

# Marketing Investigation of the Behavior of Tourists in Georgia

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**Abstract:** *Marketing investigation of the behavior of tourists has been conducted in ten regions of Georgia. Using marketing information received from respondents of Tbilisi, the linear, exponential and autoregression models of tourists flows are constructed for individual regions.*

**Keywords:** tourism, region, respondent, model

## 1. Introduction

Tourism holds an important place in the economic, political and social development of the country. The tourist business and industry essentially depend on the quality of tourism products offered to tourism consumers [1], [2].

Georgia has good resources for the attraction of tourists. In this work, marketing investigation of the behavior of respondents of Tbilisi who wish to travel in the regions of Georgia has been carried out. Using marketing information received from respondents, the linear, exponential and autoregression models of tourists flows are constructed in ten out of twelve regions of Georgia because two regions are not accessible for tourists from the city of Tbilisi.

For interested readers, we present brief information on the regions of Georgia [3].

For each region, we give below the marketing information table and also the linear, exponential and autoregressive equations which describe the behavior of tourists.  $t$  is time,  $X(t)$  is an average number of tourists.

“My Georgia – what you have to see at least once in a lifetime” is the latest major project by *Palitra L.* This time, we decided to travel around our country and get better acquainted with it. Apart from professional photographers, we will be accompanied by amateurs, but the most important thing is that among the photos you may find those taken by yourself! So, this is an academic publication as well as a popular project that will be equally interesting for all of us as well as foreign tourists.

The unique photo material that was created specifically for this publication adds more charm and importance to these series. And most importantly, Abkhazia and Samachablo, as indivisible parts of Georgia, will take their well-deserved place in this book. We will cross the conditional border between Abkhazia, Samachablo and the rest of Georgia and let you in...

Each day is a part of history. So let us leave the present, illustrated face of our homeland behind and become chroniclers of Georgia as a whole.

Tbilisi, the Georgia Heaven, a larger-than-life city standing on cultural crossroads with doors eternally open to guests... This place knows no peers in hospitality and leaving it inevitably fills one with sadness and an irresistible desire to come back. What is seen here cannot be found anywhere else, and when one stands beneath its skies, everything seems different – Tbilisi is a prism that imposes a different worldview, and this album is meant for those who still disagree with this statement. Turn the page and see for yourself that “There is no fairer place on earth than Tbilisi”, as the quote goes.

Georgians themselves need no convincing – simply wandering through our capital’s streets is a pastime that never gets boring. This album invites us to do the same, and I did not even notice how greedily I dug into it – who knows, maybe places so familiar to me have been captured at a new, different angle? Discover your own Tbilisi on these pages and bask in the kaleidoscope of emotions and moods that it imparts to you.

The sub-tropical climate, the unique combination of the sea and the mountains, leisure and knowledge, rich and diverse nature as well as abundance of historical and cultural monuments – all this awaits you in Adjara.

Batumi, with its old and new architecture, an ancient port, a seaside boulevard, European squares and streets, world-class hotels and picturesque cafes, is the best expression of modern Georgia. At the Batumi Botanical Garden, you will find plants from nine climatic zones and a visit to the city’s Dolphinarium will guarantee you a time of your life.

In Adjara, you can taste Chkhaveri wine from Keda and the delicious Adjarian khachapuri – all while checking out Roman ruins at the Gonio Fortress.

This is Adjara in all its glory, with all the amazing history and culture this entails!

In the mountainous part of Western Georgia’s Colchis Plain lies one of the most dazzlingly picturesque corners of the region and the entire country – Guria. The hilly landscape of this beautiful land holds exotic beauty and an unusual synthesis of the sea and mountains... Well, it looks so much like the images of paradise in our minds.

The environs of Guria are full of springs, streamlets, and rivers. When visiting, try going up a high hill or climbing a

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mountain so that you could take a look at those streams and rivers. They flow and run so rapidly, it looks as if they are moving in to attack the entire plain. Here you won't find any garish colors or rough lines – everything about the region is soft, gentle, light and smooth. Even the mountains look like they are covered in velvet. Here, everything speaks in a unique harmonic language and this language is as complicated and distinctive as a GurianKrimanchuli song.

...And history! The past which makes this land an indivisible part of Georgia's destiny and, at the same time, is the basis of local traditions and pride.

Kakheti, the immortal home of beauty! The figurative expression "I've traveled the whole world but haven't found your equal" is uttered by almost everyone after at least one visit to this astonishing place. As for those who have never been to Kakheti, they are predestined to experience this feeling. If you have decided to open this book, a great journey is waiting for you and it does not matter whether you have already been to Kakheti or whether you are going to see it for the first time.

What is Kakheti? It is difficult to find an appropriate epithet for such a distinct region. The past here is interwoven with the present like a branch of vine around its pole. Your eyes will be graced by Alaverdi church that is uplifted to the skies and the wonderful Lopota Lake, fed by rain and snow. And there is much, much more...

Look to the mountains, where Old and New Shuamta monasteries are standing silently, then walk along the tourist trail to the Vashlovani reserve; see the haughty, snow-peaked mountains of the Caucasus, with their glaciers melting in Kakheti's near-endless Alazani Valley. Ascend the Gombori Mountains and look at the beautiful sunset, travel to Tchetti and climb its grand towers that stand firm like mountains... The sky is so close, stretching your arms seems to be enough to touch the stars. Look at Kakheti and it does not matter which way you look. There is kindness, beauty, abundance and mercy everywhere. There is more than enough to see, and one life is not enough to see it all.

Imereti is a beautiful historical region of West Georgia. It seems as if everything here was created to please one's eyes and soul. To the west it is bordered by Samegrelo and Guria, to the north by Svaneti and Rach-Lechkhumi and to the east by Shida Kartli. The geographical location, climatic environment (Imereti is located in humid subtropical region), the abundance of historical and natural landmarks as well as rich tradition define the region's uniqueness.

Imereti is a dream come true with its colors and vivacity, its misty mountains and fabulous landscapes that look like they were painted by a magic brush, with its Ubisi, settled comfortably under the mountains and Modinakhe, hanging up in the sky; with its majestic and academic Gelati Monastery and amazing Katskhi Pillar, its salty-rusty Sairme waters and forests where deers run freely, its mystic caves, where one has an impression of going down to the centre of the earth...

What you could not find anywhere else, try to find it here and... a little coral flower called Sapovnela will help you. "Roads are running up and down" as the saying goes, and if you're stubborn enough, you'll find some fabulous places and feel the breeze of Imereti on your face. But don't be surprised if suddenly, in the midst of all that disorderly beauty, you meet Ocho-Kochi sitting by the fire. Imereti is a fairy tale.

Mtskheta-Mtianeti is the most recent administrative unit in Georgia, which makes it quite special. It unites part of the historical Kartli region and a considerable territory of Georgia's eastern mountainous land. Today Mtskheta-Mtianeti is a blend of different Georgian ethnographic cultures, traditions and customs, proving a striking contrast: if you follow the road from Shida Kartli lowlands to the north, in half an hour you will see the Gergeti Holy Trinity church, standing at 2200 meters above sea level. Returning back, you will witness how the rolling rivers flowing from high peaks become calmer as if respecting lowlands that the history saw saturated with sites of bloody battles. Indeed, these places have seen a lot and many times did the people living here have to seek refuge in the breathtaking mountains of Khevi, Mutso, and Shatili.

In short, there is some connection, some kind of unity between the fragments of the past and the modern life, its natural diversity, traditions and the people's character.

Racha, the birthplace of beauty!

Lechkhumi, the unique, God-given creation of nature!

Rach-Lechkhumi is the greatest union of all!

This land is not only famous for its mountains and rivers, nor is it well-known only for its rich forests and sour mineral waters. Rather, Racha-Lechkhumi is the land of special people – good and loving, caring and diligent and apart from that, it is a cloister of myths and legends.

Lechkhumi – its beauty, shrouded in mystery, is a challenge not only for any traveler, but also for anyone who loves adventures.

A poet once said: if you have never been to Racha, then you don't know what beauty is. That is why you should follow the lens of our cameras and see this jewel lost in Georgia's mountains with your own eyes.

Lower Racha is the one with the colorful wings! As for the skies above, you will see them in Higher Racha. Mountainous Racha is even higher. It is also called Grapeless Racha. It is relatively poor in crops but so beautiful that anyone who visits this land will think that all the world's beauty has accumulated in this tiny place.

This is Samegrelo... This is Big Georgia.

Where to start? It is difficult to find the beginning or determine the pattern to endless beauty that reigns here in Samegrelo. Therefore, there is no need to look for anything because everything here was created by God and accordingly

everything is unique and exceptional. Here, natural and manmade wonders complete with each other. It is as if the boundary between myths and reality, past and present is completely wiped out. Follow us along any road and you will see miracles. The walls of Rukhi Fortress are real enough but if you notice the shadow of Medea, do not think your eyes are deceiving you – just believe it. Did you notice the feast at Nokalakevi? It is King Parnavaz who is visiting Kuji and discussing the unification of Georgia. This was the case in the past and this is the case today as well.

It is a different life – sad and sweet, like a Megrelian lullaby, like a religion's gospel, where the love of the homeland can be felt. This is Georgia – the real, big Georgia.

Samtskhe-Javakheti – This is Georgia!

Samtskhe-Javakheti is one of the oldest Georgian regions and as usual, we are going to take you along for a photo-journey through this beautiful land. Follow us on yet another quest for new adventures and impressions!

The trail of the pest is constantly present here and it constantly seems as if you are meeting the shadows of medieval lords and princes on the way. If you are lucky, you might even see King Erekle II together with his army, marching towards Aspindza. Let's walk along this road, pass the old Khertvisi, raise the dust of Saatabago and leave behind the old Atskuri.

Let's travel to the land where old rocks groan, where the shadows of the ancestors are calling us we are waiting for you!

The world of the great poet Rustaveli is waiting for us here. You will never be able to imagine what it is like if you don't see it at least once – the reality of epic heroes and beautiful princesses who live in the epic poem and, even after all these years and centuries, still roll and trouble our hearts.

And there are also Borjomi and Bakuriani – the perfect harmony of modernity and past, painted with the unique brush of nature. We will take a cable car and go up the Kokhta Mountain. From there, the Caucasus range will stretch out before our eyes and don't be surprised, because the festival of colors, blue space and enormous mountains stretches from the Black Sea to the Caspian Sea! This is Georgia!

One glance at the mountain peaks jutting into the sky, beautiful nature breathtaking landscape, looming towers and the history of Svaneti will open before your eyes with all its glory! This delightful and is waiting for you!

Svaneti is an organic part of united Georgia and an outstanding region with its own peculiarity, culture, traditions and even separate history. A very complicated terrain was one of the key factors in defending the region from marauding tribes and invaders, which is why Svaneti, more so than other regions of Georgia, was able to preserve its own freedom and traditions. However, this same freedom gave Svans a sense of duty toward their bigger homeland – Georgia. During hard times, this land kept, maintained and

provided resources and power necessary for the entire country to survive.

Svaneti is widely considered the most Georgian region: the ancient Georgian language was best preserved here, neither Persians nor Mongols were able to reach this remote land and even the communist hand far less influence here than in any other Georgian region. People with blue/green eyes and blond hair can still be found here, along with ancient myths and legends. This is what determines the uniqueness of this land and everyone must see it at least once in a lifetime!

Kvemo or Lower Kartli has been inhabited by Kartvelian tribes since ancient periods of history. As a result of contact and consolidation between these tribes, the Georgian nation emerged.

This Historical province is home to over 650 magnificent historical monuments, with 300 of them being parts of various tourist trails. For example, here one can find ruins of old houses that were inhabited as far back as 3000 years ago. Other great archeological discoveries include human remains that date back to prehistoric times, making this land one of the dwelling places for early humans who lived 1.8 million years ago.

And what were the next stages of human development, ancient and important monuments of material culture? This question can be answered here, in the land called Kvemo Kartli.

So, are you coming with us to find out more about this nation's roots?

ShidaKartli – the agemate of the sky and the universe... In one word, Kartli is life itself.

And although there are no Rovky mountains or fervent waterfalls, no snowy peaks or mystic caves, no exotic or natural wonders that will attract any traveler's attention, ShidaKartli is still a special place.

Sad old Kartli scarred by the past times. ShidaKartli is both the lifeblood of Georgia and a blanket cradling its body! We are going to tell you the story of this land that can be heard in its heartbeat and show you the photos that will race your mind towards Kvatakhevi or Metekhi, Uplistsikhe or Ateni, Ruis-Urbnisi or Kintsvisi... and, of course, Samachablo – an open wound on Georgia's body, a piece of Georgia left beyond the barbed wire.

Whatever it is, there is no other way but to see and be inspired by everything that catches your eye.

“Sakartvelo” is the name for Georgia in Georgian language, and is derived precisely from “Kartli”. This place was and always will be the unifying point of Georgia lands.

So, are you coming with us to find out more about this nation's roots?

‘How small you are... maybe a little bigger than a tear... and yet how bitterness and happiness reside within you...’

Years won't ease the ruefulness of living without Abkhazia and Abkhazian can hardly survive without Georgia: 'An Amazon whose breast was cut off, that is Abkhazia'. Abkhazia is Georgia! This feeling has never changed, never faltered even for a second for all these years, and who cares if one generation that has never seen this land has already turned into several generations? That is exactly why the album called 'My Georgia – What You Have to See at Least Once in a Lifetime' now 'hosts' you in the region where beauty, happiness and bitterness are intertwined. There are already very many of us who have never seen Abkhazia with our own eyes and there are even more of us who miss this amazing land. So, let us see and remember this wonder of our country.

Any Georgian knows that in Middle Ages, it was Abkhazia from where the unification of Georgian lands began. They say the history tends to repeat itself...

But before that, let us all say with this album. Hello, Abkhazia!

## 2. Results and Discussion

Table 1

#	Region	t										
		1	2	3	4	5	6	7	8	9	10	
1	Adjara	12	8	10	6	7	15	12	20	15	14	$\bar{x} = 7$ $s = 3$
2	Guria	7	10	11	9	10	8	15	20	25	22	$\bar{x} = 9$ $s = 4$
3	Kakheti	10	7	12	14	11	15	10	9	12	15	$\bar{x} = 4$ $s = 2$
4	Imereti	11	7	8	10	6	9	12	7	11	10	$\bar{x} = 3$ $s = 2$
5	Mtskheta-Mtianeti	14	11	8	10	15	11	10	8	9	11	$\bar{x} = 3$ $s = 2$
6	Racha	15	10	12	15	8	10	11	9	10	14	$\bar{x} = 3$ $s = 2$
7	Samegrelo	8	9	12	10	15	20	12	6	10	10	$\bar{x} = 7$ $s = 3$
8	Samtskhe-Javakheti	12	12	10	8	11	9	10	7	11	12	$\bar{x} = 3$ $s = 2$
9	Svaneti	15	11	8	14	11	10	10	9	12	14	$\bar{x} = 3$ $s = 2$
10	Kvemo Kartli	11	11	14	10	12	15	10	8	10	14	$\bar{x} = 2$ $s = 1$

### 1) Adjara

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 18.916 \exp(0.0122t)$ ,
3. Autoregression equation  $X(t) = -0.4235X(t-1) + 28.279$ .

### 2) Guria

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 18.526 \exp(-0.009t)$ ,
3. Autoregression equation  $X(t) = 0.246X(t-1) + 13.65$ .

### 3) Kakheti

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 20.2016 \exp(-0.004t)$ ,
3. Autoregression equation  $X(t) = ??????????$ .

### 4) Imereti

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 15.215 \exp(0.0087t)$ ,
3. Autoregression equation  $X(t) = 0.188X(t-1) + 13.283$ .

### 5) Mtskheta-Mtianeti

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 26.114 \exp(-0.034t)$ ,
3. Autoregression equation  $X(t) = 0.287X(t-1) + 14.685$ .

### 6) Racha

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 19.296 \exp(-0.002t)$ ,
3. Autoregression equation  $X(t) = -0.29X(t-1) + 17.06$ .

### 7) Samegrelo

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 21.361 \exp(-0.038t)$ ,
3. Autoregression equation  $X(t) = 0.503X(t-1) + 8.607$ .

### 8) Samtskhe-Javakheti

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 13.274 \exp(-0.007t)$ ,
3. Autoregression equation  $X(t) = -0.165X(t-1) + 15.29$ .

### 9) Svaneti

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 20.85 \exp(-0.019t)$ ,
3. Autoregression equation  $X(t) = 0.24X(t-1) + 14.51$ .

### 10) Kvemo Kartli

1. Linear equation  $X(t) = 0.2424t + 19.067$ ,
2. Exponential equation  $X(t) = 12.973 \exp(-0.025t)$ ,
3. Autoregression equation  $X(t) = 0.199X(t-1) + 9.72$ .

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