

Touring Potential and Prospects of Its Development in Adjara¹G. G. JABNIDZE, ²N. V. JABNIDZE, ³J. R. ANANIDZE¹ Tbilisi Polytechnic University, Georgia² Batumi Shota Rustaveli University, Georgia³ Batumi Shota Rustaveli University, Georgia

Aim of the study: In the late years one of the main priorities of Georgia's government supporting of tourism development. According to the forecast of world tourist organization (WTO) by 2015 the amount of tourists will reach 1 billion and the most important segments by 2015-2020 will be: The sun and beach; Sport; Adventures; Tourist and nature; Cultural tourism; Urban tourism; Rural tourism; Cruises; Preserves and parks; Conferences. Adjara is Georgia's one of the most important regions being distinguished with its original climatic conditions. River gorges, meadows, diverse nature and dense woods attract attention of many tourists. The region is characterized with particular abundance of historical and cultural values. Hundreds of historical and architectural monuments attract local and foreign tourists. Rich cultural traditions, hospitality passing through centuries and tolerance towards foreigners, high internal culture and intelligence give us ability to talk about development of tourism's variety in the region (especially in its subtropical zones). Nowadays the best way is using families living near tour routes as "Host families" because the infrastructure in the region is not highly developed and the amount of hotels is not very large. This factor is very important not only for developing of tourism in Adjara but also for attaching population to their living areas in the mountainous region. For this matter the existence of tour centre assuring communication of users of touristic resources and producers is very important. The centre will offer to foreign and local tourists the variety of tourism priorities in Adjara. Tourists will get acquainted to the information they'll be interested in through guide-operators prepared beforehand. Visitors will be located in "host families". Creation of informational database on the web site where also will be placed information about touristic zones, tour routes also about "host families". Creation of informational database on the web site where also will be placed information about touristic zones, tour routes also about "host families" is very important.

Results: It's also possible to print and spread advertising leaflets showing tourism potential and giving information about "host families". Thus, Adjara is important region having good conditions for developing of eco and agro tourism, cultural tourism and pilgrimage. Development of tourist business will solve a lot of problems in Adjara, especially in subtropical region. It will decrease migration and unemployment, will stimulate small and medium businesses, will popularize the cultural heritage of the region, will stimulate producing of agricultural products.

Keywords: Touring potential, Adjara, Visitors, important region, touristic zones.