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The Role *of the* Great Silk Road

Discipline: The role of the Great Silk Road
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Georgia

Great Silk Road





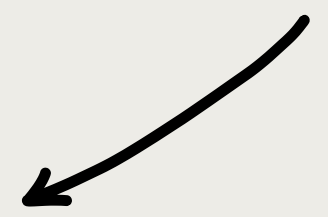
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Tourism in Georgia

Tourism in Georgia is an increasingly important component of the country's economy. In 2019, the number of international arrivals reached a record high of 9.3 million people with foreign exchange income in the year's first three quarters amounting to over US\$3 billion. The country plans to host 11 million visitors by 2025 with annual revenues reaching US\$6.6 billion.

The expenditures of foreign visitors to Georgia have a significant effect on the balance of payments, and approximately 35.9% of Georgia's goods and service export revenue comes from tourism. International tourists stay an average of 6.5 days.



Accommodation

The most prevalent form of accommodation is hotels (41,123 beds), followed by Family Hotels (11,374 beds). In 2017, 60 new hotels with a combined bed number of 3,894 were opened. From 2017 to 2019, 194 hotels are planned to open, with a total bed number of 21,216.

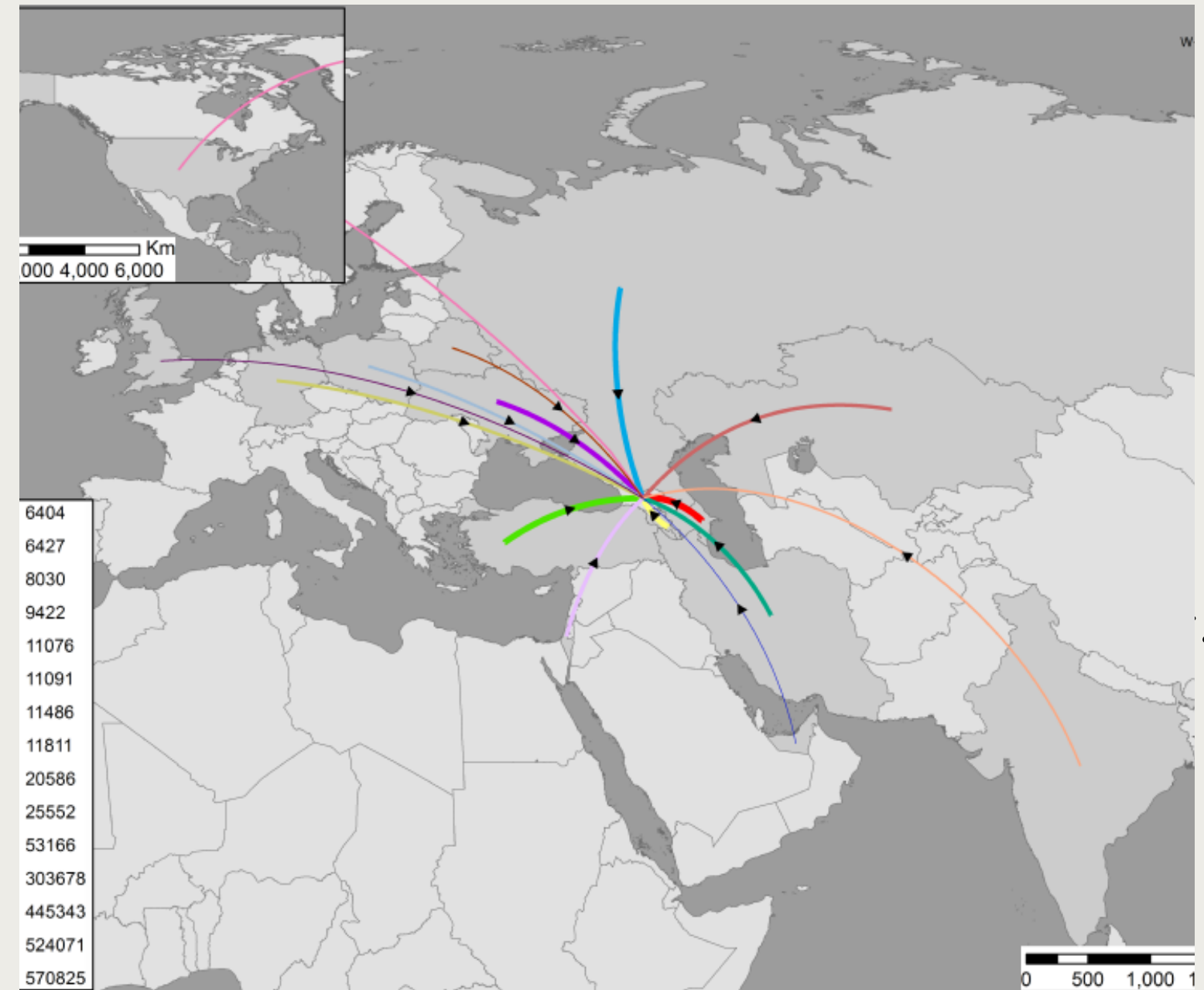
Hotel chains with operations in Georgia include:Marriott Hotels & Resorts, Le Méridien, Courtyard by Marriott, Mercure, Millennium Hotel, Hilton Hotels & Resorts, Holiday Inn, Sheraton Hotels and Resorts, and Radisson Hotels.

Batumi features several casinos that attract tourists from Turkey, where casino gambling is illegal.



Arrivals by country

A record number of foreigners visited in 2019 – 9 million 358 thousand people, which is 7.8% more than in 2018. The first three foreigners who visited Georgia last year are citizens of Turkey, from where 335.9 thousand people arrived (a decrease by 3.4 times over the year), in second place is Azerbaijan (295.2 thousand people, a decrease of 5, 2 times), the third – Armenia (261.3 thousand people, a decrease of 5.2 times). This is followed by citizens of Russia, Ukraine, Israel, Iran, Uzbekistan, Belarus, Kazakhstan, Poland, Germany and other countries. In 2020, 1 million 749.3 thousand foreign visitors, which is 5.3 times less than last year.



Biggest Cities In Georgia

Tbilisi is Georgia's capital and largest city, and is located on the banks of the Kura River. The city has a population of about 1.3 million people. Tbilisi was established around the 5th Century by the monarch of the Kingdom of Iberia and has been the capital of several Georgian's kingdoms and republics. Historically, the city was home to diverse cultural, ethnic, and religious groups although it is dominated by the Eastern Orthodox Christian. The location of the country at the crossroad of Europe and Asia makes it a lucrative east-west trade route. The architecture of the city is a mix of Medieval, classical, and modernist structure which reflects the country's history. The city is governed by the Tbilisi City Assembly which is elected once every four years. Tbilisi is divided into raions or districts for administrative purposes.



Biggest Cities In Georgia

Kutaisi is a legislative capital of Georgia and the second largest city. It is situated along the banks of Rioni River to the west of Tbilisi. The city has a population of 198,808. Geographically, the city is surrounded by deciduous forest and experiences humid subtropical climate. Kutaisi was the ancient capital of the Kingdom of Colchis in the 6th Century and subsequently a capital of several other kingdoms including the United Kingdom of Georgia and the Imeretian Kingdom. Kutaisi remains a cultural center with several cultural sites including Kutaisi State Historical Museum, Kutaisi Museum of Sport, and Kutaisi State Historical Archives. The city is served by different transport network including the David the Builder Kutaisi International Airport, rail terminals, and roads. Kutaisi city celebrates a holiday known as Kutaisoba which is marked by a gathering of crowds in the central park to celebrate together.



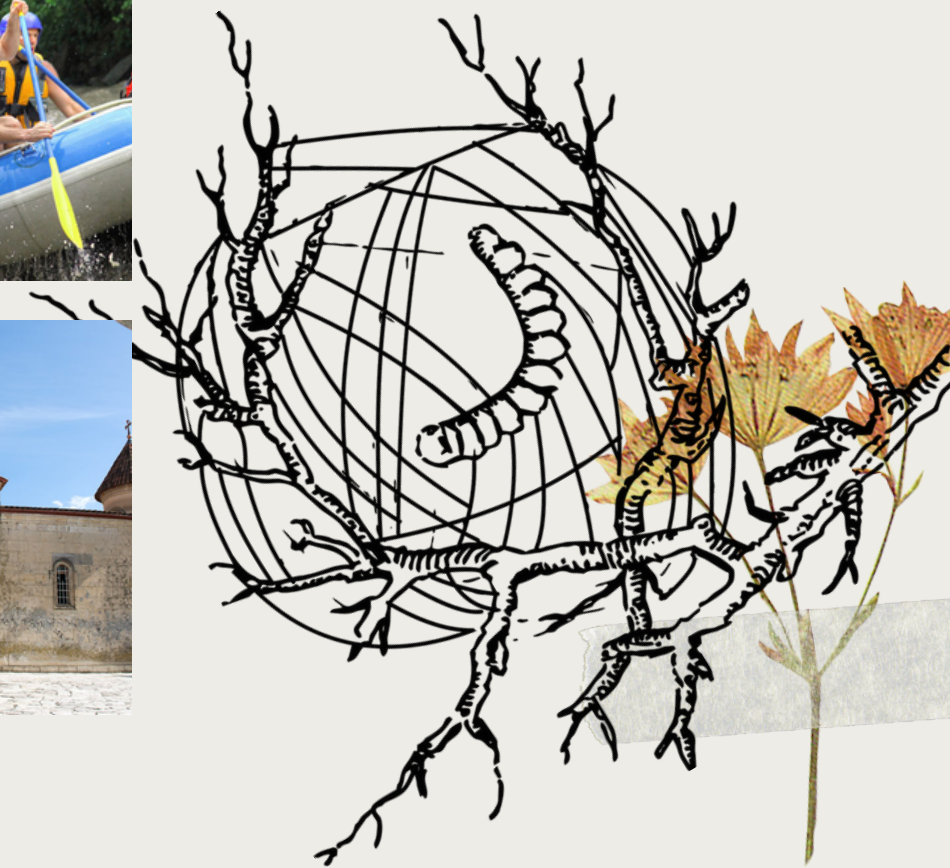
Biggest Cities In Georgia

Batumi is located on the coast of the Black Sea near the feet of the Lesser Caucasus Mountains. It is the third largest city with a population of 166,420 and a popular tourist's destination in Georgia because of its varying weather and bustling seaside resort. The economy of Batumi revolves around tourism and gambling, but it is also an important sea port with several industries including shipbuilding and food processing. The modern city of Batumi is characterized by modern skyscrapers and restoration of the classical 19th Century architecture. The city continues to attract international investors, especially in real estate. The Constitutional Court has its seat at Batumi.



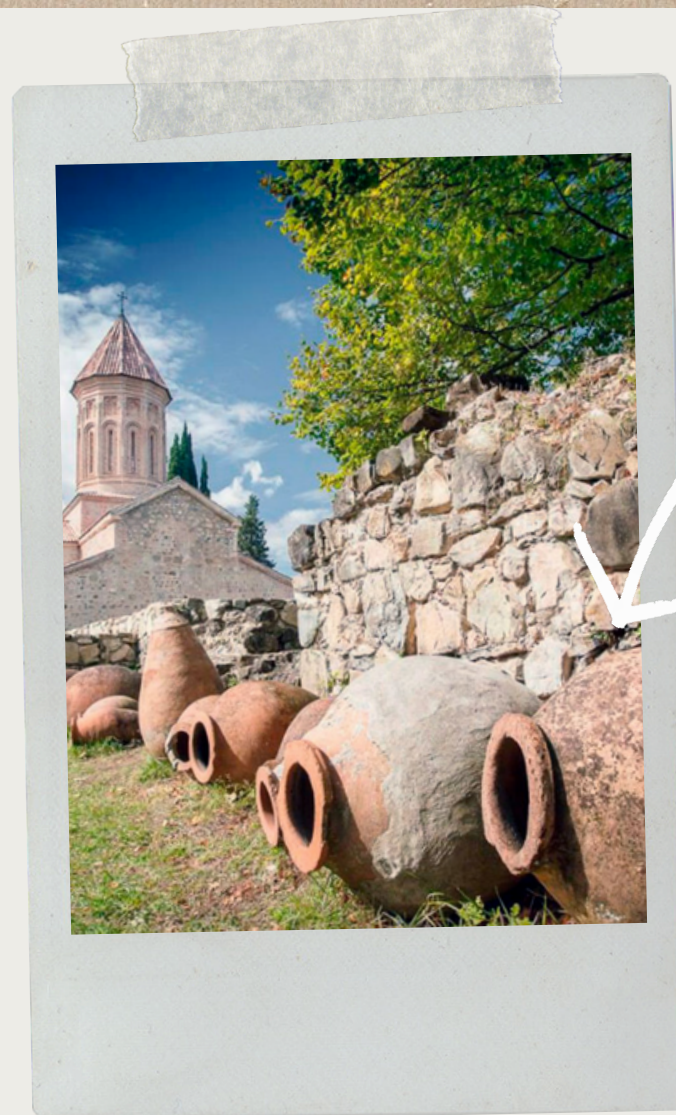
Georgia offers the following types of tourism:

- adventure;
- cultural;
- wine;
- culinary;
- gambling;
- mountain;
- speleotourism;
- archaeological;
- ethnographic;
- educational;
- ecotourism;
- bird watching.



Winemaking

Georgia is one of the oldest wine regions in the world and winemaking is deeply ingrained in the culture of the country. The oldest archaeological remains related to grape seeds and winemaking dating back 8,000 years have been found at an archeological site at Gadachrili Gora, in Georgia, while today the country has over 500 varieties of grape. As of 2019, Georgia has 20 appellations of origin of wines, they are: Tsinandali, Napareuli, Atenuri, Kindzmarauli, Akhasheni, Mukuzani, Khvanchkara, etc.



Why is Georgian Wine So Special?

Today, Georgia is home to 525 indigenous grape varieties and they still make wine with traditional method in Qvevri – a traditional egg-shaped clay vessel. However, the classical European winemaking technique has also been practiced in different Georgian wine regions since the 1830s, when Prince Alexandre Chavchavadze introduced this method. This is when some European style wine cellars were established around the country.



As mentioned, Qvevri is an egg-shaped clay vessel, buried under the ground and used all over the Georgia wine country. In the traditional method, Qvevri can be employed throughout the different stages of vindication from fermentation to maturation, when grape juice is often left on the skin, which gives wines complexity and exceptional flavors. And this is how famous “Orange” or, you may call, “Amber wines” are born.

Kakheti — The Engine of Georgian Wine Industry

Kakheti is one of the most important Georgian wine regions that occupies the easternmost part of the country. Approximately, three-quarters of the vineyards of Georgia wine country are cultivated here. The region cultivates indigenous grape varieties such as white Rkatsiteli, Kakhuri Mtsvane, Red Saperavi, etc. Saperavi grape variety is one of the most important grapes spread through all viticulture districts of Kakheti and throughout the other Georgian wine regions. Saperavi is a teinturier grape (like Alicante Bouschet) producing very deep color in red wines and thus, a high potential of aging and presents harmonious taste with a pleasant astringency.



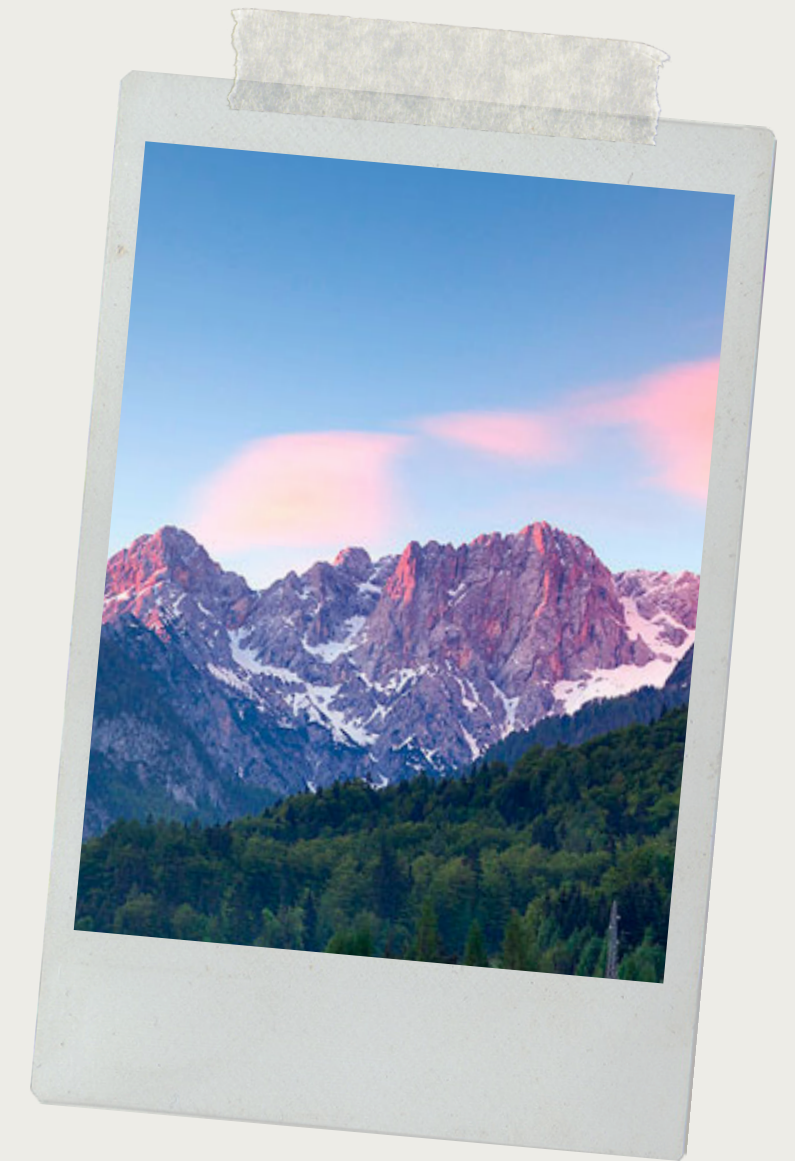
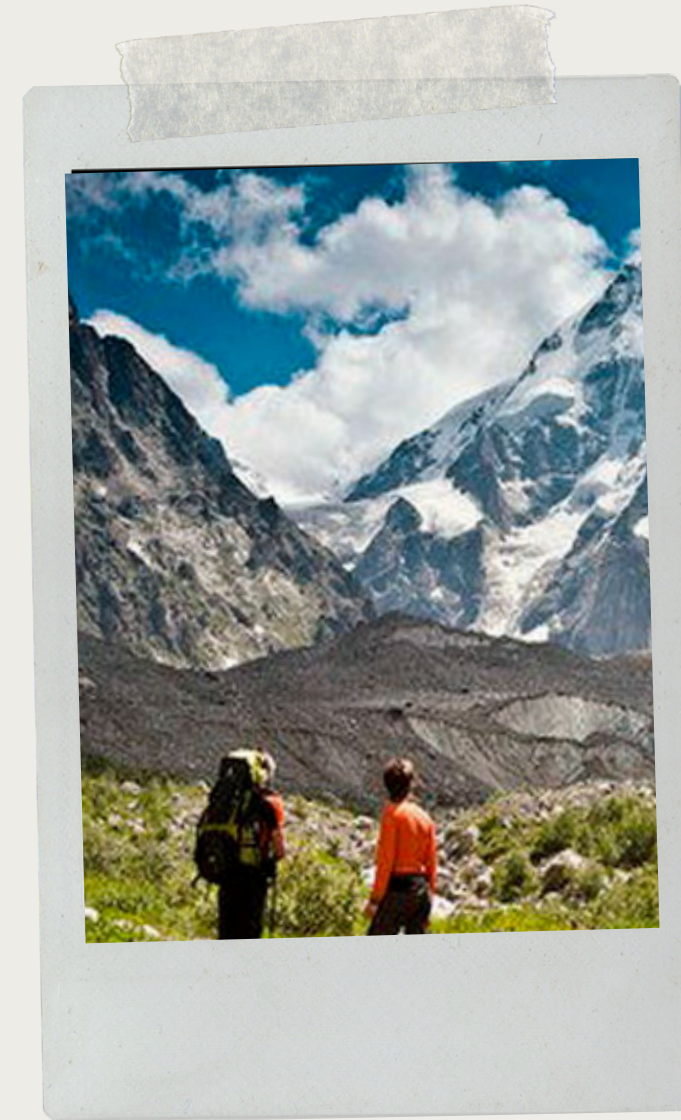


Ecotourism



41% of Georgia's territory is covered by forests, with 25% of Georgia's territory lying within protected national parks. Protected areas of Georgia offer various services including: boating tours, birdwatching, eco-educational tours, hiking, horse riding, biking, safari tours, sport fishing. Georgia is a home to about 5,601 species of animals, including 648 species of vertebrates (more than 1% of the species found worldwide) and many of these species are endemics.

In 2016, 310,477 foreign and 424,397 Georgian citizens visited the Protected Areas of Georgia. The most popular attractions were Prometheus Cave, Kazbegi National Park and Sataplia Managed Reserve.



Beach tourism

Many newcomers may be shocked to find that the majority of Georgia's shoreline is rocky (with large pebbles) making it essential to carry suitable footwear and maybe even a yoga mat. Rocky beaches also tend to have steep slopes from the waterline which often gets deep enough to completely cover you in just 10-15 steps from the shore. The water is only slightly salty, so swimming is a real pleasure. It's also quite safe to play in as the only sea life you'll have to watch out for is the occasional jellyfish. If you don't feel like making a stony start to your holiday it might be comforting to know most beaches in Georgia are usually adjacent to green rolling hills that allow visitors to appreciate a fine view while sunbathing.



Top 3 Beaches



1. Kvariati



2. Gonio



3. Sarpi



About VisitGeorgia



History begins in 1997 – in the times, when Georgia was almost non-existent on the world tourism map.

The idea of establishing a travel agency was born in 1996, when it's future founder, Mr. Alexander Mamulashvili was working abroad as a physicist. Despite being very successful in his professional career, he decided to go back to Georgia and share his country's unique opportunities with foreign travelers.

First tourists – two ladies from France – came in 1998. In the same year, VisitGeorgia formed the contract with the Dutch travel agency and we remain successful partners to this day.

Properly chosen strategy and tireless work – this is what makes VisitGeorgia one of the leading incoming tour-operators not only in the country but, in a whole Caucasian region.



Highest mountains of Georgia

Georgia is considered as quite a mountainous country. The Likhi Range divides the country into eastern and western halves. Centuries ago the western part of Georgia was known as Colchis while the eastern plateau was called Iberia. The Greater Caucasus Mountain Range forms the northern border of Georgia while the southern portion of the country is bordered by the Lesser Caucasus Mountains.



Kazbegi

Kazbegi also known as Mkinvartsveri that reaches 5047meters comes third in the list. Glorious Mount Kazbegi is an inactive stratovolcano and one of the major mountains of the Caucasus located in the Kazbegi District of Georgia. In Georgian Mkinvartsveri translates to 'Glacier Peak'. The mountain is compared to an old man's face with a white beard since Kazbegi is covered in snow all year around.





Tourism Statistics



GEORGIA

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019






Change in Jobs in 2020²

-61.6 MN
-18.5%





Georgia Key Data

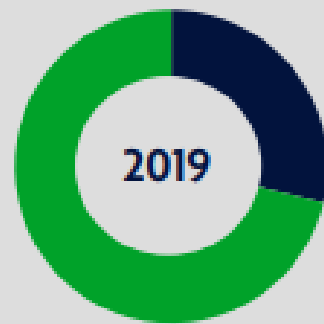
Georgia Key Data		
2019	2020	
 Total contribution of Travel & Tourism to GDP: 26.8% of Total Economy Total T&T GDP = GEL13,985.4MN (USD4,573.8MN)	7.9% of Total Economy Total T&T GDP = GEL3,900.1MN (USD1,275.5MN)	-72.1% Change in Travel & Tourism GDP vs -5.6% real economy GDP change
 Total contribution of Travel & Tourism to Employment: 517.2 Jobs (000s) (29.3 % of total employment)	380.3 Jobs (000s) (21.8 % of total employment)	Change in jobs ² : -26.5% -136.9 (000s)
 Visitor Impact International: GEL 10,389.9_{MN} Visitor spend 38.5% of total exports (USD3,398.0MN)	GEL 1,756.5_{MN} Visitor spend 6.8% of total exports (USD574.5MN)	Change in international visitor spend: -83.1% -USD 2,823.5 MN
Domestic: GEL 4,174.8_{MN} Visitor spend (USD 1,365.3MN)	GEL 2,266.2_{MN} Visitor spend (USD 741.2MN)	Change in domestic visitor spend: -45.7% -USD 624.2 MN



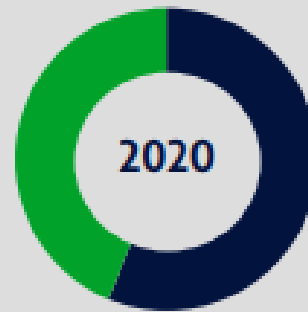
Georgia Sector Characteristics

Georgia Sector Characteristics

Domestic vs International Spending:

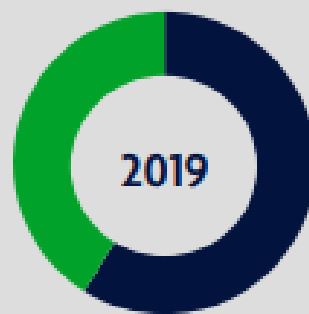


● Domestic Spending:
USD 1,365.3MN (29%)
● International Spending:
USD 3,398.0MN (71%)

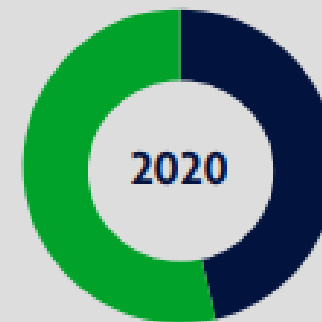


● Domestic Spending:
USD 741.2MN (56%)
● International Spending:
USD 574.5MN (44%)

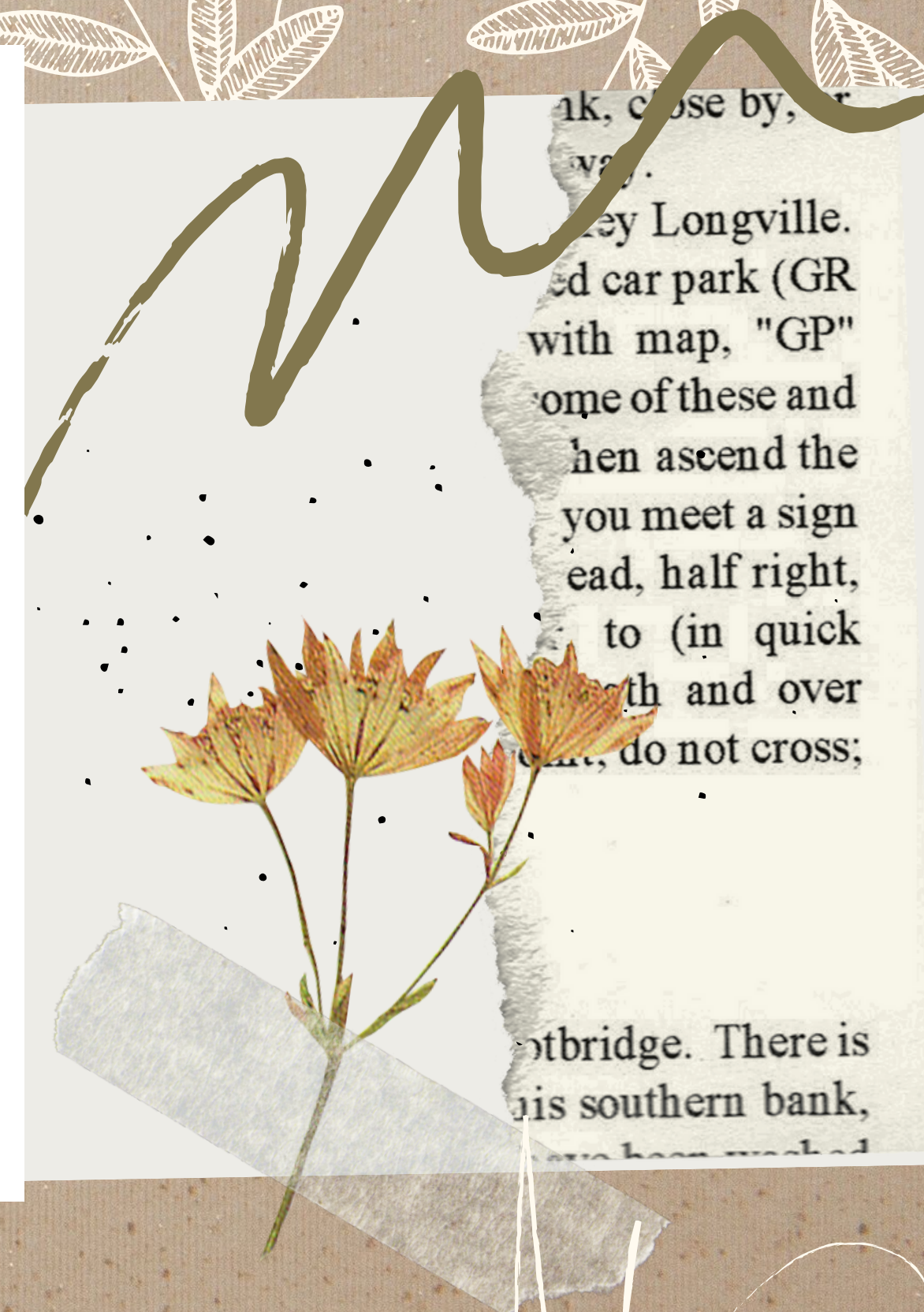
Leisure vs Business Spending:



● Leisure Spending:
USD 2,807.2MN (59%)
● Business Spending:
USD 1,956.1MN (41%)



● Leisure Spending:
USD 609.8MN (46%)
● Business Spending:
USD 705.8MN (54%)





Arrivals and Departures

Inbound Arrivals³:

2019

1. Azerbaijan **17%**
2. Russian Federation **16%**
3. Armenia **15%**
4. Turkey **13%**
5. Ukraine **4%**

Rest of world 35%

2020

1. Turkey **20%**
2. Azerbaijan **18%**
3. Armenia **15%**
4. Russian Federation **13%**
5. Ukraine **4%**

Rest of world 30%

Outbound Departures³:

2019

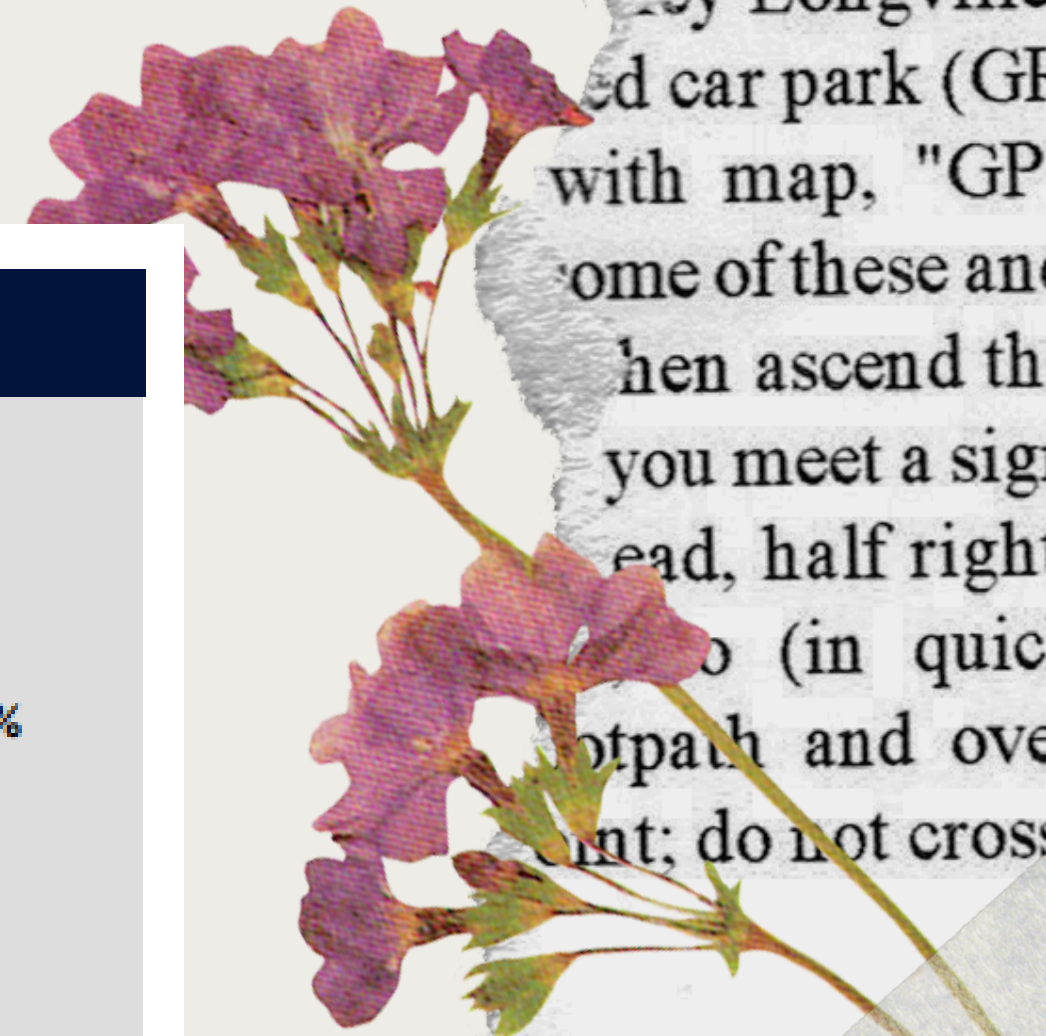
1. Turkey **84%**
2. Russian Federation **5%**
3. Bulgaria **2%**
4. Ukraine **1%**
5. Iran **1%**

Rest of world 7%

2020

1. Turkey **85%**
2. Russian Federation **3%**
3. Azerbaijan **2%**
4. Bulgaria **2%**
5. Poland **1%**

Rest of world 7%



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Visa

The visa policy of Georgia became comparatively liberal, allowing citizens of 98 countries to enter, reside, work and study in Georgia without the necessity to obtain either visa or residence permit. In addition, Georgian Government approved the list of 50 countries whose visa and / or residence permit holders may enter Georgia without a visa for an appropriate period and under appropriate conditions.



Before applying, visa applicants must first decide which kind of visa (and status of residence) to apply for according to the purpose of their visit to Georgia. The category of visa you must obtain is defined by Georgian immigration law, and relates to the purpose of your travel. A Georgian visa shall be divided into the following categories:

- Diplomatic (A)
- Special (B)
- Ordinary (C)
- Immigration (D)
- Transit (T)



Tbilisi International Airport

Tbilisi International Airport is the main airport serving Tbilisi, the capital city of Georgia. It is located at a distance of 17km to the south-east of the city.

The airport connects the city to various international destinations such as London, Paris, Moscow, Istanbul, Dubai and Frankfurt.

The whole airport was renovated in 2007 to increase its passenger handling capacity to 2.8 million per annum. The airport served 1.06 million passengers in 2011. In December 2011 the airport welcomed its one millionth passenger of the year.

In 2011 the airport was awarded with the Golden Brand Award in the Transportation and Service category in the annual Golden Brand Ceremony, famed as the Business Oscars in Georgia.



Kutaisi International Airport

Kutaisi International Airport also known as David the Builder Kutaisi International Airport is an airport located 14 km (8.7 mi) west of Kutaisi, the third largest city in Georgia and capital of the western region of Imereti. It is one of three international airports currently in operation in Georgia, along with Tbilisi International Airport serving the Georgian capital and Batumi International Airport near the Adjara Black Sea resort. The airport is operated by United Airports of Georgia, a state-owned company.



Great Silk Road Of Georgia



Georgia is one of the countries of the Silk Road. This road became famous and important from the 1st century. It was the shortest road that successfully connected Europe and Asia, and it was passing through Georgia. Thanks to the Silk Road, the cities Uplistsikhe, Mtskheta, Tbilisi and Telavi were developed. Those cities were already well-settled from the 1st century. In addition, the Silk Road played an important role in the merger of East and West cultures, which is well-represented in Georgia. We have adopted both cultures. However, we still managed to maintain our own customs and traditions.



Ancient Caucasus

In the 6th century the North Caucasus became the arena of collision of interests between powerful empires of Byzantium and Persia. The reason was very significant — they fought for the control over vital trade routes of the Silk Road passing across the Caucasus.

In the 6th century Byzantium started the fight for Lazica and Svanetia (mountainous areas of the West Georgia and the territory of modern Abkhazia); East Georgia (Iberia) was at this time under the control of Persians.





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Thank you!



Have a great day ahead. ←