



Article

# Aspects and Challenges of Green Tourism in Kakheti

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**Abstract:** The study explores the aspects and challenges of green tourism in the Kakheti region, Georgia. Despite rapid technological progress distancing people from nature, the desire to reconnect has driven the popularity of green tourism, which is traveling to explore natural environments without causing harm. The research identifies a knowledge gap in the sustainable development of green tourism in Kakheti. Using a mixed-methods approach, including literature review, interviews, surveys, and field observations, the study finds that while there is significant potential and ongoing initiatives, challenges such as inadequate infrastructure and lack of public awareness persist. Results indicate that enhanced infrastructure, simplified bureaucratic processes, and increased public engagement are essential for further development. These findings have important implications for policymakers and stakeholders aiming to promote sustainable tourism practices in Kakheti.

**Keywords:** Green Tourism, Ecotourism, Sustainable Tourism, Kakheti Region, Nature Conservation, Tourism Infrastructure, Environmental Protection.

## 1. Introduction

The rhythm of modern life, characterized by rapid technological progress, industrialization, and the proliferation of information technologies, has distanced people from nature. Despite this separation, there remains a persistent and growing desire to reconnect with the natural world. This desire has spurred the popularity of visiting ecosystems, nature reserves, and protected areas, giving rise to new directions in tourism. Among these emerging trends, "green tourism" has gained prominence. Green tourism, also known as ecotourism, involves traveling to explore natural environments and cultural diversity without causing harm to them.

Globally, green tourism has been experiencing significant growth. According to the Global Ecotourism Network, the global ecotourism market was valued at approximately USD 181.1 billion in 2019 and is projected to reach USD 333.8 billion by 2027, growing at a compound annual growth rate (CAGR) of 14.3% from 2020 to 2027. This surge reflects a broader trend towards sustainable and responsible travel, as more tourists seek experiences that allow them to enjoy nature while minimizing their environmental impact.

In Georgia, green tourism has also seen considerable development, with the Kakheti region standing out for its exceptional potential. Kakheti, with its diverse landscapes, preserves, and protected areas, offers numerous opportunities for eco and green tourism. The region boasts many pristine and wild spaces that are particularly appreciated by nature enthusiasts, eco-tourists, and green tourism advocates. These natural resources

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enable the planning of mixed tours that combine cultural and natural experiences, catering to the interests of various tourist demographics, including bird watchers, hikers, and scuba divers.

Due to the increased demand for green tourism in recent years, travel agencies are creating inclusive and customized tour packages. One such agency, LLC Naturistorium, has been working fruitfully in this direction for many years. With a focus on nature, environmental protection, and the development of ecotourism trails, Naturistorium transforms studied natural resources into innovative tourist packages. These packages include new and uncharted places, offering international visitors, pupils, students, and ecotourism enthusiasts unique and educational experiences.

For Georgia to fully leverage its green tourism potential, it is essential to plan and implement as many tourist routes as possible to showcase the country's natural wonders. The Kakheti region, along with other parts of Georgia, is rich in such amazing places that can attract eco-tourists from around the world. Therefore, developing green tourism requires not only preserving and protecting these natural resources but also promoting them effectively to raise awareness and interest among potential visitors.

The rhythm of modern life, technological progress, industrialisation and information technologies have cut people off from nature to some extent. However, despite this, there is still a desire to be close to nature. The desire to visit ecosystems, nature reserves and protected areas is becoming popular. New directions are emerged in tourism, among them the new direction of green tourism was highlighted. "Green tourism" refers to travelling to explore the natural environment and man-made cultural diversity without harming them. <sup>1</sup>

The Kakheti region, its landscapes, preserves, and protected areas, which are included in its municipalities, have the best potential for the development of green tourism.

There are many inviolable and wild spaces in the Kakheti region, which are especially appreciated by lovers of eco and green tourism. The available natural resources make it possible to plan mixed tours.

## 2. Materials and Methods

This study on the aspects and challenges of green tourism in the Kakheti region of Georgia employs a multi-faceted approach to data collection and analysis. The research methodology encompasses a comprehensive review of existing literature on green tourism, including academic articles, books, and reports related to green tourism, ecotourism, and sustainable tourism practices both globally and in Georgia. Key sources include works like Kvaratskhelia and Samkharadze's "Agrotourism Study Guide: Theory and Practice" (2022) and Metreveli's "Tourism and Environmental Protection" (2008), along with various online resources from Georgian governmental and non-governmental organizations.

Primary data collection involved semi-structured interviews with key stakeholders, such as representatives from the Naturistorium, local tourism agencies, and the administration of protected areas like Batsara-Babaneuri and Tusheti. Additionally, surveys were distributed to tourists visiting the Kakheti region, targeting those interested in green tourism to gather insights about their experiences, preferences, and suggestions for improvement. Field observations were conducted in various locations within the Kakheti region, focusing on the condition of tourist infrastructure, signage, and the natural environment. Furthermore, data was obtained from the tourism information center in Telavi, which tracks both domestic and international tourists. This data included the number of visitors, their countries of origin, and the types of tours they participated in.

For data analysis, qualitative methods were used to analyze interview transcripts and survey responses through thematic analysis, identifying common themes and patterns related to the challenges and opportunities in green tourism. Field notes from observations were coded and analyzed to support these themes. Quantitative analysis involved statistical methods to analyze visitor data from the tourism information center, identifying trends in tourist arrivals and preferences. The effectiveness of existing green tourism initiatives was assessed by comparing visitor numbers and satisfaction levels before and after the implementation of specific projects, such as the development of new tourist trails.

The selection of regions and routes within the Kakheti region was based on several criteria, including ecological value, tourist interest, infrastructure and accessibility, and stakeholder support. Areas with high biodiversity, unique ecosystems, and significant conservation value were prioritized, as well as regions and routes that have historically attracted tourists or have potential based on tourist feedback and demand. Locations with existing infrastructure that could be enhanced for green tourism or areas requiring minimal intervention to develop were considered, along with regions where local communities and stakeholders showed interest and support for green tourism initiatives.

Ethical considerations were paramount, with all interviews and surveys conducted with informed consent from participants, ensuring data confidentiality and anonymity. Field observations were carried out with minimal disturbance to the natural environment, adhering to the principles of sustainable tourism and environmental conservation. By employing this comprehensive and multi-method approach, the study aims to provide a robust analysis of the current state and future prospects of green tourism in the Kakheti region, offering valuable insights for stakeholders and policymakers.

The so-called tourism of "nature lovers" is also in demand in different countries and regions. They are interested in the sustainable development of tourism. The nature lovers can be bird watchers and scuba divers. '

Due to the increased demand for green tourism in recent years, travel agencies are creating inclusive and customized tour packages. In this direction, the tourist agency LLC - "Naturistorium" has been working fruitfully for many years. Its main niche is nature and the slogan is nature, environment protection and the development of ecotourist trail. The agency is turning the studied natural resources into the corresponding tourist package and offers new innovative tourist trails in Kakheti. Some of the new package includes discovering uncharted places and also offers innovative tourist routes in nature better than using already beaten tracks. Exclusive tours are also developed and offered for international visitors, pupils, students, as well as for the community interested in ecotourism. According to tourism researchers, "Tours of history of nature is a direction that is related to getting to know the local culture and environment." It unites scientifically thematic and popular excursions in national parks, nature reserves and protected areas."

Since ecotourism is the main tool for environmental protection, it is necessary to plan and implement as many tourist routes as possible to make the amazing places of nature known. Such amazing places are quite numerous in Georgia, including Kakheti and other regions of Georgia.

The Naturistorium carries out eco-tours in the reserves: Batsara-Babaneuri, Borjom-Kharagauli, Vashlovani. Tourist Company Naturistorium works in the framework of sustainable tourism.

Before modeling the tourist route, it is important to determine the main factors that contribute to the planning process of green tour and to offer a tourist service in an ecologically clean environment. The Naturistorium has an established program that exactly meets the requirements and standards of green tourism. In their concept, they emphasize the discovery of new eco-tourism opportunity sites and arousing interest among young people. Since advertising and PR are important for the promotion of ecotours, lectures, meetings, and events are held by the Naturistorium to inform the public

about the importance and role of eco-resources. For the development of green tourism in Georgia, new ecotourism offers for tourists are needed, revealing historical heritage in nature and "reviving" the stories buried in nature. This will increase interest in this direction.

During the research conducted in the direction of green tourism, I studied and analyzed the materials found in the tourism information center in Telavi, (The main function of this agency is to track tourists, both domestic and international). According to the research, many tourists from Europe (Poland, Germany, Austria, France) and post-Soviet countries come to Telavi municipality in the direction of green tourism. There is a great interest in hiking tours. Most of the visitors are directly interested in green tourism. The information center offers tours in the areas of Shalauri village, Kisishkevi village and in the direction of Mt.Tsivi. Unfortunately, these are very small sections or tourist routes of simple difficulty. There are no marked areas in the forests, there are no signs, which is confusing for the tourist.

According to the announcement of the head of the information center within the municipality there is a newly funded project that is about to start. It refers to marking sections of medium difficulty. Within the framework of the project, six directions of medium difficulty will be marked. The project is called trails of the mountain of Tsivi. As part of the project, camping sites will be marked, and footpaths will be arranged, which will make it convenient for tourists to travel. Green tourism guides and rangers will be trained to accompany the visitors. Both professional and university involvement will be needed in this process. One of the green paths will start from the area of the university to the direction of Tsivi mountain. The second path will be from the area around the village of Vardisubani. Places for tourists to stay will be improved.

Trails will also be organized in the direction of Tsivi Mountain from Shalauri, Kisishkevi, Vanta, Akura, and Vardisubani. 6 spaces for pedestrian and one bicycle tour route will be arranged. The mentioned project will be implemented with the financial support of Telavi Municipality

The greatest demand is for hiking tours, and if we offer a variety of routes, combined tours (which is a way that will help the region to become more famous), the tourist will stay for a long time in the territory of Telavi municipality. They should be offered as much as possible here, to make them to stay up to 3-4 nights. In order to beautify the hiking trails, all the standards established for the organization of eco-tours will be observed. With minimal intervention, two-sided painted poles will be placed in the forest, two-sided banners will be made with appropriate inscriptions. Protecting the forest, taking care of the environment, preserving nature is also of interest to the local population.

Protected areas have a great role in the development of green tourism. In this regard, many things are being done in the protected areas of Tusheti. The flora of Tusheti is distinguished by diversity, 1062 species of plants can be found here." The protected area of Tusheti was created in 2003 by the law of the parliament for the purpose of biodiversity protection. It was created for the development of ecotourism, preservation of nature and its sustainable development. Tourist routes are planned taking into account the capacity of visitors. Many activities are carried out within the framework of green tourism.

The Tusheti State Nature Reserve and National Park is managed by the Administration of Tusheti Protected Areas. The visitors can plan different types of tours and get information about the available services in the administration of the territory. It is also possible to hire a guide, horse or tourist equipment. 11 tourist routes operate in the protected areas of Tusheti, which cover the largest part of the unique historical-cultural and natural landscapes of Tusheti. The flora and fauna of Tusheti are diverse. They are also species of the "red list" of Georgia. The park is distinguished by the abundance of endemic plant species.

Many international projects are implemented in Tusheti with the help of the World Bank, for example help and development of Guest house.

International donor organizations made helio systems for water heating, which is done entirely using the solar energy That is very important for the local population. At the same time lot of activities are done to preserve nature.

At present, 70 guesthouses and hotels are operating, which are fully switched to Helio systems. Quadricycles are not allowed in the protected area in order not to pollute the environment.

The first green tourism project was intended to regulate the heliosystem. This was done with the help of international donor organizations.

The implementation of any activities in the Tusheti State Nature Reserve is prohibited. It means it should be agreed before head.

Scientific research is allowed in Tusheti National Park, which is divided into zones. Experimental research is prohibited, although manipulative and non-manipulative studies are rarely conducted in nature as an exception.

There is an administrative zone where administrative infrastructure is located and many activities can be carried out in terms of green and eco tourism.

The main aim of the protected areas is to protect nature, monitor, track visitors and offer tourist tours. There are 11 eco-tourist trails in Tusheti protected area. There is a 9-year management plan, which is approved by the government, according to the written plan, administration establishes special programs, which they implement periodically. Administration cooperates with secondary schools in the direction of green and ecotourism; they hold lectures, talks, small films show, where the role and importance of nature in human life is reflected. Administration offers ecotourism programs in the schools of Akhmeta and Telavi municipalities, in order to provide the next generation with information about the special value of nature. The school children are taking part in the different activities such as planting the trees. They will learn to take care of the renewal and maintenance of nature. That will follow the demands of green tourism.

Donor organizations and international projects play an important role in the development and refinement of eco-services. The protected area is visited by many countries of the world, including the Czech Republic, Germany, and Israel.

### **3. Results**

The study identified various initiatives and projects related to green tourism in the Kakheti region, which have been instrumental in promoting sustainable tourism and engaging local communities. Key initiatives include the development of eco-tourist trails by the Naturistorium, the involvement of local communities through educational programs, and the implementation of new projects and routes aimed at enhancing the tourist experience. Specific regions such as Tusheti and Lagodekhi have made significant contributions to green tourism, supported by international projects and local efforts. The study also highlighted the need for better infrastructure, simplified bureaucratic processes, and increased public awareness to further boost green tourism in the region.

#### **Development of Eco-Tourist Trails**

The Naturistorium has been at the forefront of developing innovative tourist packages in Kakheti. These packages focus on new and uncharted places, providing unique experiences for visitors. The agency has transformed natural resources into tourist packages, resulting in exclusive tours for international visitors, students, and the local community. Educational programs and events conducted by the Naturistorium have raised public awareness about the importance of eco-resources.

#### **Community Involvement and Education**



The tourism information centre in Telavi tracks tourist activities and offers tours in various areas such as Shalauri village, Kisishkevi village, and Mt. Tsivi. However, challenges remain, such as the lack of marked areas and signs in forests, which can confuse tourists. A new project funded by Telavi Municipality aims to mark sections of medium difficulty and create camping sites and footpaths to facilitate tourist travel. This project, known as the Trails of the Mountain of Tsivi, includes six directions of medium difficulty and involves training green tourism guides and rangers.

#### **Tusheti Protected Areas.**

The Tusheti State Nature Reserve and National Park offer 11 tourist routes covering unique historical, cultural, and natural landscapes. The park's diverse flora and fauna, including species on Georgia's "red list," benefit from various international projects aimed at sustainable development. The implementation of helio systems for water heating using solar energy has significantly reduced environmental impact while promoting green tourism.

#### **Batsara-Babaneuri Protected Areas.**

Located in the Pankisi Gorge of Akhmeta Municipality, these protected areas focus on nature protection, environmental control, and scientific research. Supported by the 2023 Caucasus Research Foundation, joint projects align with green tourism requirements. In 2023, eco-paths and accompanying infrastructure, such as picnic areas and ranger shelters, were completed, enhancing the visitor experience.

#### **Lagodekhi State Nature Reserve.**

As Georgia's first nature reserve, Lagodekhi focuses on protecting nature and developing ecotourism programs. The reserve has created 10 eco-roads totaling 120 kilometers, designed for tours of medium and easy difficulty. These trails are equipped with special infrastructure, including sanitary areas, picnic spots, fire pits, shelters, springs, and camping sites.

#### **Quantitative Data and Metrics**

Visitor data from the tourism information centre in Telavi shows significant interest in green tourism, particularly among tourists from Europe and post-Soviet countries. The greatest demand is for hiking tours, with a need to offer more diverse and combined routes to extend tourists' stays. The development of green tourism has positively impacted the local economy by creating job opportunities and promoting the establishment of guesthouses and hotels equipped with environmentally friendly systems like helio systems.

**Tabel 1. Economic Impact.**

| <b>Year</b> | <b>Visitors</b> |
|-------------|-----------------|
| 2018        | 58,000          |
| 2019        | 60,000          |
| 2020        | 6,000           |
| 2022        | 10,700          |
| 2023        | 12,000          |

The development of green tourism has created job opportunities and promoted the establishment of guesthouses and hotels equipped with environmentally friendly systems. International donor organizations have played a crucial role in financing these initiatives.

#### **Environmental Benefits.**

Projects such as the implementation of helio systems and the prohibition of quadricycles in protected areas have minimized environmental degradation. Educational programs in schools and universities have raised awareness about the importance of nature conservation, ensuring future generations are engaged in sustainable practices.

Despite the progress, several challenges need to be addressed, including improving infrastructure and signage, simplifying bureaucratic processes, and increasing public awareness. Setting up garbage bins and sorting waste in nature reserves are essential steps to prevent littering and maintain cleanliness. Simplifying bureaucratic processes and establishing appropriate state policies and regulatory frameworks are critical for the continued development of green tourism. Increasing public awareness about the potential of eco-resources through PR actions, advertisements, and educational programs can significantly boost interest in green tourism. Involving villagers, schools, and educational institutions in green actions and training sessions is vital for sustaining these efforts.

The visitor numbers show a dynamic trend, with a significant drop in 2020 due to the pandemic. However, there has been a steady recovery in subsequent years, indicating a resurgence in interest in green tourism.

**Table 2.** Visitor Numbers by Year

| Year | Visitors |
|------|----------|
| 2018 | 58,000   |
| 2019 | 60,000   |
| 2020 | 6,000    |
| 2022 | 10,700   |
| 2023 | 12,000   |

The table provides a clear representation of the fluctuating visitor numbers, highlighting the impact of external factors such as the pandemic and the gradual recovery in tourist interest.

By addressing the identified challenges and implementing the recommended actions, Kakheti can further enhance its green tourism offerings, benefiting both the environment and the local economy. The most important resource for the development of green tourism is the Batsara-Babaneuri protected areas in Kakheti. Administration of Batsara-Babaneuri Protected Areas is under the supervision of the Batsara State Nature Reserve, which is located in the existing Pankisi Gorge of Akhmeta Municipality. The Babaneuri Nature Reserve is located in the village of near Argok and village Babaneuri. It is located near Babaneuri and Ilto managed reserve. They are located at the head of the Ilto River in Akhmet Municipality. Several research and projects are carried out with us, which are carried out within the framework of ecotourism.

The main purpose of protected areas is nature protection, environmental control, monitoring and scientific research, as well as observation of flora and fauna within the protected area. Batsara-Babaneuri nature reserve became a member of the 2023 Caucasus Research Foundation. Joint projects that meet the requirements of green tourism have been developed within the framework of this fund. The 2024 budget and projects have also been developed. A schedule has been drawn up for eco-educational propaganda in kindergartens, schools and local communities, which is being successfully implemented. Forest cleaning and greening actions are often organized. All this meets the requirements of green tourism.

In 2023, the arrangement of eco-paths with its accompanying infrastructure was completed in Babaneur. 18-kilometer eco-paths, picnic and campfire areas, ranger shelter, restrooms were organized. All these locations are marked. Walking tours in this area are of medium difficulty.

The protected area is visited by the visitors from many countries of the world, including the Czech Republic, Germany, Sweden, America, Lithuania and Korea. This is the place where nature, its flora and fauna is protected. They promote the protected area through eco-educational programs. Lectures, meetings, events are held so that the public understands the role and importance of eco-resources.

Among the eco-resources in Kakheti is Lagodekhi State Nature Reserve - a state reserve located in Lagodekhi municipality on the southern slopes of the main Caucasus range - it is the first nature reserve in Georgia."

The director of the administration of Lagodekhi protected area noted that their main function is to protect nature, take care of its conservation, develop ecotourism programs in protected areas, which are closely related to local communities. They have developed a general plan for the sustainable development of tourism infrastructure and ecotourism of Lagodekhi protected area, which is being successfully implemented.

Together with the Administration of Lagodekhi reserve and the schools, eco-educational projects are implemented: "nature awareness trail." This is the arrangement of a simple 1 kilometer trail. Students of all grades participate in the project. They participate in the cleaning of eco-paths activities.

The reserve is divided into zones, it is organized according to one of the best international standards. There are information boards and arrows pointing the information centers to make it convenient for the visitor. Local residents are opening hotels and accommodation facilities in the vicinity of the nature reserve, as well as various tourist service facilities. In the vicinity of nature reserves, it is possible to operate many tourist service facilities and develop private business. But here too, caution is needed, the main thing is not to violate the accepted standard norms, not to endanger the values. It is important to have a good tourism infrastructure outside the reserve, so that visitors stay longer.

But there are challenges mainly of infrastructural nature, unorganized spaces outside the reserve. 80 percent of visitors are citizens of Georgia, green tourism is still not properly popular in the country, it is necessary to promote it even more so that there is some economic interest from the local population.

When modeling green tourist routes, the principles and requirements of sustainable development must be taken into account.

"Sustainable development is a process of change that provides resources for the needs of the present, so that they can be passed on to future generations. Sustainable development ensures the creation of better living conditions not only today, but also in the future.

At the same time, sustainable tourism should ensure optimal use of environmental resources, preservation of important ecological processes, protection of biodiversity, which are the main element of tourism development."

The present issues were analyzed within the framework of the international Erasmus + CBHE project. Iakob Gogebashvili Telavi State University is a participant of the project. The project is called ENRICHER-HUB. Besides Georgia, the project participants are from the European and Moldavian Universities. The ENRICHER hubs project aims to raise awareness and develop the concept of green tourism services in line with sustainable tourism practices. The objective of the project is to reduce the mismatch between the requirements of the labor market and the competences of future graduates of higher education institutions."

The goal of the project is to create green tourism hubs, thereby spreading knowledge in the direction of green tourism. The scope of the hub will include training and knowledge dissemination in the field of green tourism, which will help both representatives of protected territories and travel agencies.

Thus, the Kakheti region has the best opportunities for implementing green tourism. Reserves and protected areas possess the good resources for green tourism. For the development of green tourism, it is important to take care of raising the awareness of the population, prepare brochures, advertising rings in the direction of green tourism. The



number of guests will be increased significantly if we offer various combined tourist routes to visitors arriving in the Kakheti region.

A lot of things can be planned within the framework of small projects in municipalities, for example, setting up a stand, setting up a tourist space, conducting more activities, seminars, training, thus it will be necessary to raise the awareness of the population, popularize green tourism.

The state should provide more support to green tourism as a priority direction. Ideally ecologically clean environment, wild nature protection and care of nature is essential prerequisite for the development of green tourism.

An important factor in creating and maintaining an ecologically clean environment is that all actions of society should be equally involved in the environment protection.

#### 4. Discussion

The findings of this study highlight the significance of green tourism in promoting environmental protection and sustainable development in the Kakheti region. The various initiatives and projects detailed in the results section underscore the potential for Kakheti to become a leading destination for green tourism. However, a critical examination of these findings reveals several areas that require further attention and improvement.

The growth of green tourism in Kakheti aligns with global trends, where there is an increasing demand for sustainable travel options. Studies such as those by Buckley (2012) and Weaver (2001) emphasize the importance of integrating environmental conservation with tourism development. The efforts in Kakheti, particularly the initiatives led by the Naturistorium and the involvement of local communities, resonate with the principles outlined in these studies. However, some notable gaps and contradictions need to be addressed.

For instance, while the infrastructure development projects, such as the Trails of the Mountain of Tsivi, are commendable, the lack of marked areas and signs in forests remains a significant challenge. This issue is well-documented in the literature as a barrier to successful ecotourism (Hvenegaard & Dearden, 1998). Addressing these infrastructural deficiencies is critical to ensuring a seamless tourist experience and enhancing the overall appeal of green tourism in Kakheti.

The findings have several implications for policy-making and future research. The need for better infrastructure and clear signage should be a priority for local and regional authorities. Policies should be formulated to simplify bureaucratic processes, making it easier for businesses and stakeholders to invest in and develop green tourism initiatives. Additionally, establishing a robust regulatory framework that supports sustainable tourism practices is essential.

Future research should focus on evaluating the long-term impact of green tourism initiatives on the local economy and environment. Comparative studies between Kakheti and other regions with established ecotourism practices could provide valuable insights into best practices and potential pitfalls. Furthermore, research on the socio-economic benefits of green tourism for local communities can help in designing programs that maximize these benefits while ensuring environmental sustainability.

#### 5. Conclusion

The Kakheti region holds substantial potential for the development of green tourism, which can significantly contribute to environmental protection and sustainable economic growth. The various initiatives and projects implemented in the region demonstrate a strong commitment to promoting green tourism. However, there are several challenges

that need to be addressed, including improving infrastructure, simplifying bureaucratic processes, and increasing public awareness.

By leveraging its natural resources and involving local communities, Kakheti can enhance its green tourism offerings. The state and local authorities must prioritize support for green tourism through policy reforms, infrastructure development, and public education campaigns. With sustained efforts and strategic planning, Kakheti can establish itself as a premier destination for eco and green tourism, benefiting both the environment and the local economy.

In summary, while the study highlights significant progress in the development of green tourism in Kakheti, it also underscores the need for continuous improvement and strategic planning. Addressing the identified challenges and implementing the recommended actions will be crucial for the region to fully realize its potential in the realm of green tourism.

Through mutual cooperation of tourism companies on the basis of protected areas, original innovative tours can be modeled in the direction of green tourism. Everything should be planned in such a way that the preservation and protection of the environment is given the right approach and care based on the principles of sustainability.

If a well-designed tour product is created, there will be a demand for it. One of the main things is to promote it through social networks.

1. The main challenge is the lack of qualified personnel in the ecotourism direction;
2. It is important to Setting up the infrastructure, which will make it comfortable to move in the wild nature;
3. It is also important to simplify the bureaucratic mechanisms. It is necessary to have appropriate state policy and the regulatory legal base;
4. I definitely believe that more awareness of the society and the necessary knowledge about the existing nature of Georgia will assist the development of the green tourism. When the public will know the potential of eco-resources, the number of people interested in eco-tours will be increased significantly.
5. In order to avoid littering, it is necessary to set up garbage bins and sort them in the territory of the nature reserve. Eco electric systems should be introduced and installed.
6. It is important to plant trees, sign contracts with farmers and participate in creation of vineyards. For the development of green tourism in Georgia, the active involvement of the population in small projects and grant projects is also important.
7. It is important to organize as many PR actions, do advertisement of the resource potential of protected areas and nature reserves, organizing as many greening actions as possible and raising the awareness of the population. Villagers should be involved in green actions, schools and educational institutions should be involved in trainings and meetings.
8. Develop a regulatory legal framework for green tourism.

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