

General information and demographic characteristics of Zestafoni municipality  
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The paper presents information about the municipality of Zestafoni, where the potential for economic and touristic development is presented - depending on its geographical location. In the process of research, we studied such demographic processes as migration, birth and mortality. In this regard, statistical data was processed and analyzed according to population censuses, which showed a direct connection with the economic situation.

The geographical location of the municipality of Zestafoni and the number of industrial branches and various commercial institutions present, that here really allow the economic growth. Which will lead to an increase in the standard of living of the population, as a result will present the municipality both at the regional and state levels.