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# Evaluation of tourist-recreational resources in the background of climate change in Georgia

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## Abstract

An important problem of modernity is the protection of the environment from negative anthropogenic activities and the rational use of natural resources. It's due to the fact that in today's conditions, both ecologically and materially, it is impossible to make the right decisions without taking into account environmental conditions.

At the same time there are some of the main factors of natural resources and environmental degradation:

1. Degradation of the main components of the biosphere, which causes a decrease in biodiversity and a decrease in self-regulation;
2. Climate change
3. Growth of environmental damage caused by natural disasters;

This article discusses the impact of climate and its changes on the development of the tourism sector in Georgia. To evaluate tourism-recreational resources in Georgia for the first time several the Tourism Climatic Indexes were used, based on the combination of different meteorological elements (air temperature, atmospheric precipitation, relative humidity, average duration of sunshine).

On the basis of the obtained data, correct decisions should be made when designing tours in different climatic zones against negative climatic events.

The World Meteorological Organization (WMO) has organized a number of events to support tourism. It provides World Tourism Organization (WTO) members with early warnings about natural disasters, glacier recession, water resources and climate change. WTO closely cooperates with WMO. Forecasts of climate and extreme hydro meteorological events provided by the National Hydro Meteorological Services are particularly important in today's world, as regional climate variations have emerged in the wake of global climate change.

*Key words:* Climate change, Tourism Climatic Index, Glacier recession, World Tourism Organization (WTO). Natural resources, Tourism industry.

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# Newspaper Advertising as Source for Albanian Economic History during the Monarchy Period

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## Abstract

Considering the advertisement as a type of specific historical source, the study aims to analyze the economic development of Albania during the monarchy period: 1928-1939. The study methodology combines qualitative and quantitative methods of scientific research: a content and visual detailed analysis of newspaper advertisement, interviews with historians, and desk research. By analyzing the advertising for goods and services we can judge the development of the main industries, trade, business practices, social aspects, etc. The main findings show that while trade was the main field of the Albanian economy, the most advertised products were of Western origin, mainly Italian, English, French and American. Regardless of the low standard of living, luxury products as well as many well-known international brands such as Ford, Michelin, etc. were advertised in the newspapers. Regarding local production, dominate the advertisements of the agro-food industry products, which prove the progress and increased competition in this market.

*Keywords:* newspaper advertising, industry, trade, standard of living, economic development

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## Dance and tourism. A case study in Greek Ionian island of Zakynthos

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### Abstract

One of the most popular forms of tourism is cultural tourism, which refers to those processes that allow tourists to increase their knowledge about the cultural level of the place of visit. Greece has a huge tradition in the field of tourism, due to its history and ancient Greek culture, with the Greek islands being the most popular tourism destinations during the summer months. The field of cultural tourism also includes folk tourism, which also includes folk dance as an intangible cultural heritage of Greece. On this basis, if one visits the Greek island of Zakynthos, he will find that almost all the hotels include folk dance performances, in order to attract tourists, who on their turn wish to know the folklore and tradition of Greece. The aim of the research is to study the phenomenon of cultural tourism through the example of the Greek traditional dance groups that appear in the hotels of Zakynthos. The collection of research data carried out with the ethnographic method as this applied in the study of dance. Oral history was also used as a method, through which everyday memory is projected as a quest of social history. The analysis and interpretation of the data was carried out under the terms of "reflection", but also of Geertz's "thick description", as a genre of ethnographic writing and ethnographic analysis that simultaneously involves the description and interpretation of ethnographic data. From the data analysis it was found that the Greek traditional dance, in the field of tourism in Zakynthos island, presents differences from the Greek traditional dance that is performed in the social events of the island, but also from the dance that is performed on stage by the dance groups. This is because the dance adapts to the tourist environment, which seeks from dance to have more diversity, so that it is more impressive and entertaining to those who watch, so that they recommend the hotel to other tourists.

*Keywords:* Ethnography, Greek traditional dance, cultural tourism.

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## Variability of P53, PRB genes and ribosomal cistrones activity during colon cancer

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### Abstract

The colon cancer (CC) belongs to genetically predicated multifactor diseases. Mutation of the p53 and PRB genes are one of the commonest genetic changes in the development of human colorectal cancer. Established connection between pRb and p53 genes.

It is shown that the system of the ribosomal cistrons involved in the neoplastic vulnerability of tumors. This fact shows the importance of studying the variability of the genes pRb and p53 products in carcinogenesis and the effectiveness of ribosomal in the cells of patients with CC.

The study material was the cells of stimulated peripheral blood lymphocytes from colon cancer patients and healthy donors. P53 and PRB gene products have been evaluated by the ELISA method. The activity of ribosomal genes was studied on chromosome preparate derived from peripheral blood lymphocyte cultures. The method of silver impregnation to reveal active nuclear organizers. It was found that the contents of p53 and PRB gene products in patients with CC vary in blood serum according to individuals, and therefore the role of mutations of these genes can be varied in case of specific tumors.

As a result of the analysis show: the patients with CC are characterized general instability of genome. In addition, as the chromosomal fragility test indicates, changed the distribution of damaged chromosomes by groups, what should be a specific feature for a tumor of this type. Against the background of general high instability, the genome of patients with CC is characterized by the presence of specific areas of the greatest vulnerability (damageability). The cells of patients CC are characterized by a high level of intensity of synthetic processes, which is provided by additional activation of ribosomal cistrons.

*Keywords:* P53 and PRB gene; colon cancer; instability of genome.

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# IFRS 17's Impact on Pricing and Profitability: A Comparative Analysis in Life Insurance

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## Abstract

The implementation of International Financial Reporting Standard 17 (IFRS 17) introduced significant modifications to the life insurance sector, particularly in pricing and profitability calculations. The primary focus of this study was the Contractual Service Margin (CSM) and its evolved measurement and recognition processes. The research underscored the alterations in financial reporting before and after the enactment of IFRS 17, highlighting the transformations in financial and actuarial procedures. Employing an analytical and comparative method, the study juxtaposed theoretical frameworks with practical examples, making the intricacies of IFRS 17 more accessible. Initial findings revealed substantial differences between models employed before and after the adoption of IFRS 17. The updated models necessitate intricate calculations of Fulfillment Cash Flows (FCF) and CSM, with comprehensive considerations and adjustments. An illustrative scenario post-IFRS 17 adoption showcased the elaborate calculations required, accounting for both unrealized profits and adjusted future cash flow values. These calculations accentuated the complexity and specificity involved in revenue recognition and liability measurement, showcasing the transformative essence of IFRS 17 in life insurance operations. This research significantly augmented the understanding of IFRS 17's impact on life insurance entities, proving invaluable for scholars, industry professionals, and policymakers. By demystifying the complexities inherent in IFRS 17 with lucid examples, the study provided pivotal insights into the precision and sophistication mandated by the standard. The preliminary findings underscored that IFRS 17 enhances financial clarity and comparability in the life insurance sector, facilitating a more informed understanding of firms' financial standing.

*Keywords:* IFRS 17, Life Insurance, Pricing Strategies, Profitability Metrics, Contractual Service Margin, Financial Reporting,

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## Cyber-Bullying and Cyber-Stalking in the Digital Area

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### Abstract

Digital area has helped the advancement in technology with the benefit of many ways in everyday life. This digital way of communication has also made harassment more frequent and undetected. This paper aims to identify, discuss and prevent stalking and bullying by avoiding traditional methods that are not any-more efficient. New challenges have raised for the identification and prevention of those phenomena and this paper will analyze them extensively.

In this paper it will be discussed and also examine the nature of Cyber-bullying and Cyber-stalking and their impact on the victim's mindset, in way that this study can help figuring out some means for preventing such online abuse.

*Keywords:* Digital area, Cyber-Stalking, Cyber-bullying, web, artificial intelligence.

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