

opportunities as establishing the country brand as a global business, gaining incomes and attaining high employment rates and economic growth.

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SOME ASPECTS OF GREEN TOURISM MANAGEMENT IN GEORGIA

Annotation. *The paper discusses the economic benefits that a country will receive at the national, regional and local levels in the long run through sustainable development of tourism and implementation of proper, integrated policies. Proper management of green tourism development is discussed in the paper based on the example of Gobroneti – one of the most beautiful villages in Georgia situated in Adjara, rich in natural monuments, located on a high mountain slope and distinguished with picturesque landscapes and the guesthouse Zebo located in that village.*

The paper analyzes the state support for promoting the private sector operating in tourism sector to develop tourism products, as well as for encouraging participation in trainings and non-formal education activities, participation in educational and practical tours in Europe and the U.S. with the purpose to introduce new forms of services in hotel management, assistance from USAID, the EU, national grants etc.

Keywords: green tourism, management, guesthouse.

Georgia is an ancient country famous for its amazing history, its 8 thousand-year-old winemaking tradition, splendid mountains of the Caucasus, coastline of the Black Sea, good

climate and biodiversity, healing mineral waters, national parks, and UNESCO World Heritage Sites.

These offers are further enhanced by the warm hospitality and the unique cuisine that make Georgia more attractive for green tourism lovers all around the world.¹

The country receives economic benefits at the national, regional and local levels in the long run through sustainable development of tourism and implementation of proper, integrated policies. Based on the analysis of international trends, it can be said that sustainable tourism development reduces migration from mountainous regions. It encourages increase in the production of local agricultural goods in tourism zones and reduces imported goods. Along with the increase in tourist flows, the state effectively preserves cultural heritage and prevents natural healing resources in tourist areas from being wasted, destroyed and contaminated to avoid any kind of environmental hazard.

On September 25, 2015, all the 193 UN member states agreed to adopt the Sustainable Development Agenda 2030. In this document, tourism is included as targets in three strategic sectors and this indicates to the importance of tourism as a universal sector for the further development of our planet.²

According to the World Travel and Tourism Council's (WTTC) 2018 report, direct contribution of tourism to the GDP of Georgia was 9.3% and it is expected to reach 10.5% in 2028. The direct contribution of tourism and travel to GDP reflects the economic activities created by hotels, tourism organizations, airline companies, travel companies and restaurants. Total contribution of travel and tourism includes all the sectors related to travel.

The total contribution of the tourism and travel sector to employment was 27% in 2017 – this amounts to 483,000 jobs. According to the long-term forecast, it is projected to increase to 546,000 jobs by 2028.

As it is noted in the report, investments in tourism and travel sector amounted to GEL 435.1 million in 2017 and accounted for 3.6% of total investments. The WTTC forecasts that the above indicators will double and reach GEL 881.3 million by 2028.

WTTC calculates contribution of tourism to GDP in 145 countries worldwide and Georgia ranks 91st among these countries. According to the report, business tourism accounts for 35.7% of tourism contribution to GDP, while 64.3% is spent on leisure activities. Foreign visitors account for 79.5% and local visitors for 20.5% of total contribution. Receipts from domestic tourism increased by 4.9% and from foreign visitors by 5.7% in 2018.

The total contribution of tourism and travel to GDP amounted to \$62.9 billion worldwide and \$4.7 billion in Georgia. As a result, the country ranks 91st in the world.

Georgia ranks 78th in terms of direct contribution to employment in tourism and travel sectors. Tourism directly creates nearly 140,300 jobs in Georgia. Azerbaijan is ahead of Georgia with 173,400 jobs created by tourism sector. The country ranks 68th in the world, Ukraine ranks 56th with 228 100 jobs, and Turkey ranks 35th with 461,000 jobs. The country ranks 68 in the world, Ukraine is 56th with 228,100 jobs and Turkey is 35th with 461,000 jobs. Bulgaria holds 98th position on the list with 90,000 jobs and Armenia is 117th. Based on the same calculation, the share of the employees working in tourism and the related sectors is 7.8% of total employment in Georgia and Georgia ranks 29th among 145 countries worldwide.³

¹ Green Tourism in Georgia. Georgian National Tourism Administration The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Publish Date: 2018. S. 2

² <https://forbes.ge/news/2714/turizmis-efeqti>

³ <https://forbes.ge/news/3662/turizmis-wili-ekonomikebSi>

International and domestic tourism plays a major role in the development of the country's economy. Tourism expenditures of foreign visitors have a significant impact on the balance of payments of Georgia. Tourism accounts for about 71.8% of export of services in the country. An increasing trend is observed in receipts from international tourism; as a result, it amounted to over USD 3.2 million in 2018, while its share in GDP reached 7.6% (see Table 1). Reaching these figures in tourism sector was enabled by GEL 475 million increase in the added value.⁴

Table 1



Georgia is rich in natural monuments; the country is distinguished by the diversity of protected areas and the villages that are attractive for green tourism. Most of such villages are located in mountains and have fascinating landscapes. For discussing the issue, out of the hundreds of such villages we have selected a beautiful village of Gobroneti in the Adjara region and the guesthouse Zebo owned by entrepreneur Zebur Bolkvadze. The village of Gobroneti is located on the 49th kilometer of the Batumi-Akhalsikhe highway, on the right bank of the Adjaristskali River and 720 meters above sea level. Historical sources mention it in the 5th-7th centuries. In historical sources the village is first mentioned in 5th-7th centuries. Two trade-caravan routes crossed the village, connecting it to Kobuleti and Guria from the south through Kintrishi. At present, the village of Gobroneti is divided into three districts and there are currently 27 households in the village. Gobronet has a primary school, an outpatient clinic, a library and a club. One can easily get there with a simple, asphalted motorway from Batumi. The village is fully covered by cellular networks. Stunning views and landscapes of the Adjaristskali valley are seen from Gobroneti. 29 villages in four municipalities can be visited from Gobroni. The village is populated by the Nakashidzes, Beridzes, Davitadzes and Bolkvadzes. The latter constitute the majority of the population and they have been living in Gobroneti for 400 years already. Makhuntseti Waterfall, Tamari bridge, Zvare church and other sightseeings are in the surroundings of Gobroneti.

Guesthouse Zebo owned by Zaur Bolkvadze is one of the first guesthouses established in rural areas in Georgia. The idea was brought by its owner in December 2005 from Montenegro. The idea was implemented very quickly and received first tourists already on June 1, 2007. This date should be considered as the beginning of the development of rural tourism. At that time, the owner of the guesthouse earned his living mainly from agricultural activities and tourism was an additional activity that brought additional income and new human relationships that did not exist before. Today, the situation is just the opposite. The entrepreneur needs eco-friendly agricultural products to develop tourism, which is his major business. Thirteen years after it was opened, the hotel offers its guests an extremely warm, family-friendly environment and interesting programs. Here tourists have the ability to taste traditional Adjarian cuisine, listen to traditional polyphonic songs, talk to local population, get interesting news from them and get acquainted with the daily

⁴ Statistical Review of Tourism in Georgia 2018 (p. 3)

life of the village and local customs and traditions. They can participate in traditional Ajarian farming activities such as cheese making, tobacco cutting and vodka distillation. Tourist can participate in the preparation of traditional dishes, wine and vodka tasting if they wish. Zebur Bolkvadze is an excellent guide. One can take a tour to the surroundings of the village with him and visit the place such as the Gobroneti waterfall, which is 22 meters high, the Kolchian forest and steep slopes of Latevra Mountain, which are difficult to climb up. In the summer, it is a great pleasure to taste ecologically friendly dairy products in specially built summer houses. Optional overnight accommodations, delicious spring water and a picnic can be arranged in specially arranged picnic areas. Tasting delicious spring water and organizing picnics at specially arranged picnic areas, probably with overnight stay, is a good option as well. Excellent hiking tours can be organized on horseback or by off-road vehicles up to Latevra Mountain.

It is of no doubt that the state encourages the private sector operating in tourism to improve tourism products. In this regard, popularization of tourist routes by the National Tourism Product Development Agency (<https://visitajara.com>). This agency was established by the Department of Tourism and Resorts of Ajara Autonomous Republic and has been operating since 2015 (formerly NNLE Batumi Tourism Agency).

Generally, information and promotional materials about Gobroneti and in particular the Hotel Zebo are regularly published through the official tourism portal Gobatumi [<http://gobatumi.com>]. Other information and advertising portals are: <https://Infoajara.com>; <https://Ruralconf.com>; <https://Batumievents.com>; <https://Gobatumi.com>, which provide information about nine tourism information centers in Adjara (municipalities of four cities and five regions), thus helping the tourists to choose and get the information and services they need.⁵ The activities undertaken by Hotel Zebo are covered by the journalist from over twenty countries. Polis journalists have published Gaumarjos, a two-volume set dedicated to Georgian hospitality. Both volumes include much information about hotel Zebo. Among the visitors of Zebo were foreign parliamentarians, ministers, celebrities. Adjara Tourism Department provides assistance to the firm in developing tourist routes. With the help of the Department, 14-kilometer-long hiking route "Gobroneti-Latevri-Chankeri-Gobroneti", which is the buffer zone of Kintrishi National Park, was marked.

As for private tourism advertising, Zebur Bolkadze prefers repeated visits by former tourists to his hotel and tries to attract new tourists on the basis of their recommendations. For attracting new tourists, Hotel Zebo also participates in tourism fairs.

In the management of the hotel Zebo great attention is paid to following the advice provided by its guests and participation in trainings and non-formal education for introducing new forms of services. Participation in study-tours in Europe and the USA, assistance received from USAID, EU and national grants was of particular importance. All this assistance made it possible to fix the road to get to the hotel, build the bridge, fix an electricity transmission line and supply drinking water.

The following issues are still on the agenda of the hotel: renovation of wine cellar, adding new plants to the garden around the hotel, building Tone for baking traditional Georgian bread, arranging vodka-distillation equipment as a demonstration, allowing tourist to participate in making and tasting Churchkhela - Georgian dessert, restoration of the tradition of the wooden carriage, etc.

Plans of the future include buying a telescope that will allow tourists to view the settlements and landscapes around the village; restoration of the following historical hiking routes - 1. Gobroneti-Khino (Kintrishi)-Kobuleti-Guria, 2. Gobroneti-Akho (famous mosque built in

⁵ <https://Infoajara.com>; <https://Ruralconf.com>; <https://Batumievents.com>; <https://Gobatumi.com>

1748)-the Gegelidzes (house-museum of a famous Georgian poet Pridon Khalvashi)-Dandalo arched bridge-Gobroneti; marking of cultural routes.

As a conclusion, in our opinion, here are recommendations and future possibilities for further development of green tourism and economic stability of guesthouses such as Zebo:

- Studying and implementation of new, hiking, horse riding and combined routes in addition to the existing ones;
- We consider that engaging in the negotiations with tour operators to incorporate 2-3 day-long mountain tours in the programs of seaside tours;
- In our opinion, there is a good potential to organize family holidays for the people living in large towns and cities in Georgia. Tourism markets of Tbilisi, Kutaisi and other industrial towns need to be studied from this perspective;
- Offering tours in mountainous Adjara region to the tour operators interested in ethnographic tourism in Georgia.

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СВІТОВІ HR-ТРЕНДИ НАВЧАННЯ ТА РОЗВИТКУ ПЕРСОНАЛУ

Анотація. У дослідженні на основі огляду літературних джерел наведено світові HR-тренди навчання та розвитку персоналу сучасних організацій: smart-навчання, онлайн навчання, навчання в процесі роботи, гейміфікація, змішане навчання (поєднання віртуального навчання з персоналізованим коучінгом на вимогу).

Ключові слова: світові HR-тренди, навчання, розвиток персоналу

Актуальність. Бізнес-реальність сьогодні украй рухлива і динамічна. Автоматизація та цифровізація охоплюють усі сфери діяльності, щодня упроваджуються нові технології, міняються стратегії і концепції, виникають нові вимоги до компетентності керівників, професіоналів, фахівців, робітників. Гігантські інформаційні потоки вимагають від роботодавців і працівників надзвичайної гнучкості. Нині людина не може дозволити собі назавжди освоїти якусь спеціальність й успішно практикувати її усе життя, не навчаючись нічому новому. Крім того, від сучасного працівника потрібна не лише професійна компетентність, але й розвинуті універсальні м'які навички («soft skills»): швидкий аналіз та вирішення проблем, позитивне, креативне та критичне мислення, самоконтроль, стресостійкість, логічне мислення, адаптивність до змін, уміння вести переговори, ораторське мистецтво, робота в команді, самоорганізація й т.п. За таких умов та вимог