

## FEATURES AND PROSPECTS OF DEVELOPMENT OF YOUTH TOURS Sharabidze N.R. (Georgia) Email: Sharabidze543@scientifictext.ru

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**Abstract:** *the article analysis the reasons of the popularity and prospect of active and extreme tours among youth. The results of the research show that 74% of respondents travel around the country at least once a year. The majority of youth is interested in entertaining sports and active extreme tours. The article discusses that in order to carry out an active tours it is necessary to consider a number of features. A travel company that provides active tours must have the relevant materials - technical base and regular professional instructors or may work with them based on the contract.*

**Keywords:** *youth tours, active tours, extreme tours.*

## ОСОБЕННОСТИ И ПЕРСПЕКТИВЫ РАЗВИТИЯ МОЛОДЕЖНЫХ ТУРОВ Шарабидзе Н.Р. (Грузия)

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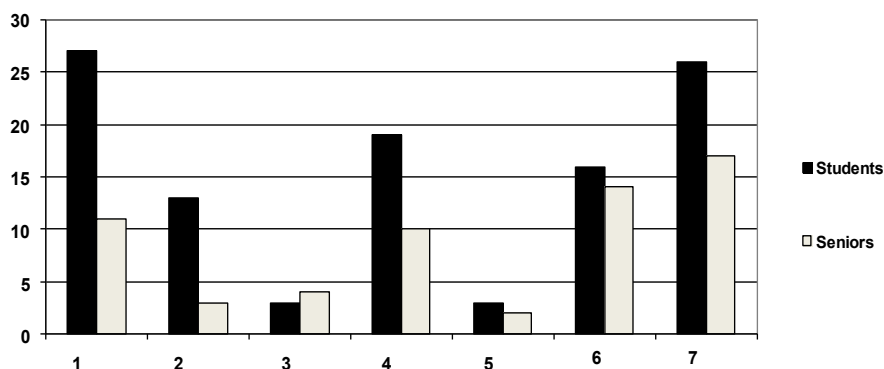
**Аннотация:** *в статье анализируются результаты исследования популярности и перспективы активных и чрезвычайных туров среди молодежи. Результаты исследования показывают, что 74% респондентов путешествуют по всей стране, по крайней мере, раз в год. Большая часть молодежи интересуется спортивными и активными экстремальными турами. В статье высказано мнение, что для осуществления активных туров необходимо учесть ряд особенностей. Туристическая фирма, осуществляющая активные туры, должна иметь соответствующую материально-техническую базу и постоянных профессиональных инструкторов или может работать с ними на основе контракта.*

**Ключевые слова:** *молодежные туры, активные туры, экстремальные туры.*

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Tourism has an important role in any countries economy, especially in the fluttering countries since the tourist product has a special place among export products. Therefore, support and encouragement of tourism is carried out at the state level. However, granting tourist products in domestic market in the form of internal tours for local consumers is not less important [1, 2]. Development and providing internal tours is very important for full identification of tourist capacity of our country since the consumer in this segment is rather active. They are youth - school students and students among whom internal tours are rather popular. Active and extreme tours have a special place among them.

We have conducted survey for the purpose of identification of the popularity and prospect of active and extreme tours among youth. Overall, 98 people have been interviewed. Among them, there are 67 students of different specialty and 31-starsheklasnik. This part of the population actively uses various tourist services. The results of research show that 74% of respondents travel around the country at least once a year. The majority of youth is interested in entertaining sports and active extreme tours (Fig. 1).



*Fig. 1. Interest of youth in various tours:  
1 - Resort, 2 - medical - improving, 3 - Eco tours, 4 - informative tours,  
5 - Agro tours, 6 - entertaining sports tours, 7 – extremal tours*

The organizers of these tours may offer pedestrian, bicycle or automobile campaigns of various complexities on various reliefs (mountains, the wood, along the river, etc.); taking into account that Georgia (especially, the Western Georgia) is rich with caves, - the speleo tourism is perspective; providing water tours either on the river, the sea or lakes by kayaks, raft, catamarans, etc. is possible. Implementation of the combined tours, as well as informative competitions are possible during campaigns. Thus, when carrying out entertaining sports and active extreme tours is very important to consider a number of specific questions. In particular, carrying out sports and extreme rounds often requires special stock and construction. Participation of instructors is also expedient. Participants have to have a certain physical preparation and practical skills; ensuring the safety of the tour [3] also has a great importance.

Nowadays youth's interest to active sports, (ECO) and informative tours are clearly manifested in practice - different youth groups organizes hiking in the mountains, reserves and historic sites more and more often. However, not much information about emergency cases (lost tourists, different types of trauma and injuries, etc.) during the hiking has also been reported. All of this suggests that the operators and organizers for development of the youth tour should have knowledge of specific issues, should be able to work effectively in a professional organization of tourism planning and management together with the instructors. The travel company providing active tours must have the relevant material - technical base and regular professionals of instructors or may work with them on the basis of the contract. Acquisition of special knowledge, practical skills and use in the professional activities should be implemented through education program of training tourism sector specialists [4].

The research of youths' interests about tourist products revealed that the cognitive (historical, ethnographic, religious, etc.) tours in addition to the active youth tour are very popular. This allows us common form of active youths' tours - hiking (hike) viewed as a complex product: Maybe to plan a hike within historical, religious, ethnic, and environmental facilities and cognitive component put into the content of the tour.

Таким образом, для развития туризма в регионах Грузии необходима существенная государственная поддержка, активное участие местных властей в организационной работе и наличие образованного населения, заинтересованного туристическим бизнесом.

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