

Prospects of hotel business development: The case study of Georgia

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Abstract

Introduction: The hotel industry is particularly important for the development of both international and domestic tourism. It provides essential services such as accommodation, food, entertainment, and security. The Imereti region, and especially the city of Kutaisi, plays a key role in distributing tourists, due to its geographical location and the David Agmashenebeli International Airport (Kopitnari Airport) located there. This boosts the Georgian economy, and tourists need to be able to easily access accurate information about tourism products

Aim: This study aims to identify and select high-class hotels in Imereti that can cater to high-paying guests, based on tourist interest in different types of tourism, such as medical, wine, gastronomic, eco, and cultural tourism.

Method: The literature review was a key component of our research, and we used a variety of databases and search engines to identify relevant studies.

Findings: The research identified the construction of international-class hotels as a priority direction for the development of the hotel business in the Imereti region, which would lead to improved service quality, job creation, increased incomes, and foreign currency inflows.

Originality and value: The topic is relevant because the Imereti region's geographical location, tourist resources, resort potential, historical and cultural heritage, traditional hospitality, and hotel business development can contribute to the region's socioeconomic development and make it a very attractive destination for visitors.

Key Words: Tourism, Hotel Bussiness, Imereti, Georgia.

Jel Codes: L83, I112, I113.

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