

Manana Aladashvili
*Academic Doctor of Business
Administration, Professor*

Natela Tushishvili
*Doctoral student at the Georgian University
named after David Agmashenebeli*

SUSTAINABLE TOURISM AS A NEW TYPE OF RELATIONSHIP IN THE DEVELOPMENT OF A “GREEN ECONOMY”

annotation

The article presents a sustainable tourism as economic field and a new form of communication that many for the country decisive meaning it has and society development. In fact, problems a lot of aspect includes. tourism sustainability level (between ecological tourism), its economic importance constant height world leaders thoughtful economy stable development the most important as a means. different countries various strategies and approaches they have tourism stable development to. in the world tourism stable development big experience exists and last for years different level happens stable tourism levels integration business, government, political organizations and associations level. Therefore, sustainable tourism as a new form of communication. present time peace basic trial is the article also discusses that green tourism is a form of sustainable tourism that can be universal at the country, regional and local levels. For the further successful development of green tourism, the introduction of new technologies for the purpose of consuming resources and recycling waste is of great importance. It is also necessary to use energy-saving technologies that will contribute to the development of green tourism, which is the basis for the development of a green economy in the future.

key words: sustainable development, sustainable tourism, green tourism, green economy, energy efficiency, national park, green tours, ecotourism

Introduction

Tourism, with its high rate of development and its share of increasing income in the world economy, which is constantly expanding, has become the main sector of the world economy, and therefore is recognized by experts as a modern economic phenomenon.

The 70th UN General Assembly declared 2017 the Year of Sustainable Tourism, which poses even more challenges for the development of the sector.

Leaders of the developed world recognize that tourism has acquired the status of an economic, social and environmental leader in sustainable development. One of the main challenges of the world in the 21st century is the sustainable development of the economy, which is one of the main tasks of developed countries.

tourist sector in economics influence positive straight and indirect he has sides like small and microenterprises trade growth, entrepreneurship height and a. sh., tourism development causes new

public infrastructure create , protect And finance naturally And cultural Inheritance . practically world leading projects does Positive changes demonstrate what an achievement Maybe tourism stable with the methods that tourism « Green economics « indicative» to sectors it will turn out to be scientific and technical And socio – economic progress caused tourism fast development . this because of tourists massive visits places Appeared serious Problems ecology , culture And Social development in field . tourism uncontrollable growth that caused benefit fast receiving willingly , often negative to results reasons – environment Damage – local pollution natural Resources Depletion , for example , of water. stocks Fatigue evident Threats to biodiversity Loss of land Degradation , pollution And another . Global warm-up general in the indicator tourism share They estimate 5 % . which ABOUT economic on the side , here tourism wrong Control Maybe call Prices Growth , Economic instability And another .

by 2050 tourism height Certainly will cause energy use growth (154%), greenhouse gases release (131%), water resource consumption (152%), heavy waste use (251%).

The relevance of the topic is to highlight the role of sustainable tourism in the development of a “green economy”, which is of critical importance for many countries and covers many aspects of current issues in the development of society. The level of sustainability of tourism (including green tourism) and the constant growth of its economic importance were considered by world leaders as the most important means of sustainable economic development.

Purpose of the study: to study the possibilities of developing sustainable tourism in Georgia, to identify its role in the development of a “green economy”.

Research methods: As the methodological basis of the study, we considered the methodology of sociological, statistical and quantitative research that was related to green tourism – a factor contributing to the development of the green economy.

This is analyzed in the article Published in various top rated magazines. academic And Scientific Research tourism about the role green in economics . articles except another Publications such as books chapters And conference Materials from which Goal A has been analyzed majority important Articles , articles Most of them Published 2010 After this show Topics News. In addition to the data obtained, as well as systematic and situational issues of the problem, the annual report of the Georgian National Tourism Administration and the data of the National Statistical Service of Georgia represent the theoretical methodology of the work.

Literature review:

tourism exercise And in politics spent changes Maybe call this negative influence decline And On the contrary , bring Benefit . United nation organization report – “ Green Towards an Economy : Sustainable development And poverty will eliminate According to the magazine “ Roads” (Geneva , 2011) , *tourism is one of the most powerful drivers of sustainable growth of the world economy . With the right investment, this will be a continuously growing area over the next decade.* And hand I’ll help employment And economic increases development . this society pushes show off attention natural , historical , cultural values support . Of course it should problem through peace This is about .A lot of literature, including world literature, is devoted to this topic. tourist Scientific articles published by the organization, as well as regulations, which formed In the document – « of the day». Order in the 21st century . « right his with the help , actively carried out a tourist route Silk The path which a lot of Country, they between Georgia is also participating . (UNWTO.org., 2023).

2015 United Nations General 70th anniversary of the Assembly Anniversary At the session (in New York) 193 states It was decided that by 2030 become sustainable development day order Document – “ Let’s transform.” World by 2030 ”, which includes 17 goals and 15 years. during must give the most important tasks solution peace All countries And of people For well-being , which means reducing poverty and creating a healthy environment.

June 18, 2015 in China carried out world tourism organization silk roads Seventh International at the conference on the 20th Met a country between Georgia too participated that silk roads tourist potential discussion dedicated of silk roads route as Purchase relations development as well as tourist potential From an important point of view, this is a direction that, in turn, contributes to the development of sustainable tourism. (UNWTO.org., 2023).

2017 in September Georgia Also was tourism Scientific And Practicing experts majority influential International Association Aiest (established in 1951) in order 67 conference master country whose goal presented peace stable tourism industry improvement tourism Last trends And development analysis Based on this in the field expected Problems in advance foreseen And Their will decide roads by searching conference while working discussed was in Georgia tourism business sustainability And with him connected challenges And tourism stable development Business models . foreigner experts In my opinion , for Georgia stable development means two Business model balance . one On the other hand , about society based A business model that focuses small And average size in business And second On the other hand , about cooperation based A business model that focuses resorts for development , for example : skiing Resorts And leisure Complexes . experts They believe that in Georgia stable tourism for development necessary this Both Business model Balancing. Right here This is remarkable Also this is for today private And public sphere between cooperation cooperation in Georgia State structures hold in the hands of that former less smokes check tourism in field Associations, non-governmental organizations To presented interesting Innovative concepts. this hand European example exercise showed it private And public sphere between Cooperation It is important that effort general signs already in Georgia too It is noticed that the hand I'll help such society Form which more than it is important stable tourist product authenticity And for reliability.

stable tourism as economic Areas and new forms of communication, many for the country decisive meaning It has And How economic phenomenon society development In fact Problems a lot of aspect includes . to him Job growing capabilities And local for business big monetary income bring Maybe. tourism sustainability level (between ecological tourism), its economic importance constant height world leaders thoughtful All in all economy stable development the most important as a means. different countries different strategies And approaches they have tourism stable development to the world tourism stable development big experience exists And last for years different level happens stable tourism levels integration business, location, politics organizations And associations level.

tourist location And industry between Union institution present time peace basic trial is

The book by G. Nadirashvili and D. Dzhangulashvili "Sustainable Tourism" states that globalization process All a country and to them Among them is Georgia showed it's necessary conduct research tourist potential And local Population expectations o carefully must May be studied tourism development influence naturally And Social on the environment And must Get ready pitcher first steps May be avoided negative influence Wednesday And per population. tourism in field International scale activity hand I'll help in the country stable tourism Innovative approaches development And In fact Problems will decide Effective roads find (Nadirashvili G., 2016).

N. Katsitadze in his work "The Role of State Regulation and Policy in the Development of Tourism: the Example of Georgia ..." draws attention to the fact that small economy having countries for success important happens No so much tourist Having resources, how much his optimal use Innovative control methods that should be based on the country's natural resources, as well as production characteristics, demographic conditions and economic characteristics. Movement in this direction is only possible if the country has a policy for sustainable tourism development (Katsitadze N., Natsvlshvili I. , (2020)) . "The role of government regulation and policy in tourism development: the example of Georgia." In *Eurasian Economic Perspectives* (pp. 419-434). Springer, Cham.

Charles Geldner and Brent Rich in the book «Tourism, S. Basics: Theory and Practice» explores the environment in which tourism is formed and all the important elements of this formation. Environmental

ecology and the importance of ecotourism in the context of sustainable development deserve special attention. (Geldner Ch., 2016).

The book *New Directions for Rural Tourism*, edited by Derek Hall, describes the essence of sustainable tourism development and its role in economic development. The work also covers the emergence of new directions in this tourism. The study of these directions is especially interesting in the formation of tourism business in rural areas, which can seriously shape the specified tourist direction into sustainable tourism. The book also includes some important research in the field of rural tourism business (Hall.Mitchel. 2017).

The participation of rural people and their role in the sustainable development of rural tourism businesses is discussed in the article by Hall Kirkpatrick and Mitchell. The authors discuss the role of human resources for the successful development of green tourism business in rural areas, both for improving the economic and social condition of the village, but also the entire region. The role of human resources in the development of green tourism is certainly central, both in terms of cultural value and for proper service delivery and sustainable tourism development (Hall D. Kirkpatrick I. Mitchell M. 2005).

United Nations food And village Agriculture The national book “Understanding and Quantifying Mountain Tourism” by the organization’s Director General Koo Dongju and the World Tourism Organization Secretary General Zurab Pololikashvili mentions the role of mining tourism in the development of green tourism around the world. Around the world, mining tourism is driven by the human desire to experience nature in a unique environment. In turn, tourism is a lifeline for many communities in mountain regions and can play a leading role in maintaining systems that help protect these fragile ecosystems from overexploitation and support their adaptation to climate change. A series of studies jointly developed by the Food and Agriculture Organization of the United Nations (FAO) and the Secretariat of the World Tourism Organization (UNWTO) for the Mining Partnership aims to address the current lack of relevant data and increase awareness of mountain tourism. The study presents a number of recommendations for improving official mountain tourism statistics. The United Nations has declared 2022 the International Year of Sustainable Mountain Development to raise awareness of its importance and contribute to achieving the Sustainable Development Goals (SDGs). UNWTO and the Mountain Partnership have a long-standing collaboration to strengthen the tourism sector’s contribution to achieving the 2030 Agenda and the 17 SDGs. (Food and Agriculture Organization of the United Nations and World Tourism Organization. (2023).

Sustainable tourism is a factor contributing to the development of a green economy

Georgia, like the whole world, is developing And technological processes Sunrise In the background is ecological and ecological Problems And challenges before It revealed. Global environmental disasters in the world, expressed in climate change, have caused the emergence of habitats Water degradation And atmospheric air Pollution that significantly This affects human economic and industrial activities. Georgia has fast economic increases highlighted Interest, however recent Current The processes in which the role of the tourism business was emphasized are important. Sustainable tourism development goals achievement.

Green tourism is a relatively young area of recreation and is the basis for the development of sustainable tourism, but it has taken a big role in the lives of modern people, where you can not only relax, recuperate, but also find peace and balance.

The tourist product of green tourism is nature and maximum proximity to it while simultaneously studying the characteristics of the country or territory through which the tourist route is planned.

The tradition of traveling into the depths of nature originated in ancient Rome, when pilgrims and pilgrims went to perform religious shrines and rituals, their source of inspiration was the healthy natural environment, which they especially focused on, now this direction is widespread throughout the territory. Europe. Green tourism not only allows you to significantly save your budget, but also gives you incredible natural beauty. (Alaverdov E. 2021)

Green tourism is developed in countries known for their beautiful nature, landscapes and landscapes. These countries include Spain, Italy, France and England. Each country has its own unique green tourism niche. For example, a tour of France will allow you to appreciate wine and gastronomic delights in the lap of nature. Medieval stone wine cellars and exquisite vineyards will not leave the visitor indifferent; no less important are the sights of the villages of Alta Rocca and Nice. Green tourism in the deserts of Italy and Spain will allow you to appreciate the unique beauty of the local nature, get acquainted with ancient architecture, and also visit local resorts. As for the hospitality and emotionality of the local population, a visit to these two sunny countries will allow you to get acquainted with the celebration of life in a previously unknown culture.

Green tourism assessment indicators

Currently, an urgent task is to create a set of indicators that will allow assessing the development of tourism at the federal, regional and local levels. As part of the formation of indicators for assessing green tourism in the narrow sense, ecotourism is often referred to as a form of sustainable tourism, focused on visiting relatively untouched natural areas without anthropogenic impact.

The main indicator here is the number of tourists visiting specially protected natural areas (SPNA). According to statistics, in 2017, 65% of world tourists visited protected areas.

Based on materials from international websites, a structure for visiting national parks in the leading countries of the world has been compiled. Australia includes 26%, USA – 18%, Canada, Norway – 11%, Russian Federation – 1%. The largest annual income from ecotourism was received by the USA – 14 billion US dollars, Australia – 3500 million US dollars and Russia – 12 million US dollars.

When considering green tourism as the most important sector of the economy, operating on the principles of sustainable tourism, environmental management, social justice and economic efficiency, the set of indicators expands. Various international organizations offer a variety of indicators that reflect both directly and indirectly the development of green tourism.

The most developed methodology by the World Tourism Organization for assessing indicators of sustainable tourism development, where indicators are defined in five groups of areas: tourism and management; economic performance, investment and competition; employment, decent work and human capital; poverty reduction and social inclusion; Sustainability of the natural and cultural environment.

This understanding of tourism is supported by the Global Code of Ethics for Tourism (at General Assembly of the World Tourism Organization, Santiago, Chile, October 1, 1999) definition according to which tourism is a factor of individual and collective improvement; factor of sustainable development; a sphere that uses the cultural heritage of humanity and contributes to its enrichment; An activity that is equally useful and beneficial for the countries and peoples participating in it. This definition emphasizes the global significance of tourism and sustainable development, which is unimaginable without the combined efforts of the state at the national level, and at the global level – states interested in tourism.

The Global Responsible Tourism Council (GSTC) has developed global criteria for sustainable tourism for destinations, which include four main goals/indicators: demonstrating sustainable management; Maximize social and economic benefits for local communities and minimize negative impacts; maximizing benefits for local communities, visitors and cultural sites with minimal impact; Maximizing environmental benefits and reducing negative impacts [5].

Based on the UNWTO assessment of sustainable tourism development indicators, the European Commission established a set of indicators for assessing tourism development for European destinations, the “European Tourism Indicators Framework” [32]. It defines four blocks of evaluation indicators from a green tourism perspective: sustainable tourism management; economic; Socio-cultural development and environmental impact. This approach offers assessment of 43 indicators. In conditions of weak statistics, it is impossible to assess the effectiveness of green tourism using such a large number of indicators, especially over several years.

Results of sociological research

Natural objects of Georgia, mountain, forest and water ecosystems aroused great interest among tourists. The country has unique natural areas, which include forests, 19 protected areas and 12 thousand cultural heritage monuments, archaeological monuments (Paleolithic monuments, mammoth cemeteries, caves and sanctuaries of ancient peoples). In addition to these objects, tourists and vacationers in protected areas are attracted by various regions and their numerous natural monuments, as well as famous vacation spots: Svaneti, mountain and sea resorts of Tusheti Adjara, etc. The development of ecotourism is very important for the region. In this regard, we conducted a sociological survey of the country's population, the main purpose of which was to determine benefits by type of service, prices for tourist holidays and weekend services. According to a sociological survey, the number of residents of the district was 604 people (which is representative), where the share of the city's population was 83%. The questionnaires were processed using the SPSS Statistiks program; The sampling error was 3.7%.

Conventionally, age groups were divided into four categories: 20-25 years (42%); 26–34 (15%); 35–50 (26%) and over 50 years (17%). When choosing their advantages over types of recreation, it is proposed to consider several options that are closest to the lifestyle. As additional types of services, respondents suggested organizing children's recreation, expanding recreation areas, providing family recreation services, orienteering; Types of winter recreation – snowboarding, snow slopes, winter entertainment. The range of additional services differs by age category as follows: if the younger group (20-25 years old) wants a sports direction (photography, organization of evening sports activities, special tourism training, bicycle rental, etc.), then the next older age group (26 -50 years old) – animation and organization of children's recreation, orienteering, extreme recreation. The oldest age category of the population (50 years and older) does not provide additional services. It should be noted here that some of the respondents are ready for an independent holiday, unaccompanied, do not need services, have experience in excursions, equipment and knowledge of the region. The expenses of respondents for organizing recreation should be 80-120 GEL/person/day. In addition, a significant part of the respondents disclosed their expenses as follows: up to 50 GEL/person. (22%), 50 GEL/person (37%) and 2-5 80-120/person (30%).

A high percentage of respondents (67%) who are willing to pay 100-200 GEL/person/day for a weekend vacation require services with a relatively high level of quality and access to a wide range of services. Ecotourism is now seen as a holiday for the physically fit, often younger age group. Moreover, rural residents perceive "nature" recreation as a family/economic benefit rather than an aesthetic pleasure. The local population is not yet ready to pay much more for green tourism, which involves the introduction of renewable energy-saving technologies and waste management; comfortable conditions for all segments of the population. The public still does not understand the difference between a sustainable, ecological, nature or green tourism destination that has anything to do with outdoor recreation. Comfortable recreational conditions mean guaranteed safety, accessibility of transport to vacation spots, and objectivity of information. Currently, there is a definite need for environmental education in the specific field of green tourism, the benefits for future generations, the value, vulnerability, uniqueness and specificity of nature for all segments of the population.

Economic assessment of recreational services

Recognizing the role of ecosystem services in a green economy will transform key ecotourism sites into social, cultural and economic spaces with important conservation status, while preserving the most important conservation status. This implies significant changes in the management and planning of their development, taking into account multifunctional development. The main idea of this concept is to take into account natural capital – resource, regulatory and cultural functions. To assess the recreational potential (recreation and tourism), the method of transport and travel costs is used, which includes all the costs of recreationists: transport costs (usually travel expenses), recreation (in the case of tourism – the cost of a trip or the cost of maintaining and feeding facilities) and expenses – you during your vacation (souvenirs, wild plants, honey, medicinal plants, CDs, manuals, books, etc.). This method compares favorably with

estimating the total unit costs incurred to conduct the tour. Complex costs are also taken into account and, through calculation, an assessment is made of the attractiveness of the area from the point of view of natural, aesthetic, and spiritual factors. Similar studies have been carried out in many countries around the world – the USA, Europe, Australia and developing countries interested in the development of tourism, biodiversity and wildlife conservation. The main purpose of these studies is to obtain information on entrance fees to calculate costs, for example, to cover the costs of maintaining and maintaining a recreational area. In countries that already have protected areas for tourism (such as sub-Saharan Africa) or are currently establishing them, the transport cost method can be useful in determining an acceptable level of resource extraction intensity or foreign visitor fees (Elizbarashvili, N . 2018) .

The main objects of natural tourism in Georgia are a national park, a reserve, a number of nature reserves and other recreational areas in the region. The average annual visitor flow in recent years is based on domestic tourism monitoring data.

Green tours are organized for several days in national parks, nature reserves and recreation areas. The cost of food for tourists is 20-35 GEL/person/day.

The cost of transportation to your destination (and vice versa) varies depending on air, rail and road transport, as well as airport location.

Hotel accommodation for foreign citizens and city residents is determined at average prices.

Green tourism is the main basis of sustainable tourism, which has 5 characteristics:

1. Benefits of economic development;
2. provides the benefits of tourism and environmental development;
3. viability and profitability;
4. It becomes part of the local culture
5. Attracting investment in the regions.

In the 21st century, the world's attention is focused on greening the economy, which is the basis of sustainable development. The Green Economy Directives state that "what is economically sound is environmentally sound" and states that the world's transition to a green global economy began in 2012 and will peak in 2050. 2% of investments should be directed to 10 key areas of the economy: tourism, fisheries, forestry, transport, water resources management, water use, waste management and recycling, energy, agribusiness. In the context of modern, new economic development, green components must play an important role.

The United Nations has recognized green growth as an important driver of sustainable development, as reflected in the Sustainable Development Goals. In 2015, the Georgian government gave priority to a green economy, the main cornerstone of which is green tourism. The Georgian government declared him clean. production , ecosystems services , environmental education And green Job places [unwto.org)

The green economy opens up new business opportunities, especially in times of global crises. The green economy has been identified as an «unmatched» way to address economic development challenges, as well as environmental degradation and socio-economic inequality. Many enterprises are trying to take advantage of the opportunities of the green economy – the development of new products and services, existing business greening practices that improve their brand image. Such opportunities are also emerging in the tourism sector (Mason, 2016).

In the transition to a green economy, tourism is recognized as an important economic sector , as it is based on high-quality natural resources and climate stability. When properly planned and managed from an environmental perspective, tourism ensures economic sustainability for future generations. Education and awareness play an important role in the application of environmental ethics. To convince people to change their attitude towards the environment, it is necessary that they perceive themselves as part of nature, and not as a separate object from the ecosystem. This paradigm shift is necessary to reduce the negative environmental impact of the tourism sector, for example to minimize the impact of "free flights" (Holden, 2015) .

Rural tourism is often used in the development of various regions.

The green economy is a special model of economic development – a “resource-intensive economy model”, which leads to high costs and reduced productivity. The crisis continues to be an indicator of this model and, finally, gives rise to the idea of creating a new model of a “green economy”, secured by environmental risks and material benefits not created due to environmental scarcity and growing environmental inequality.

As part of the UN Conference on Sustainable Development Rio+20, states agreed to create the concept of a green economy as an important tool for sustainable development.

The green economy concept is a model that leads to improvements in human health and social justice, as well as significantly reducing environmental exposure to hazardous substances and eliminating environmental deficiencies. Thus, the green economy in its simplest form can be considered a low-carbon, resource-efficient and socially inclusive economic model.

The concept of a green economy does not replace the concept of sustainable development, but it is widely accepted that achieving sustainability is based almost entirely on the adoption of economic law.

The United Nations (UNEP Environment Programme, Economic and Social Commission for Asia and the Pacific, ESCAP, etc.), international organizations such as the Global Growth Institute (GGGI) and many others play an active role in developing green growth strategies. In other words, the entire international community is objectively forced to look for ways to transition to a “green economy” – an economy based on resource conservation and environmentally friendly production, improving people’s well-being and reducing environmental risks. The Green Economy is the economy of tomorrow and the driving force of economic development in the 21st century.

The United Nations Environment Program (UNEP), a special aid fund created to protect the environment, defines the green economy as a tool that improves human well-being and social justice by significantly reducing environmental impacts and the risks of environmental degradation.

The core pillar of UNEP’s green economy is:

compliance with the principles of sustainable development;

proactive approach to social and environmental impacts;

Assessing natural and social capital, eg internationalizing external costs, improving governance; sustainable and efficient use of resources, consumption and production; Achieve required macroeconomic goals by creating green jobs, eradicating poverty, enhancing competitiveness and growth of key economic sectors.

In terms of practical application, various tools are used in the green economy. Moreover, even environmental management and environmental problems are interpreted differently in national policies and development strategies in different countries of the world [4].

However, issues of environmental management and environmental safety, the need for “green” growth, including at the highest level, are increasing. At the same time, the thesis is substantiated that the “green economy” is an important tool for achieving sustainable development and eliminating poverty. The transition to a “green economy” involves the complexity and interconnectedness of measures implemented in the regions of the country, which are presented in the form of an individual plan, including both potential and expected socio-economic effects.

Experts from the UN Development Program have identified priority sectors for implementing the concept of transition to a green economy. First of all, it is energy (electricity, heat, oil and gas). It is necessary to reduce harmful effects and move to the widespread use of alternative methods of energy production. Secondly, it’s water. The state is trying to reduce water consumption by 2020. Thirdly, there is the problem of waste. The government has set a target to increase the current level of waste management to 70% by 2020. Fourthly, these are issues of agriculture and forestry. The main challenge here is to increase production without compromising soil fertility and the environment as a whole. Fifthly, this is transport. Most of the transport is carried out on diesel/petrol, which requires the development of alternative

«green» approaches associated with the use of alternative fuels to increase trade potential; Transitioning tourism to green tourism, which will significantly reduce Adama's environmental impact. [Aladashvili M., 2013)

Based on the general ideology of the concept of sustainable development, the issues of determining the long-term social and environmental consequences of modern economic development are fundamental, and the success of implementing the ideas of economic modernization and energy efficiency modernization depends on the activity of the state. state and regional bodies. In other words, moving along the path of sustainable development requires careful coordinated action across all sectors of the economy. This requires a model of the organizational and economic mechanism that ensures the transition to a green economy, the reorientation of economic, environmental and social institutions to priority areas. There appears to be a need to move towards an economic model that improves human well-being so that future generations can enjoy a healthy environment.

To carry out an effective environmental policy and comprehensive assessment of the effectiveness of “green” growth, it is proposed to develop a model of the mechanism for ensuring the transition to a “green economy”, which will allow us to understand the level of measures taken, the degree and limits of their influence, to process the most complete information about possible predicted risks and possible negative consequences (pollution, ecosystem degradation).

Georgia economy development significantly is natural depending on the country Resources And his ecosystems using . In those regions of Georgia where production is not developed and only the tourism sector is included in the regional economy, it is characterized by a high rate of resource use, which is 2.5 times higher than the rate of European countries, therefore the Georgian Government attaches a greater role to the development of the green economy.

Georgia in 2014 signed hand with the European Union association Contract . this is like statement And In the same time time operational The plan that defines Georgia in the European Union integration prospects . this conditions Georgian for the community together important must let it be What challenges If Problems Knowing that before costs Modern Europe . while when European in space actively in progress discussion Such on issues such as Financial market Reformation , systematic inequality Eliminate , green And stable economy development prospects .

Georgia Ethnographic In the Museum of the European Union , Sweden. And Austria representatives hand signed Contract Project – “ Green”. Economy : Sustainable mountain tourism And organic village « Farming « for starters . project takes into account in Georgia small And average business To promote your professionalism promotion And scale increase in order for the project Also aim target business environment improvement promotion And additional income will create opportunity increase Georgia for the economy Mon. Such important in a sector such as green tourism And village Agriculture . project development It happened Wednesday protection And village Agriculture Ministry of Economy And stable development Ministry And Georgia tourism at the national level with the administration tight cooperation within 4 years The project began in 2019 And financed European Commission (3 million euros) Sweden (2.8 million) euro) and Austria development in cooperation (1 million euro). project Austria development Agency It will be implemented by 9 people team through which constantly will posted Mestia And In Tbilisi .

Green tourism is based on mining tourism, tourism development promotion target project takes into account different events performance . their Among the locals for suppliers tourist services delivery National quality standards And control system form . developed standards Based hotels And Mining / Travel guides certification . project within Also will happen experience share at the national level And International Levels , mountains / travel guides And hotels owners possibilities Development , training for purposes indicator Production Hotel create

conclusion

Sustainable tourism, as a new form of communication, is a major issue in the world today.

tourism value in the chain sustainability integrate This is necessary because the Man Maybe call a lot of advantages For tour operators , suppliers , clients and other interested parties of the month. Such practice, for example energy efficient devices Using environmentally friendly products Buying , spending decline And Outdoors based Wise tour planning can No only consumed Resources reduction , but increase in benefits. It's also fragrant Renewable energy Inclusion of sources in tourism objects when placing or suppliers While choosing International hotels Networks , for example , are interested they are attachments on implementation green in technologies that reduce , natural Resources consumption And operational expenses .

The article also discusses that green tourism is a form of sustainable tourism that can be universal at the country, regional and local levels. For the further successful development of green tourism, the introduction of new technologies for the purpose of consuming resources and recycling waste is of great importance. It is also necessary to use energy-saving technologies that will contribute to the development of green tourism, which is the basis for the development of a green economy in the future.

month in which the country is moving green In economics, special attention should be focused on the development of sustainable tourism, where environmental sustainability becomes of great importance, both at the global and national level. To do this, it is necessary to introduce international programs and certification systems in countries, which will contribute to the dissemination of international experience in this matter and will give an incentive to tourism industry enterprises to introduce new technologies that will be environmentally friendly. healthy and safe, and this will contribute to the development of a green economy.

There are many examples from different countries. Countries and regions that have implemented clearly defined environmental policies, rely on scientific research, scientific databases, and stakeholder surveys, move quickly to a safe green model and develop a green economy accordingly.

In order to make the transition of the sustainable tourism industry to environmentally friendly technologies, it is necessary to ensure government support in the management and development of the industry. Also stimulating green activities of both consumers and producers in the form of taxes, prices, green loans and investments.

Recommendations

We shared international experience, identified goals for sustainable tourism development and adapted them to the conditions of Georgia. Also defining the role of sustainable tourism in the green economy. We have studied the prospects for using environmentally friendly technologies.

We recommend:

On the part of the state, to create a sustainable and intensive model for the development of tourism business, for which it is necessary:

- Studying foreign experience of basic principles and modeling of sustainable tourism
- Development of a sustainable tourism model based on scientific work
- Ensuring the involvement of specialists from various fields in scientific research.
- Ensure the participation of universities and other educational institutions in promoting sustainable tourism.

- In order to carry out an effective environmental policy and comprehensively assess the effectiveness of “green” growth, develop a model of the mechanism for ensuring the transition to a “green economy”, which will allow us to understand the level of measures taken, the degree and limits of their influence, and process the most complete information about possible foreseeable risks and possible negative consequences (pollution, ecosystem degradation)

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