A new type of database for tourism business modernization

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Abstract

The aim of the paper is to develop a new type of mystical-historical and landmark database construction model based on the example of Georgia. The construction of such a database will contribute to the offer of a new type of competitive tourist product in the international tourist market, the further internationalization of tourism and the deepening of cultural and economic relations between countries. The most important results of the construction of the united database of mystical-historical and landmarks of Georgia will be the creation of a convenient system for managing electronic information about the tourist attractions of Georgia, which, in turn, will contribute to the elimination of problems in the field of tourism in the country and the creation of a tourist center of international importance here.

1. Introduction

The spatial planning of Georgia includes the spatial planning of the territorial sea (waters) of Georgia and the special economic zone of Georgia. These plans envisage the formation of an artificial environment within the mentioned zones, the creation of a special environment protection regime, the allocation of territories for the implementation of aquaculture, tourism development and scientific research (Law of Georgia, 2018).

The international tourism market is developing at a fast pace and occupies the third place in the world economy - after the oil production and machine building industries. Therefore, the tourism business plays an important role in the economic development of the modern world. Therefore, in the long-term perspective of the Georgian government's economic development policy, one of the most important directions is the full use of the country's tourism potential. In the long-term perspective of the Georgian government's economic development policy, one of the most important directions is the full use of the country's tourism potential. Tourism is a complex field, which is due to the fact that the tourist product is created as a result of complex cooperation of many fields. Therefore, in order to solve the problems faced by the field of tourism in Georgia, we consider it expedient to take another concrete step, which will be directed towards the perfection of the automated management of this field. From this point of view, the paper proposes a model for the creation of a convenient system for managing electronic information about the tourist attractions of Georgia - a unified database of mystical-historical and landmarks of Georgia.

2. Materials and methods

In the creation of the paper, the generally established principle of creating databases is used; Systematic historical-mystical information obtained from various Internet materials, works of Georgian and foreign scientists. Logical and comparative analysis. The paper presents a model for building a unified database of mystical-historical and landmarks of Georgia, which is implemented on the analogy of the working principle of volumetric integral schemes.

3. Results and discussion

The country's natural landscapes, geopolitical location, history, level of cultural development and intellectual potential undoubtedly create an opportunity to create a tourist center of not only regional, but also international significance in Georgia.

To achieve this goal, it is necessary to:

1. Offering a new type of competitive tourist product in the international tourist market, an innovative approach to solving the problem;

2. Activation of result-oriented advertising-marketing activities;

3. Raising the quality of service, bringing the quality of service and the price of the tourist product into line with each other.

From this point of view, we consider it appropriate to create a unified database of mystical-historical and landmarks of Georgia, which, like all databases, should consist of two parts: an informational part and a management program.

The information part of the database, in turn, should be composed of two sub-bases. In the first of them (mystical-historical subbase) - mystical-historical information about Georgia will be preserved, starting from the prehistoric age (from the separation of the Caucasus region from the Tethys Ocean, dinosaurs living in the territory of Georgia, and Zezva and Mzia of Dmanisi) (Grimbly, S., 2000).

In order to attract more tourists and simplify advertising-marketing activity, we consider it expedient to present the history of Georgia in the mystical-historical sub-base against the background of the events developed in those countries or regions, which, in the relevant period, influenced the current processes in Georgia. In addition, in order to orient the tours to the tourists of a specific country/region, parallels should be drawn between the events developed in Georgia and the corresponding - target - country. From this point of view, the history of Georgia will be spread over time and space - the events developed in the religious-spiritual, state-political, socio-economic life of the country will be discussed in the global context.

The content of human history is determined to a significant extent by the process of interaction between cultures and civilizations, which includes both vertical and horizontal dimensions of history - spanning time and space. From this point of view, in the mystical-historical sub-base of the informational part of the main base, Georgian civilization will be considered as a border civilization - a kind of synthesis of Eastern-Western civilizations, Eastern-Western Christianity. It will be considered as the core in which the ideas and principles that, later, from the Renaissance and Enlightenment eras, brought unprecedented success to the Western European countries,

were born and in certain aspects were even realized (Allen, J.P., 2015). In the last period, interest in spectacles (shows) is growing. With this in mind, the tours should include elements of the show, and in the end the individual tours will turn into one whole show. Therefore, it is appropriate to include both Georgian and foreign myths, legends and stories in the mystical-historical sub-base, which on the one hand will enrich the tour in terms of content, and on the other hand will simplify the inclusion of show elements and concerts corresponding to the theme.

One of the main skills that the created database should have is the expansion of the events developed in Georgia in time and space. One of the possible models for the realization of this goal is presented as follows:

Along with the Greek myths related to Georgia ("Prometheus", "Phrix and Hela", "Argonauts"), information on legendary or vanished civilizations (Glamuria, Atlantis, Hyperboria...) should be included in the mystical-historical subbase.

The development of the situation in Georgia, Greece and Persia should be considered in accordance with the dynamics of the development of the situation. What follows are the campaigns of Alexander the Great, the importance of which is widely known. In relation to Georgia, the role that this event played in the first formation of the country as a unified state will be highlighted. After that, the prerequisites for the origin of Christianity, the influence of Semitic and Eastern (especially Mithraism) currents will be brought forward. The process of establishment of Christianity in Georgia and throughout Europe will be presented. According to the Georgian tradition, St. Nino, the enlightener of Georgia, was the daughter of St. Zebulon, a follower of the French Christian religion, and the cousin of the great martyr St. George. Therefore, special attention will be paid to the establishment of Christianity in France and Greece (Gliyniadaki, et.al., 2022).

The origin and development of Eastern beliefs and philosophical currents (Zoroastrianism, Mithraism, Buddhism, Kampucheanism) should be considered in the same background.

The humane principles and values on which not only peaceful coexistence, but also coexistence and harmonious development of all peoples can be based will be put forward.

King Vakhtang Gorgasal made a great effort to establish Christianity in Georgia and create Christian ideology as a determinant of national identity. His personality should be considered as one of the main actors of the war between Byzantium and Persia and the Persian campaign in India. Parallels will be drawn between Vakhtang Gorgasal and the legendary King Arthur.

  After that, the focus will be on the rise of Arabia, the origin of the Islamic religion, its common roots with the Christian and Semitic religions (such as the Abrahamic religions). The conquest of Spain by the Arabs will be discussed in parallel with the conquest of Georgia. Against the background of the wars of liberation, the battle of the Georgian princes and the Spanish Sid Compeadoris will be discussed parallel to each other.

During this period, the Turko-Seljuk hordes strengthened, they harassed the Byzantine Empire and started the crusades. It will be discussed what role these campaigns played in the consolidation and strengthening of Georgia and the participation of Georgians in ensuring the safety of the crusaders. A special place will be devoted to the relationship between Georgians and Templars, what united them both in spiritual and military aspects. Obviously, in parallel with this, the crusades and the situation in the countries that participated in it will be discussed.

Legends about Davit Agmashenebeli, King Tamar, Talpliers, Presbyter Johannes, Wolfgang von Eschenbach's "Partsifal", Maurice Drewon's "Cursed Kings", legends about Richard Lomgul, Egyptian Sultan Saladin, etc. will be used (Rowe, P., 2009).

Along with this will be the display of the chivalric spirit among European kings, the influence of parallels between the codes of the knight and the samurai.

The age of Georgia was followed by the destructive invasions of the Chinggi period, not only for Georgia. The largest empire was created, which included Eastern Georgia, but the West remained independent. After the fall of mighty Georgia, the positions of the crusaders were also shaken, since they no longer had the strong gate that would protect them from the east. After the fall of Byzantium, when the Ottoman Empire started wars of conquest in Europe, and in Moscow the monk Philofane developed the postulate of "Moscow - the third Rome", the histories of Georgia and Europe were highly intertwined. A mystical historical sub-base compiled in such a manner, in principle, it will be a reflection of the processes taking place in Georgia on the events developed in the world, and vice versa, a reflection of the events taking place in the world on the processes taking place in Georgia. But it will be practically impossible to use it in the tourism business without its management algorithm.

The management of the combined database of mystical information and landmarks should be based on the analogy of the working principle of a multi-cascade volumetric integral scheme - information is processed in

each sub-base or cascade, then this processed information is combined, again undergoes a certain transformation and is delivered to the user. The base should take into account the possibility of its expansion, both by adding information about a new country (creating a new cascade) and filling in information within an already existing cascade.In the landmarks sub-database, information about the maximum possible number of landmarks and places will be preserved.

Based on the above, the mystical-historical sub-base should be divided into several sections (cascade). Each cascade should contain information about a specific country. In order to establish compliance, the information inside the cascade will be divided into blocks, and each block will correspond to its several index codes, the first index will be the identifier of the cascade (country), the second - the era, the third - the content identifier. It is through these indexes that the information will be organized. The cascade of Georgia, unlike the cascades of other countries, will have one additional index, according to which it will be identified with which landmark this or that event (block) is connected. In order to improve the quality of service, it is advisable to create training centers. Establishment of healthy competition, which pushes the companies and personnel employed in this field to continuous improvement of their qualifications and continuous renewal of the work area.

We are far from the opinion that the personnel employed in the field of tourism will be able to absorb all the information provided. The main thing is that he acquires the necessary skills, one of the main skills, in our opinion, should be the ability to work with the "United Database of Mystical-Historical and Landmarks".

The ability to work with this database will allow a specialist working in the tourism business to:

1. To properly prepare for each specific tour - to receive and process the necessary information;

2. to develop and prepare tours focused on visitors of a specific foreign country and/or region;

3. to properly conduct an advertising campaign focused on a specific foreign country and/or region;

4. To present a single, monolithic history of tourist tours of the specific region(s) of Georgia or the entire country, which, in turn, will simplify the advertising campaign, the inclusion of spectacular or entertaining elements in it, and make the tour much more interesting and attractive in terms of content and spectacle;

5. To develop new types of tourist activities, new products for the tourist market.

Another positive side of the created combined database of mystical-historical and sights is that through the combination of the blocks included in the cascade of the mystical-historical sub-base of Georgia and the sights included in the sightseeing sub-database, it is possible to adapt tours with the same content for different regions of the country. For example, to link the comprehensive tour of the prerequisites and introduction of Christianity to Mtskheta - Svetitskhovli Cathedral (where Christ's robe rests) and the Monastery of the Cross (which is erected on Golgotha in Mtskheta); In Imereti - Katskhs - where, according to Georgian tradition, the dome church of Katskhs is associated with the tomb of Christ, and the column of Katskhs - with Golgotha), in Samegrelo - the Monastery of the Virgin Mary of Khobi (where the robe of the Most Holy Virgin Mary rested before the establishment of the Soviet government) and the Church of the Savior in Zugdidi (https://hardshopmarket.ru/ka/salon-treatments/mif-o-zolotom-rune-realnost/).

Also, different regions of the country can be connected to the Templars: Kartli - Didgori, where the decisive battle of Georgians against the Muslim coalition took place, in which the Crusaders took part (the Templars made up the largest majority of them); Svaneti - from where the Templars could take their charter and Pshav-Khevsureti - where it is possible to be the resting place of the Templars according to a mystical representation.

The combination of the blocks included in the Georgian cascade of the mystical-historical sub-base and the sights included in the sub-base of values will also make it possible to include the same landmark in tours that differ from each other in terms of content. This, in turn, will contribute not only to the influx of new tourists, but also to the repeated visits of the same tourist.

4. Conclusion

Thus, the construction of a unified database of mystical-historical and landmarks based on the above principle and its implementation in the tourism business will contribute to:

1. To offer a new type of competitive tourist product in the international tourist market;

2. activation of result-oriented advertising-marketing activity;

3. to increase the quality of service;

4. cultural development in the country;

5. The growth of foreign investments coming into the country (hotels, children's camps, treatment and rehabilitation centers, productions...), the deepening of cultural and economic relations of Georgia with foreign countries.

Finally, it should be noted that according to the structure of the database proposed in the paper, correspondences can be established between the corresponding cascades of all countries, or it is possible to move from one era to another within the same cascade. Based on all that has been said, the base created within the framework of the project can be considered as the basis of a kind of "spatio-temporal machine" that will allow the user to "travel" in time not only in real, but also in mystical space.

Acknowledgements

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