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FACULTY OF ECONOMICS AND BUSINESS  
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AND MARKETING

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**Ways to improve the competitiveness of Georgian tourist companies  
based on values**

This dissertation  
(annotation)

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## **Introduction**

**The actuality of the theme:** Both theoretical and empirical economic literature emphasizes the critical role and importance of the firm in marketing strategies, as fundamental components of the economic system, its competitiveness and with rising effectiveness of their activities. .

Marketing has been one of the most exciting subjects in the business world during the past decades. Marketing has revolved around three major disciplines: product management, customer management and brand management. The continuous adaptation of marketing concepts to different eras of human lives is what keeps it exciting. Marketing becomes the object of criticism because of its outdated concepts, branding weakening and about efficiency issues. There are many controversial issues.

Evolution of technology has changed the world. Marketing has changed itself. At first, marketing was about selling the goods in certain markets and to some extent did not concern on consumers needs and demands. This was marketing 1.0 or the product-centric era. Nowadays, informational technologies play an important role and accordingly the task of marketing is not simple.

Marketing 2.0 came out in today's information age – where the core is information technology. Today's consumers are well-informed and can easily compare several similar product offerings. The product value is defined by the consumer. The task of marketing is to determine those needs and demands of consumers, which will allow them to get profit. This is the view in marketing 2.0 – or the customer-oriented era.

Now, we are witnessing the rise of Marketing 3.0 or the values-driven era. Instead of treating people simply as consumers, marketers

approach them as whole human beings with active vital position, novelty seeking and such as consumers who are trying to create something different. They look for not only functional and emotional fulfillment but also human spirit fulfillment in the products and services they choose. Consumers demands to respect their creativity.

As a result of these changes, for modern companies it is time, when perception of the new world of marketing and its adequate evaluation, creating new marketing approaches for consumers and new marketing strategies became necessary.

Proper perception of the new world of marketing and estimation the role of values is one of the most important challenges in marketing activities of the modern Georgian tourist companies for rising their competitiveness.

The specific role of marketing in the tourism sphere is defined first of all by the special nature of tourism product and by the specific characteristics of tourist products consumers and producers.

Creation of tourism products requires deep marketing analyses, which is caused by the complex nature of the goods and services and its positive effect between the various components of tourism product is based on complex system, where psychological, cultural and spiritual motivation play an important role.

Modern consumers foresee their living costs, choose those tourist products, which are the most valuable for them. They form defined view on predictable values and act based on this. Comparison of real and obtained values to the expected one, affect on consumers behavior and the quality of their satisfaction during the purchasing and consumption of tourist product.

In these circumstances, Georgian tourist companies must offer to consumers the real values and should be oriented on providing these values. Those companies which will make mistakes to this direction, will become the object of criticism from the side of consumers and employees. Firstly, it will seriously harm its competitiveness. This

problem is acute and significant challenge in the development process of Georgian tourist companies.

The effectiveness of modern tourist firm's marketing strategies must be reflected on management system, gaining a certain share of the market and necessary level of the profit, control over prices and markets, to establish connection between manufacturer and consumer and transform the possibility of purchasing power into the specific requirements on goods and services. In addition, it is very important, that the strategy to demonstrate companies' real face and to provide its positive place in consumers mind.

Creating such kind of marketing strategies requires an objective assessment of the competitiveness of Georgian tourist firms, creation new marketing strategies of competitiveness and to show the importance of values.

We consider that in Georgia, as a transitional economical country, where the tourism is one of the priority spheres in economy, the marketing research in this direction is innovative and is important for rising tourist firms competitiveness.

Integration of Georgia in European Union, requires service accordance to the consumers demands. When the criticism is quite serious about service level and quality, in such kind of situation one of the most important challenge for tourist firms must be orientation on new conceptions of marketing, creating marketing strategies oriented on new world of marketing and its development.

In this regard, a special attention is paid to the evolution of marketing concepts, understanding new world of marketing and to study the importance of marketing strategies of competitiveness of tourist companies. According to the analysis of the secondary information and marketing surveys, for searching the ways of raising the competitiveness of Georgian tourist firms, it is necessary to create value -oriented marketing strategies.

The circumstances, rising interest about the competitiveness of Georgian Tourist firms and above given considerations led the research of topic selection.

The theme is actual in theoretical and methodological aspects. From this point of view, it is very important for tourist firms to work out the algorithm of marketing strategies based on values.

**Problem study level:** several types of surveys of foreign scientists are dedicated to the evolution of marketing concepts, the importance of values in marketing strategies and to several problems which exist in this direction. While forming our position about the research problem, we have used several works and publications of foreign researchers. For example: P. Kotler, M. Porter, G. Armstrong, D. Ianch, E. Galubkov, P. Gamble, Dj. Lamben, E. Rais, I. Mann, I. Gerchiskova and etc.

Although the theoretical material about the evolution of marketing concepts and values was not a subject of special discussion from Georgian scientists and practical studies in this direction have not been carried out. Georgian scientist's works dedicated to the general concepts and marketing strategies were based on to this study. While working on a thesis from the works of Georgia scientists, we can denote: D. Shonia, G. Mamuladze, G. Berulava, N. Todua, Ch. Djashi, L. Kochlamazishvili, N. Makharadze, B. Mgebrishvili, G. Shubladze, N. Oqrushvili and etc.

We tried to fill disadvantages and to present existed situation concerning values in Georgian tourist firms based on concepts evolution using practical surveys.

**The goals and aims of the study:** The main aim of the dissertation work is to present the importance of values in marketing strategies in order to improve the tourist firms competitive advantage and also to create marketing strategies based on values for improving tourist firm's competitiveness.

The dissertation work based on aims of the study set several tasks:

- ✓ To study theoretical and methodological basics concerning of marketing conceptions evolution, new marketing world and value-oriented marketing strategies of competition;

- ✓ To estimate the methodological approaches for establishing competitiveness and value- oriented marketing strategies;
- ✓ To detect and show modern and regional tourism market trends and consumers behavior;
- ✓ To show the importance on value-orientation in marketing strategies of competitiveness for tourist firms;
- ✓ To estimate the current situation how the Georgian tourist firms are oriented on values in their marketing strategies of competition;
- ✓ To format the algorithm for creating value-oriented marketing strategies in Georgian tourist firms;
- ✓ To work out methodological and practical recommendations for improving the competitiveness of Georgian tourist firms.

**The subject of the study:** the subject of the study is the combination of issues concerning to marketing activities of tourist firms and marketing strategies of competition.

**The object of the study:** The object of the research is Georgian tourist firms.

**Theoretical and methodological bases of the research and databases:** theoretical and practical scientific publications, works, collections and articles of foreign and Georgian scientists are the theoretical and methodological basis of the research. Also, the informational basis of Georgian National Tourism Administrations and Department of Tourism and Resort of Ajara, global networks and the results of our marketing research.

During the working process, we have used different methods of scientific surveys, such as: analysis, comparative analysis, statistical observation and the authenticity of the questionnaire methods. The choice of methods was determined by the diversity of the research topic. In addition, for the study, it is used modern and approved methods of logical and empirical analysis, such as: functional and comparative analysis, system approach, analysis-synthesis, deduction-induction, the formation of a hypothesis and their subsequent testing, abstraction,

analogy, statistical observation, statistical analysis and conclusions, comparative analysis and etc.

**Main postulations:** according to the analyses of theoretical materials, secondary information and the results of the survey is presented the following provisions:

- ✓ To show the importance of marketing concepts evolution, correct perception of the new world of marketing and the importance of development value-oriented marketing strategies for modern companies marketing activities;
- ✓ To analyze the methodological approaches concerning to value-oriented marketing strategies of competition;
- ✓ To show current process and trends of modern world and regional tourist markets and to analyze motives and characteristics of consumers behavior;
- ✓ To estimate existed problems concerning to competitiveness of tourist firms, their real face and marketing strategies of competitiveness;
- ✓ To show the level of orientation of values in creating new marketing strategies of competition for tourist firms;
- ✓ To demonstrate algorithm of marketing strategies based on values for Georgia tourist firms;
- ✓ To represent and establish specific guidelines to solve the existed problems in terms of competitiveness of Georgian tourist firms.

**Scientific innovation:** the dissertation is a complex research of competitiveness of Georgian tourist firms and their marketing activities.

Between the scientific innovations of the research we can single out:

- ✓ It is studied the evolution of marketing concepts and based on this is shown new world of marketing and the importance of its real perception for creating marketing strategies of competitiveness;

- ✓ It is analyzed the methodology of determining the competitiveness and value-oriented marketing strategies of competitiveness;
- ✓ It is detected current process in the modern world and regional tourist market, patterns of consumer behavior and its features;
- ✓ It is estimated indicators of competitiveness of Georgian companies and effectiveness of marketing strategies;
- ✓ It is established the importance of value-based marketing strategies in the process of improving the competitiveness of Georgian tourist firms;
- ✓ It is shown the algorithm of value-oriented marketing strategies for Georgian tourist firms;
- ✓ It is studied and established specific guidelines to improve the competitiveness of Georgian tourist firms.

**The theoretical and practical importance of the study:** The recommendations and conclusions can be used by the Georgian tourist firms for improving their marketing activities. Correct perception of the new world of marketing and creating marketing strategies ensures to improve their competitiveness. The theoretical provisions will promote to study the role of values in higher education courses and practical studies. Theoretical provisions of the work will contribute to study the issues related to the evolution of marketing concepts and the new world of marketing in higher education lecture courses and practical studies.

**The approbation of the work:** the main conclusions, sentences and recommendations are given in the Author's (N. Mamuladze) articles and in the materials of scientific-practical conferences. The individual results of the work is published in the following magazines.

1. N. Mamuladze, „**Modern problems of marketing and management**” - international scientific – practical conference „Ukraine's economical and social development of XXI century: national identity and globalization trends”, proceedings of materials. Ternopil, Ukraine 2013. ISBN 978-966-654-318-2;

2. N. Mamuladze, N. Bejanidze, „**Marketing research of Tourism as the service sector**” – first international scientific- practical conference

„modern management: problems, hypotheses, researches”, proceedings of materials, Batumi 2015. ISBN 978-9941-22-687-8;

3. N. Mamuladze, G. Mamuladze, „ The role of values in marketing 3.0”, international and reviewing scientific practical journal - „innovative economics and management” № 3, Batumi 2016. ISSN: 2449-2418;

4. N. Mamuladze, „Evolution of marketing: from marketing 1.0 to marketing 3.0”, quarterly refereed and reviewed international scientific journal – Business- Engineering № 3, Tbilisi 2016. ISSN 1512-0538;

5. N. Mamuladze, G. Mamuladze, „Marketing concepts and main directions of development at the present stage”, Tbilisi State University Paata Gugushvili Institute of Economics, proceedings of materials № 9, Tbilisi 2016. ISSN 1987-6904.

6. N. Mamuladze, D. Shonia, „The country image and investment environment”, international scientific conference - „economical, legal and social problems of modern development”, proceedings of materials, Kutaisi 2015. EISSN 2346-8203.

7. N. Mamuladze, D. Shonia, „Innovative activity and investment environment of Georgia”, Tbilisi State University Paata Gugushvili Institute of Economics, international scientific conference - „Actual problems of sustainable development of national economics”, proceedings of material. Tbilisi 2015. ISSN 978-9541-13-435-7

**The structure of the work:** The work consists of introduction, three chapters, conclusion and with list of used literature. The work is attached tables, charts, reports and enclosure.

## **Introduction**

**Chapter 1.** Evolution of marketing concepts and theoretic-methodological basics of marketing strategies of competitiveness.

1.1 Evolution of marketing concepts and theoretical basics of marketing strategies of competitiveness;

1.2 Methodological approaches to establish the competitiveness and evaluate the marketing strategies of competition based on values.

**Chapter 2.** To study the importance of value-orientation in improving the competitiveness of tourist firms.

2.1 Consumer behavior characteristics of tourist firms at the modern stage;

2.2 To analyze the importance of value-orientation in marketing strategies of competition for tourist firms;

2.3 To summarize the results of researches based on value-oriented marketing strategies in tourist firms competitiveness;

**Chapter 3.** Analysis of modern tourist firms competitiveness and the ways of rising based on value-oriented marketing strategies

3.1 To overview the researches about competitiveness of Georgian tourist firms;

3.2 To analyze orientation on values in marketing strategies of competitiveness for Georgian tourist firms;

3.3 Comparative analysis of Georgian and foreign tourist firms competitiveness, based on values-oriented marketing strategies;

3.4 To create the algorithm of marketing strategies for Georgian tourist firms based on values.

## **Conclusions and Suggestions**

### **Used literature**

### **Enclosures**

### **The brief content of the work**

The introduction of the dissertation consists of the aims and goals of the research, is established the actuality of the theme, subject and object of the research, is given theoretical and methodological basics of the research and sources of information and is formed the theoretical and practical importance of the work.

Companies' success on the modern market requires orientation on customers. Orientation on customers is possible only when their wishes and views, their dependence on the companies and on their products are thoroughly studied.

Customer orientation requires different activities, such as to clear out thoroughly main points of modern marketing and its conceptions, acquiring new methods of marketing strategies and its usage in practice.

**In the first chapter** – Evolution of marketing concepts and theoretic-methodological bases of marketing strategies of competitiveness- is analyzed the steps of marketing concepts evolution and their determining factors. Are studied theoretical and methodological approaches of marketing strategies competitiveness?

This chapter characterizes the evolution of marketing concepts for decades and analyzes its constituent elements in details. The 1950s – postwar period, which consists: the marketing mix, product life cycle, brand image, market segmentation, the marketing concept and the marketing audit. Marketing concepts of the 1960s – soaring period: the conception of 4P, lifestyle marketing and the broadened concept of marketing. Turbulent period – 1970s concepts: positioning, strategic marketing, service marketing, social marketing, societal marketing and macro marketing. Uncertain period concepts – the 1980s: marketing warfare, global marketing, local marketing and mega marketing. Also direct marketing, customer relationship marketing and internal marketing. The conceptions of 1990s period one-to-one. This period consists of: emotional marketing, experiential marketing, internet marketing and E-business marketing, sponsorship marketing and marketing ethics. The conceptions of the 2000s so cold financially

driven period, which consists: brand equity marketing, customer equity marketing, social responsibility marketing, consumer empowerment, social media marketing and authenticity marketing.

In this chapter, it is discussed methodological approaches of establishing competitiveness, theoretical and methodological bases of marketing strategies of competitiveness, along with the evolution of the marketing concepts and its determining factors.

In modern competitive circumstances, when consumers are well informed and they discuss all goods as a massive, the process of branding is weakened and they do not pay attention to them like before, the special attention in marketing strategies of competition should be paid on those aspirations of consumers, which they are looking for in products:

- The impressions, which will influence on consumers spiritual sides;
- Business models based on values;
- Psychological and spiritual benefits;
- Products, which will take meaningful and unique place in their lives;
- Reliable products.

In such kind of situation, for companies, it is very important to select and determine such kind of marketing strategies, which will reveal important needs of modern consumers and will raise the level of their loyalty.

Modern companies can gain such kind of capabilities only with creating something valuable for consumers, which will impact significantly on its market share and will increase the loyalty of consumers.

According to the analysis of the new world of marketing, in the given chapter it is analyzed the main point and importance of values in modern companies activities and in their marketing strategies.

The values, offered by modern firms to consumers must be real and should not become the object of criticism for customers.

Nowadays, it is quite common in practice when the companies ignore these approaches concerning to values and do not pay attention to them in their marketing strategies, all this factors leads to losing the confidence of consumers and their negative dependence on tourist firms products.

In the **second chapter – To study the importance of value-orientation in improving the competitiveness of tourist firms** – it is discussed the consumer's behavior characteristics of the modern tourist firms. It is set out the importance of value orientation in Georgian tourist firms marketing strategies. Also, it is discussed the results of marketing research concerning to competitiveness of tourist firms in the value-oriented marketing strategies.

Tourism, as one of the most large, profitable and dynamically developing sector of the modern World economy, creates jobs and promotes to develop profitable local sectors, inflow of foreign currency and its investment in local economy, the diversification of local economy and develops local infrastructure.

Nowadays, the effect from tourism on a global scale looks as follow: total income from tourism – 455.4 million dollars; tourism employs more than 300 million people; creates more jobs in every 2.5 seconds in the World tourism; Every day 2,1 billion is being invested in tourism infrastructure. According to the results of Travel and Tourism World Federation, 8,3% of employment comes from tourism and its constituent fields, 9,3% - international investments and 12% - export.

In this chapter of the dissertation, it is discussed the peculiarities of the world and regional tourism market, its main characteristics, those main trends and challenges which are revealed in tourism firms activities.

In the recent period, tourism growth trends are noticed in Georgia like many other economically developed countries. In 2016, the number of international visitors increased by 6.9% and the number of visitors was 5 897 685. According to data 2015, the number of visitors was 2 278 562 and the growth was 2.2% in 2016.

Considering market characteristics and competition, the notable challenges, which are associated with the marketing activities of tourist firms, should be distinguished.

As a result of the marketing evolution, modern consumers choose the touristic products that are the most valuable for them. While searching the touristic product availability the modern consumers are trying to maximize the value chain. They define a view on predictable values and are acting based on this. After this, they compare adopted values to the expected one. Such kind of comparison has a decisive influence on the consumer satisfaction level and on its behavior while purchasing the tourism product.

Consumer value of the touristic product, in this case, presents difference - between the joined consumer values and joined costs of buying given touristic products. Consumers buy touristic products in those tourist agencies, which in their opinion offer higher consumer value, or exactly this difference between consumer values and joined costs of consumers.

Consumer value of tourist product	=	Joined consumer values (stored in mind)	-	Joined costs on purchasing product
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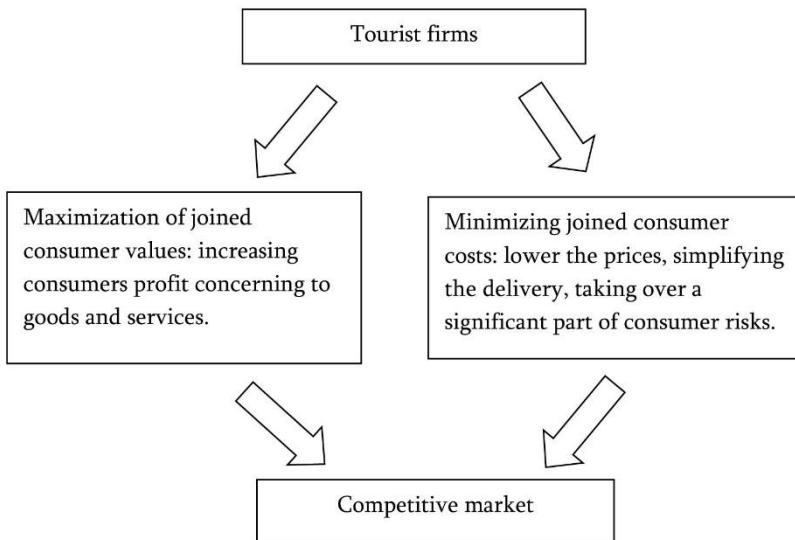
### **Consumer values of tourist product**

Joined customer value – this is the sum of the tourist product values, which the consumer receive while purchasing the given touristic product. Joined consumer expenditures – money, time, the energetic and psychological sum of costs, which are related to purchasing tourist product. Low prices on supplies provide high values – to reach the highest interest on buying the tourist product. Offered values should exceed the price and this is exactly „the consumer benefits”.

Modern tourist firms before creating marketing strategies must evaluate joined consumer values from the consumer point of view. Must

determine those consumer costs which are related to the own and competitors' marketing delivery system.

If competitors offer more values to consumers, there are two solutions: maximization of joined values of product and service with rising consumers' benefits. And the second – minimizing joined consumer costs and lowering prices on tourist product, by simplification of delivery, taking over a significant part of the risks and offering the bond.



The given chapter of the dissertation, based on experience of tourist firms and results of marketing studies, summarizes, that in companies marketing activities, particularly in processing competitive marketing strategies, major challenge is the maximization of joined chain of values with strengthening and increasing consumers' awareness.

The third chapter of the dissertation - deals with the **analysis of modern tourist firms competitiveness and the ways of its raising**

**based on value-oriented marketing strategies** –marketing research of tourist firms competitiveness is carried out and the results of this survey is given. The index of orientation on marketing strategies of competitiveness in Georgian tourist firms is studied. The comparative analyses of value-oriented marketing strategies of competitiveness in Georgian and foreign tourist firms are provided. The algorithm of value-oriented marketing strategies of competitiveness in Georgian tourist firms is suggested.

If tourist firms want to achieve competitive advantage, they must consider not only their chain of values which they use in their marketing strategies, but they also must pay attention to consumer chains of values.

The chain of values of successful tourist firms, which they use in their marketing strategies – is a system, which consists of competing companies and its own chain of values, as well as suppliers, intermediaries and consumer chain of values and operates jointly.

In the given chapter of the dissertation is given the results of our marketing survey. The object of the research was Georgian tourist firms, whose number, according to the result of National Statistics Office of Georgia are 2122 tourist firms. It is registered 58 active tourist firm in Ajara, according to the results of Tourism Development Association. We have chosen 30 tourist firms, such as: Akar tour, Degeorgio Tour, Euro Tour Georgia, Milky Way Travel, Iberia Travel, Laz Tour, Visit Adjara, Adjaratour, Calypso, Unitour, Wonderland, Temo Tour and etc.

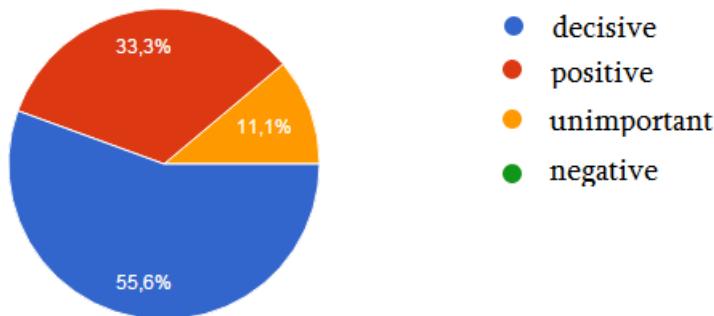
Tourist firms were selected, based on the territorial rank and duration of the activity in the market. We have inquired tourist firms in Ajara tourist market, most of which have 10 years and more experience in this field.

The aim of the research was to determine the level of value-orientation and the frequency of its usage in Georgian tourist firms marketing activities.

According to the results of the survey, where was selected 30 Georgian tourist firms, 55.6% of respondents think that creating and taking orientation on the chain of values is the most important activity in

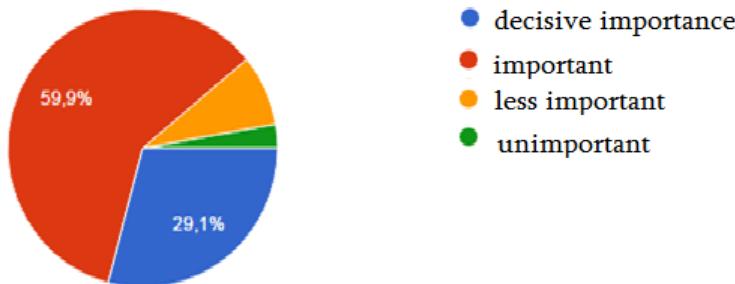
companies marketing activities. 33.3% had a positive attitude to it, while 11.1% said that the values have an unimportant role in their marketing activities (see figure 1).

**Figure 1. The role of values in tourist firm's activities**



For determining the compliance between own and consumer chains of values in marketing strategies of Georgian tourist firms, was conducted marketing research of consumers, where 300 consumers were selected. According to the results of the survey, 59.9% of consumers think that chain of values offered by companies is very important, but it is not decisive. For 29.1% it is decisive, 8.2% said that it is unimportant and for 2.7% it is totally unimportant (see figure 2).

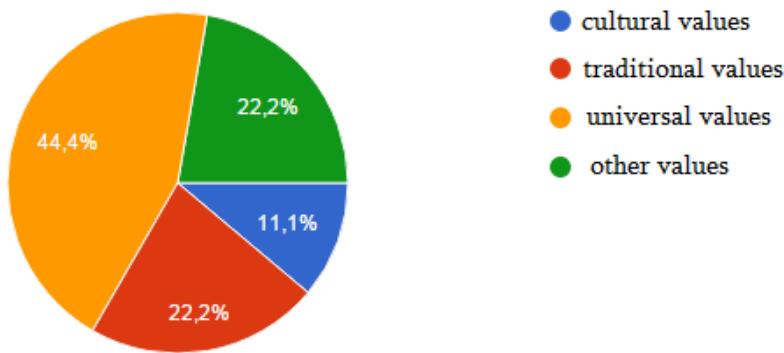
**Figure 2. Importance of the chain of values for consumers**



If companies want to make their chain of values more interesting for consumers, they must be created according to a new and real world of marketing. The offer for consumers should be made so, that it played the decisive role while selecting the tourist product.

According to the results of marketing studies the values to which tourist firms pay attention in their marketing activities is established. For 44.4% of the surveyed companies' universal values are priorities. 22.2% of respondents said that it is traditional and other types of values, and for 11.1% take orientation to cultural values (see figure 3).

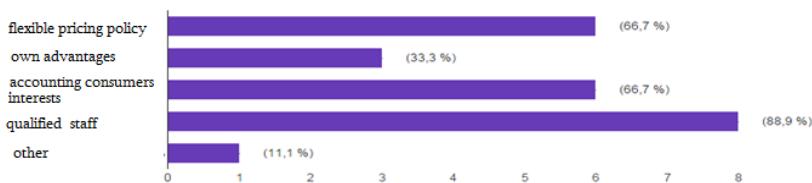
**Figure 3. Priority values for tourist firms**



It is necessary for modern tourist firms to focus equally on the cultural, traditional and universal values, in order to select a proper chain of values and its customization to the maximum number of consumers and fully meet consumers' needs.

In this chapter of the dissertation the same survey results confirm, that a very important factors for consumers together with values, high-quality service is the qualified staff. 88.9% of respondents who uses the services of tourist firms said that qualified staff and high-quality service is one of the strongest sides. 66.7% named flexible pricing policy, 33.3% - own advantages and 11.1% - other factors (see figure 4).

**Figure 4. Strong side of tourist firms marketing strategies**



The survey also shows that for 60.4% of consumers high-quality service is important, 43.4% names low prices than the competitors have, for 22% this is qualified staff and for 10% it is the image of the firm (see figure 5).

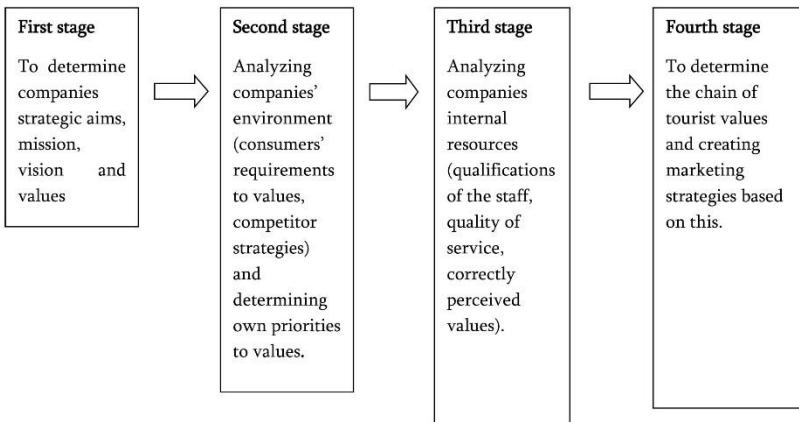
**Figure 5. Priority values for consumers'**



According to the results of the survey, we can say, that companies success on the tourist market will always depend on that joined chain of values, which they offer to consumers. It is set, that most of the tourist firms are oriented on offering the high and valuable consumer values. However, consumers' opinion on this question gives a different picture. 52.2% of selected 300 consumers think that Georgian tourist firms are less oriented on fulfillment of those values which they offer to consumers.

In order to evaluate value-orientation in Georgian tourist firms marketing strategies, in the same chapter of the work we have made a comparative analysis of the same activities of foreign companies. Studying marketing strategies of foreign tourist firms, such as - „Nippon Travel Agency”, „Luxury Travel”, „House of Travel”, „Nomad Adventure Tours” and others, it is clear, that they are studying consumers, pay more attention to forming chain of values, its diversity in order to satisfy consumers needs and requirements, which will be successfully reflected in their marketing strategies. According to the results of the survey, 30 tourist firms were interviewed, is established, that only 55.6% of Georgian tourist firms stand out with such activity.

The work highlights the steps for creating correctly the chain of values in Georgian tourist firms marketing activities and taking into accounts the necessity of its usage in marketing strategies. In the work for this reason, we have presented the algorithm of value-oriented marketing strategies in Georgian tourist firms.



In the first stage companies' strategic aims are discussed, its mission, vision, and values, according to the evolution of marketing is determined, which provides the proper perception of the new world of marketing for modern companies and forming their own strategic interests.

The second stage determines the tourist firms market, consumers' need to values, strategies of competitors, own position and priorities based on SWOT- analysis.

The third stage determines companies' internal sources and opportunities, staff qualification, internal standards, quality of service and evaluation of proper perception of values importance.

The fourth stage determines the chain of values and its final establishment, developing marketing strategies based on this. At this stage, it is also important to pay attention to social responsibilities of such kind of incorporeal values, such as morality, human rights, public interests, which provides to ensure companies interests integration with public interests. This increases companies' motivation – to take part in the employment, social and environmental security programs.

The consistent implementation of proposed algorithm will contribute to the more efficient functioning of marketing strategies of

tourist firms. In accordance, it will improve the competitiveness of the company, will increase its image and reputation and will raise the number of loyal consumers.

## **Conclusions and suggestions:**

In the dissertation work based on the studies of the theoretical and practical materials, we think, that it is appropriate to pay attention to the different types of theoretical and practical issues:

1. In the modern competitive fight, if tourist firms want to achieve success and want to have a number of loyal customers, it is necessary to focus their activities on consumers, their desires, needs, requirements and must try to satisfy them completely. Getting known with the deepest desires of customers will promote their level of satisfaction, will rise their trust to companies and will transform them into loyal customers;
2. With proper understanding the evolution of marketing and its new world, for increasing demands on tourist companies' services, it is necessary to impact on consumers mind, soul and heart, which provides offering to customers much better services, than existing, the realization of their aspirations and changing their lives for the better;
3. Modern consumers choose the touristic products that are the most valuable for them. While searching the touristic product availability the modern consumers are trying to maximize the value chain.
4. Consumer value of the tourist product is the difference between joined consumer values and joined expenses of buying given tourist product;
5. If competitors marketing strategies offer to consumers better values, there are two solutions: first – maximization of joined consumer values with strengthening/improving consumers benefits to goods and services, and the second – minimizing joined consumer expenses and lower the prices on tourist product, simplifying the delivery system, taking over significant part of consumers risks and with offering bonds;
6. Proper Formation of the chain of values is one of the most important steps in marketing activities of tourist firms. Companies must analyze their importance, must process the effective chain of values and their implementation in marketing strategies;

7. Tourist firms in order to gain competitive advantage must discuss not only own chain of values, but also must pay attention to their consumer chain of values. They must actively cooperate with the supplier of value chain in order to enhance the effectiveness of the delivery of goods for consumers;

8. Marketing department of the companies must think not only about selling the tourist product but also on stimulation to create better tourist product, active interaction of all departments in this direction and close cooperation with partners;

9. In addition, to establishing solid relations with partners, modern tourist firms must work with their last consumers for strengthening their connections and commitment to the tourist product;

10. Tourist firms should pay attention to the outflow of the consumers, study its causes and should try to reduce it. Companies must define the reasons of the customers' inflow and outflow. Must determine those reasons which can be impacted and those which will be eliminated;

11. According to the system of values, consumers choose the alternatives of tourist service, evaluate them and define those products which they should buy. Formulating own chain of values is not easy for consumers, and so instead of trying to make them think about a separate attribute, with the consistent analyses consumers fully express their thoughts on products, which further analyses determine that system, which lies at the basis of the selection;

12. Learning of consumers values should be carried out in sequence based on the values, namely: identification of tourist product; to choose the methods of submission of products for consumers; to determine consumers attitude about tourist product; to choose the methods of analyzing collected data;

13. It is important to reveal such kind of chain of tourist destinations that certain attributes were perceived by consumers as an independent, this means that the value of the attribute must not be depended on other values. According to the results of analysis, it is

possible to improve individual directions. Attributes must have specific real sense;

14. During the growing competition, companies should take active measures in order to attract consumers and maintain them. Specifically, they must develop new values, or improve existing and make the service more interesting;

15. For companies, in order to achieve competitive advantage orientation only on values is not enough. It is also important to improve quality of service, qualified staff, to develop flexible pricing policy, take into account consumers interests and other factors;

16. According to the analysis of different surveys, it is defined, that dynamic of using values is much lower in Georgian tourist firms in comparison with foreign tourist companies.