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THE LINK BETWEEN SUSTAINABLE FOOD SECURITY AND SELF-SUFFICIENCY (THE CASE OF GEORGIA)

Summary. Food security is a guarantee that there is enough volume of food in the country, for a healthy life. Food security is a necessary condition for society. It includes four main components: 1. Ensuring the population with the required number of food; 2. Balanced meals; 3. Food safety; 4. Material and geographical availability of food. Food self-sufficiency is not an expression of food security, but the two can interact with each other in important ways. In order to evaluate food security in Georgia were analyzed self-sufficiency ratios of the Agricultural products, which are strategic importance. Also, were analyzed its mean component: local production. It is concluded that these self-sufficiency ratios are generally low in the country. Self-sufficiency ratios mainly refers to the trend of local production.

In conclusion sustainable development and strengthening of food security are key priorities for the development of the agriculture field of Georgia.

Key words: Agriculture, food security, sustainability, self-sufficiency ratio, local production

Introduction. Agriculture in Georgia has always played important role in ensuring food security and increasing wealth. Nevertheless, level of self-sufficiency with domestically produced food and incomes are low, poverty level in rural areas is high and deficit of food is covered by imported products [3]. According to the United Nations prediction the world is expected an increase in population from 7.7 billion to 9.7 billion by 2050.[6] It is estimated that the world population growth rate per year is approximately 1.1% (about 83 million people per year). Population dynamics is closely related to a number of global problems, first of all, poverty, food and environmental problems. The current political situation and the global climate changes create additional challenges for providing an adequate quantity of food to the population. For a country like Georgia, it is important to maximize the use of existing agricultural potential and its deliberate development.

For Georgia and also for low- and middle-income countries it is extremely important to meet three goals out of 17 set by UN 2030 Agenda for Sustainable Development. These goals are “Zero hunger”, “Good health and wellbeing” and “Responsible consumption and production”.

In order to meet these goals one of the ways are reveal challenges and perspectives for sustainable development and analyse food components that linking with food security and self-sufficiency.

Purpose. The main objective of the research is to show links between sustainable food security and self-sufficiency. Also, reveal challenges for achievement of sustainable development in Georgia and show its perspectives. Research objectives are follows:

- Analysis of researches around the problem.
- Study of self-sufficiency ratios and local production.
- Conduct in-depth interviews with farmers and experts.
- Reveal the possible ways for sustainable development

Various methods of analysis have been used in the research:

- Office research was done by analysing scientific works, analytical reports, policy documents and data.
- Analysis, synthesis, induction, and other methods including cohort analysis are used to select/group data, identify similarity/distinction and reveal trends.
- In-depth interviews are made within qualitative research.

Results. The analysis is based on the data of National Statistics Office of Georgia. Self-sufficiency ratios in Georgia are low, especially for wheat and meat (15-52%). Dependence on import is high. Import volume is three times bigger than the export volume. The share of agro food products in the total export is only 10%. In 2018, self-sufficiency rate was 15% for wheat, 52% for meat, 71% for corn, 59% for vegetables, 81% for milk and dairy products and etc.[4]. According to FAO recommendation, the country should produce 80% of the consumed food, which is unachievable for the country yet[7].

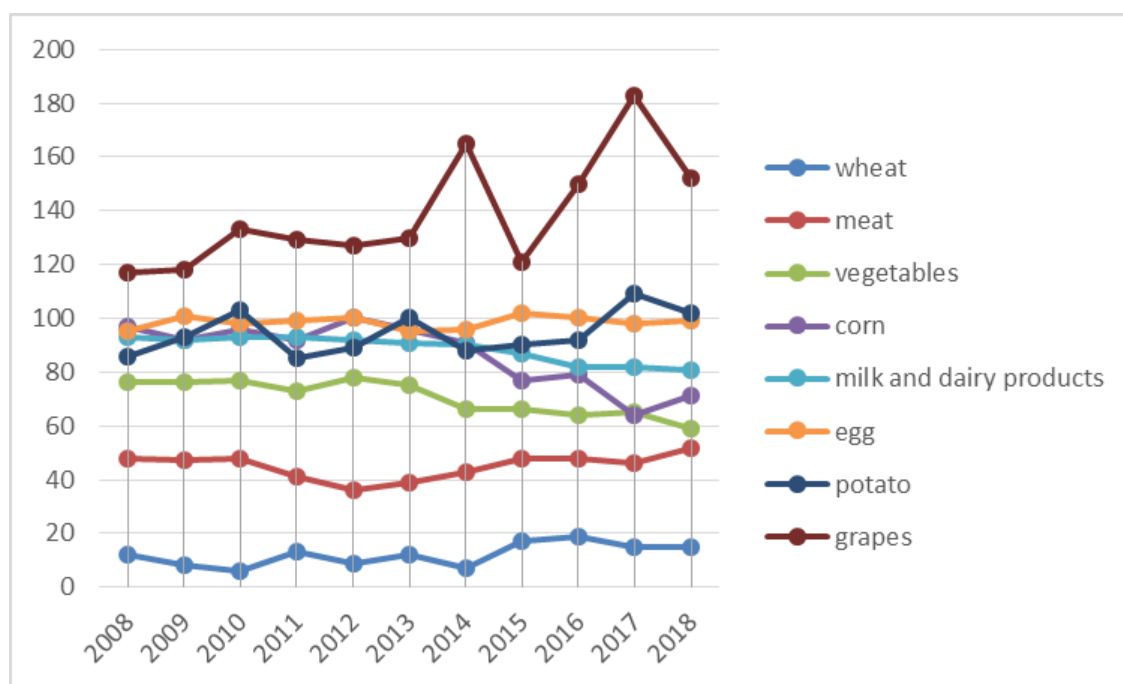


Figure 1. Self-sufficiency rate of major agricultural products in Georgia

Food self-sufficiency refers to a country's capacity to meet its own food needs from domestic production. Therefore self-sufficiency ratios mainly refer to the trend of local production. In other words, when the local production increases, self-sufficiency ratios also, increase. However, there are exceptions. Summary data is presented in Table 1.

Table 1. Food safety indicators in 2018 and Percentage change compared to 2017

	local production		Self-sufficiency rate	
wheat	107	+9%	15	0%
corn	194	+36%	71	+7%
potato	238	+32%	109	-7%
vegetables	142	+13%	59	-6%
grapes	260	+44%	152	-31%
meat	73	+10%	52	+6%
milk and dairy products	555	+5%	81	-1%
egg	635	+6%	99	+1%

To achieve sustainable food security we must work in three directions: productivity, connectivity and resilience[5]

Food self-sufficiency is mainly concerned with the availability (i.e. supply) pillar of food security, and focuses on origin of food, or at least the domestic capacity to produce it in sufficient quantities [7]. Self-sufficiency rate for agricultural products in Georgia is very low and there are significant problems of food safety in the country. Local production is also low and several times less than that in EU countries. However, local production has significantly increased compared to the previous year. That's why it is true that food security in Georgia is unfavorable, but it means that the potential for improving production is also high. The Sustainable Development Goals Report (2018) by the United Nations states that in order to achieve sustainability, upliftment of economic growth is necessary and is directly linked to achieving food security, improve nutrition and sustainable agriculture [1].

World community to solve the food security problem uses extensive and intense ways. The extensive ways requires significant resources, new agriculture and etc. land use, while intensive way is based on scientific-technical progress in the agrarian sector: increasing agro-technical culture, high-yielding varieties of plants, mechanization, reclamation. That helps the existing agricultural lands increases productivity. It is noteworthy that the widespread and massive introduction of the scientific-technical revolution in agriculture has significantly increased harvesting of cereal crops. This is related to the breeding of new varieties of crops and their widespread distribution. A sustainable agriculture focuses on promoting the economy through increased productivity while protecting the environment. Sustainable agriculture systems are designed in such a way, which use existing soil nutrient and water cycles, and naturally occurring energy flows for food production [2].

Environmental protection and environmentally friendly food production are social importance problems and an important area of macroeconomic regulation. Unfortunately, in Georgia low level of economic development and low investment opportunities cannot provide the use of modern technologies. Also, Farmers are not much aware of the current trends in agriculture, marketing and technologies. Ensuring food security, protecting vital interests of the population is very important for Georgia.

Conclusions. It's not required to produce 100 percent of its food on domestic, but rather to increase domestic capacity to produce food, even if the country engages in food imports and exports [7]. Food security in Georgia is unfavorable, that means potential for improving production is high. Self-sufficiency ratios mainly refer to the trend of local production. Sustainability can be achieved by utilization and implementation of techniques of farming which would increase production of crops to meet demands of growing population while at the same time it would conserve and protect environment and its natural sources [1]. Also, in order to achieve sustainable development, it is reasonable to implement investment projects directed

towards social consequences and oriented on food security and safeness. It is advisable to use both legislative administrative methods and economic mechanisms to prevent environmental and food hazards. Political support to the agriculture sector must be strong.

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THE SERVICE QUALITY MANAGEMENT CHALLENGES (THE CASE OF GEORGIAN HOTEL BUSINESS)

Summary. *With the increasing number of tourist in Georgia, the number of accommodation facilities is also increasing. The large number of small non-branded local hotels (up to 20 rooms) are represented in the Georgian hotel market. Due to the vicious practice of hotel star ratings in Georgia, the quality of non-branded local hotel services can't provide a proper competitive advantage comparatively to branded hotels. Consequently, the study of the issues related to the quality of service in the hotel business is relevant.*

The main goal of the study is to identify the challenges of service quality management provided by the local non-branded hotels in Georgia. Quantitative and qualitative methods were used in the research process. As well as the methods of statistical analysis, comparison and grouping. The research revealed challenges of service quality management in the hotel business of Georgia, and solution of which greatly enhances the quality of service.

keywords. *Hotel business, hotel service, service quality management.*

Introduction. Georgia's tourism industry is growing rapidly. The number of tourists and accommodation facilities is increasing every year. For example, in 2019, 87 hotels with 2,400 rooms were opened in Georgia (3). Along with the rapid growth the number of tourists and accommodation facilities, quality management of services is becoming a challenge for the local non-branded hotels. While customer-centric services, offering additional benefits to the clients and attaining customer loyalty tend to become increasingly demanding on global scale, owners of newly opened facilities in Georgia, for many reasons, often find it difficult to achieve the quality of services that tourists expect (1). Satisfied tourists with a high quality of service are an essential element of the future sustainable development of the Georgian hotel business and therefore of tourism. Whereas justifying customer expectations with the qualitative service is the key to success in a service business.