

## Basic principles of planning cultural tourist routes

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**Abstract:** As is known, one of the main issues of tourism development is the correct selection of tourist routes, which plays a big role in attracting and maintaining tourists. Also, the selection and planning of cultural tourism routes plays an important role in the development of the destination, therefore, it remains relevant to select the processes and technologies of planning cultural tourism routes, which are necessary for the development of decisions on the selection of the destination and display objects. It is important to evaluate the sampling routes according to their strengths, weaknesses, opportunities and threats as one of the important parts of route evaluation.

The work presents the necessary requirements for the process of creating and developing cultural routes, namely, the main methods and directions for studying the demand and proposals of the tourist market, segmenting the market according to the principle of the quantitative advantage of tourists, the main principles of selecting a place and display objects.

The fundamental basis of the planning of cultural tourism routes is the planning process, which is necessary for the development of decisions on the selection of destinations and demonstration objects.

**Keywords:** cultural tourism routes, planning, analysis, evaluation, tourism market

**The relevance of the research topic-** the selection and planning of cultural tourism routes plays an important role in the development of the destination, therefore it remains relevant to select the processes and technologies of planning cultural tourism routes, which are necessary for the development of decisions on the selection of the destination and display objects. It is also important to evaluate the selection routes according to their strengths, weaknesses, opportunities and threats as one of the important parts of route evaluation.

**The purpose of the research** is to study the strategies of planning and development of cultural tourist routes and to develop the necessary recommendations for the implementation of effective approaches. To achieve the goal of the research, we set the following tasks:

- Revealing the peculiarities to be considered in the planning of cultural tourist routes in the modern period;
- Conceptual aspects and methodological approaches of cultural tourism development;
- Revealing the importance of cultural heritage in the development of cultural tourism and studying the peculiarities of its planning;
- Identifying opportunities and challenges for the development of cultural tourism routes

In the modern stage of globalization, when tourist destinations are increasingly similar to each other, it is necessary to maintain authenticity, which is the main element of the brand. In the 21st century, cultural heritage, culture and creative industries have become extremely important for attracting tourists and initiating local economic development. This is confirmed by the fact that modern tourists are lovers of knowledge, they do not like to be mere observers, they prefer to learn and gain knowledge while traveling. Therefore, obtaining creative cultural-cognitive experiences and knowledge remains one of the important challenges instead of the usual simple tourism services.

The process of globalization has promoted and strengthened the understanding of the relationship between culture and tourism, showing the ways in which culture can contribute to the development of sustainable tourism. Special emphasis is placed on cultural tourism, which plays an important role in destination development through cultural heritage and narrative branding.

Therefore, there was an even greater demand for the creation of cultural tourism routes.

A cultural route is a route that combines various fields: culture, education, cultural heritage and other culturally related tourist route development and promotion.

The development of cultural tourist routes has an ancient history. The Grand Tour is considered by many historians and tourism researchers as the progenitor of modern travel. As an object of study, the Grand Tour is multidimensional. In general, the Grand Tour heralded the emergence of a cultural trajectory, a pattern of mobility across European countries that connected territories and jurisdictions known today as modern Britain, the Netherlands, France, Germany, and Italy. For more than three hundred years, the Grand Tour has become a cultural artifact; It is a historical cultural path that has been painstakingly narrated, described and explained and has created its own legacy.[4; 23-235]

When planning cultural tourism routes, tour operators will step by step go through various steps, in which the most important are determining the purpose and scope of the route, choosing the best tools for implementation, evaluating external factors, researching and developing the route.

Consider the stages of planning and researching cultural tourism routes.

Planning cultural tourism routes as a research and analysis stage. At the initial stage of tourist product - tour processing, measures are taken to research and analyze the needs of the tourist market and the proposals of the main competitors in the local

market. Tour operators interact with four main elements: customers (consumer market), competitors (supply market), partners and suppliers, as well as the surrounding environment.

It should be noted that this interaction has a two-way character, i.e. The listed elements influence each other.

The demand market, or customers, is the main element in the process of tour planning and formation. The tourism enterprise is focused on the study of consumers, the formation of ideas, intentions directly for the purpose of processing the tour. The study of consumers involves the identification of their motivation, tastes, opportunities for tourist vacations, ability to buy, market dimensions and the state of demand for it, and other factors that determine the characteristics of the consumer's behavior towards the tour.

**Bid market, i.e. competitors.** When processing a tour, the research in this direction involves the study of the proposal market, the competition in the market itself, as well as the tours of the closest competitors. The tourist enterprise develops the main content of the tour taking into account the service providers, reveals competitive advantages, makes it more attractive to the customer, takes into account anti-competitive measures in the selected market. A tourism enterprise can also choose a product or a consumer segment of the market that has no or minimal competition.

**Partners and suppliers-** are one of the main directions of mutual interaction of the tourist enterprise. The company conducts research, search and selection of partners and suppliers in order to develop a competitive tour that meets the customer's requirements as much as possible and organizes favorable cooperation with them.

The external environment is an important element of the interaction of the tourist enterprise in the process of formation and planning of the tourist route. The external environment includes government and other state institutions and organizations, public and professional associations, foreign government representatives, consumer associations and other associations.

**The main methods and directions of studying the demand market and proposals.** The capabilities of the tour operator can be conventionally divided into the following categories: basic, financial, business, informational, personal capabilities of the staff and technologies.

**Demand market segmentation** based on a number of principles, among which the most important are: geographical, economic, demographic, touristic and quantitative advantages principles.

The process of market segmentation of the demand is going on in parallel with the process of defining the capabilities of the tour operator for finding the segment and their qualitative and effective satisfaction. When studying the demand market on a geographical basis, two segments of customers are distinguished - those who want to rest within their country and those who want to rest abroad.

**Segmentation by economic principle.** This method of segmentation is based on differences in income levels of consumer groups. As a result of segmentation,

three customer segments are usually distinguished: VIP-clients, tourist-class services, clients with economy-class s.

**Segmentation of tourists according to the principle of quantitative advantage.** Based on this principle of segmentation, individual tourists, group travelers and corporate clients can be distinguished. Unlike groups of tourists (whose members do not know each other and meet each other for the first time only at the point of departure), corporate clients are workers of one labor collective (for example, students of higher schools), i.e. People who know each other.

Demographic segmentation. According to this principle of segmentation, the following customer segments can be distinguished: pupils, students (youth), people of mature age, people of senior age (pensioners).

Approaches to the formation of the idea of the future tour. The formation of an idea is nothing but the development of an idea for a future tour, and completely different methods can be used to implement this process.

One of the methods, which have found a wide spread not only in tourism, is the "brainstorming method" (from the English "Brain Sro-ming"), the essence of which can be presented as a directed process of generating new ideas in the form of their widest possible circle. with further analysis and selection of the most promising ones. [4; 287-295]

A second possibility for shaping the future tour is observation. Tourism managers and specialists are familiar with the activities of tourism companies of other countries and regions, they can partially or completely take the idea of a tour, adapt it to local conditions and the requirements of target customers.

The third direction of idea formation can be the tour operator's personal experience, his knowledge of market requirements, ability to predict the development of consumer needs. No matter which method of forming the idea of the future tour, we should remember that it is an effective process and it is practically impossible to use the standard algorithm method in its formation.

Since the future tour is formed in such a way that the tour operator analyzes and studies the possibilities of its implementation in practice, as a rule, at this stage, research is conducted on several ideas, the most attractive of which is the goal of the final selection. Thus, the selected ideas become the result of developing new tourist routes.

Tourist routes planned by tour operators must meet the following criteria:

- Complexity – the tourist route should include a group of tourist resources (at least 3) on one topic, where the main tourist product is a monument of cultural heritage;
- Prospects – the tourist route contributes to the growth of domestic and incoming tourist flow by at least 20% compared to the previous year;
- Relevance – the socio-economic, cultural and educational significance of the route, its focus on the expansion and improvement of the quality of the tourist product offer in the territory of the constituent unit of the country;

- Globality – the tourist route should contribute to the formation of the image of the country as a world-class tourist destination;
- Consistency - the tourist route is designed and implemented with the participation of representatives of the tourism industry, with the support of all levels of state authorities, as well as residents of the relevant municipalities;
- Recognition – representation of the tourist route in local and foreign media, social media, local and international ratings, on expert platforms (fairs, exhibitions, forums, conferences);
- Uniqueness – the presence of goods at the points of the tourist route, in connection with which the right of geographical indication or designation of place of origin of goods, folk craft products is registered in accordance with the Civil Code. And the criteria for the selection of display objects are: Objects of cultural, historical, ethno-cultural and social value confirmed by international or national heritage protection organizations;
- Objects of cultural heritage, which are included in the unified state register of objects of cultural heritage of the people of the country (monuments of history and culture);
- Natural objects located in specially protected natural areas;
- Natural-anthropogenic and technogenic objects that have tourist attraction;
- Places of traditional existence of folk crafts;
- Other objects of cultural, historical, ethno-cultural and social value, including protected historically developed architectural places, ensembles, monuments and sights (including monuments of Russian religious architecture, objects of science and technology, archaeological heritage objects), objects related to the life and work of prominent historical figures, the most significant events in the history of Georgia, museums, exhibition halls, art galleries of all types of property or their branches, which is confirmed in writing.[4; 295-298]

The main phases of planning and managing cultural routes can be defined as the stages of understanding the place, evaluating the place and finally making decisions about the selection of the place. In this context, the process should start as an initial survey, the significance of the place should be understood and the information collected should be evaluated. After the assessment of the place, in order to transform the region into cultural routes, the main goals of creating said routes should be defined.

Therefore, the process of planning and managing a cultural route should begin with an understanding of the analysis and documentation of the route and the region where it is located. It then proceeds to assess the existing context of the region by referring to the strengths, weaknesses, opportunities and threats of the region under study. Finally, decisions about the future of the place should be clearly identified by proposing the objectives, the importance of the place, the general principles of the main theme of the route, preliminary decisions and general scenarios.



Site selection – important to the process of planning and managing cultural routes. Such a stage means understanding all the values related to the past and present context of the region: the sequence of development of the place and its relationship with the preserved past, cultural aspects that influenced the historical development of the place.

The main aspects that should be taken into account when selecting a site are given in the ICOMOS Charter on Cultural Routes, which focuses on understanding the historical environment, including its value and importance. It is also necessary to take into account the dangers that may accompany the mentioned routes.

From this point of view, it is appropriate to take into account the aspects that should be analyzed during the planning of cultural routes, including aesthetic, social and cultural, functional visual and other factors.

Since the site selection stage of information gathering and sequencing begins with the values inventory that forms the basis of almost all conservation projects, the documentation stage of any planning and management process should be considered an integral part of site selection. Therefore, documentation should also be considered as one of the most important parts of planning and managing cultural routes.

One of the key actions to take is to ensure that resources are systematically recorded and documented before and after any action.

Another important context is related to the visual and aesthetic value of cultural routes, the sequence of events, the frequency of observation thanks to the variety of viewpoints and panorama points, shape and color, elements such as nature, topography, structures, buildings. and settlement patterns.

The economic context of cultural routes refers to the economic values of natural and cultural heritage structures, places and territories; long-term impact of heritage on economic development and social unity of regions; Traditional production patterns and local products as crucial economic and financial sources for sustainable conservation and development; Economic activities that create benefits such as tourism opportunities and sustainable development of routes, as well as their surrounding environment and settlements.

The administrative context, which is also related to cultural routes in terms of managerial and organizational issues, can be explained as a combination of policy preparation and support stages: including ongoing programs, projects and/or missions; Legal decisions, such as the registration status of territories and/or structures; Volunteer key interest groups such as multi-disciplinary research groups from relevant fields and professions together with local communities, institutions and traditional practitioners; forums, trainings and/or educational programs; Effective long-term planning, management and legislative instruments, policies, strategies and practices and finally managed evaluation, control, monitoring and review of the profession.

### **place evaluation**

Understanding and appreciating cultural routes is an important core/fundamental principle. This implies the coordinated and harmonious

implementation of all activities related to their research, evaluation and social dissemination of knowledge about them. [7; 125-145]

The assessment can be defined as a way to look at the current situation of the analyzed region from the point of view of the development of cultural tourism routes. This is the basis of all decisions made for the future of the analyzed region. Therefore, in its original sense, assessment is usually discussed under separate headings such as: Strengths, Weaknesses, Opportunities and Threats clearly. On the other hand, the overall assessment should also be conducted to examine the most critical strengths, weaknesses, opportunities and threats related to the analyzed areas and/or elements.

As also mentioned in the report prepared by the "International Union for Conservation of Nature - IUCN", the evaluation, which is located in the process of general planning and management of cultural tourism routes, should study the route management model in the region and evaluate the strengths, weaknesses, opportunities and threats of these elements. . According to the information provided by the "International Union for Conservation of Nature - IUCN", the responsibility for the assessment phase should belong to all those people who actively participate in the process of route planning and management - understanding the place. Indeed, in addition to helping researchers guide the next steps, the evaluation also helps to raise people's awareness of the analyzed region. Consequently, it strengthens the involvement of local communities. In this way, raising public awareness and creating a common understanding of asset prioritization can easily be guaranteed.

Based on the above, the fundamental basis for planning cultural tourist routes is the planning process, which is necessary for the development of decisions on the selection of destination and display objects; It is important to evaluate the selection methods according to their strengths, weaknesses, opportunities and threats as a vulnerable part of the evaluation section. In order to make it more understandable and comprehensively realistic, these estimates should be based on previously defined equivalent weighted aspects of cultural routes.

### **conclusion**

As we can see, cultural routes can become valuable tourism assets that can attract visitors and generate economic activity. Cultural tourism contributes to the development of sustainable tourism. Well-planned and managed routes benefit local communities and protect cultural and natural resources, extend the tourist season, popularize lesser-known natural and cultural attractions, reduce the negative environmental impacts caused by mass tourism, attract new visitors, help reduce unemployment and create new activities and businesses. development in the country.

It should also be noted that in the selection and planning of cultural tourist routes, the main aspects of route planning should be taken into account and a swot

analysis of each route should be done, which will make the necessity of planning specific routes clearer.

For the process of creating and developing cultural routes, we consider the identification of the main methods and directions for studying the demand and proposals of the tourist market, market segmentation according to the principle of quantitative advantage of tourists, selection of places and demonstration objects (despite the fact that Baedeker's selection of demonstration objects does not apply in Georgia) According to the system, the necessary professional knowledge and practical experience of the tour organizers should be included here).

Based on the above, the fundamental basis for planning cultural tourism routes is the planning process, which is necessary for the development of decisions on the selection of destination and display objects.

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