
Integration of Geography and Sustainable Tourism Into the Educational Process

Lana Mzarelua

Doctor of Geographical Sciences, Professor at Sokhumi State University

Senior Geography teacher at Tbilisi Public School N22

Abstract: The article presents the integration of tourism in the process of teaching geography. In the era of globalization, when the tourism industry is constantly developing and demand for it is growing, it is very important for any country to strengthen the tourism sector in the education system. More intensive teaching of tourism in schools increases the cultural and environmental awareness of students, expands career opportunities and develops global responsibility. This helps them become more trained professionals and thoughtful citizens of the world. Tourism education contributes to the achievement of sustainable development goals and a better understanding of economic, cultural and environmental issues. Therefore, it is necessary to integrate tourism topics into the process of teaching geography and develop knowledge in this area. It is also important to use effective training methods, such as cooperation with the tourism industry, which will contribute to the successful training of future specialists in the field of tourism.

Key words: school, geography, tourism, globalization, sustainable development, ecology

Introduction

In the era of globalization, tourism is one of the fastest growing and multifaceted industries, which is an important factor in the development of the world economy and culture. Tourism occupies a leading position in the global economy and includes a wide range of activities and services related to travel and recreation.

As you know, tourism programs have been actively introduced into the Georgian higher and vocational education system over the past 20 years, and the tourism profession has become quite popular. The **purpose of our study** is to show the importance of integrating tourism into geography teaching in schools.

In our country, there are all natural conditions and contributing factors from various institutions for the successful development of the tourism sector, which includes various areas (cultural tourism, eco and agrotourism, gastronomic, wine, marine, sports, mountain, speleo tourism and etc.). Indeed, tourism is the most important sector of the Georgian economy today. This is evidenced by the number of visitors to Georgia, whose number is growing every year, and accordingly, income from tourism. Some areas of tourism need to be improved and appropriate measures taken in order to make the development of sustainable tourism more successful and bring more benefits to the country's economy, improve the well-being of the population and promote environmental protection. Therefore, in our country it is important to strengthen the teaching of tourism in general education institutions, especially at the secondary level. Despite the fact that classified geography textbooks include interesting topics, resources and assignments on tourism, it is important that

"Tourism" is presented in the textbook as a separate topic and that some time is devoted to its teaching. The inclusion of most tourism issues in geography teaching will significantly increase students' awareness of global issues, enhance their cognitive and practical skills, and contribute to the achievement of sustainable development goals.

It is known that the teaching of tourism has been successfully introduced in the schools of Europe and other countries. Let's discuss some of them and share the international experience.

British schools: In the UK, tourism is taught as part of the National Curriculum and covers a wide range of topics such as the history of tourism, the economic importance of the industry and tourism management.

US Schools: Tourism education in the US is more focused on practical experience. Students often undergo internships in travel companies, which helps to develop their professional skills.

Australian Schools: Tourism education in Australian schools includes multifaceted programs that include both theoretical and practical aspects. Students are given the opportunity to participate in tourism projects and develop as professionals.

What might be the goals of teaching tourism in geography lessons:

1. Students will learn about tourism as an important economic benefit for the country. They will learn how to earn income and create jobs in the tourism sector;
2. This will increase students' awareness of the diversity of the landscape and cultural traditions of their own country and other countries, which will help them become citizens of the world;
3. Students will develop geographical skills: teaching tourism as part of the geography course contributes to the development of students' cartographic and spatial skills. Planning of tourist routes, search for tourist attractions and landmarks, analysis of geographical data and etc. These skills are important in the process of teaching geography.
4. Students will understand environmental responsibility and sustainability. Tourism faces significant environmental challenges. Students will get acquainted with the environmental impact of tourism and the principles of sustainable tourism, which contribute to the development of environmental responsibility.

Methods of teaching tourism in geography can be:

1. **Interactive lessons.** Using interactive learning methods such as role-playing games, projects and workshops to engage students and develop their practical skills.
2. **Use of information technology.** Teaching tourism in geography can include the use of modern technologies such as geographic information systems (GIS), virtual tours, and online resources that enhance students' knowledge and skills.
3. **Case studies.** Studying specific situations and discussing real examples is an effective method in teaching tourism. The analysis of specific tourist regions, attractions and tourist activities helps students to better understand various aspects of tourism.
4. **Teaching with projects. The formation of tourist clubs in schools.** For the successful work of the club, a team should be created, the main tasks of which will be the development of tourist events (hikes, excursions, conferences, a thematic week, meetings with representatives of local travel companies) and assignments. Practical exercises in real conditions will help to apply theoretical knowledge in practice.

Conclusion. Thus, the integration of tourism education into the teaching of geography is important because it increases the cultural and environmental awareness of students, expands career

opportunities and develops global responsibility. This helps them become more trained professionals and thoughtful citizens of the world. Tourism education contributes to the achievement of sustainable development goals and a better understanding of economic, cultural and environmental issues. Therefore, it is necessary to integrate tourism topics into the process of teaching geography and develop knowledge in this area. It is also important to use an effective training method, such as cooperation with the tourism industry, which will contribute to the successful training of future specialists in the field of tourism.

The development and strengthening of tourism teaching in general education institutions can be an important step that will contribute to the realization of the economic and cultural potential of the country. Therefore, joint efforts of the education system, the Government and representatives of the tourism industry are necessary to create successful and sustainable educational programs in the field of tourism.

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