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## **CREATING A SYSTEMIC MODEL OF AGROTOURISM AND THE ECONOMIC MECHANISM OF ITS MANAGEMENT**

### **Abstract**

Agro tourism in Georgia has been rather late in functioning. If we take into view demands and motivation of new world's discipline and lasting globalization processes, development of agro-tourism is already epoch demand, which should strengthen country's economical resources repaying use and improvement of social conditions.

Agro tourism development demands working out of suitable economical mechanism and institutional system, which should provide its perfect management and regulation. It means to create flexible economical and legislative base and to work out suitable norms.

It will be necessary to make regional map of agro-tourism, which can become basement for realization and provision of marketing motivations. Such map without any doubt is innovation in the whole system of foreign-economical relations.

The aim of research of agro tourism having great, perspective and state importance should be to define possibilities and area in development of agro-tourism with consideration of its zonal—differential peculiarities, to create its systemic model, to work out economical mechanism for its management and regulation; and to prove optimal levels of its repaying.

In the article there is given concrete tasks for solving this problem.

**keywords:** Agrotourism, system model, regional atlas, economic mechanism, regional atlas of agrotourism.

Georgia is characterized by very diverse natural and economic conditions, which have a special impact on the development of agriculture, its specialization, displacement, production trends and scales.

These characteristics are noticeably, sometimes radically different depending on the individual zone and microzone, which requires a completely specific attitude from the point of view of the management system.

In this common system, the role and opportunities of tourism are gradually emerging and will be significantly increased in the near future.

In relation to agriculture, a specific, modern model and a progressive form of vision of the future is being formed by the creation of agrotourism profile formations and functioning based on customized management.

It can be said that Georgia's performance of this outstanding function was quite late, and if we take into account the requirements and motivations of the new world order and the irreversible process of globalization, the systematic development of the field of agro-tourism is the need of the hour and it should strengthen and strengthen the country's economic potential, promote local, unique, To use natural and economic resources with maximum return and to improve social conditions.

The importance, supporting circumstances, necessity and prerequisites for the development of agrotourism are confirmed by the fact that the signs of the agricultural culture of Georgia were reflected in the mythological and ethnographic documents, which are revealed in the customs and traditions related to this field, in religious rituals.

It should also be noted that Georgia is a region of world importance in terms of the specifics of agriculture. It is known all over the world that Georgia is one of the homelands and cradles of wheat and grapes.

It is very noteworthy and worth mentioning that in Georgia, Khevsuri cow, Tushuri sheep, Meguri goat, Kakhuri mountain-forestry nomadic pig, Georgian gray, long-nosed bee and others are considered to be achievements of folk selection.

All this will be of great interest to tourists and will become a source of new technologies (including selection) for them.

An extremely noteworthy and characteristic factor for the development of agrotourism is that Georgia has 25,000 rivers, 860 lakes, 688 glaciers, 1,400 mineral springs (including more than half of hot springs); Forests occupy 38.8% of the entire territory, the length of the Black Sea coastline is 320 kilometers; 54% of the territory is occupied by mountains, 33% by foothills.<sup>1</sup>

The diverse, contrasting nature of Georgia, with the richest flora and fauna, large hunting and fishing space, greatness and uniqueness of the forest fund, mountain and ski tracks, as well as rich historical, church-architectural ensembles, is almost invaluable for the development of agrotourism.

Tourists will be greatly interested and surprised by the fact that the original folk crafts are still preserved and followed in the mountain villages – making various clay dishes and ceramic products, spinning things from wood, sewing Svan, Tushur and Kakhuri hats, making unique souvenirs (in the mountain villages and coastal areas), Making easel-artistic and embossing products and others. Tourists will pay attention to the local technology of soil cultivation and cultivation of agricultural crops, the rules of processing of agricultural raw materials (making of Churchkheli, Felamushi, Tglapi, Chiri, Tkemli sauce and others).

The creator of the Georgian image of agrotourism will be the form that tourists will live in the houses of peasants (farmers) – as in original mini-tourist hotels, disconnect from the stresses of the civilized world and get involved in the atmosphere of peasant life, which includes cultivation of homestead plots, activities in vegetable gardens, fields, Joint activities and entertainment in meadows, floodplains and forest strip, scouting life, gathering mushrooms in forest edges, collecting raspberry, blueberry, schwindi, blackberry, panti, sedge martli, asquili, unabi, pshat and other products of forest flora. Collection of medicinal herbs and introduction to folk medicine will be interesting and of great practical importance.

Agro-tourists can expect tourist trips full of impressions in the vicinity of mini-tourist hotels, seeing historical monuments, listening to church prayers and polyphonic chants, cooking original cuisine, village night idylls under the starry, clear sky, dancing and games of village boys and girls in the moonlit evening. And many other amazing travel adventures.

The development of agrotourism in Georgia has such great prospects that it undoubtedly requires the creation of modern, future-oriented automated systems of management and regulation, with appropriate information technologies and a database.<sup>2</sup>

The development of agrotourism requires the development of an appropriate economic mechanism and institutional system, which should ensure its perfect management and regulation. This includes the creation of an appropriate economic and legal base and the development of relevant norms.

It will be necessary to compile a regional atlas of agrotourism, which will be considered as the basis for the realization and provision of marketing motivations. The creation of such an atlas is an undoubted innovation in the general system of foreign economic relations.

The development of agrotourism in Georgia requires the solution of many other specific and strictly targeted tasks, which in general should create a unified, centralized system and service of agrotourism, the

<sup>1</sup> Dynamics in Development of Agriculture in Georgia: V. Burkadze – “Bulletin of the Agrarian Economics” (Scientific works) Agrarian Economic Institute, Tbilisi- 2007, p. 53.

<sup>2</sup> Aim of Economical Mechanism Research for Stable Development of Agro-industrial Integrated Formation and Systemic Methodical Decision: O. Keshelashvili, V. Burkadze, J. Makharadze, A.Lapachi – “Bulletin of the Agrarian Economics” (Scientific works) Agrarian Economic Institute, Tbilisi- 2007, p. 41.



realization of which will strengthen the economic and social potential of the country and raise its role and function in the world community.

Scientists are now widely discussing a new theory—the theory of consumer choice. It is the description and execution of human decision making. Development of agrotourism is one of the best forms and means of realization of this position.

The goal of the study of agrotourism as a problem of great, prospective and national importance should be to determine the possibilities and area of development of agrotourism in Georgia, taking into account the zonal-differentiated features, to create its systematic model, to develop the economic mechanism of management and regulation, and to determine the optimized levels of returns.<sup>1</sup>

In accordance with this objective, at the level of individual tasks:

The main trends and regularities of the functioning of the agrarian sector will be identified in the zonal view, its potential and adaptation to the development of agrotourism will be determined and evaluated;

Progressive organizational-legal forms of agro-tourism development will be selected and defined, respecting the priority of mini-integrated formations, and the economic and legal principles and norms of their functioning will be developed.

It is determined by the profile of agrotourism, including Prognostic technical-economic, zonal-differentiated parameters of the development of mini-integrated formations.

The optimized levels of economic and social returns of the functioning of agrotourism profile formations will be determined;

A systematic model of agrotourism in Georgia and an automated, technological cycle of its management at different levels will be created;

The economic mechanism and institutional system of agrotourism development will be developed (financial levers and banking relations, monetary and credit relations, tax mechanism, prices and pricing, foreign relations, labor relations and the labor market, improvement of innovative factors and regulation of use).

An electronic visit project will be created and a mechanism for its management and regulation will be developed.

The opportunities and prospects for the development of folk creative crafts in the general system of agrotourism and the economic parameters of the functioning of auxiliary-coordinated structural formations for this purpose are defined.

Strategic communications in the field of agrotourism and technical and economic parameters of its deployment are determined.

The regional atlas of agrotourism will be developed.

It consists of a training and educational program for the training of personnel for agro-tourism and raising the qualifications, which will be implemented in the scientific research institute of the agrarian economy.<sup>2</sup>

A systematic data bank (base) of agrotourism and its information technology system will be created at the state level.

The study and processing of all these issues is the duty of Georgian agricultural economists and requires them to work hard and intensively, as a result of which Georgia's already weighty geopolitical function and role in the world community will increase. All this will be a constituent element of modern world integration processes.

<sup>1</sup> Strategic system of economic growth of the agricultural sector of Georgia: O. Keshelashvili, monograph, Tbilisi 2008.

<sup>2</sup> Aim of Economical Mechanism Research for Stable Development of Agro-industrial Integrated Formation and Systemic Methodical Decision: O. Keshelashvili, V. Burkadze, J. Makharadze, A.Lapachi – "Bulletin of the Agrarian Economics" (Scientific works) Agrarian Economic Institute, Tbilisi- 2007, p. 41.

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