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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 From

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# 03

**Batumi to mountainous Adjara**



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# Batumi to mountainous Adjara

## Introduction

**Adjara** - Area: 2.9 thousand. sq. / km

Population: 340 000

Administrative Center: City / Municipality: Batumi (155 thousand people)

Landscape: Mainly mountainous

Coastal climate: humid-subtropical

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.

Historically, Adjara is connected with the culture of Kolkheti (VIII-VI centuries BC). Cities: Pichvnari, Apsaros, and Batumi played an important role in the political and economic life of the Kolkhetis Kingdom.

The history of Adjara is also linked to the Roman and Byzantine invasions of the Ottomans and the period of the Russian Empire. 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.

# Technical Features

**Administrative Geography / Country In the composition Included:** In the south-western part of Georgia, on the Black Sea coast - Adjara.

<b>Seasonal Duration:</b>	All Season (in winter some restrictions may apply (Goderdzi mountain pass) because of weather (Strong Snow/Blizzards/Avalanches).)
<b>Transport Types:</b>	Auto Tour, with any type of vehicle (there are some advantages with renting a high ground clearance car), In the city (Batumi) on foot and rental bicycles
<b>tourists Types:</b>	Gen X + Gen Y + Gen Z + BB Gen
<b>Group Structure:</b>	Any: Individual Travelers, couples, groups, etc.
<b>Tourist Profile:</b>	Pleasure, fun, cultural sightseers.
<b>Route Duration:</b>	7 days (possible to change of travelers According to wishes)

## Tour It is divided into 2 parts:

1. Batumi and surrounding coastline (4 days, 4 nights in Batumi)
2. Adjara's mountain region (3 days, 2 night in the village)

## Useful information:

**The tourist must have the necessary documents: passport, travel insurance, if necessary, visa.**

Free WIFI is provided in hotels, bars and restaurants, even on the streets of Batumi (Batumi Loves You).

The country's currency is the Georgian lari. Exchange rate for 2020: 3.00 GEL = 1.00 USD (needs to be verified because rates often change). Currency exchange points: at airports, border checkpoints, banks and cities, exchange offices.

WC stops - at gas stations, restaurants and in almost all points of interest

## Transport

**Car Rentals, municipal transportation, taxis and private leasing companies**

## Hotels

- 2,3,4,5 \* Hotels, Family hotel Houses, hostels.
  - In the provinces Recommended Family hotel houses where They will get acquainted Each of the region of life Rule. Many villages provide guests overnight stay options.
  - Detailed Information and bookings can be made On websites: [www.booking.com](http://www.booking.com)  
[www.tripadvisor.com](http://www.tripadvisor.com)

# Part I

## Batumi and adjacent coastline

Batumi with its old and new architecture, ancient port, long boulevard, high class hotels and many other sights is one of the best places to visit and is one of the most culturally significant areas in modern Georgia.

Batumi also has theaters and exhibition halls for your enjoyment.

Batumi is one of the most accessible places in Georgia, you can travel by land, air or sea to Batumi.

The first part of the tour includes getting acquainted with the sights of Batumi and the coastline.







**Batumi** - the capital of Adjara region, area - 65 km<sup>2</sup>, population - 52 839, height S.L. - 1- 3 m.

## I Day - Batumi

Batumi, the capital of Adjara, has become a major international shopping center and a key part of the transit of Caspian oil to Europe since the late 19th century.

Today Batumi is a popular Black Sea resort, one of the main tourist attractions in Georgia.

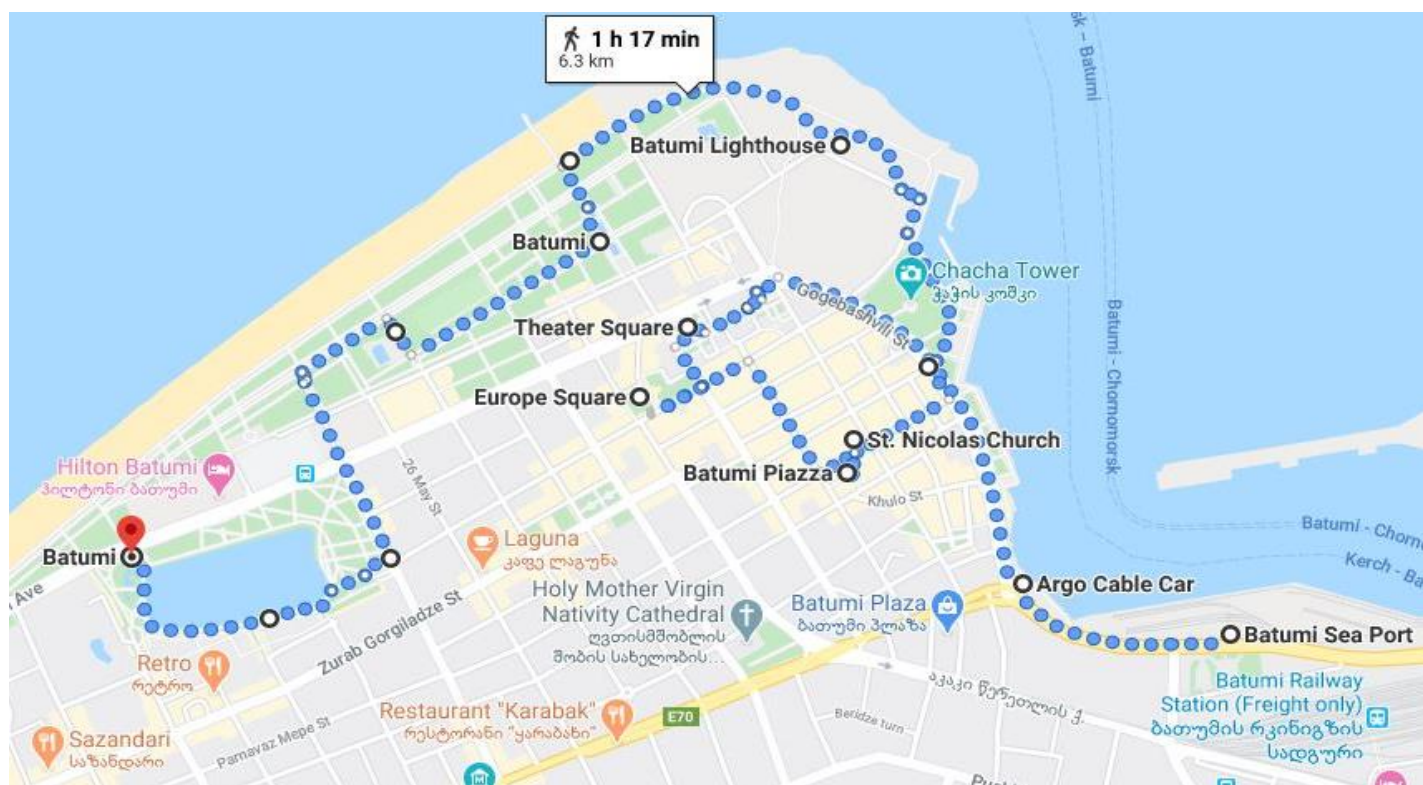
Batumi is also interesting for its architecture - both European and Asian architectural styles are present here. Old, 19th century and modern, 21st-century style of buildings, beautiful yet old school Drama Theater and Music Center.

Orthodox and Catholic churches, a mosque, an Armenian Gregorian church, and a synagogue are coexisting in this small city.

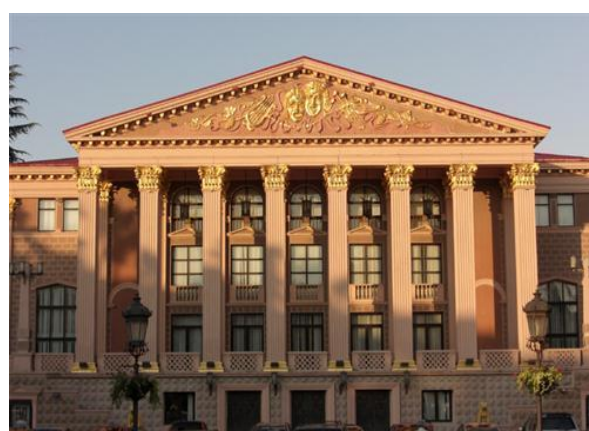
Various festivals (summer, winter, Kobuleti, rural tourism, Adjara bird watching international festival, etc.), concerts and international events are held here every year. Some of the event examples are: (International Tourism Conference), public events: Machakhloba, Merisoba, Kolkhoba, Kedoba, Zamletoba other.).

Batumi City Tour allows visitors to visit each of the city's main attractions, the tour starts boulevard.

# Map of route Batumi and visiting facilities



**The boulevard** - There is a wonderful walking space, many different restaurants, bungalows, a dancing fountain, and various entertainment centers are present. Following along the coastline tourists can rest and take a dip in the refreshing seawater whenever they want. It is more than 10 kms long. We suggest that tourists rent a bicycle, for ease of transport. It will be easy to rent on the spot, from official bike racks or from private renters.



**State Theater**  
Miss. Rustaveli st. 1  
Tel. 555 36 63 99





**Neptune Fountain** (since 2010)

in front of the Batumi Drama Theater, material - brass.

The 16th-century Neptune Fountain, originally from Neptune Square in Bologna, Italy.



The building of the **National Bank** is a cultural heritage monument.



**House with Atlantians** - one of the most beautiful houses in Batumi, at the intersection of Konstantine Gamsakhurdia and Memed Abashidze streets. The Renaissance-Baroque style building, the facade of which is decorated with Atlantis, this beauty was built at the end of the 19th century.

**Europe Square** - In the middle of old Batumi, Europe Square, surrounded by central streets and magnificent buildings, is one of THE sights to see in Batumi. In 2007, a statue of Medea was erected on the square. The square is a favorite place not only for tourists but also for Batumi residents. The stadium hosts numerous international concerts. Especially interesting is New Year's Eve with its concerts and festive atmosphere.



**Batumi Piazza** - This square with the largest marble mosaic in Europe (diameter 106 m) is another favorite place for Batumi residents and its guests to gather. It is built on 5,700 square meters and is distinguished by its paintings, as well as the magnificent works of mosaic and stained-glass art. Piazza hosted world stars: Placido Domingo, Chris Bott, Sting, Macy Gray, Michelle Legrand and others.



### **Batumi Sea Port**

(Category - Port) - a modern, high-tech part of Batumi, ferries, general cargo ports and private boats are all gathered here.

Batumi Yacht Club is also located here, from where it is possible to take a boat ride and enjoy the views of Batumi from the sea.

Address: Baku St. 15. Batumi

Ph.: +995 422 274 912





**Sculpture "Ali and Nino"** - a moving sculptural composition on Batumi Boulevard, is one of the sights of the resort. Figures made of 8-meter-high female and male, Alice and Nino's "airy" transparent metal, moves slowly to meet each other, and gradually become one whole. This process is repeated every 10 minutes.

The monument is dedicated to the love of Azerbaijani Muslim Ali and Georgian Christian Nino. As a symbol of eternal love regardless of nationality and creed.



## Museums

**There are 13 museums in Batumi. Thematically, tourists can choose them on the site [www.tripadvisor.com](http://www.tripadvisor.com)**

## Cuisine and food outlets

Adjara cuisine is diverse. Here the mountains harsh and gentle aromas of the sea are combined. While staying in Adjara, tourists should definitely enjoy Adjarian khachapuri. It is better to eat it in small restaurants, there are many of them in the city and they will come across them while sightseeing.

**Adjarian khachapuri** - Laz people living by the sea have given the form of a boat for dough, in which a mixture of cheese, eggs and butter creates an amazing taste, unique to Adjara region.

Other Adjarian dishes are Aria: Borano (sliced cheese, erbo fried on a pan), chirbuli (breakfast prepared with eggs and nuts), khavitsi (corn stew, Erbo included in a blob), kaimaghi and sinori (boiled and unleavened dough) with a dry plate of dough. Adjara cuisine is characterized by the use of large portions of erbo. Adjara cuisine is also distinguished by other dairy products.



It is also accepted to drink coffee in Batumi. It's better on the beach.

## Diners

as all resort cities, there are plenty of cafes, bars, Khachapuri places, small or large restaurants. Especially noteworthy are the stylized, original designed bars or restaurants. With good views, ethnic concerts are held in some places in the evenings.



**Batumi tower** - it was the first building ever to include a Ferris wheel built into the facade. Hanging 330 feet (100 meters) above the ground are eight air-conditioned cabins with room for a total of 40 people. It would offer a great view over Batumi. The project includes a 5-star hotel "Le Méridien Batumi" a casino, spa and fitness center, outdoor and indoor pools, cafes, restaurants and 75 exclusive residences.



130 meters in height, similar to the structure of the DNA, the **33-letter tower of the Georgian alphabet** is located on the coast of Batumi, near the boulevard.



### **Restaurant "upside-down"**

Kiramala Address: 11 Sherif Khimshiashvili St.  
Working hours: 12.00 - 01.00

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## II Day - Batumi

Sightseeing in Batumi can't be seen in one day.

**Beach** - it runs along the coastline from Batumi port to the end of the boulevard. There are changing cabins, showers. Beach beds and umbrellas are also for rent. There are bungalows on the beaches.



### Ride along the boulevard

Bikes are convenient for sightseeing. Renting is available on the boulevard. It is possible to take one of the bikes from the rack and park it on a different bike rack at the end of the boulevard or wherever the bike racks are situated.

Price - 7 - 10 GEL.



### Ropeway

Address: Gogebashvili Street  
Open: 11:00 - 18:00  
Phone: +995 5913 352908



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**Lake Nuri** - an oval-shaped lake of natural origin on the territory of Batumi, near the Black Sea coast. Located in altitude 0.2 m above sea level. Surface area 0.07 km, basin area 0.10 km, maximum depth 5.1 m, water volume 0.24 million m. It is mostly fed by groundwater. Of Lagoon origin.



**Ardagan Lake** - located in Batumi, on the Black Sea coast, on the territory of the new boulevard.

A French musical/dancing fountain is installed in Lake Ardagan. Every evening, the fountain resembles a theatrical curtain and has a wonderful laser show. There are four large restaurants and a hotel by the lake.



**Batumi Dolphinarium** is one of the components of the "Black Sea Flora and Fauna Research Center". Fits 795 viewers.

The infrastructure includes services for people with disabilities with ramps and elevators.

**Address:** 51 Rustaveli Ave.

**Tel:** 0422 22 17 30

**Hours:** Everyday - 10.00 - 21.00:

Bill. Price - 15-25 GEL



**Batumi Aquarium**

**Address:** 51 Rustaveli Ave.

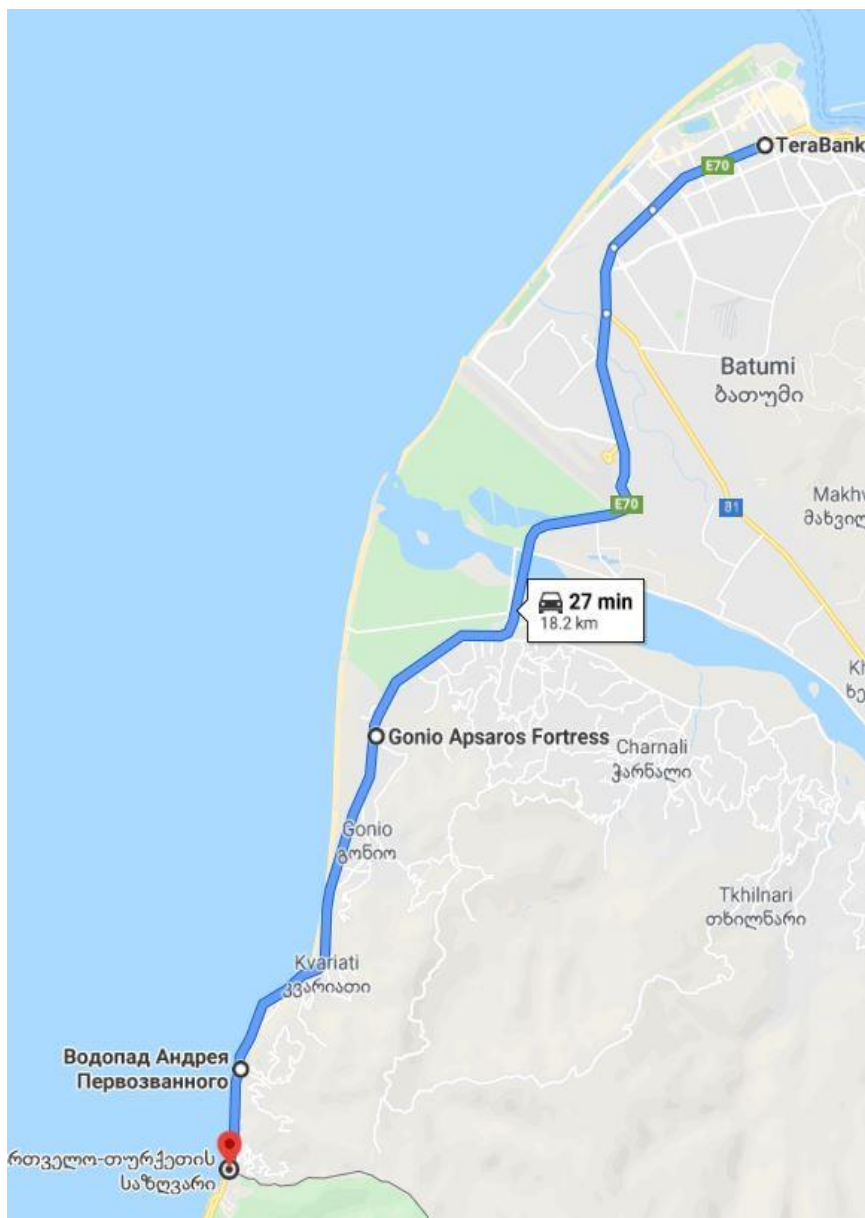
**Tel:** 0422 22 17 30

**Hours:** Everyday - 10.00 - 19.00:

Bill. Price - 2 GEL

## Map of 3-day route - Gonio, Sarpi and visiting facilities

Departure to Gonio fortress. It is located 10 km from Batumi. It is also possible to get to it with the municipal bus.



### Gonio Castle

It is associated with the Roman era. It was founded by the Romans (by Pompey) and was built in the 70s of the 1st century.

Its length is 228 meters and its width is 195 meters. The area of the prison is 44,460 square meters. The fence is fortified with 18 towers.

There is a Gonio fortress museum, where 19th century BC artifacts are kept.





After visiting **Gonio** tourists can follow the same route to get to Sarfi, along the road they'll encounter **Kvariati** a famous seaside resort for people who love peace and who like to get away of Batumi's fast paced lifestyle.



### **Waterfall**

There's an **Andrew First-Called Waterfall** near the road where tourists can rest and take pictures.





**Sarpi** - Is 2 kms down the road from the waterfall. It borders Turkey and there's a checkpoint and from there you can cross over to the Turkey's territory. City is always bustling with life, there are small shops and restaurants in the city. It's recommended that tourists pack swimming gear, because many people perceive that bathing/swimming here is better than Batumi because of cleaner water.



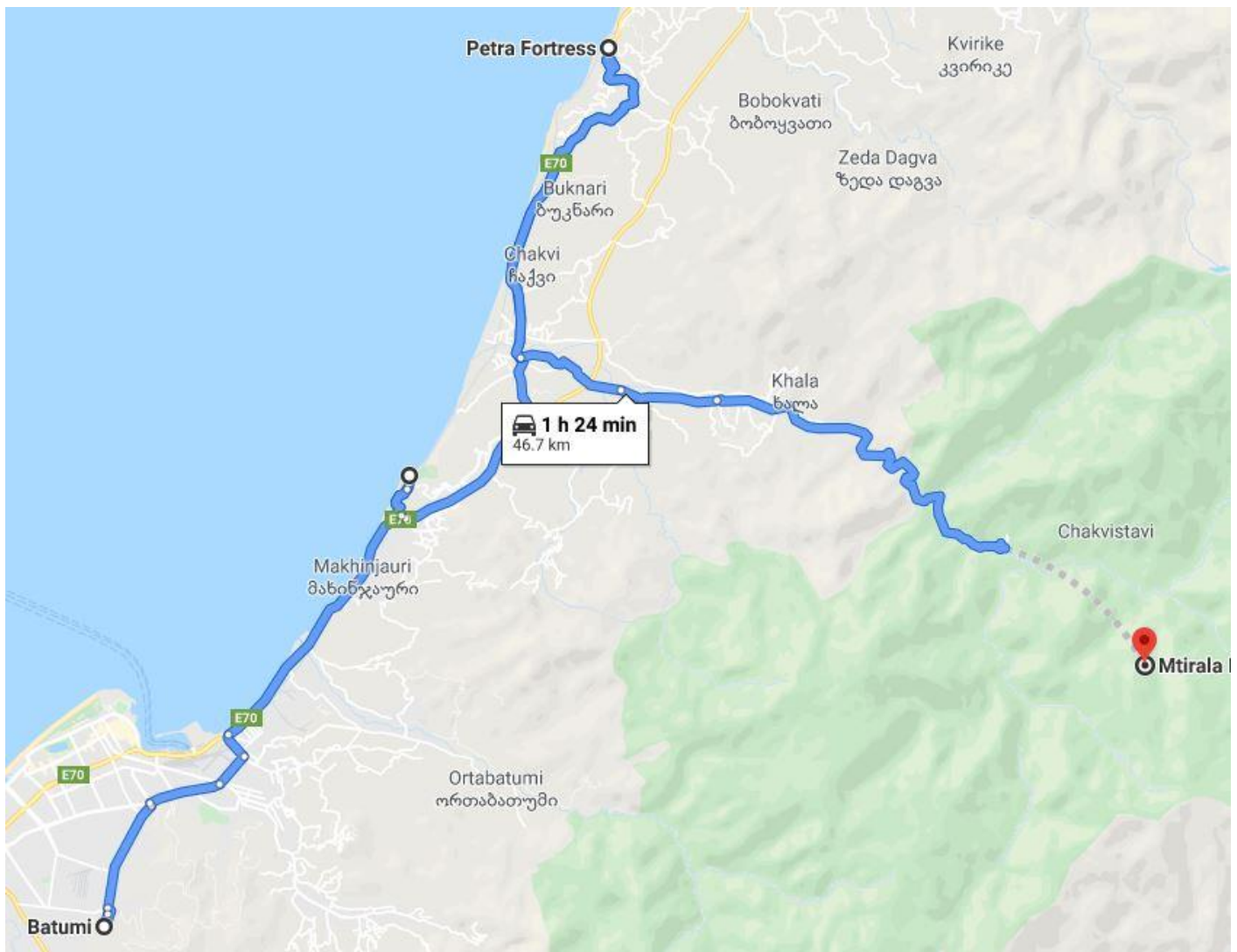
In the evening tourists can enjoy the **Dancing fountain** or many of the small or large restaurants, live music and leisurely activities before heading to bed.

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# Map of IV-day route - Mtirala waterfall - Petra Fortress and visiting facilities

The daily route consists of visiting the Botanical garden and Petra fortress, it's also possible to visit Mtirala national park and visit the amusement park "Tsitsinatela".



## Batumi Botanical Garden

Its about 9 kms from Batumi center. Its located near River Chakvistskali and Green Cape, it spans about 1 km, 0-220 meters from the sea level, and its situated on 111-hectare plot of land. The garden is packed to the brim with over 5000 unique plant species. You can enjoy the fascinating views from the platforms situated on the rocky cliffs.

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There are souvenir shops, WC stops, restaurants and electro mobile renting stations nearby. Garden is a part of the BGCI committee since 1998. Park has electro mobiles for ease of transport and sightseeing.

You can get to the park by taking a bus from Batumi or a Taxi.

**Entry fee: 15 Gel.**

**Adr.** Green Cape (Mtsvane Kontskhi)

**Tel.** 0422 27 00 33

**Open Hours:** everyday 9.00 - 20.00

After concluding the sightseeing tour guests can exit at the other end of the Garden where they can head over to their next destination.

**After this they have an option to visit one of two places:**



## The first option:

**Petra fortress** - Historical castle-town is located near village Tsikhisdziri. Petras acropolis is on top of the heal near the coastline, it was protected from invaders by rocky terrain and high walls, from there comes the name of the fortress Petra which means rock/cliff in Greek, Petra was considered as an impenetrable fortress. In 1908 they found a historically significant crypt, and the treasures they found were dated to the 1st century, also they consider fortress Petra as residences of the region leaders.

Address: village Tsikhisdziri

Ticket price - 1 hour - 30 GEL





## The second option - Mtirala national park

Mtirala national park is located near city Chakvi in about 10 kilometers, where tourists will find magnificent sights of nature, restaurants inbedded in greenery with local dishes and fresh produce. Leased vehicles can be left at a parking space at the entrance.

Mtirala National Park is situated in Chaqvi valley and the visitor center in the actual village of Chaqvi (15 Km from Chaqvi). The mountain carrying the same name is near the coastline, from 1761 meters above the sea level, it's considered to be one of the most humid areas in Europe, because of the thick fog and constant rains. That's why they named the mountain "Mtirala" (means crying).

The national park is rich with flora and fauna. The park hosts one or two-day tourist routes, hiking paths have signs and all the necessities for tourist convenience, there are a lot of picnic and camping areas and places for fires marked on the guide book as well. On the 9th stretch of the kilometer there is a safe haven for tourists where they can spend the night. The park offers tourists, camping, horse-riding, scientific and eco-tours.

The mountain has its own natural monuments which are a must-see starting from the lake and ending with a gorgeous waterfall.

After hiking for about 40 minutes, tourists will find a waterfall and a small lake where they can bathe and refresh themselves.

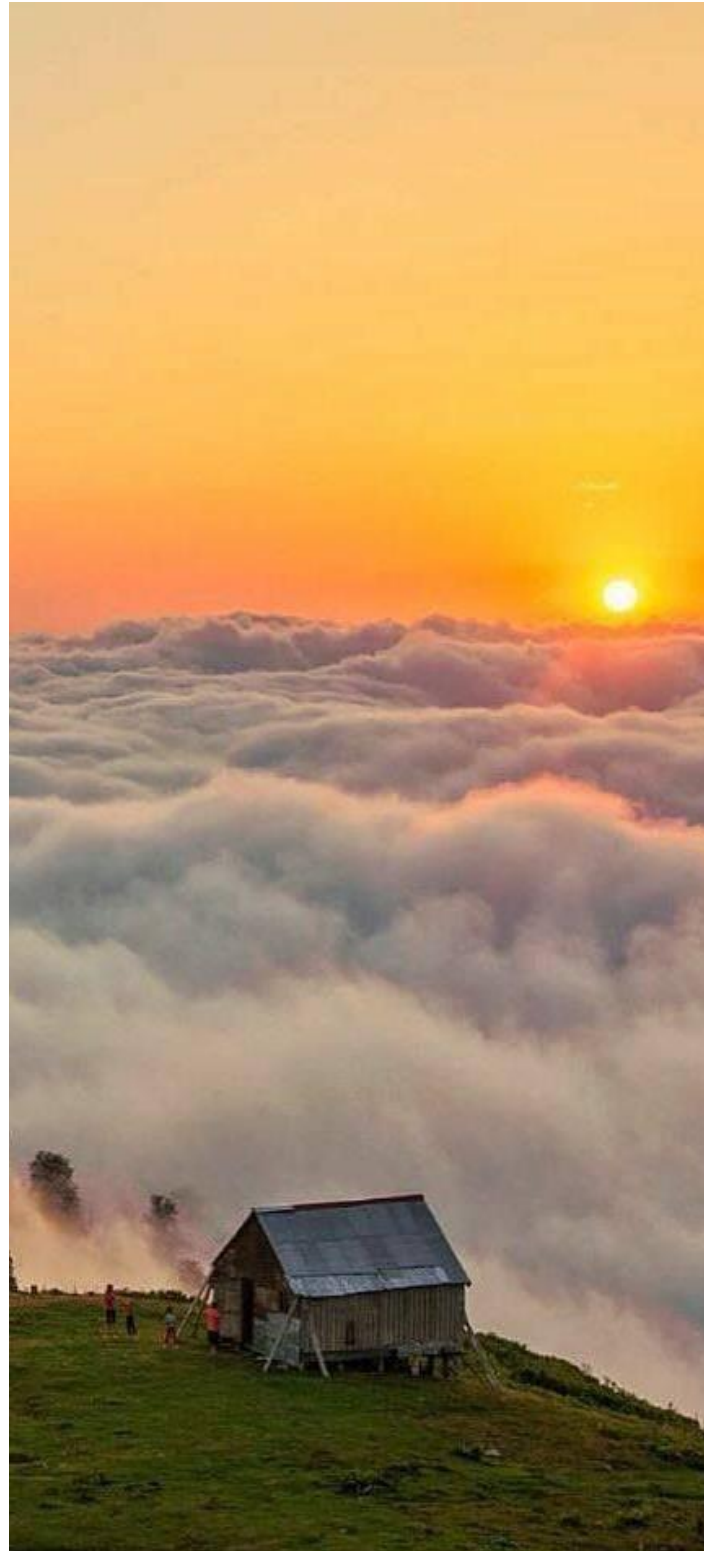




# Part 2

## Mountainous Adjara

The story of Adjara's mountain region is told in this part of the tour. Tourists will familiarize themselves with Adjarian nature, historical monuments, villager's day to day lives, traditions, local dishes and wine



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# Map of 1 day route – Batumi - Makhuntseti Waterfall and visiting facilities



The tour will consist of visiting all the natural/historical monuments, sightseeing, experiencing locals day to day lives and farming culture.

## Points of interest:

- "Adjarian Wine House" in Makhuntseti tribe,
- Tamari bridge
- Makhuntseti Waterfall

Route length: 52 km

720 meters from sea level

Optimal time for a visit: Spring, Summer and Autumn

## Means of transport:

Microbus from Batumi to Waterfall goes hourly

Address: Mayakovski str. №1

Ticket price: 3-4 Gel.

Taxi, Private tours, leased cars.

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## Ethnographic museum “Borjgalo” -

Situated over 3000 sq. meters, the museum houses Adjara's historical artifacts, small scale replications of farming equipment and living quarters, showcases of ancient Adjarian day to day living, agricultural traditions and various aspects of their lives.

Adr: M. Sharashidze 14

Tel: 599 27 34 70



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After exiting the city road follows along **Adjara ravine**, where small restaurants are situated, tourists can pick and choose a place to stop and dine in “**Adjara Wine House**”.

Here tourists can visit: vineyards, wine distillery, ancient wine cellars, wine storage, degustation hall, ethnographic artifacts and farming equipment.

They'll be familiarized with traditional winemaking techniques and will be taken to degustation the wine near the riverside where all the vineyards are. Adjara wine house represents the highest class of wine made in 2 distilleries; they have more than 28 different types of alcoholic drinks: White, red and pink wine, 6 types of Vodka, Cognac (classic and XO) and lost but not least aged sparkling wine.

Adr: Georgia, Khelvachauri, Village Adjaristskali  
Tel: (+995) 577-21-40-01  
Tel: (+995) 577-21-40-02  
Email: [info@awh.ge](mailto:info@awh.ge)



In about 14 km from the wine house tourists will come across Tamari bridge. There are a lot of people around the site because there are souvenir shops and good camping locations. There is parking space nearby.

### **Tamari Bridge**

Adjara houses many unique bridges which are dated as far back as the 6th century, one of the most famous one is Tamari Bridges (12th century), You can see these bridges in following villages: Ckhelmara, Makhunceti, Dandalo, Kintrishi ravine and etc.

After crossing the bridge, you will arrive at Makhuntseti Waterfall.





## Makhuntseti Waterfall

Makhuntseti Waterfall is one of the most popular waterfalls in Georgia. It is located in Adzharia, the municipality of Keda, in the village of Mahuntseti, at an altitude of 335 meters above sea level, on the right bank of the Adzharistskali river. A waterfall 50 meters high flows through a small tributary, which makes it a fairly adult whirlpool.

Here is a **cafe** where you can taste local trout, which is very tasty.



**After this -**

**Tourists can return to Batumi or:**

1. Hiking tour to Khikhani fortress with overnight stay in the village.
2. Motor tour to Goderdzi Pass. With further transfer to Akhaltsikhe.

## Map of 11-day route

The route is a good continuation of the Makhuntseti tour. It will appeal to those who love hiking. The tour is not easy, but it is definitely worth a visit. First tourists must get to village Khikhasdziri, here or in neighboring villages visitors can spend the night, camping is permitted as well.



## Khikhani Fortress

From the village to Khikhani mountain there's about 8 km, this stretch of the road can be covered by a high ground clearance vehicles (It can be leased in the village as well for 50-60 Gel), on the road there are a lot of good places to throw a picnic also there's a refreshing cold water spring, after that a long 1.5 Kilometer road starts which is very narrow and leads to the fortress.



### Khikhani Fortress

Fortress dates back to the 12-13 th century

Difficulty: Hard

Route type: hiking

Overall length of the tour: 2 km

Duration: - 4hr

2635 meters above sea level.

It's one of the most important fortresses in Adjara, built in a very strategically significant place, it was a safe haven for Georgian high-ranking officials during invasions and wars.

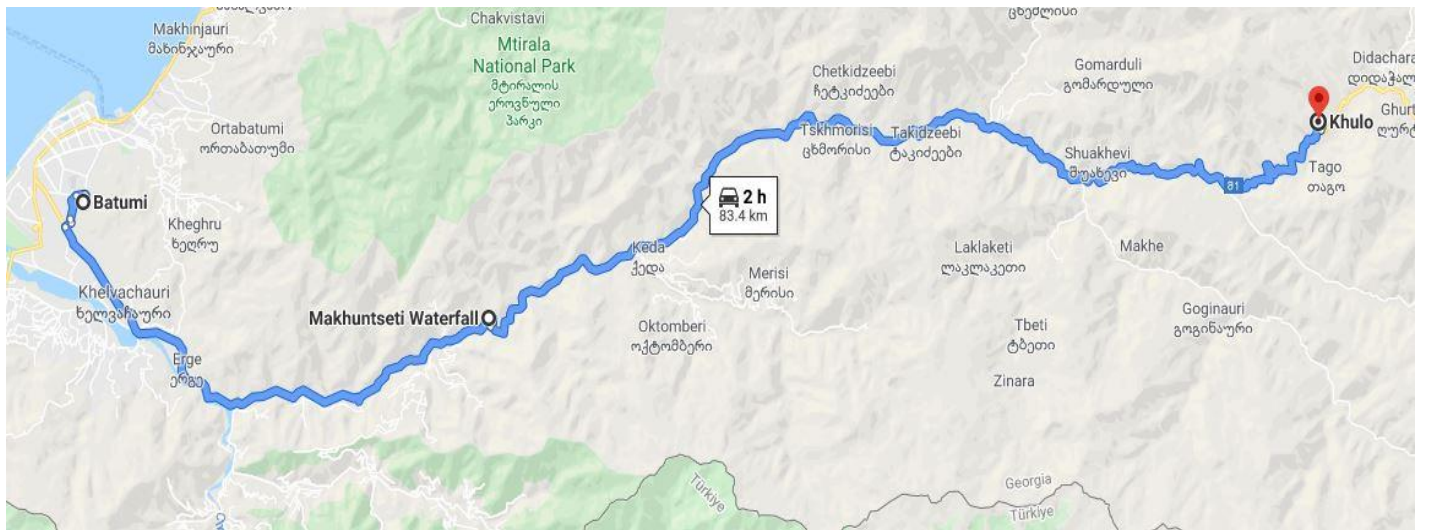
Optimal season for the visit: Spring, Summer and Autumn.

At this point tourists can go back to Batumi or continue to Goderdzi mountain pass,

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## To Goderdzi mountain pass



After reaching the summit magnificent view unfolds, villages, rivers and valleys are just the small number of things that bring people joy after visiting the summit. Tourists can stay over at local villages. Generally, it's interesting for tourists to get acquainted with day to day living of the locals.

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## III-day route - Tago - Skhalta hiking tour

**Difficulty:** easy

**Route type:** hiking

**Overall length of the tour:** 9 km

**Duration:** - 2hr 45m

**Max height from the sea level** 1125 meters.



Tago is a village in the municipality of Khulo. Located to the left of the Adjaristskali river, 1000 m above sea level, 7 km from Khulo. The village is connected with the village of Khulo by cable car. The Khulo - Tago cable car is the second longest and the highest in Europe. The length of the unsupported cableway is 1720, and the height is 280 meters. Public transport only has no tourist destination.





The route is active from late Spring to late Autumn, it is marked with signs all the way through for tourist convenience. From the center of the route a cable carts lead to the village Tago, this is the shortest way there, the village is accessible by a car as well.

The Tago-Skhalta route is completely marked with tourist signs.

Walking a few meters from the cable car, a tourist will get to the village of Tago.



Tago is a typical mountain village in Adjara, with traditional wooden houses, yards, fruit and corn storages, hay bales and farms. Family style hotels are situated in the village where tourists can taste local dishes and stay overnight.

After hiking for about 1.2 km from the village tourist will reach a plateau and there a magnificent panoramic view unfolds before the tourists, other villages can be seen from the path, hiking path mostly goes through woods and uninhabited places untouched by humans

## TYPES OF CLIENTS TARGETED



## TRAVELLER PROFILE

- Medium and high-income
- Considerable interest in social/ countryside and environmental issues
- Chill-Out and Recharge Retreaters
- The Typical Tourist



# MARKETING STRATEGY



## ONLINE

1. Promotion through social media (Facebook, Instagram, Twitter, Rambler)
2. Google ads
3. Tourist agency web pages

## OFFLINE

1. Promotion via billboards, leaflets
2. Tourist agencies communication materials