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EXPERIENCE IN THE DEVELOPMENT OF TOURISM IN GEORGIA IN THE POST-CONFLICT PERIOD

Goal. The purpose of the paper is to provide a theoretical and methodological study of the experience of Georgia in the development of tourism in the period from 2009 to this time.

Method. The methodological basis of the research is the basis of scientific dialectics. Expeditionary, historical, comparative-geographical, statistical methods of research have been

applied.

Results. The role of the public sector in the development of tourism in Georgia and the activities of the National Tourism Administration are analyzed. The current state of tourism of Georgia is highlighted, which has considerably improved after the conflict. The role of tourist information centers in the development of tourism of the country in the post-conflict period is determined. The strategic goals of development of tourism of Georgia were grounded, due to the implementation of which they managed to reach growth in the industry. It has been established that the development of infrastructure, marketers' efforts and attracting new investments has been the driving force behind the growth and progress in the tourism industry in Georgia.

Scientific novelty. Scientific novelty is to begin systematizing the experience of various countries affected by the conflict, in the development of tourism. It is stressed that the experience of Georgia will be useful for Ukraine in this direction.

Practical significance. The results of the study can be the basis for further analysis of the possibilities of developing tourism in the post-conflict period in other countries. Ukraine has many similarities with Georgia, especially in terms of overcoming the conflicts in the tourism industry. It is suggested to use the positive experience of Georgia in Ukraine in order to achieve high indicators of the level of tourism organization.

Key words: strategy, tourist information center, conflict, post-conflict period, tourist administration.

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