such as reliability, service quality, easy access, price and etc.

Development of medical and wellness tourism types is important for the economic and international cooperation for any country. This topic is actual in the world and in Georgia growing interest too. Besides that, wellness tourism supports sustainable development and may reveal particularly useful for regional tourism destinations, because potentially supports more easily with host community values in comparison with other forms of tourism, increasing its capacity to contribute to sustainability.