

P A R T N E R E S H I P A G R E E M E N T

02/06/2008

LATALI

POVERTY ELIMINATION THROUGH SUSTAINABLE RURAL TOURISM SUPPORT – THE FRESH PAGE IN PARTNERSHIP BETWEEN LATALI REVIVAL AND DEVELOPMENT ASSOCIATION AND INTERNATIONAL CENTER FOR CAUCASUS TOURISM.

Followed UNWTO Program ST-EP (Sustainable Rural Tourism Eliminating Poverty) and UN Millennium Development Goals (MDG) objectives.

INTERNATIONAL CENTER FOR CAUCASUS TOURISM (ICCT) is focused on poverty elimination through population involvement in rural tourism industry.

In March, 2008 LRDA representatives revealed the initiative to establish collaborative partnership with ICCT and asked Ms. Marina Metreveli for active participation and support in the process of RT Center opening. Based upon LRDA representatives' challenge to involve Latali in Rural Tourism industry for to get alternative income and improve population social level. Hospitable people of Latali have expressed the will to participate in rural tourism. Especially women are happy for being involved in this noble and responsible activity.

Village Latali is rich with useful fascinations to catch rural tourism followers..

ICCT has expressed the willingness relied upon the modest experience and performed the first steps.

Today in the House of Culture we're opening Rural Tourism Resource Center.

Center will coordinate and facilitate sustainable, rural tourism activity not only in this village but in whole Region of Upper Svaneti.

Center will provide local population with RT trainings for to be initiated into hospitality curricular and management issues. In the result of successful achievements they could have an opportunity to cooperate and support collaborative relations with colleagues from different countries for to learn more and receive the best practices.

The Center will be the place of work and rest, both. The Center will provide the tourists with full info starting from the guesthouse welcome.

Every trained householder will be eligible to supply the tourist(s) with opportunity of creative activity according personal interest, i.e. painting, fishing, teaching, hiking, birds & butterflies watching, cooking, cattle caring, knitting, hunting and many others.

The Center will be the place of exhibitions, workshops, folk music concerts, seminars, conferences, different courses, etc.

The Center will, inevitably, attract the attention of business people as the sustainable rural tourism promoters for micro and small enterprises (SME) development including farms, guesthouses, handicraft shops, etc.

The Center will be responsible to provide all interested persons with:

- supplying with Rural Tourism trainings and related materials;
- providing youth with vocational education;
- establishing and maintaining a network of Rural Tourism trainers in Latali and Upper Svaneti;
- developing broadly accepted and recognized curricula for Rural Tourism training;
- spreading over the best practices available in European countries;
- RT Experts inviting for for trainings provision;
- Internet access provision;
- Creating and print of visual aids, as flyers, posters, etc.
- involving youth in RTRC activity (listening to their advices, opinions, initiatives, challenges directed to make the work more affective and productive)
- disseminating Latali RTRC info worldwide via Internet, press releases, contacts, etc.
- **Effective co-operation and collaborative relationship between Latali and villages worldwide aimed to exchange experiences for capacity building in rural tourism management and development.**

To reach these goals the following activities are to be fulfilled:

- Adapting the space selected for RTRC;
- Supply RTRC with necessary facilities (furniture, technical equipment, Internet access, TV disc, etc.)
- RTRC Executive Board Election
- Create , discuss and approve the RTRC Action Plan
- RTRC Chief of the Board Election

Latali RTRC will become an attractive place for rural tourism devotes and not only for them...

Your visit is our benefit.

Your visit will enrich and ennoble us.

We'll host you with pleasure.

You're welcome!

ON BEHALF OF LRDA

MR. GIGLA PARJIANI

PRESIDENT

ON BEHALF OF ICCT

MS. MARINA METREVELI

DIRECTOR