

MANAGEMENT OF NATURAL AND RECREATIONAL RESOURCES IN GEORGIA FOR SUSTAINABLE TOURISM DEVELOPMENT

Zubitashvili Tamar

Doctor of Geographical Sciences, independent tourism researcher, Georgia, Telavi

Email: zubitashvilitamar@yahoo.com

<https://orcid.org/0009-0001-1698-7968>

Received: 28.01.2026 | *Accepted:* 24.02.2026 | *Published:* 26.03.2026

ABSTRACT

RESEARCH ARTICLE

The article discusses the development of recreational tourism in the territory of Georgia. It examines approaches to natural and recreational resources and evaluates them. The factors affecting the natural and recreational potential are determined as much as possible, the advantages and disadvantages of the development of the natural and recreational complex are established, and the reasons why it is possible for the regions of Georgia to be sharply oriented towards the use of natural resources are also described. All this is aimed at the development of sustainable tourism, and the natural recreational potential of the Kakheti region is discussed.

KEYWORDS: tourism, natural and recreational resources, tourism and recreational potential, sustainable tourism development.

INTRODUCTION

Discussion: The development of tourism is closely related to changes in the priorities of recreational needs, methods of their satisfaction and territorial organization. It affects the development of various economic sectors and is aimed at improving the infrastructure of a particular region of the country. Tourism is a mass phenomenon, and a proper analysis of recreational tourism resources, especially natural and recreational resources, will lead to a reasonable policy and targeted actions in the field of tourism. The regional aspect is of great importance in this area, since the development of tourism depends on the socio-cultural, economic and natural conditions of a given territory. The improvement of the tourism industry should not lead to a negative impact on the environment. [1].

As we know, recreational tourism resources are divided into two groups. These are direct and indirect groups. The first group includes natural, historical and cultural resources that are used by tourists and vacationers themselves, while the second group includes socio-economic resources that are used for the development and use of direct tourism resources.

Natural recreational resources are defined as natural-territorial complexes, their components and properties, such as attractiveness, contrast and alternation of landscapes, exoticism, uniqueness, size and shape of objects and visibility of these objects. [1].

What are natural conditions? Nature, the geographical (natural) environment, plays a vital role in the life and development of human society. Nature, in a broad sense, includes the entire material world. The geographical environment is that part of nature that is directly related to the life and activities of society and interacts with it. The most important characteristic of the natural environment is its territorial heterogeneity, which makes it one of the main factors in the location of human settlement and production.

The constituent elements of the natural environment are natural conditions and resources. Natural conditions are bodies and forces of nature that, at a given level of development of productive forces, are necessary for the life and activity of society, but do not directly participate in material production (for example, relief, climate, and geographical location).

As for natural resources, these are bodies and forces of nature that are directly used in material production (for example, minerals).

Natural conditions, among the components of the natural environment, usually include: climate, soil, topography, geological structure, and flora and fauna of the territory. A very important component of natural conditions is also the physical-geographical location of the territory, namely, its location in a specific natural zone of the Earth.

Natural conditions affect practically all aspects of people's daily life and economic activity. They have a particularly significant impact on the health and cost of living of the population, the productivity and specialization of agriculture, the methods and efficiency of mineral extraction, the economy of construction, water transport, the development of tourism in the region, and the technological characteristics of production.

If we consider natural resources from an economic point of view, then these are the elements and forces of nature that can be used in production and also in social spheres to satisfy human needs or requirements. Natural conditions include such environmental components as climate, geography, geological structure and topography, surface and groundwater, and soil.

The influence of natural conditions on recreational activities is variable, namely, in any situation they can accelerate or hinder the pace of recreational development.

Tourism resources are divided into natural and natural-anthropogenic resources. The first group includes physical resources - objects and phenomena of inanimate nature that are used for recreation. Biological resources are considered to be objects and phenomena of living nature that have valuable tourist and recreational properties, in particular, soil, flora and fauna; As for natural-anthropogenic resources, they include objects created by man, such as botanical gardens, zoos and landscape architecture. [1]

We can safely say that all regions of Georgia have significant resources and natural conditions. Which represent its natural potential and at the same time contribute to the formation of recreational activities and the specialization of each region. In the process of recreational activities, natural resources can perform various functions: aesthetic (landscapes, various excursion objects) and recreational resource-based.

Tourism occupies a special place among those industries that are sharply oriented towards the use of natural resources, which is confirmed by the following characteristics: Tourism resources are consumed according to their location; population movement occurs in the regions of natural resources where they are located. When a resource becomes in demand, the region should focus its policy on attracting tourist interest and create all the necessary conditions for the development of tourism in the region. For greater attractiveness, it is possible to use still unused and unexploited natural complexes such as beaches, exotic landscapes, canyons and caves. It is also possible to include the entire natural landscape, in particular, we can cite the protected landscape of Tusheti as an example.

Along with natural and recreational resources, it is possible and will be more interesting and attractive if various forms of natural resource management are included, such as fishing, bird hunting (birdwatching), boating on fast mountain rivers (rafting) and many other forms.

Environmental education plays an important role in the successful development of sustainable tourism. We should not forget that the main factor that affects the development of tourism and its sustainable maintenance is the changing and unstable political, socio-demographic, financial-economic and material-technical factors. The acute and unstable political situation in the country directly affects the development of tourism in the region. Such regions are less in demand and are practically not of interest to tourists.

The development of tourism based on natural and recreational potential has its positive and negative sides. Among the positive sides, we can single out the most important and important creation of new jobs and employment of local residents, as well as the support of local small entrepreneurs and the promotion of their products to the general public, which will give them even greater incentive to create new products based on the old ones. The more characteristic and authentic they will be for the existing region.

I will remind you that Georgia has been famous for its pottery production since ancient times. Not to mention the culture of vines and wine. This activity is a traditional form for my country, which was passed down from generation to generation. Today, along with the production of pottery, local entrepreneurs also make various clay items. I must also mention the production of felt, weaving rugs and embroidery, which were mainly carried out by the inhabitants of the mountain region for centuries and have been preserved to this day. Dyes were obtained from flowering plants in the mountains by natural processing, which unfortunately no longer happens today, because a significant part of those plants has become extinct due to environmental conditions, and some are on the verge of extinction. However, local small entrepreneurs are trying to create products that will be a continuation of the old tradition. Such forms of activity are very attractive for incoming tourists, and therefore locals try to include in tourist routes, along with visits to historical and cultural monuments or national parks and reserves, master classes that include working with clay and felt, offer tourists clay processing, learn about the history and origin of clay, as well as felt processing, and together with them create items that will be given to them as gifts. All this will increase cash flows in the region receiving tourists, which will lead to an increase in the gross national product, attraction of foreign capital, reform of the recreational structure, improvement of the tourist infrastructure in the region, and all this will have a positive impact on various sectors of the economy in the country.

However, if we look at it from the other side, all this can lead to an increase in prices in the region, as well as an increase in land prices, and the frequency of tourist flows can lead to environmental and social problems. But all this can be regulated by the state.

Regional government policy should be aimed at attracting tourists to natural and recreational resources. To this end, they should be able to develop tourist infrastructure in the recreational zone, actively promote the tourist product in the market, hire qualified workers and improve their professional skills, create competition in the tourism market, develop a program to mobilize tourists and improve the tourist zone in order to generate public interest and ensure the sustainability of tourism development.

If we look at all twelve regions of Georgia, we will see that each of them has a very interesting landscape and geographical location, an abundance of natural and recreational resources characteristic of the region, gastronomic and folklore diversity, agrarian and ecological diversity (family wine cellars and national parks or reserves), historical and cultural fortresses, museums and pantheons of prominent figures, caravanserais, wine cellars of local production, residential palaces of kings and nobles, a significant part of which has survived to this day in its original form. Each of these is a very attractive factor for the incoming visitor, who is waiting for an impressive journey to fabulous Georgia.

The proximity of the Black Sea gives the country an opportunity to develop marine and beach tourism. In winter, the mountain resorts of Bakuriani and Gudauri are very attractive and in demand, hosting a large number of local and incoming tourists every year. Among the recreational resources, we must definitely mention the healing mineral waters, mud baths, and sanatoriums located at the resorts.

Conclusion

Finally, we can say out loud that tourism in Georgia can work all year round. Because the country has such a landscape layout that this favorable location contributes to the development of individual forms of tourism seasonally. Proper management of natural and recreational resources in the country will lead to the sustainable maintenance of tourism and the successful development of individual forms or types of tourism. The combination of unique natural conditions and cultural-historical attractions will increase the recreational value of the region and make it especially attractive and accessible to potential consumers.

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