



Project funded by the
EUROPEAN UNION



www.greethis.net



Contextual research of the market potential of historical and cultural tourism in the Black Sea basin

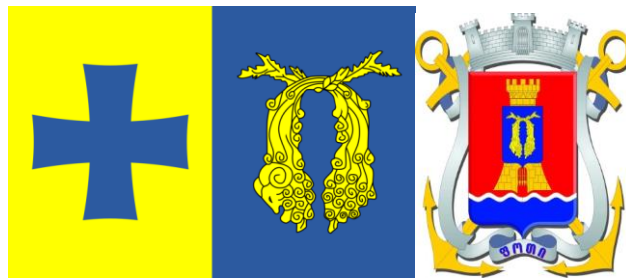


Georgia

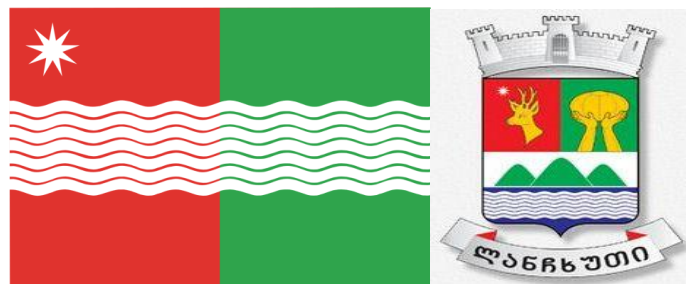
November 2020

The contextual research of the market potential of historical and cultural tourism in the Black Sea basin includes following particularly interesting municipalities - Batumi, Poti, Kobuleti, Lanchkhuti, of one of the most ancient countries of the Eastern Black Sea region - Georgia.

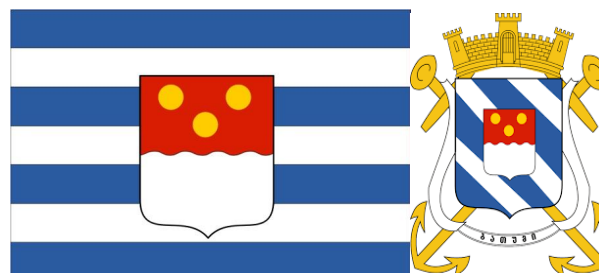
Flag and coat of arms of Poti Municipality



Flag and coat of arms of Lanchkhuti municipality



Flag and coat of arms of Batumi municipality



Flag and coat of arms of Kobuleti municipality





Project funded by the
EUROPEAN UNION



www.greethis.net



Contents

CHAPTER I	6
About the project	6
CHAPTER II	7
Green and Historical Tourism Trends in Georgia.....	7
Legislation, academic publications, articles.....	7
Statistical data	13
Resident Visitors	13
Non-resident visitors	15
CHAPTER III.....	19
Green and historical/cultural tourism infrastructure	19
POTI MUNICIPALITY	19
LANCHKHUTI MUNICIPALITY	37
BATUMI MUNICIPALITY.....	49
Sights of Batumi:	51
Batumi Archaeological Museum	52
Ethnographic museum „Borjghalo“	53
Khariton Akhvlediani Museum of Adjara	54
Nobel Brothers Technology Museum.....	55
Colonnades	57
Statue of Medea	58
Batumi Botanical Garden.....	59
Batumi Dolphinarium	60
KOBULETI MUNICIPALITY	66
CHAPTER IV	84
Contextual research of the market potential of tourism development	84
Survey	84
CHAPTER V	93
Cultural heritage in the eastern Black Sea coast	93
POTI, LANCHKHUTI, BATUMI, KOBULETI	93
CHAPTER VI	116
Viticulture and wine making culture in the eastern Black Sea coast	116
Samegrelo, Guria, Adjara.....	116



Project funded by the
EUROPEAN UNION



www.greethis.net



Endemic vine varieties.....	117
Samegrelo, Guria, Adjara.....	117
CONCLUSION	124
APPENDIXES	127
Appendix N1.....	127
Appendix N2.....	133
Appendix N3.....	135
Appendix N4.....	137

CHAPTER I

About the project

Contextual research of the market potential of historical and cultural tourism in the Black Sea Basin has been prepared at the request of the National Association of Local Authorities of Georgia (NALA) within the project "Green Tourism and Historical Heritage - Fundamentals of Black Sea Basin Development".

The presented research includes following municipalities of the Black Sea region of western Georgia: Poti, Batumi, Kobuleti and Lanchkhuti. The research takes into account green and historical/cultural tourism infrastructure in these municipalities according to each pilot site. Information on protected objects in the target municipalities was collected through communication and cooperation with local and central government organizations.

The research presents trends of tourism development in Georgia - statistical data by resident and non-resident visitors, which includes data from National Statistics Office of Georgia for 2015-2018 and three quarters of 2019. It also encompasses statistics of foreign citizens crossing the state border of Georgia according to the data of the Ministry of Internal Affairs of Georgia for 2015-2019.

The research team actively cooperated with relevant services of presented municipalities, which helped the team to retrieve and collect necessary documentary and photo materials.

CHAPTER II

Green and Historical Tourism Trends in Georgia

Legislation, academic publications, articles

Green and historical tourism in Georgia is distinguished by significant opportunities in the region (Transcaucasia) due to its historical past and rich natural-geographical location.

The development of tourism dates back to the dawn of the 19TH-XX centuries. Georgian scientists and researchers are involved in a campaign for protection and popularization of cultural heritage and natural monuments.

In 1925, a group of Georgian students led by Giorgi Nikoladze, the professor at Tbilisi State University, made the first historic ascent of the Mount Elbrus. This fact was preceded by intensive and multifaceted expeditions in the mountains of Georgia by the public interested in green and historical tourism.

The legislative history of regulation, protection and promotion of green and historical tourism in the context of independent Georgia dates back to April 9, 1991, when the Supreme Council of the Republic of Georgia adopted a resolution on the restoration of independence on the basis of the Independence Act of May 26, 1918. Accordingly, relevant laws and legislative acts of the Georgian SSR and the USSR were brought in line with the aspirations and goals of the new independent and free country.

Georgia became a full member of UNESCO on October 7, 1992. In the same year, National Commission for UNESCO and the Secretariat were established in the country, which operate on the basis of the Ministry of Foreign Affairs of Georgia. The Commission is responsible for coordinating cooperation between Georgia and UNESCO. The list of UNESCO World Heritage Sites currently includes 1073 monuments, including 3 cultural heritage sites of Georgia:

1. Historical monuments of Mtskheta were included in the UNESCO list in 1994 and it encompasses the Mtskheta Jvari, Svetitskhoveli and Samtavro. Due to the maintenance system and inconsistent construction, they were included in the list of endangered monuments at the 33rd session of the World Heritage Committee in 2009.

2. Gelati Monastery Complex was added to the UNESCO list in 1994. It is noteworthy that Bagrati Cathedral also received a nomination and was included in the

list. In 2010, Bagrati Temple and Gelati Monastery were included in the list of endangered World Heritage Sites at the 34th session of the UNESCO Committee. In 2017, the Gelati Monastery Complex was removed from this list, and by the decision of the same session the Bagrati Temple was also removed in 2017 and was no longer under protection of the UNESCO due to the implemented reconstruction.

3. Upper Svaneti was included in the UNESCO World Heritage List in 1996. It includes the historical settlement of Upper Svaneti, the village of Chazha in the Ushguli community.

In 2007, the Ministry of Culture, Monument Protection and Sports of Georgia submitted a pilot list of candidates for the cultural heritage list to UNESCO. So far, neither of the candidates have been prepared for the nomination. The list includes 15 historical and natural monuments:

1. Alaverdi; 2. Ananuri Fortress; 3. **Colchis Ecosystem**; 4. David-Gareji; 5. Dmanisi; 6. Gremi; 7. Kvetera; 8. Mta-Tusheti; 9. Nikortsminda; 10. Samtavisi; 11. Shatili; 12. Old Tbilisi; 13. Uplistsikhe; 14. Vani; 15. Vardzia-Khertvisi Fortress.

Within the framework of the Convention for the Safeguarding of the Intangible Cultural Heritage, a representative list of intangible cultural heritage has been established, which includes three Georgian nominations:

1. Georgian Polyphony - in 2001, Georgian polyphony was recognized by UNESCO as a Masterpiece of Oral and Intangible Cultural Heritage of Humanity, and in 2008, following Georgia's accession to the Convention for the Safeguarding of the Intangible Cultural Heritage, it was included in the representative list of the Intangible Cultural Heritage. It should be noted that Georgian polyphony was named among 19 unique masterpieces in the world not made by human hand.

2. The oldest traditional Georgian method of making Georgian wine was included in the UNESCO list in 2013.

3. Living Culture of the Three Types of the Georgian Alphabet - in 2016, three types of the Georgian alphabet Mrgvlovani, Nuskhuri and Mkhedruli were included in the UNESCO Intangible Cultural Heritage List.

4. In order to be included in the list of UNESCO Intangible Cultural Heritage, a nomination of "Georgian Wrestling" was presented for consideration to UNESCO. The decision regarding nomination was made at the end of 2018.

No specific law has been adopted in Georgia specifically for the development, protection and popularization of green and historical tourism, however, the presented direction covers and is regulated in some extent by the following laws of Georgia:

1. Law of Georgia on Protection of Cultural Heritage;
2. Law of Georgia on Culture;
3. Law of Georgia on Museums;
4. Law of Georgia on Tourism and Resorts;
5. Law of Georgia on Sports;
6. Law of Georgia on Sanitary Protection Zones of Resorts and Resort Areas;
7. Law of Georgia on Mtirala National Park;
8. Law of Georgia on the Establishment and Management of Colchis Protected Areas;
9. Law of Georgia on the Status of Protected Areas;
10. Law of Georgia on Environmental Protection;
11. Law of Georgia on Creation and Management of Natural Monuments;
12. Law of Georgia on Atmospheric Air Protection;
13. Law of Georgia on New Plant and Animal Species;
14. Law of Georgia on Pesticides and Agrochemicals;
15. Law of Georgia on Vine and Wine;
16. Law of Georgia on Subsoil;
17. Law of Georgia on Water;
18. Law of Georgia on Animal World;
19. Law of Georgia on Living Genetically Modified Organisms;
20. Law of Georgia on Forest Fund Management;
21. Law of Georgia on the Red List and the Red Book of Georgia;
22. Law of Georgia on Fees for the Use of Natural Resources;
23. Law of Georgia on Radioactive Waste

24. Law of Georgia on Civil Security;

Source: <https://matsne.gov.ge>

Numerous interesting academic publications dedicated to the development of green and historical tourism in Georgia have been published in different years and in various journals. The articles cover the concept of tourism development, criteria and trends. A few interesting academic publications are known on the development of green and historical tourism, including:

1. Green Tourism in Georgia - the publication discusses the concept and criteria of green tourism. It also describes the success story of twelve green tourism practitioners and the variety of offers. *Author: Georgian National Tourism Administration, German Society for International Cooperation (GIZ); Date of publication 2018; Topic: Tourism development; Publication type: Electronic books in English; Source: <https://gnta.ge/>*

2. Perspectives of Tourism Development in Georgia (2019) - The collection includes the best papers presented at the Tbilisi Conference "Perspectives of Tourism Development in Georgia" organized by the National Tourism Administration of Georgia in 2019. The aim of the conference was to present students' ideas and reasoned opinions on tourism policy directions and development perspectives in the country. *Topic: Tourism development; Publication type: Electronic books; Source: <https://gnta.ge/ge/publikation/conference2019/>*

3. Challenges of Georgian Tourism - Development Perspectives and Tourism Policy. This paper discusses the challenges of Georgian tourism. Its purpose is to exhibit how incorrect information is disseminated through the media and contradictory publications in the Internet and to provide relevant explanations for the users of Facebook and other social networks. *Author: Niko Kvaratskhelia; Date of publication: 2019; Topic: Tourism development; Publication type: Reports; Source: <https://gnta.ge/>*

4. International Recommendations for Tourism Statistics 2008. Practical guideline. Recommendations and tourism statistics - The publication is a complete methodological basis for the collection and processing of tourism statistics in all countries, regardless of the level of development of their statistical systems. Its main target segment is the staff of national statistical offices and national tourism administrations involved in the collection of tourism statistics. The publication also contains rich information that may be of interest to data users who want to better understand the essence of tourism

data. In addition, a general guideline to data sources and data collection methods is provided, which was added in 2010 as a guideline to data collection. The publication was translated at the request of the Georgian National Tourism Administration. *Author: Georgian National Tourism Administration World Tourism Organization. Date of publication: 2010; Topic: Statistics; Publication type: Electronic books ; Source: <https://gnta.ge/>*

5. Wine Road Guide (English). Cultural Heritage - Routes and Wine. The Wine Road Guide reviews the history of wine making in Georgia, wine vessels, supra and popular varieties of Georgian grapes. Here you will find a vintage dictionary and information about wine cellars. *Author: Georgian National Tourism Administration; Date of publication: 2019; Topic: Wine and food; Publication type: Guides and maps in English; Source: <https://gnta.ge/>*

6. Nature learning trails. Ecotourism - Routes and tourist map. Guide of nature trails in Georgian and English languages, created on the trails identified in the surroundings of Tbilisi. The publication fully contains the information needed for undertaking study-hiking trails (general characteristics, geology, geomorphological and geodynamic processes, climate and inland waters, soils, vegetation, on-site transport, route characteristics and relevant map). *Author: Georgian Ecotourism Association; Date of publication: 2013; Region: Tbilisi; Topic: Nature and Adventure; Publication type: Guides and maps; Source: <https://gnta.ge/>*

7. How to create an Ecotourism product. Protected Areas - Ecotourism and Practical Guideline. The guideline was prepared in cooperation with the Georgian Ecotourism Association in the framework of the project implemented by the Eco-Tourism Development Center - "Development of Sustainable Ecotourism Services in Senaki and Martvili Municipalities through Local Community Involvement and Non-Formal Dual Education". The publication discusses existing resources and potential for creating an ecotourism product in the region. Here you will find important information needed to create an ecotourism product. *Author: Georgian Ecotourism Association; Date of publication: 2016; Region: Samegrelo-Upper-Svaneti; Topic: Nature and Adventure, cultural heritage; Publication type: Electronic books ; Source: <https://gnta.ge/>*

8. Cultural tourism: Theory and practice. Development Perspectives and Cultural Heritage. Cultural tourism: Theory and Practice - is the first attempt to publish such a paper in Georgian language. It consists of eight chapters and discusses the following: cultural tourism market; cultural tourism trends and dynamics; attractions and sights as

objects of cultural tourism; the role of UNESCO in the development of cultural tourism; event management in cultural tourism; thematic trips in tourism and Georgian thematic tours "Georgia on the Silk Road" and "Example of Wine Tourism"; the importance of excursion services in cultural tourism. *Author: Niko Kvaratskhelia; Date of publication: 2009; Topic: Cultural Heritage; Publication type: Dissertation; Source: <https://gnta.ge/>*

9. Priorities for the formation of economic policy for tourism development. Tourism effects, tourism policy, tourism statistics. The paper discusses the priorities for the formation of economic policy for tourism in Georgia. As a result of comparing the compliance of Georgia's tourism statistics with international recommendations, analysis of economic contribution models spread around the world and political documents of international organizations, relevant scientific news are formulated in the paper. *Author: Giorgi Bregadze; Date of publication: 2018; Topic: Tourism development; Publication type: Dissertation; Source: <https://gnta.ge/>*

10. Ski Resort Development Plan (English). Extreme tourism, resorts, mountains of Georgia. The Ski Resorts Development Plan reviews the Mountain Resorts Development Company, its goals and vision, and general information about the mountains of Georgia. It includes general description of each resort, their development plans and information on visitor statistics. *Author: Mountain Resorts Development Company; Date of publication: 2017; Topic: Nature and Adventure, Tourism development; Publication type: English presentations; Source: <https://gnta.ge/>*

11. Tourism Statistics (2nd quarter of 2019). Visitor characteristics, top places, tourism statistics. The statistical presentation of the 2nd quarter of 2019 describes the current situation in the tourism sector. The publication statistically reviews the following issues: international visits, international and domestic visitor characteristics, economic indicators and accommodation market. *Author: Georgian National Tourism Administration; Date of publication: 2019; Topic: Statistics; Publication type: Presentations; Source: <https://gnta.ge/>*

12. Labor market needs' research in the tourism industry. Employment in tourism, service development, tourism statistics. The presentation of the results of the labor market needs' research in the tourism industry can be found at the link. *Author: Ministry of Economy and Sustainable Development of Georgia; Date of publication: 2018; Topic: Statistics; Publication type: Presentations. Source: <https://gnta.ge/>*

13. Georgia Tourism Strategy 2025. Development perspectives, tourism statistics, tourism promotion. Georgian Tourism Strategy 2025 is a guide that will contribute to the sustainable development of tourism, increase revenues and increase the importance of the sector. The document describes current situation, target indicators, eight strategic tasks and relevant activities. *Author: Georgian National Tourism Administration; Date of publication: 2015; Topic: Tourism development; Publication type: Strategic documents; Source: <https://gnta.ge/>*

STATISTICAL DATA

According to the data of the National Statistics Agency of Georgia for 2015-2018 and three quarters of 2019, the statistical distribution of average monthly number of resident visitors of Georgia aged 15 and older, and their visits to the territory of Georgia by visited regions (thousand) in Georgia, is presented by increasing indicators. This data does not allow observation by individual municipalities and we were limited to statistics by region. There is separate data for Adjara region and Samegrelo-Upper Svaneti, while Guria is united with less visited regions and data is presented in the form of other regions.

Resident Visitors

Source: National Statistics Office of Georgia

N	Regions - 2015	Number of visitors	%	Number of visits	%
1	Total in Georgia	840.3	100	1034.1	100
2	Adjara	93.4	11.1	111.7	10.8
3	Samegrelo-Upper Svaneti	69.7	8.3	84.0	8.1
4	Other regions	32.8	3.9	38.8	3.8

N	Regions - 2016	Number of visitors	%	Number of visits	%
1	Total in Georgia	877.0	100	1085.9	100
2	Adjara	100.5	11.5	117.5	10.8

3	Samegrelo-Upper Svaneti	69.2	7.9	81.5	7.5
4	Other regions	39.3	4.5	47.8	4.4

N	Regions - 2017	Number of visitors	%	Number of visits	%
1	Total in Georgia	867.5	100	1057.9	100
2	Adjara	111.0	12.8	136.1	12.9
3	Samegrelo-Upper Svaneti	66.7	7.7	77.4	7.3
4	Other regions	42.0	4.8	49.0	4.6

N	Regions - 2018	Number of visitors	%	Number of visits	%
1	Total in Georgia	919.2	100	1100.9	100
2	Adjara	122.6	13.3	147.9	13.4
3	Samegrelo-Upper Svaneti	66.9	7.3	76.5	6.9
4	Other regions	38.1	4.1	44.4	4.0

N	Regions - 2019 / Date from three quarters	Number of visitors	%	Number of visits	%
1	Total in Georgia	1001.7	100	1206.9	100
2	Adjara	141.4	14.1	171.0	14.2
3	Samegrelo-Upper Svaneti	76.9	7.7	90.6	7.5
4	Other regions	46.4	4.6	54.3	4.5

According to the data of the National Statistics Agency of Georgia for 2015-2019, the statistical distribution of average monthly number of non-resident visitors of Georgia aged 15 and older (thousand), and their visits to the territory of Georgia by visited regions in Georgia, is also presented by increasing indicators. This data does not allow observation by individual municipalities and we were limited to statistics by region. Separate data is presented only for Adjara region, as for other regions (Samegrelo and Guria) where our target municipalities are located (Poti, Lanchkhuti), these statistics are presented in the form of other regions.

Non-resident visitors

Source: National Statistics Office of Georgia

N	Regions - 2015	Number of visitors	%
1	Total in Georgia	541.9	100
2	Adjara	131.0	24.2
3	Other regions	23.7	4.4

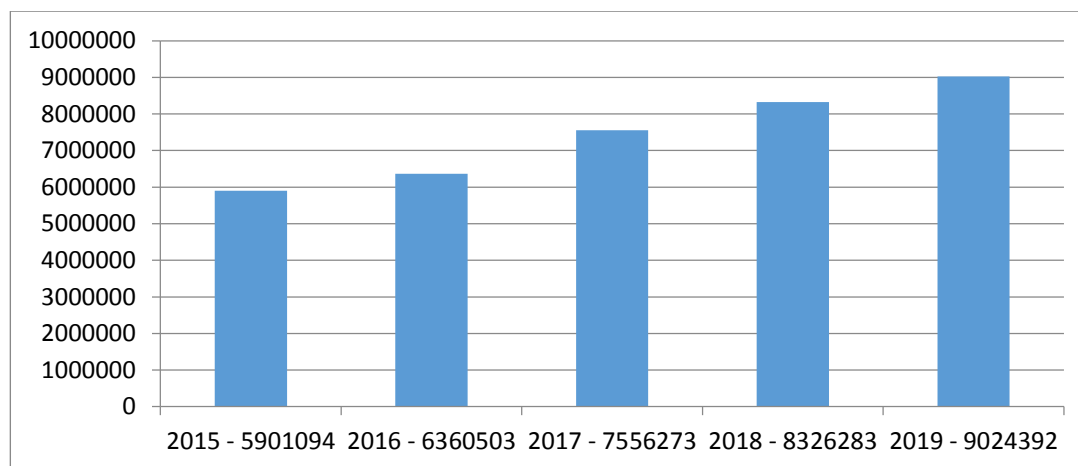
N	Regions - 2016	Number of visitors	%
1	Total in Georgia	619.7	100
2	Adjara	139.3	22.5
3	Other regions	28.0	4.5

N	Regions - 2017	Number of visitors	%
1	Total in Georgia	779.3	100
2	Adjara	159.9	20.5
3	Other regions	38.8	5.0

N	Regions - 2018	Number of visitors	%
1	Total in Georgia	851.0	100
2	Adjara	175.4	20.6
3	Other regions	40.1	4.7

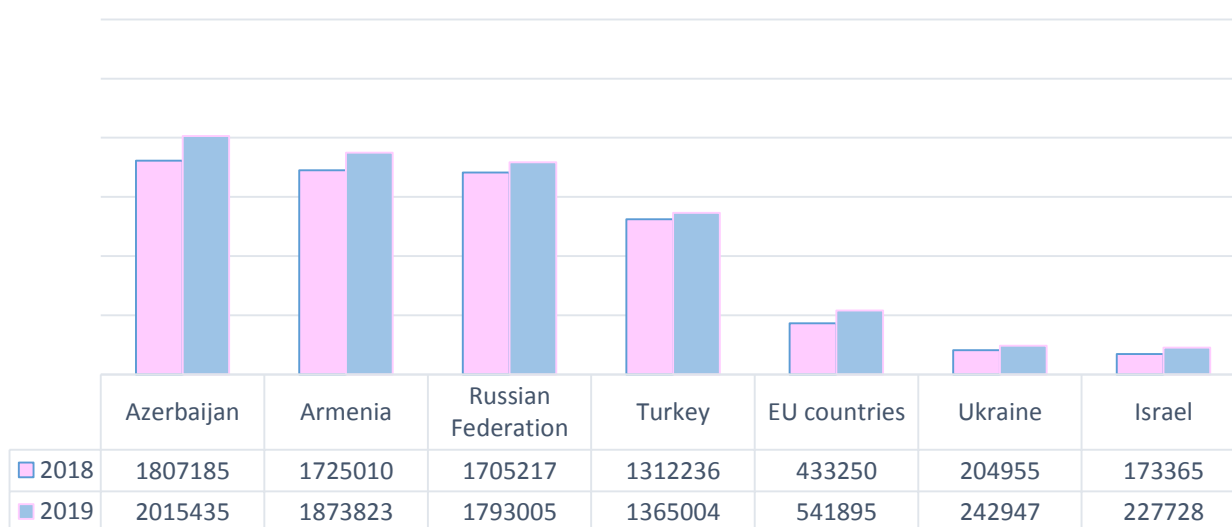
N	Regions - 2019	Number of visitors	%
1	Total in Georgia	902.3	100
2	Adjara	189.1	21.0
3	Other regions	46.5	5.2

Statistics of foreign citizens crossing the state border of Georgia according to the data of the Ministry of Internal Affairs of Georgia for 2015-2019, confirms that the number of foreign citizens entering Georgia in 2019 compared to 2015 has increased by 3,123,298.



Source: Ministry of Internal Affairs of Georgia

According to the data of the Ministry of Internal Affairs of Georgia, the following countries are represented by an increasing rate by border crossing. According to the data of 2018-2019, the border of Georgia was most often crossed by the citizens of Azerbaijan. They are followed by the citizens of Armenia, the Russian Federation, Turkey, EU countries, Ukraine and Israel.

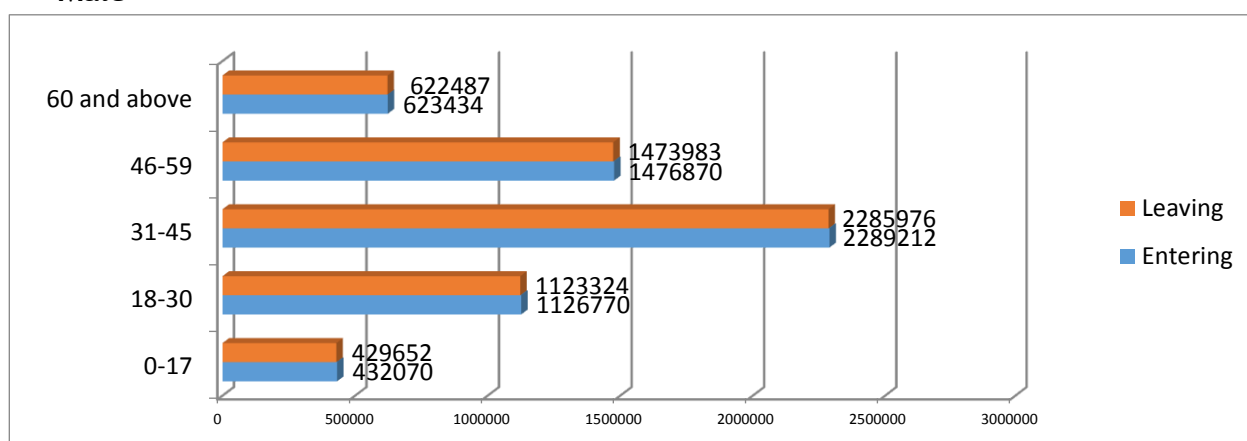


Source: Ministry of Internal Affairs of Georgia

Statistics of border crossings of foreign citizens moving at the state border of Georgia by sex and age (2019)

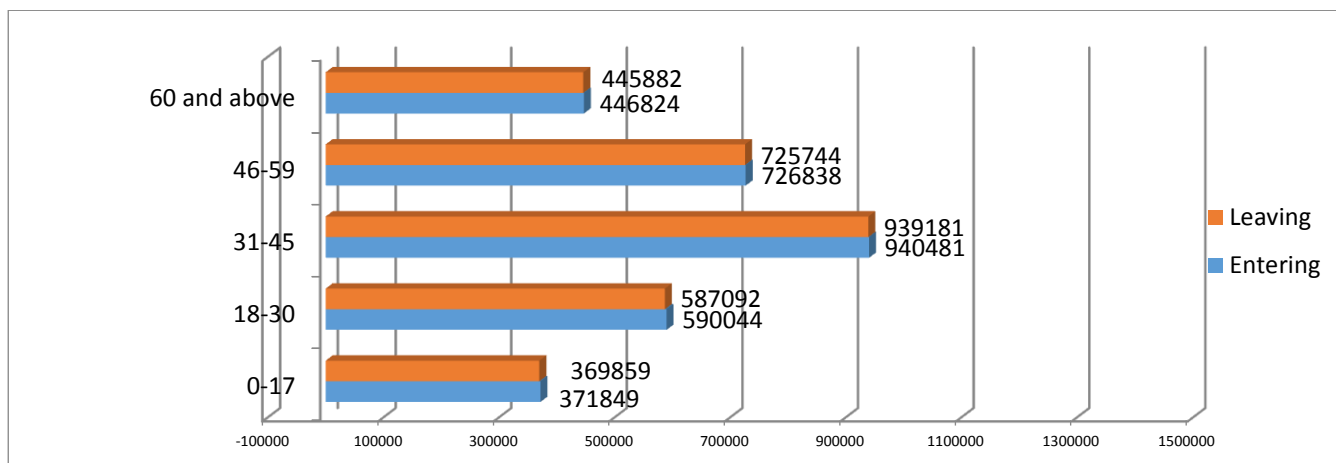
According to the data of the Ministry of Internal Affairs of Georgia, it is possible to separately present not only the number of women and men, but also the age limit according to the number of foreign citizens entering, as well as leaving the country.

Male



Source: Ministry of Internal Affairs of Georgia

Female



Source: Ministry of Internal Affairs of Georgia

A look at the statistics of 2015-2019 shows that the number of people interested in green and cultural tourism in Georgia is relatively growing. The increase includes both resident and non-resident visitors. It should be noted that as a result of purposeful and well-

conducted marketing policies of state and private institutions over the past five years, Georgia has become one of the most attractive and frequently visited tourism countries.

N		Azerbaijan	Turkey	Russia	Armenia	Central And Eastern Europe	Other Europe	Other countries
1	My first visit	4,4 %	28,6 %	34,0 %	0,9 %	58,7 %	60,6 %	71,4 %
2	Repeated visit	95,6 %	71,4 %	66,0 %	99,1 %	41,3 %	39,4 %	28,6 %
3	Total	Total	100%	100%	100%	100%	100%	100%

N		Azerbaijan	Turkey	Russia	Armenia	Central And Eastern Europe	Other Europe	Other countries	Total
1	My first visit	3,8 %	17,3 %	25,9 %	0,5 %	15 %	17,6 %	19,8 %	100 %
2	Repeated visit	31,1 %	16 %	18,7 %	23,2 %	3,9 %	4,2 %	2,9 %	100 %

Source: National Statistics Office of Georgia

Survey of international visitors was conducted by the National Tourism Administration of Georgia based on the data of the National Statistics Office of Georgia. The findings of visited regions by visitors entering Georgia provide the following data: Adjara - 30.4%, Samegrelo-Upper Svaneti - 2.2%, Guria - 1.3%. When asked which places they visited during their visit to Georgia, the following data is recorded in relation to our target cities: Batumi - 29.0%, Kobuleti - 3.2%, others - 8.9%. Unfortunately, Poti and Lanchkhuti municipalities are not in the list of cities.

This statistical data gives somewhat accurate picture of the number of both resident and non-resident visitors based on the data of the National Statistics Agency of Georgia for 2015-2018 and three quarters of 2019. This data is based on the statistics of foreign citizens moving through the state border of Georgia according to the data of the Ministry of Internal Affairs of Georgia for 2015-2019.

CHAPTER III

Green and historical/cultural tourism infrastructure

POTI MUNICIPALITY

Flag and coat of arms of Poti Municipality



N	Poti Municipality		
1	Population	41,465	
2	Area	69 sq.km.	
3	Bus terminal	Rekvava St. 9	
4	Railway station	Poti Rekvava St 1	
5	Airport	Closest Kutaisi International Airport	Closest Batumi International Airport
6	Sea port	Aghmashenebeli St. 38	
7	Architectural monuments	10	
8	Natural monument	1 1	
9	Address of the administrative body	Poti, Aghmashenebeli 12	
10	Information Center	Rustaveli str. 4	
11	Zip code	4400	

History: The city of Poti is the successor of ancient Phasis, which was founded in the VII century BC and was an important port city.

The city of Phasis is officially mentioned as Poti for the first time in historical literature by the VIII century Armenian historian Ghevondi, while among Georgian sources, Poti is first mentioned in the XI century monument "Life of Giorgi Mtatsmindeli".

The city of Poti grew in the 50s-60s of the 20th century and completely changed its appearance. New residential massifs, medical and cultural-educational institutions, sports-tourist bases were built. Poti became the scientific and development center of drying of Colchis swamps. There are 20 secondary and special schools, libraries, higher education institutions, folklore center, choreography studio, G. Chitaia Museum of Colchis Culture and History of Poti and many other institutions located on the territory of Poti.

Today Poti is considered to be one of the fundamental regions of the Georgian economy. Poti Seaport is one of the largest ports in the Black Sea basin. It is located on the TRACECA corridor and is the largest segment of the Caucasus transport network. Poti was assigned an important function within the Europe-Asia corridor. On April 15, 2008, the presentation of the free industrial zone was held in Poti.

Sights of Poti Municipality:

Poti lighthouse

Name of the object: Poti lighthouse;

Owner: State Hydrographic Service of Georgia;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: The lighthouse is located near the seaside square;

Accessibility for people with disabilities: They have the opportunity to see only the expositions located on the first floor of the lighthouse;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; faulty urban infrastructure makes it difficult for wheelchair users to move around independently;

Conservation and protection issues: Conservation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the State Hydrographic Service of Georgia;

Monument address: Poti, Dimitri Tavadzebuli Str. N83;



Project funded by the
EUROPEAN UNION



www.greethis.net



Poti lighthouse is a cylindrical metal tower with red and white horizontal stripes. It has dual purpose in navigation. It is a central illuminated navigation sign, which is used as a landmark both during the day and night for the ships entering and leaving the ports of Poti, Kulevi and Supsa terminals. Poti lighthouse is also the backside linear mark of the second bend of entrance channel of the Poti port. It has alternating white and red lights and the viewing distances are 17 and 16 nautical miles, respectively. Poti lighthouse is the highest on the Georgian coast.

In 1858, Poti was declared as a port city and in order to regulate and ensure safety of navigation, the need to build a lighthouse arose. Back in the day, the city's management sent an order to the British engineering company Easton Amos & Sons Engineers in London. In 1862, a structure made of cast iron tiles was completed and first shipped from Britain to Odessa, then from Odessa to Batumi via military transport ship "Bombora" and from Batumi to Poti via private motor ship.

Within a month, it became possible to screw the iron poles into the lighthouse foundation and prepare the foundation. It took six months to assemble the entire construction of the lighthouse. Cast iron tiles were numbered according to tiers and these numbers can still be read on the walls today. The building was assembled without any welding involved using just screws and bolts.

The first lamp was made in France: Fresnel lens specially designed for lighthouses by the French physicist Augustin-Jean Fresnel. The optical apparatus originally consisted of a rotating mechanism and a shaft, while the clock that regulated the periodicity of the beacon lights, came in motion by the means of a 250-kilogram weight. The light source of the optical device was supplied by a kerosene device with a six-liter metal tank made by

a Swedish company, from which fuel was supplied to a kerosene stove mounted in the center of a light-reflecting lens at 2-3 kg atmospheric pressure. The flame coming out of the kerosene stove heated the metal net to incandesce, meanwhile the net emitted the light that concentrated in the focus of the optical apparatus, which created a directional beam and represented a landmark for floating means. Following means were also used as a fuel: pork fat, gas and olive oil, which were delivered to the lighting device by the lighthouse keepers-caregivers using the rope. Poti lighthouse is a cylindrical metal tower with red and white horizontal stripes. It has dual purpose in navigation. It is a central illuminated navigation sign, which is used as a landmark both during the day and night for the ships entering and leaving the ports of Poti, Kulevi and Supsa terminals. Poti lighthouse is also the backside linear mark of the second bend of entrance channel of the Poti port. It has alternating white and red lights and the viewing distances are 17 and 16 nautical miles, respectively. Poti lighthouse is the highest on the Georgian coast. In 1858, Poti was declared as a port city and in order to regulate and ensure safety of navigation, the need to build a lighthouse arose. Back in the day, the city's management sent an order to the British engineering company Easton Amos & Sons Engineers in London. In 1862, a structure made of cast iron tiles was completed and first shipped from Britain to Odessa, then from Odessa to Batumi via military transport ship "Bombora" and from Batumi to Poti via private motor ship. Within a month, it became possible to screw the iron poles into the lighthouse foundation and prepare the foundation. It took six months to assemble the entire construction of the lighthouse. Cast iron tiles were numbered according to tiers and these numbers can still be read on the walls today. The building was assembled without any welding involved using just screws and bolts. The first lamp was made in France: Fresnel lens specially designed for lighthouses by the French physicist Augustin-Jean Fresnel. The optical apparatus originally consisted of a rotating mechanism and a shaft, while the clock that regulated the periodicity of the beacon lights, came in motion by the means of a 250-kilogram weight. The light source of the optical device was supplied by a kerosene device with a six-liter metal tank made by a Swedish company, from which fuel was supplied to a kerosene stove mounted in the center of a light-reflecting lens at 2-3 kg atmospheric pressure. The flame coming out of the kerosene stove heated the metal net to incandesce, meanwhile the net emitted the

light that concentrated in the focus of the optical apparatus, which created a directional beam and represented a landmark for floating means. Following means were also used as a fuel: pork fat, gas and olive oil, which were delivered to the lighting device by the lighthouse keepers-caregivers using the rope.

Source: State Hydrographic Service of Georgia.

Poti cathedral

Name of the object: Poti cathedral;

Owner: Patriarchate of Georgia;

Defining characteristics: Spiritual value, a cultural heritage site;

Entertainment and leisure places: The cathedral is located near central park; Children's Library and Poti State Theatre are located nearby;

Accessibility for people with disabilities: Accessibility is arranged using ramps to visit both the cathedral, as well as the souvenir shop in the church yard;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Patriarchate of Georgia;

Monument address: Shota Rustaveli Arc N3.

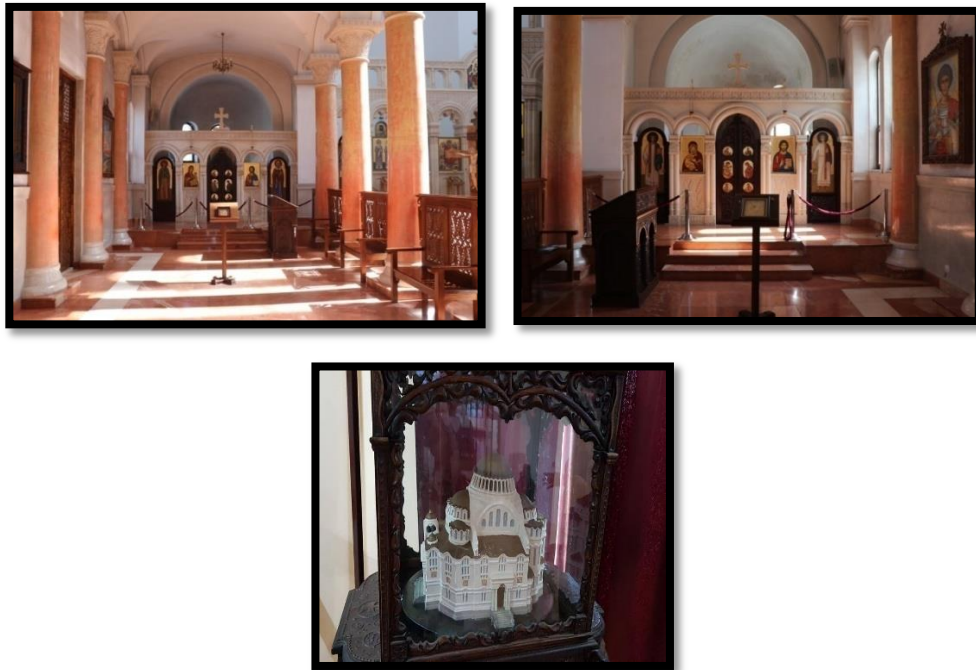




Project funded by the
EUROPEAN UNION



www.greethis.net



Poti Cathedral of Savior Resurrection. It also includes the Nativity of the Virgin and St. George chapels.

The cathedral is located in the historic part of the city, namely in the former Old Garden, nowadays known as Central Culture and Recreation Park. The location of the building is chosen in a way so that it can be seen from all central beam streets coming out of the city center. Poti is a city that was built according to the pre-planning. Twelve streets (symbol of the twelve apostles) joined the central square and it had a "radiant" look. The most important event in the history of Poti was the construction of a new grand cathedral of the Guria-Samegrelo Diocese in 1906-1907. Niko Nikoladze made a great contribution in the construction of this cathedral.

The project was designed by the architect A. Zelenko, later approved by the academician R. Marfeld after a small amendment. The temple was intended for 2000 worshippers. The construction of the cathedral was carried out by the "Black Sea Construction Society" of Odessa in accordance with the Gennevik system and instructions. Construction of the cathedral began on July 6, 1906 and was completed in September 1907. The entire construction process lasted for a year and three months.

During the Soviet period, the church housed the Poti Theatre. In 2005, the building was transferred to the Patriarchate of Georgia. The building was restored and consecrated as the Church of the Resurrection of the Savior.

The cathedral is adapted and has a central heating system.

Source: <http://samegrelo.borbonchia.ge/girsshesa/75-sadasda.html>

Culture Office of Poti City Hall Municipality

Niko Nikoladze Tower

Name of the object: Niko Nikoladze Tower;

Owner: Georgian National Museum;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: The tower is located near central park; Children's Library and Poti State Theatre are located nearby;

Accessibility for people with disabilities: They have the opportunity to see only the expositions located on the first floor of the tower;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Georgian National Museum;

Monument address: Poti, Shota Rustaveli Arc N5.



It is the oldest and most important monument for the city of Poti due to its historical, as well as architectural values. To the west of the city's central park, near the main entrance of the Church of the Virgin, stands a five-storey tower known as "Niko Nikoladze



Project funded by the
EUROPEAN UNION



www.greethis.net



Tower" because its reconstruction is associated with Nikoladze. During the years of his activity, the head of the city of Poti lived in the mentioned tower. In 1578, Poti was taken over by the Turks and they built a fortress on the left bank of the Rioni River. After liberation from Turkey in 1870, this region was visited by the Russian Emperor Alexander II. To meet the emperor, the appearance of Poti Fortress was changed to withdraw the symbol of Turkish domination. They changed the exterior of the castle, demolished the mosque inside the castle, and built a 2-storey tower at the main entrance, which ended with a conical wooden spire. In 1896, Niko Nikoladze added 2 more floors to the castle-tower. On the 5th floor there is a mechanical watch made in 1870 and brought by Niko Nikoladze from Paris.

<http://samegrelo.borbonchia.ge/istordzeg/65-.html>

Kolkheti Culture Museum

Name of the object: Kolkheti Culture Museum;

Owner: Georgian National Museum;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: The tower is located near Central Park; Children's Library and Poti State Theatre are located nearby;

Accessibility for people with disabilities: They have the opportunity to see only the expositions located on the first floor of the tower;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Georgian National Museum and the administration of the Kolkheti Culture Museum;

Monument address: Poti, 26 May Street N9.

The museum building was built in 1907 by the architect Edmund Frick during the period of Niko Nikoladze. According to the legend, the building belonged to a Greek merchant Omer Avgenino, who fell in love with a Colchian girl living nearby and decided to build a house near her.

<http://samegrelo.borbonchia.ge/istordzeg/373-.html>



Project funded by the
EUROPEAN UNION



www.greethis.net



Kolkheti National Park

Name of the object: Kolkheti National Park;

Owner: National Agency of Protected Areas of Georgia;

Defining characteristics: Natural monument;

Entertainment and leisure places: The park is located away from the city of Poti; there are public catering and leisure facilities within 1 km;

Accessibility for people with disabilities: Have the opportunity to visit the park administration building, expositions, enjoy the park hotel, dining room and picnic areas; with the help of park workers it is possible to access the boats;

Transport and access via communication facilities for people with disabilities: It can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move around the park administration area independently;

Conservation and protection issues: The protection of the natural monument is provided by the National Agency of Protected Areas of Georgia;

Monument address: City of Poti, Maltakvi district, Guria str. #222.

Kolkheti National Park is located in western Georgia. It encompasses the narrow eastern shore of the Black Sea in the Colchis Plain and the Lake Paliastomi basin. The national park is designed to protect and preserve the wetland ecosystems of Kolkheti which has international importance. The area of the National Park, along with the adjacent sea area, is the most important region on the migration route of wading birds and Eurasian-African water. It has been a member of the Ramsar Convention (International Convention on Wetlands of International Importance especially as Waterfowl Habitat) since 1996. The Colchis Plain is a remnant of the tropical and subtropical landscape that continuously

stretched across the Eurasian continent about 10 million years ago, until the Ice Age. While huge glaciers covered the whole northern Europe and their invasion towards south was halted only by the Caucasus ridge, Colchis retained such plants, which nowadays are characteristic only for the ecosystems of distant tundra and taiga swamps. There are live percolating sphagnum peat lands, relict forests with peat layer, natural freshwater ponds, coastal dunes, lakes, wetland meadows.



The flora of Kolkheti National Park is represented by 324 species. Out of this number, 24 species are protected by the Global Red List. Live percolating sphagnum peat lands are particularly interesting, which bear some resemblance in structure and flora composition to tundra and taiga vegetation, and are unusual occurrence for subtropical latitudes. Here are specific vegetation characteristics of northern latitudes: blunt-leaved bog moss (*Sphagnum palustre*), round-leaved sundew (*Drosera rotundifolia*), woollyfruit sedge (*Carex lasiocarpa*), white beak-sedge (*Rhynhospora alba*), round-leaved sundew (*Drosera rotundifolia*), woollyfruit sedge, (*Carex lasiocarpa*). These types of peat lands have no contact with groundwater and feed only on rainwater.

Sphagnum mosses have a high water absorption capacity. They are relicts of the Tertiary period characterized by high growth rates in warm and humid climates. At the same time, they are the most responsive to climate pollution and can be considered as an indicator of ecological status. They are called "Kidneys of Landscape".



Vegetation typical for subtropical latitudes thrives on the "cushions" created by the sphagnum in the swamps of Kolkheti, along with the moss species characteristic to the northern latitudes: common rhododendron (*Rhododendron pontikum*), pontic rhododendron (*Rod. Luteum*).



Percolating peat lands of Imnati with an area of 3.5 ha are of particular importance, which represent 11% of the peat lands of Georgia. Here the peat layers are deeper than 12 m.

Based on hydrogenetics, the world's largest and oldest dome-shaped Imnati peat lands, is one of only two percolation-type peat lands in the world, which feed only on atmospheric precipitation (the first, Ispani II peat lands are in Kobuleti Protected Areas) and where the peat accumulation process is still ongoing.



Dominant species are swamp sawgrass (*Cladium mariscus*) and Northern sedge (*Molina littoralis*). Global protection status is granted to Austin's Bog-moss (*Sphagnum austini*) and blunt-leaved bog moss (*Sphagnum palustre*).

Such swampy Colchian relict forests that exist on the banks of the river Pichori, river Churia and the peat land are found nowhere else in Georgia but in the Colchis plain. The local plants are accustomed to excess moisture, warm climate, high relative humidity, frequent flooding. Alder (*Alnus Barbata*) is dominant in these forests. The Colchian relict forests surround sphagnum peatland like a lace. Woodland species included in the Global Red List grow in forests: Caucasian wingnut (*Pterocarya fraxinifolia*), Kolchis box tree (*Buxus colchica*), pomegranate (*Punica granatum*), fig (*Ficus carica*).

The variety of Caucasus Red List and Georgian Red List: Strandzha oak (*Quercus hartwissiana*), maple (*Acer orthocampestre*), ash-tree (*Fraxinus excelsior*), common hornbeam (*Carpinus betulus*).



The undergrowth is represented by the following species: Colchic holly (*Ilex colchica*), butcher's-broom (*Ruscus ponticus*).

From the lianas we can find: smilax (*Smilax excelsa*), colchis ivy (*Hedera colchica*), silkvine (*Periploca graeca*), honeysuckle (*Lonicera caprifolia*), common hop (*Humulus lupulus*).

Colchis forests and wetland ecosystems are listed at IUNESCO as a World Natural Heritage Site.

The real beauty of Kolkheti National Park is Lake Paliastomi, which was once a Black Sea bay (in Latin "paleo" means ancient and "stoma" mouth). The lake area is 18 sq. km. The maximum depth is 2.6 m. Currently, up to 15 species of fish live there, including the largest number of mullets and crucian carps. Unfortunately, the level of the lake is decreasing and at the same time it is strongly eutrophied.

Up to 200 species of birds, including many red book species over-winter, rest, and migrate to and around the peat bogs in and around Lake Paliastomi (pink-backed and Dalmatian pelican, Whooper swan, stork, large bittern, ruddy shelduck, glossy ibis, etc.). Among wintering birds, there is a special abundance of wild ducks, crows, bald eagles, cormorants. Among the birds of prey, there are four species of falcons, up to five species of eagles, buzzards, hawks, Levant sparrowhawks, European honey buzzard and others. There are 3 species of dolphins in the sea area: common bottlenose dolphin, harbor porpoise and white-sided dolphin, which are included in the Red Book.



Among the large mammals, we can mainly find jackal, wolf, deer, small number of badgers, and from the red book species - otters.

From the reptiles, there are water snakes, marsh turtles, sand lizards, Caspian green lizards, slow-worms. While from amphibians: Marsh frog, European green toad, common Hylidae, northern banded newt (Red List Species).

There are 7 species of cartilaginous fish and 81 species of bony fish in the park. Out of these, 44 species are endemic to the Black Sea, 21 are populated in the freshwater, and 23 species are migrating fish. The most notable cartilaginous fish is the Atlantic sturgeon, which belongs to a critically endangered category.

As for the insects, 26 species of dragonflies, 12 species of ants, 62 species of butterflies, 28 species of spiders, including endemic Mingrelian Scorpion (*Euscarpius Mingrelicus*), 42 species of crustaceans are identified here, of which the broad-fingered crayfish (*Astacus*) is noteworthy. Among the invasive species, we should mention the coypu introduced in Colchis in 1932, as well as the mosquito fish, which was introduced as part of the malaria control program.

Eco-tourist routes: Kolkhetti National Park is located in western Georgia and includes Samegrelo-Upper Svaneti and Guria regions. Lake Paliastomi, the Black Sea water area, unique swamps and the Colchian forest are particularly fascinating in the park.

There are 3 main tourist routes in Kolkhetti National Park: Paliastomi Lake, Paliastomi-Pichori and the river Churia sailing routes. It is possible to stroll over the golden lake. Overnight stay is possible in the hotel rooms of the Visitor Center and the tourist shelter located on the beautiful shore of the river Churia, as well as through renting tents and tent places in the yards of the Visitor Center and the tourist shelter. Amateur fishing is allowed.

Route description:

Paliastomi Lake / 1 hour, departure by pontoon type boat / - The route starts from the entrance of Paliastomi Lake. The visitors will see beautiful landscapes of the shores of Paliastomi Lake, high impassable birches of Lelkash, secondary wet meadows, the dense cover of royal ferns. From the watchtower, it is possible to observe migrating birds sheltered in birches, some of which are rare species included in the Red Book.



Paliastomi Lake - Pichori / 3 hour, departure by pontoon type boat / - The route starts from the entrance of Paliastomi Lake. The visitors will see beautiful shores of Lake Paliastomi, a spectacular view of the river Pichori mouth. It is possible to overlook the wetland Colchis relict forest, water and swamp birds, sluggish water Nymphaea (so called “sheets”) from the resting place arranged on the river bank. Sport fishing on the Pichori river is allowed for visitors.

Paliastomi - Pichori / 2 hours, departure by motorboat / - During the route, visitors will see a spectacular view of the Pichori river mouth. The wetland Colchis relict forest, water and swamp birds spread on the banks can be easily seen from the resting place

arranged on the river bank. The forest mass of impassable lianas creates an association of miniature jungles to the visitor while boating. Sport fishing is allowed by the park administration.



Source: WWW.NATIONALPARKS.GE

River Churia / 18 km - 1-2 hours / - Tourist route "River Churia" starts from the visitor center of Churia district of Kolkheti National Park.

During the tour, visitors have the opportunity to see the breathtaking views, reedbed-reedmace and water-lily ecosystems, and fragments of the relict Colchian forest of the Churia Valley - Strandzha oak, Caucasian wingnut, ash-tree, Colchian lianas.

At any time of the year it is possible to see waterfowl and some predators in Churia gorge (white-tailed eagle, woodpecker, hawk, mink) from the observation towers on the trail. Tours on the river are carried out by rowing and motor boats, and kayaks.



The best time to observe the birds is early spring and autumn.

Note: *Due to the safety norms for visitors, the tours are not carried out in bad weather.*

Visitor center: City of Poti, Maltakvi district, Guria str. #222

Visitor statistics 2018/19/20.

	Georgian	Foreign	Total
2017	26655	2868	29523
2018	30222	3778	34000
2019	22744	4556	27300
2020	201	56	257

Note: This statistical data covers 2 months of 2020 - January and February.

SWOT Analysis

Strengths:

- Poti Municipality in Samegrelo-Upper Svaneti region is distinguished by its natural location and conditions necessary for the development of economic opportunities;
- In general, Samegrelo-Upper Svaneti region is rich with unique monuments of nature and material culture, which unequivocally increases Poti's tourism opportunities;
- Additionally, Poti municipality is distinguished by the abundance of hundreds of intangible cultural heritage monuments characteristic to two regions, Samegrelo-Upper Svaneti and Guria region;
- The city of Poti has historically established naval-port functions;
- The city has growing resources in two directions. It has all necessary preconditions for the development of nautical and rural tourism infrastructure (Kolkheti National Park);
- In general, the city of Poti is associated with the culture of fishing and its industrial processing, which doubles the possibility of developing new tourist infrastructure and points;
- The rich natural resources and recreational potential of Kolkheti National Park directly contributes to the development of ecologically clean environment for high-class recreational tourism;

- The historical planning of the city of Poti supports the development of innovative infrastructure projects through harmonious combination of old and new educational and entertainment centers;
- The city is fully covered by mobile telephone network and postal service;
- The following sights help in raising resort-cognitive awareness of Poti: Poti Lighthouse, Poti Cathedral, Niko Nikoladze Tower, Kolkheti Culture Museum, Kolkheti National Reserve - Paliastomi Lake, Paliastomi-Pichori, Churia River, Maltakva District, Anaklia;
- The proximity of the municipality to Batumi and Kutaisi airports;
- Supply of the city with ecologically clean agricultural products typical for Samegrelo-Upper Svaneti and Guria regions;
- Medical facilities and pharmacy chains are developed in the region;
- The existence of fire-rescue teams in the region provides opportunities for safe rest and entertainment.

Weaknesses:

- Demographic and social situation of the city - negative dynamics of population migration;
- Lack of adapted tourism infrastructure for people with disabilities and disregard of construction standards;
- The need for rehabilitation of medical institutions;
- Scarcity of domestic transport services;
- Mismanagement and unsatisfactory condition of urban road infrastructure;
- Common unsatisfactory situation in the development of service sector (hotels, lack of food facilities);
- Unsatisfactory condition of the infrastructural appearance of the settlements;
- Unsatisfactory condition of public transport infrastructure;
- Malfunction and unsatisfactory condition of the sewerage systems of municipality (in some cases, the existence of runoff water systems);
- Lack of modern agricultural and entrepreneurial skills among population;
- Weak advertising support and marketing of tourism services (products);
- A small number of large business entities currently operating in the city.

Opportunities:

- Increased interest of investors toward the city of Poti from industrial-economic standpoint and interest in the construction of hotel and cognitive-leisure infrastructure;
- Increase in tourist flows (both resident and non-resident visitors);
- Increased demand for ecologically clean products in international, regional and local markets (fishing and processing);
- Increased volume of aid received from international donor organizations;
- Targeted and successful use of funding for projects important for the municipality;
- Special state programs aimed at reducing the cost of small business loans;
- Increase of the financial and economic capacity of the government;
- Opportunities for professional education and training of the staff;

Threats:

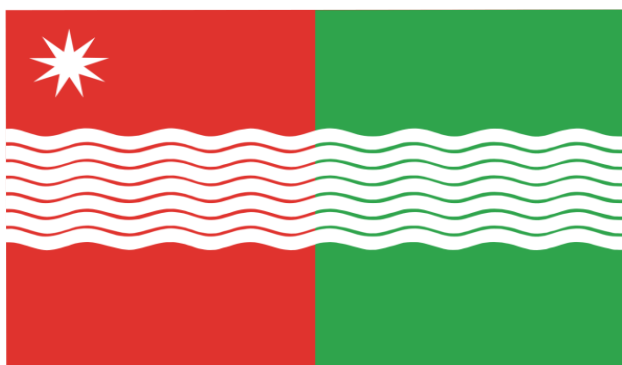
- Non-systemic approach in attracting tourists;
- Lack of appropriate action plans in adapting vulnerable areas to the climate change;
- Lack of vocational schools in the field of tourism;
- Weak commercialization of cultural and historical features;
- Insufficient equipment of fire-rescue services of food and accommodation facilities
- Insufficient knowledge of tourism and industrial zone management, including tourism as a business activity;
- Scarcity of business entities (tourism sector);
- Scarcity of guest houses;
- The great distance between the region and the capital of the country.

Natural Disasters:

- Global financial-economic crisis;
- Risk factor of Kulevi terminal for population and ecosystem.

LANCHKHUTI MUNICIPALITY

Flag and coat of arms of Lanchkhuti municipality



N	Lanchkhuti Municipality		
1	Population	40507	
2	Area	548 sq. km.	
3	Railway station	Ninoshvili str. 1	
4	Airport	Closest Kutaisi International Airport	Closest Batumi International Airport
5	Sea port	Closest Poti seaport	Closest Batumi seaport
6	Architectural monuments	5	
7	Natural monument	5	
8	Resorts	2	
9	Address of the administrative body	Kostava N 35	
10	Zip code	2800	

History - Lanchkhuti municipality is located in Guria region in western Georgia. The area of this district has been inhabited since the Stone Age. Urban life has been developed here since the Bronze Age, which is confirmed by the former town of Shukhuti. Lanchkhuti was first mentioned in historical sources in the 17th century. Scholars have

different opinions regarding the etymology of Lanchkhuti. According to Simon Janashia's theory, this name is connected with the Megrelian-Chan word Chkhu, which means cow, and Lanchkhuti itself means cowshed. Vakhushti Batonishvili has a completely different view. In his opinion, the root of the toponym is "Chku" and not "Chkhu" and Lanchkhuti has the meaning of a peephole, a viewing site.

By 1916, the district already had a primary school and a library.

In 1930 Lanchkhuti became the district center.

There are health facilities, three public schools, a parish school, a cultural center, a library and a museum in the municipality. Three district newspapers are also published: "Lachkhuti +", "Lanchkhuti Moambe" and "Hoda Ara".

Agriculture (citrus, animal husbandry, nut production) is developed in Lanchkhuti. Tourism holds an important place in the seaside.

The Baku-Supsa oil pipeline and the Supsa terminal play an important role in the economy of the municipality. Lanchkhuti is also rich in minerals (peat, magnetite, limestone, clay, mineral water). The area is characterized by beautiful nature and ancient cultural monuments. The beautiful Kolkheta National Park, Japani lake covered in the greenery, Paliastomi, the medieval monuments and the rippling blue sea with sandy beaches attract many tourists. The best period for visits: all seasons.

Geography and Climate of Lanchkhuti Municipality:

Lanchkhuti municipality is located in western Georgia, in Guria region, between the Black Sea, the Pichori River and the Guria mountain range. It covers the Odish-Guria lowlands and the surrounding hills. The administrative center of the district is the city of **Lanchkhuti**. The municipality is bordered by the Black Sea coast to the west, Samtredia and Chokhatauri municipalities to the east, Khobi, Senaki and Abasha municipalities to the north, and Ozurgeti municipality to the south. Lanchkhuti municipality covers 16 territorial units: City of Lanchkhuti, Atsana, Aketi, Mamati, Nigoiti, Shukhuti, Machkhvareti, Gvimbauri, Chibati, Lesa, Jurukhveti, Ninoshvili, Nigvziani, Chochkhati, Grma Ghele and Supsa.

Following rivers flow in the district area: Supsa, Pichori, Lesistskali, Shuti, Gomakhuristskali, Tskaltsitela, etc. There are also lakes: Paliastomi Lake, Imnati Lake,

Japani Lake, Grigoleti Lake and others. There is a lowland and hilly terrain in Lanchkhuti. The north-western part is occupied by Guria lowland, the south-eastern part is occupied by Guria hills. The middle part of lowland is 20 meters above sea level, the highest point of the municipality is Mount Talakha (660 meters above sea level). Lanchkhuti municipality has a humid climate, which is caused by air masses coming from the Black Sea, which bring abundant atmospheric precipitation. The average annual temperature is + 13°C, the minimum winter temperature is -18°C-20°C, the maximum temperature is 39-40 °C in summer.

Sights of Lanchkhuti Municipality:

Apart from its ancient culture and history, Lanchkhuti is also distinguished by its beautiful nature. Sunny beaches and greenery environment interflow here. Kolkheti National Park, Paliastomi Lake and Lake Japani will surely fascinate you with its numerous migratory birds and peculiar exoticism. Lanchkhuti is perfect for both travel and seaside vacations. The gleaming golden water at sunset, hot sand and straw-colored bungalows fill you with tropical colors and lightness. In addition to this beautiful nature, you can also visit important historical and cultural monuments in the area. Ancient settlements or the ruins and temples of medieval castles offer a fascinating journey into Georgia's past.

Lanchkhuti Local Lore Museum

Name of the object: Lanchkhuti Local Lore Museum;

Owner: Lanchkhuti Municipality;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: The museum is located in the central part of the city, close to Lanchkhuti Central Park, Art Palace, shopping and entertainment, catering facilities;

Accessibility for people with disabilities: It is possible to view the museum exhibits with the help of representatives of the museum administration;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Average condition, protection of the monument is ensured by Lanchkhuti Municipality and the administration of the museum;

Monument Registry Number: Soviet architectural building. Does not have monument status.



Project funded by the
EUROPEAN UNION



www.greethis.net



Lanchkhuti Local Lore Museum was founded in 1978, and first exhibition of the museum took place in 1998. Up to 10,000 exhibits are preserved in the museum. Unique exhibits in the exhibition delight the visitors. Archaeological material preserved in the museum covers the period from the Stone Age to the Middle Ages.



Source: Lanchkhuti Local Lore Museum

Natural monuments: Kolkheti National Park; Japani Lake; Paliastomi Lake; Lake Grigoleti; Sakvikhia waterfall.

Monuments of material culture: Aketi Savior Church; Chanchati stela; Nigoiti Church of the Virgin; former church of Ghvedi l; Jikheti Convent.

Sea Resorts: Grigoleti; Tskaltsminda.

Japana Lake

Name of the object: Japana Lake;

Owner: National Agency of Protected Areas of Georgia;

Defining characteristics: Natural monument;

Entertainment and leisure places: The park is located away from the city of Lanchkhuti; Within 1 km there are public catering and leisure facilities;

Accessibility for people with disabilities: They have the opportunity to see the surrounding areas of the lake; People with disabilities have the opportunity to stroll around the lake with help;

Transport and access via communication facilities for people with disabilities: It is possible to visit by public transport, taxi;

Conservation and protection issues: The protection of the natural monument is ensured by the National Agency of Protected Areas of Georgia;

Japana lake - the largest Oxbow lake (Narionali) in Georgia in Lanchkhuti municipality. It is located in the Guria lowlands, at an altitude of 13 meters above sea level. The lake was formed as a result of a change in the river bed. The abandoned winding section of the river is called the oxbow, and the water inside is called the meander Lake. The surface area of the Japana oxbow lake is 1.17 km², the catchment area is 5.2 km². The average depth is 3.7 m and water volume is 4.3 million. m³. It feeds on rain and groundwater. It is endorheic and fresh. In winter, migratory birds inhabit this lake, hundreds of wild ducks and other types of birds. Japana Lake is now transformed into a pond. It is used for fish breeding. There are two more lakes near Japana Lake: Big Narionali and Small Narionali.



Paliastomi

Name of the object: Paliastomi;

Owner: National Agency of Protected Areas of Georgia;

Defining characteristics: Natural monument;

Entertainment and leisure places: The park is located away from the city of Lanchkhuti; Within 1 km there are public catering and leisure facilities;

Accessibility for people with disabilities: They have the opportunity to see the surrounding areas of the lake; People with disabilities have the opportunity to stroll around the lake with help;

Transport and access via communication facilities for people with disabilities: It is possible to visit by public transport, taxi;

Conservation and protection issues: The protection of the natural monument is ensured by the National Agency of Protected Areas of Georgia;

Paliastomi is a flowing lake, the majority of which is located in Samegrelo (near the city of Poti), although its western part is within Guria region and is on the territory of Lanchkhuti municipality. The lake is a part of the Kolikheti National Park. Kolikheti National Park offers tourists boating routes to get acquainted with the lake. The surface area of the lake is 18.2 km². The basin area is 547 km²; maximum depth is 3.2 m; average depth 2.6 m. The water volume is 52 million. m³. It is located in the altitude - 0.3 lower than sea level. It feeds on rainwater and tributaries. The Pichori River joins the lake, the Kaparchina River flows out and joins the Black Sea. Paliastomi Lake is the third largest lake in Georgia (after Paravani and Kartsakhi lakes). At the same time, it is the lowest lake in Georgia situated below the sea level and is rich with fish. This place is unique for bird watching. The lake is one of the main stopping and over-wintering places for migratory birds. Following fish species are common in the lake: pike-perch, mullet, perch, goby, pike, redeye, Wels catfish, carp and common carp, and other fish from the sea.



Jikheti, Trinity-Jikheti Church

Name of the object: Jikheti Mother's Monastery;

Owner: Patriarchate of Georgia;

Defining characteristics: Spiritual value, a cultural heritage site;

Entertainment and leisure places: The monastery is located 12 km from Lanchkhuti, 3 km from Nigoiti, and 6 km from the highway. The monastery has a hotel for pilgrims. The temple has a farm; visitors will have the opportunity to get acquainted with one of the oldest agricultural areas - beekeeping;

Accessibility for people with disabilities: There is opportunity is to visit both the temple as well as the temple yard and farm;

Transport and access via communication facilities for people with disabilities: Arrival at the monument by taxi and private vehicle;

Conservation and protection issues: The monument is being protected in accordance with the requirements of the Georgian National Agency for Cultural Heritage Preservation. The protection of the monument is provided by the Patriarchate of Georgian together with the National Agency for Cultural Heritage Preservation of Georgia;

Monument address: Lanchkhuti, Jikheti Monastery.

Jikheti, Trinity-Jikheti Church is a 19th century church in Guria region in Lanchkhuti municipality, between the villages of Chkonagora and Sameba. It is currently a convent. Jikheti is located on the northern slope of Guria mountain range, on Nigoiti Mountain, 250 m above sea level. It is located 12 km from Lanchkhuti, 3 km from Nigoiti, and 6 km from the highway. The monastery was founded at the end of the 19TH century. The main church of the Assumption of the Virgin Mary was built in 1896 by Ilarion Menabde from Ozurgeti. In 1987, a bell tower was added to the Church of the Assumption of the Virgin Mary. In 1988, the basilica-type church of St. George was built. In 2002, the Church of St. John the Baptist was built. Baptistry is arranged in the church yard, where flows the spring water ("Jordan spring"). The water has healing properties. Every December 4th - the day of the Assumption of the Virgin Mary - the monastery holds celebration - Jikhetoba.



Project funded by the
EUROPEAN UNION



www.greethis.net



History of Jikheti Monastery: It is likely that a fortress was once erected on Jikheti Mountain, because "Jikha" literally means fortress in Zan language. According to oral tradition, the church was built during the reign of Queen Tamar, although in the 19TH century it was already in ruins. In 1886, the nun Elene Mgaloblishvili settled on the territory of Jikheti. The noble Machutadzes donated lands to the nuns. They obtained the right to build a temple from the Synod in 1893, and in 1896 built the main, stone temple Church of the Assumption of the Virgin Mary under the leadership of Ilarion Menabde. Elena was the abbess of the monastery from 1896 to 1914. A school was also opened in the monastery. Literacy, household chores, and needleworks were taught here. According to historical sources of the monastery, the monastery of Jikheti had a close relationship with the monastery of John the Apostle at Mount Athos. In 1905, the head of the monastery of John the Apostle, the priest-nun Ionah, sent an icon of the Virgin Mary from Mount Athos to the monastery of Jikheti. Anastasia has been the abbess of the monastery since 1914.

The monastery has a small farm: cattle, gardens and vegetables. Nuns do handicrafts.

The monastery has a hotel for pilgrims.

The liturgy is held daily.

Resort Grigoleti:

Lanchkhuti municipality is located to the north-west of Guria mountains. From the west side, it is bordered by 11 km Black Sea coast (resort). Resort Grigoleti is located in this particular area. Lanchkhuti is mentioned in historical sources in the 18TH century. It was declared as a city in 1961. Lanchkhuti is located 20 meters above sea level. There are 15 administrative units and 54 villages in the municipality. The majority of municipality is a subtropical zone. Lanchkhuti has a humid subtropical sea climate. It has warm winters and hot summers. The average annual temperature is 13.8°C, precipitation per year. Lanchkhuti is 42 km away from Poti, and the lands owned by the municipality are directly bordering the industrial areas of Poti. The population was 40,507 according to 2002 census, while today there are 31,500 people living in Lanchkhuti. The total land fund of the municipality is 49,860.9 ha.

There are many artificial reservoirs and ponds on the territory of the municipality.



Tskaltsminda Resort:

Tskaltsminda - village in Lanchkhuti municipality, Ghrmaghele community. It is located on the left bank of the river Supsa, south of the confluence with the Black Sea, 2 m above sea level, 25 km from Lanchkhuti, 1 km from Supsa railway station. The village has a public school, a stadium, a church, a police station, a fish market and restaurants.

SWOT Analysis

Strengths:

- Lanchkhuti Municipality in Guria region is distinguished by rich natural conditions and cultural heritage;
- Both tangible and hundreds of intangible cultural heritage monuments are preserved in Lanchkhuti municipality and Guria region in general;
- Lanchkhuti municipality and the entire Guria region are considered to be the cradle of Georgian polyphony, polyphonic melodies;
- One of the oldest national, folk-sports games in Georgia - Leloburti is preserved in Lanchkhuti municipality up to day. Every year the glorious feast of Easter is celebrated traditionally with the clash of Zemouri and Qvemouri, as the Gurians say, "the wondrous clash begins";
- The micro region has all preconditions for the development of both nautical and rural (mountain) tourism infrastructure;
- In general, Guria region is distinguished by resources rich in medicinal properties, which are necessary for the development of resort tourism;
- Rich natural resources, high industrial capacity water resources with energy and recreational potential - ensures ecologically clean environment for the development of recreational tourism;
- Access roads to the communities of the municipality are provided with proper road infrastructure;
- Full provision of electricity supply to the population - provision of a large part of the settlements with outdoor lighting;
- Full coverage of the region with mobile telephone network and postal service;
- In general, resorts help to raise high awareness of Guria as a region: Bakhmaro, Gomi Mountain, Ureki, Nabeghlavi, as well as the existence of nature and material cultural monuments of Lanchkhuti municipality, such as: Kolkheti National Park, Lake Japani, Paliastomi Lake, Grigoleti Lake, Sakvichkhia Waterfall, Aketi Savior Church, Chanchati Stella, Nigoiti Church of the Virgin, Ghvedi Church, Jikheti Mother's Monastery.

- The proximity of the municipality to Poti and Batumi ports and to Batumi and Kutaisi airports;
- Production of ecologically clean agricultural products;
- Medical facilities and pharmacy chains are developed in the region;
- The existence of fire-rescue teams in the region provides opportunities for safe rest and fun.

Weaknesses:

- Difficult demographic and social situation of Lanchkhuti municipality;
- Negative dynamics of population migration from the municipality and Guria region in general;
- Lack of adapted tourism infrastructure for people with disabilities and disregard of construction standards;
- The need for rehabilitation of medical institutions;
- Scarcity of domestic transport services;
- Poverty rate, low income of population and small amount of savings;
- Unsatisfactory condition of development of service sector (hotels, catering facilities);
- Unsatisfactory condition of infrastructural appearance of the settlements;
- Unsatisfactory condition of public transport infrastructure;
- Malfunction of the municipality's sewerage systems and lack of sewerage systems in the villages;
- Lack of spatial planning practices in the region;
- Lack of modern agricultural and entrepreneurial skills in the population;
- Weak advertising support and marketing of tourism services (products);
- An extremely small number of operating business entities.

Opportunities:

- Increased investor interest in Guria region and toward the construction of hotel infrastructure in resort areas;
- Increase in tourist flows (both resident and non-resident visitors);

- Increased demand for ecologically clean products in international, regional and local markets;
- Increased volume of aid from international donor organizations;
- Targeted and successful use of funding for projects important for the municipality;
- Special state programs aimed at reducing the cost of small business loans and agricultural loans;
- Increase of financial and economic capacity of the government;

Threats:

- Low level of professional education and qualification of the workforce;
- Non-systemic approach in attracting tourists;
- Lack of action plans for adaptation and mitigation of climate change for vulnerable areas;
- Lack of vocational schools in the field of tourism;
- Weak commercialization of cultural and historical features;
- Insufficient equipment of fire-rescue services of food and accommodation facilities;
- Insufficient knowledge of tourism industrial zone management and of tourism as a business activity;
- Scarcity of business entities (tourism sector);
- Scarcity of guesthouses;
- The great distance between the region and the capital of the country.

Natural disasters:

- Global financial-economic crisis;
- Risk factor of Supsa terminal for population and ecosystem.

BATUMI MUNICIPALITY

Flag and coat of arms of Batumi municipality



N	Batumi municipality	
1	Population	152 839
2	Area	1600 ha
3	Bus terminal	Mayakovski St. 1
4	Railway station	Queen Tamar Highway
5	Airport	Batumi International Airport
6	Sea port	Baku Str. 15
7	Architectural monuments	249
8	Natural monument	2
9	Address of the administrative body	L. Asatiani Str. 25
10	Information Center	Gogebashvili Street. (Area adjacent to the ropeway)
11	Zip code	6010; 6004

History: The name of the city "Batumi" is derived from the word (Greek. Bathus), which means deep. It is first mentioned by the Roman writer Ilenia (23-79), who named the river "Bathys" when listing the rivers of Colchis.

The city is built on the edge of a deep, well-preserved natural harbor in the Gulf of Batumi. It stretches from north-east to south-west for 7 km. The width from the sea shore

to the hills is 1-2.5 km. The area is 1937 ha, out of which more than 1300 ha have been built upon. The main part of Batumi is connected to the gulf from the south and is cultivated on the northern part of Kakhabri valley. The rest is east and northeast of the Gulf, along the waters of rivers Bartskhani and Koroli.

The nature of Batumi is humid subtropical. It has warm, snowless winters and warm summers. The average annual temperature is +14.5°C, in January +7.1°C, in August +23.2°C. The precipitation is 2560 mm per year. Relative humidity - 81%. Frequent rainstorms. The snow rarely falls and melts fast. The average annual temperature of sea water off the coast is +16.7°C. Sea breezes are well expressed along the coast, making the heat less noticeable.

There is a natural lake on the territory of Batumi (area 0.06 km²), which is currently part of Batumi Park. There are many subtropical plants in and around the city. Artificially planted parks, tea plantations and citrus groves predominate.

The first information about Batumi can be found in the works of Aristotle, the Greek philosopher of the 4th century BC. He refers to the city on the Black Sea coast in Kolkheti as "Batus". The city was known by the same name to the Roman writer Pliny the Elder and the Greek geographer Flavius Arrian. "Batus" is a Greek word and means deep. Indeed, Batumi has the deepest and most convenient seaport on the Black Sea, after Sevastopol. Archaeological excavations carried out around the river Koroli at the entrance of the city, have found that humans lived in these areas at the turn of second-first millennia BC and had close trade relations with neighboring people. The center of old Batumi was the hill in Tamar settlement, called Tamar Fortress, which was the economic and cultural center in the Koroli water gorge. In the II century AD, during the reign of Emperor Hadrian, a Roman garrison was stationed in Batumi. In the V century, the king of Georgia, Vakhtang Gorgasali, annexed it to his dominion. In VI, VII, VIII centuries, Batumi and its adjacent areas were governed by the rulers of Egrisi and Abkhazia. In the feudal era there was a rural settlement around the Batumi fortress.



Project funded by the
EUROPEAN UNION



www.greethis.net



Sights of Batumi:

Gonio-Apsaros Fortress-Museum

Name of the object: Gonio-Apsaros Fortress-Museum;

Owner LEPL Adjara Cultural Heritage Protection Agency;

Defining characteristics: Cultural heritage monument; cultural-cognitive and educational-scientific center;

Entertainment and leisure places: Gonio-Apsaros Fortress-Museum is located 12 km south of Batumi, on the left bank of Chorokhi River, near the Batumi-Sarpi Central Highway. There is a square near the fortress that connects to the beach. Within 1 km, there are hotels and public catering facilities;

Accessibility for people with disabilities: They have the opportunity to see only the inner area of the battlement and the expositions of the museum located in the fortress yard;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi;

Conservation and protection issues: Conservation and rehabilitation were carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia and Cultural Heritage Preservation Agency of Adjara. The protection of the monument is ensured by the Adjara Cultural Heritage Protection Agency;

Monument address: Batumi, Apsaros Str. N (on the Batumi-Sarpi highway).

Gonio-Apsaros Fortress-Museum: Gonio-Apsaros fortress of I century is located on the left bank of the river Chorokhi, 12 km south of Batumi. One of the oldest settlements in Georgia was built around this fortress. Gonio-Apsaros Fortress had a unique and strategic

importance. It protected the entrances to Chorokhi and Adjaristskali gorges, which connected south-western Georgia and the regions with the Black Sea coast. Due to this location, Gonio fortress became one of the citadels of the Roman Empire, then Byzantium and the Ottoman Empire on the eastern Black Sea coast.

The history of Gonio-Apsaros is closely connected with the myth of the Argonauts. It is known that it was here that King Ayet buried his son Apsaros, who was killed by the fugitive Jason. According to the legend, one of the 12 apostles of Christ, Matthias, is buried here.



Batumi Archaeological Museum

Name of the object: Batumi Archaeological Museum;

Owner: LEPL Adjara Museum;

Defining characteristics: Cultural-cognitive and educational-scientific center; architectural monument;

Entertainment and leisure places: Batumi Archaeological Museum is located in the central part of the city; the museum has a small square;

Accessibility for people with disabilities: The museum is fully adapted, people with disabilities have the opportunity to move by ramp to the 1st floor of the museum where they will view the exhibits and the souvenir shop; with the help of a special elevator, it is possible to move to the expositions on the following floors and the conference hall;

Transport and access via communication facilities for people with disabilities: It can be reached by public transport, taxi, it is also possible to walk by foot via pedestrian trail; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by LEPL Adjara Museum;

Museum address: Address: Batumi, Chavchavadze St. N77 .

If you are interested in historical artefacts, you should visit Batumi Archaeological Museum. It is a place where cultural monuments of different eras found on the territory of Adjara are gathered. In 2007, a permanent popular scientific exhibition was opened at the museum, which will introduce you to the ancient history of the country according to the epochs. Since 1998, the joint archaeological expedition of Batumi Archaeological and Oxford University Eshmol Museums has enriched the museum with new exhibits.



Ethnographic museum „Borjghalo“

Name of the object: Kemal Turmanidze Ethnographic Museum “Borjghalo”;

Owner: Kemal Turmanidze (natural person);

Defining characteristics: Cultural-cognitive center;

Entertainment and leisure places: Kemal Turmanidze Ethnographic Museum "Borjghalo" is located 0.5 km from the Batumi-Khelvachauri central highway. The museum has a large yard and green environment; it is possible for visitors to prepare and taste samples of Adjara cuisine on the spot, as well as participate in various master classes. In about 1 km from the museum, there are public catering facilities;

Accessibility for people with disabilities: Kemal Turmanidze Ethnographic Museum "Borjghalo" is a one-storey building, where people with disabilities have the opportunity to view both the museum exhibits and move freely in the large yard of the museum;

Transport and access via communication facilities for people with disabilities: *It is possible to visit by public transport, taxi;*

Conservation and protection issues: *Conservation and rehabilitation were carried out by the owner in accordance with an agreement with the state; The protection of the monument is ensured by the owner;*

Museum address: *Batumi, Sharashidze Street N14 (Kakhabri settlement).*

The Museum of Folk Crafts and Life created by Kemal Turmanidze, a resident of Upper Adjara, nowadays represents an ethnographic museum built on 3,000 square meters. If you happen to be here, you will dive into the sea of old Georgian traditions. Metallurgy, metal, stone and wood processing, beekeeping, fruit growing, viticulture and agriculture - all of this can be observed at the labor process level. Properly dressed mannequins, inventory, and folk music will surely revive your imagination. Here you will find residential, chapel and farm buildings, both in model and in real form.



Khariton Akhvlediani Museum of Adjara

Name of the object:: *Khariton Akhvlediani Museum;*

Owner: *LEPL Adjara Museum;*

Defining characteristics: *Cultural-cognitive and educational-scientific center; architectural monument;*

Entertainment and leisure places: *Khariton Akhvlediani Museum is located in the central part of the city; The museum has an inner courtyard. It is possible to move via the ramps to the 1st floor expositions of the museum;*

Accessibility for people with disabilities: *Persons with disabilities have the opportunity to view only the exhibits on the first floor of the museum;*

Transport and access via communication facilities for people with disabilities: *It can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;*

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by LEPL Adjara Museum;
Monument address: Batumi, Khariton Akhvlediani Str. N 6.

Khariton Akhvlediani Museum of Adjara is one of the oldest museums of Georgia. It was founded in 1908, when the city council approved the initiative of the teachers of the Pushkin School and decided to open a children's museum. Prominent scientist and public figure Khariton Akhvlediani managed the museum from 1938 to 1989.

This interesting museum invites visitors to three places: Memed Abashidze House-Museum - to get acquainted with the life and work of a prominent Georgian; Ilia Chavchavadze Museum - to view the personal belongings, documents and photo materials of a Georgian saint and a great public figure; Scientific Library - where the richest collection of ancient books is presented.



Source: Georgian Travel Guide

Nobel Brothers Technology Museum

Name of the object: Nobel Brothers Technology Museum;

Owner: LEPL Adjara Museum;

Defining characteristics: Cultural heritage monument; cultural-cognitive and educational-scientific center;

Entertainment and leisure places: Nobel Brothers Technology Museum is located in one of the oldest settlements of the city - the oil workers' district. The museum is located in the square. Museum of Religion, Batumi Fortress, Art Center, railway and Bus stations are adjacent to this museum. Within 1 km, there are hotels and public catering facilities;

Accessibility for people with disabilities: Persons with disabilities have the opportunity to view only the exhibits on the first floor of the museum.

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by LEPL Adjara Museum;

Monument address: Batumi, Leselidze str. N3.

Nobel Brothers Technological Museum is located in the same building where, almost a century ago, the Nobel Brothers Oil Industry Association "Batumi Bureau" was located. Up to 2,000 exhibits preserved in the museum reflect the technological advances of the late 19TH and first half of XX centuries, which were introduced in Batumi thanks to the Nobel Brothers, Rothschild and Mantashev. These achievements were mainly related to the development of tea and tobacco crops, as well as printing. New oil transit technologies were also introduced in Batumi by the Nobel brothers.



Batumi Ilia Chavchavadze State Drama Theater

Name of the object: Batumi Ilia Chavchavadze State Drama Theater;

Owner: Ministry of Education, Culture and Sports of the Autonomous Republic of Adjara;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: Batumi Ilia Chavchavadze State Drama Theater is located in the square. Batumi Boulevard, Alphabet Tower, entertainment attractions, and seaport are adjacent to the museum. Within 1 km, there are hotels and public catering facilities;

Accessibility for people with disabilities: Persons with disabilities have the opportunity to move around the theater parterre;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation was carried out in accordance with the requirements of the Georgian National Agency for Cultural Heritage Preservation with funding from the Cartu Foundation. The protection of the monument is ensured by the Ministry of Education, Culture and Sports of the Autonomous Republic of Adjara and the administration of the Batumi Ilia Chavchavadze State Drama Theater;

Monument address: Batumi, Rustaveli Str. N1.

Batumi Ilia Chavchavadze State Drama Theater: The building of the Batumi Drama Theater was opened in 1952 (architect I. Teplitsky) and 7 years later it was named after Ilia Chavchavadze, however, the first performance in Batumi dates back to 1879. Amateur actors participated in Zurab Antonov's comedy "Did Uncle Get Married?". The initiator of this was the Ketevan Zhuruli, the wife of the Batumi police chief. Like other theaters in Georgia, the first performances were charitable. Those who were fascinated by theater art, moved from building to building and still did not complain about the lack of the audience.



Colonnades

Name of the object: Batumi colonnades;

Owner: LEPL Batumi Boulevard;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: Batumi colonnades are located in the central part of Batumi boulevard; hotel and catering facilities are located nearby;

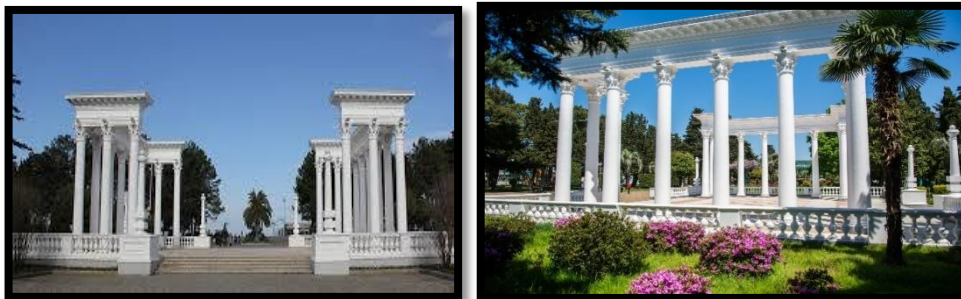
Accessibility for people with disabilities: Have the opportunity to view colonnades and take photos;

Transport and access via communication facilities for people with disabilities: The colonnades can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move independently from the city center;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Batumi City Hall and the Batumi Boulevard Administration;

Monument address: Batumi Boulevard.

Colonnades in Batumi: The idea of construction belongs to a local doctor Ivane Mchedlidze. He brought over a relevant project from Italy, from the city of Sorrento, where he was on a business trip in 1933-1934. The project was implemented under the leadership of famous Batumi architect Bogdan Kirakosyan. It served as a gateway to the seashore. It is noteworthy that at that time, the sea shore was closer than it is today. Subsequently, the coastline receded and the sea was considerably separated from the colonnades. Colonnades are still a business card of Batumi. A colonnade of a similar construction also decorates the May 6 Park in Batumi.



Statue of Medea

Statue of Medea - The statue of Medea, the daughter of the Colchian king, stands on the Europe Square. Its author is David Khmaladze. The statue is a symbol of strength and wealth of the country. According to ancient myths, the youngest daughter of the legendary king of Colchis, Aieti, fell in love with Jason, the leader of the Argonauts, and helped him steal the golden fleece from Georgia. Medea, who was deeply acquainted with the nature of plants, had an amazing talent for healing and, according to the legend, could even rejuvenate a person. Because of this, the ancient people considered her as a

goddess and built temples in her name. The term "medicine" originates from Medea's name.



Batumi Botanical Garden

Name of the object: Batumi Botanical Garden;

Owner: LEPL Batumi Botanical Garden;

Defining characteristics: Natural monument; cultural-cognitive and educational-scientific center;

Entertainment and leisure places: Batumi Botanical Garden is located northwest of the city of Batumi. Within 1 km there are hotels and catering facilities;

Accessibility for people with disabilities: Have the opportunity to visit the Botanical Garden;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is provided by LEPL Batumi Botanical Garden;

Monument address: Batumi Botanical Garden;

Batumi Botanical Garden occupies approximately 1 km south-west coastal area located between the confluence of the river Chakvistskali and Mtsvane Kontskhi, 9 km from the center of Batumi. It extends from 0-220 meters above sea level and not so long ago, it was completely covered with Colchian type of forest (beech, chestnut, lime-tree) and evergreen undergrowth (cherry-laurel, pontic rhododendron, etc.)

Batumi Botanical Garden occupies approximately 1 km south-west coastal area located between the confluence of the river Chakvistskali and Mtsvane Kontskhi, 9 km from the center of Batumi. It extends from 0-220 meters above sea level and not so long ago, it

was completely covered with Colchian type of forest (beech, chestnut, lime-tree) and evergreen undergrowth (cherry-laurel, pontic rhododendron, etc.).

The floristic richness of the garden is gathered in 9 phyto-geographical sections according to the origin of the plants. The garden collection consists of 2037 taxonomic units of evergreen plants, of which 104 are of Caucasian origin, and 1540 taxons are representative of various foreign flora. Batumi Botanical Garden implements various programs in the field of plant introduction and conservation, protection of local flora, ornamental gardening and floriculture, plant protection, fruit-growing-selection, eco-education and tourism. Garden staff is involved in various theoretical and experimental research projects of a fundamental nature.



Batumi Dolphinarium

Batumi Demonstration Aquarium was opened on August 20, 1966, while Batumi Dolphinarium was opened in 1975 and it was the first demonstration dolphinarium on the territory of the former Soviet Union and was one of the largest dolphinariums in the world. Originally, fin-footed mammals of the North Pacific, the precious otters, and the seals of the Caspian Sea were presented here. The visitors were particularly impressed by the giant turtle from the Indian Ocean, the so-called "False carriage", which weighed

about 100 kg. The variety of ornamental fish attracted attention of visitors. The aquarium was home to about 60 species of freshwater, various sea and ocean animals.

Currently, the aquarium presents about 100 species of Black Sea, freshwater inhabitants of Georgia and ornamental fish: fur seal, thornback ray, common sole, mullets, sea-horse, sultan, shi drum and other unique fish species. Among exotic species, there are Amazon-dwelling piranha, Cichlids, Southeast Asian fish - Gouramis, Barbus Botsia, Labeo and beautiful Discus. As a result of selective work, Japanese carp (Koi) were bred in the aquarium.

Batumi Dolphinarium was the first demonstration dolphinarium on the territory of the former Soviet Union and was one of the largest dolphinariums in the world. Due to the difficult political and economic situation in the country in early 90s, the facility ceased to function. After a 20-year pause, on May 6, 2011, at the initiative of the City Hall, a completely new Batumi Dolphinarium was reopened. The Dolphinarium Amphitheatre consists of 4 sectors and is designed for 795 spectators. The infrastructure includes services with ramps and elevators for people with disabilities.



Batumi Fortress

Name of the object: Batumi Fortress;

Owner: LEPL Adjara Cultural Heritage Protection Agency;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: Batumi Fortress is located in one of the oldest settlements of the city - Oil workers district near Museum of Religion. There is a church named after St. Queen Tamar on the territory of the fortress, which, at the end of the last century, due the tireless efforts of the former Minister of Culture of Adjara Teimuraz Komakhidze, was located in

the building of a restaurant built on the territory of the fortress during the Soviet period. There are Museums of Religion and Nobel brothers, Batumi Art Center, railway and bus station nearby. Within 1 km, there are hotels and public catering facilities;

Accessibility for people with disabilities: *People with disabilities have the opportunity to visit the church on the territory of fortress and view the inner exposition of the fortress via small paths;*

Transport and access via communication facilities for people with disabilities: *The monument can be reached by public transport, taxi, it is also possible to walk by foot from the city center;*

Conservation and protection issues: *Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the LEPL Adjara Cultural Heritage Protection Agency;*

Monument address: *Batumi, Tamar settlement, near the Batumi Museum of Religion;*

From the history of Batumi Fortress: Byzantine written sources refer to the fortress of Losorion or Lysiris, built by Justinian during the Byzantine-Persian War of 542-562. In the Middle Ages, Batumi fortress was an ordinary fortress of local importance. During the Ottoman rule, the Turkish garrison was located there. It was returned to Georgia after the Russian-Ottoman War of 1877-1878. From the original building of the Batumi Fortress, there remains the rectangular battlement and the northeast corner tower. The walls are built of mixed brick-work with cut stone and horizontal rows of brick. Archaeological excavations (1963-1964) have revealed that in the first millennium BC, there was a typical Colchian hill-dwelling bounded by wooden logs and fortified with ditches. In ancient times, the local population pursued fishing and intensive agriculture. Archaeological materials include products of both local and Asia Minor and Aegean craft centers. Medieval archaeological material (glazed pottery) was also found.



Project funded by the
EUROPEAN UNION



www.greethis.net



SWOT Analysis

Strengths:

- Batumi Municipality is the capital of the Autonomous Republic of Adjara, where the main economic and tourist resources of the region are gathered;
- Batumi is rich in conditions necessary for the development of economic opportunities;
- In general, Adjara region is rich with unique monuments of nature and material culture, which will unequivocally increase the city's tourism opportunities;
- The city of Batumi (Old Batumi) is distinguished by the monuments of European architecture of the 19TH-XX centuries, which is enriched by the introduction of new infrastructural elements in the city;
- The city of Batumi has historically obtained a place of main sea-port functions on the Eastern Black Sea coast;
- The city has growing resources in two directions: one as the sea and the other as the village (Batumi Botanical Garden, newly incorporated administrative units) with all the necessary preconditions for the development of tourism infrastructure;
- In general, the city of Batumi is historically associated with a culture of industrial and processing plants, powerful shipping levers and safe reception and handling of goods, which doubles the opportunity for new infrastructural and economic development of the city;
- The incorporation of new administrative units to Batumi, with its rich natural and recreational potential, contributes to the development of high-class recreational tourism, as well as support of ecologically clean environment;



Project funded by the
EUROPEAN UNION



www.greethis.net



- Historical planning of the city of Batumi and introduction of new infrastructural cognitive-cultural elements supports the development of innovative infrastructure projects through harmonious combination of old and new educational and entertainment centers;
- The city is fully covered by mobile telephone network and postal service;
- Following sights help to raise the resort-cognitive awareness of Batumi: Batumi lighthouse, Batumi colonnades, statue of Medea, statue of Ali and Nino, Batumi Cathedral of the Blessed Virgin Mary, Batumi Dolphinarium, Batumi Piazza, Gonio-Apsaros Fortress-Museum, Batumi Archaeological Museum, Ethnographic Museum "Borjghalo", Khariton Akhvlediani Museum, Nobel Brothers Museum, Batumi Art Gallery, Batumi Ilia Chavchavadze State Drama Theater, Batumi Botanical Garden, Batumi Fortress;
- Batumi Municipality is distinguished by the development of maritime, railway and air transport infrastructure and connection of the city highway with the Sarpi border checkpoint;
- The proximity of Batumi to Poti Port and Kutaisi Airport ensures the reception of growing tourist flows;
- Supply of the city with ecologically clean agricultural products typical for Adjara on the one hand and neighboring regions on the other;
- High-tech medical institutions and modern pharmacy chains are developed and functioning in the city of Batumi;
- The existence of fire-rescue teams in the region provides opportunities for safe rest and fun; Including water rescue teams.

Weaknesses:

- Existence of inadequate road infrastructure in relation to the growing economic indicators of the city;
- Implementation of new infrastructure projects (residential and hotel-type buildings) in historical and cultural-cognitive zones;
- Existence of terminals for transportation of oil and other chemical materials in the vicinity of tourist facilities (hotels and catering facilities);



Project funded by the
EUROPEAN UNION



www.greethis.net



- Incomplete protection of tourist infrastructure and construction standards adapted for persons with disabilities;
- Existence of excess internal transport network (minibuses, private taxis);
- Lack of sufficient elements for proper urban road infrastructure (bridges, overpasses, crossings, bicycle lanes);
- Unsatisfactory condition of the infrastructural appearance of the settlements in the newly merged administrative units of the municipality and lack of spatial planning practices;
- Unsatisfactory condition of sewerage systems in the newly merged administrative units of the municipality;
- Lack of modern agricultural and entrepreneurial skills in the population;
- Increase advertising support for tourism services (products) to attract both non-resident and resident visitors;

Opportunities:

- Increased interest of investors toward the city of Batumi from industrial-economic standpoint and interest in the construction of hotel and cognitive-leisure infrastructure;
- Increase in tourist flows (both resident and non-resident visitors), which is facilitated by Batumi's proximity to the region's growing mountain resorts;
- Increased volume of aid from international donor organizations;
- Targeted and successful use of funding for projects important for the municipality;
- Special state programs aimed at reducing the cost of small business loans, which will be aimed at developing tourism and economic opportunities with increasing resources in the newly merged administrative units of the municipality;

Threats:

- Insufficient resources in the management of tourism and industrial zones, including tourism as a business.

Natural Disasters:

- Global financial-economic crisis;
- Risk factor of Batumi terminal for population and ecosystem;
- Pandemic, various viral epidemics.

KOBULETI MUNICIPALITY

Flag and coat of arms of Kobuleti municipality



N	Kobuleti municipality		
1	Population	94 602	
2	Area	711,8 sq. m	
3	Bus terminal	M. Abashidze str. 1	
4	Railway station	M. Abashidze str. 1	
5	Airport	Closest Batumi International Airport	Kutaisi International Airport
6	Sea port	0	
7	Architectural monuments	34	
8	Natural monument	3	
9	Address of the administrative body	Aghmashenebeli Avenue 141	
10	Information Center	Aghmashenebeli Avenue 139	
11	Zip code	6200	

Historical past: Until the 13th century, Kobuleti belonged to the Kobulidze family. Hence its name derived from there. In the late feudal era, Kobuleti was the site of the largest slave market in the Gurian principality. Turkish merchants came here from Rize, Gonio and Trabzon to buy slaves. The market in Kobuleti was so famous that captives were brought there not only from Guria-Samegrelo, but also from Abkhazia and Kartli-Kakheti, according to writings of Don Cristoforo de Castelli.

In the middle of the 17th century, Kobuleti and its adjacent areas were gifted to Tevdoradzes by Gurielis, who owned it until 70s of the 18th century. [3] After the Kuchuk-Kainarji truce, Kvemo Guria and Kobuleti were occupied by the Ottoman Empire. During Ottoman rule, the city was renamed Çuruk-su (Çürüksu). The Churuk-sus kaza was formed, which was the part of the Sanjak of Lazistan.

After the Russo-Ottoman War of 1877-1878, Kobuleti, as well as entire Adjara, was occupied by the Russian Empire. In the second half of the 19th century Kobuleti became an elite resort. By the order of Russian Emperor Alexander II, the seafront was handed over to the best commanders who distinguished themselves during the Russo-Turkish campaign. High-ranking officials started to build luxurious villas on the coastal strip of Kobuleti. Kobuleti's recreational climate has made a name for itself in just a few years. Numerous publications were published in the Caucasus newspaper, where doctors Pantyukhov and Peredelsky wrote about the healing climate of Kobuleti. They refer to Kobuleti as "Smekalovka" (the settlement of Russian nobility was named this way). They use the words of Dr. Preobrazhensky and Professor Sherbakov, according to which the air of Kobuleti has the best effect on the cardiovascular and nervous systems and respiratory organs. In the 1890s, the population of Batumi district and Ozurgeti region came to Kobuleti for swimming in the sea for recreational and medical purposes. [4]

After the sovietization of Georgia, the villas of the aristocrats became the property of the Red Commissars.

In 1923, Kobuleti received the status of a resort. In 1944, Kobuleti received the status of a city.

Location: The municipality is located in the south-western part of Georgia and in the northern part of the Autonomous Republic of Adjara. It is located between the Black Sea, the river Choloki and the ridge of Meskheta. The municipality is bordered by Ozurgeti

Municipality from the north (border length 55 km), Khelvachauri Municipality on the southwest (border length 24 km), Keda Municipality on the south (border length 33 km), and Shuakheti Municipality on the southeast (border length 21 km). The length of the seaside is 24 km. The municipality covers an area of 711.8 sq m.

21,170 thousand square meters of land is used for agricultural and residential purposes in the municipality, which is 29.4% of the entire territory of the municipality. The area of protected lands in the municipality is 30,252 hectares, 42% of the territory of the entire municipality. The protected territories include: Kintrishi State Reserve and Tikeri Preserve with its flora and fauna. Ispani swamp is full of rare plants. Kobuleti municipality has a considerable amount of forest resources and the forestry coefficient exceeds 65%. Beech, chestnut and alder are the most common wood-forming species in the municipality.

Communities and villages in Kobuleti Municipality: Alambari/ Upper Kondidi; Achkhvistavi; Bobokvati / Lower Dagva; Gvara / Lower Kondidi; Dagva; Zeniti; Kvirike / Upper Kvirike / Lower Kvirike; Leghva / Skura / Tskhrafona; Mukhaestate; Tskavroka; Upper Achkhva; Sachino; Lower Achkhva; Achi; Gogmachauri; Natskhavatevi; Kakuti; Chaisubani; Buknari; Sakhalvasho; Didvake; Varjanuli; Kechiet; Kobalauri; Okhtomi; Tkhemakaravi; Chakhati; Khinotsminda; Giorgidzeebi; Chakvistavi; Khala; Lower Sameba; Khutsubani.

Historical monuments and sights:

Kobuleti Seaside Park; Elia Fortress - Middle Ages; Khinotsminda Monastery Complex - Middle Ages; Varjanuli Arch Bridge - 18th century. Tskhemvana Arch Bridge - 18th century. Petra Fortress - VI - Middle Ages; Church of the Assumption of the Blessed Virgin Mary - 19th century; Church of St. Constantine - 1901-1911. Hall church - Late Middle Ages; Winepress of the village Zeniti - 3rd century BC. St. George Church in the village Kvirike - 18th century; St. George Church in the village of Lower Achkva - 20th century. St. Peter and Paul Church in the village of Upper Achkva - 19th century. St. George Church in the village of Leghva - 18th century. The family church of the Khomeriks in the village of Leghva - 17th century. Scura - 14th century. The arched bridge in the village Kobuleti - 19th century. Mamuka Fortress - Middle Ages; Arched bridge in the village Khutsubani - 19th

century. Former Greek church in the village Khutsubani. Tetrosani - V-VI centuries. Temarkof Bridge in village Khala - Late Middle Ages. The domed trinity church of the village Chaisubani - 19th century. Former church in village Kakuti. St. George Church in the village Tsikhisdziri; St. Grigol Okropiridze Church in the village Tsikhisdziri; Church of Holy Virgin Martyr Kviriake I in the village of Kvirike - 1880-1900; St. Ambrose Khelaia Convent in the village Bobokvati; Church of St. Gregory the Theologian, Basil the Great, John Okropiri in the village Bobokvati, Church of the Virgin in the village Kakuti. Trinity Church in the village Sameba. Church of the Holy Priest Martyr Kirioni in Kobuleti. Church of the Assumption of the Blessed Virgin Mary in Kobuleti. Church of Lords Ascension in Kobuleti. The Mosque village Kvirike - Late Middle Ages. The Mosque village Khala - Late Middle Ages.

Kintrishi Protected Area:

Name of the object: *Kintrishi Protected Area;*

Owner: *National Agency of Protected Areas of Georgia;*

Defining characteristics: *Natural monument;*

Entertainment and leisure places: *Kintrishi Protected Area is located 25 km from the city of Kobuleti. The nearest seasonal café-restaurant is located on the Basrimel Arch Bridge on the river Kintrishi. It is possible to find accommodation among local families in nearby villages, Tskhemvani St. George Monastery, Khinotsminda John the Baptist Monastery, Khinotsminda guesthouse, or a hotel located in the administration building of the Tskhemvani village. Locals have a variety of fruits, village presents, beekeeping farms;*

Accessibility for people with disabilities: *They have the opportunity to see the area around the administrative building of Kintrishi Protected Area;*

Transport and access via communication facilities for people with disabilities: *It is possible to get to the village of Chakhata by public transport, fully by taxi (preferably an off-road vehicle); wheelchair users can move independently in the vicinity administration of the Kintrishi Protected Area;*

Conservation and protection issues: *The protection of the natural monument is ensured by the National Agency of Protected Areas of Georgia;*

Monument address: *Visitor center: Village Tskhemvani.*



Project funded by the
EUROPEAN UNION



www.greethis.net

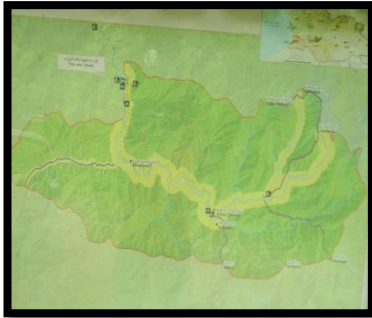


Kintrishi Protected Area is located in the Kobuleti district of Autonomous Republic of Adjara. Its total area is 13,893 hectares. It is located in the spectacular valley of the river Kintrishi, between the village Tskhemvani and Khino mountains, at an altitude of 300-2500 m above sea level.



The protected areas are bordered by the Kobuleti Forest Administration on the north, Shuakhevi Municipality on the southeast, Keda Municipality on the south, and Mtirala National Park on the southwest. The administration of Kintrishi Protected Areas manages two different categories of protected areas - the state reserve and protected landscape. The Kintrishi State Reserve was established in 1959 to protect the relict forests and endemic species, flora and fauna of Shuamta. In 2007, a protected landscape was established on the basis of the Kintrishi State Reserve. The area of the state reserve is 10703 ha, while the protected landscape is 3190 ha. The two tourist routes of Kintrishi are located at an altitude of 300-2000m above sea level. It is possible to move on the trail both by foot and on horseback. There are picnic and camping places along the route, as well as the place for bonfires. Visitors center of the protected area will help you in finding a guide, horse and local transport.

Kobalauri Bridge. Kobalauri Bridge was connected to currently active village of Kobalauri on the right bank of river Kintrishi. The bridge replicated the architecture of the bridge in Tkemakaravi from the memory of locals.



Kobuleti Protected Areas:

Ispani peatlands

Name of the object: Kobuleti Protected Areas - Ispani Peatlands;

Owner: National Agency of Protected Areas of Georgia;

Defining characteristics: Natural monument;

Entertainment and leisure places: The park is located away from the city of Kobuleti; within 1 km;

Accessibility for people with disabilities: They have the opportunity to visit the park administration building, expositions, enjoy the park hotel, dining room and picnic areas;

Transport and access via communication facilities for people with disabilities: It can be reached by public transport, taxi, it is also possible to walk by foot from the city center; wheelchair users can move around the park administration area independently;

Conservation and protection issues: The protection of the natural monument is ensured by the National Agency of Protected Areas of Georgia;

Monument address: Kobuleti, Aghmashenebeli Ave. 249

It was established to protect unique wetland ecosystems recognized by the Ramsar Convention as a natural heritage of high value having international importance, especially suitable for waterfowl habitats. Peatlands are distinguished by the diversity of waterfowls and plants in the Autonomous Republic of Adjara and include the north-eastern part of Kobuleti seaside valley. Kobuleti Protected Areas are important habitats for migratory, nesting and over-wintering waterfowl. Boreal species presented here are of great interest to botanists: sphagnum or white moss, and insectivorous sundews. Kobuleti protected

areas include sphagnum peatlands of Ispani I and Ispani II, where trails are arranged and visitors have the opportunity to organize educational-scientific tours. The visitors center is combined with the administrative building. It is also possible to rent swamp skis and walk on sphagnum peat bogs.



Mtirala National Park:

Name of the object: Mtirala National Park;

Owner National Agency of Protected Areas of Georgia;

Defining characteristics: Natural monument;

Entertainment and leisure places: The park is located away from the city of Kobuleti. There are public catering and recreation facilities on the territory of the park;

Accessibility for people with disabilities: They have the opportunity to visit the park administration building, expositions, enjoy the park hotel, dining room and picnic areas;

Transport and access via communication facilities for people with disabilities: It can be reached by public transport, taxi; wheelchair users can move around the park administration area independently;

Conservation and protection issues: The protection of the natural monument is provided by the National Agency of Protected Areas of Georgia;

Monument address: Visitor Center: Village Chakvi

It is located in the southwestern part of the Caucasus, in the extreme western part of the Lesser Caucasus, namely the Adjara-Imereti ridge, on the Kobuleti-Chakvi ridge - near the Black Sea. Its total area is 15698.8 ha. Mtirala National Park is located between Kobuleti, Khelvachauri and Keda municipalities. The administrative building is in the village of Chakvi, and the visitors center is located in the village of Chakvistavi, 15 km away from the administrative center. In the exhibition and presentation hall of the visitors' center,

visitors have the opportunity to get acquainted with the specifics of Mtirala National Park, services, tariffs, tours and choose the option they prefer. Mtirala National Park has one and two-day tourist routes. The paths are marked and well maintained. There are picnic and camping places, places for lighting bonfires, as well as a tourist shelter on the 9th km of the trail. The national park offers hiking, horseback riding, science and eco-tours.

Activities and services in Mtirala National Park: The park administration offers a variety of tours: recreation, hiking in the wild, photo tour, science tour, bird watching, eco-educational tour.

The park administration provides following services: overnight stay at the tourist shelter, tent, sleeping bag, backpack, area for pitching the tent, picnic area, zipline (rope slide), rope park, bird observation tower.



Flora and fauna:

There are about 1600 species of plants in Kobuleti municipality, 20% of them are relict and endemic. Pine-trees are artificially cultivated. Ispani swamp is covered with peat-forming mosses, carex, rushes, reeds and other plants. The hills and foothills are dominated by evergreen undergrowth Colchis forests, where oak, lime-tree, ash-tree are predominant; while in the undergrowth - pontic rhododendron, common laurel, box tree, blueberry, azalea, nuts. As for lianas - Ivy, hops, valerian, wild vine, etc. Large numbers of wild fruits grow in the forests - crab apple, wild pear fig, and medlar. It is a mixed broadleaf forest zone from 600-700 m to 1500-1600 m, where mainly beech forests are found. Hornbeam, chestnut, lime-tree, Caucasian maple and maple also grow here. Along with beech, we can find spruce, fir-tree, and rarely pine-tree in the forest from 1600-1700 m. Near the upper border of the forest, there are subalpine forests made of beech, birch and rowan. Above 1900-2000 m, there are subalpine meadows, where we encounter the following: betony, cranesbill, geranium, brome, fescue, hogweed, larkspur, lily of the

valley, etc. We also encounter bushes on the territory of the municipality, such as Azalea, IZELI, daphne. Meadows are used as summer pastures in this municipality.

Rabbits, snowcock, mountain Larks and others live at the territory of the municipality. Laz bear, wolf, fox, marten, forest cat, roe deer and wild boar are common in the forest zone. Among the birds, we can find hawk, kite, jay, thrush, and blackbird. In the valley there is small number of: jackal, badger, hedgehog. In rivers there are plenty of barbel, bullheads, mullets and trouts. Wetlands are characterized by swamp turtles, frogs, newts, and in ponds - limeas.

Petra Fortress

Name of the object: Petra Fortress;

Owner: Adjara Cultural Heritage Protection Agency;

Defining characteristics: Spiritual valuable, cultural heritage site. **Entertainment and leisure places:** Petra is located 6 kilometers from the city;

Accessibility for people with disabilities: At the moment, the fortress is being rehabilitated-conserved and tourist-oriented infrastructure is being built;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi;

Conservation and protection issues: Conservation and rehabilitation of the monument is carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Adjara Cultural Heritage Protection Agency;

Monument address: Kobuleti, Village Tsikhisdziri.

Petra Fortress - is a historic fortress city located in Adjara, Kobuleti Municipality on the territory of the village **Tsikhisdziri**. The fortress was built by John the Strategos in 535. "Petra" is the Byzantine name of this fortress city, and "Witch Fortress" is Georgian. It is suggested that this fortress is mentioned in the Knight in the Panther's Skin poem.

The fortress city is located at the Black Sea coast, 440 meters above sea level, 6 km from Kobuleti. Petra fortress city was located on a rocky hill by the sea, which was protected by a rocky relief from the land side in addition to the battlement (hence its Greek name "Petra" - stone, rock). Petra was considered to be an unapproachable fortress. Its ruins are preserved to this day.



St. George Church in Tetrosani

Name of the object: Tetrosani Father's Monastery;

Owner: Patriarchate of Georgia;

Defining characteristics: Spiritual value, a cultural heritage site;

Entertainment and leisure places: Monastery is located 6 kilometers from the city;

Accessibility for people with disabilities: Not possible;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi;

Conservation and protection issues: Conservation and rehabilitation of the monument was carried out in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia. The protection of the monument is ensured by the Patriarchate of Georgia;

Monument address: Kobuleti village Tetrosani.

There are remains of one wall of **St. George Church in Tetrosani**, located 5 km from the city of Kobuleti on a hill, on the right bank of river Achkva. The condition of the monument makes it difficult to determine the architectural appearance of the shrine.

Tetrosani was one of the most important cultural centers of the **Khinotsminda Episcopate**. According to one version, in prehistoric times there must have been a cult center here. It is a name associated with the cult of White George. According to another version, Tetrosani (dressed in white) was used as one of the titles of the Virgin Mother in Georgia.

Tetrosani used to be a literacy-cultural center. The book of 16th century "Tetrosni Davitni" was rewritten here. Its copyist was Germanoz Calligrapher. The psalm was copied

at the request and with financial support of Qaikhosro Gurieli and his mother, Queen Tamar.

The Temple of Tetrosani was probably destroyed after its capture by the Ottomans (1728). In the first half of 19th century, the wife of Maxim Suleiman Beg Tavdgiri was buried in the former Church of Tetrosani.

Source: A. Ioseliani, "Essays on the History of Colchis" p. 54 – Tbilisi, 1973.

Q. Chkhatarashvili, "Tetrosani and Tetrosnis Davitni" Issues of the History of the Feudal Era of Georgia pp. 106 – Tbilisi, 1986.

Takaishvili E. (1907). Archaeological Journeys and Notes. Tbilisi: "Georgian Partnership of Book Publishers", p. 29.

Zakaria Chichinadze, "Betrayal of the Tavdgiridze family and Ali Pasha Tavdgiridze" p. 29 – New Senaki, 1896.



Former Church of John the Baptist in Khinotsminda

Name of the object: *Former Church of John the Baptist in Khinotsminda.*

Owner: *Patriarchate of Georgia;*

Defining characteristics: *Spiritual value, a cultural heritage site;*

Entertainment and leisure places: *The church is located 44 kilometers from the city;*

Accessibility for people with disabilities: *Not possible;*

Transport and access via communication facilities for people with disabilities: *It is possible to reach the monument by off-road vehicle;*

Conservation and protection issues: *Conservation and rehabilitation was carried out by the Adjara Cultural Heritage Protection Agency in accordance with the requirements of the Georgian National Agency for Cultural Heritage Preservation. The protection of the monument is ensured by the Georgian Patriarchate and the Adjara Cultural Heritage Protection Agency;*

Monument address: *Kobuleti village Khinotsminda.*



Project funded by the
EUROPEAN UNION



www.greethis.net



There is a former church of John the Baptist in Khinotsminda located 44 km east of Kobuleti, in the village of Upper Khino of the river Kintrishi valley. According to G. Tavamaishvili, the church was originally a three-aisled basilica, which shows the signs of Georgian basilicas of the late period.



St. George Church in Achi

Name of the object: St. George Church in Achi;

Owner: Patriarchate of Georgia;

Defining characteristics: Spiritual value, a cultural heritage site;

Entertainment and leisure places: The church is located 44 kilometers from the city;

Accessibility for people with disabilities: Not possible

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transport, taxi;

Conservation and protection issues: no conservation and rehabilitation has been carried out in the recent period;

The protection of the monument is provided by: the Georgian National Agency for Cultural Heritage Preservation and the Patriarchate of Georgia;

Monument address: Kobuleti, Village Achi.

St. George Church in Achi of XII-XIII centuries is located 38 km away from Kobuleti, on the right bank of the river Achistskali on a high hill. It is a hall-type basilica. The façade on the top of the west and south gates are decorated with ornamentally carved crosses. On the top of the south gate there is a five-line Asomtavruli inscription. The inside of the temple is fully painted with frescoes. Some of these frescoes represent a rarity from the iconographic standpoint. The main relic of the church is a gold-plated silver cross created in the Tamar era, which was discovered by Ekvtime Takaishvili. In 1874, Achi was visited

and described by D. Bakradze, who considered the temple as a building of VIII-IX centuries [Bakradze 1987].

Source: Ioseliani 1973; Tavamaishvili 2000; p.4. Inaishvili A. 1974; 133-134,143p.



Alambari Fortress (Mamuka Fortress)

Name of the object: Alambari Fortress;

Owner: Adjara Cultural Heritage Protection Agency;

Defining characteristics: Fortification building, cultural heritage monument;

Entertainment and leisure places: Alambri Fortress is located 6 kilometers from the city.

There are catering facilities, grocery stores in the village. It is possible to stay in private houses (guesthouses);

Accessibility for people with disabilities: Hard to reach, trails are not in order;

Transport and access via communication facilities for people with disabilities: The monument can be reached by taxi and private transport;

Conservation and protection issues: The monument has not been conserved or rehabilitated.

Current condition requires a conservation and rehabilitation project on the monument in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia.

Monument address: Kobuleti village Alambari.

It is located in the village of Alambari, on a hill called Tsikhiskeli. From this hill you can perfectly see Kobuleti - the Black Sea on the west, the outskirts of the Zenit village on the south, Elia Fortress on the east and the surrounding areas of Kobuleti and Ozurgeti on



Project funded by the
EUROPEAN UNION



www.greethis.net



the north. In sunny weather, you can distinguish the snow-capped mountain system of the Caucasus from the clouds.



Zeniti winepress

Name of the object: Zeniti winepress;

Owner: Adjara Cultural Heritage Protection Agency;

Defining characteristics: Cultural heritage monument;

Entertainment and leisure places: Zeniti winepress is located 6 kilometers from the city. There are catering facilities and grocery stores in the village. It is possible to stay in private houses (guesthouses);

Accessibility for people with disabilities: Hard to reach, trails are not in order;

Transport and access via communication facilities for people with disabilities: The monument can be reached by public transportation, taxi and private transport;

Conservation and protection issues: The monument has not been conserved or rehabilitated. Current condition requires a conservation and rehabilitation project on the monument in accordance with the requirements of the National Agency for Cultural Heritage Preservation of Georgia.

Monument address: Kobuleti village Zeniti.





Project funded by the
EUROPEAN UNION



www.greethis.net



SWOT Analysis

Strengths:

- Kobuleti Municipality in the Adjara region is distinguished by rich natural conditions and cultural heritage;
- Both tangible and hundreds of intangible cultural heritage monuments are preserved in Kobuleti municipality and Adjara region in general;
- Kobuleti municipality is considered to be the homeland of unparalleled performers of Georgian polyphony, polyphonic melodies - Naduri songs;
- Kobuleti municipality has all preconditions for the development of both sea and rural (mountain) tourism infrastructure;
- The city of Kobuleti has historically been considered a distinctive medical resort to treat cardiovascular diseases;
- The municipality has resources needed for the development of rich, growing resort tourism, which will help to provide an ecologically clean environment for the development of recreational tourism;
- Access roads to the communities of the municipality are provided with proper road infrastructure;
- Full provision of electricity supply to the population - provision of a large part of the settlements with outdoor lighting;

- Full coverage of the region with mobile telephone network and postal service;
- Resorts help to raise high awareness of Kobuleti and Adjara in general: Khinotsminda, Beshumi, Goderdzi, Chakvi, Pichvnari, as well as the existence of natural and material cultural monuments of Kobuleti Municipality, such as: Kobuleti Protected Areas - Ispani, Kintrishi Protected Areas, Mtirala National Park, Kobuleti Seaside Park, Kobuleti Museum, Zurab Gorgiladze House-Museum in the village of Gorgadzebi, Elia Fortress, Petra-Tsikhisdziri Fortress-Museum, Khinotsminda Monastery Complex, Zeniti megalithic monument - stone winepress, Alambari Fortress, early medieval Former church of St. George in Tetrosani, arched bridges over the river Kintrishi, Kvirike church of St. George, Kvirike Church of St. Kvirike and Ivrita, Tskhemvani Father's Monastery;
- Proximity of the municipality to Poti and Batumi ports and Batumi and Kutaisi airports;
- Production of ecologically clean agricultural products;
- Medical facilities and pharmacy chains are developed in the region;
- The existence of fire-rescue teams in the region provides opportunities for safe rest and fun; Including water rescue teams.

Weaknesses:

- Difficult demographic and social situation of Kobuleti municipality;
- Negative dynamics of population migration from the municipality (which is manifested constantly or seasonally, both to find employment within the country and abroad);
- Lack of adapted tourism infrastructure for people with disabilities and disregard of construction standards;
- The need for rehabilitation of medical institutions;
- Scarcity of domestic transport services, including promotion of environmentally friendly vehicles;
- Poverty rate, low income of population and small amount of savings;
- Unsatisfactory condition of development of service sector (hotels, catering and cognitive-entertainment facilities);

- Unsatisfactory condition of the infrastructural appearance of the settlements;
- Unsatisfactory condition of public transport infrastructure (including lack of adaptation for people with disabilities);
- Malfunction of the municipality's sewerage systems and lack of sewerage systems in the villages;
- Lack of spatial planning practices in the municipality;
- Lack of modern agricultural and entrepreneurial skills in the population;
- Weak advertising support and marketing of tourism services (products);
- An extremely small number of operating business entities.

Opportunities:

- Increased investor interest in the Kobuleti municipality and interest toward the construction of hotel infrastructure in resort areas;
- Increase in tourist flows (both resident and non-resident visitors);
- Increased demand for ecologically clean products in international, regional and local markets;
- Increased volume of aid from international donor organizations;
- Targeted and successful use of funding for projects important for the municipality;
- Special state programs aimed at reducing the cost of small business loans and agricultural loans;
- Increase of the financial and economic capacity of the government;

Threats:

- Low level of professional education and qualification of the workforce;
- Non-systemic approach to attracting tourists;
- Lack of action plans for adaptation and mitigation of climate change for vulnerable areas;
- Weak commercialization of cultural and historical features;
- Insufficient knowledge of tourism industrial zone management and of tourism as a business activity;

- Scarcity of large business entities (tourism sector).

Natural Disasters:

- Global financial-economic crisis;
- Increase in landslide risk zones and threats of deterioration of the ecological environment.

CHAPTER IV

Contextual research of the market potential of tourism development

Survey

The research was conducted within the accepted standards, with participation of adult citizens of Georgia according to following age groups: 18 to 35, 36 to 55, 56 and above.

A total of 340,000 people live in the target municipalities with relative precision:

Batumi - 172,594 (Source <http://adjara.gov.ge>);

Lanchkhuti - 31,500 (Source <http://guria.gov.ge/geo/static/182>);

Poti - 47,700 (Source www.poti-sakrebulo.ge);

Kobuleti - 87,770 (Source <http://adjara.gov.ge>).

The survey was conducted in the form of direct interviews, telephone conversations and correspondence on social networks with a total number of about 500 citizens.

N	Age group	Number/ Citizen	Direct interview	Telephone Survey	Social network	Refused to participate	Abstained
1	From 18 to 35	160	15	10	85	40	10
2	From 36 to 55	160	25	60	65	6	4
3	56 and above	160	78	12	0	48	22
*	Total	480	118	82	150	94	36

In response to our question: “Are you aware of the tourism potential of the region, your own city (municipality)?” it turned out that survey participants are quite informed about their city’s potential we got the following picture:

N	Age group	Slightly	Sufficiently	Mostly	Does not know at all	Male	Female
1	From 18 to 35	15	35	57	3	40	70
2	From 36 to 55	11	97	42	0	65	85
3	56 and above	12	40	38	0	38	52
*	Total	38	172	137	3	143	207

It is also interesting that each respondent in every age group category was informed about the tourist facilities existing in the region, their own city (municipality):

N	Age group	Slightly	Sufficiently	Mostly	Does not know at all	Male	Female
1	From 18 to 35	8	80	22	0	40	70
2	From 36 to 55	5	75	70	0	65	85
3	56 and above	35	15	25	5	38	52
*	Total	48	170	117	5	143	207

In response to our question: “Which type of tourism are you attracted to?” survey participants could choose several options presented in the questionnaire, or to list their own preferences; The results of this question are as follows:

N	Type of tourism	Age group	Age group	Age group	Male	Female	Note
	Name	From 18 to 35	From 36 to 55	56 and above	They chose several	They chose several	Total sum
1	Leisure and recreational tourism	20	45	17	34	48	82 chose second time
2	Recreational / spa tourism	53	30	85	67	101	168 chose second time
3	Cultural tourism	27	21	22	34	36	70 chose second time
4	Religious tourism	15	40	25	37	43	80 chose second time (mostly visiting the monuments located in the holy land and in the neighboring Republic of Turkey)
5	Business tourism	8	10	7	12	13	25 chose second time
6	Adventure tourism	32	15	25	28	44	72 chose second time (including elderly citizens,

							although they do not have the opportunity to do it)
7	Other (at the discretion of the participants)	5	4	11	8	12	20 expressed an opinion that they prefer to travel (including elderly citizens, although they do not have the opportunity to do it)
*	Total	160	165	192	220	297	517

Relatively equal choice was made when asked which type of accommodation is preferred during tourist visits:

N	Accommodation type	From 18 to 35	From 36 to 55	56 and above	Total	Male	Female
1	Hotel	34	60	22	126	44	82
2	Motel	28	5	8	41	15	26
3	Guest house	35	65	45	145	68	77
4	Monastery	8	5	10	23	8	15
5	Other	5	5	5	15	6	9
*	Total	110	150	90	350	143	207

In response to our question: “When planning vacation, how important is it for you to choose existing cultural or historical sites in your region?”, respondents had to choose 1 to 10, with 10 being the most important and 1 - the least important.

The survey results showed that the majority of respondents (considering all age groups) mostly have a positive characterization of holiday planning through selecting cultural and historical sites in their region (city or municipality). In many cases, respondents indicated that they would plan vacation according to the wording of the questionnaire, if possible:

N	Numbers	From 18 to 35	From 36 to 55	56 and above	Total	Male	Female
1	1	3	15	0	18	13	5
2	2	5	15	0	20	14	6

3	3	0	0	0	0	0	0
4	4	0	0	0	0	0	0
5	5	0	0	0	0	0	0
6	6	0	10	5	15	8	7
7	7	35	30	5	70	34	36
8	8	15	22	20	57	32	25
9	9	32	28	45	105	40	65
10	10	20	30	15	65	30	35
*	Total	110	150	90	350	171	179

When planning tourist itineraries, respondents use the following source of information:

N	Information Source	Age Group	Age Group	Age Group	Male	Female	Note
	Name of the sight	From 18 to 35	From 36 to 55	56 and above	How many chose	How many chose	Total sum
1	Electronic publications	25	9	0	14	20	34
2	Social media	35	30	0	27	38	65
3	Media (newspaper, television, radio)	10	21	10	17	24	41
4	Tourism agencies	15	40	25	36	44	80
5	Tourism exhibitions	8	10	5	8	15	23
6	Advertisements - advertising banners / booklets, etc.	12	15	5	14	18	32
7	Other (at the discretion of the participants)	5	25	45	35	40	75 citizens traditionally plan/have a village or country house
*	Total	110	150	90	151	198	350

We think that one of the most important parts of the survey is the opinion of citizens regarding the planning of entertainment events in tourist facilities. We got a very interesting and meaningful picture for the future based on our pre-selected answer options to the question below, where respondents could answer to several questions.

N	How important is it to plan entertainment events in tourist facilities?	Age Group	Age Group	Age Group	Male	Female	Note
*	List:	From 18 to 35	From 36 to 55	56 and above	How many chose	How many chose	Total sum
1	Such measures can increase the flow of tourists to the region	25	65	37	56	71	127
2	Such measures will motivate the region to improve services in the field of tourism	43	60	82	84	101	185
3	Such events increase the visualization of tourist facilities, which will increase the ability to attract tourists	67	51	32	66	84	150
4	These types of events can help to improve the social and urban environment	25	40	25	43	47	90
*	Total	160	216	176	249	303	552

As to which events the respondents would like to attend, according to the municipalities presented in the survey (which were more or less known to the respondents), they had the opportunity to choose several at once, we got the following picture:

N	What kind of event would you like to attend?	Age Group	Age Group	Age Group	Male	Female	Note
*	List:	From 18 to 35	From 36 to 55	56 and above	How many chose	How many chose	Total sum
1	Public holiday "in connection with the New Year"	25	65	37	47	80	127
2	Public holiday "according to separate villages"	5	60	22	32	55	87
3	Public Holiday "according to religious holiday"	15	51	28	41	53	94
4	Events related to sports games (horse racing, Georgian wrestling, wrestling in Leloburti)	45	40	65	48	102	150

5	Public Holiday "according to holiday of cities"	25	35	55	57	58	115
	Festival "related to heritage and traditions"	45	55	90	89	101	190
6	Events related to wine tourism	45	55	76	108	68	176
7	Events related to natural monuments	35	29	40	56	48	104
	Memorial events - about historical figures	25	35	45	47	58	105
8	Events related to rural tourism	65	74	61	96	104	200
9	Events related to maritime tourism	85	62	38	78	107	185
10	Events related to the promotion of folk handicrafts and cuisine	28	34	56	54	64	118
11	Folk music and dance festival	32	40	54	52	74	126
12	Agro-festival	45	56	54	67	88	155
*	Total	520	691	721	872	1060	1932

In response to our question: "How to popularize tourist facilities and events?" our respondents had the opportunity to express their views, and at the same time to give preference to several points to pre-selected answers that we have offered them. Respondents suggested very interesting directions and ways. It should be noted that their views on the promotion of tourist facilities is non-homogenous:

N	How to popularize tourist facilities and events?	Age Group	Age Group	Age Group	Male	Female	Note
*	List:	18 to 35	From 36 to 55	56 and above	How many chose	How many chose	Total sum
1	Tourist facilities and events should be offered along with tour packages	35	25	5	27	33	60
2	Through travel information agencies	45	30	5	32	48	80
3	By the event organizers	35	51	45	56	75	131
4	By local municipalities (City Hall, City Council)	25	40	35	44	56	100

5	By the Ministry of Education and Culture	35	35	15	40	45	85
	By the Ministry of Environment and Agriculture	15	35	10	33	27	60
6	By hotel owners	15	55	5	36	39	75
7	By the Cultural Heritage Protection Agency	25	20	10	26	29	55
8	By local museums	30	15	15	27	33	60
9	By other additional means	50	65	45	67	78	145
*	Total	300	371	190	388	463	861

SWOT Analysis

Strengths:

- It is important that majority of survey participants is quite familiar and informed about the tourism opportunities of the region, their own city (municipality);
- The majority of respondents choose the type of tourism such as health/spa tourism (168 votes), leisure and recreational tourism (82 votes), religious tourism (80 votes), adventure tourism (72 votes), cultural tourism (70 votes), which unequivocally highlights the need to develop green and historic tourism;
- Most of the respondents prefer the following type of accommodation during a tourist visit: guesthouses (145 votes), hotels (126 votes);
- It is important that respondents use different sources of information when planning tourist routes;
- Respondents believe that planning of entertainment events at tourist facilities can:
 - a) increase the flow of tourists to the region;
 - b) motivate regions to improve tourism services;
 - c) increase the visualization of tourist facilities, which shall also increase the attraction tourists and improve the social and urban environment;
- Relatively similar choices were made regarding events that respondents would like to attend (generally according to the events listed in options): events related to wine tourism, promotion of folk handicrafts and cuisine, sports games, folklore, maritime tourism, etc.

- According to the majority of respondents, the popularization of tourist facilities and events is directly related to the organizers of events and projects of local self-governments (Municipal Hall, City Council).

Weaknesses:

- The minority of respondents chose business tourism (25 votes), which unequivocally highlights the lack of awareness among population about business tourism opportunities in green and historic tourism development segment;
- When choosing the type of accommodation during a tourist visit, the respondents were less likely to choose such type of accommodation as a monastery (23 votes - out of 350 respondents), which highlights the lack of public awareness about accommodation facilities available in monasteries;
- The majority of young people often use electronic publications and social media, while the relatively older respondents mostly use travel agencies or plan themselves according to the cottages available in the village;
- Travel exhibitions (23 votes - out of 350 respondents) and advertisements - banners / booklets, etc. (32 votes - out of 350 respondents) are still not a priority when planning tourist routes. The contribution of the media (newspaper, television, radio) is also modest - 41 votes - out of 350 respondents;
- Preference is not given, or there are some gaps in communication and dissemination of information for following events: events related to natural monuments, memorial events related to historical figures, etc.
- Although, nowadays the objects under federal agencies have proper infrastructure, small number of respondents links their popularization.

Opportunities:

- The survey did not present the possibility of developing such tourism type as medical tourism, which has great potential in the municipalities presented in the



Project funded by the
EUROPEAN UNION



www.greethis.net



research. It can contribute to the development of green and historic tourism in the region;

- Many well-known and lesser-known healing mineral waters and resorts are located in the represented regions.

CHAPTER V

Cultural heritage in the eastern Black Sea coast

POTI, LANCHKHUTI, BATUMI, KOBULETI

The municipalities presented in the research have bigger opportunities to upgrade the idea of green and historic tourism of the Eastern Black Sea to another level of development due to their natural-geographical location which includes the rich natural and cultural heritage. In the opinion of research group members, this will become a stimulating factor for sustainable social and cultural development of Georgia, first of all in the represented municipalities.

SWOT analysis is interesting in this regard, as it covers the condition and protection of material cultural monuments present in these municipalities, their strengths and weaknesses, existing and expected threats, the opportunity to present each municipality, where the participatory contribution of both the state and various institutions is given.

The on-site inspection of material culture and nature monuments of Poti, Batumi, Lanchkhuti and Kobuleti municipalities showed that putting each monument in the service of the community, while preserving its authentic and natural appearance, is better done at objects under the auspices of federal agencies (ministries and departments); monuments such as: Kolkheti National Park, Mtirala National Park, Kobuleti Protected Areas, Kintrishi Protected Areas, Gonio-Apsaros Fortress-Museum, Petra-Tsikhisdziri Fortress-Museum, Poti Lighthouse, Batumi State Theater, Batumi Archaeological Museum, Poti Cathedral, Niko Nikoladze Tower, Batumi colonnades and others.

Georgian National Agency for Cultural Heritage Preservation, Adjara Cultural Heritage Preservation Agency, Adjara Museum, National Agency for Protected Areas of Georgia, Hydrographic Service of Georgia have long-term plans related to the monuments presented in Batumi and Poti municipalities, where the situation is better in terms of rehabilitation-conservation.

Given the local budget parameters (due to low budget approach programs), where local governments have relatively less leverage, the municipalities of Kobuleti and Lanchkhuti

(mostly the city of Poti), cannot unfortunately initiate operational and long-term projects in relation to monuments.

According to the data of National Agency for Cultural Heritage Preservation of Georgia and the Agency for Cultural Heritage Preservation of Adjara, there are 350 to 400 cultural heritage monuments in the municipality (not all monuments have been granted the status, therefore, they could not be included in the list).

Poti cultural heritage

Monuments from Poti Municipality included in the list of cultural heritage monuments of Georgia				
N	List N	Name	Location	Input date
1	3255	City of Poti Old Garden	Poti	03.10.07
2	5505	Niko Nikoladze Tower	Poti, Sh. Rustaveli Arc N 5	10.03.08
3	5506	Guria - Samegrelo Cathedral of the Nativity of the Virgin	Poti, Sh. Rustaveli Arc N 3	10.03.08
4	5507	Children's Library	Poti, Sh. Rustaveli Arc N 1	10.03.08
5	5508	House of Culture	Poti, Sh. Rustaveli Arc N 10	10.03.08
6	5510	Art school	Poti, Gamsakhurdia Str. N 4	10.03.08
7	5511	Public building	Poti, Saint George str. N 23	10.03.08
8	5516	Poti History Museum	Poti, 26 May St. N 9	10.03.08
9	5521	Synagogue	Poti, Jerusalem Street	10.03.08
10	5523	School for the Deaf and Mutes	Poti, Giorgi Chanturia Str. N 5	10.03.08
11	5530	Architecture	Poti, Davit Aghmashenebeli Str. N 26	10.03.08
12	5531	Architecture	Poti, Davit Aghmashenebeli Str. N 29	10.03.08
13	5532	Architecture	Poti, Davit Aghmashenebeli Str. N 36	10.03.08
14	5533	Architecture	Poti, Davit Aghmashenebeli Str. N 39	10.03.08
15	5534	Architecture	Poti, Davit Aghmashenebeli Str. N 43	10.03.08



Project funded by the
EUROPEAN UNION



www.greethis.net



16	5535	Architecture	Poti, Davit Aghmashenebeli Str. N 51	10.03.08
17	5536	Architecture	Poti, Dimitri Tavdadebuli str. N 83	10.03.08
18	5537	Architecture	Poti, Rukhadze str. N 1	10.03.08
19	5538	Architecture	Poti, Valer Gegidze str. N 17	10.03.08
20	5539	Architecture	Poti, Valer Gegidze str. N 19	10.03.08
21	5540	Architecture	Poti, V. Gorgasali str. N 24	10.03.08
22	5547	Architecture	Poti, Akaki Tsereteli str. N 65	10.03.08
23	5548	Architecture	Poti, Saint George str. N 24	10.03.08
24	5549	Architecture	Poti, Rustaveli Arc N12.	10.03.08
25	5550	Residential house	Poti, Rustaveli Arc N14	10.03.08
26	5551	Residential house	Poti, Rustaveli Arc N18	10.03.08
27	5552	Architecture	Poti, Rustaveli Arc N20	21.04.08
28	5553	Architecture	Poti, Rustaveli Arc N24	21.04.08
29	5554	Architecture	Poti, Rustaveli Arc N26.	21.04.08
30	5555	Architecture	Poti 26 May str. N 4	21.04.08
31	5556	Architecture	Poti, Ruku Lulua Str. N 2	21.04.08
32	5557	Architecture	Poti, Ruku Lulua Str. N 3	21.04.08
33	5558	Architecture	Poti, Davit Aghmashenebeli Str. N 2	23.07.08
34	5559	Architecture	Poti, Davit Aghmashenebeli Str. N 9	23.07.08
35	5560	Architecture	Poti, Davit Aghmashenebeli Str. N 17	23.07.08
36	5561	Architecture	Poti, Davit Aghmashenebeli Str. N 20	23.07.08
37	5562	Architecture	Poti, Davit Aghmashenebeli Str. N 23	23.07.08
38	5563	Architecture	Poti, Davit Aghmashenebeli Str. N 24	23.07.08
39	5564	Architecture	Poti, Davit Aghmashenebeli Str. N 31	23.07.08
40	5565	Architecture	Poti, Davit Aghmashenebeli Str. N 32	23.07.08

41	5566	Architecture	Poti, Davit Aghmashenebeli Str. N 33	23.07.08
42	5567	Architecture	Poti, Davit Aghmashenebeli Str. N 34	23.07.08
43	5568	Architecture	Poti, Davit Aghmashenebeli Str. N 37	23.07.08
44	5569	Architecture	Poti, Davit Aghmashenebeli Str. N 54	23.07.08
45	5570	Architecture	Poti, Davit Aghmashenebeli Str. N 55	23.07.08
46	5571	Architecture	Poti, Davit Aghmashenebeli Str. N 57	23.07.08
47	5572	Architecture	Poti, Davit Aghmashenebeli Str. N 58	23.07.08
48		Architecture	Poti, Davit Aghmashenebeli Str. N	23.07.08
49		Architecture	Poti, Davit Aghmashenebeli Str. N	23.07.08
50		Architecture	Poti, Davit Aghmashenebeli Str. N	23.07.08

Source: www.heritagessites.ge

Lanchkhuti cultural heritage

Monuments from Lanchkhuti Municipality included in the list of cultural heritage monuments of Georgia					
N	List N	Name	Date of construction	Location	Input date
1	3256 Lanchkhuti	Oqona Monastery	Middle ages	Village Atsana, vicinity	03.10.07
2	3257 Lanchkhuti	Church of St. George	Middle ages	Village Nigoeti, vicinity	03.10.07
3	3257 Lanchkhuti	Bell-tower	Middle ages	Village Nigoeti, vicinity	03.10.07
4	3257 Lanchkhuti	Spring water	Middle ages	Village Nigoeti, vicinity	03.10.07
5	3257 Lanchkhuti	Eukterion of Machutadze	Middle ages	Village Nigoeti, vicinity	03.10.07
6	3257 Lanchkhuti	Battlement	Middle ages	Village Lower Aketi, vicinity	03.10.07
7	3258 Lanchkhuti	Church of the Savior	Middle ages	Village Nigoeti, vicinity	03.10.07

Source: www.heritagessites.ge



Project funded by the
EUROPEAN UNION



www.greethis.net



Batumi cultural heritage

Monuments from Batumi Municipality included in the list of cultural heritage monuments of Georgia				
N	Cadastral code	GPS coordinates	Name	Location
1	05.36.23.174	41.57328578760426/41.573660373687744	Residential house	Batumi, 26 May street N19
2	05.22.20.023 N01	41.648056/41.631639	Residential house	Batumi, 26 May street N25 / Zurab Gorgiladze street N18
3	05.22.20.007 N01	41.647639/41.632194	Residential house	Batumi, 26 May street N34 / Zurab Gorgiladze street N25/Petre Melikishvili street N39 / Khariton Akhvlediani street N12-14-14a
4	05.22.28.001 N01	41.647167/41.631361	Residential house	Batumi, 26 May street N37 / King Parnavaz street N87
5	05.02.37.008	41.646361/41.633361	Batumi Fire Department	Batumi, 26 May street N45
6	05.22.44.009 N01	41.645139/41.633972	Adjara El. Union	Batumi, 26 May street N47
7	05.22.49.002 N01	41.644806/41.63425	Residential house	Batumi, 26 May street N63 / Alexander Pushkin street N114-116
8	05.28.02.014 N01	41.642583/41.635806	Residential house	Batumi, 26 May street N7
9	05.02.10.001a	41.649806/41.630639	Charkviani Maternity Hospital	Batumi, 26 May street N3 / Shota Rustaveli street N39
10	05.22.10.008 N01	41.650222/41.630306	Residential house	Batumi, 26 May street N37 / King Parnavaz street N87
11	05.02.37.008	41.646111/41.633167	Colonnade	Batumi, May 6 Park
12	05.23.06.004	41.647861/41.62975	Residential house	Batumi, 9 March Street N16
13	05.28.05.004 N01	41.644722/41.640361	Synagogue	Batumi, 9 March Street N6
14	05.28.05.028 N00	41.645159,41.640133	Residential house	Batumi, Akaki Tsereteli street N1
15	05.21.50.004 N01	41.646222/41.642389	Batumi State Maritime Academy	Batumi, Alexander Griboedov street N1 / / Shota Rustaveli street N53
16	05.23.05.004 N01	41.647111/41.621667	Residential house	Batumi, Alexander Pushkin street N100
17	05.28.03.020 N01	41.643194/41.638	Residential house	Batumi, Alexander Samsonia street N4
18	05.22.05.005 N02	41.652083/41.634	Residential house	Batumi, Alexander Samsonia street N2 / Egnate Ninoshvili street N13 / Nodar Dumbadze street N2



Project funded by the
EUROPEAN UNION



www.greethis.net



19	05.22.05.001 N01	41.652667/41.634222	Residential house	Batumi, Ahmed Melashvili street N11
20	05.01.12.009	41.651667/41.64	Residential house	Batumi, Ahmed Melashvili street N16 / Giorgi Mazniashvili street N5
21	05.21.09.003 N04	41.651333/41.639389	Residential house	Batumi, Ahmed Melashvili street N22
22	05.21.08.009 N01	41.650917/41.638556	Residential house	Batumi, Ahmed Melashvili street N27
23	05.21.11.008 N01	41.650917/41.638333	Former restaurant "Blago Evgrad"	Batumi, Ahmed Melashvili street N28-30 / Konstantine Gamsakhurdia street N14
24	05.22.26.003 N00	41.650861/41.637917	Residential house	Batumi, Ahmed Melashvili street N31 / Konstantine Gamsakhurdia street N16
25	05.22.27.007 N01	41.650667/41.637972	Residential house	Batumi, Ahmed Melashvili street N32
26	05.22.26.002 N00	41.650694/41.637389	Residential house	Batumi, Ahmed Melashvili street N5
27	05.21.13.010	41.652139/41.64125	Residential house	Batumi, Ahmed Melashvili street N7
28	05.21.13.007 N02	41.651833/41.640639	Residential house, shops	Batumi, Ahmed Melashvili street N9
29	05.21.12.003 N00	41.65175/41.640472	Defensive building	Batumi, Barbius street N6
30	05.21.01.031		Residential house	Batumi, Baku street
31	05.21.55.058	41.646333/41.647139	Batumi lighthouse	Batumi, boulevard area
32	05.21.20.007 N00	41.655936,41.641060	Hotel "Alik"	Batumi, Giorgi Mazniashvili street N2 / Memed Abashidze street N12
33	05.21.06.004 N01 +05.21.06.011	41.65175/41.638556	Residential house	Batumi, Giorgi Mazniashvili street N25
34	05.21.28.001 N01	41.649583/41.640472	Residential house, furniture house	Batumi, Giorgi Mazniashvili street N3 / Memed Abashidze street N13
35	05.21.09.006 N01	41.651833/41.63875	Former Georgian Architects Union	Batumi, Giorgi Mazniashvili street N32
36	05.21.27.012 N00	41.649472/41.6405	Residential house	Batumi, Giorgi Mazniashvili street N36
37	05.21.27.001 N01	41.64925/41.640694	Residential house	Batumi, Giorgi Mazniashvili street N47
38	05.21.48.021 N01	41.647528/41.642111	Residential house	Batumi, Giorgi Mazniashvili street N6 / Memed Abashidze street N15
39	05.21.08.007 N01	41.65175/41.638694	Residential house	Batumi, Giorgi Mazniashvili street N60 / Revaz Komakhidze street N10-12



Project funded by the
EUROPEAN UNION



www.greethis.net



40	05.21.37.001 N01	41.647722/41.641917	Residential house	Batumi, Giorgi Mazniashvili street N62 / Revaz Komakhidze street N11
41	05.21.47.023 N00	41.647417/41.642083	Fast food, poker club	Batumi, Giorgi Mazniashvili street N68 / Ilia Chavchavadze street N18
42	05.21.47.018 N01 N02	41.646861/41.6425	Restaurant	Batumi, village Makhinjauri
43	05.34.22.010 N01	41.675003,41.695090	Residential house	Batumi, Davit Kldiashvili street N6
44	05.22.11.004 N01	41.650167/41.632694	Residential house	Batumi, Davit Kldiashvili street N7 / Vaja-Pshavela Street N11-13
45	05.22.18.013	41.649685,41.632393	Gonio-Apsaros architectural-archaeological complex	Batumi, village Gonio
46	05.36.23.174	41.57328578760426/41.573660373687744	Residential house	Batumi, village Makhinjauri
47	05.34.23.584 + 05.34.23.582	41.676293/41.700769	Former country house (Sibiryakov house)	Batumi, village Makhinjauri
48	05.34.22.121		Former country house (Baryatinsky House)	Batumi, village Mtsvane Kontskhi
49	05.34.25.034	41.695972/41.712917	Residential house	Batumi, Demetre Tavdadebuli street N10
50	05.22.12.023 N01	41.650556/41.6345	Residential house	Batumi, Demetre Tavdadebuli street N11
51	05.22.13.007 N00	41.651167/41.634167	Residential house	Batumi, Demetre Tavdadebuli street N1-3 / Egnate Ninoshvili street N17
52	05.22.05.002 N02	41.652028/41.6335	Editorial office of the newspaper "Adjara"	Batumi, Demetre Tavdadebuli street N19 / Memed Abashidze street N38
53	05.22.13.017 N01	41.650278/41.635083	Residential house	Batumi, Demetre Tavdadebuli street N35
54	05.22.32.014 N01	41.648361/41.636361	Residential house	Batumi, Demetre Tavdadebuli street N36
55	05.22.52.001 N01	41.645944/41.638333	Cathedral of the Nativity of the Virgin	Batumi, Demetre Tavdadebuli street N51 / Stefane Zubalashvili street N27
56	05.22.53.001 N00	41.646111/41.638167	Residential house	Batumi, Demetre Tavdadebuli street N6
57	05.02.12.010	41.651222/41.634028	Kindergarten N1	Batumi, Demetre Tavdadebuli street N7 / Shota Rustaveli street N15-



Project funded by the
EUROPEAN UNION



www.greethis.net



				17
58	05.22.13.014 N02	41.6515/41.633944	Residential house	Batumi, Demetre Tavdadebuli street N1-3 / Egnate Ninoshvili street N17
59	05.22.05.002 N01	41.652528/41.633472	Residential house	Batumi, Demetre Tavdadebuli street N1-3 / Egnate Ninoshvili street N17
60	05.22.05.002 N01	41.652389/41.633194	Hotel "Intourist"	Batumi, Egnate Ninoshvili street N11
61	05.22.07.001 N00	41.652778/41.635111	Residential house	Batumi, Egnate Ninoshvili street N15
62	05.22.05.003 N00	41.652667/41.633778	Scientific-research institute	Batumi, Egnate Ninoshvili street N23
63	05.22.02.005 N00	41.650972/41.629056	Residential house	Batumi, Egnate Ninoshvili street N27 / Petre Melikishvili street N1
64	05.22.02.013 N01	41.650667/41.628389	Administration of Batumi Shota Rustaveli State University	Batumi, Egnate Ninoshvili street N35 / Shota Rustaveli street N32
65	05.23.03.004 N06	41.650306/41.627361	Batumi Shota Rustaveli State University	Batumi, Egnate Ninoshvili street N35 / Shota Rustaveli street N32
66	05.23.03.004 N02	41.650083/41.626667	Residential house	Batumi, Vaja-Pshavela Street N22
67	05.02.20.012	41.648639/41.632944	Residential house	Batumi, Vaja-Pshavela Street N24
68	05.02.20.019 N01	41.648307,41.632484	Residential house	Batumi, Vaja-Pshavela street N27-29
69	05.22.30.019 N00	41.647611/41.633917	Residential house	Batumi, Vaja-Pshavela Street N28
70	05.22.20.010 N01	41.6485/41.633194	Church of Saint Barbara	Batumi, Vaja-Pshavela street N3 / Shota Rustaveli street N24
71	05.22.04.007 N00	41.650917/41.631444	Residential house	Batumi, Vaja-Pshavela street N30 / Zurab Gorgiladze street N8
72	05.22.20.024 N00	41.648194/41.633361	Batumi Institute of Foreign Languages, State Pedagogical College	Batumi, Vaja-Pshavela street N32 / Zurab Gorgiladze street N19
73	05.22.29.013 N01	41.647833/41.633417	Synagogue	Batumi, Vaja-Pshavela street N33
74	05.22.30.021 N01	41.647278/41.634306	Residential house	Batumi, Vaja-Pshavela street N38
75	05.22.35.001 N00	41.647167/41.634111	Residential house	Batumi, Vaja-Pshavela street N41-43



Project funded by the
EUROPEAN UNION



www.greethis.net



76	05.22.45.013 N00		Residential house	Batumi, Vaja-Pshavela street N50 / Stefane Zubalashvili street N32
77	05.22.44.011 N01	41.645472/41.635639	Residential house	Batumi, Vaja-Pshavela street N74
78	05.28.02.010 N01	41.643306/41.636806	Residential house	Batumi, Vaja-Pshavela street N76
79	05.28.02.019 N01	41.643167/41.636972	Office	Batumi, Vaja-Pshavela street 25
80	05.22.30.005 N01	41.647972/41.633667	District House of Education Workers	Batumi, Vaja-Pshavela street N21 / Memed Abashidze street N49
81	05.22.21.021 N01	41.649361/41.633278	Residential house	Batumi, Vakhtang Gorgasali street N10
82	05.21.28.024	41.649528/41.64175	Residential house	Batumi, Vakhtang Gorgasali street N24
83	05.21.27.009 N00	41.648972/41.640583	Residential house	Batumi, Vakhtang Gorgasali street N3
84	05.01.35.007 N00	41.649778/41.642528	Residential house	Batumi, Vakhtang Gorgasali street N32 / Konstantine Gamsakhurdia street N36 / King Parnavaz Street N45
85	05.22.41.008 N03	41.648611/41.639611	R. Laghidze State Music College	Batumi, Vakhtang Gorgasali street N4
86	05.21.29.004 N00	41.649889/41.642556	Residential house	Batumi, Vakhtang Gorgasali street N42 / Nikoloz Baratashvili street N37
87	05.22.41.011 N00	41.647972/41.638528	Residential house	Batumi, Vakhtang Gorgasali street N46
88	05.02.40.007	41.647694/41.637806	Residential house	Batumi, Vakhtang Gorgasali street N54 / Luka Asatiani street N35
89	05.22.39.002 N02	41.647028/41.636222	Residential house	Batumi, Vakhtang Gorgasali street N54 / Luka Asatiani street N35
90	05.22.39.002 N03	41.647244,41.636583	Residential house	Batumi, Vakhtang Gorgasali street N57
91	05.22.44.010 N01	41.646028/41.634333	Residential house	Batumi, Vakhtang Gorgasali street N59-61
92	05.22.44.015 N00	41.64575/41.633667	Residential house	Batumi, Vakhtang Gorgasali street N62
93	05.02.37.004	41.646417/41.634833	Russian Orthodox Church	Batumi, Vakhtang Gorgasali street N27 / Konstantine Gamsakhurdia street N35
94	05.21.32.018 N00	41.648464,41.640093	Residential house	Batumi, Vladimer Kandelaki street N2 / Iakob Gogebashvili street N42



Project funded by the
EUROPEAN UNION



www.greethis.net



95	05.21.54.024 N00	41.646389/41.646556	Former Savings Bank	Batumi, Zviad Gamsakhurdia street N12 / Merab Kostava street N14
96	05.01.12.012 N00	41.651278/41.640917	Residential house	Batumi, Zviad Gamsakhurdia street N13-15 / Merab Kostava street N5 / Noe Jordania Street N8
97	05.21.18.004 N00	41.651194/41.640833	Residential house	Batumi, Vakhtang Gorgasali street N18-20 / Noe Jordania Street N15
98	05.21.23.010 N01	41.650556/41.641417	Residential house	Batumi, Zviad Gamsakhurdia street N13-15
99	05.21.34.001 N00	41.649306/41.642389	Residential house	Batumi, Zviad Gamsakhurdia street N38-40 / Stefane Zubalashvili street N2
100	05.21.33.003 N02	41.649056/41.642528	Residential house	Batumi, Zviad Gamsakhurdia street N39 / Khulo street N9
101	05.21.39.001 N01	41.649147,41.642793	Residential house	Batumi, Zviad Gamsakhurdia street N6
102	05.21.09.011 N01	41.651277,41.638932	Residential house	Batumi, Zviad Gamsakhurdia street N 9
103	05.21.13.002 N00	41.651639/41.640694	Residential house	Batumi, Zurab Gorgiladze street N2
104	05.22.25.011 N01	41.6495/41.636917	Residential house	Batumi, Zurab Gorgiladze street N21
105	05.22.29.008 N01	41.647667/41.632778	Residential house	Batumi, Zurab Gorgiladze street N31
106	05.23.17.012 N01	41.646444/41.630028	Residential house	Batumi, Zurab Gorgiladze street N32 / Petre Melikishvili street N37
107	05.21.19.003	41.646944/41.630722	Art museum	Batumi, Zurab Gorgiladze street N8
108	05.22.22.001 N00	41.648528/41.634028	Batumi seaside boulevard	Batumi, seaside park area
109	05.24.02.111	41.654417/41.633917	Colonnade	Batumi, seaside park area
110	05.24.02.111 and etc	41.654056/41.63525	Fortress	Batumi, Queen Tamar avenue
111	05.30.23.011	41.663583/41.682667	Residential house	Batumi, Tbilisi square N1-3
112	05.21.50.005 N01	41.646417/41.642111	Residential house	Batumi, Tbilisi square N1-3
113	05.21.50.005 N02	41.646306/41.64225	Residential house	Batumi, Tengiz Makatsaria street N1-3
114	05.29.07.047 N01	41.645806/41.652917	Workshop	Batumi, Tengiz Makatsaria street N1-3
115	05.29.07.047 N02	41.645583/41.652389	Residential house	Batumi, Tengiz Makatsaria street N5



Project funded by the
EUROPEAN UNION



www.greethis.net



116	05.29.07.080 N01	41.645639/41.651972	Residential house	Batumi, Iakob Gogebashvili street N18
117	05.21.36.003 N00	41.650472/41.643917	Residential house	Batumi, Iakob Gogebashvili street N24
118	05.21.42.001 N00	41.64925/41.64425	Batumi Marine Passenger Terminal	Batumi, Iakob Gogebashvili street N3
119	05.21.21.003 N00	41.652111/41.643556	Residential house	Batumi, Iakob Gogebashvili street N52
120	05.21.55.006 N02	41.646194/41.647861	Restaurant "Sanapiro"	Batumi, Iakob Gogebashvili street N9
121	05.21.21.012 N01	41.649139/41.645056	Resort department, Batumi Post Office	Batumi, Iakob Gogebashvili street N12 + Iakob Gogebashvili street N12 + King Parnavaz street N1 + King Parnavaz street N3 / Otar Chiladze street N3
122	05.21.31.003 + 05.21.31.002 + Unregistered King Parnavaz Street N1 + 05.21.31.004	41.650778/41.643833	Residential house	City of Batumi, Iakob Gogebashvili street N36 + Iakob Gogebashvili street N38
123	05.21.54.001 + 05.21.54.054 N01	41.645/41.645833	Adjara Energy Company	Batumi, Ilia Chavchavadze street N19
124	05.28.06.012 N01	41.645833/41.639972	Residential house	Batumi, Ilia Chavchavadze street N22
125	05.21.47.009 N00	41.646528/41.641861	Archaeological Museum	Batumi, Ilia Chavchavadze Street N77 / Petre Melikishvili street N36
126	05.27.14.052 N01	41.643191, 41.632291	Residential house	Batumi, Irakli Abashidze street N2 / Konstantine Gamsakhurdia street N20
127	05.22.27.003 N01	41.649833/41.638472	Residential house	Batumi, Irakli Abashidze street N3
128	05.22.33.022 N01	41.64975/41.638111	Residential house	Batumi, Irakli Abashidze street N4
129	05.22.27.002 N01	41.652194/41.639333	Residential house	Batumi, Irakli Abashidze street N5
130	05.22.33.009 N01	41.649639/41.637694	Residential house	Batumi, Irakli Abashidze street N5
131	05.22.33.009 N06	41.649694/41.637917	Residential house	Batumi, Irakli Abashidze street N6
132	05.22.27.001 N01	41.649417/41.637028	Residential house	Batumi, Konstantine Gamsakhurdia street N1
133	05.21.03.004 N01	41.653333/41.636028	Residential house	Batumi, Konstantine Gamsakhurdia street N13 / Memed Abashidze street N23
134	05.21.08.001 N02 N03 N04	41.651361/41.637778	Residential house	Batumi, Konstantine Gamsakhurdia street N17-19



Project funded by the
EUROPEAN UNION



www.greethis.net



135	05.21.11.012 N01	41.650306/41.638444	Residential house	Batumi, Konstantine Gamsakhurdia street N18
136	05.22.27.012 N01	41.650306/41.63825	Residential house	Batumi, Konstantine Gamsakhurdia street N2
137	05.22.08.001 N01	41.653167/41.635694	Residential house	Batumi, Konstantine Gamsakhurdia street N21-23
138	05.21.16.002 N01	41.650139/41.638528	Armenian Church	Batumi, Konstantine Gamsakhurdia street N25 / King Parnavaz street N42
139	05.21.22.013 N01	41.649556/41.639056	Residential house	Batumi, Konstantine Gamsakhurdia street N29 / King Parnavaz street N43
140	05.21.27.002 N00 41.649083/41.639389		Residential house	Batumi, Konstantine Gamsakhurdia street N33
141	05.21.27.010 N01 02 04	41.648639/41.639806	Student-Youth Republican House	Batumi, Konstantine Gamsakhurdia street N37
142	05.21.32.002 N00	41.648222/41.640139	Residential house	Batumi, Konstantine Gamsakhurdia street N4 / Shota Rustaveli street N14
143	05.22.08.002 N01	41.652556/41.636389	Residential house	Batumi, Konstantine Gamsakhurdia street N45/. Revaz Komakhidze turn N10
144	05.01.37.008	41.647444/41.640722	Residential house	Batumi, Konstantine Gamsakhurdia street N47
145	05.21.37.002 N02	41.647389/41.640861	Residential house	Batumi, Konstantine Gamsakhurdia street N6 / Nikoloz Baratashvili street N1-3-5
146	05.22.15.009 N01	41.652361/41.636528	Administration of the President of Georgia	Batumi, Konstantine Gamsakhurdia street N8-10
147	05.22.15.004 N00	41.651472/41.637278	Residence of the Government of Adjara	Batumi, Konstantine Gamsakhurdia street N9
148	05.21.06.009 N00	41.651556/41.637278	Residential house	Batumi, Konstantine Gamsakhurdia street N4 / Shota Rustaveli street N14
149	05.22.08.002 N03	41.652444/41.636083	Residential house	Batumi, Konstantine Leselidze street N3-3a
150	05.30.22.008 N00	41.661667/41.680278	Residential house	Batumi, Luka Asatiani street N16 / Memed Abashidze street N46
151	05.02.18.002 N01	41.649611/41.633778	Residential house	Batumi, Luka Asatiani street N20
152	05.22.21.012 N01	41.649/41.63425	Batumi City Hall	Batumi, Luka Asatiani street



Project funded by the
EUROPEAN UNION



www.greethis.net



				N25
153	05.22.31.001 N01	41.648528/41.634917	Residential house	Batumi, Luka Asatiani street N28
154	05.22.30.006 N00	41.648085,41.634979	Batumi N2 Polyclinic	Batumi, Luka Asatiani street N37
155	05.22.46.006 N00	41.647056/41.63675	Residential house	Batumi, Luka Asatiani street N38
156	05.22.38.002 N01 N02	41.647278/41.635611	Residential house	Batumi, Luka Asatiani street N41
157	05.28.04.007 N01	41.644861/41.637722	United National Movement, Batumi City Organization	Batumi, Luka Asatiani street N15 / Memed Abashidze street N44
158	05.22.12.020 N00	41.649889/41.634306	Residential house	Batumi, Luka Asatiani street N7-9-11
159	05.22.12.013 N03	41.650139/41.633444	Residential house	Batumi, Luka Asatiani street N7-9-11
160	05.22.12.013 N01	41.650361/41.633389	Red Cross Association	Batumi, Memed Abashidze street N10
161	05.21.07.010 N02	41.651917/41.638611	Government Security Office	Batumi, Memed Abashidze street N20-22
162	05.21.06.008 N00	41.651333/41.637667	National Bank of Georgia	Batumi, Memed Abashidze street N25
163	05.22.26.009 N00	41.651167/41.637389	Residential house	Batumi, Memed Abashidze street N27
164	05.22.26.006 N00	41.650972/41.637056	Residential house	Batumi, Memed Abashidze street N29
165	05.02.26.005	41.650833/41.636778	Batumi N10 post office	Batumi, Memed Abashidze street N33
166	05.22.25.003 N01	41.650472/41.635972	Local Health and Veteran Affairs Service	Batumi, Memed Abashidze street N34/ Nodar Dumbadze street 16-18
167	05.22.13.006 N00	41.650583/41.635917	Residential house	Batumi, Memed Abashidze street N35-37
168	05.22.25.004 N02	41.650194/41.635333	Residential house	Batumi, Memed Abashidze street N36
169	05.22.13.004 N01	41.650417/41.635472	Residential house	Batumi, Memed Abashidze street N4
170	05.01.07.007	41.652166,41.639391	Representation of the Ministry of Foreign Affairs of Georgia in Batumi	Batumi, Memed Abashidze street N40
171	05.22.12.012 N01	41.650111/41.63475	Adjara Television	Batumi, Memed Abashidze street N41
172	05.02.23.009	41.649833/41.634583	Residential house	Batumi, Memed Abashidze street N43
173	05.22.23.003 N01	41.64975/41.634278	Residential house	Batumi, Memed Abashidze street N45(43)



Project funded by the
EUROPEAN UNION



www.greethis.net



174	05.22.23.007 N01	41.649778/41.634167	Residential house	Batumi, Memed Abashidze street N50
175	05.22.18.008 N00	41.649194/41.632861	Residential house	Batumi, Memed Abashidze street N53
176	05.22.20.002 N00	41.648917/41.632694	Music school	Batumi, Memed Abashidze street N58
177	05.02.16.011 N00	41.6485/41.631306	Residential house	Batumi, Memed Abashidze street N6
178	05.21.07.009 N01	41.652111/41.639111	Consulate General of Turkey	Batumi, Memed Abashidze street N8
179	05.21.07.005 N01	41.651972/41.638944	Memed Abashidze House-Museum	Batumi, Memed Abashidze street N9
180	05.21.09.009 N01 N02	41.652278/41.639361	Adjara Coop Union	Batumi, Memed Abashidze street N16-18
181	05.21.06.003 N02	41.651611/41.638278	Residential house	Batumi, Memed Abashidze street N16-18
182	05.21.06.003 N01	41.651583/41.637944	Bank	Batumi, Merab Kostava street N20
183	05.21.12.006 N00	41.650944/41.640278	Residential house	Batumi, Merab Kostava street N21
184	05.01.16.011 N01 N02	41.650444/41.639222	Residential house	Batumi, Merab Kostava street N28
185	05.21.11.011 N01 N02	41.650667/41.639278	Residential house	Batumi, Merab Kostava street N28-30
186	05.21.11.001 N01	41.650528/41.639167	Residential house	Batumi, Merab Kostava street N32
187	05.21.11.009 N01	41.650167/41.638917	Residential house	Batumi, Batumi, Merab Kostava street N5 / Kutaisi street N8
188	05.21.18.001 N00	41.651417/41.641889	Residential house	Batumi, Nikoloz Baratashvili street N2 / Shota Rustaveli street N7-9
189	05.22.14.002 N04	41.652194/41.635833	State Circus	Batumi, Nikoloz Baratashvili street N23
190	05.22.27.006 N01	41.649639/41.637028	Residential house	Batumi, Nikoloz Baratashvili street N28
200	05.22.40.002 N02	41.647722/41.637972	Residential house	Batumi, Nikoloz Baratashvili street N34
201	05.22.47.003 N01	41.64725/41.638778	Residential house	Batumi, Nodar Dumbadze street N5
202	05.22.14.006 N00	41.6515/41.635194	Residential house	Batumi, Noe Jordania street N12
203	05.21.17.001 N01	41.650556/41.640639	Residential house	Batumi, Noe Jordania street N14
204	05.21.17.009 N01	41.650472/41.640417	Residential house	Batumi, Noe Jordania street N24



Project funded by the
EUROPEAN UNION



www.greethis.net



205	05.21.16.001 N01 N04	41.649972/41.639222	Residential house	Batumi, Noe Jordania street N3
206	05.21.25.006 N00	41.651083/41.642056	Museum	Batumi, Odysseas Dimitriadis street N1
207	05.30.21.003 N00	41.660778/41.67925	Adjara organization of the Creative Union of Georgian Writers, editorial office of the magazine "Chorokhi"	Batumi, Petre Melikishvili street N21
208	05.22.16.006 N00	41.648694/41.6295	Residential house	Batumi, Petre Melikishvili street N30
209	05.23.32.016 N01	41.644028/41.632417	Residential house	Batumi, Revaz Komakhidze street N1
210	05.21.48.012 N00	41.647972/41.643222	Residential house	Batumi, Revaz Komakhidze street N15
211	05.21.47.015 N03	41.647139/41.641556	Residential house	Batumi, Revaz Komakhidze street N4
212	05.21.41.003 N00	41.647972/41.642972	Residential house	Batumi, Revaz Komakhidze street N6
213	05.21.41.004 N00	41.647833/41.642722	Residential house	Batumi, Rustaveli street N28
214	05.22.03.001 N00	41.651226,41.630200	Residential house	Batumi, Sayatnova S street N3
215	05.21.36.002 N01	41.650444/41.643361	Residential house	Batumi, Stefane Zubalashvili street N13
216	05.21.37.006 N01	41.647917/41.641111	Residential house	Batumi, Stefane Zubalashvili street N16
217	05.21.32.013 N02	41.647722/41.640361	Residential house/ now a Hotel May 1	Batumi, Stefane Zubalashvili street N30
218	05.22.45.018 N01	41.645730,41.635843	Residential house	Batumi, Stefane Zubalashvili street N34-36
219	05.22.44.020 N01	41.645222/41.634944	Former railway station building	Batumi, Stefane Zubalashvili street N37
220	05.22.50.001 N00	41.645361/41.636	Residential house	Batumi, Stefane Zubalashvili street N39-39a
221	05.22.49.009 N01	41.645167/41.634778	Residential house	Batumi, Stefane Zubalashvili street N40(38)
222	05.22.44.008 N01	41.645083/41.634722	Residential house	Batumi, Stefane Zubalashvili street N9
223	05.21.37.010 N00	41.647968,41.641396	V. Chabukiani Classical Ballet School	Batumi, Tbel Abuseridze street N11a (11)
224	05.24.08.091 N02	41.638650,41.620328	Beer Factory	Batumi, Tbel Abuseridze street N24
225	05.27.01.003 N09	41.634917/41.61575	Residential house	Batumi, King Parnavaz street N11 / Kutaisi street N18



Project funded by the
EUROPEAN UNION



www.greethis.net



226	05.21.29.008 N01	41.650528/41.642444	St. Nicholas Church	Batumi, King Parnavaz street N20
227		41.650056/41.641222	Residential house	Batumi, King Parnavaz street N36
228	05.21.22.005 N01	41.6495/41.640111	Adjara regional organization of the Labor Party	Batumi, King Parnavaz street N38
229	05.21.22.012 N00	41.649361/41.639944	Residential house	Batumi, King Parnavaz street N41
230	05.21.27.004 N01	41.64925/41.639667	Residential house	Batumi, King Parnavaz street N46
231	05.22.33.019 N01	41.649083/41.63925	Former Batumi Internal Affairs Division	Batumi, King Parnavaz street N48
232	05.22.33.006 N01 N02 N05	41.649/41.638861	Residential house	Batumi, King Parnavaz street N51
233	05.22.41.009 N00	41.6485/41.638361	Residential house	Batumi, King Parnavaz street N62
234	05.22.31.009 N01	41.647944/41.636583	Residential house	Batumi, King Parnavaz street N68
235	05.22.30.004 N01	41.647466,41.635299	Residential house	Batumi, King Parnavaz street N69
236	05.22.39.004 N01	41.6475/41.635972	Residential house	Batumi, King Parnavaz street N70
237	05.22.30.026 N01	41.647333/41.635167	Residential house	Batumi, King Parnavaz street N70
238	05.22.30.026 N02	41.647350,41.635009	Residential house	Batumi, King Parnavaz street N88
239	05.22.35.006 N00	41.646306/41.632778	Residential house	Batumi, King Parnavaz street N5-7-9 / Kutaisi street N19
240	05.21.30.002	41.650528/41.642528	Residential house	Batumi, King Parnavaz street N5-7-9 / Kutaisi street N19
241	05.21.30.002 N01	41.650547/41.642639	Plumbing shop, brokerage company	Batumi, Kutaisi street N12-14
242	05.21.24.009 N02	41.651083/41.642028	Residential house	Batumi, Kutaisi street N27
243	05.21.36.007 N01	41.6495/41.644167	Residential house	Batumi, Kutaisi street N4
244	05.21.13.003 N00	41.651889/41.641444	Ilia Chavchavadze Batumi Drama Theater	Batumi, Shota Rustaveli street N1
245	05.21.05.003 N00	41.652667/41.637861	Residential house	Batumi, Shota Rustaveli street N13
246	05.22.13.001 N01	41.651917/41.634667	Residential house	Batumi, Shota Rustaveli street N13
247	05.22.13.001 N02	41.651658,41.634703	Residential house	Batumi, Shota Rustaveli street N16
248	05.02.08.003 N00	41.652333/41.635889	Residential house	Batumi, Shota Rustaveli street N31



Project funded by the
EUROPEAN UNION



www.greethis.net



249	05.22.11.008 N00	41.650972/41.632028	Administration of the "Black Sea" branch of the Monitoring and Forecasting Center	Batumi, Shota Rustaveli street N51
250	05.23.05.001 N01	41.647556/41.622583	Batumi Ortajame	Batumi, Chkalov street N6
251	05.21.40.003 N00	41.648611/41.644083	Public school	Batumi, Khariton Akhvlediani street N19
252	05.22.34.014 N00	41.645972/41.631194	Adjara State Museum	Batumi, Khariton Akhvlediani street N4
253	05.22.29.006 N01	41.647222/41.633417	Russian bath	Batumi, Khulo street N10
254	05.01.34.004	41.649111/41.64175	Residential house	Batumi, Khulo street N12
255	05.01.34.006	41.649306/41.641278	Residential house	Batumi, Khulo street N17
256	05.21.33.020 N00	41.649028/41.642028	Residential house	Batumi, Khulo street N23
257	05.21.33.013 N01	41.649056/41.641528	Former bath	Batumi, Khulo street N6
258	05.21.35.015 N01	41.649306/41.642472		

Kobuleti cultural heritage

N	Name of the monument	Address	Cadastral code:	GPS coordinates
1	Residential house	Kobuleti Municipality, village Chakvi, Egnate Ninoshvili str. №24	20.48.01.401 N00	41.726480,41.729131
2	Residential house	Kobuleti Municipality, village Chakvi, Egnate Ninoshvili str. №318	20.48.01.177 N00	41.727512,41.729593
3	(+former.) Lao Jin Zhao Residential House	Kobuleti Municipality, village Chakvi, Egnate Ninoshvili street N12	20.48.01.154 N00	41.730231,41.730700
4	Mamuka Fortress	Kobuleti Municipality, Village Alambari		41.824819/41.89895
5	St. Mary Church	Kobuleti Municipality, Village Dagva		41.754083/41.813161
6	Hall church	Kobuleti Municipality, Village Upper Achkva		41.725833/41.760194
7	St. George Church	Kobuleti Municipality, Village Upper Achkva		41.730639/41.772611
8	St. Dome Church of Constantine	Kobuleti Municipality, Village Upper Kvirike		41.771256/41.834122
9	Winepress	Kobuleti Municipality, Village Zeniti		41.819303/41.903464



Project funded by the
EUROPEAN UNION



www.greethis.net



10	Mosque	Kobuleti Municipality, Village Kvirike		41.782758/41.846217
11	Tskhemvani Bridge	Kobuleti Municipality, Village Kobalauri		41.7621/41.9767
12	Bridge	Kobuleti Municipality, Village Tkemakaravi		41.7885/41.96125
13	St. George Church	Kobuleti Municipality, Village Lower Achkva		41.738056/41.775278
14	Mosque	Kobuleti Municipality, Village Lower Dagva		41.768167/41.818806
15	Former church of the village of Lower Sameba	Kobuleti Municipality, Village Lower Sameba		
16	Bridge	Kobuleti Municipality, Village Kobuleti		41.802547/41.877294
17	(+former.) Zalensky summer house	Kobuleti Municipality, Village Tsikhisdziri - Zalensky summer house	20.46.01.184 N01	41.767639,41.759091
18	(+former.) Pomorski summer house	Kobuleti Municipality, Village Tsikhisdziri - Pomorski summer house	20.46.01.106 N00	41.756124,41.743804
19	(+former.) Ushakov summer house	Kobuleti Municipality, Village Tsikhisdziri - Ushakov summer house	20.46.01.097 N00	41.763638,41.758986
20	Tower summer house in IV district	Kobuleti Municipality, Village Tsikhisdziri - Tower summer house	20.46.01.751 N00	41.771490,41.758236
21	Summer house building with mezzanines	Kobuleti Municipality, Village Tsikhisdziri - mezzanines	20.46.01.681 N00	41.757840,41.747402
22	Summer house building with two pediments	Kobuleti Municipality, Village Tsikhisdziri - with two pediments	20.46.01.677 N00	41.758356,41.746393
23	Petra Fortress	Kobuleti Municipality, Village Tsikhisdziri - Petra Fortress	20.46.01.446	41.768075/41.753761
24	Elia Fortress	Kobuleti Municipality, Village Chakhati		41.824819/41.89895
25	Temarkof Bridge	Kobuleti Municipality, Village Khala		41.702192/41.813775
26	Mosque	Kobuleti Municipality, Village Khala		41.706006/41.797408
27	The monastery complex	Kobuleti Municipality, Village Khino		41.728/42.076
28	Bridge	Kobuleti Municipality, Village Khutsubani		41.803236/41.831858

29	Mosque	Kobuleti Municipality, Village Khutsubani		41.807014/41.844756
30	Pharmacy	Kobuleti Municipality, city of Kobuleti, Davit Aghmashenebeli str. N130	20.42.06.422 N01	41.822972/41.775833
31	Kobuleti seaside garden	Kobuleti Municipality, city of Kobuleti, Davit Aghmashenebeli str. N277	20.42.01.104	41.846472/41.778639
32	Residential house	Kobuleti Municipality, city of Kobuleti, Davit Aghmashenebeli str. N278	20.42.02.102 N00	41.834861/41.777528
33	Public purpose building (former Efendiev summer house)	Kobuleti Municipality, city of Kobuleti, Davit Aghmashenebeli str. N568	20.42.02.905 N00	41.857222/41.780056
34	Residential house	Kobuleti Municipality, city of Kobuleti, Davit Aghmashenebeli str. N706	20.42.16.001 N00	41.867556/41.779222

SWOT Analysis

Strengths:

- Monuments of material culture (up to 350-400 monuments);
- Natural monuments;
- Intangible cultural heritage;
- Long-term policy for conservation-rehabilitation and protection of cultural heritage sites;
- Long-term policy for conservation-rehabilitation and protection of natural monuments;
- Participation of private business along with the state in long-term projects for conservation-rehabilitation and protection of cultural heritage and natural monuments;
- Grants and long-term loans from fellow countries, foreign international funds and support for the conservation-rehabilitation of cultural heritage and natural monuments and implementation of infrastructure projects on presented monuments;
- Laws of Georgia on cultural heritage and protection of natural monuments;

Weaknesses:

- Weak degree of protection of architectural monuments in certain cases;
- In some cases, absence of bathrooms, rest and food facilities in the vicinity of architectural monuments outside the city;
- Disordered rural and village internal road infrastructure in the direction of architectural monuments;
- The hindering factor of green and historical tourism is the lack of lighting of certain parts of architectural monuments;
- Weak impact of cultural tour (product) on green and historical tourism planning;
- Cultural heritage and nature monuments are often not included in the routes offered to foreigners (with the exception of monuments in the territory of Batumi Municipality, Poti Lighthouse, Kolkheti National Park and Mtirala National Park);
- There is no specific Georgian law to guarantee the sustainable development of green and historical tourism.

Opportunities:

- Long-term policy for conservation-rehabilitation and protection of cultural heritage monuments - developed by National Agency for Cultural Heritage Preservation of Georgia and Adjara Cultural Heritage Protection Agency;
- Existence of high standards of protection and promotion of natural monuments under protected areas, for example, Kolkheti National Park, Kobuleti Protected Areas, Kintrishi Protected Areas and Mtirala National Park;
- The abundance and diversity of architectural monuments will contribute to the development of pilgrimage and adventure tourism. Following monuments have endless opportunities in this regard: Poti Cathedral, Batumi Cathedral of the Mother of God, Petra-Tsikhisdziri Fortress-Museum, Batumi Fortress, Gonio-Apsaros Museum-Reserve, Jikheti Convent, Nigoeti Church of St. George, Bukistsikhe Church of the Mother of God, Tetrosani Church of St. George, Khinotsminda Monastery of John the Baptist, Tskhemvani Monastery of St. George, Chekhedni Church of St. George, Church of St. Kvirike and Ivrita, Dagvi

Church of Assumption of the Blessed Virgin; Early medieval church in the village of Sameba, Alambari Fortress, Elia Fortress, Acha Fortress, Medieval arch stone bridges, etc.

- In order to create a new tourism product, a long-term project for the rehabilitation and conservation of unique cultural heritage monument is launched at one of the most difficult-to-reach monasteries in Georgia, located in the village of Khinotsminda in the Kintrishi Valley with the joint efforts of Adjara Cultural Heritage Protection Agency, the Patriarchate of Georgia and Kobuleti municipality. The monument is of great spiritual value for Adjara region and Kobuleti municipality. By the initiative of the Chairman of the Government of Adjara, a public holiday "Khinotsmindoba" was established, which will not only promote the monument, but also unequivocally contribute to the development of green and historical tourism in the region;
- The Green and Historical Tourism Development Campaign is supported by a long-term policy for conservation and rehabilitation of natural monuments developed by the National Agency for Protected Areas of Georgia, the National Agency for Cultural Heritage Preservation of Georgia and the Agency for Cultural Heritage Preservation of Adjara;
- Participation of private business sector with unprecedented degree in the long-term conservation-rehabilitation projects of Georgian National Agency for Protected Areas, National Agency for Cultural Heritage Preservation of Georgia and Adjara Cultural Heritage Preservation Agency (projects implemented by Cartu Foundation in the most important rehabilitation-conservation project of Batumi Botanical Garden);
- Participation of private business sector with unprecedented degree in long-term projects of conservation and rehabilitation of cultural heritage monuments of National Agency for Cultural Heritage Preservation of Georgia and Agency for Cultural Heritage Preservation of Adjara (analysis of projects implemented by Cartu Foundation is the subject of a separate study and discussion);
- Creation of a long-term project for the conservation-rehabilitation, protection and popularization of a unique cultural heritage monument - Poti Lighthouse with

joint efforts of Georgian National Hydrographic Service and Poti Municipality, which has uniquely contributed to the development of green and historical tourism in Poti municipality;

- Important and long-term campaign for the protection and promotion of Kobuleti Seaside Park with the joint efforts of Adjara Cultural Heritage Protection Agency and Kobuleti Municipality, supported by the Department of Tourism of Adjara - helps to attract visitors during the tourist season;
- With the joint efforts of Adjara Cultural Heritage Protection Agency and Batumi Municipality, an important and long-term project for the protection and promotion of Batumi Boulevard is underway, which promotes the sustainable development of both green and historical tourism in the region.
- **Rich Intangible Cultural Heritage:** Rich cuisine culture - Megrelian cuisine, Gurian cuisine, Adjara cuisine; elarji and Gurian pie, Megrelian kharcho and Kobuleti yakhani, Megrelian sulguni and Adjara plaited cheese, Megrelian, Gurian, Adjara khachapuri varieties, unique ritual sweets and desserts - gozinaki, felamushi, churchkhela, kada majuni, halva, shekerlama, baklava, burme, etc., carpentry masters and products, etc; Rich folklore; Folk song and dance.
- **Museums:** Poti Kolkheti Culture Museum, Nino Nikoladze Tower, Batumi Archaeological Museum, Khariton Akhvlediani Museum of Adjara, Nobel Brothers Museum, Lanchkhuti Local Lore Museum, Egnate Ninoshvili House-Museum, Kobuleti Museum Zurab Gorgiladze House-Museum in the village of Gorgadzeebi, Petra-Tsikhisdziri Museum-Reserve, Lao Jin Zhao House in village Chakvi, Zedginidze Private Memorial Museum, etc.
- **Entertainment and Cognitive Centers:** Black Sea Arena Concert Hall south of Poti and near Kobuleti and Entertainment Center Tsitsinatela; attractions on Batumi Boulevard; attractions at Kobuleti Seaside Park; Maltakvi Water Base; Lanchkhuti Theater; Batumi New Football Stadium; Lanchkhuti Football Stadium; Kobuleti Football Stadium; Poti State Theater; Batumi State Theater; Batumi Art Center, etc.



Project funded by the
EUROPEAN UNION



www.greethis.net



- **High class hotels:** Leading hotel brands in the Eastern Black Sea region - Sheraton, Radisson, Hilton, high-class hotel apartments in Poti, Batumi and Kobuleti;
- **Following shall contribute to sustainable development of green and historical tourism:** training of tour operators for domestic and foreign tourism; creating new modules for different types of tourists; including new modules for transit municipalities such as Poti, Lanchkhuti, Kobuleti (At the same time, it will be convenient for Poti and Lanchkhuti municipalities to create short-term travel modules); well-tested Batumi (partly Kobuleti) tourist routes can be joined by Poti, Lanchkhuti and Kobuleti routes, which will be sold easily and will form the basis of travel cultural tours throughout the region. It is advisable to include elements of intangible cultural heritage in the existing tourism product to a greater degree, which will increase the stronger involvement of population of the region; Creating a new modern type of product using the capabilities of the new stadium in Batumi, sharing the experience of "Black Sea Arena" (it is also possible to use Poti, Lanchkhuti and Kobuleti football stadiums to plan mass events, which will help unload green and recreational areas, hotels and restaurants from traffic streams);
- **Creating new channels for selling tourism products.**

Threats:

- Natural-climatic phenomena;
- Black archeology;
- Illegal extraction of natural resources.

CHAPTER VI

Viticulture and wine making culture in the eastern Black Sea coast

Samegrelo, Guria, Adjara

Through meetings with the population, acquaintance with scientific and academic publications and surveys, it was found that one of the main directions of green and historical tourism development is the culture of viticulture and winemaking. In the presented regions, there are all opportunities to develop farms for the restoration of endemic vine varieties, at the same time reviving the ancient traditions of winemaking.

Despite the fact that two municipalities presented in the research directly represent the city where there are fewer opportunities for the development of the vine as an agricultural sector, there is a large arena for wine production and sale.

It is known that in Poti, as well as in Batumi, there are high-class restaurants, hotels, wine shops and wineries; there is experience of hosting domestic and international forums and festivals (to some extent in Kobuleti and Lanchkhuti).

In this regard, it is desirable to promote the production of wine from endemic, local vine varieties and thus promote wine tourism through a variety of artefacts identified in the regions of Samegrelo, Guria and Adjara, and through wineries, winepresses, vine and wine culture, which will unequivocally become a stimulus for the sustainable development of green and historic tourism.

It is internationally recognized that Georgia is considered as the "homeland of wine". There are 8 main centers of viticulture in Georgia - Kakheti, Kartli, Imereti, Racha-Lechkhumi, Abkhazia, Adjara, Guria and Samegrelo. It is known that there are more than 500 unique and endemic vine varieties in Georgia. There are more than 150 vine varieties in Samegrelo, Guria and Adjara.



Project funded by the
EUROPEAN UNION



www.greethis.net



Endemic vine varieties

Samegrelo, Guria, Adjara

N	Variety	Color	Distribution area	Distribution scale.	Note
1	Atinauri	White	Guria	Small	
2	Abshilurishavi	Black	Samegrelo	Small	
3	Akido	Black	Guria	Small	
4	Aladasturi	Black	Guria	Small	
5	White Alamura	White	Adjara	Small	
6	Black Alamura	Black	Adjara	Small	
7	Apkhaelozura	White	Samegrelo	Small	
8	Dark Akhalaki	Dark red	Adjara	Small	
9	Batomura	Black	Adjara	Small	We observed this type of vine in Kobuleti, in the village Kakuti
10	Bakhva grapes	Black	Guria	Small	
11	Garden grapes	White	Adjara	Small	
12	Berdznula	Black	Guria	Small	
13	Brola	White	Adjara	Small	
14	Burdzghala	Black	Adjara	Small	
15	Butko	Black	Adjara	Small	
16	Gorgouli	White	Adjara	Small	
17	Light Dark Godaaturi	Light Dark	Samegrelo	Small	
18	Grekhi	White	Samegrelo	Small	
19	Dedoplis kiti	White	Samegrelo	Small	
20	Dudghushi	White	Samegrelo	Small	
21	Dghvlabe	White	Samegrelo	Small	
22	Dordgho	White	Guria	Small	
23	Egurdzguli	White	Samegrelo	Small	
24	Vaio Saperavi	Black	Adjara	Small	
25	Vatsitsvera	White	Guria	Small	
26	Vorona	Black	Guria	Small	
27	Vernakhi	Black	Samegrelo	Small	



Project funded by the
EUROPEAN UNION



www.greethis.net



28	Zenaturi	White	Guria	Small	Kobuleti toponym "Zeniti" must be related to the vine species "Zenaturi"
29	Zedragi	White	Samegrelo	Small	
30	Tetra	White	Adjara	Small	
31	White grapes	White	Guria	Small	
32	White Chkhaveri	White	Guria	Small	
33	Tetrisha	White	Samegrelo	Small	
34	Turvand	White	Adjara	Small	
35	Tkvalafa	White	Guria	Small	
36	Tkhurtkhu	White	Samegrelo	Small	
37	Kaikatsisvhliseuli	White	Adjara	Small	The vine species was widespread in Kobuleti
38	Kaknatela	White	Guria	Small	
39	Black Kamuri	Black	Guria	Small	
40	White Kamuri	White	Guria	Small	
41	Kapistoni Tsitsiliani	White	Guria	Small	
42	Katuri	White	Guria	Small	
43	Kviristava	White	Adjara	Small	
44	Kibura	Pink	Adjara	Small	
45	Black Kikacha	Red	Guria	Small	
46	Kirttsitela	Black	Adjara	Small	
47	Klardjuli	White	Adjara	Small	
48	Kordzala	Red	Guria/Adjara	Small	
49	Kotskhana	Black	Guria	Small	
50	Koloshi	Black	Samegrelo	Small	
51	Kumusha	Red	Guria	Small	
52	Ketiluri	Black	Samegrelo	Small	
53	Kertoli	Black	Samegrelo	Small	
54	Kvatsakhura	White	Samegrelo	Small	
55	Kutala	Black	Samegrelo	Small	
56	Lagiluri	White	Samegrelo	Small	
57	White Livanura	White	Adjara	Small	



Project funded by the
EUROPEAN UNION



www.greethis.net



58	Black Livanura	Black	Adjara	Small	
59	Machkvaturi	Black	Samegrelo	Small	
60	Magara	Black	Adjara	Small	
61	Maganakuri	Red	Guria	Small	
62	Maisa	White	Guria	Small	
63	Mandikouri	Red	Guria	Small	
64	Mukhisha	Black	Samegrelo	Small	
65	White Mauri	White	Guria	Small	
66	Makhaturi	Red	Guria	Small	
67	Mekrenchkhi	Black	Adjara	Small	
68	Mortskhula	Black	Adjara	Small	
69	Mtevandidi	Black	Guria	Small	
70	Mtredispekha	Red	Guria	Small	
71	Mtsvivani	Red	Guria	Small	
72	Mtsvanura	White	Adjara	Small	
73	Green Adjaruli	White	Adjara	Small	
74	Nasheneba	Black	Guria	Small	
75	Orzhokhuli	White	Adjara	Small	
76	Opopi	White	Samegrelo	Small	
77	Opoura	Black	Guria	Small	
78	Ozhaleshi	Black	Guria	Small	
79	Oqona	White	Samegrelo	Small	
80	Ojaleshi	Black	Samegrelo	Sufficient	
81	Paneshi	Black	Samegrelo	Small	
82	Dark Povnili	Red	Adjara	Small	
83	Pumpula	Black	Samegrelo	Small	
84	Rtskhili	Black	Guria	Small	
85	Sakuma	White	Samegrelo	Small	
86	Sakmiela	White	Guria	Small	
87	Saknatura	White	Guria	Small	
88	Saliklevi	Black	Adjara	Small	
89	Samachro	White	Samegrelo	Small	
90	Samarkhi	White	Guria	Small	



Project funded by the
EUROPEAN UNION



www.greethis.net



91	Samchkhavera	Red	Guria	Small	
92	Guria Saperavi	Black	Guria	Small	
93	Adjara Saperavi	Black	Adjara	Small	
94	Satsuri	Black	Adjara	Small	
95	Skhaltauri	White	Adjara	Small	
96	Skhilatubani	Black	Guria	Small	
97	Tagidzura	Black	Adjara	Small	The vine variety is common in Kobuleti: Takidzura
98	Forest vine	Black	Adjara	Small	
99	Forest grapes	Black	Adjara	Small	
100	Red Usakhelo	Black	Samegrelo	Small	
101	Uchachuburi	Black	Samegrelo	Small	
102	Uchakhardani	Black	Samegrelo	Small	
103	Kakutura	White	Guria	Small	This species is also common in Kobuleti, mainly in the village. Kakuti
104	Korkauli	Black	Adjara	Small	
105	Shavshura	White	Adjara	Small	
106	Shavchkhavera	Black	Guria	Small	
106	Shishveli	Black	Adjara	Small	
107	Chakoloshi	White	Samegrelo	Small	
108	Chergvali	White	Samegrelo	Small	
109	Cheshi	White	Samegrelo	Small	
110	Chechkishi	White	Samegrelo	Small	
111	Chechipeshi	White	Samegrelo	Small	
112	Chekhardani	White	Samegrelo	Small	
113	Chichkishi	White	Samegrelo	Small	
114	Chkhaberdzula	Black	Samegrelo	Small	
115	Chkhorokuni	Red	Samegrelo	Small	
116	Chkhushi	Black	Samegrelo	Small	
117	Chkhucheshi	White	Samegrelo	Small	
118	Chepesi	Red	Guria	Small	
119	Chitistvala Adjaruli	Black	Adjara	Small	



Project funded by the
EUROPEAN UNION



www.greethis.net



120	Chkhaveri	Black	Guria	Widely	
121	Chkhinkilouri	White	Guria	Small	
122	Tsanafita	Black	Guria	Small	
123	Tsvite	White	Adjara	Small	
124	Black Tsivchkhavera	Black	Guria	Small	
125	Pink Tsivchkhavera	Pink	Guria	Small	
126	Tsispererula	Gray	Guria	Small	
127	Tskhenisdzudzu Adjaruli	Black	Adjara	Small	
128	Tsalenjikha White	White	Samegrelo	Small	
129	Tsvite	White	Adjara	Small	
130	Tsitlani	Pink	Guria	Small	
131	Chichieti Tetra	White	Guria	Small	
132	Chechibera	White	Adjara	Small	
133	Chipakuri	Black	Adjara	Small	
134	Chodi	Black	Adjara	Small	
135	Chqvitoluri	White	Samegrelo	Small	
136	Chitashi	Red	Samegrelo	Small	
137	Chotishi	Black	Samegrelo	Small	
138	Chuberi	White	Samegrelo	Small	
139	Chumuta	Black	Guria	Small	
140	Kharistvala Adjaruli	Black	Adjara	Small	
141	Black Khemkhu	Black	Guria	Small	
142	White Khushia	White	Guria	Small	
143	Khojistoli	Black	Samegrelo	Small	
144	Black Khushia	Black	Guria	Small	
145	Javakhetura	White	Adjara	Small	
146	Jani	Black	Guria	Small	
147	Jani Nakashidze	Black	Guria	Small	
148	Jani Tsikhuri	Black	Guria	Small	
149	Black jineshi	Black	Adjara	Small	

Source: <https://allwine.ge/>

SWOT Analysis

Strengths:

- Unique and centuries-old vine varieties in Georgia;
- More than 100 vine species have survived and are preserved with relative precision in Guria and Adjara;
- The centuries-old tradition of wine production is preserved in the local population;
- Georgia has a favorable geographical location and climatic conditions;
- There are (in small numbers) several traditional wineries in the presented target municipalities;
- Over the last 10 years, both public and private nursery gardens have been developed to protect and promote endemic vines;

Weaknesses:

- The likelihood of losing unique and centuries-old vine varieties;
- Less awareness of local people about wine tourism;
- During the last century, process of replacing vines with other crops was going intensively especially in Lanchkhuti and Kobuleti municipalities; this process unfortunately continues;
- Hybrid vine varieties are often propagated;
- Less popularization of tourist resources related to vine and wine tourism;
- Less insufficient and wrong awareness of the population about vine care and installation and storage of natural wine;
- Danger of losing the existing centuries-old tradition of making wine jars and pitchers (especially in Adjara).

Opportunities:

- Popularization of unique and centuries-old varieties;
- Training of the population in the field of wine tourism and winemaking;
- Popularization of tourist places in the target municipalities, which will significantly increase the number of tourists;
- Restoration of centuries-old traditions in Georgia related to the production of wine jars and pitchers;
- Cultivation of existing and new vine nursery gardens using modern traditional technologies;
- Introduction of new technologies to improve vine care (pest control), wine making and family storage by following traditional methods;
- Arrangement of wine tasting places for tourist services.

Threats:

- An abundance of hybrid vine varieties;
- Non-ecological and non-traditional wine production;
- Improper planning of the cellar;
- Violation of authenticity.

CONCLUSION

Contextual research on the market potential of historical and cultural tourism in the Black Sea Basin was conducted within the framework of the project "Green Tourism and Historical Heritage - Fundamentals of Black Sea Basin Development" project of the National Association of Local Self-Government of Georgia (NALA) (February-June 2020).

The strengths, weaknesses, opportunities and risk factors for the development of green and historical tourism are presented in the research on the example of exceptionally interesting and important municipalities of Western Georgia: Poti, Lanchkhuti, Batumi and Kobuleti.

Separate chapters of the research are based on academic publications and articles published in Georgia and abroad. It should be noted that the development of green and historical tourism (imposing certain restrictions and regulations) is covered by a number of laws and by-laws of Georgia. In this regard, we have studied about 25 different laws of Georgia.

It is noteworthy that in the process of presented research (February 24, 2020), a Memorandum of mutual cooperation was signed between the Georgian National Association of Local Governments and the Ministry of Education, Science, Culture and Sports of Georgia. It is encouraged that the foremost points of Memorandum support the development of cultural route programs and raising public awareness, and at the same time, encourage involvement of local self-government units in creating new cultural routes, planning and implementing joint projects in the field of cultural tourism.

The memorandum envisages the exchange of informational, methodological and other type of information, and partnership in the organization of international events in the field of cultural tourism and cultural routes.

It is important that organization of public information campaigns will be strengthened in the creation of local cultural tourism and local cultural routes. At the same time, local self-government officials will be trained in the field of local cultural tourism and management of local cultural routes. The memorandum was signed by Kakha Kaladze - President of the NALA on one hand, and Mikheil Chkhenkeli - Minister of Education, Science, Culture and Sports of Georgia, on the other. The participation of high-ranking

state-political figures emphasizes that development of green and historical tourism as a new and important field, will reveal new opportunities in our country.

In this regard, public mood (request/desire) is interesting and significant. We should implement such projects, which will be focused on greater participatory involvement of the population.

As the results of the survey showed, priority is given to such types of tourism as: health/spa tourism(168 votes), leisure and recreational tourism (82 votes), religious tourism (80 votes), adventure tourism (72 votes), cultural tourism (70 votes). The market research revealed that new projects should be prepared in the presented regions to attract visitor flows in the direction of cultural heritage, agro and rural tourism (wine tourism), and medical tourism. At the initial stage, natural-geographical location, diverse intangible cultural heritage, and healing-mineral resources represent solid capital in this direction. According to separate regions (Samegrelo, Guria, Adjara), there is a great interest in viticulture and winemaking culture (Lanchkhuti, Kobuleti, partly Batumi). There are all opportunities to develop farms for the restoration of endemic vine varieties in presented regions, while simultaneously reviving the ancient traditions of winemaking. In parallel with the opportunities, the study revealed that facilities under federal agencies (larger budgets, more access to international and local funds) are better oriented (well maintained) towards a new concept of green and historic tourism. In most cases, paths and routes are adapted and accessible for people with disabilities, as well as relevant infrastructure is present (toilets, rest and food facilities).

In the process of research, some recommendations and wishes were revealed for certain municipalities (in the framework of stronger cooperation, five directions were developed for Kobuleti). These recommendations include a plan for rehabilitation and conservation of individual monuments, as well as serviceability plan for the infrastructure, which (in our deep belief) is one of the pre-conditions for the development of green and historic tourism.

In particular:

Kobuleti municipality: Village Zeniti/megalithic and monumental monument of the Hellenistic period - Zeniti winepress; Village Dagva/Bronze Age megalithic and monumental monument - early metallurgical production center; Village

Kvirike/megalithic and monumental monument of the Bronze Age - Early metallurgical production center - Kvirike Canyon; Village Kobuleti/late Mesolithic-early Neolithic/early Neolithic stalls and Babua Lake; Village Chakhati / Kintrishi gorge/Nature monument - Artakhi (see. Appendix N1).

Lanchkhuti Municipality: Village Gvimbauri/Oragve gorge/settlement Junetseri/natural monument; Village Shukhuti/Intangible Cultural Heritage - Leloburti (see Appendix N2).

Poti Municipality: Fish Museum-fair/in one of the districts of the city (preferably a less crowded area/ see. Appendix N3).

Batumi municipality: Urban culture (preferably select a less busy area / see. Appendix N4).

Opportunities in Poti, Lanchkhuti, Batumi and Kobuleti municipalities and policies based on harmonious and partnership relations between federal and local agencies, international and local business entities unequivocally define the sustainable social and cultural development of the represented regions as well as the country as a whole.

APPENDIXES

Appendix N1.

*Rehabilitation of archaeological and architectural monuments of Kobuleti Municipality /
Arrangement of new tourist cultural-cognitive and educational-scientific objects:*

1. Village Zeniti/Megalithic and monumental monument of the Hellenistic period - Zeniti winepress

- Archaeological expedition to study the rehabilitation area;
- Restoration of the damaged winepress to its original state;
- Arrangement of a sloping wall with local cobblestones on the mortar south of the winepress - 1.5 m and north +1.5 m with the following scale: width 25 m, height 2 m.
- Construction of a shed-type building with hard wooden constructions across the winepress with the width 5 m and length 8 m. Height 4.5 m, with sedge or lath roof;
- Arranging a 200 sq. m square in the north-western part of the winepress to organize a home-made wine festival/fair;
- Arranging an exhibition pavilion of pitchers found in the village of Zeniti and nearby settlements along the winepress on east side;
- Arranging an exhibition pavilion of dishes and vessels related to wine making, Georgian table and toasts on the western side along the winepress;
- Arranging outdoor lighting on the access road and in the area;
- Arranging lighting using modern installations to show the megalithicity and monumentality of the monument;
- Arranging a video control system;
- Iron fencing of the area; volume to be specified;
- Arranging modern signs on the road to the monument; Kobuleti - Zeniti - 10 signs;

- ✓ Construction of a one-storey building with modern iron constructions and glass for the staff of the monument. In the same pavilion, there will be a souvenir shop, a cafe and an educational corner for students. Visitors will also be able to get information about other village antiquities and guesthouses.
- ✓ Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

2. Village Dagva/Bronze Age megalithic and monumental monument - early metallurgical production center

- Based on the materials of the conducted archaeological expedition in 2018, a thematic-exhibition plan of the monument will be prepared;
- In the megalithic bowl on the left side of the monument, a demonstration construction will be arranged to extract the ore-containing mass from the waste rocks, which will work on water energy;
- The mill on the right side of the monument will be rehabilitated to demonstrate that the use of water energy is a priority up to the modern period;
- Bridge will be established from the left side to the right side that shall take visitors to the mill; In the mill, the visitor will buy the corn and turn on the mechanism together with the miller;
- On the right side from the mill, within 50 m, the existing water channel will be rehabilitated with cobblestones, on which railings will be arranged. The channel will be used to move visitors safely around the perimeter of the monument from the mill to the right side;
- On the right side of the monument, a hastily built ashlar from groove stones shall be renewed with the wall built from cobblestones, which will turn into the viewing tower N1 of the monument;
- On the left side of the tower, there shall be a suspension bridge which shall connect tower N1 on the left side to the similar tower N2;
- The suspension bridges between Tower N1 and Tower N2 will allow the visitor to observe the demonstration structure in a megalithic bowl on the left side of the

monument, where the process of extracting the ore-containing mass from the waste rocks will take place;

- At the end of the excursion, the visitors will receive corn flour from the miller, using which they shall use to prepare their own Natsarkvera in the wood-burning stove on the left side, which they will taste in the Colchian-type pavilion with ecological products produced by local farmers;
- Within visitors' center on the left side of the monument, visitors will be able to buy souvenirs and get information about other antiquities of the village and guesthouses.
- Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

3. Village Kvirike/Bronze Age megalithic and monumental monument - early metallurgical production center-Kvirike Canyon

- Based on the materials of the conducted archaeological expedition in 2017, a thematic-exhibition plan of the monument will be prepared;
- The scale of the monument is determined by the diversity of existing natural rocky formations and difficult terrain. Therefore, it is possible to plan excursions at night using lights, in order to add more mysticism and extremes to the excursion;
- Visiting the monument will begin at the left side of river Kvabrona (the left tributary of the Kinkisha River);
- With bridges arranged on a solid metal structure, which will be a tunnel wrapped in a high wire mesh 50 m. Descent - 20m. In the gorge from south to north - 15 m. and 10 m;
- On the left side of the river Kvabrona -20 m, at a distance of 120 m from the height to the east, a tunnel will be constructed on a solid iron structure with a bridge wrapped in a high wire mesh, where within every 10 m it will be possible for visitors to take pictures from special balconies;

- At a height of 10 m, a square tower N1 will be arranged, from where visitors will move to the tower N2 arranged on the right side of the canyon through a suspension bridge;
- On the right side, tower N2 will be arranged at a distance of 150 m. Approved high standard is 0.17 - 0.20 cm for the stairs; a staircase, from which visitors will observe the gradual growth of the canyons and its multifaceted beauty;
- At the end of the staircase there will be the tower N3, from where the visitors will go to the left side of the canyon through a suspension bridge, where the tower N4 will be arranged, from which the visitors will observe the demonstration structure arranged in a megalithic bowl on the right side of the monument. The process of extracting the ore-containing mass from the waste rocks will take place there. Visitors will also be able to purchase souvenirs and get information about other village antiquities and guesthouses at the Visitor Center on the left side.
- Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

4. The village of Kobuleti / Late Mesolithic - Early Neolithic / Early Neolithic dwellings - Babua Lake

- Based on the materials of the conducted archaeological expedition in 2017, a thematic-exhibition plan of the monument will be prepared;
- The scale of the monument is determined by the former village located on the distinctive natural rocky formation on one hand and the cave itself existing in these rocks on another. Therefore, it is possible to begin viewing the monument from the left bank of the river Kintrishi;
- One of the whirlpools of the river Kintrishi in Kobuleti is historically called "Babua Lake". It has been the subject of visitors' interest since the middle of the last century. The site later became more mystical after the discovery of Early Neolithic dwellings on the right bank;
- From Tower N1 built from cobblestones on the left bank of Babua lake, visitors shall cross a suspension bridge toward Tower N2 arranged on the rocky slope on

the left bank of river Kintrishi, from where they can take a solid staircase of iron construction to descend 50 steps down toward the cave;

- A spectacle will be arranged by installing different colors of light in the cave. Visitors will be equipped with special helmets;
- From the cave, visitors will return to Tower N2, from where they will continue their way through a solid iron staircase 30 steps above toward Tower N3, where the unseen landscapes of the Kintrishi valley will unfold. Visitors will be given the opportunity to take photos in a transparent square of iron and glass;
- After taking photos, the excursion to the Early Neolithic dwelling will continue in the pavilion made of transparent iron and glass constructions. Here various pits will be presented, where the inhabitants of the Early Neolithic period were engaged in various agricultural activities: processing of animal bones, collection and processing of plants, making tools from stone, flint and volcanic glass materials. Visitors will explore one of the first and oldest infrastructural structures in the Transcaucasia - the water canal;
- There will be a souvenir shop, a cafe and an educational corner for students in the same pavilion. Visitors will also be able to get information about other village antiquities and guesthouses;
- Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

5. Village Chakhati / Kintrishi gorge / Nature monument - Artakhi

- It is a doubtless how important are natural monuments in Georgia and the infrastructure arranged for them;
- Chakhati Artakhi is one of the distinguished natural monuments, where a variety of rocky formations, one of the clean rivers and endemic green natural habitats are presented at the same time;
- In order to add mysticism for a monument, it is necessary to use various following components:
 - ✓ Bridge-paths arranged with solid metal constructions on the right bank 200 m.;

- ✓ Tower N1 shall be built on cobblestone platform from where we shall reach another bank;
- ✓ Suspended bridges made of iron and wood elements to cross from the right bank to the left bank - 35 m - 40 m;
- ✓ Reaching tower N2 using the suspension bridge;
- ✓ Square N1 to the east and Square N2 to the west built from the combination of iron and glass elements;
- ✓ A descending staircase from the east square to the river bank;
- ✓ Possibility of arranging a boat service on the riverbed of Artakhi in summer;
- ✓ After the boat ride, climbing the stairs to the Square N2 built from glass to the west;
- ✓ There will be various stalls in the pavilion made of transparent iron and glass constructions arranged at the starting point of the excursion at the right bank, where visitors will observe how local population engaged in various agricultural activities: woodworking, decorating and weaving, kitchen culture. The pavilion will have a souvenir shop, a café and an educational corner for students. Visitors will also be able to get information about other village antiquities and guesthouses.
- ✓ Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

Appendix N2

Rehabilitation of archaeological and architectural monuments of Lanchkhuti Municipality / Arrangement of new tourist cultural-cognitive and educational-scientific objects:

1. Village Gvimbauri / Oragve gorge / settlement Junetseri / natural monument

- It is a doubtless how important are natural monuments in Georgia and the infrastructure arranged for them;
- The Oragve gorge, located in the village of Gvimbauri in the direction of settlement Junetseri, is the rarest and one of the most unique natural monuments, which simultaneously gathers the flora and fauna characteristic to the endemic Colchian forest of diverse nature, as well as rich intangible cultural heritage;
- The mystique of the natural monument is enhanced by the presence of stoves and mines to obtain natural lime in the last century and probably in the early period; It is necessary to use various following components:
 - ✓ Bridge-paths arranged with solid metal constructions on the left bank 200-250 m.;
 - ✓ Tower N1 shall be built on cobblestone platform from where we shall move to Tower N2 arranged on higher platform;
 - ✓ Suspended bridges made of iron and wood elements to link towers to each other - 35m - 40 m;
 - ✓ Reaching tower N2 using the suspension bridge;
 - ✓ Arranging descending paths from the left bank to the river ponds;
 - ✓ Trampolines for sports adventure tourism lovers can be arranged near the lakes in summer;
 - ✓ There will be various stalls in the pavilion made of transparent iron and glass constructions arranged at the starting point of the excursion at the right bank, where visitors will observe how local population engaged in various agricultural activities: woodworking, decorating and weaving, kitchen culture. The pavilion will have a souvenir shop, a café and an

educational corner for students. Visitors will also be able to get information about other village antiquities and guesthouses.

- ✓ Arranging modern signs on the road to Oragve gorge from directions of Samtredia-Lanchkhuti-Junetseri and Kobuleti-Lanchkhuti-Junetseri (about 10 signs);
- ✓ Due to difficult terrain, it is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

2. Village Shukhuti / Intangible Cultural Heritage - Leloburti

- In Georgia, we can state with assurance that Lachkhuti Municipality remains (until now) one of the oldest and most historical supporter (defender) of Leloburti;
- Arranging a specialized base in the village of Shukhuti (where theoretical and practical training in Leloburti will be organized for local and foreign visitors);
- A 250-300 sq. m square will be arranged near Leloburti base to organize local souvenirs and home-made wine festival/fair;
- Both open and closed exhibition space will be arranged near Leloburti base to display pitchers or other wine-related cultures, and pottery related to ancient Colchian life in the village of Shukhuti, as well as in the surrounding villages;
- Arranging outdoor lighting on the access road and in the area near the Leloburti base; arranging attractions to represent the mystique of the ancient sports game using modern installations;
- Arranging a video control system;
- Iron fencing of the area; Volume to be specified;
- Arranging modern signs on the road to Leloburti base from directions of Samtredia-Shukhuti and Lanchkhuti-Shukhuti (about 10 signs);
 - ✓ Construction of a one-storey building with modern iron constructions and glass for the staff of the Leloburti base. There will be a souvenir shop, a cafe and an educational corner for students in the same pavilion. Visitors will also be able to get information about other village antiquities and guesthouses.
 - ✓ It is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

Appendix N3

Rehabilitation of archaeological and architectural monuments of Poti Municipality / Arrangement of new tourist cultural-cognitive and educational-scientific objects:

It should be noted that the cultural heritage of the city of Poti, which mainly includes architectural monuments, is not used in the service of green and historical tourism. One of the stimulating projects in this direction is the arrangement of a fish museum-fair, which will bring new life to the architectural monuments. Guesthouses or public catering facilities will be opened; there are separate examples of this in the city and they are quite successful.

1. Fish Museum-fair / in one of the districts of the city (preferably a less crowded area)

- In Georgia, the city of Poti remains one of the centers of fishing and fish processing;
- Over the years (possibly centuries), the city of Poti has accumulated historical memory, as well as practical knowledge and skills about fishing and the production of various products from fish;
- It is a proven fact how important are natural monuments, ecologically clean environment and eco-products;
- The relevant infrastructure in the presented direction is not currently available, which would be take cultural-cognitive and educational-scientific direction to involve a greater part of local population;
- A specialized base will be set up near the Fish Museum-Fair, where theoretical and practical training in fishing, preparation of various products from fish will be organized for local and foreign visitors;
- A 450-500 sq. m square will be arranged near Fish Museum-Fair for organization of festival/fairs of souvenirs and home-made wines from Samegrelo and Guria. Seasonally it is possible to popularize citrus as one of the main components of

fish dishes/lemon - where it is possible to involve Kobuleti and Batumi municipalities;

- There will be both open and closed exhibition spaces in the vicinity of the Fish Museum-Fair to introduce the fish of the Black Sea, as well as fish of the world's oceans and seas. The types of fishing tools and items related to fishing from ancient times (stone mills, etc.) including modern components will also be popularized;
- It will be interesting to present the samples of Phasis and the ancient Colchian culture, revive the myth of the Argonauts, etc.;
- Arranging outdoor lighting on the access road and in the area adjacent to the Fish Museum-fair; arranging various attractions for the mythology and legends of ancient Kolkheti using modern installations;
- Arranging a video control system;
- Iron fencing of the area, volume to be specified;
- Arranging modern signs on the road near the Fish Museum-Fair from directions of Senaki-Poti, Zugdidi-Poti, Kobuleti-Poti (about 15-20 signs);
 - ✓ Construction of a one-storey building with modern iron constructions and glass for the staff of the Fish Museum-Fair. There will be a souvenir shop, a cafe and an educational corner for students in the same pavilion. Visitors will also be able to get information about other village antiquities and guesthouses.
 - ✓ It is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

Appendix N4

Rehabilitation of archaeological and architectural monuments of Batumi Municipality / Arrangement of new tourist cultural-cognitive and educational-scientific objects:

1. Batumi municipality: Industrial and urban culture (preferably select less busy area)

- Batumi maintains the status of a center of light and processing industry in western Georgia along with new tourist opportunities;
- The population of Batumi has accumulated both historical memory, as well as practical knowledge and skills in various industries for years (it is possible to assume centuries);
- It is a recognized fact that nowadays great importance is attached to natural monuments, ecologically clean environment and eco-products. In parallel with this, visitors are interested in getting acquainted with ancient technologies and culture of the fields;
- Batumi is rich in various architectural monuments, which are part of the industrial and urban culture of 19th-20th centuries. If we do not take into account several museums where a certain segment of the concept is presented, currently there is no relevant infrastructure in cultural-cognitive and educational-scientific directions, where a greater part of local population would be involved;
- The center of industrial and urban culture - where a specialized base will be arranged (where theoretical and practical demonstrations will be organized for local and foreign visitors, in different directions); It is noteworthy that in one of the regions of Poland (a friend of Adjara), which was famous for coal production in the last century became a mecca of tourism due to correct marketing policy (which did not have many supporters in the beginning); The government abandoned all industrial production that hindered the development of green and historic tourism. As a result, Silesia is visited by millions of visitors, who are exposed to tastefully arranged expositions and demonstration workshops, from coal mining to wind farming;

- 1200-1500 sq. m. square will be arranged near the center of industrial and urban culture for organizing festival/fair of local souvenirs, food products made and produced in Adjara region and home-made wine. Seasonally it is possible to organize exhibitions of honey, citrus, tea, dairy products, where it is possible to engage municipalities involved in the study Kobuleti, Lanchkhuti and Poti;
- Both open and closed exhibition space will be arranged in the vicinity of the center of industrial and urban culture to revive the ancient history of the section directly connecting the eastern Black Sea and the Great Silk Road, including modern components;
- Arranging outdoor lighting on the access road and in the vicinity of the industrial and urban culture center, including arrangement of various attractions using modern installations;
- Arranging a video control system;
- Iron fencing of the area; volume to be specified;
- Arranging modern signs on the road leading to the center of industrial and urban culture from Sarpi-Batumi, Khulo-Batumi, Kobuleti-Batumi directions (approximately 15-20 indicators);
 - ✓ Construction of a one-storey building with modern iron constructions and glass for the staff of the industrial and urban culture center. There will be a souvenir shop, a cafe and an educational corner for students in the same pavilion. Visitors will also be able to get information about other village antiquities and guesthouses.
 - ✓ It is necessary to arrange a parking lot for at least 5 minibuses and 20 cars.

This research was prepared at the request of the National Association of Local Authorities of Georgia within the framework of the project GreeTHIS "Green Tourism and Historical Heritage - a Stepping stone for the development of the Black Sea Basin".

The author and head of the research is responsible for the content of the research.

Author and head of the research: Rezo Takidze

Consultants: Nino Meparishvili, Nana Tsivadze

Joint Operational Programme Black Sea Basin 2014-2020
National Association of Local Authorities in Georgia
November 2020

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of the National Association of Local Authorities in Georgia and can in no way be taken to reflect the views of the European Union.