

PERSPECTIVES OF URBAN TOURISM DEVELOPMENT IN THE CITY OF TELAVI

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pic 1. The old city Telavi

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Abstract:

In many cities around the world, tourism is becoming more and more a priority. Tourism plays an important role in their cultural and national identity, is a catalyst for economic progress, stimulates small and medium-sized businesses. A significant portion of the population lives in cities and travels around their country every year and travels abroad as well. Urban tourism is a revolution of the 19th century, it is developing very fast and the main tourist demand is in the city.

For the development of urban tourism, a strict strategy must be defined in the city and innovative mechanisms must be used. Urban tourism - this is the best option for travelers, researchers. The city should be modern, convenient for tourists but at the same time the local colors and traditions should be preserved. Such an environment will meet a tourist if he visits the historical city of Kakheti Telavi, where many historical and cultural sights are gathered.

Keywords: Urban tourism, color, cultural heritage, architectural and art monuments, thematic museums, exhibition halls.

1.INTRODUCTION:

The historical city of Kakheti, Telavi, has great potential in terms of urban tourism development. Every street or alley in the city carries a certain history and culture. Here are the architectural monuments of ancient times and buildings decorated with modern, exquisite designs, which amaze foreign visitors. In terms of the development of urban tourism, the city is facilitated by both the landscape location and the abundance of cultural and material monuments. Therefore, the development of this direction of tourism will be of great benefit to the locals, as well as will bring even more diversity and novelty to the city.

2.MATERIALS AND METHODS:

Literary data is used in the paper, and as for the method, historical and geographical research methods are used in the paper. Based on the existing literature, the paper presents important aspects of urban tourism and the prospects for the development of demand for this product in the historic city of Telavi in the Kakheti region.

3.DISCUSSION:

The development of urban tourism is driven by economic strength, infrastructure, cultural and entertainment attractiveness. It all contains the appearance of the city, traditions, historical sites, architectural or archeological treasures. Tourists coming to Georgia never leave Kakheti unattended, therefore it is desirable for the city to look attractive.

The oldest city of Kakheti - Telavi is a mixture of ancient historical heritage and modern infrastructure. Old neighborhoods, old backyard houses, small alleys, old temples and historic fences move unnoticed or noticeably into modern design buildings, with colorful facades.

What is the city in the tourist context? Initially, it is a place where entertainment centers, sports fields, various thematic museums, exhibition halls, historical architectural works, monuments and everything that attracts tourists and travelers are gathered.

Become a participant of urban tourism in your own city, it is very easy. You do not have to travel long distances, nor do you have to ride a plane or carry a heavy backpack. All you need is a camera, a bottle of water and of course a small amount for bills. If the city is large and crowded, then it is better to ride a bike. However, walking is the best way. Going out on the streets of your own city, first look at the architecture and you will definitely notice facts that you have not paid attention to before. Each city has its own history and this history is represented by monuments of architecture and art. Various thematic museums and exhibition halls are an important part of urban tourism.



Pic.2. The Plane tree

I would like to guide you to my hometown of Telavi - which was founded in the II century AD, and it has been mentioned as a fortress-city and the seat of the king since the IX century. Telavi is located at 738 m above sea level. As a settlement, it has existed since ancient times.

The city is built on four hills, a millennial natural monument in the middle of the city - a Plane tree, with a diameter of about 400 cm and a diameter of 15 meters. I would like to tell you a legend about Plane tree which is one of the most important tourist attractions in my city today. A beautiful alley of plane trees has been cultivated in this place for a long time. One of the plane trees always attracted special attention for its greatness. Its branches were stretched out to the sky, so people believed that this tree was the link between heaven and earth. They often gathered around it, talking to it about their lives, desires and dreams. It's been a while. The passage of time mercilessly destroyed the Alley of plane trees. The care of the people saved only this one . As a token of gratitude, the tree began to fulfill the wishes of the people gathered around it. This tradition has survived to this day. According to the legend, if a group of visitors tenders the circle and makes a wish, it will definitely come true. Our plane tree is the largest and oldest in Georgia. Even today, it stands proudly in the middle of Telavi. This nine hundred-year-old tree still attracts many visitors and is a source of inspiration for many artists.

We walked through the city streets and on the way we came to the Vazha-Pshavela Drama Theater, where the first performances were still held during the reign of King Erekle. Screening of performances resumed in the second half of the 19th century. It should be noted that for decades, the building of this historic theater has been

hosting a chamber music festival "Praise of the Vine" every autumn, the existence of which is associated with the name of the world-famous pianist - Eliso Virsaladze. Famous musicians from all over the world gather at the festival. The motto of the festival is "Share High Art", the protection, development and popularization of classical music. Organizing such a festival in this historic city is also important in terms of decentralization of culture.



Pic. 3. King Erekle House Museum



Pic.4. Elene Akhvlediani Art School

The monuments in the middle of Telavi, including the large fortress (XVII - XVIII centuries) attract many tourists. The Telavi fortress-fence, which was built in the 17th century, was decorated by Erekle II in the 18th century and a new palace and buildings necessary for royal rule were built in the middle of the fortress. On one of the sides of this palace, along the main entrance door, is preserved the room where Erekle, who was born on November 7, 1720 and died on January 11, 1798, died after a serious illness. Currently, the museum has a small exhibition in this room, dedicated to Kakheti of the time of Erekle II.

Before we walk all day tired to the recreational park Nadikvari, let's look at the art school named after the famous Georgian artist Elene Akhvlediani. Which is also the cultural hub of the city. Now let's head to the historically distinguished place - Nadikvari Historical Park, which has been a favorite place for both locals and foreign tourists to relax and have fun for more than a century. We walk from the city to the garden through Nadikvari Street, which follows the built-up ascent. The garden itself is more green in the lower part with perennial evergreens, while the upper, terraced plateau is mainly a landscape meadow, on which the groves of separate trees can be found.

4.CONCLUSION:

The number of people interested in urban tourism in the world is growing every year. Each person tries to study well and get to know the values of their own country or city. As for Georgia, our country has many interesting objects for urban tourism. Which, if involved in this field of tourism, can bring significant benefits to the country as a whole, as well as to the region where these historical, cultural or architectural-archaeological monuments are located. In addition to the above-mentioned monuments, there are many natural monuments in the country in the form of protected areas and reserves, which have even more tourist values.

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