

# THE CAUCASIAN MOUNTAINS FOR TOURISM DEVELOPMENT





**INTERNATIONAL CENTER FOR CAUCASUS TOURISM, ICCT, GEORGIA  
HAS AN HONOUR TO THANK THE CAUCASUS MOUNTAIN FORUM 2023  
FOR THE OPPORTUNITY TO TAKE PART IN SUCH A SIGNIFICANT EVENT.  
WE WELCOME DEAR GUESTS AND ARE SURE TO FIND OUT HOW WE CAN  
CONTRIBUTE TO THE DEVELOPMENT OF MOUNTAIN TOURISM IN THE CAUCASUS.**

**GEORGIA IS INDEED AMONG THE FEW STUNNING MOUNTAINOUS COUNTRIES IN THE WORLD.  
NATURE HAS BESTOWED OUR HOMELAND WITH LEGENDARY BEAUTY, SO OUR SYNERGY MUST BE  
HARNESSED TO DEVELOP THIS SEGMENT.**

**LOOKING AT THE IMAGES BELOW EVERYONE COULD REALIZE AND ACKNOWLEDGE THE RICH  
POTENTIAL OF MOUNTAIN TOURISM DEVELOPMENT IN GEORGIA.**

**RACHA**



**SVANETI**



**TUSHETI**



**PSHAV-KHEVSURETI, KAZBEGI MOUNTINE**



## SAMTSKHE-JAVAKHETI



## GURIA



## UPPER ADJARA



## BAKURIANI RESORT



**KAKHETIAN HIGHLAND / PANKISI**



**APHKHAZETI, LAKE RITSA**



**MSKHETA-MTIANETI, GUDAURI SKY RESORT**



**SAMACHABLO, TSKHINVALI MOUNTAINS**



## ICCT for Mountain Tourism

As a member of the GEF network, ICCT is aware of the importance of the positive and negative impacts of mountain tourism on the environment, especially in wilderness areas. ICCT works with local people in mountain regions to raise awareness about nature conservation and save the environment from pollution. ICCT's research team, led by Dr. **Mzia Kokhia** and Dr. **Alexander Abuladze**, devotes their work to organic farming as a fodder for joint agro/eco and rural tourism development. Ornithologists from different countries often come to the Racha Mountains to research unique specimens of birds.

Novelty: combining cycling and rural tourism in mountain areas: nature conservation with eco-transport (bicycles) and international hospitality standards. Especially for this purpose was open the first Cycling and Rural Tourism Centre (CRTC) in the village/resort Utsera (1,050 m above sea level) Upper Racha Region. Centre is set up in a 300-year-old house with the status of a cultural and historical memorial. It has been a popular tourist destination since 2017.



In 2018, this innovation was nominated by the UNWTO with a Letter of Gratitude as a notable initiative in the development of mountain tourism.



Stakeholders, tourism specialists from Caucasian regions would like to learn more about our experience and ask for assisting in establishing a center of combined tourism directions, as are horse riding, tracking, rafting, bird watching, etc.

Together with the CRTCC, a memorial museum has been opened in the historic house with an exhibition of items and photographs from the past. Professionals and researchers from around the world are invited to work and relax at the CRTCC

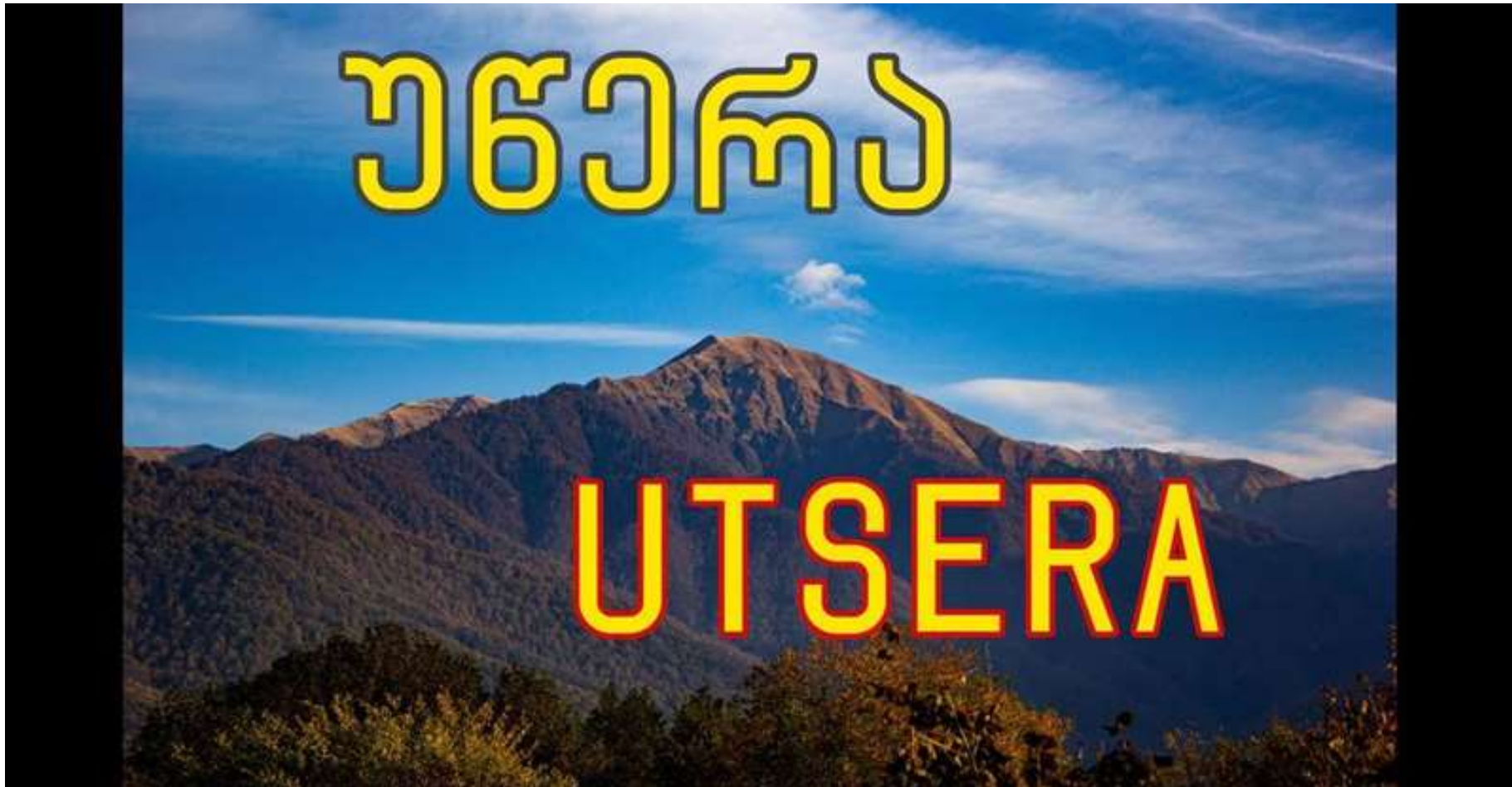




Programme funded by the  
EUROPEAN UNION



# WE STARTED WITH UTSERA







Programme funded by the  
EUROPEAN UNION



## Once come to Georgia – the Paradise on the Earth

“When you travel, remember that a foreign country is not designed to make you comfortable. It is designed to make its own people comfortable”

**Clifton Fadiman**



### **INTERNATIONAL CENTER FOR CAUCASUS TOURISM GEORGIA**

**We agree with American Intellectual: Georgia with its grand tourist potential is designed to make its own people comfortable. ICCT, non-governmental, non-for-profit organization, was founded in April 2007 to help poor people in fighting against poverty through tourism.**

**Among founders are the experts working in the tourism together with sociologists, biologists, philologists, representatives of culture, sports, arts and other spheres.**

**ICCT is the follower of UNWTO S-T-E-P Program from 2008  
Sustainable Tourism Elimination Poverty**



Poverty alleviation has become an essential condition for peace, environmental conservation and sustainable development, besides being an ethical obligation in Georgia, where the divide between poor and rich remains still in force, although steps forward to improvement were noticed in recent years.

**We started from mountainous village Utsera, Upper Racha District, West Georgia**



What did we do first?

Utsera locals were provided with training course: “European Standards of Hospitality in Rural Areas” elaborated and approved by EU in 2005 ( well known Leonardo Project)

There were held training in various villages and farms of different parts of Georgia, as Kakheti, Adjara, Racha, Svaneti, etc.



On the completion of the preparedness works in the duration of one year there were open three family Inns in Utsera

[http://icct.ge/docs/utsera\\_welcomes.pdf](http://icct.ge/docs/utsera_welcomes.pdf)



Trainer: Ms. Marina Metreveli, is authorised to conduct course  
“Rural Hospitality International Standards”  
Member of RTI-TN, The Netherlands, since August, 2008

# Spend your holidays in Utsera

Upper Racha District, West Georgia

Resort with unique mineral waters and fresh mountain air.

Catching landscape covered with fir-tree forests, alp zones and juicy grass.

Rapid stream of River Rioni gives the opportunity for rafting and fishing.

Trackers' friendly guides are ready to accompany and show the beauty of the place.

Hospitable hosts stand variety of Racha cuisine“: from home-made bread and cheese to wild fowl



**Favorite place for kids**



**Riv. Rioni with Mamisoni Pass view**



**“Napertskala” spring**



**1200-years lime-tree**



**Riv. Beghlori waterfall**

# Utsera Family Inns, where you're waited

The mineral Spring Waters are basically used for treating stomach, bowels, bile, liver, several urological diseases and diabetes.



Riv. Mushvani



Delicious "Rachian bread"



Honey moon enjoyable place

## How to reach Utsera?

Distance from Tbilisi:

320 km

Altitude:

1100 m

Transport:

Buses and minibuses



Hostess:

Mrs. Shorena Metreveli

Double rooms:

8





**Hostess: Mrs. Nona Maisuradze**  
**Double rooms: 6**

# Utsera

## UPPER RACHA GEORGIA

UPPER RACHA REGION WELCOMES RURAL  
TOURISM SPECIALISTS AND BEGINNERS!



Nikorcminda



Sunrise sky



Georgia has preserved more species of animal than any country in Europe



We endeavor to creatively develop sustainable rural tourism as a force for poverty alleviation in our country. Initially we've made up our minds to launch with one remote mountain village, SPA resort Utsera, 1115 m. above sea level and in 420 km. from Tbilisi.



Smith Shop

Start rural tourism experience with high mountain SPA village Utsera.

Holidays and weekends with local families in UTSERA the best place for rural tourism devotes.



Express public meeting



Nata likes Racha



Hot bread in tone



Milk products

**Racha** (also **Ratcha**, **Georgian**: რაჭა, Račḡa) is a historic province in **Georgia**, in the mountainous northwestern part of the country. Comprising the present-day districts of **Oni** and **Ambrolauri**, it is included in the region of **Racha-Lechkhumi** and **Kvemo Svaneti**. It is bordered by the mountain-range of **Greater Caucasus** to the north and east, **Imereti** to the south, **Lechkhumi** and **Svaneti** to the west. It is situated in the northern valley of **Rioni** river and is surrounded by mountains. Formerly, Racha included also a northwestern corner of the present day breakaway region of **South Ossetia**.





**S - T - E - P**

**Tourism can help in poverty alleviation**  
**Tourism can be an efficient tool to fight poverty**  
**Tourism can contribute to poverty alleviation**



## Employment of the poor in tourism enterprises



Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor



Direct sales of goods and services to visitors by the poor (informal economy)



Establishment and running of tourism enterprises by the poor – e.g. micro, small and medium sized enterprises (MSMEs), or community based enterprises (formal economy)

## Tax or levy on tourism income or profits with proceeds benefiting the poor



## Voluntary giving/support by tourism enterprises and tourists



**Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors**  
The same activities were run in picturesque and splendid village Latali, Upper Svaneti region, famous in the world as the Alpinism Zone and historical treasures place.



At the same time rural tourism, if developed and properly managed in a sustainable manner, can make a significant contribution to alleviate poverty, especially in rural areas, where most of the poor live and where there are very few other development options. We examined a number of communities where rural tourism has been fundamental in reducing poverty in Georgia.



**Mrs. Michele Zufferey**  
**Course Director, Switzerland**  
**Member of RTI-TN Board**



**Group of participants**



**ICCT proposal presentation**



**Outdoors pleasure**



**Additional explanations**

## Racha Cuisine



Racha is a spectacularly beautiful highland region of Georgia. As a contrast to the western Georgian temperamental population, Rachians are unusually calm. There are many jokes preserved in folklore on their easy-going nature. Racha's population is famous for their baked bread and wonderful food. You will find Rachian cooks even in the furthest location on Earth from Georgia: Australia. One of the main attractions of Rachian resorts is the unusually pleasant climate and bountiful hunting grounds.

In Racha, many pure, cold rivers and streams provide some of Georgia's best fishing, and the thick forests and mountains draw hikers and hunters from all over the world.





## SVANETI CUISINE

Georgian cuisine is rich of many dishes characteristic to Svaneti, among them famous sulguni - kind of cheese, kaarz - cheese with mint boiled in milk, khachapuri - baked cheese in wheat bread, Pishvdar - cheese baked in corn bread, or Tchkut - baked cheese in millet bread, kubdari - stewed beef baked in wheat bread, sham - corn flour porridge with slices of sulguni cheese, tashmijab - cream of potatoes and cheese mixed with corn flour, chadi - a cornbread etc. There is also a wide range of pasties cooked with different stewed herbs inside. Svans like barley soup seasoned with garlic and pepper (Lutspek) and barley flour boiled in nettle soup (Kharshil). These soups are also very healthy food, they say that if one eats them at least ten times, he won't get sick during the whole year.

Almost all dishes are dressed with Svan salt - a regular table salt mixture with bits of ground red hot pepper and variety of spices. The dishes dressed with Svan salt have a very characteristic flavour and taste.

Another reason for specialty of Svaneti cuisine is that all dishes are cooked with local, natural products giving a unique taste and aroma to them.





**Recently an innovative sphere was added to ICCT activities**

**“Scientific Tourism as a Tool for Tourism Development in Mountain Regions of Georgia”**

It was the slogan of the first conferences held at Sakartvelo State University with participation of researchers, experts, students, stakeholders working over the issues dedicated to biodiversity, ecology, history, anthropology, traditions and culture in mountain areas.



### Discover Scientific Tourism Opportunities in Georgia

International Center for Caucasus Tourism, ICCT, invites Tourism profile bachelor, graduate and doctoral students, with faculty heads of Georgian Universities participate in the Meeting devoted to popularization of Scientific Tourism in the society in our country. Active involvement in Scientific Tourism could turn your ideas into desirable impacts. Try your synergistic endeavours in Scientific Tourism Business to bring success and prosperity. Welcome to learn more together.

Date and time: 27.10.2022, 15 pm.  
Venue: University of Georgia, Main building Room 325



აღმსიაინე სამეცნიერო ტურიზმის შესაძლებლობები საქართველოში  
კავკასური ტურისტის საქონაზობის ცენტრი, ICCT, კანვეი უნივერსიტეტის ტურიზმის  
პროფილის ბაკალავრებს, მაგისტრანტებს და დოქტორანტებს შეკრებებს სულსმეცნიერულთან  
ერთად მონაწილეობის შილით მსუველწამს, რაშლით ეხმარება სამეცნიერო ტურიზმს, რაფორე  
სახლის, პოპულარისაციას წყის ქვეყანაში  
სამეცნიერო ტურიზმში აქტიური მონაწილეობა თქვენს იდეებს სასურველ შედეგებზე იქვე  
სეიდეი თქვენი სამეცნიერო ძალისხმევა სამეცნიერო ტურიზმის ხმსმეს, რაის შილით  
წარმსტეგებს და კვალილიობის  
კვალი იყის თქვენი მოხმსმეს რაის ერთად ვეფერი მტი

თარიღი და დრო: 27.10.2022, 15სთ.  
მსტრესის ადგილი: საქართველოს უნივერსიტეტი, შიანი კორპუსი, აუდიტორია 325







ICCT plans to organize symposiums in Mountain places on the following topics:

Theme 1: The diversification of mountain in tourism through the development of scientific tourism

Theme 2: An ecological transition in the mountain region through scientific tourism

## Racha National Park is Open

# **Racha National Park, more projects to increase Georgian protected areas by 100,000 hectares**

The newly unveiled Racha National Park in Georgia's west and other initiatives for creating new protected territories will increase the total area of protected natural locations of Georgia by 100,000 hectares this year, a "new opportunity" for the region that would contribute to widening the total area of protected habitats - currently at around 800,000 hectares. In the Racha National Park initiative, up to 50,894 hectares of land in western Georgia's Racha region have been designated to safeguard biodiversity and ecosystems of local forests, promote tourism in the area and create new jobs.





It will be located in the Racha-Lechkhumi and Kvemo Svaneti regions and involve the construction of an administrative center in the locality.

This is a new opportunity for the region, first of all for us to protect our unique nature that we have in this region and biodiversity, to take care of it. At the same time, it is an opportunity for the region to develop relevant ecotourism services, employ local people, earn income and develop businesses", the Environment Minister said on Monday.

The Georgian Government will create the Racha National Park green area in the west of the country, with new jobs, preservation of biodiversity and sustainable management of natural resources among the goals of the project.

To be established on a 50,894-hectare land, the Park will be situated in the Racha-Lechkhumi and Kvemo Svaneti regions, and will involve the creation of an administrative centre in the locality.

Protection and sustainable administering of landscapes and ecosystems in the area are also a part of the initiative.

The decision on the establishment of the Park was announced during Monday's Government meeting, and follows a bill on the subject first initiated in 2020 with the aim of creating the protected area

# And finally

If you are looking forward to discovering and exploring Georgian fantastic nature, culture, traditions, cuisine and hospitality this offer is for you.

Exclusive 7 days tours in East and West Georgia - “From Snowy Peaks to Sea Waves”

could be found at [www.icct.ge](http://www.icct.ge)



**ICCT Team thanks you for kind attentions and hopes to establish fruitful cooperation in the future**

