

Marketing Georgia as a Tourism Destination

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Abstract

With the development of tourism it is possible to bring the country economic benefits as well as social development. Today in the world tourism industry has become competitive. Georgia has a chance to have his place amongst the world's destinations. It has unique features that will help to gain competitive advantages. Georgia can develop multilateral tourism, from adventure tourism to cultural. But what distinguishes it from other countries is its wine tourism.

Basking in a perfect climate for vines, the mineral-rich soil of these Southern Caucasus valleys nurture over 500 indigenous and ancient grape varieties, most of which are grown regularly or are being revived.

Georgia considers itself as the “wine nation” and with some justification as even the word wine is believed to have derived from the Georgian “Ghvino”. Researchers have uncovered grape pips of domesticated *Vitis vinifera* in Georgia radiocarbon-dated to 6,000 BC. The many exhibits of ancient works of art and artifacts with chased imprints of vines and clusters of grapes in the State Museum bear witness to Georgia’s prime place in the history of vine and wine.

Wine is part of Georgian heritage including architecture, poetry and songs, and is associated with celebrations, holidays and rituals. Winemaking remained the basis of the Georgian economy for centuries.

A lot of factors hindered Georgian Marketing as tourism's independent unit, in the last decades. A lot of complex work has to be done to raise Georgia's acknowledgement throughout the world and settle its place like the unit of wine place.