

I C C T

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POVERTY ELIMINATION THROUGH SUSTAINABLE RURAL TOURISM SUPPORT – THE FRESH PAGE IN KUTAISI NEWPORT INTERNATIONAL ASSOCIATION AND INTERNATIONAL CENTER FOR CAUCASUS TOURISM PARTNERSHIP LIFE.

THE FIRST STEP WE WOULD LIKE TO PERFORM IS TO OPEN RURAL TOURISM RESOURCE CENTER IN MOUNTAIN VILLAGE UTSEBA, UPPER RACHA REGION, GEORGIA

Among KNIA partner organizations INTERNATIONAL CENTER FOR CAUCASUS TOURISM (ICCT) is the single focused on poverty eradication through poor population involvement in rural tourism industry.

ICCT well acknowledges the significance of UNWTO Program ST-EP (Sustainable Rural Tourism Eliminating Poverty) and UN Millennium Development Goals (MDG) objectives.

ICCT Director Ms. Marina Metreveli , KNIA member from 2000, has revealed the initiative to establish collaborative partner relationship with KNIA for active participation in rural tourism support

Sustainable Tourism – Eliminating Poverty

Major part of rural population in vil Utseba , Upper Racha Region, Georgia needs to be involved in Tourism industry for to get alternative income and improve social level. Last summer more than 65 householders have filled out ICCT questionnaires and expressed their will to participate in hospitable tourism. 49 persons were interviewed and also asked for involving them in tourism industry.

Two-side flyer placed above could create far from certain and full picture of the village so rich with all catching necessities for rural tourism.

More than 200-years old aged stony house, which needs partial rehabilitation, is just the place where Rural Tourism Resource Center under ICCT guidance is planned to be established. The Center will coordinate and facilitate sustainable, rural tourism activity not only in this village but in whole Region of Upper Racha..

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 Wells village(s) for to learn more and disseminate the best practices.

The Center will be the place of work and rest, both. One could find the 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 promoter of their activity. Sustainable rural tourism could be supported for micro and small enterprises development including farms, handicraft shops, etc.

The Center could provide groups and individuals with:

- training materials in Rural Tourism vocational education;
- establishing and maintaining a network of Rural Tourism trainers and training organizations in Upper Racha
- developing broadly accepted and recognized curricula for Rural Tourism training and education
- supporting the development of training material based on best practices available
- training professionals in Rural Tourism Training and Education

To reach these goals the following activities are foreseen:

- Development of standardized Hospitality curricular
- Development of a pilot course in Hospitality
- Inventory of existing Georgian training material and trainers
- Train the trainer courses
- Issue of certificates
- Establishment of T&T network of trainers in Upper Racha
- Establishment of effective co-operation and collaborative relationship between RTRC Utsera and like-minded Organizations in villages of Caucasus or other areas worldwide aimed to exchange experiences, to capacity building rural tourism hospitable skills.

All issues listed above are solvable only in the event of Utsera RTRC communication source provision ,i.e. Internet access supply. Having positively solved this leading Utsera RTRC could have the ability to perform the tasks smooth and succeed in all. The center could become the distinguished attractive place for tourists' study and rest.

SINCERELY

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Director

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