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DEVELOPMENT OF TOURISTIC ROUTES IN THE SOUTH-EAST REGION

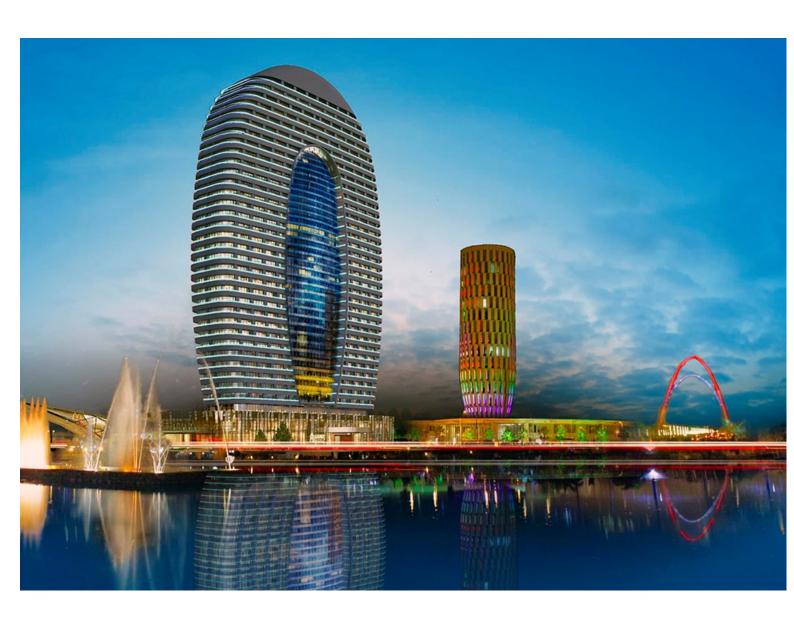
Project "Development of Sustainable Cultural Tourism in the Black Sea Basin - CULTOUR-BSB", eMS code BSB -117











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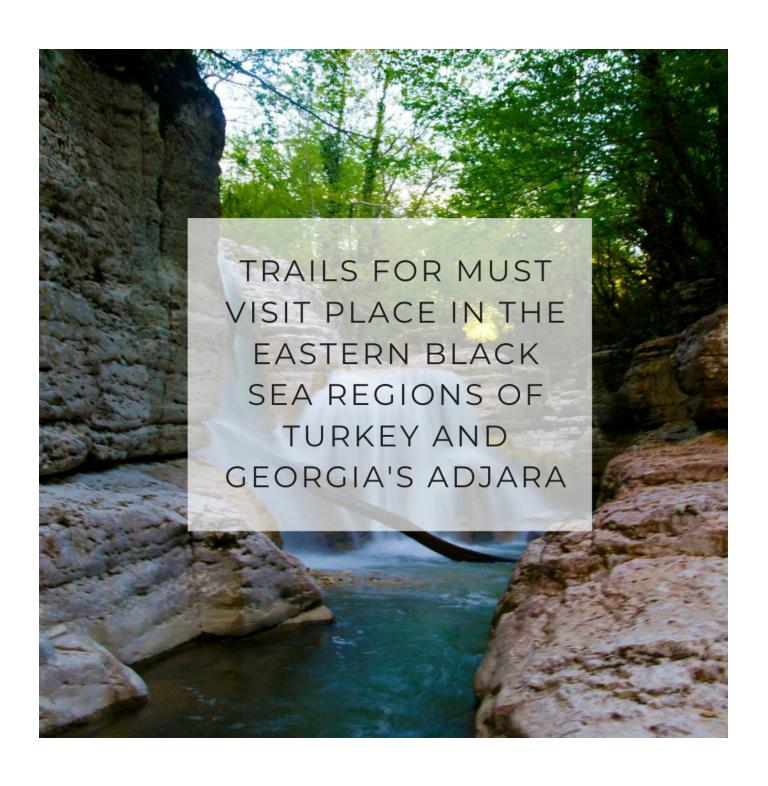


TABLE OF CONTENTS

4	Introduction
6	Sector 1
7	Sector 2
8	Trabzon landmarks
10	Sophia Cathedral
12	Trabzon Museum
14	Atatürk pavilion
16	Trabzon Meydan Parkı
18	Zagnos Valley Park
20	Sera Lake
22	Sekersu Plateu
24	Trabzon Castle
26	Altındere Valley National Park
28	Boztepe Hill
30	Cal Cave
32	Trabzon Kemeralti Bazaar
34	Tar Stream Bulut Waterfall Natural Monument
36	Ayder Plateau
38	Rize Atatürk Museum
40	Maiden's Tower
42	Qiblah Dagi Mountain Mosque
44	Sumela monastery
46	Karagöl-Sahara National Park
48	Rize Castle
50	Zilkale
52	Altıparmak (Barhal) Watercourse
54	Savsat Castle(Satlel)
56	Artvin (Livana) Castle
58	Ardanuc (Gevhernik) Castle

TABLE OF CONTENTS

60	Hatila Valley National Park
62	Deriner Dam
64	Batumi
66	Botanical garden of Batumi
68	Batumi boulevard
70	Sculpture of Ali and Nino
72	Tower of the Georgian alphabet
74	Cathedral of Batumi
76	Medea
78	Singing fountains of Batumi
80	Fountain "Chacha Tower"
82	Hopa Market
84	Boni market
86	Fortress Gonio
88	Mtirala National Park
90	Makhuntseti waterfall
92	Park "May 6"
94	Kintrishi State Reserve
96	Petra fortress
98	Khikhani Fortress
100	Types of clients targeted
101	Marketing Strategy

Trails for active tourism in the eastern Black Sea regions of Turkey and Georgia

What could be more useful than a fascinating tour to both the seashore and the mountains? Get well, gain new impressions, and make vivid photos during our tour along the paths of active tourism in Turkey and Georgia!

Technical features

Administrative geography/counties included: Black Sea regions of Ukraine and Turkey

Duration: 11 days

Seasonality: all year round

Transport accessibility: car, bike, on foot

Main goals:

promotion of local tourism resources and cultural heritage strengthening the image and recognition of the region promoting sustainable health and active tourism popularization of a healthy and active lifestyle, promotion of physical culture

Sector 1 the eastern Black Sea regions of Turkey

Trabzon – Rize – Artwin

Time: 5 days (with overnights)

Sector 2 Georgia

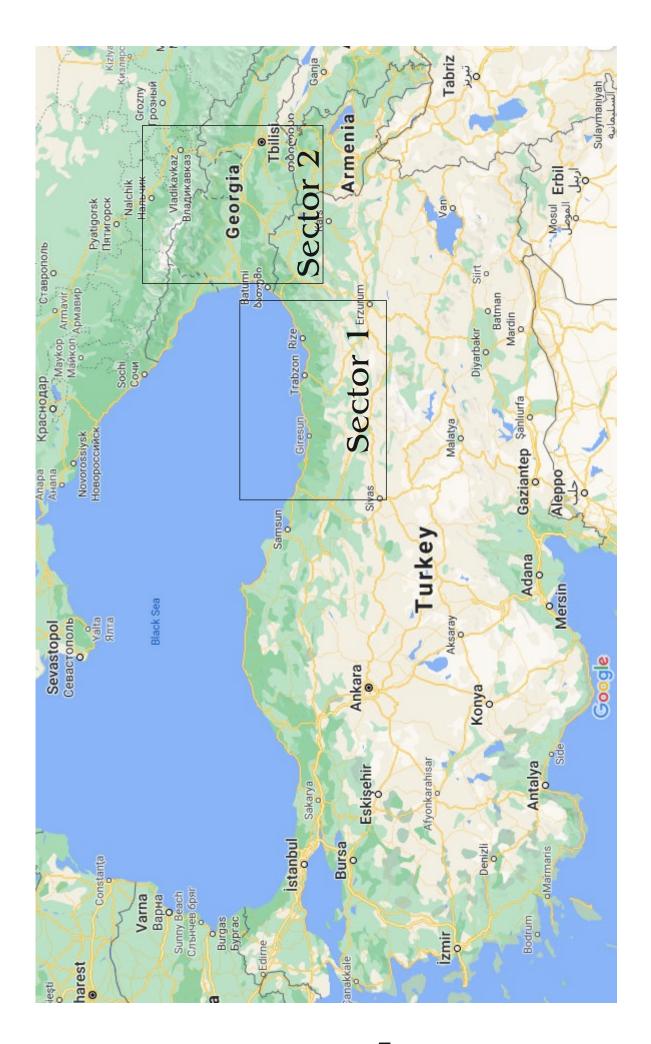
Batumi – Gonio – Sarpi – Mtirala – Tago – Khikhali

Time: 6 days (with overnights)



Keywords:
Activity Tourism
Sightseeing
Culture& History

Venue Types: Plateaus National Parks Lakes Mountains



Sector 1 the eastern Black Sea regions of Turkey

Route:

Trabzon – Rize – Artwin

Target categories of tourists: young people (more than half of the total number of tourists), average age 18-45.

Main target markets of the countries: : Europe, Middle East, Arabian Peninsula, North Africa

Activities have an important structure in tourism movements with the effects of revitalizing natural resources, creating image and increasing touristic attractiveness in the areas where they are organized. Nature-based activities have effects such as mobilizing income-enhancing elements, providing employment to the local community, and providing tourist facilities to the region and region in the long term. Activities also have functions such as getting away from the routine and boredom of daily life and making life more meaningful to individuals. Activities can be on a very wide scale as social, economic, cultural, natural and political. Turkey has significant potential in terms of effectiveness due to its historic heritage and natural and cultural resources. In addition to attracting tourists to the destination or region where activities are organized, they also help to protect and develop the social identity. Activities on this route include activities based on the natural elements of the Black Sea region.



Sector 2 Georgia

Route:

Batumi – Gonio – Sarpi – Mtirala – Tago – Khikhali

Target categories of tourists: motivated cultural tourists, incidental cultural tourists.

Main target markets of countries: USA, Republic of Moldova, Israel, Republic of Belarus, Russian Federation, Italy, Greece

We will devote this part of the route to the mountainous region of Georgia - Adjara. Adjara is one of the most beautiful parts of Georgia. It includes the Black Sea coast, with its resort areas, beaches, boulevards, parks, modern city life, beautiful sunsets, and at the same time, high mountains with amazing views, where you can enjoy the magnitude of alpine meadows, with blue lakes, rivers flowing from them teeming with life, With hidden waterfalls in dense forests, 2000 m from the sea levels villages peppered in hills and rocky terrain, hospitable people - with its originality.

The remnants of this past are scattered around Adjara and it creating attractive locations for many types of tourists to visit, from history buffs to scenery lovers, Adjara has it all.





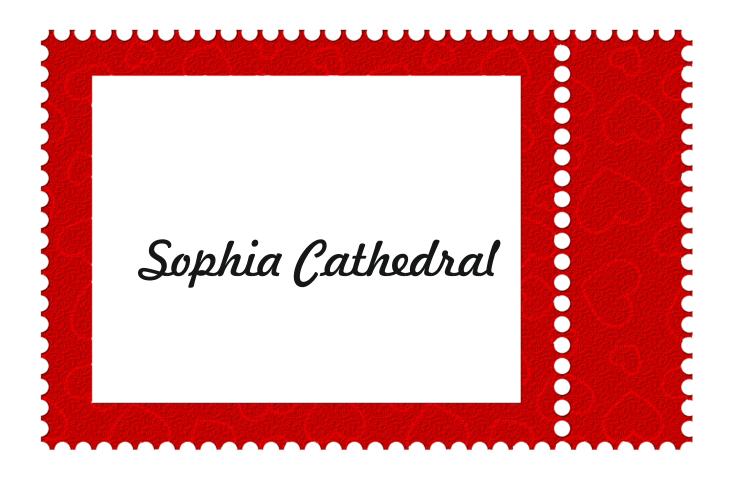






Holidays in Trabzon on the Black Sea coast of Turkey are only one side of the life of this amazing city. There are enough places for a good rest, calm and secluded, in a relaxed and non-tourist atmosphere, without crowds and annoying traders. But to a greater extent, this city, formerly called Trebizond, is known as a major historical and cultural center. After Istanbul, Trabzon is perhaps the most famous city in Turkey. It has a long history, people have lived here since the Stone Age. An important seaport located on the Great Silk Road, Trabzon played an important role in trade for many years, and therefore different cultures, languages and religions have mixed here. All this left the city a memory of itself. And he has something to brag about in front of a curious tourist.











Sophia Cathedral

Sophia Cathedral - the former cathedral of the Trebizond Metropolitanate of the Constantinople Orthodox Church, since 2013 - a mosque. An outstanding monument of late Byzantine architecture, the largest temple of the Trebizond Empire, famous for its 13th century frescoes.

The cathedral was built in 1238-1263 by Manuel I. In 1461 Mehmed II captured Trebizond and turned the cathedral into a mosque. The building of the cathedral was used as a military hospital and warehouse during the First World War, when the city was occupied by Russian troops. It was further used as a mosque again until 1964, when it became a museum after restoration carried out in 1958-1964 with the help of the University of Edinburgh.

In July 2012, Deputy Prime Minister of Turkey Bulent Arinc announced the government's intention to allow the transfer of the temple to the Muslim community for conversion to a mosque. In April 2013, the temple was turned into a mosque









Trabzon Museum

The Trabzon Museum (Turkish: Trabzon Müzesi), also known as Kostaki Mansion (Kostaki Konağı), is a historic house museum with archeological and ethnographic exhibitions located in Trabzon, Turkey.

The mansion was built in the beginning of the 1900s as a private residence for Kostaki Teophylaktos, a notable banker of Greek origin. It is known that the architect was of Italian origin and many materials used in the building were brought from Italy. However, the name of the architect is unknown. As Teophylaktos went bankrupt in 1917, all his properties were confiscated, among them his mansion. The building was acquired by the Nemlioğlu family.

During the timespan of Turkish War of Independence (1919–1923), the mansion was used as the headquarters for the military in the region. In 1924, it was prepared for the first visit of Mustafa Kemal, the founder of the Turkish Republic, to Trabzon. Between September 15–17, he and the First Lady Latife stayed in the mansion.[2] In 1927, the building was nationalized by the Governor of Trabzon Ali Galip Bey, and served until 1931 as the Governor's House. Between 1931-1937, it was used as the inspector's office. The Kostaki Mansion was assigned in 1937 to the Ministry of National Education, and was used for fifty years long as a vocational high school for girls. Finally, in 1987, the building was handed over to the Ministry of Culture and Tourism to be transformed into a museum.









Atatürk pavilion

The building, located in a pine forest on the Soguksu ridge above Trabzon, was built by Konstantin Kabayanidis in 1890 as a summer residence. Large and vibrant European symbols were used in the building, which reflect elements of European and Western Renaissance architecture. The outside of the pavilion is decorated with stonework, and the interior is made in the Baghdadi technique. The floors were paved with tiles from the era, again as a consequence of the same trend. The muse um houses furniture, porcelain, carpets, etc., dating back to the late 19th and 20th centuries. and 344 works of ethnographic quality, consisting of paintings by Ataturk.

The museum is open 7 days a week. Transportation to the museum is provided by municipal buses that leave every half hour from the Ataturk area.









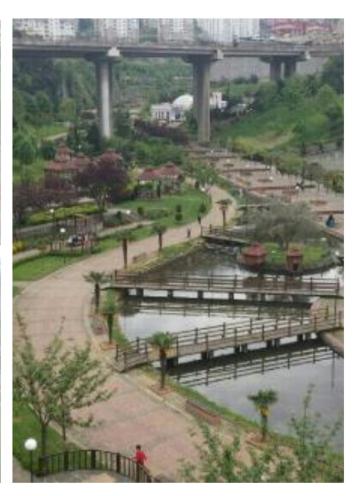
Trabzon Meydan Parkı

When we look at our recent history, it is known that Trabzon Meydan Park is the largest recreation area and life center for Trabzon. A long time in this historic and nostalgic park has inspired many events, many well-known personalities to grow and Trabzon from Turkey and the old trees protected with great effort in front oil olmuştu.park field to the view of the world, thanks to municipalities special caregivers grandeur has increased with each passing day With its flower scents, chirping birds, seasonal breeze winds, it has become a place for our people who are overwhelmed by the stress and workload to breathe a little and to relieve stress and to reinforce friendships, where people have come to this day by breathing and breathing.









Zagnos Valley Park

A wide and quite beautiful valley is waiting for you in the heart of these historical sites and the city: Zagnos Zagnos Valley Park Valley Park. With the urban transformation works, a beautiful park was created in the center of the city, where picnics and walks could be taken, family memories could be taken. It is a very long park with a viaduct belonging to the historical Zagnos Bridge and Yavuz Sultan Selim Boulevard. There are ponds and streams in the park. In addition to the ducks floating in the water, many adorable rabbits jumping around enjoy the park with joy. There are places like cafes where you can have tea in the park. Besides, there are places where you can have tea by looking from the hill above Trabzon Castle. Where does the name Zagnos Valley come from? Zagnos Pasha (also known as Zaganos), who was the conqueror of Fatih, one of the conquerors of Trabzon, was an important statesman who was found in the sultanate of Gallipoli, the Captain and the Grand Vizier in the Ottoman Empire. Fatih Sultan Mehmet Istanbul in 1453; While conquering Trabzon in 1461, Zagnos Pasha undertook important duties in these conquests, and between the years of 1467-1469 he was the Principal of Sanjak of Trabzon. The valley takes its name from Zagnos Paşa.









Sera Lake

Sera Lake is located within the boundaries of Akçaabat district of Trabzon province. Sera lake is an example of a landslide set lake. Landslide set lake; The result of landslide is the lake formed by closing the front of a stream. Sera Lake in this way in 1950, the valley of the valley was formed by the large rocks that broke off the slopes of the Dingle Valley.

Approximately 2000 years of large-scale landslides in the eastern Black Sea region has caused great changes in the Sera lake. Landslides in the region have endangered the lake. The eroded soil around the lake is filled to the lake. It causes the base of the lake to mud. Therefore, people entering the lake can not leave. As a result of the studies, all negative consequences will be eliminated.

Nowadays, it is still attracting attention with the promenade areas around Sera Lake, which are still in progress. Sera lake is one of the places to see with its beauty between the greenery and many tourists. Touristic facilities meet the needs of the tourists coming to the region. Those who fall on the way to the Eastern Black Sea region must see this landslide set lake not far from the past.







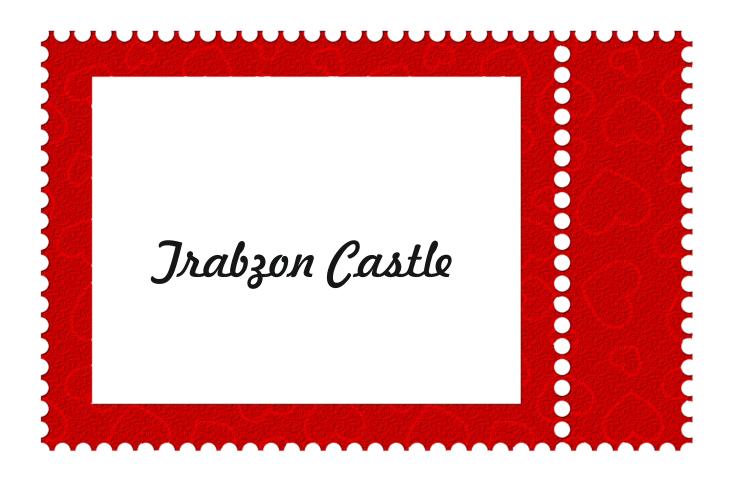


Sekersu Plateu

Trabzon, with all its natural beauties, is one of the cities preferred by those who want to make the Black Sea holiday with attractive towns.

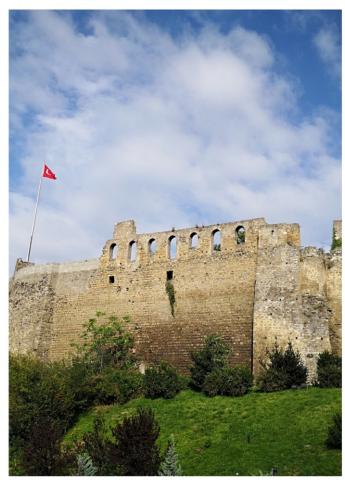
The Sekersu Plateau in Çaykara is one of the most beautiful and indispensable parts of this natural beauty. The former name Sakarsu Yayla is adjacent to the villages of Karaçam and Yaylaönü, located at the foot of the Soğanlı Mountains. You can witness every ton of all colors in Şekersu, which has both village and highland features. Due to the climatic conditions in winter, you must visit the plateau which is closed to the settlement in summer. Because you are 37 kilometers away from the center of the town, you will not have difficulty in getting to the highlands. You should definitely explore the Sekersu Plateau, which is included in a wonderful Black Sea atmosphere.

Behind; Sera Lake, Haldizen Plateau, Kaymakli Monastery, Peristera Monastery and Sumela Monastery to your list of sightseeing by taking the opportunity to visit both the natural and historical beauty of the city.



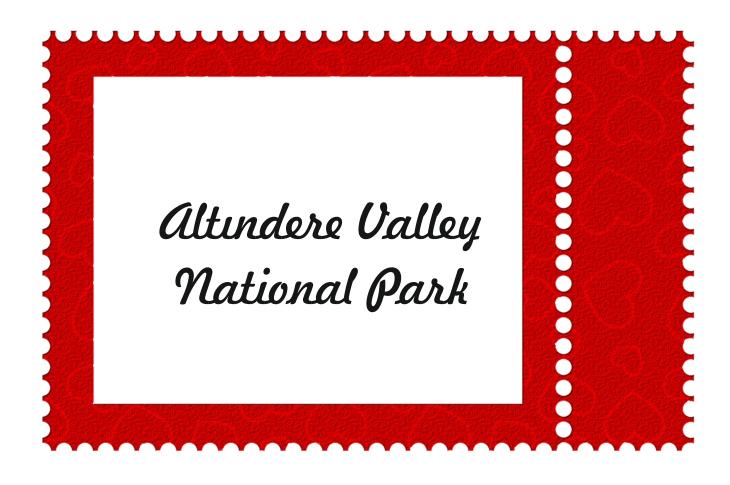






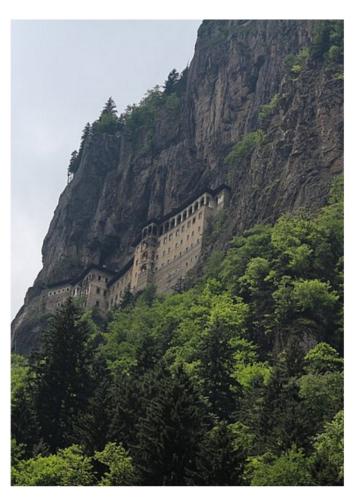
Trabzon Castle

The Walls of Trabzon (or the "Walls of Trebizond") are a series of defensive walls surrounding the old town of the city of Trabzon, northeastern Turkey. The fortifications are sometimes called the Trabzon Castle (Turkish: Trabzon Kalesi). However, they did not function as a castle, rather as city walls. Constructed on foundations dating back to the Roman era with cut stones from former structures at site, the walls stretch from the hill on the backside of the old town to the Black Sea shore. The walls further divided the city into three parts; the Upper Town or "fortress" (Yukari Hisar), the Middle Town (Orta Hisar) and the Lower Town (Aşağı Hisar). The upper and middle towns are flanked by steep ravines cut by the Zagnos (Iskeleboz) and Tabakhane (Kuzgun) streams to the west and east respectively, while the lower town extends to the west of Zagnos (see the plan on the right).









Altındere Valley National Park

Stretching across and area of 4.468 hectares, the national park area is located in Trabzon within the Eastern Black Sea region. Situated at a height of 1300 meters, Altindere Valley National Park which attracts attention with the geomorphological formations created by the valley shelters the Sumela Monastery dating back 1600 years ago. The national park area possessing some large and small sanctuary settlements in addition to the the Sumela Monastery has a priceless importance in terms of historical-cultural tourism.

Altindere valley forming deep and high walls possesses significant water resources with its natural living treasures it contains. The Virgin Vale which is located in the base of the valley is the biggest river merging with other streams around. The national park area where the people enjoy the activities such as trekking, camping, climbing, sportive fishing, etc. is visited by over 100.000 people each year.









Boztepe Hill

Boztepe or Mount Minthrion is a hill near Trabzon in Turkey. It is located 3 kilometers southeast of the city center of Trabzon. The Değirmendere Valley lies to the east of Boztepe. The Kaymaklı quarter occupies most of the Boztepe hill.

The area has been religiously significant since ancient times. There are four sacred fountains on Bozetepe.

That of Saint John the Sanctifier is near the summit. On the site is a mosque that was formerly a nineteenth-century church. The church in turn may have replaced a sanctuary to Mithras, which may have been the origin of the name Minthrion.

That of Kaymaklı Monastery is known as the milk fountain.

The Skylolimne is now a mostly-dry lake.

The Dragon's fountain (Δ ράκοντπήάσον) is near Hoşoğlan village. According to John Lazaropoulos' Logos on St. Eugenios of Trebizond, Alexios II of Trebizond killed a dragon at the site. The Panagia Theoskepastos Monastery









CAL CAVE

One of the most beautiful places in the Black Sea is one of the most important places to visit in Trabzon cave. With its natural formation and beauties, the cave resembles a corner of heaven and is the second largest cave known to the world with its length of 8 kilometers. However, up to 1 kilometer section has been opened to visitors.

The left arm of the cave, which is divided into two branches after being progressed 200 meters from the entrance, is 150 meters long. The length of the right arm is 400 meters and there is a lake and waterfall which is about 60 meters on the arm. The height of this lake and the source of groundwater varies according to the season of rainfall and is between 25-150 cm.

Inside the cave, drooping, steep and many different natural shapes reduce the height from time to time, but this does not disturb the visitors.

Although the humidity of the cave is dry at the entrance, it increases with the inner parts. The cave was found to be good for asthma and shortness of breath.

In 2000, after various arrangements were made by Trabzon Special Provincial Administration, it was opened to the public in 2003.









TRABZON KEMERALTI BAZAAR

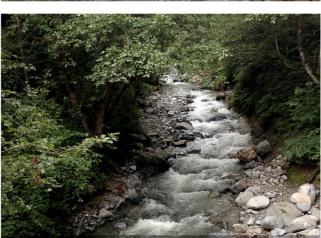
Kemeralti Bazaar; It is the oldest market in Trabzon. It is also a famous bazaar with the name of the coppers. The shops and stalls of Trabzon's veteran copper shopkeepers are located on this market. Trabzon copper and ornaments can be found in the arch. You can find clothing, jewelry and souvenirs in Kemeralti market. Wedding dresses for women who prepare for marriage, places selling henna materials and dowry products, selling fabrics, places selling gold silver jewelry are also available in this market. People can meet most of their needs from here.

Kemeralti Bazaar is home to many historical places. Built in the 16th century, the single-domed Bedesten is located in the center of the bazaar. This bedesten has a special place with its single domes. Evliya Çelebi divides the cities into two as bedesten and non-beded cities. In the Ottoman period, the bedesten was made to cities engaged in international trade. The city market, which has always had an important place in the commercial sense, naturally has many historical buildings. Taş Han was built in 1531 by the Governor of Trabzon İskender Pasha.

Jar Stream Bulut Waterfall Natural Monument

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TAR STREAM BULUT WATERFALL NATURAL MONUMENT-ÇAMLIHEMŞİN-RİZE

Bulut waterfall is 12 kilometers away from Çamlıhemşin district center and 8 kilometers away from Ayder plateau, so it can be said that it is almost in the middle of both points. It is a walking distance of 2 kilometers from the main road. A resting point has been created for visitors on every 500th meter of this track. Because it is a pleasant track, it can be devoured. After walking 2 km, you get a spectacular view. An incredible beauty that you can sit and watch for hours. It is highly recommended for natural lovers. It is recommended to put a raincoat or an umbrella that is easy to carry in the backpack just in case. Black Sea rains can start unexpectedly.

Useful Information Address: Tar Deresi, 53780 Yukarışimşirli/Çamlıhemşin/Rize









AYDER PLATEAU-ÇAMLIHEMŞİN-RİZE

When it comes to Plateau in Turkey, Ayder Plateau is the most popular place in the Black Sea Region. Ayder Plateau is a exceptional beautiful place that will fit the definition of heaven on earth reached after approximately 19 km of road running parallel to the storm stream flowing from this district.

Plateau has an altitude of 1350 m. It is the starting point of climbing in the north direction of Kaçkar Mountains. There are many accommodation options in the plateau, from bungalow to typical plateau house concept, from family hostel to hotel. It is one of the most preferred holiday destinations in the region with its most popular tourism center and rich flora and fauna as well as its spa. Along with its rich flora and fauna, its spa is also famous. Ayder Plateau is in the middle of pine forests and Kaçkar landscape. The plateau fascinates visitors with its natural beauty. Other areas to visit in and around Ayder Plateau are Zil Castle (Zir Castle), Gelin tülü waterfall (Tiçko Waterfall), Bulut Waterfall and Palovit Waterfall.

Useful Information Address: Yukarı Ambarlık Mevkii. Ayder, 53750 Çamlıhemşin/Rize









Rize Atatürk Museum

Rize Atatürk Museum (Turkish: Atatürk Evi Müzesi, also known as Mehmet Mataracı Konağı) is a museum in Rize, Turkey. The museum is in the Müftü quarter of Rize, and is locally known as Mehmet Mataracı mansion. It is to the east of the city Stadium and to the south of the main road.

The museum building is a three-storey mansion that was built in 1921. In 1924, Mustafa Kemal Pasha (later Atatürk), the founder of Turkey, stayed in this house during his visit to Rize. In 1881, the 100th birth year of Atatürk, the owners of the house granted it to the governorship of Rize to be used as an Atatürk museum. The museum was opened on 27 December 1985.

On the ground floor, inscriptions and tombstones are exhibited. On the first floor, there are traditional weaving instruments as well as other ethnographic items. On the second floor, memorial items of Atatürk, such as his personal belongings and photos about the Turkish War of Independence, are exhibited.

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Maiden's Tower

The tower was built on a small peninsula to the west of the center of Pazar County. It is located on a rocky hill and now there is no access to it from land. The walls are built of ordinary stone. The entrance to the tower is to the west. The south ern walls are destroyed. The surviving walls show round loopholes and arched windows on the upper floor. It is believed that the tower was built in the 13th or 14th century and was later used by the Ottomans.

There are many legends about the construction of the tower and its location. The most famous Turkish legend says: The Turkish Sultan was madly in love with his daughter. Once a clairvoyant prophesied that his daughter would die when she was 18 years old. The sultan gave the order to build a tower until his daughter turns 18. After the tower was built, the sultan ordered his daughter to be transferred to the tower to protect her from possible death. When the Sultan's daughter turned 18, the Sultan gave her a pot of fruit. When the birthday girl opened the pot, a poisonous snake was found in the fruit, which bit the girl, as a result of which she died, as predicted. According to another legend, the girl survived, she was saved by the prince, who sucked the poison of the snake. Hence the name - Maiden's Tower.









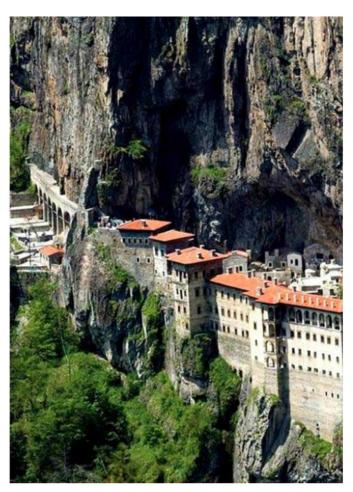
Qiblah Dagi Mountain Mosque

The Qibla Dagi Mountain Mosque is visible from all points of the region, as it is located on the top of Mount Qibla, at an altitude of 1130 meters. It has this name because it is oriented towards the Sacred Kaaba in Mecca. This direction is observed when performing prayers and performing rituals. The mosque was erected in the 1800s and was wooden, but there was a fire and the building suffered significant damage. The mosque was rebuilt, already made of stone. Turks consider it the main attraction of the area. It is located in the Güneisu area.









Sumela monastery

Panagia Sumela (Greek Παναγία Σουμελά - "All-Holy from Mount Mela"; or Sumela Monastery, tur. Sümela Manastırı) - an inactive Orthodox monastery of the Orthodox Church of Constantinople, erected at the end of the 4th - beginning of the 5th century AD on the Cretaceous rock of Trabzon modern Turkey). Since the end of the 4th century, the miraculous icon of the Virgin Panagia Sumela, written, according to legend, by the Apostle Luke, was kept in the monastery. In 1923 (Greek-Turkish population exchange) the icon was taken away by the Pontic Greeks. The foundation of the monastery is attributed to the monk Barnabas (between 375 to 395), and the restoration of Saint Sophronius after the devastating raid of the Hagarians (Arabs) in the 6th century.

During the Byzantine era, the monastery enjoyed the favor of several generations of emperors and became the most influential and wealthy in the territory of Pontus during the era of the Trebizond Empire (1204-1461). After the fall of the latter, all the privileges were confirmed by Sultan Selim I and all subsequent Ottoman rulers. The monastery reached its greatest prosperity in the 18th-19th centuries.









KARAGÖL-SAHARA NATIONAL PARK-ŞAVŞAT-ARTVİN

Karagöl section of the national park is famous for its forests, meadows and lake and becomes the recreation area of the local people in summer months. Sahara section is where traditional highland activities are carried out. Karagöl-Sahara National Park, where nature and traditional culture are intertwined, attracts attention with spruce fir forests, geological structure and fauna.

Kocabey Barracks and Kocabey Plateau, which try to legislate their cultural characteristics as well as the natural beauties created by the vegetation and wildlife of the national park, remain within the boundaries of the national park. Along with the beauties offered by the field, beekeeping has gained importance recently as well as livestock. Traditional plateau activities continue within the National Park Borders. National Park hosts Pancarci Festival held every year in Sahara Section

Useful Information Address:

08790 Şavşat/Artvin

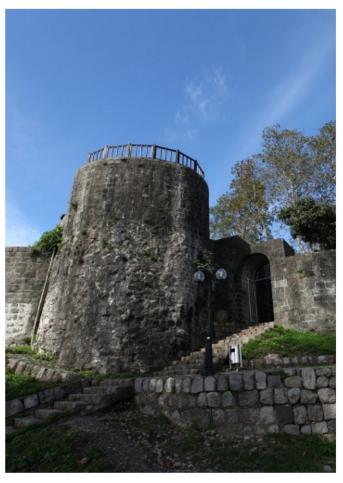
Website:

http://karagolsahara.tabiat.gov.tr/









Rize Castle

Rize Castle (Turkish: Rize Kalesi) is a partly-ruined medieval castle located in Rize, northeastern Turkey. Rize Castle is situated on a hill southwest of the city center, and offers a panoramic view of the city.

The castle consists of a citadel and the lower castle. It is believed that the citadel was built during the reign of Byzantine emperor Justinian I (r. 527–565), and the lower castle dates back to the 13th century.

It covers an area if 480 m2 (5,200 sq ft). The fortification's walls, built in ashlar and mortar, are 2-20 m (6.6–65.6 ft) high and 2-3 m (6.6–9.8 ft) thick. Between the cylinder-formed bastions, there are overhung support towers in various forms such as square, rectangular and round.

Today, some of the ruined castle walls are buried under reinforced concrete buildings and streets. The castle walls in the southern part were restored in 1989. The Ministry of Culture and Tourism launched a project for the restoration of Rize Castle in 2011.









Zilkale

Zilkale is a medieval castle located in the Firtina Valley (literally "Storm Valley") within the Pontic Mountains, and is one of the most important historical structures in the Çamlıhemşin district of Rize Province, within the Black Sea Region of Turkey. The castle is built at an altitude of 1,130 m (3,710 ft), and sits at the edge of a cliff overlooking the Firtina River (Turkish: Firtina Deresi) approximately 380 m (1,250 ft) below, running at an elevation of 750 m (2,460 ft) southeast of it.

It is believed that the castle was built between the 14th and 15th centuries. The castle consists of the outer walls, middle walls and the inner castle. There are garrison quarters, and a possible chapel and head tower. According to Anthony Bryer, it is an Armenian chapel that was built by the Empire of Trebizond for the local Lord of Hamshenis.









ALTIPARMAK (BARHAL) WATERCOURSE-YUSUFELI-ARTVIN

Altiparmak (Barhal) Watercourse, located within the provincial borders of Artvin, arises from the southern slopes of Kaçkar Mountains, after travelling a distance of approximately 40 km, it mixes with Çoruh River 2 km south of Yusufeli. Altiparmak Watercourse is suitable for canoeing and river skiing and flows through a very beautiful and impressive valley surrounded by high mountains. Due to the melting of snow in the mountains all summer, the water flow rate is high until September. The valley has a very rich beauty in terms of wildlife. Altiparmak Watercourse Basin can be reached by visiting Yusufeli via Artvin or Erzurum.

In addition, Deftise quarter of Sarıgöl town, which is approximately 19 km away from Yusufeli, attracts attention with its houses built with the unique architectural understanding of the Black Sea region. Being located at the foot of the mountain with the foggy peak of Kaçkar mountains, this settlement is worth seeing in the region.









Savsat Castle(Satlel)

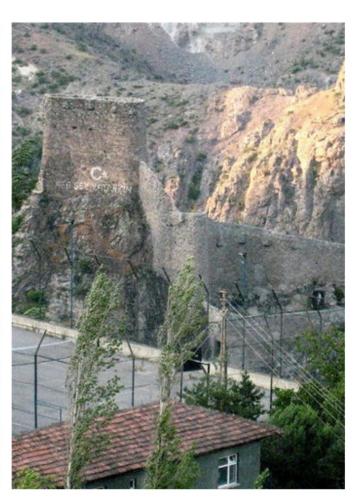
It is located at Savsat district in Sogutlu Street. It is built in Bagratli King period and used by Ottomans. The majority of walls are in life.









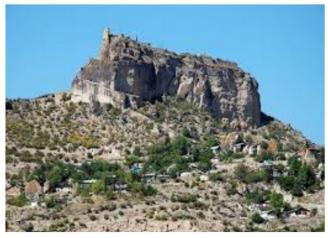


Artvin (Livana) Castle

Located in Erzurum Turkey - Samsun Turkey highway and provides the exit to Artvin Center. Over the Artvin Bridge and 70 m high in rock. There are cistern and chapel remants inside Castle. Structure was built in 10th century of Bagrat King and restoreted from Ottomans in 16 th century then used. It is attractive with its high town.











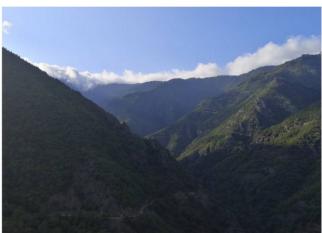
Ardanuc (Gevhernik) Castle

It is most important and oldest castle of Artvin that founded in Ardanuc district Adakale street. It is known that it have been started first building of castle before century. It was used by Bagratli King, Childir Atabeks and Ottomans. This is the one example of its citadel and walls. It is attractive with its different remants and inscription that belongs to Suleiman the Magnificent.











Hatila Valley National Park

National Parks are one of the most important protected area status for both recreation and protection. National Parks attract the people for tourism and recreational activities. That is why to prepare the natural resources management and recreational demand plans are very important in managing the National Parks. There is always a conflict between conservation and demand. But the important instrument is to sustain the equilibrium between nature conservation and recreational demand. Hatila Valley which is 16.900 hectares is in Eastern Black Sea Region and represents all features of Colchic Flora.

Hatila Valley National Park is a branch of the River Coruh (Çoruh), in the province of Artvin. Transport to the park is via a 10 km road from the centre of Artvin.

Different rock types along the valley, although unlikely, almost all of these rocks is the product of volcanism depth. Hatila Valley National Park has a very unusual "V" shape and beautiful waterfalls. Long ago volcanic and tectonic activity in the area created an amazing and narrow space where some valley slopes are almost vertical. Hatila Valley has geographical characteristics quite unique to Turkey, caused by its unusual geological and geomorphologic structure that has helped to create the beautiful landscape.





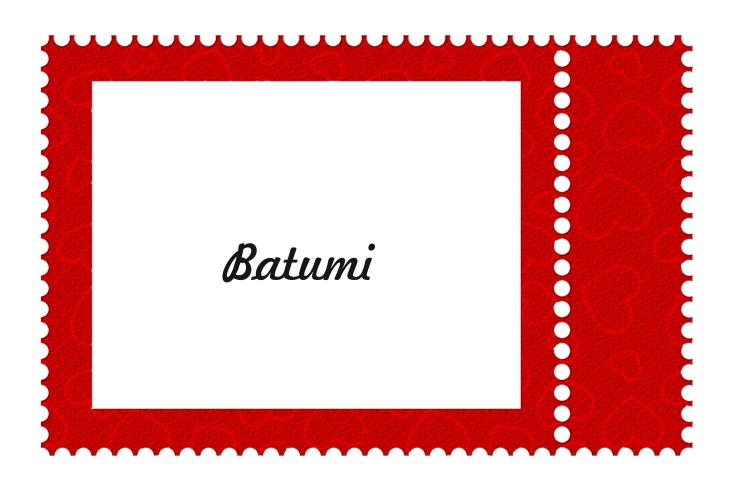




Deriner Dam

Deriner Dam (Turkish: Deriner Barajı) is a concrete double-curved arch dam on the Çoruh River 5 km (3.1 mi) east of Artvin in Artvin Province, Turkey. The main purpose of the dam is hydroelectric power production and additionally flood control. Construction on the dam began in 1998, the reservoir began to fill in February 2012 and the power station was completed by February 2013. It will have a 670 MW power house and is the tallest dam in Turkey. The dam is being implemented by Turkey's State Hydraulic Works and constructed by a consortium of Turkish, Russian and Swiss companies.

The dam is named after İbrahim Deriner, who died while serving as the Chief Engineer of its research team.









Batumi

Batumi (Georgian ბათუმი [Batumi], before 1936 - Batum) is a city and port in Georgia, located on the Black Sea coast. The capital of the Autonomous Republic of Adjara. It forms the municipality of Batumi and is the main tourist center of modern Georgia.

Today Batumi is the most important cultural, economic and tourist center of Georgia. The city is famous for its historical center and modern tourist area with skyscrapers.

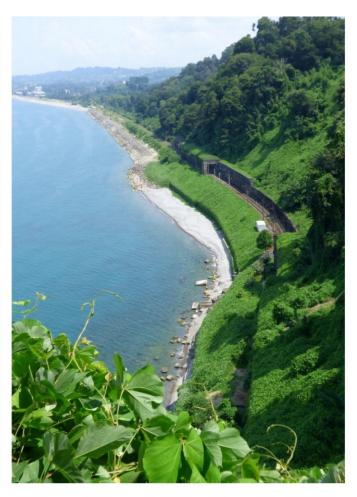
The city is located on the eastern coast of the Black Sea, on the Kakhaber lowland, 2-3 meters from sea level. The shape of the lowland resembles a crescent, which stretches for 7 km from north to west. The main part of Batumi is adjacent to the Batumi Bay, in the northern part of the Kakhaber lowland, along the Bartskhana and Korolistskali rivers.

The total area of the city is 64.94 km²









Batumi Botanical Garden

Batumi Botanical Garden is one of the largest botanical gardens, located on an area of 113 hectares, 9 km from Batumi, near the Zelyony Mys railway station. It was one of the largest botanical gardens in the USSR. The Batumi Botanical Garden was founded by the Russian botanist and geographer Andrei Nikolaevich Krasnov, brother of General P. N. Krasnov, in 1880 and was officially opened on November 3, 1912. Krasnov considered the main task of the garden to be the acclimatization of economically valuable subtropical plants and their introduction into cultivation in the southern regions of Russia. After the establishment of Soviet power in Georgia, the botanical garden continued to develop. By the Decree of the Council of People's Commissars of the USSR of July 30, 1925, the Batumi Botanical Garden was recognized as the main scientific institution of the USSR for the development of subtropical crops on the Black Sea coast of the Caucasus: tea, citrus fruits, etc., East Asian, North American, South American, Mexican and Mediterranean.









Batumi boulevard

Batumi Boulevard is a seaside amusement park located in Batumi, Adjara. The boulevard is located in the historical part of the city, along the coastline. Its length reaches 7 km.

Primorsky Boulevard is one of the most important sights of Batumi. Since 1987, the boulevard has been a national monument of Georgian gardening art, as well as a recreation area. The history of the Boulevard is an integral part of the history, city life and traditions of Batumi. The boulevard is full of bungalows, cafes, restaurants, shops, children's attractions and a variety of colorful and dancing fountains. On Batumi Boulevard you will find built-up, unique plants, interesting sculptures, an architectural monument.

Batumi Boulevard has a history of over a century. Its construction began in 1881. The idea belonged to the military governor Smekalov, who entrusted the construction of the seaside boulevard to the Prussian gardener Resler. Later, the planned construction of Batumi Boulevard was ordered by the French gardener-decorator Michael Dalfons, who was invited to Georgia, who is referred to in historical sources as "the kind genius of the Batumi coast".

In 2009, the territory of Batumi Boulevard has grown significantly and the so-called New Boulevard, designed by a Spanish architect, was built with modern standards.









Sculpture of Ali and Nino

"Ali and Nino" is a sculpture in the city of Batumi, located on the shores of the Batumi Bay. Architect - Georgian sculptor Tamara Kvesitadze. Every evening from 19.00 eight-meter figures slowly move in a circle, now approaching and merging into a single whole, then again moving away from each other. A complete cycle lasts 10 minutes. The monument is effectively illuminated. After the installation of the sculpture, the original name "Man and Woman" was changed to "Ali and Nino". Tamara worked on the architectural work for about two years, and in 2007 the sculpture was completely finished and presented to the public at the Venice Biennale (Italy). Then the statue was shown in London. The sculptural work was liked by everyone who saw her in motion. At first, a meeting of lovers is visible, then - a craving for each other, a passionate kiss in a burst of outbreak of love, and at the end - their inevitable separation.









Tower of the Georgian alphabet

The Tower of the Georgian Alphabet, better known as the Alphabet Tower, is a 130-meter-high tower located in the city of Batumi, Georgia. In structure, the tower is similar to that of DNA. It depicts the letters of the Georgian letter. The tower is located on the northern side of the sea coast of the city, thanks to which it offers a good view of the city's panorama, as well as the mountains and the Black Sea. The tower was built by the Spanish company CMD Ingenieros, and the chief architect was Alberto Domingo Cabo. For the construction, 65 million lari were allocated from the presidential fund and the city hall, but only 64 million were needed. The construction itself began on October 10, 2010, and ended in December 2011. At the moment, about 60,000 lari are spent annually to maintain the facility.









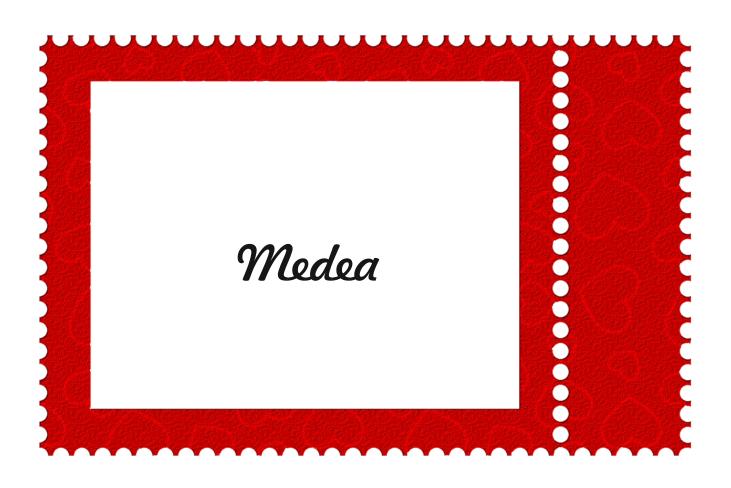
Cathedral of Batumi

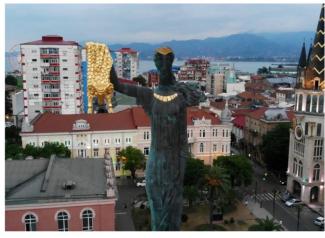
Cathedral of the Nativity of the Blessed Virgin Mary (georg. ღვთისმშობლის შობის სახელობის საკათედრო ტაძარი) is the current cathedral of the Batumi and Laz Diocese of the Georgian Orthodox Church in Batumi. Built as a Catholic church in 1903 with funds from the Zubalashvili brothers.

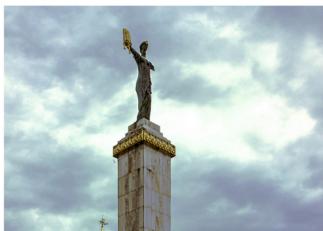
The temple was erected in 1898-1903 by Stepan Zubalashvili in memory of the deceased mother Elizabeth, who asked to build a Catholic church in Batumi. Stepan invited artists and architects from Italy for the construction. In total, the construction cost 250 thousand rubles.

During the years of Soviet power, the temple was threatened with destruction. In the 1970s, the temple was restored, and in the 1980s, it was transferred to the Georgian Orthodox Church. On May 16, 1989, the Catholicos-Patriarch of Georgia Ilia II consecrated the temple, after which about 5 thousand people were baptized. By order of the Minister of Culture and Monuments Protection No. 3/31 dated February 21, 2011, the cathedral was included in the list of cultural heritage sites, historical and cultural monuments of Batumi.

At present, the temple is an active cathedral of the Batumi and Laz diocese of the Georgian Orthodox Church.









Medea

Sculpture of Medea - The monument to the hero of Greek mythology, the Colchian princess Medea is located in the city of Batum i, on Freedom Square, next to the astronomical clock and the sculpture of Neptune.

The statue was unveiled on July 6, 2007 by Georgian President Mikhail Saakashvili. It is believed that the Colchis civilization once existed on the territory of Adjara. Medea, the king's daughter, fascinated by his love for the Argonaut Jasonuu, helped her to kidnap a talisman, a golden ram, for the welfare of her people. The couple esca ped from the Argo ship, which is depicted on the statue. It is also well known that Medea was a doctor and pharmacist of her time, therefore, science was called medicine in her honor.

Today, the statue of Medea with a gilded golden talisman is a symbol of Georgia's wealth, prosperity and connection with the European world.









Singing fountains of Batumi

Singing and dancing fountains in Batumi are a bright entertainment attraction and a kind of visiting card of the seaside resort, which attracts the attention of a large number of both tourists and local residents in the warm season.

The fountains are also called light and music, as their show is accompanied by light and sound accompaniment: numerous jets of water fly up and to the sides, intertwine with each other, move to the rhythms of various music, causing admiration and joy of observers.

Anyone can watch the show of Batumi fountains for free, for this it is enough to come to the embankment of the city after dark. In total, there are two complexes of singing fountains in Batumi: one is located near the House of Justice (Public Service Hall or House of Justice) on Lake Ardahan, the second is in the northeastern part of Batumi Boulevard, next to the Wedding Palace.









Fountain "Chacha Tower"

The fountain named "Chacha Tower" was built in 2012 and is an exact copy of the structure that adorned the city of Batumi in the early 20th century. The overall height of the Tower is 25 meters, the main dome is located at a height of 25 meters, and the remaining 4 domes are at a height of 5 meters. A clock is set at a height of eighteen meters. The building is surrounded by 4 swimming pools, equipped with special sensory devices, with the help of which "chacha" is tasted. The most important thing is that this alcoholic drink is completely free to taste. True, the drink is not poured constantly, but according to the schedule: once a week for 15 minutes.

The idea to build a 25-meter-high "Chacha Tower" in the national style belongs to the authorities of Batumi. This is done to attract tourists. The construction cost the city 490 thousand dollars. In addition to the fountain, the tower on Gogebashvili Street houses a tourist information center, outdoor swimming pools and other objects of interest to tourists.

At the opening of the attraction on October 18, 2012, all guests, including the mayor of the city Dzhemal Ananidze, were treated to chacha from a special apparatus.









The Hopa market

The Hopa market (also called the nearby Turkish city) is considered the most famous of the Batumi markets (the central food market Boni and the fish market are also noteworthy). It appeared in the early 1990s and has largely preserved the traditions and flavor of that time.

Hopa is a universal place where you can buy both food and non-food items, but first of all, it is still the largest clothing market in the city. It is popular with both locals and tourists who come here not only for shopping, but also as a kind of excursion with the opportunity to see and feel the atmosphere of a real Georgian market. The working day in the market lasts approximately from 9-10 am to 8-9 pm. In addition to direct sales counters, the Hopa market has cafes and eateries, currency exchange offices (the exchange rate is quite acceptable, so their services can be used in case of a need for cash), as well as clothing and mobile phone repair shops.









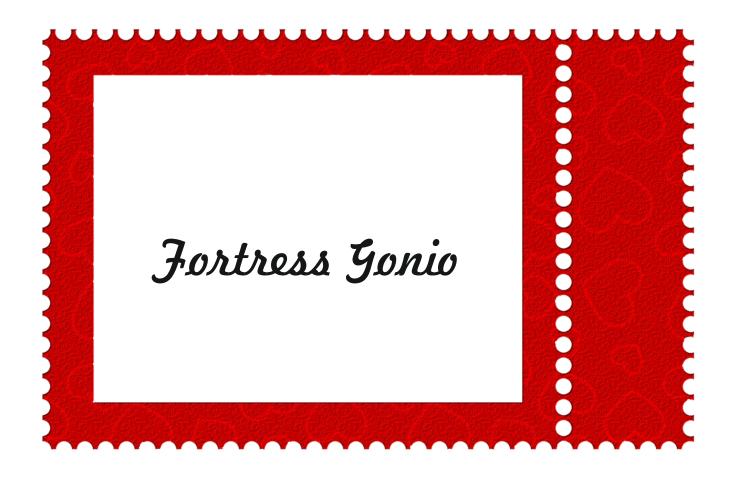
Boni market

The central grocery market (aka the largest) of Batumi is located in the eastern part of the city, at the corner of Mayakovskiy and Levan Kikava streets, and has two names - Boni and Parekhi.

This is the place where you can find the widest selection of food in Batumi, including: vegetables, fruits, herbs, spices, cereals, honey, wine, homemade cheese, Georgian sauces and local sweets. Many of the market products are perfect as original gifts and delicious gifts from Georgia.

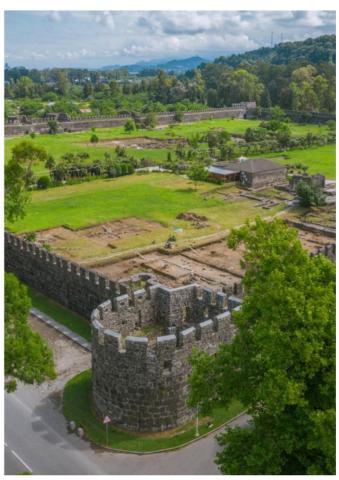
In addition to such a variety of products, the market attracts with its indescribable atmosphere. Some tourists come here primarily to feel the national flavor of this hospitable country.

Boney Market is open daily from 8:00 am to 4:00 pm, except Mondays. In summer, the market is open until 19:00.









Fortress Gonio

The Gonio fortress (Georgian გონიოს ციხე), formerly called Apsare, Apsara or Asparunt) was a Roman outpost in Lazik, on the Black Sea coast, 15 km south of Batumi (Adjara), at the mouth of the Chorokhi River. The village is located 5 kilometers north of the Turkish border.

The city was also famous for its theater and hippodrome. In addition, the grave of the Apostle Matthias, who was chosen among the twelve apostles after the betrayal of Judas Iscariot, may presumably be in the fortress of Gonio. However, the Georgian government currently bans excavations near the grave. Other archaeological excavations are carried out at the fortress, with a particular focus on Roman times.

Gonio is currently experiencing a tourist boom. Many tourists from Tbilisi in the summer months use beaches that are considered more environmentally friendly than the beaches near Batumi (located 15 km north of the fortress).









Mtirala National Park

Mtirala National Park (Georgian: მტირალას ეროვნული პარკი) is a national park in southwestern Georgia, in the Adjara region. The park is located in the western part of the Lesser Caucasus. The park is also adjacent to the territory of the Kintrishi Protected Landscape (IUCN category I).

The name of the national park, like Mount Mtirala, located on its territory, is translated from Georgian as crying. This is due to the large amount of rainfall in the region: up to 4520 mm per year, which makes it one of the wettest regions of the former Soviet Union.

The vegetation of the park belongs to the virgin Colchis wet deciduous and mixed forests [1], including sowing chestnut and oriental beech. Pontic rhododendron, cherry laurel, Colchis boxwood and various vines grow as undergrowth.

The park is home to the brown bear, roe deer and wild boar, while the avifauna includes the dwarf eagle, eagle owl and the oriole. Amphibians that inhabit the park include the Caucasian salamander, the Caucasian toad, and the Caucasian viper.









Makhuntseti waterfall

Makhuntseti waterfall is perhaps one of the most popular places in Adjara. It's all because of its convenient location - it's easy and inexpensive to get to it. Makhuntseti is called the highest waterfall in the region. Water flows in a beautiful cascade into a stone bowl from a height of about 30 m.

Different periods of the year are reflected in their own way on the grandeur and power of the waterfall. In the spring, it will delight you with its power and width of jets. In summer, it can appear as a modest stream of water, although quite noisy. An indisputable advantage of visiting the waterfall during the warm season is its refreshing coolness.

During the season, it is quite crowded near Makhuntseti. Tourists do not mind freshening up on hot summer days, even despite the invigorating coolness of the water. Many people believe that swimming in a bowl of a waterfall will regain youth and strength of soul and body. During our first stay, there were only three men looking to cheer up.









Park "May 6"

Park "May 6" is one of the most popular places in Batumi among residents and guests of the city. The park was founded back in the 19th century, in 1881. The area around Lake Nurigeli was ennobled by the French gardener d'Alfonso. The park was named Aleksandrovsky - after the emperor of Russia, Alexander III, who came to the throne. By the way, the emperor visited the park in 1888 and even planted trees there with his wife. According to one version, these were magnolia trees.

Park "May 6" is open around the clock, entrance to the territory is free.

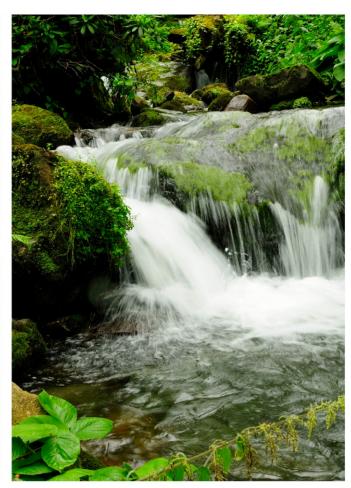
The park received its modern name in honor of the revolutionary events of May 6, 2004, which were caused by the conflict between the authorities of Adjara and the authorities of Georgia. The result was the flight of the head of the Adjarian Republic, Aslan Abashidze, on the night of May 5-6.

st. Khimshiashvili, 1, Batumi, Georgia https://parkbatumi.ge









Kintrishi National Park

Kintrishi National Park is a territory in Kobuleti of Adjara region in Georgia. One of the most beautiful National Parks of Georgia is located in the gorge of the river of the same name. The Kintrishi Nature Reserve was founded in 1959, and in 2007, a Protected Landscape was discovered on its basis. Thus, the area of the entire reserve is 10703 hectares, and the protected landscape is 3190 hectares.

The main task of the Kintrishi State Nature Reserve is to protect relict forest and endemic species, flora and fauna of Shuamta.

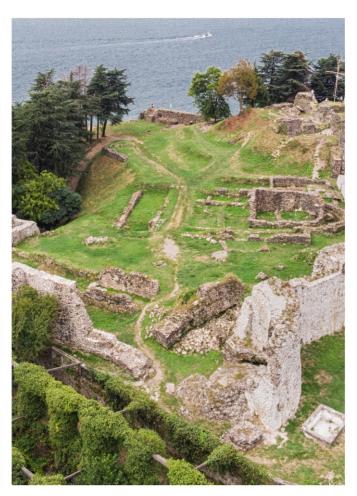
The main feature of the park is its unusual varied relief. Some part of the mountain range of the National Park is located at an altitude of 2600 meters above sea level, the other part is at an altitude of 250 meters.

Meskheti Range, Adjara, Georgia http://apa.gov.ge









Petra Fortress

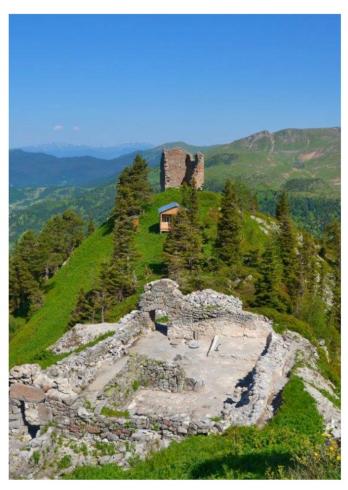
Petra Fortress is a historical fortress city in Adjara, in Kobuleti municipality, in the territory of Tsikhisdziri village. The fortress was built by Ioane Strategos in 535. "Petra" is the Byzantine name of this city - fortress, and "Fortress-Kadzheti" is Georgian. It is assumed that this fortress is mentioned in "The Knight in the Panther's Skin". The fortified city is located on the Black Sea coast, 440 meters above sea level, 9 km from Kobuleti.

The fortress of Petra was located on a rocky slope, from the land side, apart from the fence, it was protected by a rocky relief (hence its Greek name "Petra" - stone, rock). Petra was considered an impregnable fortress. Its ruins are still preserved. The archaeological complex includes a citadel outside the city and a courtyard. The citadel has preserved a palace, an old bathhouse, the ruins of an outbuilding and a soldier's dwelling, also including the foundation of the basilica of the 6th-7th centuries, which is the remainder of Peter's episcopal see.









Khikhani Fortress

Khikhani fortress, Khirhati fortress (Abuseridze ancestral fortress) - a medieval fortress in Adjara, Khulo municipality, In the village of Upper Tkhilvana, at the source of the Skhalta river, at the height of a steep rocky peak.

The fortress includes various buildings: fences, towers, churches and the remains of various buildings.

Khikhani fortress is one of the most important fortresses in Adjara. It was built in a very strategic location and was one of the refuge of the Georgian nobility. When the enemy overcame the fortifications of Tbilisi and Gori, they hid in this fortress.

During the 30s of the XIII century in the fortress under the command of Eristav-Eristavov Abuser and Vardan, their brother Tbel built the stone church of St. George.

There are many legends connecting the Khikhani fortress and King Tamar. Sometimes the Khikhani fortress is also called the Tamar fortress.

The Agency for the Protection of Cultural Heritage of Adjara has been gradually rehabilitating the prison since 2012.

The area of the Khikhani fortress is almost one hectare. Only a small part of the fortress is leveled. The rest is located on a gentle slope and on a steep slope. The fortress is strategically located in a very convenient location. The fortress has the only pedestrian access to the south-east.

TYPES OF TARGET CLIENTS

Origin

Age

Budget

local national international

20-40 years old

medium budget high budget



motivated cultural tourist significant interest in sports / nature / history significant interest in culture significant interest in social and environmental interested in sports / extreme aspect in search of thrills and adrenaline

MARKETING STRATEGY



- 1. Promotion on the website and in social networks, thematic forums.
- 2. Social media influencer integration and support local population and local tourism participants
- 3. Promotion and partnership with digital tourism newspapers and travel blogs
- 4. PDF guide and mobile app.



- 1. Promotion through brochures in hotels and restaurants, sports schools partnership with tourist offices
- 2. Establishing partnerships with tour operators and local travel providers

NEW PRODUCTS / SERVICES RECOMMENDED



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