



MASTER PLAN FOR THE DEVELOPMENT OF
MOUNTAIN MTIRALA AND VILLAGE KOROLISTAVI



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**ELABORATION OF A COMPREHENSIVE MASTER PLAN FOR THE DEVELOPMENT
OF MOUNTAIN MTIRALA AND VILLAGE KOROLISTAVI**

Adjara, Georgia

Final Report

November 2022

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1. INTRODUCTION

1.1. GOAL OF THE AREA DEVELOPMENT PLAN

The National Parks and protected areas in Ajara have a great prospective in terms of ecotourism and developing a versatile tourism product. It has the potential to provide a large range of opportunities for sustainable and nature-based tourism which is rapidly expanding. Mtirala National Park (NP) is considered as one of the most important protected areas in the Autonomous Republic of Ajara, which was visited by more than 77,000 visitors only in 2019. Its total area consists of 15698.8 ha, which is very rich in biodiversity (both flora and fauna).

Khelvachauri segment of Mtirala NP and the territory adjacent to Village Korolistavi and Mountain Mtirala currently are not developed as a tourist site although village Korolistavi is the closest settled area to the National Park, hence the government of Ajara Autonomous Republic seeks to identify and further develop ecotourism infrastructure and services within these areas of Mtirala NP taking into consideration the carrying capacity of protected area.¹

¹ Development of Mountain Mtirala and Village Korolistavi, TOR

1.2. SCOPE OF THE AREA DEVELOPMENT PLAN

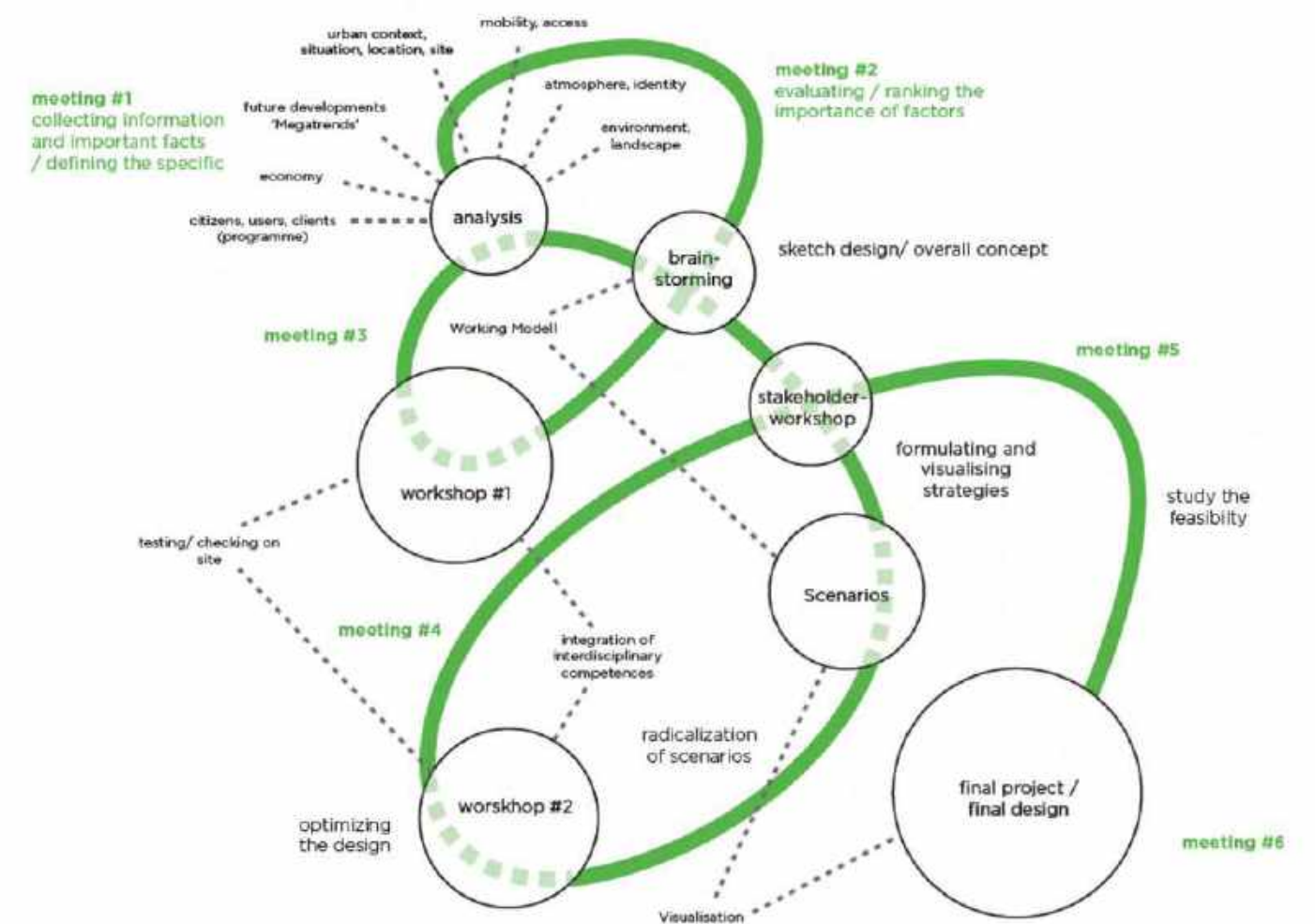
The overall objective of this assignment is to assist Tourism Department of the Autonomous Republic of Ajara in defining options for ecotourism development within the territory of Mountain Mtirala and Village Korolistavi. Specifically, the contractor should provide support in elaboration of an integrated and detailed Master Plan for the development of Mountain Mtirala and Village Korolistavi reflecting the ecotourism, rural tourism and sustainability aspects in alignment with income generation opportunities and sustainable management of the protected area. The master plan should reflect the mechanisms for balancing the flow and behaviour of the visitors with the protection goals set up for the protected area.

1.3. PROCESS AND METHODS

DESIGN AND TEAM PROCESS DIAGRAM

Design and planning are iterative processes. Based on desk and field studies first hypotheses are developed which are then tested against feedback from all specialist disciplines and stakeholders. This leads to further analysis of topics not covered or deepening of key-aspects. Key decision making is facilitated by the development of scenarios that allow for an understanding of the interdependencies of decisions, prioritizing and balancing of budgets.





Visualization of proposals through maps and models is key to communicate to a wider audience and find linkages and possible conflicts between interventions.

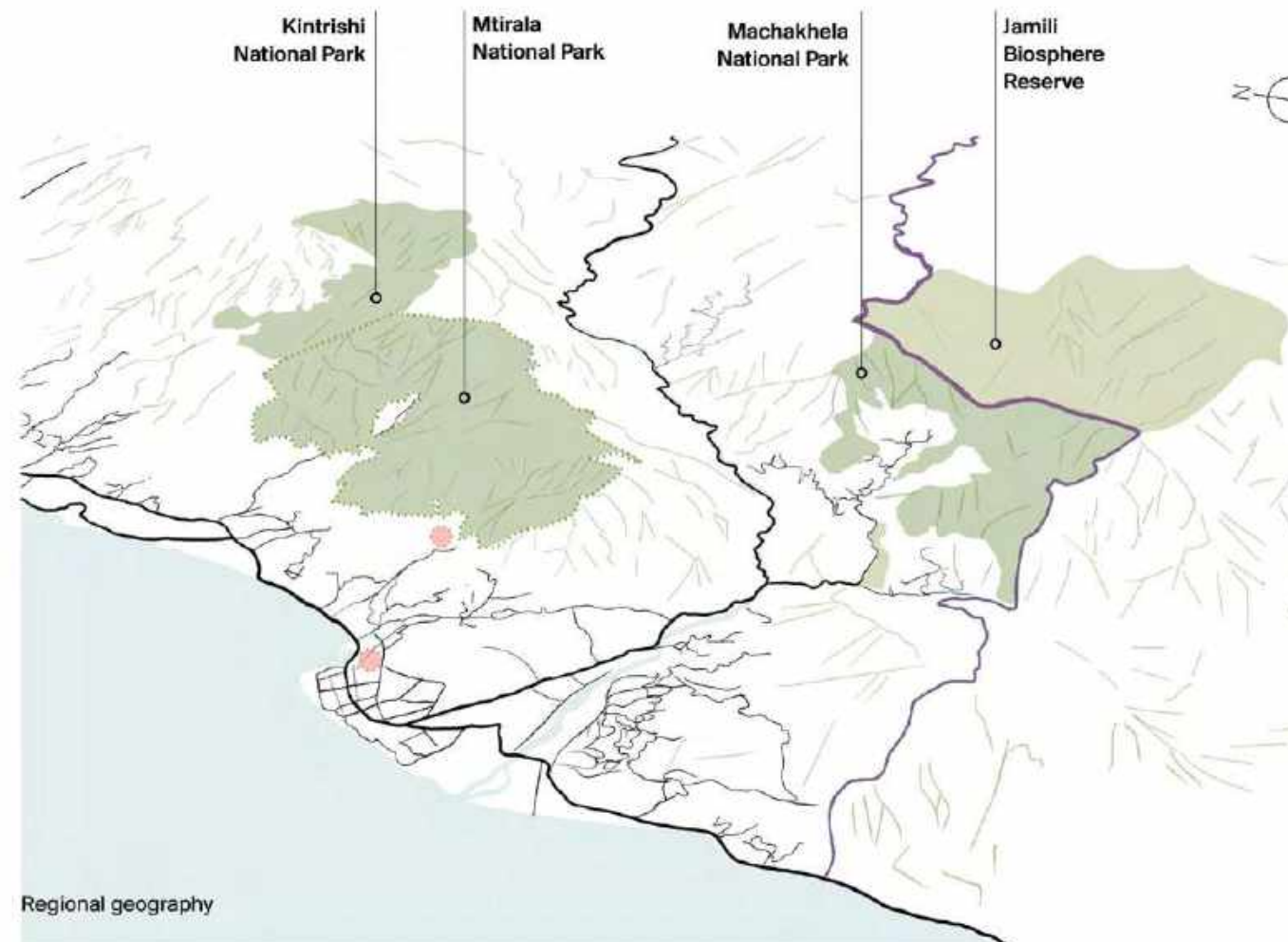
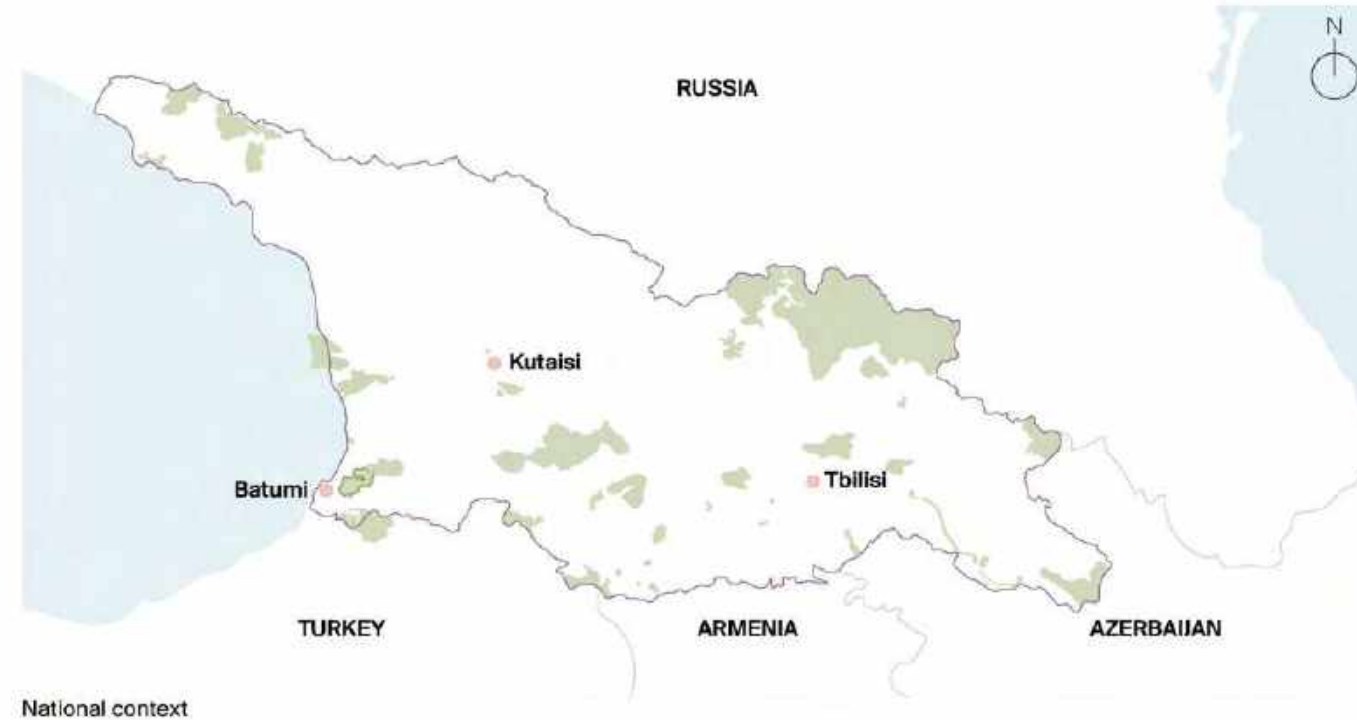


2. DESCRIPTION OF THE AREA

2.1. LOCATION, PHYSICAL AND GEOGRAPHICAL CONDITIONS

REGIONAL CONTEXT

- Water 
- Protected territories 
- Mtirala National Park 
- Roads 
- Border 



The National Park of Mtirala was established in May 25, 2006 (Law No. 3147 of Mtirala National Park) comprising a total area of 15,698 ha.

The Park is located 28,8 kilometres away from Batumi by car and 12 km in a straight line from the sea. The park is accessible by one-hour drive from Batumi to the visitor centre located in Chakvistavi. The boundaries of the protected area are located between the municipalities of Kobuleti, Khelvachauri and Keda.¹

Based on existing tourism figures, Mtirala is the most popular destination among the region's protected areas. Tourists (mostly domestic) can plan their trip to this place individually, to experience nature and adventure.

The area is easily accessible from Batumi and Chaqvi, it takes around 1-hour drive from Batumi to the Visitor Centre located in Chaqvistavi.²

¹ Mtirala National Park Strategy and Action Plan, 2016

² Ajara Protected Areas Sustainable Tourism Strategy, 2016



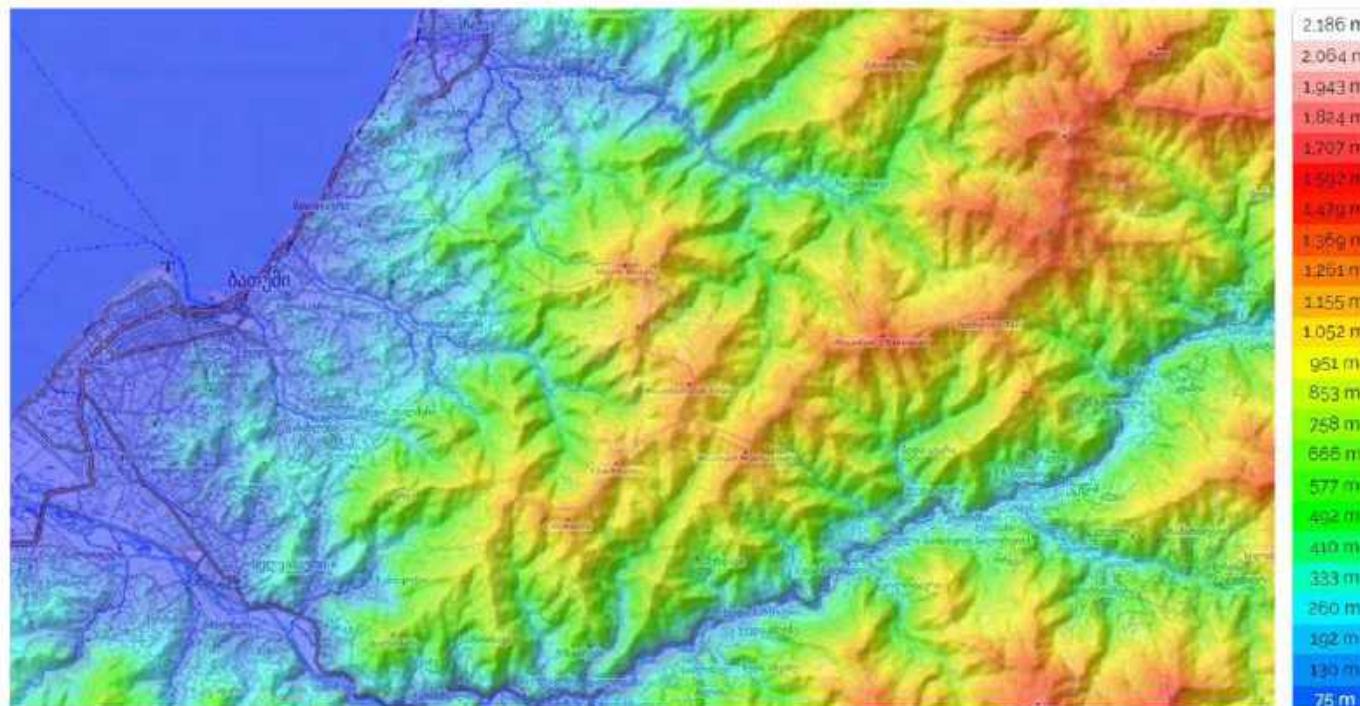
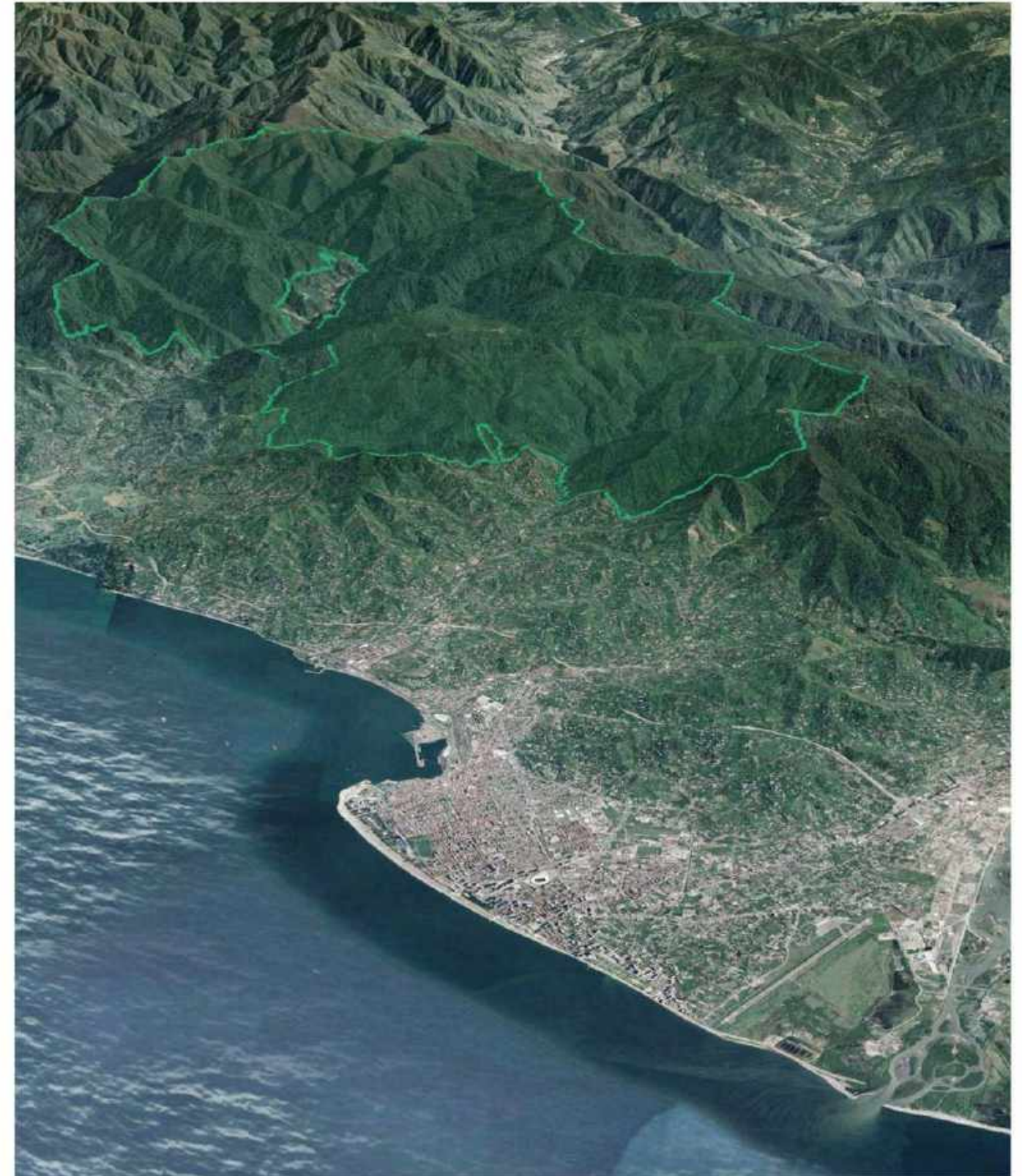
DESCRIPTION OF THE AREA

LOCATION, PHYSICAL AND GEOGRAPHICAL CONDITIONS

TOPOGRAPHY

The National Park and its support zone are located in the westernmost part of Ajara-Imereti range, on Kobuleti-Chakvi ridge, which divides Adjara into west and east parts. The distance from the sea (Chakvi village) to the nearest point of the park is 12 km. The park is located in 20 km distance from Batumi. In the west (seaside) part, there are a seashore zone (10 m above sea level), hilly zone (500-600 m above sea level) and mountainous zone (1500 m above sea level). The eastern part (inner mountainous) is characterized with low gorges (250-350 m above sea level), mountain belts (1800-2000 m from sea level) and highland, which is stretched up to Kenchiani mountain on Arsiani ridge - 3000 m from sea level.¹

1. Mtskheta National Park Strategy and Action Plan, 2016



Source: <https://en-gb.topographic-map.com/maps/s5d7/Europe/>

DESCRIPTION OF THE AREA

LOCATION, PHYSICAL AND GEOGRAPHICAL CONDITIONS

CLIMATE

Mtirala is the most humid place (with an annual rainfall level of 4.520 mm in the Mtirala Mountains, situated 1.381 meters above sea level) in Georgia. Frequent rains and fog make the landscape of Mtirala National Park very special. This is where the toponym "Mtirala" (in Georgian: the one who cries) is derived from. The climate in the area is largely influenced by these local mountains; they serve as a barrier to the humid airflows that come in from the sea.

On the territory of the National Park of Mtirala and its support zone there are three climatic belts:

- 1) The sea humid climate with mild warm snowless winter and long summer;
- 2) Humid climate, moderately cold winter and long warm summer;
- 3) Sufficiently humid climate with moderately cold winter and comparatively dry hot summer.

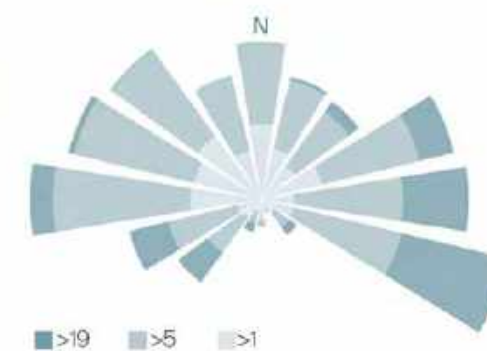
The annual mean rainfall is over 2000 mm, while on the slopes of Didi Mtirala Mountain towards the sea, it is over 4000 mm. Air humidity makes up 80-85%, and misty days are frequent.

The average annual temperature is changing with absolute altitude from 12-14° C (500-600 meter above sea level) to 5-6° C (1000-1200 m). In the low belt of the mountain, the average temperature of the hottest month (August) is 20° C, while for the coldest month (January) it is 20° C. The absolute minimum at 1000-1200 m above the sea level is -13,6° C. The number of days, when the air temperature does not drop below 0° C is at average 274. The height of snow cover in the middle and upper belts of the mountain is at average 3-4 m.¹

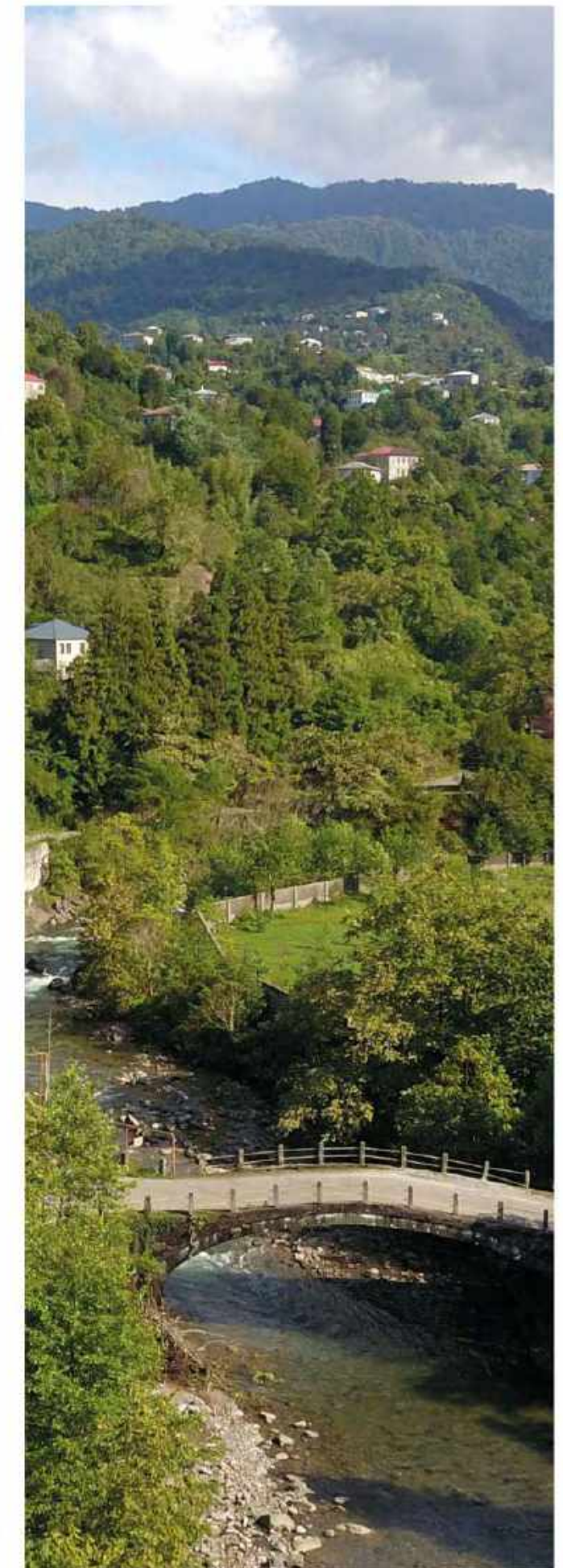
¹ Mtirala National Park Strategy and Action Plan, 2016



Average temperatures and precipitation



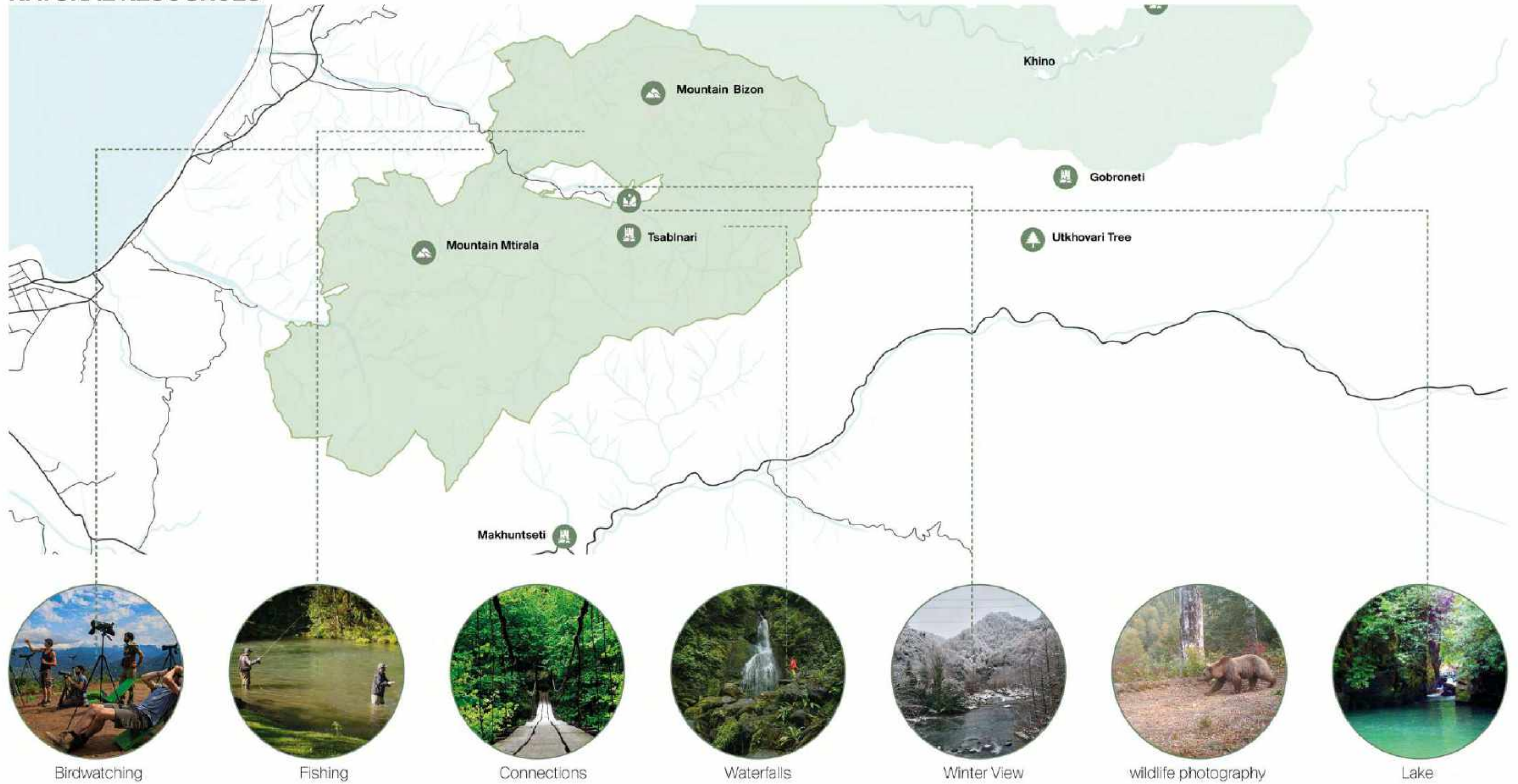
Wind rose



DESCRIPTION OF THE AREA

2.2. NATURAL RESOURCES, AGRICULTURAL ACTIVITIES AND BIODIVERSITY

NATURAL RESOURCES



DESCRIPTION OF THE AREA

NATURAL RESOURCES, AGRICULTURAL ACTIVITIES AND BIODIVERSITY

AGRICULTURAL ACTIVITIES

Ajara PA and their support zone are rich in **non-timber forest products** which are used by local people for food. These include blackberry, bilberry, hazelnut, chestnut, walnut, bladdernuts (*Staphylea Colchica*), mushrooms etc.

Trout has been abundantly found in the rivers of the target Ajara PAs and their support zones. Trout is included in the Red List of Georgia, and, respectively, its extraction is illegal throughout the country. Nevertheless, some local people continue **illegal fishing** taking a risk.

More important to this study is **fish-farming** supported by freshwater ecosystems from the target PAs. E.g. 30 fish farms were reported in the Mtirala National Park support zone in 2011 where 74 people were employed.

In the Mtirala National Park support zone, municipalities of Kobuleti and Khelvachauri, the major agriculture products are **cereals, potatoes, vegetables, citrus and various fruits**. In addition, the municipality of Keda, where the humidity is lower grapes have been produced.

Collection of **ornamental plants** in nature such as Galanthus, Cyclamen, Ruscus is a source of income for some people in the Macha khela and Kirnati Communities. Some households in Kirnati grow flowers in their gardens and sell the product in local markets or to tourists.

Beekeeping is also well developed in support zone of Mtirala National Park. Honey is produced twice a year in May (acacia, citrus, wildflower) and at the end of August (chestnut). Beekeeping with honey production in the traditional use and support zones of Mtirala National Park is important not only as a food source for local households but also as a product to sell to visiting tourists and in local markets. Honey produced in this region is of high quality.



Beekeeping



Trout fishing



Ornamental plants



Citrus orchards



Potato harvest



Corn

FAUNA

Along with the Kintrishi Nature Reserve and the Machakhela National Park, Mtirala National Park forms part of an ecological corridor established to preserve the endangered ecosystem of Colchic Forest. This ecological corridor also involves the Camilli Biosphere Reserve in Turkey, completing a trans-boundary conservation area that characterizes the southwest Caucasus, and it is recognized internationally as a biodiversity hotspot.

The Colchic ecosystem hosts a great biodiversity of fauna including large mammals like the brown bear (*Ursus arctos*), as well as interesting species of reptiles and amphibians, many of them included in the IUCN's Red List of Threatened Species, such as the Caucasian salamander (*Mertensiella caucasica*), the Clark's lizard (*Darevskia clarkorum*) and the Caucasian viper (*Vipera kaznakovi*). The park has also several interesting species of invertebrates, like the Caucasian festoon (*Zerynthia caucasica*), an endemic butterfly that is currently classified as vulnerable under the IUCN Red List.¹

¹ Mtirala National Park Strategy and Action Plan, 2016



Aquila clanga



Rhinolophus mehelyi



Acherontia atropos



Zerynthia caucasica



Aquila heliaca



Lynx lynx



Daphnis nerii



Inotrechus injaevae



Falco cherrug



Ursus arctos



Parnassius apollo



Omophron limbatum



Falco vespertinus



Rupicapra rupicapra



Parnassius nordmanni



Rosalia alpina



Haliaeetus albicilla



Darevskia clarkorum



Phassus shamil



Allobophora kintrishiana

Species included in the IUCN red list of fauna (CR, EN and VU categories) and the Georgian red list Listed species found within the national park

DESCRIPTION OF THE AREA

NATURAL RESOURCES, AGRICULTURAL ACTIVITIES AND BIODIVERSITY

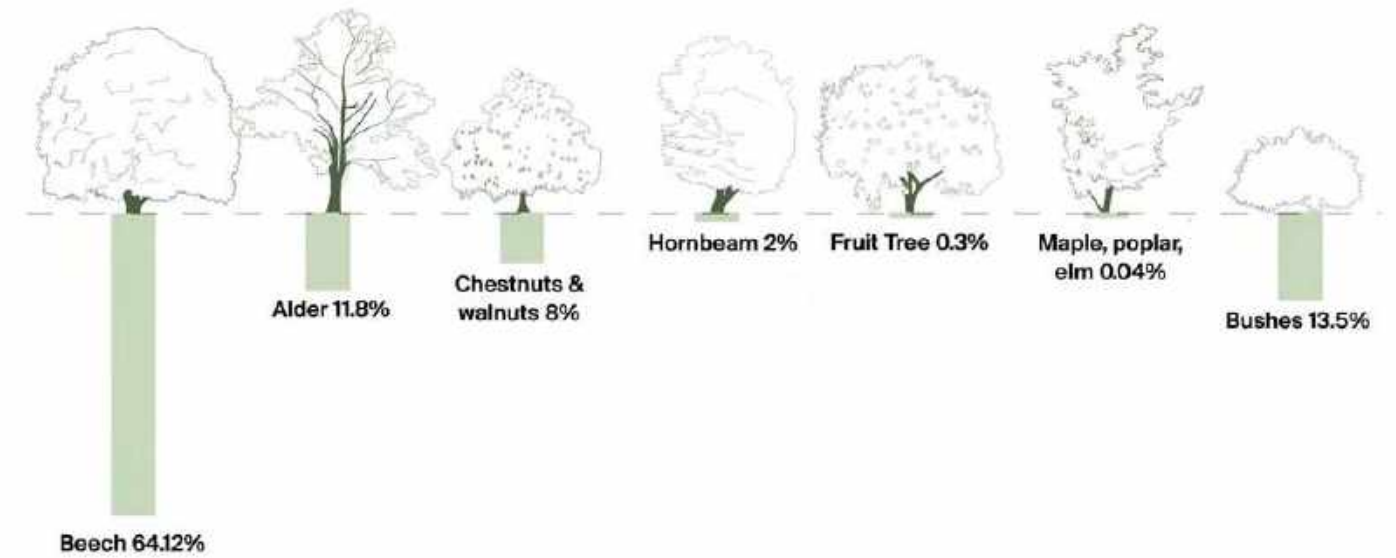
FLORA

Mtirala National Park's pristine Colchic humid broad-leaved and mixed forests include chestnut (*Castanea sativa*) and beech (*Fagus sylvatica*) trees, with understories of evergreen shrubs such as several species of azaleas (*Rhododendron ponticum*, *R. ungerii*, *R. luteum*), *Ruscus colchicus*, cherry laurel (*Laurocerosus officinalis*) and Black Sea holly (*Ilex colchica*). It should also be noted the existence of exceptional shrub formations called shkeriani, present in the gorge of the river Namtsvavistskali. These formations are characterized by a complex of evergreen and creeping shrubs developing below the forest canopy that build up the second stratum of the forest. Among the species present in shkeriani formations is the rare *Epigaea gaultherioides*.

The flora present in the Park is typical to Colchic Forest, with presence of relict species that survived from the glacial period.

Several species of plants and animals of the National Park are included in the international or Georgian red list. The relict endemic species of plants are: Pontic oak (*Quercus pontica*), Medvedev birch (*Betula medwedewii*), Ungerni Shqeri (*Rhododendron ungerii*), *Epigaea* (*Epigaea gaultherioides*). The latter, two evergreen bushes and *Betula medwedewii* belong to the rarest local endemic relicts and can be met only in Adjara and adjacent Turkey.¹

¹ Mtirala National Park Strategy and Action Plan, 2016



Distribution of forest types in Mtirala National Park



Ajuga reptans L.



Allium rotundum L.



Allium ursinum L.



Anagallis arvensis L.



Atropa caucasica Kreyer



Barbarea vulgaris R.Br



Bellis perennis L.



Calamintha nepeta (L.) Savi



Cardamine hirsuta L.



Carex pendula Huds



Castanea sativa Mill.



Circaea alpina L.

Some Flora species of Mtirala National Park

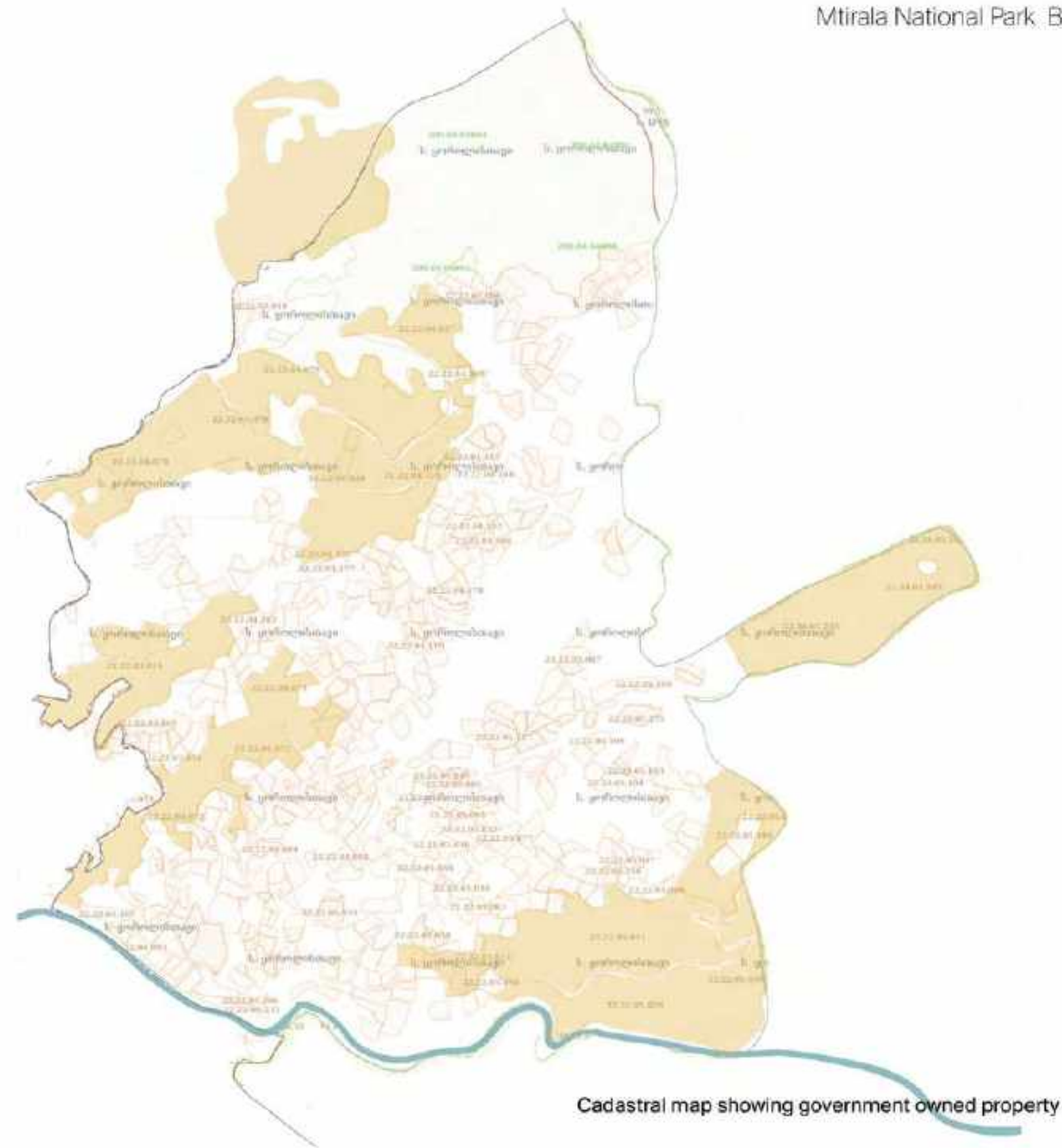
DESCRIPTION OF THE AREA

2.3. LAND OWNERSHIP

On the cadastral map of the village of Korolistavi, the plots of land owned by the state or the Autonomous Republic of Adjara are marked. Their identification will be important for further stages. It should be noted that there are certain areas in the village that are not registered at all, which is also a space of potential opportunities for the project.

Due to the terrain of the village, it is important to observe the typology of residential houses.

- Government Owned Property 
- Water 
- Roads 
- Korolistavi Border 
- Mtiral National Park Border 



Cadastral map showing government owned property



DESCRIPTION OF THE AREA

2. 4. EXISTING MAPPING

ა) მტირალას ეროვნული პარკის ადგილმდებარეობა



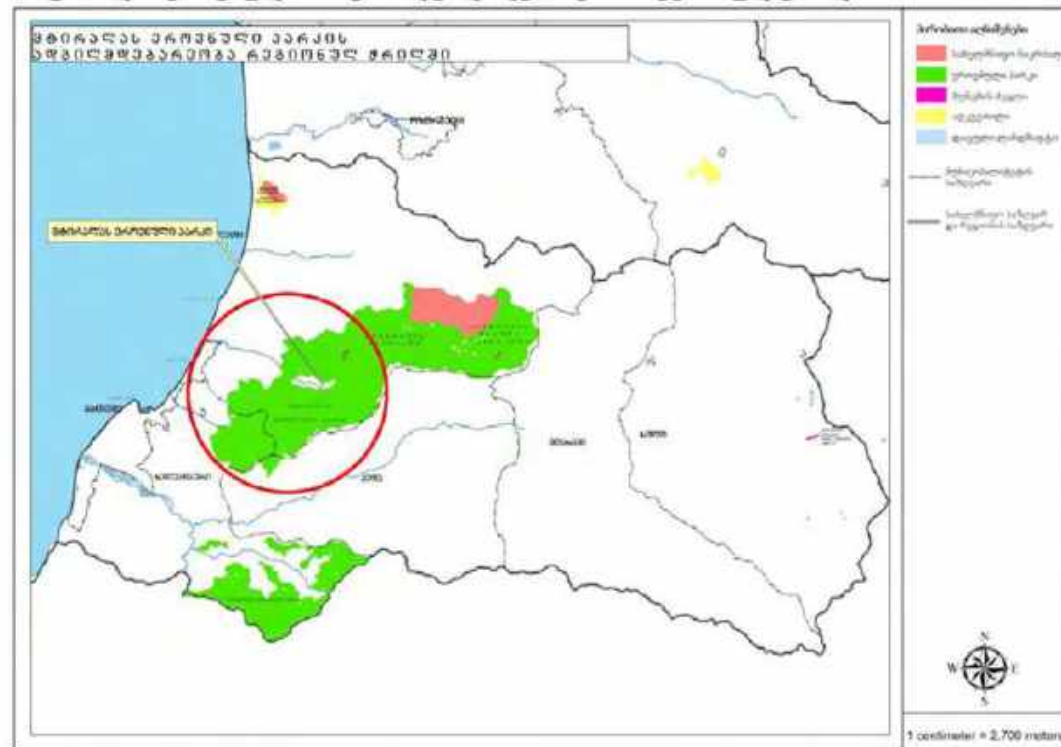
Location of Mtskheta National Park

გ) მტირალას ეროვნული პარკის საზღვრები



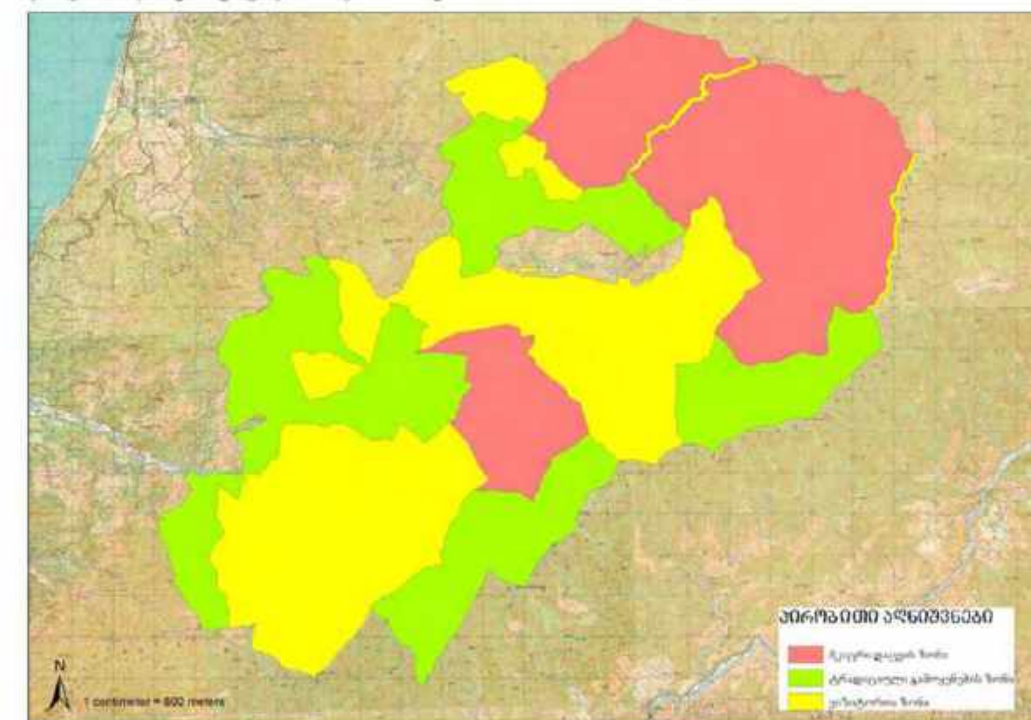
Mtskheta National Park Borders

ბ) მტირალას ეროვნული პარკის ადგილმდებარეობა რეგიონულ კონტექსტში



Mtskheta National Park in Regional Context

დ) მტირალას ეროვნული პარკის ზონები

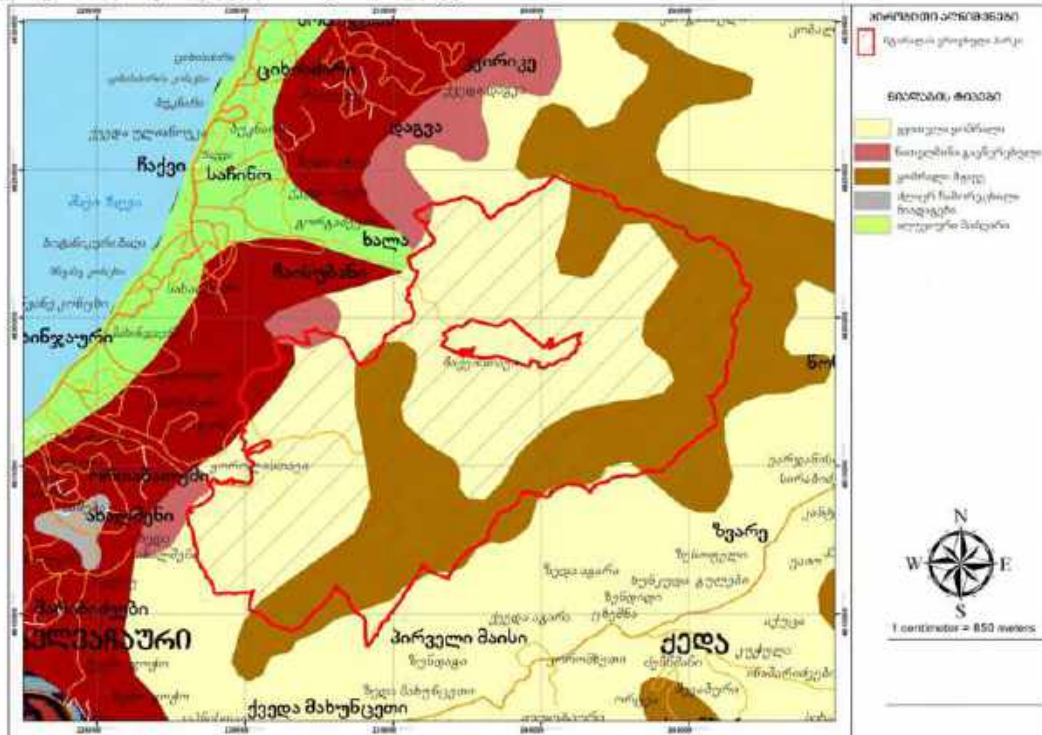


Mtskheta National Park Zones

DESCRIPTION OF THE AREA

EXISTING MAPPING

ე) მტირალას ეროვნული პარკის ნიადაგები



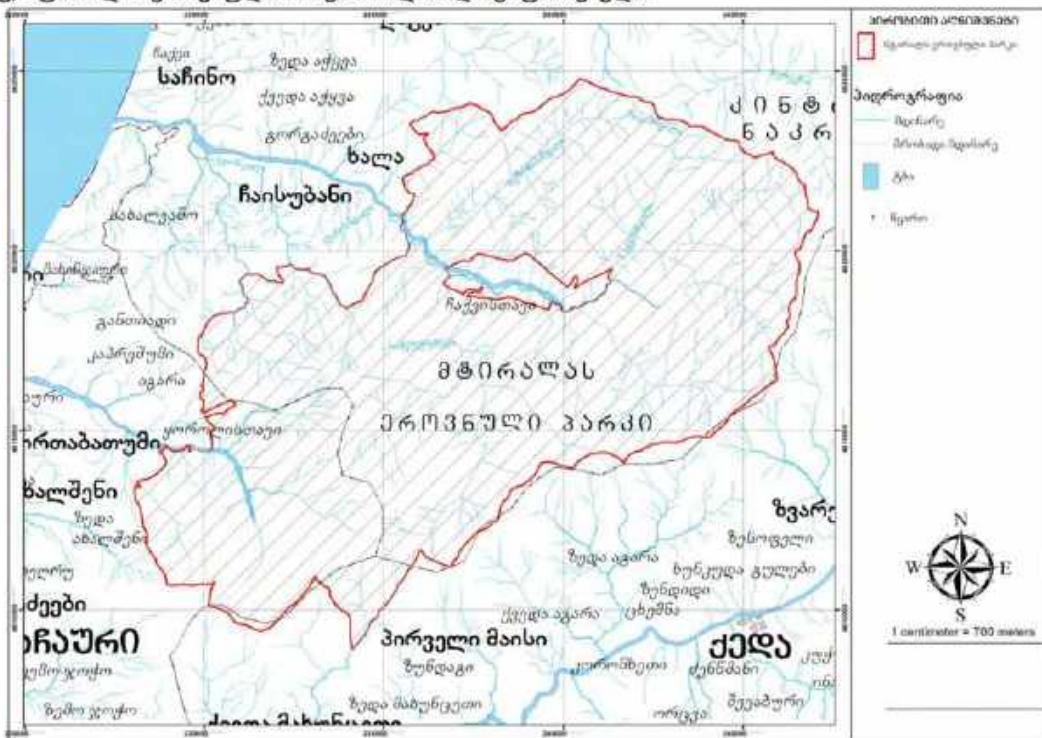
Mtirala National Park Soils

ზ) მტირალას ეროვნული პარკის ტურისტული ინფრასტრუქტურა



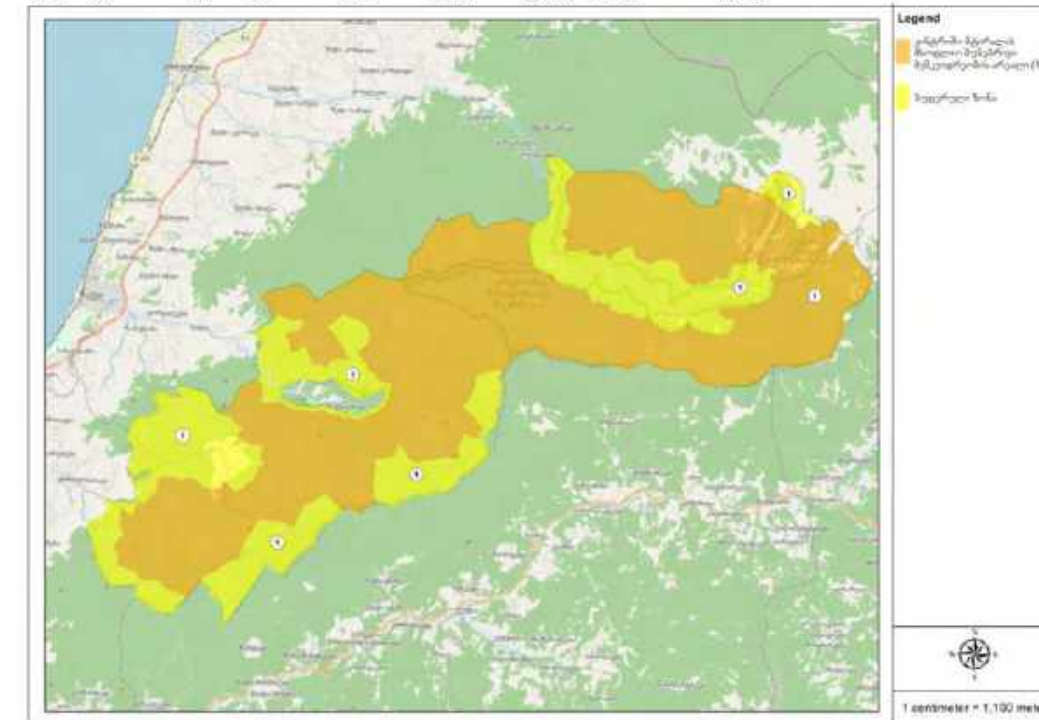
Mtirala National Park in tourism infrastructure

ვ) მტირალას ეროვნული პარკის ჰიდროლოგიური ქსელი



Mtirala National Park Hydrology network

თ) კინტრიში-მტირალას მსოფლიო ბუნების მემკვიდრეობის არეალი



Kintrishi-Mtirala World Nature inheritance Area

DESCRIPTION OF THE AREA

2. 5. TOURIST AND RECREATIONAL VALUE OF THE AREA

The park surroundings are rich in historical and cultural heritage including the presence of old settlements. The village of Chakvistavi itself was established in the 7th-8th century A.D. and it is the only settlement present in the area, located in the centre of the National Park boundaries but excluded from the territory of the protected area. Other cultural attractions include churches such as the St. George's Church in Chakvi (13th-14th century A.D.), as well as fortresses like the Petra Tsikhisdziri (6th century A.D.), which is adjacent to the National Park, and other artefacts and old infrastructures like burial grounds, sacrifice sites and old bridges.¹

¹ Mtrala National Park Strategy and Action Plan, 2016

2. 6. HISTORICAL AND CULTURAL VALUES

Adjara was part of Colchis and Iberia Kingdoms in ancient times. Greeks colonized the area in the 5th century BC. Later, the region fell under Rome in the 2nd century BC. In early Middle Ages, since 1st c AD the area became part of the Lazica Kingdom up to the 8th century AD, when Lazika was incorporated into the Abkhazeti Kingdom, which later led to unification under the Georgian monarchy in the 11th century up to the 17th c. The Ottomans conquered the area in 1614 but they were forced to cede Adjara to the Russian Empire in 1878.

After World War I, Turkish and British occupation, in 1918-1920 c.c. Adjara became part of the Democratic Republic of Georgia. In 1921, the Soviet Union occupied Georgia and established the Adjara Autonomous Soviet Socialist Republic. After the collapse of Soviet Union, Adjara became part of Georgia holding the status of the Autonomous republic.¹

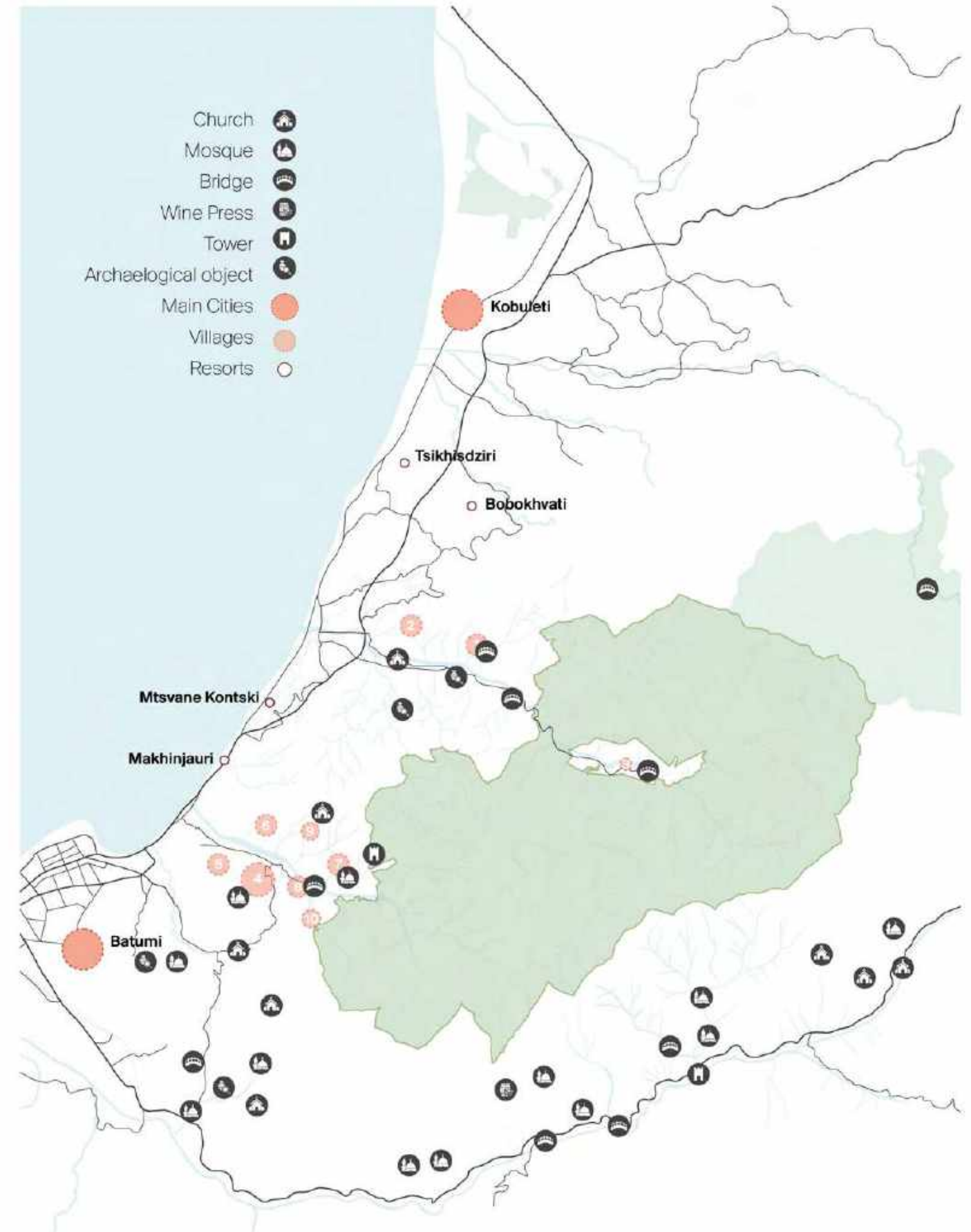
¹ <https://www.georgianholidays.com/en/attraction/regions-of-georgia/adjara>



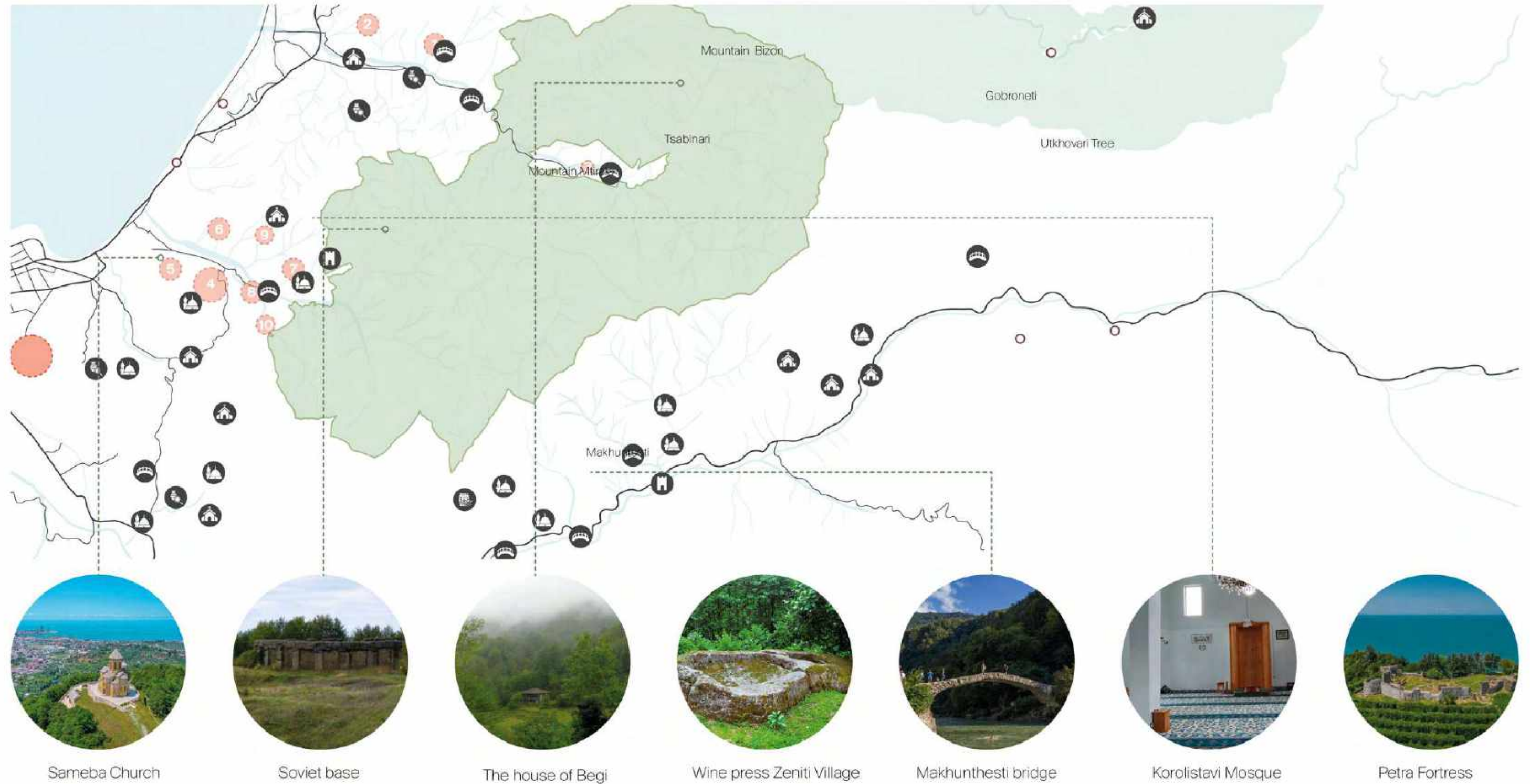
Ancient kingdoms of Colchis and Iberia, 793 BC



Ottoman military camp in Batumi during the Crimean War, 1855



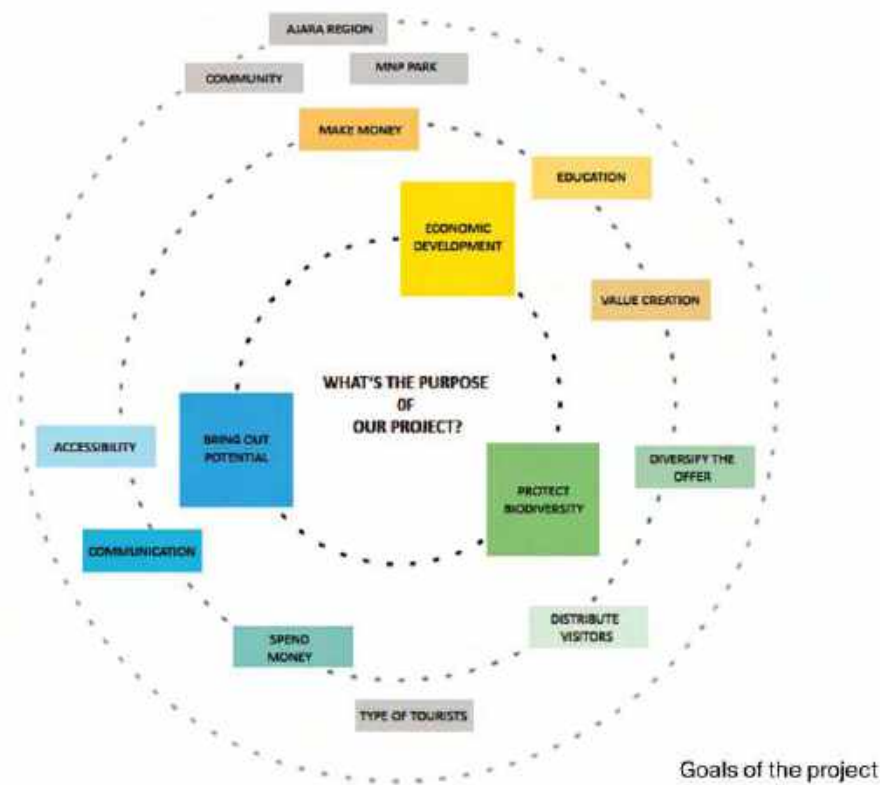
CULTURAL SIGHTS OF INTEREST



3. LONG TERM GOALS OF THE AREA

3.1. VISION

- "Mtskheta National Park will be most diversified and integrated ecotourism destination, where all tourism services will be based on biodiversity conservation, services will be implemented based on PPP between local community and park administration and it will be the best example for UNESCO heritage parks for culture and nature communication through interpretation
- Ecotourism in Georgia provides authentic experiences for the tourists, brings benefits for the local communities and contributes significantly to the touristic revenues of the country; at the same time, it supports the preservation of natural and cultural heritage and enhances environmental awareness amongst tourists and local residents."



3.2. GOALS 2032

1. Authentic, high quality, year-round touristic products and services based on the country's nature and rich living culture are developed.
2. Local people actively provide ecotourism services and benefit from them. The inclusion of local communities in the ecotourism development sustains its resources.
3. Marketing and communication meet the demands of the ecotourism target markets and fosters high environmental awareness of the visitors.
4. The sources for ecotourism - the country's nature and rich living culture - are long-term preserved.
5. The management of ecotourism on all levels follows an multi-sectoral, interdisciplinary and participative approach based on national legislation.



LONG TERM GOALS OF THE AREA

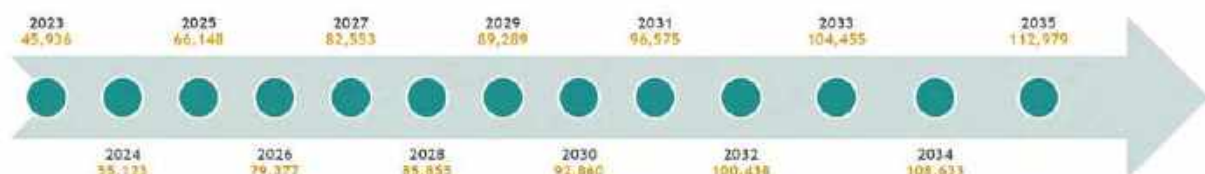
3.3. SCENARIO 1*

Basic assumptions for the Scenario 1:

- Basic infrastructure will be arranged (trails, visitor centre, Camp-grounds, themed tours and activities, food and beverage services, observation towers, seasonal festivals and other installations)
- Appropriately planned marketing activities will be carried out
- The long-term strategy of the tourism development of the Country and Adjara Region will not change

Projection has been made based on the analysis of the tourism development plan for 2025 of the Country and the Adjara Region and review of the development stages of the Village Chakvistavi (current entrance of Mtirala National Park)

As a result, considering the above mentioned assumptions around 66 thousand of visitors is projected to visit the Mtirala National Park and Village Korolistavi by the year 2025 and around 112 thousand by the year 2035.



Number of projected visitors (Scenario 1)



The analysed information about the number of visitors per square meter in the relevant international benchmarks, makes it possible to presume that the average capacity of the visitors of Mtirala National Park will be around 330 thousand visitors per year (for 2036 and after). Based on the actual data about the visits to Mtirala National Park in 2019 by months, it has been revealed that July and August are the highest season of the year and 22%-23% of total visits is carried out during that period.

*the Scenarios are not meant to be exclusive, but rather based on two different time horizons. Scenario 1 is made of "no regret" measures. Scenario 2 is desired by Adjara Department of Tourism, but requires additional study for feasibility and compatibility with UNESCO and other legislation.

3.4. SCENARIO 2*

Basic assumptions for the Scenario 2:

- Large scale infrastructure will be arranged (Cable car, High-end Resort, Entertainment centre (rain museum))
- Appropriately planned marketing activities will be carried out
- The long-term strategy of the tourism development of the Country and Adjara Region will not change

Projection has been made based on the review of the tourism development plan for 2025 of the Country and the Adjara Region and analysis of the information about the number of visitors (per sq.m) of the relevant international benchmarks

As a result of arranging large scale infrastructure the number of visitors to the Mtirala National Park and Village Korolistavi is projected to reach up to 300 thousand by the year 2040.

The analysed information about the number of visitors per square meter in the relevant international benchmarks, makes it possible to presume that the average capacity of the visitors of Mtirala National Park will be around 330 thousand visitors per year (for 2041 and after). Based on the actual data about the visits to Mtirala National Park in 2019 by months, it has been revealed that July and August are the highest season of the year and 22%-23% of total visits is carried out during that period.



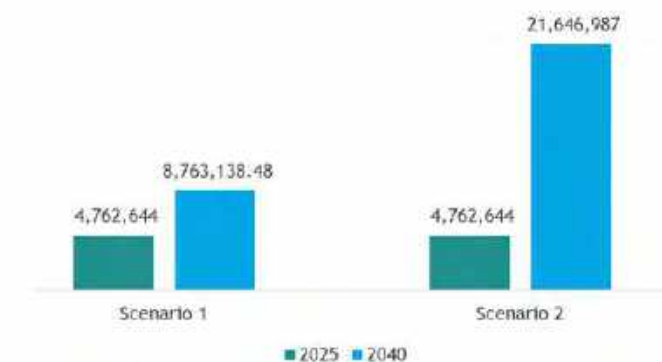
Number of projected visitors (Scenario 2)

3.5. ECONOMIC IMPACT

Basic assumption:

- 60% of the total visitors will spend money on the different attractions in the Mtirala National Park and the Village Korolistavi
- Average spending for international visitors amounts to GEL150 and for local visitors – GEL50

According to the actual data, it is considered that 70% of the total visitors will be from foreign countries and 30% - locals. Based on the basic assumptions mentioned above, annual revenue for the Mtirala National Park and Village Korolistavi for the year 2025 and 2035 is presented on the chart below:



Projected revenue (in GEL)

4. SITUATION ANALYSIS

4.1. S.W.O.T. ANALYSIS

STRENGTHS



- Protected national park



- Diverse flora & fauna. Rainforest.



- Close to Batumi



- Historical site
- High interest from the local community

WEAKNESSES



- Lack of consistent branding



- Lack of a diverse tourism offer



- Existing support infrastructure
- Lack of zoning plans & private property certification
- High migration of local community to Batumi
- Poor public transport to MNP

OPPORTUNITIES



- "Fog" mountain



- Unexplored attractions



- Diverse tourist groups
- High rainfall
- Empowering local business
- Develop ecotourism

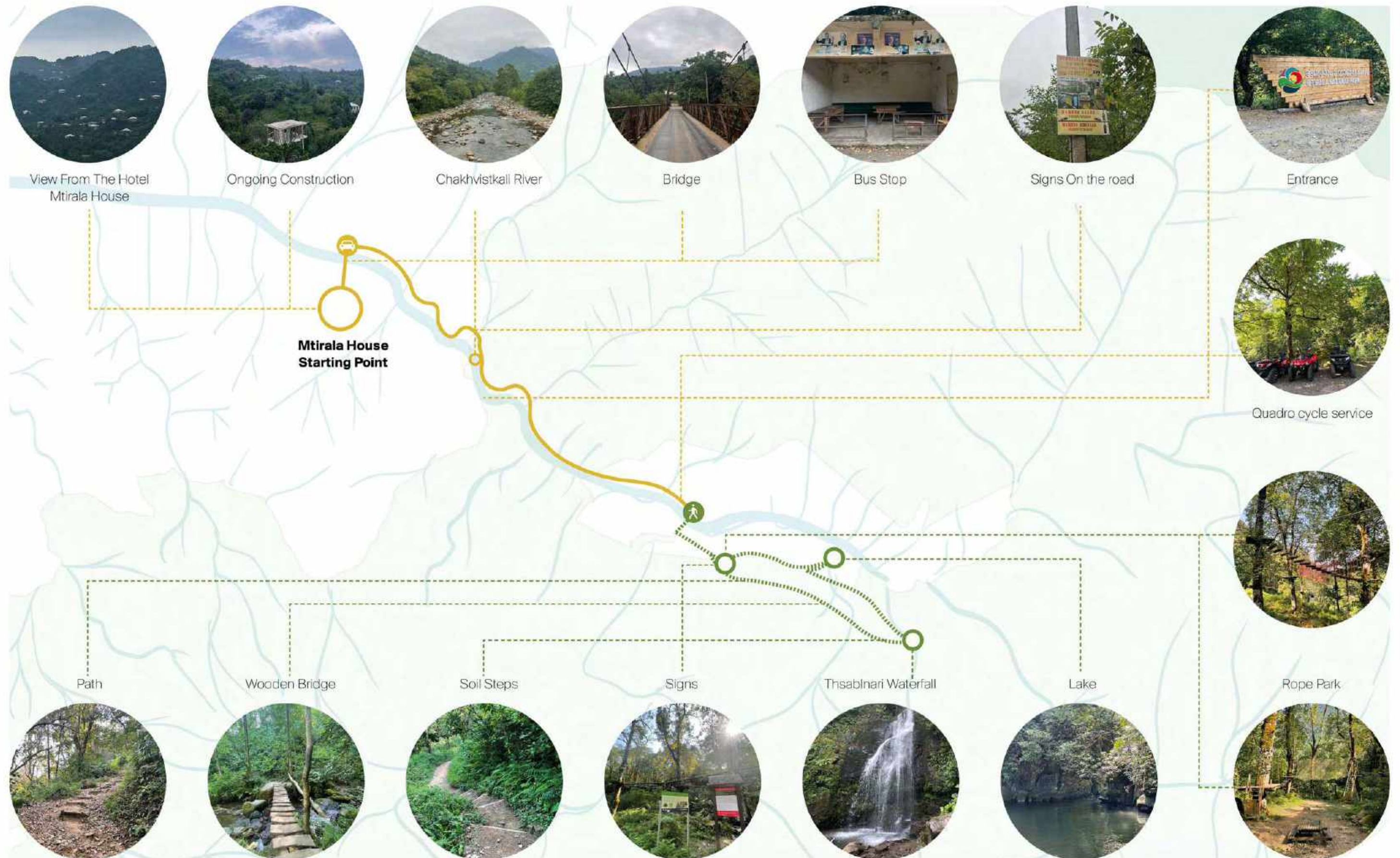
THREATS



- Illegal construction related with development
- Environmental pollution
- Non sustainable investments

SITUATION ANALYSIS

4. 2. FIRST FIELD TRIP IMPRESSIONS



SITUATION ANALYSIS

4.3. EXISTING SERVICES

Several types of services are provided in Mtirala National Park, which the protected area offers to visitors.

Hiking routes: One and two-day tourist routes are developed in Mtirala National Park. The paths are marked and equipped. There are picnic and camping areas, designated places for bonfires, and there is a tourist shelter on the 9th km of the two-day Tsvitskaro trail.

Currently, the works of arranging the path connecting Mtirala and Kintrish are underway, which includes the arrangement of tourist shelters along with the path.

Rope Park: The park has a "rope park" which is an eco-educational attraction and a place for cognitive entertainment in the environment. The ecotourism facility is designed for visitors of different segments. There are 2 zones - for family and adults

Zipline: There is a zipline in the park, where extreme lovers can slide on a rope tied to the tree, but in current situation it requires maintenance.

Birdwatching tower: Mtirala National Park is considered one of the main corridors for the migration of birds of prey. The bird observation tower is located in the park not far away from village of Korolistavi. This platform is not much used by Batumi Raptor Count - Conservation Center, they prefer to use Chaisubani Platform, which is designed and constructed by Department of Tourism of Adjara.



Birdwatching tower:



Cable car



Rope park



Signposted hiking paths



Zip line



Picnic areas

SITUATION ANALYSIS

4. 4. TOURISM SERVICE PROVIDERS

The tourist service in the surroundings of the National Park is presented in several categories. Service providers are mainly concentrated in the village of Chakvistavi and its surrounding area. Most of them are represented by family-type guesthouses and catering facilities. There is also a hotel in the village of Chakvistavi, which was the building of the former visitor center. On the way to the village of Chakvistavi, there are several large restaurants, and there are also family-type food establishments. In the village of Chakvistavi there are small restaurants, mainly arranged in open space. Local residents have arranged short ziplines in several places. Among the objects of rural tourism, the main emphasis is on honey production. On the way, there are local honey sales counters.

Tourist service providers in the village of Korollstavi and its surroundings are mainly represented by small family hotels.

Concentration of tourism demand in Chakvistavi caused over tourism on the one spot and lack of tourism on another. Services mainly are provided in simple manner, which means guest houses do not have any kind of standard, family restaurants are providing mainly regional dishes.



Glamping in Mtirala



Rooms in Korollstavi



Former MNP visitor centre turned into a hotel (Chakvistavi)



Restaurant "Mtirala"



Guest-house



Restaurant "Mtirala"

SITUATION ANALYSIS

4. 5. KOROLISTAVI: VILLAGE LANDSCAPE



Korolistavi 3D View

The distance between the village of Korolistavi and the centre of Batumi is 10 kilometers. Because of its breathtaking views of the Batumi skyline, we can refer to it as the village with a "endless view." The village's highest point is about 400 meters above sea level, while its lowest point is 120 meters above sea level.

Village has particular terrain, so further research on housing typology is essential. Houses in a hilly mountains offer another stimulating aspect to the village.



Batumi skyline

SITUATION ANALYSIS
KOROLISTAVI: VILLAGE LANDSCAPE



Sketch of a typical gate



General views

SITUATION ANALYSIS

4. 6. TOURISM INFRASTRUCTURE

- 1-4..... Official MNP signs
- 5-6..... Visitor centre
- 7-8..... Roadside stalls with local products
- 9-15..... Advertising for small tourist businesses



SITUATION ANALYSIS
4.7. SUPPORT ZONE LANDSCAPE



SITUATION ANALYSIS
4. 8. PARK LANDSCAPE



SITUATION ANALYSIS

4. 9. EXISTING STRUCTURES IN PARK

- 1..... Park ranger's hut
- 2-11..... Former Soviet military base
- 12..... Existing wooden hut
- 13..... Ruins of former summer houses
- 14-15..... Bird-watching tower



SITUATION ANALYSIS

4. 10. SUSTAINABILITY: CHALLENGES & OPPORTUNITIES



Forests of the target PAs in Ajara provide **essential watershed services**. For instance, snow cover in the middle and upper mountain belts of the PAs often reaches 3-4 m and more at some places. According to the data from the meteorological observation point on Mountain Mtirala 6-8 m snow coverage was characteristic in winter period here. Melting of this amount of snow would have very hazardous consequences in the absence of unique forest ecosystems. Instead, slow, and even snow melting contributes to formation and regulation of a great number of streams and rivers in the watershed which have a significant role for biodiversity, for livelihood of local people, agriculture and drinking water supply.

Settlements in the target PAS support zones are located on steep slopes and they are **prone to landslides**. Forests have a significant soil stabilization function in the PAS and their support zones reducing the risks of landslides.

All rivers in Ajara flowing into the Black Sea, including those originating in the Mtirala, Kintrishi and Machakhela protected areas, have a significant role also for the **Black Sea coast stabilisation**. The rivers bring sediments from high mountains which settle in the sea and prevent coastal erosion. Problems with coastal zone erosion have been aggravated in recent years. There is a big concern in Georgia with potential negative effects of constructed and planned hydropower dams in Turkey on the Chorokhi river which is a trans-boundary river and flows into the Black Sea in Ajara. These dams have already altered and will continue to reduce the sediments discharges into the Black Sea.

Forests of the target PAs in Ajara have a significant **carbon storage capacity**. Logging is prohibited in the National Park and therefore carbon releases within the park area are eliminated.¹

¹ Assessment of the Ajara Protected Areas' Ecosystem Service Values and Benefits & Options for Generating Sustainable Revenues for the Target PAs and for Local Communities, 2016



Black Sea river basin



Floods in Batumi



Landslide in Adjara



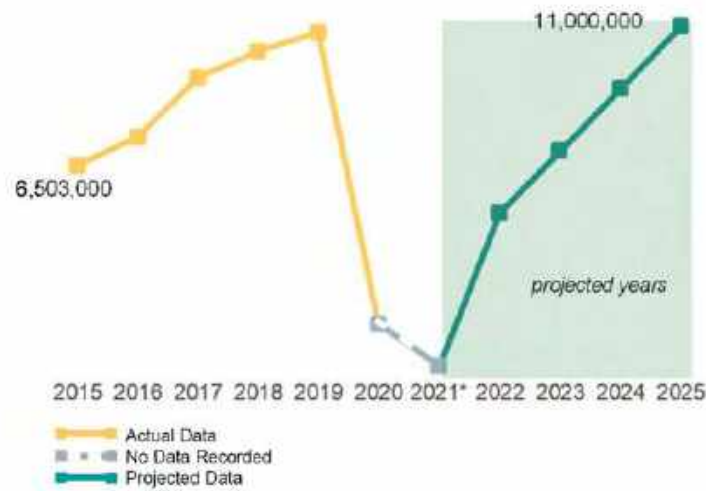
5. TOURIST PRODUCT DEVELOPMENT

5.1. MARKET ANALYSIS & POSITIONING

TRENDS & PROJECTIONS

- The trend of the number of visits to Georgia is increasing.
- According to the Tourism Development Plan 2025, the number of visitors is projected up to 11 million.
- Adjara is among the TOP-3 visited regions for the both international and domestic visitors.

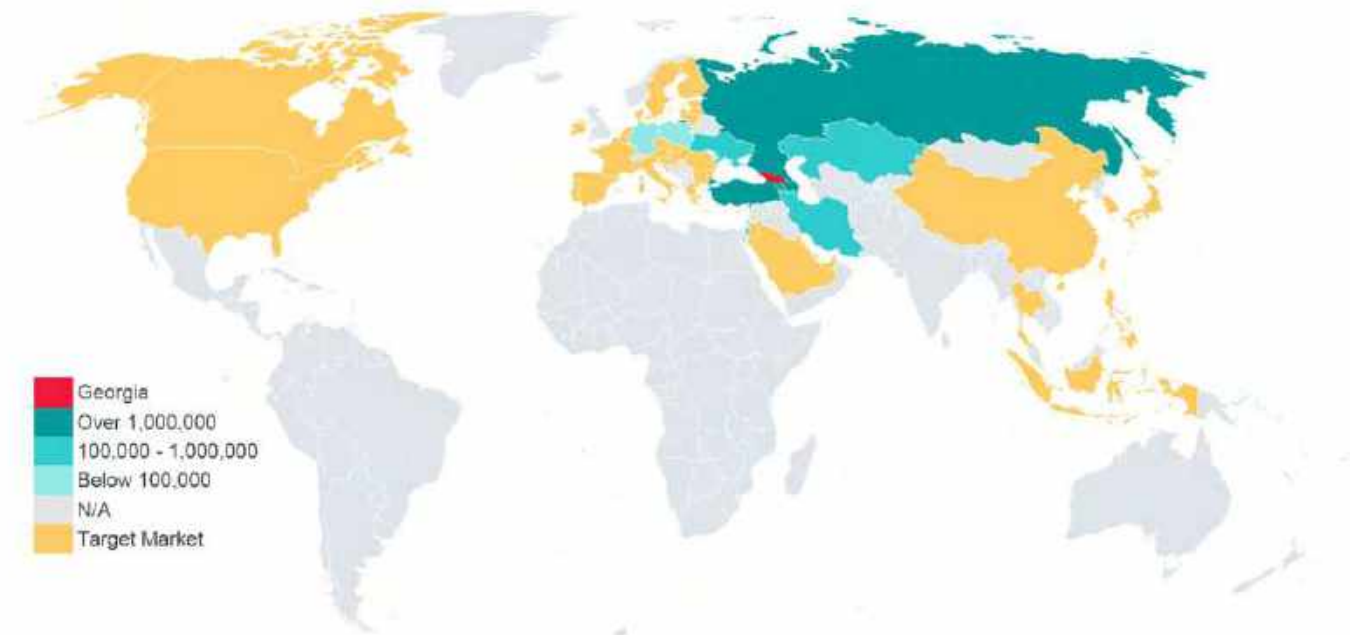
Actual & Projected Figures For International Visitors



Target Number of Visitors for 2025

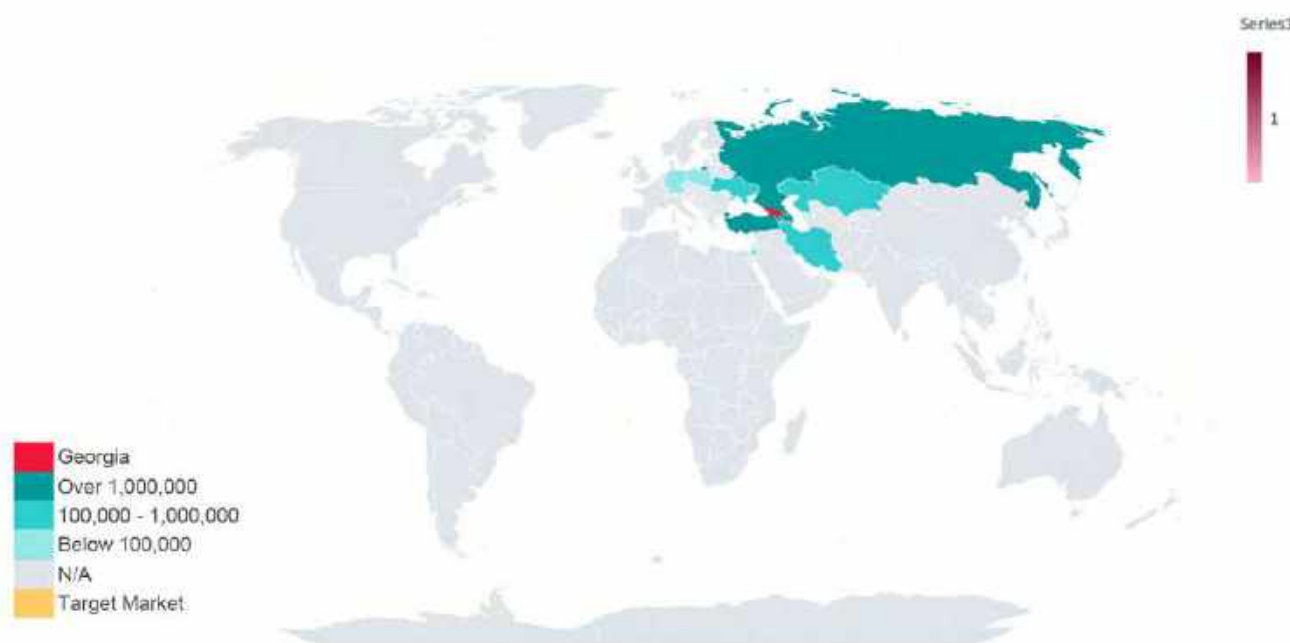


- The strategy of Georgia is to develop and implement a plan that turns rich natural and cultural resources into world-class tourism products and opportunities for unique experiences.
- This will attract high quality tourists from EU countries, North America, the Middle East and Asia



POSSIBILITIES/OPPORTUNITIES OF TOURISM DEVELOPMENT OF KHELVACHAURI MUNICIPALITY

- The majority of visitors to Georgia are from the neighbouring countries.



ADVENTURE AND ECO TOURISM

- This direction includes:
- Identification of routes and arrangement of infrastructure of trails
- Development of accommodation and catering facilities
- Adding adventure and entertainment activities

CULTURAL TOURISM

- It is necessary to organize
- Access infrastructure to historical and cultural monuments
- Information boards near castle and bridges

MARINE (RESORT) TOURISM

- It is planned:
- To organize the basic infrastructure for the sea resort and create a development plan for the coastline
- To develop the common use spaces - the boulevard, the recreation area and food, entertainment and shopping facilities



POSITIONING OF THE TOURIST PRODUCT

National Parks - Benchmarks

Plitvice Lakes National Park



Croatia

1,200,000
5.8% Of total visitors

30,000

Olympic National Park



The USA,
State of Washington

3,400,000
3.1% Of total visitors

373,400

Bavarian Forest National Park



Germany

1,300,000
3.3% Of total visitors

24,220

Triglav National Park



Slovenia

2,500,000
40.1% Of total visitors

88,000

Mtiral National Park



Georgia

77,264
0.3% of total visitors

15,699

332,859
1.3% of total visitors

PERSONAS DESCRIPTIONS

Adventurers

DESCRIPTION:

- Single men and/or women who love to go on physically demanding outdoor adventures.
- They are well prepared, have adequate equipment and get a kick from exploring new and unknown territories.

PARK DEVELOPMENT PHASE:

- This group is willing to explore the park in the short term before it is fully developed.

EXAMPLE ACTIVITIES:

- mountain biking, multi-day hikes, etc.

GOALS

- Discover the country of Georgia
- Feel that they are active in their life
- Feel that they are close to nature
- Feel like they've seen more of the world
- Find out if they would visit the park again
- Wildlife photography



Outdoor Families

DESCRIPTION:

- Adventurous parents who like to spend time outdoors with their children. They may spend multiple days in the park. Or come from Batumi for the day.

PARK DEVELOPMENT PHASE:

- This group needs some family friendly amenities to balance out the adventurous portion of their trip.

EXAMPLE ACTIVITIES:

- camping, short hikes, cable car trip

GOALS

- Relax & unwind
- Transfer an active & outdoor related lifestyle to their children



TOURIST PRODUCT DEVELOPMENT

MARKET ANALYSIS & POSITIONING

Relaxation seekers

DESCRIPTION:

- People looking to escape their busy day to day life and to relax in the peaceful natural environment. They may come for a single day from nearby cities or spend multiple days if there are adequate facilities where they can stay 'worry free'.

PARK DEVELOPMENT PHASE:

- This group needs adequate infrastructure that allows them to relax with limited effort.

EXAMPLE ACTIVITIES:

- glamping, hotel, restaurant, cable car trip,

GOALS

- Relax & unwind
- Get inspired by the natural environment
- Experience the local culture and special park features (land art)
- land art installations.



Luxury seekers

DESCRIPTION:

- Wealthy people looking for an exclusive experience with a high level of quality.
- Interesting for business people attending events in Batoumi and wish to escape the city.

PARK DEVELOPMENT PHASE:

- This group needs highly developed infrastructure or a chic experience and adequate entertainment options.

EXAMPLE ACTIVITIES:

- hotel, restaurant, cable car trip, land art installations.

GOALS

- Have an exclusive experience
- Get away from their daily work
- Enjoy high quality accommodations

Shared goals & motivations

- See and discover more of the country
- Tasting local wines
- Enjoy the local dishes
- Discover the history of Mtirala
- Going on an adventurous outing
- Set a sporting goal and go for it
- Take Instagram worthy photos
- Relax & unwind

TOURIST PRODUCT DEVELOPMENT

5. 2. MAIN DIRECTION & TYPES OF TOURISM

The Mtirala and Kolkheti National Parks, as well as the Kintrishi and Kobuleti protected areas are listed alongside the just over 210 natural spots from across the world that have received the status from UNESCO, in a first development of the kind for Georgia.

The decision was made at the 44th session of the World Heritage Committee, and the National Parks received right to use UNESCO symbols in all publications and representative media worldwide.

This circumstance shows us that in terms of tourism planning we need to take into consideration tourism types and directions which are adjustable natural sensitive areas such as Multi-Internationally Designated Areas: Ramsar Sites, World Heritage sites, Biosphere Reserves and UNESCO Global Geoparks. The type of the tourism which can and might be developed in Mount Mtirala and supporting zones as settlements is Ecotourism. Since 2021 Ecotourism is recognized and planned on national level in Georgia, which covers Protected areas and non-protected areas and supporting zones of PAs.

Based on the strategy, ecotourism is considered to be "... a bundle of socially and ecologically responsible forms of travel, non-motorized activities and services that offer experiences and interpretation of nature and cultures, well-managed and with low environmental impact. It promotes an understanding of nature among travellers, but also generates appreciation among the local people for their own natural and cultural values. It thus contributes to the preservation of nature, to the sustainable use of ecosystem services, has regional added value and supports high quality of life for the local population."¹

Based on the principals above Unique Selling Proposition of the Products can be very different subjects of tangible and intangible culture, for example in Chakvistavi main subject of interpretation is chestnut (lathin Castanea) one of the most popular trail from entrance of the village is chestnut trail which connects major natural resources and nature based activities such as rope park to each other.

¹ Ecotourism strategy of Georgia 2020-2030



Ecotourism systems, adapted to the principles of ecotourism by L. Khartishvili

The village of Korolistavi has a very interesting profile as an alternative entry point to Mtirala National Park, possibly as a gateway to Eco- and Outdoor Tourism of all Georgia.

Located in the Extreme West of Georgia and with it of the Caucasus Mountains, Korolistavi should position itself as a start and endpoint of the Trans Caucasusus Trail, currently under development. The proximity to Batumi and its International Airport (one of three in Georgia) is a primary asset. Additional services, such as training, sale of equipment, but also recovery and wellness facilities of a high segment can also attract seemingly 'low-budget' outdoor travellers. This type of traveller often invests significant amounts of money in equipment but is also able to give itself a 'treat' after for example three weeks camping.

The unique climate and ecosystem (basically a 'rainforest' but based on European species like beech trees with sub-tropical temperatures) are attractive for a wide range of visitors. North European travellers will be attracted by the mild sub-tropical climate, combined with partially known flora and fauna and many elements of European culture. Visitors from the Arabic world may emphasize the rain, humidity and abundance of water as an exceptional quality as their home countries suffer from acute shortages. Especially Ajara also features many cultural influences from the middle east.

Last but not least is the proximity to Batumi as an increasingly densifying urban environment. Mtirala can be a popular short distance recreational destination that allows to 'get out' and immerse oneself in the exact opposite, a real jungle, instead of the urban concrete jungle.

TOURIST PRODUCT DEVELOPMENT

5. 3. THE CONCEPT OF MT. MTIRALA AS A CONCEPT FOR MAIN TOURISM PRODUCT

Unique Selling Proposition for Mount Mtirala is:

RAIN

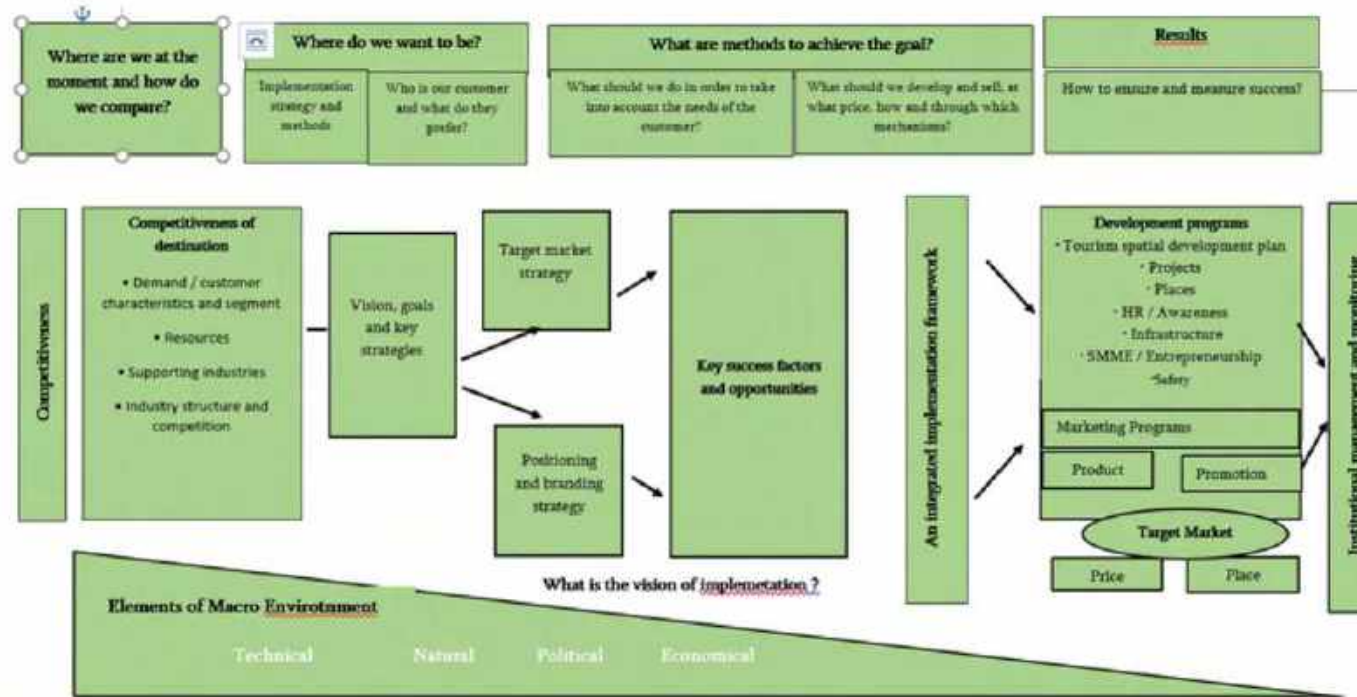
Importance of the rain for Georgian culture is proved by language. You can find 64 description of rain in Georgian language and as the language is carrier of the culture through centuries, we can say that the rain is one of the most important natural phenomenon. The tourism product development process consists of two main aspects:

- An integrated development process, not an activity taken out of context;
- Market research, product development and marketing are a one and continuous process;

In the process of development of the tourism product, the failure of any of the main components will lead to the delay/inferiority of the development of the destination's potential. The range of tourism product offerings is what attracts tourists to a destination. (see figure 31)



Definitions of rain



Development framework of destination



TOURIST PRODUCT DEVELOPMENT

5. 4. POSITIONING AND MARKETING OF THE TOURISM PRODUCT

Mtirala National Park has already UNESCO Status, is neighbouring one of the worlds important raptors flyways and winner of World Tourism Award as Georgias Leading National Park.

This is enough to start positioning on domestic and international Market as one of the important nature heritage sites. But as it was mentioned in the beginning stage of product development theory, if destination is targeting on high spender responsible tourism society, not only attractions, also tourism service should reflect the approach and also present the services.



World Tourism Award

Tourism product is proposed based on the concept of culture and nature interpretation under different management and yet under common story.

Story is the rain and its coexistence with local community, adjusted vegetation and environment, and reflected in anthropogenic resources such as tangible and intangible culture.

The scheme of tourism trends and activities is based on different trend reports and reflects visitors needs with responsible tourism travel behaviour



ACTIVITIES	EXPERIENCES , ACTIVITIES AND TOURISM PROPOSALS
DIVERSIFIED ACTIVITIES	Travel by boat; Travel of landscape photographers; Safari tour; Walking, Segway tours; Sunrise and sunset; Color contrast visits; Visiting mountains, jungles, desert landscapes; Visit caves, canyons, hot springs, geysers or volcanoes; Sea turtle monitoring; Watching whales and dolphins; Horse riding; Mountain bicycles; windsurfing or kitesurfing practices, trekking. W
INTERACTION WITH ANIMALS	Animal observation, playing or taking care of them; Sorting and animal riding; Honey therapy; Hiking with different types of animals; Yoga with animals; Visiting wild animals; Horse care; Visit animal housing; Conservation activities;ww
COMMUNITY BASED TOURISM EXPERIENCE	Visiting local villages or tribes, communities; Participation in regional games or sports events; Households; Kitchen or crafts masterclasses; Hosting activities;
CULINARY EXPERIENCE	Food routes; Wine paths; Tasting; Distillation or winemaking visits; Local markets; Gastronomic experience; Visits to local manufacturers; Practical harvesting or land cultivation; Kitchen master classes; Food festivals; Visit local tea and coffee shops; Organic farms; Farm to table related experience;
CULTURAL ADVENTURE	Visiting lesser known place; Local festivals; Historical tours in old, modern cities or ruins; Architecture, design tours; Local markets; Seasonal traditions; Light shows; Ghost/dark tours;
MUSICAL ACTIVITIES	Musical concerts in private homes, clubs or outdoor places; Music lessons; DJ seminars; Dance lessons and local folk experience;
HEALTH TOURS	Hot springs, forest baths; Meditation, Yoga, Tai Chi, Reiki; Mental, conscious healing; Detoxification and rejuvenation; Spiritual concentration;

Experiences, activities and tourism proposals

TOURIST PRODUCT DEVELOPMENT

POSITIONING AND MARKETING OF THE TOURISM PRODUCT

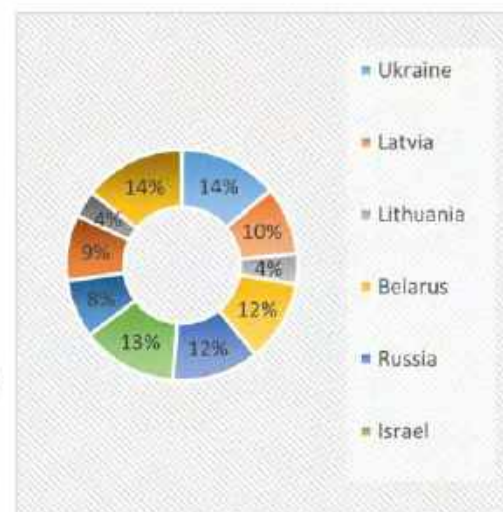
Major visitors in 2021 are from following countries. But still this kind of product can target also below described visitors.

LEAD MARKETS

These countries are producing the most international visitors to Georgia, our culture and tourism products are well known and well established on these markets. In the future we can expect slower growths from these sources as they have reached mature phase, but due to the fact that Georgia is already a popular destination among the visitors from these sources, niche tourism products still carry a lot of potential for these markets.

Demand drivers on these markets are absence of quality tourism products and services locally (with exception of Turkey), close proximity and easy accessibility of Georgia (visa free travel) offers a great opportunity to spend quality family holidays abroad and enjoy authentic food, wine and culture.

Product offering to appropriate segments and markets are highlighted below.



International travel in MNP.

PRODUCT	MARKET/SOURCE	SEGMENT	KEY TREND INSIGHTS
Herbarium and Rain Waterfall, Mystic and Legendary Trail	Former Soviet countries, Gulf countries	Families, Young and Adult Couples sometimes traveling with friends. Independent travellers, most likely traveling with their own transportation which gives great chance to discover Georgia beyond large cities and popular destinations	Key factors in decision making process in order to successfully sell product to these sources

Product offering to appropriate segments and markets

- Availability of offline maps and correct data for GPS driving apps (Google Maps, Ways, Apple Maps), as the most travellers from these markets are traveling with their own vehicles it is vital to make the products per clusters easily accessible
- As the main segments are couples and families it is important that visitors are able to easily book overnight stays, as Booking.com is the most popular tool on these markets service providers should strive to make their offerings available on this and similar platforms.

DEMAND INHIBITORS

- Political factors – Even though, national and international politics are beyond service providers control, it is worth noting that volatile political relationships of Georgia with its neighbouring countries can serve as obstacles in terms of tourism development (Russia just recently cancelled all flights towards Georgia, even though full effects of this is yet to be seen, it is not a good sign in a general term of tourism development).

BREAK-OUT MARKETS

These markets are major contributors to the global tourism numbers, but Georgia has only recently entered on their radars. Characterized as high-spenders, these sources have been announced as the main priority within the national tourism development strategy. Because Georgia has yet to introduce its full tourism potential to these markets, they carry the greatest potential for growth, but as the countries are well developed with strong economies, they have the highest demands for quality tourism products and services as well.

Demand drivers are the needs to discover exceptional places not far away, use holiday time to get away from large and overpopulated cities, catch a break from everyday digital lives and experience unique and authentic emotions.

PRODUCT	MARKET/SOURCE	SEGMENT	KEY TREND INSIGHTS
Thematic trails, benchmarking food facilities	Germany, Austria, Poland, Netherlands, Italy, France, UK, Nordic Countries, Central and Eastern Europe, Israel	Families, Young and Adult Couples, Millennials traveling alone and in groups, Solo travellers Independent travellers, most likely have heard about Georgia but are first-time visitors and coming through the airports, longer duration of stays so there is time for them to discover Georgia beyond popular and overpopulated places, top contributors to traveling skier numbers. Most likely to arrive in Kutaisi first and only after make decisions on which places to see in Georgia.	Key factors in decision making process in order to successfully sell product to these sources

Product offering to appropriate segments and markets

- Travellers from these sources are heavily dependent on modern digital tools to make traveling plans (TripAdvisor, Airbnb, Google maps and etc.) It is important to make all information regarding products and clusters available online through different channels to satisfy all phases of tour planning by individual travellers.
- Promotion of available visa-free travel
- Wi-Fi availability throughout the touchpoints

TOURIST PRODUCT DEVELOPMENT

POSITIONING AND MARKETING OF THE TOURISM PRODUCT

DEMAND INHIBITORS

- Because these travellers are coming through airports, going outside of major cities Tbilisi, Kutaisi should be attainable either through good quality and safe public transportations or through cheap rent transportation (e-cars, car sharing apps and etc.), Renting a car should not be more expensive than buying a cheap airline ticket from one European city to another.
- Key future events which will help growth from these sources
- Very popular cheap airline carrier "Ryan Air" to introduce flights from Europe to Georgia
- Georgia is going to host 2023 Freestyle Ski and Snowboard World Championships, which hopefully will increase national snow resorts credibility on the international market

EMERGING MARKETS

Like break-out markets, these markets are considered as one of the top priorities for the Georgian National Tourism Administration's national strategy. Characterized with increasing wealth of its citizens and needs to travel to green and vibrant destinations. As most of these countries are far away from Georgia, there is complex work to be carried out in terms of economic and business to business relationships to further drive the increase of visitors from these sources.

PRODUCT	MARKET/SOURCE	SEGMENT	KEY TREND INSIGHTS
Using all types of mobility, Enjoying the views and food and culture, using glamping possibilities	US, Gulf countries, China, Japan, South Korea and India	Adult couples, Group travellers With China and US being in the top 5 countries of most international visitors produced there is huge potential on these markets	Key factors in decision making process in order to successfully sell product to these sources

Product offering to appropriate segments and markets

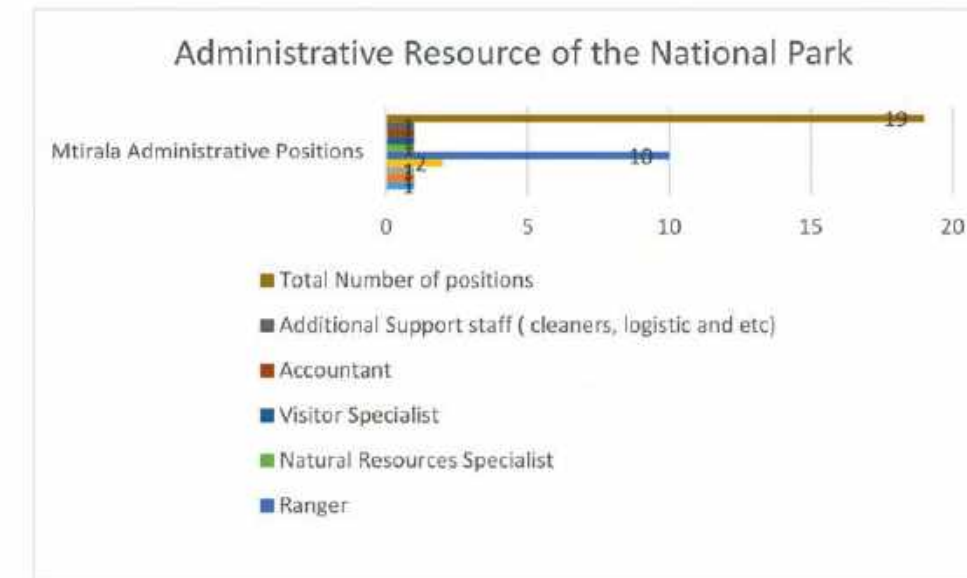
As these markets are very similar with characteristics to the break-out markets same factors are applied here as well together with the following:

- Well-developed business and economic relationships to satisfy group travel demands
- Availability of tour guides in East Asian and Arabic languages

DEMAND INHIBITORS

- Due to the fact that geographically these sources are far away from Georgia it is crucial to have cost and time effective airline route connections

MANAGEMENT OF TOURISM PRODUCTS



Administrative resource of the National Park

Management of tourism services in Korolistavi should be based on public private partnership, which means established unity of tourism services in Ortabatumi should come in coordination with local administration and based on concession manage tourism infrastructure inside of the park, also manage mobility and transportations services in the park, after supervision of Friends Association of Machakhela and Mtirala National Parks



TOURIST PRODUCT DEVELOPMENT

5. 5. COMMUNITY BENEFITS FROM TOURISM.

One of the main direct impacts of protected areas for local community is of course ecotourism development and its services, especially if protected areas are part UNESCO¹ world heritage. In the management of World Heritage sites it is observed that, with the status is increasing directly the visiting of the site and many external forces other than World Heritage can come into play with regard to tourism increases.

In case of Mtrala National Park we can observe the impact on Chakvistavi Village.

1 <https://whc.unesco.org/en/documents/172460>



Visitor numbers and place of origin of visitors in 2019 for Mtrala National Park (Source: www.apa.gov.ge)

If we consider the highest number of visits in 2019 before COVID and without World Heritage Status we can assume that in 2019 average visits could be 210 per day, but of course the major concentration was seasonally between April – October, with more concentration especially for domestic visits July-September. So we can assume daily visits on high season between around 600.

Services provided for the tourist are divided into public and private sector, without any kind of connection: Administrative tourism services are:

Service Name	Price	Student Price	Family Price
Shelter	20	10	
Camping price	5		
Tent	10		
Picnic area for 5 persons	10	5	
Picnic area for 10 persons	15	10	
Picnic areas for 10 persons	20		
Sleeping bag	5		
Backpack	5		
Parallon	3		
Cable rope	15		
Parking	20		15
Conference room	100 (დღე)		

Pricelist of Tourism services and income per year

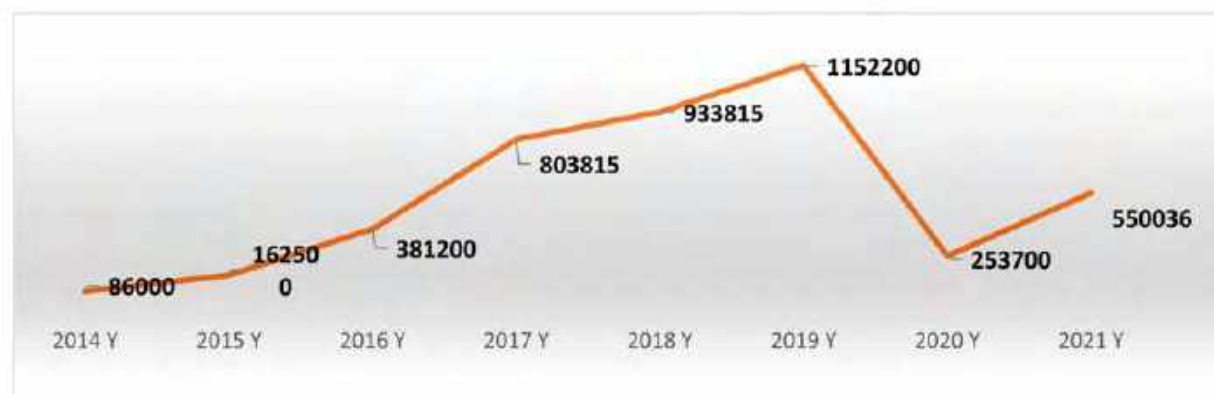
Service Type	Income per Year		
	2018	2019	2020
Map	480	776	
Shelter	1750	2940	40
Accommodation	2090	6180	
Picnic area	2880	3290	1205
Camping Place	1795	2240	645
Tent	330	320	
Parallon		69	
Backpack	95	30	
Sleeping	220	455	
Zipline	15179	10045	
Rope park		8995	2315
Rent	3668		
Animal shelter	6	6	
Donation		23	
	28493	35359	4205

The Structure and income of tourism service providers



TOURIST PRODUCT DEVELOPMENT

COMMUNITY BENEFITS FROM TOURISM.



Income in Gel as direct impact for local community and type and number of service.

If we analyze tourism types and incomes, we can see that food facilities, accommodation and Shops, these are major services, which are reflected as economic impact for local community, but all terrain quads and Ziplines are even not mentioned in private sector tourism income structure.

In conclusion we can say that in 2019, with highest visit rate, 16 shops, 13 food facilities and 10 accommodation were providing services in one small village. 12 families live in Chakvistavi permanently during the year, and in summer their number is increasing to 45. In diverse ways, all are involved in tourism. The income from tourism is different in accordance with the activities and services. For people who come from the valley provide additional work on transport services. During the peak of the season, more than 100 drivers are employed.

Nowadays in Korolostavi we have 7 potential and newly established tourism service providers:

Accommodation: 3 different facilities and 3 different concepts, one of them under construction: In total 19 additional beds for overnights. Tourists are mostly from former Soviet Union, those who would like to have accommodation near the city and near Sea in the rural area. As Korolistavi is not positioning itself as entrance of Mtirala National Park the reason of visitation is Batumi, rural area or Sea.

Winemakers: House wine producers, who would like to have transformation into small wine cellar and degustation area. Winemaking is on the developing stage in Adjara region, but also very interesting for wine enthusiasts and lovers, because here we see new interesting wines with endemic grapes and unique soil and climate influenced with Sea air.

Beekeeper family: This is very traditional agricultural activity and also very specific for this region, because of Caucasian gray bees (*Apis mellifera caucasica*) are characterized by distinctive properties - long antenna, moderate lining, low temperature durability, meekness and Chesnut (*Castanea*) the product is very good quality. The owner prefers to brand his production and sell in local tourism service spots, such as accommodation or wine cellar.

There is lack of understanding and knowledge of tourism services, all tourism service providers do not know anything about booking and sales channels.

As Korolistavi and Ortabatumi are located near city, we consider them as suburb of the city we have work migrants and daily travellers to Batumi, those who have experience and knowledge in tourism prefers to work in the city for better salary and working environment. Even for park administration it is challenging to fill all positions, especially for tourism. For example, position of visitor specialist remains free.

Local community in Korolistavi considers tourism development structure as it is in Chakvistavi, at this point they cannot identify negative side of chaotic tourism development, which is already understandable for Chakvistavi population. Employment structure shows the table below (2022 status)

DIRECT EMPLOYMENT FROM APA	LOCAL GUIDES AND DRIVERS	TOURISM SERVICES	SHOPS AND DISTRIBUTION PLACES	FOOD AND ACCOMMODATION	LOCAL PRODUCTION MARKETS
18 persons	Taxi drivers, mostly coming from Batumi and Kobuleti	Mostly Zipline and Quads	14 (Number is changing)	22 (Number is changing)	Very limited and not stabil

Employment structure (2022)

Number of horse-riding tours and guided bicycle tours are limited as demand is for more motorized mobility based on the types of tourists.

Considering the outcomes of field research conducted in the framework of the socio-economic study¹ conducted by Ecoton in March 2022 Park administration sees the possibilities and needs in:

- Rehabilitation and maintenance of trails, expansion of hiking trails, increase number of shelters in Keda direction and on Mtirala Mountain. (Project is in implementation stage)
- Rehabilitation and maintenance of trails
- Support of quality and safety improvement of Zipline Operators
- Establish PPD to coordinate the regulation of chaotic tourism development
- Improve safety issues of asphalt road leading to Chakvistavi
- Diversify entrances and products for Mtirala National Park,
- Decrease impact and increase income for park (MNP is already working on project how to implement entrance fees)

1. UNDP-GEF PIMS613 "Financial Sustainability of the Protected Areas System of Georgia"

TOURIST PRODUCT DEVELOPMENT

5. 6. INTERPRETATION OF NATURE AND CULTURE

As MNP administration considers to improve the cooperation with private sector and prefers to create cooperation with local tourism or community association, (MNP has already good cooperation with Friends Association of Mtirala and Machakhela National Park). As tourism product needs to be managed suggestion on the decision making level should be community based tourism association with following services:

GUIDING SERVICES:

- Proposed 4 trails together with existing with ecotourism interpretation.
- Trekking Guide education system is part of Vocational Education:
- Theoretical part is financed by the government; field study is covered by student (Approx 1000 GEL in total)
- Duration is 6 month

TRANSPORTATION SERVICES FOR DAY VISITORS – TRANSPORTATION SERVICES TO REACH ALL ATTRACTIONS:

- Proposed products and trails needs to managed, for the mobility of tourists it has been considered to use experience of collaboration with locals in Martvili Canyon, where organization based on local community is operating boating services with fixed contract of Protected Area administration.
- Electric quad rentals
- Horse rentals
- Electric bike rentals
- Day tours, or Korolistavi – Chakvistavi Trails.
- Daily income 70 – 120 GEL per day per item.



Transportation services for day visitors

BENCHMARK TOURISM SERVICES:

FAMILY RESTAURANT - USING AND CREATING SLOW FOOD EXPERIENCE AND MASTERCLASSES USING FUSION OF ADJARIAN CUISINE, CHARACTERISTIC FOR ADJARIAN SEA COAST VILLAGES:

- Trainings are required in Adjarian Cuisine, cooking classes, HACCP standards
- Branding and designing of menu and facility,
- Concept creation and building menu based on it.
- Average spending per guest 60GEL per person.
- Concept based dining infrastructure
- Based on local production
- Signature menus connected to the wood and local biodiversity



Photos from culinary book, elaborated by Department of Tourism of Adjara.

TOURIST PRODUCT DEVELOPMENT

INTERPRETATION OF NATURE AND CULTURE

BENCHMARK ACCOMMODATION

Concept based accommodations in three service types:

1. Concept Hostel:

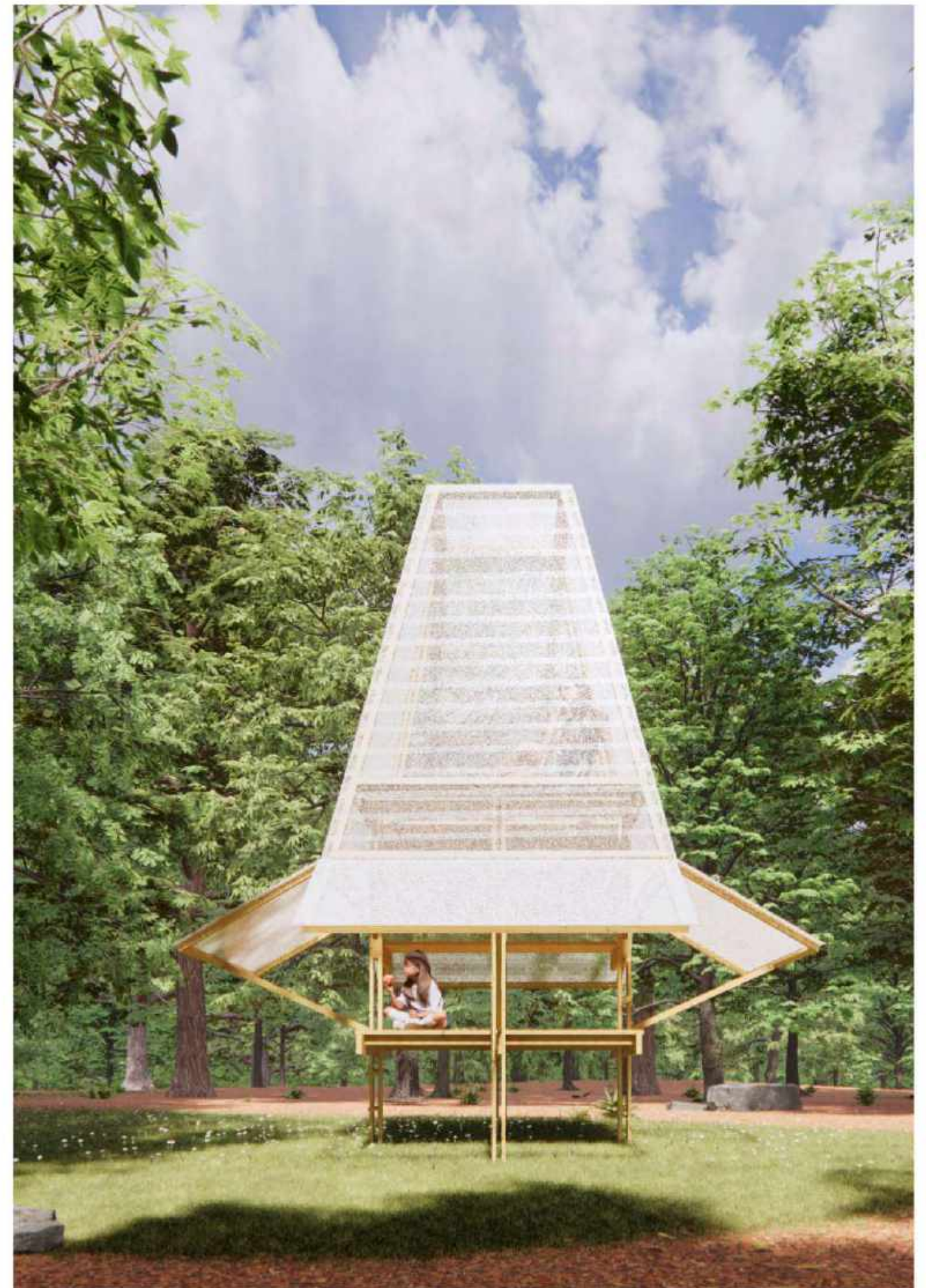
- Two or three dormitory rooms with no more than 6 beds.
- Shared WCs and showers (can be as extra facility outside of main building)
- Mixture of vintage and modern and authentic design
- Small but more than two multifunctional services

2. Concept Guesthouse

- Transformed family house with shared kitchen and facilities
- Live, dine, sleep like a local
- Have a guest not a tourist
- Include your guest into family routine and work in the house, such as cooking, harvesting and etc.

3. Luxury and glamorous camping:

- Special designed glamps or cottages
- Interior design or equipment at least for 4 star hotel room
- Exclusive design and services
- Special design territory, with luxury services
- Direct connection with nature



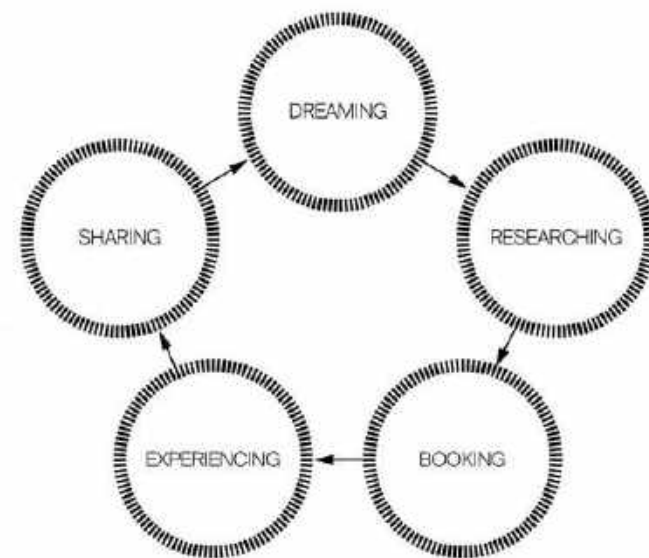
SUSTAINABLE MARKETING

Sustainable marketing of Mtirala National Park will recognise that cooperative marketing strategies and campaigns between protected area agency, tourism operators, regional and local tourism organisations should benefit natural resources as well as local community representatives.

We have analysed the modern approaches for the sustainable marketing of the protected areas, in order to outline the basic principles for the implementation of the correct marketing directions in Mtirala National Park. Guiding principles are known as "Five Rs" and takes both a macro and micro approach to sustainable marketing of the natural environment, explained as follow:



Key aims



Customer Journey



Dripping with adventure

Mtirala

TOURIST PRODUCT DEVELOPMENT

5. 8. TOURISM VALUE CHAIN



Value creation and Touristic products are much broader than the direct financial transaction between a visitor and service provider, eg. a tour guide, car rental or souvenir seller.

On the contrary, successful destination development is marked by a holistic approach to a destination, embedding the visitor experience in an authentic natural and cultural environment. While there must be touristic offers that have a direct economic impact, such as Car rentals, Hotels, Bars, Restaurants, Tours and Craft shops, there is also an important economic field of suppliers that need to be included in a sustainable and inclusive approach. Especially if the supply to the primary products can be organized locally the population and region benefits in multiple ways.

More professions and skills can be employed to serve the value chain, a wider range of people profit, and some of the supply activities are also less dependent on the seasonality of the visitors. A good example is the maintenance of accommodations or attractions, that can happen in low season and provide employment to the same people that would work as guides or waiters during main season.

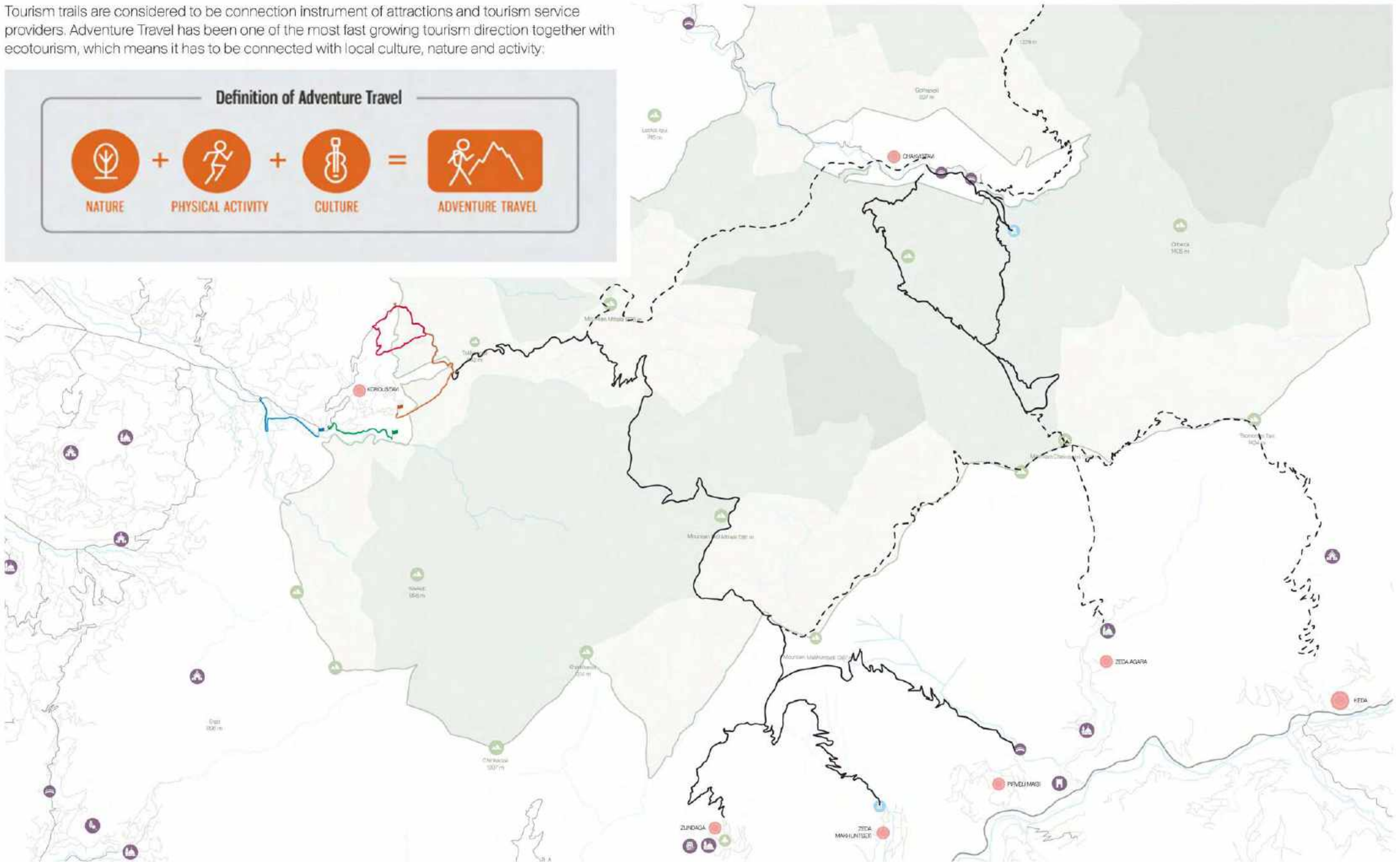
Another example is the production of local crafts that often involve elderly women. Apart from the additional income of a vulnerable group, this can activate forgotten cultural heritage and help carry it on to a new generation that may be able to market the crafts in a contemporary way or develop for example new patterns.



TOURIST PRODUCT DEVELOPMENT

5.9. TOURIST ROUTES

Tourism trails are considered to be connection instrument of attractions and tourism service providers. Adventure Travel has been one of the most fast growing tourism direction together with ecotourism, which means it has to be connected with local culture, nature and activity:



TOURIST PRODUCT DEVELOPMENT

5. 10. OTHER TOURIST PRODUCTS

THEMES TOURS AND ACTIVITIES



Cooking classes in Korolistavi's households



Beekeeping workshops



Chacha tasting in the village



Herb hikes

EVENT CALENDAR



Yoga Festival



Open air Wine & Food Festival



Birdwatching Festival

Community based tourism experience:

Visiting local villages or tribes, communities;
Participation in regional games or sports events;
Households; Kitchen or crafts masterclasses;
Hosting activities;

Culinary experience:

Food routes; Wine paths; Tasting; Distillation or winemaking visits; Local markets; Gastronomic-experience; Visits to local manufacturers; Practical harvesting or land cultivation; Kitchen masterclasses; Food festivals; Visit local tea and coffee shops; Organic farms; Farm to table related experience

Health tours:

Hot springs, forest baths; Meditation, Yoga, Tai Chi, Reiki; Mental, conscious healing; Detoxification and rejuvenation; Spiritual concentration

TOURIST PRODUCT DEVELOPMENT

5. 11. INVOLVEMENT OF THE COMMUNITY

COMMUNICATION WITH STAKEHOLDERS

Target communities were selected in the area of the project, whose population may have a direct or indirect connection with the successful implementation of the project in the future.

In close consultation with local administrations, the working group of the project identified groups of interested persons, on the basis of which both group and individual meetings were planned and carried out with them. Stakeholders were provided with detailed information about the project's goals and activities, and their level of involvement, attitude, and influence was determined.

Meetings were also organized in the project area with subjects directly related to the field of tourism, with representatives of the administration of the protected area, with local providers of various tourist services.

First of all, it should be noted that the general attitude of the population of Korolistavi village towards similar activities and projects is as positive as possible. Based on the analysis of direct meetings with the inhabitants of the villages, it was revealed that a part of the population wants to have hiking routes in the territory of the Mtrala National Park from the eastern part of the village as well, because there were already forest roads in the mentioned area, which the population used traditionally. In addition, the mentioned roads connect to the road leading to Mtrala mountain from the village of Korolistavi, through the ranger checkpoint. According to the locals, the emergence of new directions of routes from the village to the national park would contribute to the integration of the population living in the eastern part of the village in the part of tourism products.



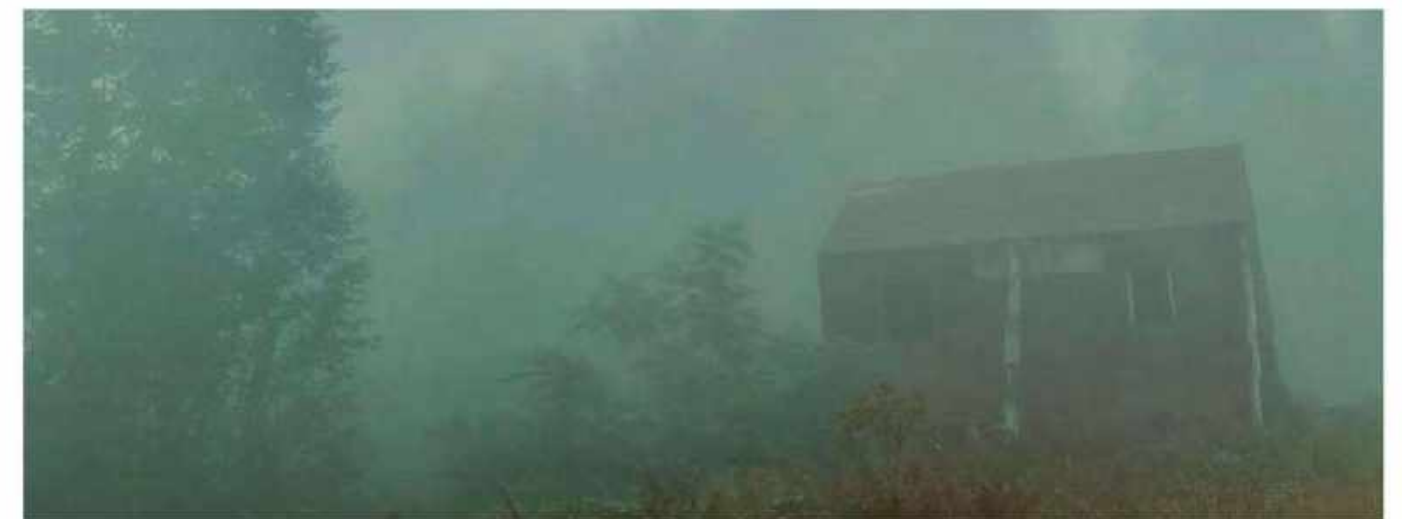
There is a need to raise the level of education about tourism among the local population, which can be effectively implemented, even within the framework of training modules, where they will get to know the general principles of tourism, the current challenges of the field in the world, become skilled in the field of service and be trained in the direction of creating and packaging eco-products. In addition, significant attention should be paid to service standards for quality improvement.

It should also be noted that the attitude of the locals towards the arrangement of new trails is quite positive. The population interested in the field of tourism expressed their wish that the establishment of new trails is quite significant for the diversification of their tourism products. From their side, new adventure attractions will be added to the additional offer for their own visitors.

In the process of preparing the document, communication was made with the management of the Mtrala National Park and Protected Areas Agency. From their side, full readiness was expressed in promoting the achievement of the set goals and supporting the planned activities. From their side, it was noted that intensive work is currently underway in the territory of the Mtrala National Park to create a network of new hiking routes in the protected area. The total length of the routes will be up to 100 km, on which, in addition to marking and trail cutting/clearing works, shelters, camping, picnic and rest areas will be arranged. In addition, it was noted that the planning of hiking routes in the territory of the national park is completely sufficient at this stage and after the complete arrangement of the route network, more emphasis should be placed on their effective management, therefore they do not see the need to establish additional new routes in the territory of the national park, and it is better to prioritize the routes in the village of Korolistavi and its vicinity to be given to development. The meetings conducted at the local level with the local population and the administration of the National Park give us the basis to conclude that the local population and the administration of the park are welcoming and show maximum willingness to involve in the development of tourism in their area, although there are some problems and needs, the effective management of which would benefit Mtrala Mountain and the village of Korolistavi. To utilize the tourist potential as efficiently as possible.

The Project for marking of tourist trail are provided as annex. See **Annex 06** for the instructions and details for preparing marking project; with detailed budget and description of information board text and directional signage content.

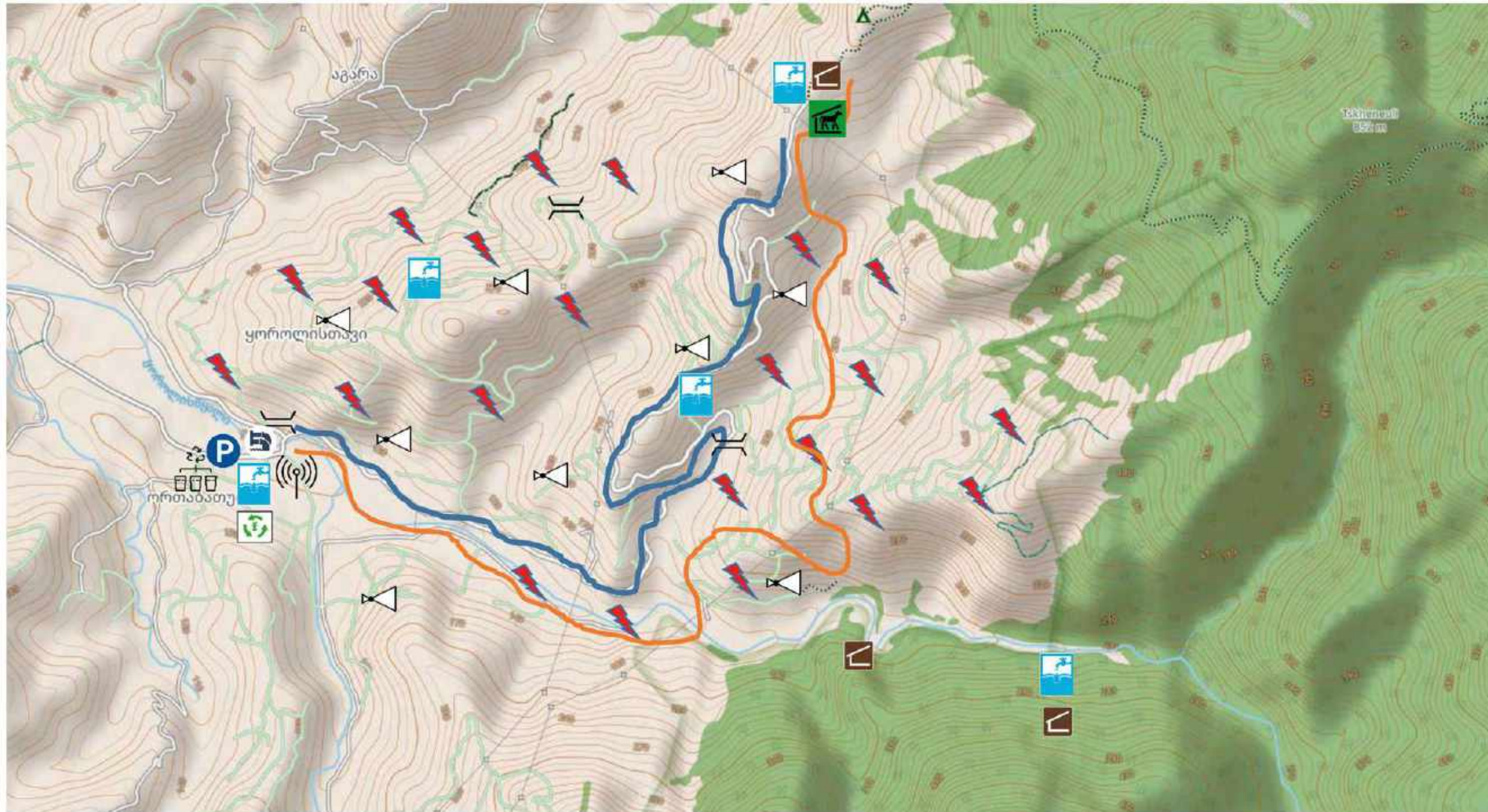
The project is designed based on technical guidelines of hiking trails, which is part of regulatory framework of management of tourism



6. TOURIST INFRASTRUCTURE

6.1. MAIN ENGINEERING DEVELOPMENT PLAN

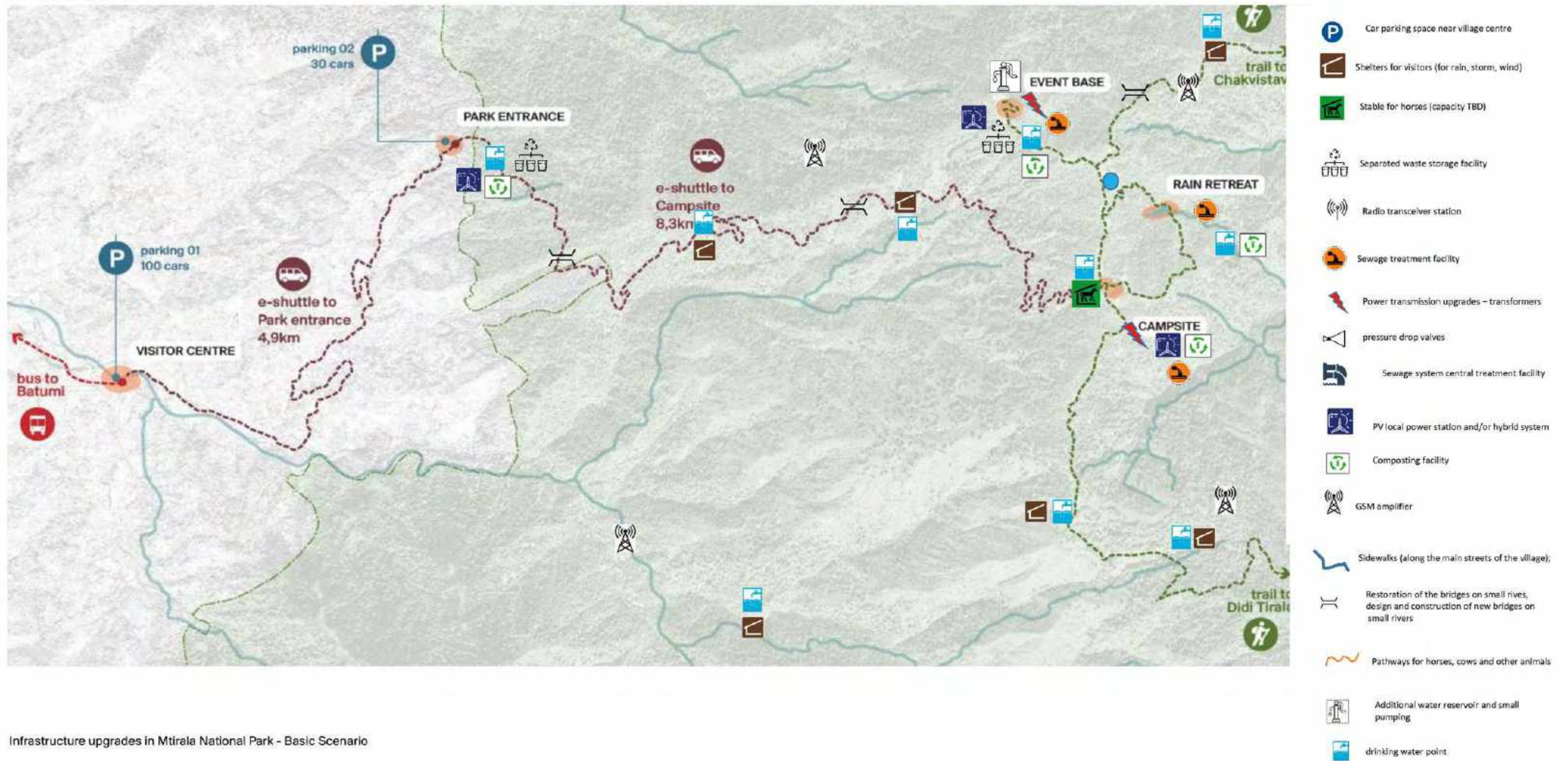
VILLAGE AREA



- Car parking space near village centre
- Shelters for visitors (for rain, storm, wind)
- Stable for horses (capacity TBD)
- Separated waste storage facility
- Radio transceiver station
- Sewage treatment facility
- Power transmission upgrades – transformers
- pressure drop valves
- Sewage system central treatment facility
- PV local power station and/or hybrid system
- Composting facility
- GSM amplifier
- Sidewalks (along the main streets of the village);
- Restoration of the bridges on small rivers, design and construction of new bridges on small rivers
- Pathways for horses, cows and other animals
- Additional water reservoir and small pumping
- drinking water point

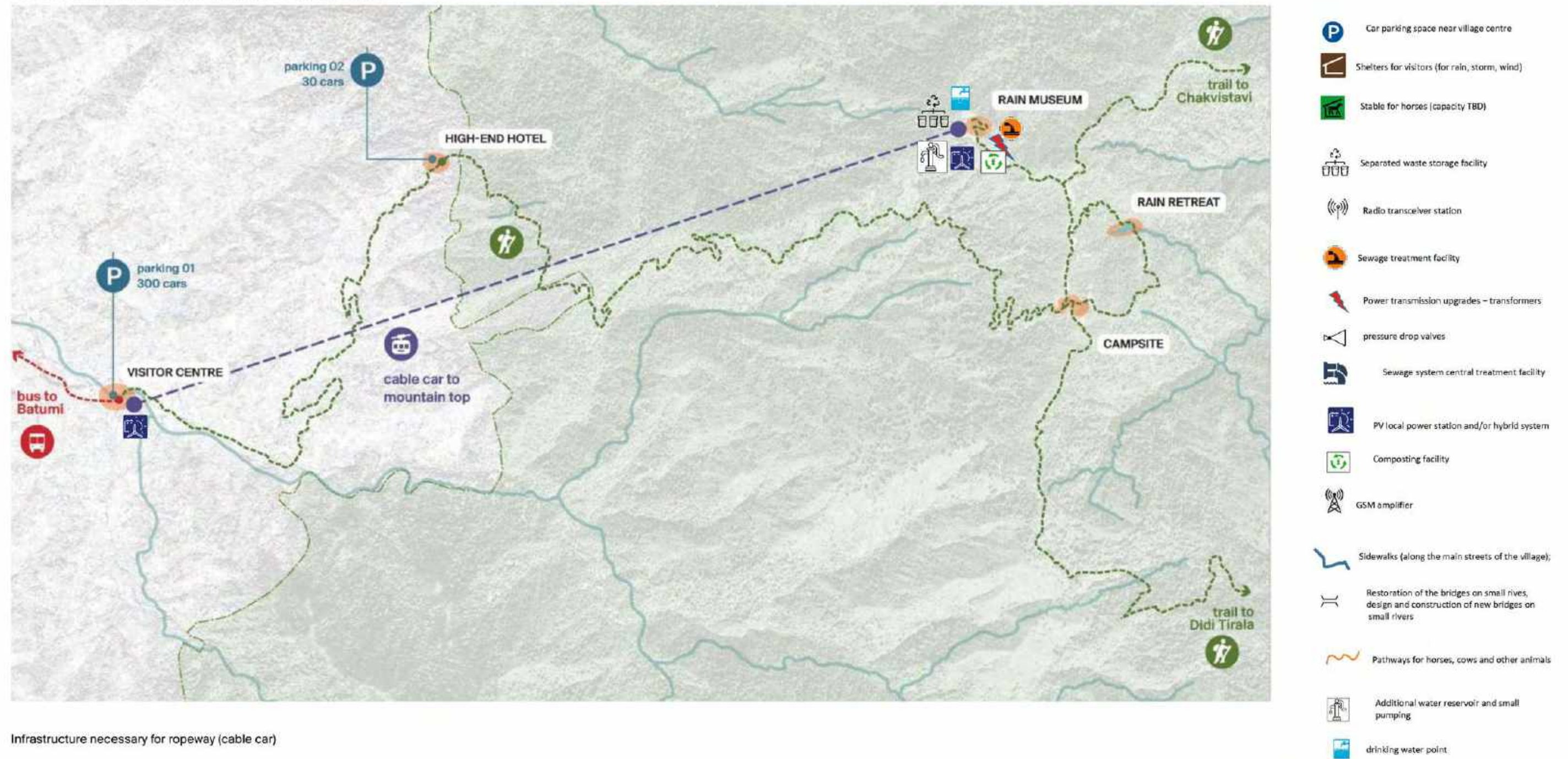
Infrastructure upgrades in Korolistavi village

PARK AREA



Infrastructure upgrades in Mtskheta National Park - Basic Scenario

CABLE CAR/ ROPEWAY OPTION



Infrastructure necessary for ropeway (cable car)

TOURIST INFRASTRUCTURE

6. 2. INFRASTRUCTURE

ACCESS ROADS

The road infrastructure mainly is well developed in the village and in the park as well. Due to specific terrain with small rivers and mountain ranges there is no room for new access roads. Infrastructure needs mainly cover fixing of the roads structural deficiencies due to under maintenance and restoration of the roads primary function. The logic is that the village roads should be accessible to locals and special services, but the park roads have to serve only for maintenance and emergency vehicles. Also the park area will have pathways.

Village

Restoration of the water drainage channels along the roads;

Installation of the sidewalks (along the main streets of the village);

Restoration of damaged solid pavement, where needed;

Restoration of the bridges on small rivers

Design and construction of new bridges on small rivers

Park (without ropeway)

Restoration of the water drainage channels along the roads;

Design and construction of new bridges or pipe type crossings on small rivers

Park (with ropeway)

Design and construction of additional service roads or paths for the upper station, ropeway poles construction, operation, and maintenance.

POWER SUPPLY

Power supply infrastructure needs upgrade of capacity serving the village of Korolistavi. Development of the park will increase the number of permanently living households, as well as demand and consumption due to their involvement in tourist business.

For the park area it is feasible to install solar PV station with storage capacity. Only communication equipment may require permanent grid connection. In case of the ropeway major intervention will be needed due to high demand for the lower and upper stations as well. In any case also there is a need of main power transformer upgrade or addition (power supply substation located in Ortabatumi).

Village

Power transmission upgrades:

Option 1 – removal of all old installations; installation of 10 KV power supply network and 400 V local transformers. This will cover 100% new installations.

Option 2 – installation of additional 600V network lines and addition of 400V transformers (addition of about 50% of the installations). In this case all old transformers will be used but for by lower number of households.

Park (without ropeway)

PVC local power stations for basic needs 600 V transition lines or local PV farms with energy storage for communication equipment: GSM amplifiers, radio signal transmitters

Park (with ropeway)

Additional 10KV supply to the lower and upper stations of the ropeway.

note: All cases and areas: main power transformer upgrade or addition (power supply substation located in Ortabatumi) will be needed.

WATER SUPPLY

The site is served by several independent self-pressure water systems for each district. The water sources are local small rivers. The area has capacity to satisfy demand for any development. Local network is arranged using steel and plastic pipes, which in some areas need rehabilitation or modernization.

Village

Installation additional filtering facilities at the intake/s

Partial rehabilitation / modernization of the water supply network

Installation of pressure drop valves and local filters

Waste minimization program: installation of meters, adoption of payment system (in parallel with water subsidies to vulnerable population or water vouchers introduction for fixed amount of water)

Park (without ropeway)

Installation of drinking water points using local springs

Park (with ropeway)

Additional water reservoir and small pumping station for the top building.

HOT WATER SUPPLY

Village

High efficiency condensing boilers or the same in conjunction with the central heating boiler

Park (without ropeway)

Solar PV, solar hot water systems with storage or hybrid systems for the sites after the village.

Park (with ropeway)

Solar PV, solar hot water systems with storage or hybrid systems for the ropeway upper station.

TOURIST INFRASTRUCTURE

INFRASTRUCTURE

SEWAGE

The site has no central sewage system. All users have their own septic tanks. There is need for arrangement of central sewage system with treatment facility or connection to Batumi sewage treatment unit.

Village

Option 1 – installation of local sewage systems and local treatment facilities for each 3-10 nearby households.

Option 2 – installation of central sewage system and one large central treatment facility serving the village

Park (without ropeway)

Local treatment facilities for the sites

Park (with ropeway)

Local treatment facility for the ropeway upper station

DRAINAGE

There is no central drainage system. Since almost all of the area is sloped, the natural drainage is used. However, in the areas near to households the drainage needs further improvement to avoid landslides and other natural disasters.

Village

Small scale drainage projects where the landslides risk exists

Park (without ropeway)

Small scale drainage projects where the landslides risk exists

Park (with ropeway)

Rain water drainage for the upper ropeway station

GAS SUPPLY

Currently there is gas supply network in the village. The installations are done in the visible way, and there is planned to hide gas pipes under the ground. However, this is connected with safety issues and additional cost for pipes re-location, which the municipality administration is against. Therefore, this work is to be done in the very long perspective, e.g. when the existing pipework is already worn out.

Village

Installation of underground (hidden) gas supply network (optional).

Park (without ropeway)

n/a

Park (with ropeway)

n/a

WASTE MANAGEMENT

The design considers significant improvement of the waste management system, such as introduction of sustainability principles. There is planned addition of composting facilities to serve all household, as well as primary separation and separated waste storage facility. This will significantly reduce amount of waste generated in the village and park, and divert maximum possible amount of the waste from the landfills.

Village

Composting facilities for each household or group of nearby households

Waste separation primary bins for the nearby groups of households (wood/paper, plastic, glass, steel, general waste)

Separated waste village scale area and storage facility (wood/paper, plastic, glass, steel, general waste, hazardous waste)

Park (without ropeway)

Composting facilities for each site or group of sites located in the park

Waste separation primary bins for the sites or nearby groups of sites (wood/paper, plastic, glass, steel, general waste) located in the park

Park (with ropeway)

Composting facility for the cable road upper station (in case of food service)

Waste separation primary bins for the sites or nearby groups of sites (wood/paper, plastic, glass, steel, general waste) for the cable road upper station

SIGNAGE

The new developments will be followed by respective signage. The additional signage, along with existing one

Village

Additional signage

Park (without ropeway)

Signage

Park (with ropeway)

n/a

COMMUNICATION

The village currently utilizes mainly GSM communication, although some households have landline phones as well. There is considered strengthening of existing communication system and addition of some features for increased reliability, safety and communication quality.

Village

landlines for the households and park administration

Park (without ropeway)

GSM amplifiers, number and location to be identified by operator companies

Radio transceiver station (preferably in the administration building) and radio signal amplifiers, as needed.

Park (with ropeway)

n/a

TOURIST INFRASTRUCTURE

6.3. UNDERGROUND AND VISIBLE INSTALLATIONS

Currently all the infrastructure components are visible except drinking water pipework. The most visible installation affecting also visual appearance of the village are: gas supplying pipes, 10 KV power transmission local lines (poles and wiring), small capacity power transformers and street lighting installations. Power transformers are not possible to be placed underground, but where located along busy tourist routes, they can be visually well isolated - covered by wooden mesh. 10 KV transmission lines and gas supply pipes can be placed underground; however, it requires much resources, especially gas pipes. These works are envisaged on the later stage after park is fully loaded.

List of infrastructure which are planned to develop or leave as **underground installation**:

Village

Installation additional filtering facilities at the intake/s

Partial rehabilitation / modernization of the water supply network

Installation of pressure drop valves and local filters

Sewage:

Option 1 – installation of local sewage systems and local treatment facilities for each household.

Option 2 – installation of central sewage system and one large central treatment facility serving the village

Installation of underground (hidden) gas supply network (optional, TBD on a later stage, and agreed with gas company)

Park (without ropeway)

Local treatment facilities for the sites

Park (with ropeway)

Additional water reservoir and small pumping station for the top building.

Local treatment facility for the ropeway upper station

List of infrastructure which are planned to develop or leave in the **visible way**

Village

Restoration of the water drainage channels along the roads;

Restoration of damaged solid pavement, where needed;

Restoration of the bridges on small rivers

Design and construction of new bridges on small rivers

Power transmission upgrades:

Option 1 – removal of all old installations; installation of 10 KV power supply network and 400 V local transformers. This will cover 100% new installations.

Option 2 – installation of additional 600V network lines and addition of 400V transformers (addition of about 50% of the installations). In this case all old transformers will be used but for by lower number of households.

Waste minimization program: installation of meters, adoption of payment system (in parallel with water subsidies to vulnerable population or water vouchers introduction for fixed amount of water)

High efficiency condensing boilers or the same in conjunction with the central heating boiler

Shelters for visitors (for rain, storm, wind) Installation of the sidewalks (along the main streets of the village);

Park (without ropeway)

Restoration of the water drainage channels along the roads;

Design and construction of new bridges or pipe type crossings on small rivers

380 V transition lines or local PV farms with energy storage for communication equipment: GSM amplifiers, radio signal transmitters.

Installation of drinking water points using local springs

Solar PV, solar hot water systems with storage or hybrid systems for the sites after the village.

Small scale drainage projects where the landslides risk exists

Shelters for visitors (for rain, storm, wind)

Stable for horses (capacity TBD) with water drinking facilities

Composting facilities for each site or group of sites located in the park

Waste separation primary bins for the sites or nearby groups of sites (wood/paper, plastic, glass, steel, general waste) located in the park

Signage

GSM amplifiers, number and location to be identified by operator companies

Radio transceiver station (preferably in the administration building) and radio signal amplifiers, as needed.

Park (with ropeway)

Design and construction of additional service roads or paths for the upper station, ropeway poles construction, operation and maintenance.

Additional 10KV supply to the lower and upper stations of the ropeway.

Solar PV, solar hot water systems with storage or hybrid systems for the ropeway upper station.

Rain water drainage for the upper ropeway station

Design and construction of the ropeway lower station;

Additional car parking space near the ropeway lower station for 5 large size buses and 15 minibuses, also for 30-45 lightweight vehicles (besides priority parking for the disabled and dedicated free area for service and emergency vehicles)

Design and construction of additional service roads or paths for the ropeway poles construction, operation and maintenance

Composting facility for the cable road upper station (in case of food service)

Waste separation primary bins for the sites or nearby groups of sites (wood/paper, plastic, glass, steel, general waste) for the cable road upper station

7. AREA DEVELOPMENT PROGRAMS

7.1. TOURIST INFRASTRUCTURE

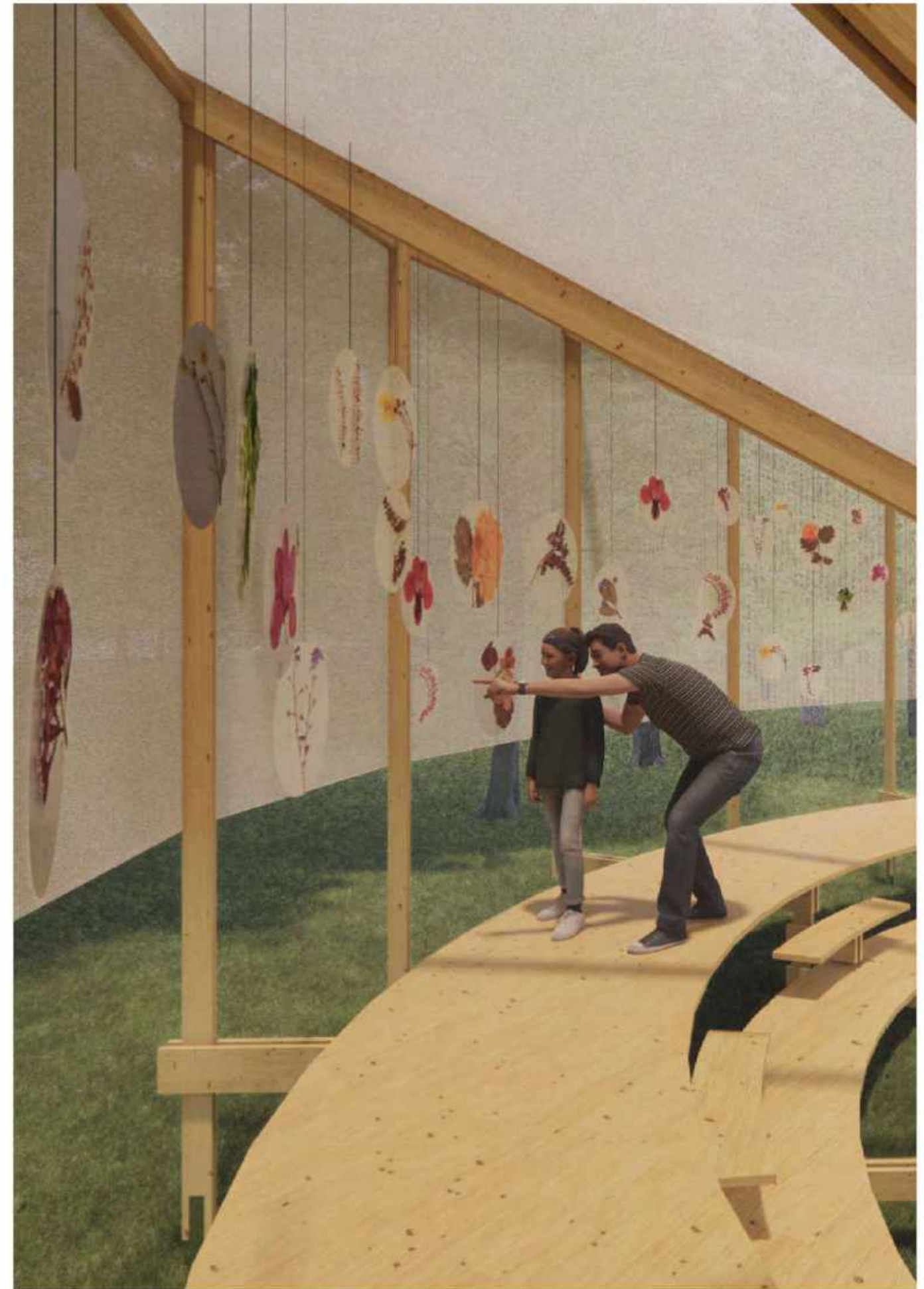
PROGRAM DESCRIPTION

The aim of the infrastructure program is to improve the quality of the existing infrastructure of village Korolistavi as well as Mtirala National Park and to construct new infrastructure that supports the development of eco-tourism practices and adds to social sustainability (e.g. community engagement, health, and safety), and environmental sustainability of Mtirala National Park and surrounding communities.

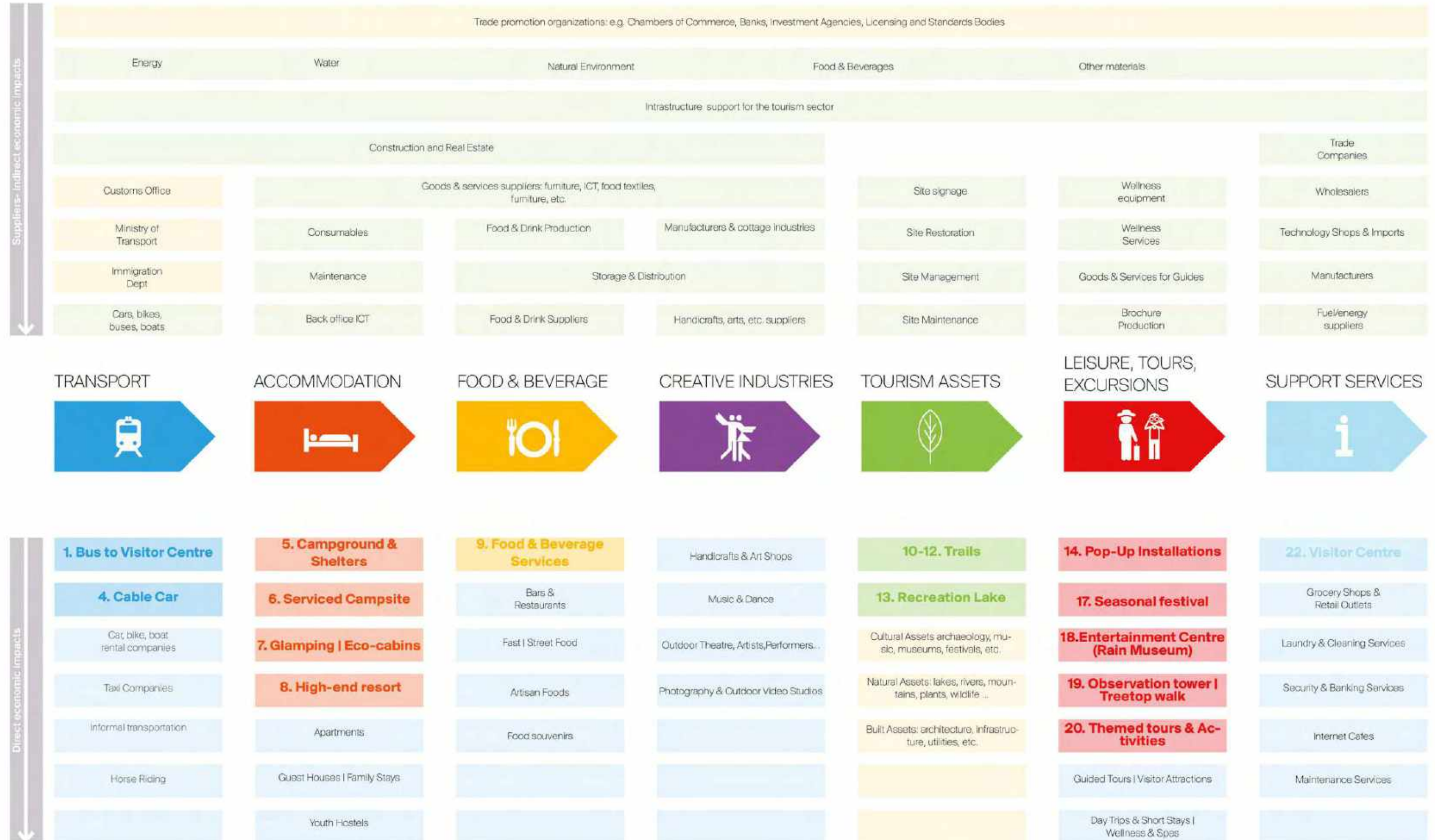
We differentiate between the two horizons of our proposal. A 25-year long-term vision for the area bringing visitor numbers up to 300,000 per year, and a short-term Action plan that aims at implementing a light, basic infrastructures improving the visitor experience in the short term, and broadening the touristic offer.

PROGRAM GOALS

- To provide user-friendly infrastructure to facilitate ecotourism practices
- To design and built the necessary infrastructure to improve the tourist experience and broaden the offer.
- Improve existing access roads
- Improve public transport accessibility
- Provide additional accommodation facilities. (basic campsite, eco-retreat)
- Provide additional, thematic trails
- Provide interpretation of existing natural and cultural assets
- Provide additional (artificial) attractions for a diverse group of visitors, such as land-art installations, playgrounds, and interactive objects



OVERVIEW OF INTERVENTIONS IN VALUE CHAIN



ARCHITECTURAL CONCEPT*

The Mtirala National Park presents an extremely peculiar natural situation. On a deciduous forest with very rich flora and fauna, weather conditions alternate rapidly, making this a unique place from an ecological as well as an imaginative point of view. The veil of fog that is often present among the trees evokes a suffused and mysterious ambiance, while when the rain falls, the forest is filled with crackling and drumming sounds. Occasionally even a few rays of sunshine manage to break through the clouds and everything vibrates with the light reflected off the drops on the leaves.

WHAT ARCHITECTURE CAN INHABIT THIS EXTRAORDINARY ENVIRONMENT WITHOUT DISTORTING IT BUT RATHER AMPLIFYING THESE PECULIARITIES?



*For a more detailed set of architectural designs please see annex 02

MTIRALA PECULIAR WEATHER



fog



cloud



rain

ARCHITECTURE AS AN ATMOSPHERIC DEVICE



Yunoeki Oyu, 2018, Oyu, Kengo Kuma



Rain-hearing Pavilion, 2019, Hefei, TJAD architects



Luce Tempo Luogo, 2011, Milan, DGT Architects

AREA DEVELOPMENT PROGRAMS

TOURIST INFRASTRUCTURE

The answer we wanted to give to this question was to design extremely light, compact, and delicate objects. Small architectures that do not want to alter the ground but detach themselves from it, resting on a few slender feet. They do not want to camouflage themselves with the natural environment but to be merely extraneous, metaphysical guests that can be built as quickly as they can be removed by passing through like transient visitors.



the picnic table



the lantern hut



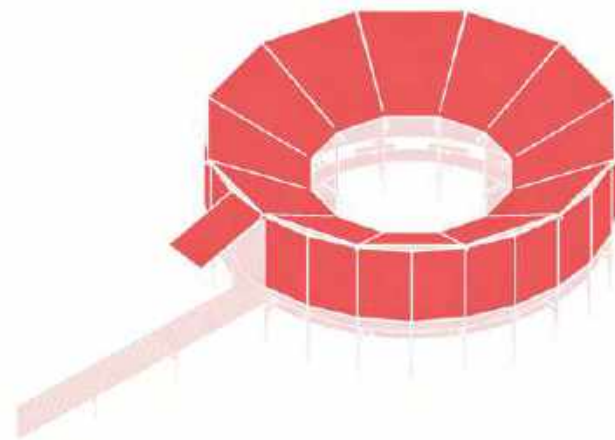
the bridge



the cloud pod



the facility building



the herbarium

The function of these objects is not to draw attention to themselves but to be used as devices for understanding their natural surroundings. Each architecture consists of a precisely shaped volume that, like a shell, guides the rainwater, channelling it in precise directions and creating water games. Beneath it, there are comfortable places to sit from which one can admire the landscape even in the most imperious conditions. The semi-transparency of these volumes also serves this purpose. It allows the fog to be contaminated with the light necessary for camping activities and thus makes it visible and palpable. Furthermore, the sculptural forms of these enclosures seek an iconic image that reinforces the fantastic atmosphere of the forest. The concept of each object starts from a guiding icon that is intended to summarise its characteristics.

Although each architecture presents a character of uniqueness, they want to be part of the same family, speaking the same expressive language. In this project, six architectures were developed to exemplify the process, but ideally using the same rules one could continue to produce new ones to meet the functions of the entire park.



AREA DEVELOPMENT PROGRAMS

TOURIST INFRASTRUCTURE

The key element of this code is the use of two main materials wood and polycarbonate and the contrast established between them.

Wood represents direct contact with nature, it comes directly from the surrounding trees. It is an ancient material and goes back to the building tradition of Georgian houses. It is an easy-to-work and cheap material that forms the structure of architecture.

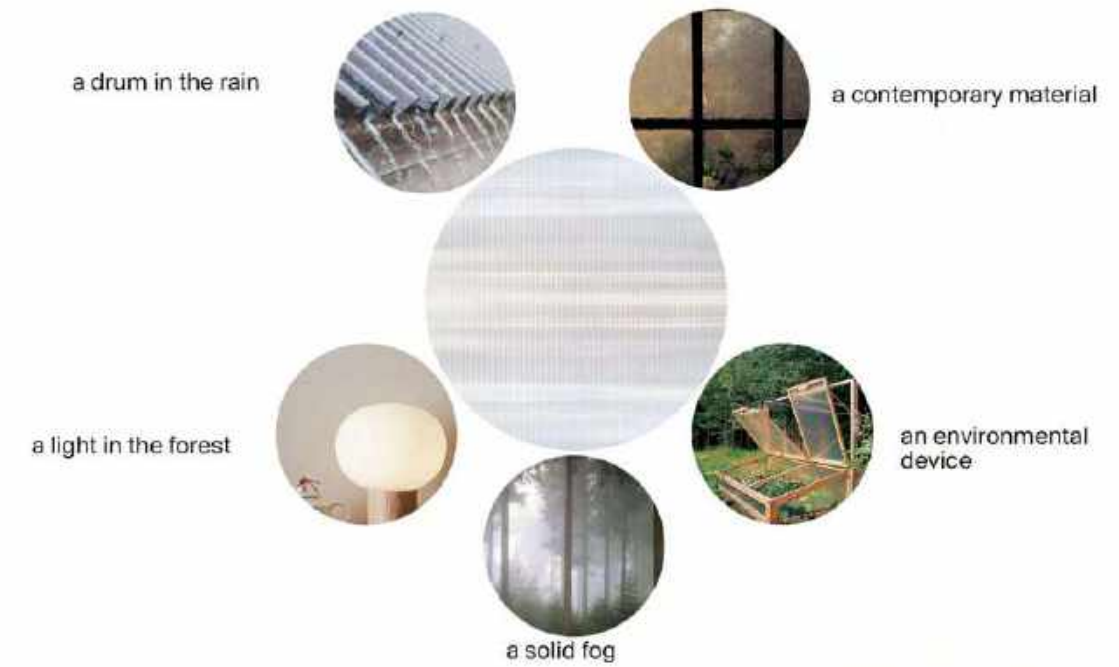
Polycarbonate, on the other hand, represents the atmospheric components that rest in the forest. On the one hand, its translucency makes it appear related to fog, on the other hand, the presence of cavities within it allows for a relationship with rain through the sound of raindrops falling on it. Polycarbonate is a contemporary, extremely light, and inexpensive material, moreover, it is waterproof and has excellent thermal capabilities making it ideal for cladding small shelters in nature. Thanks to the latest knowledge of bioplastics it is industrially compostable.



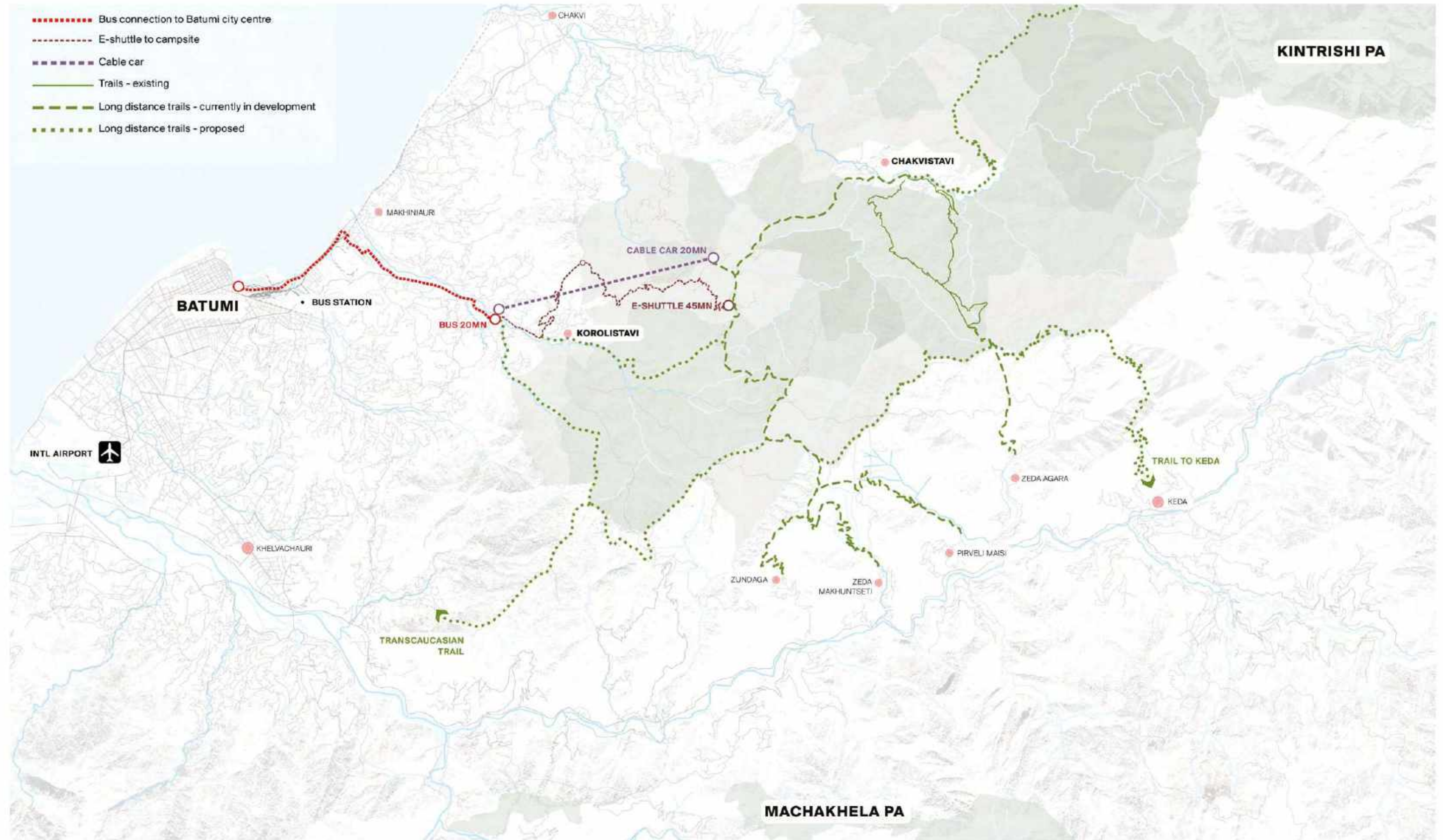
WOOD



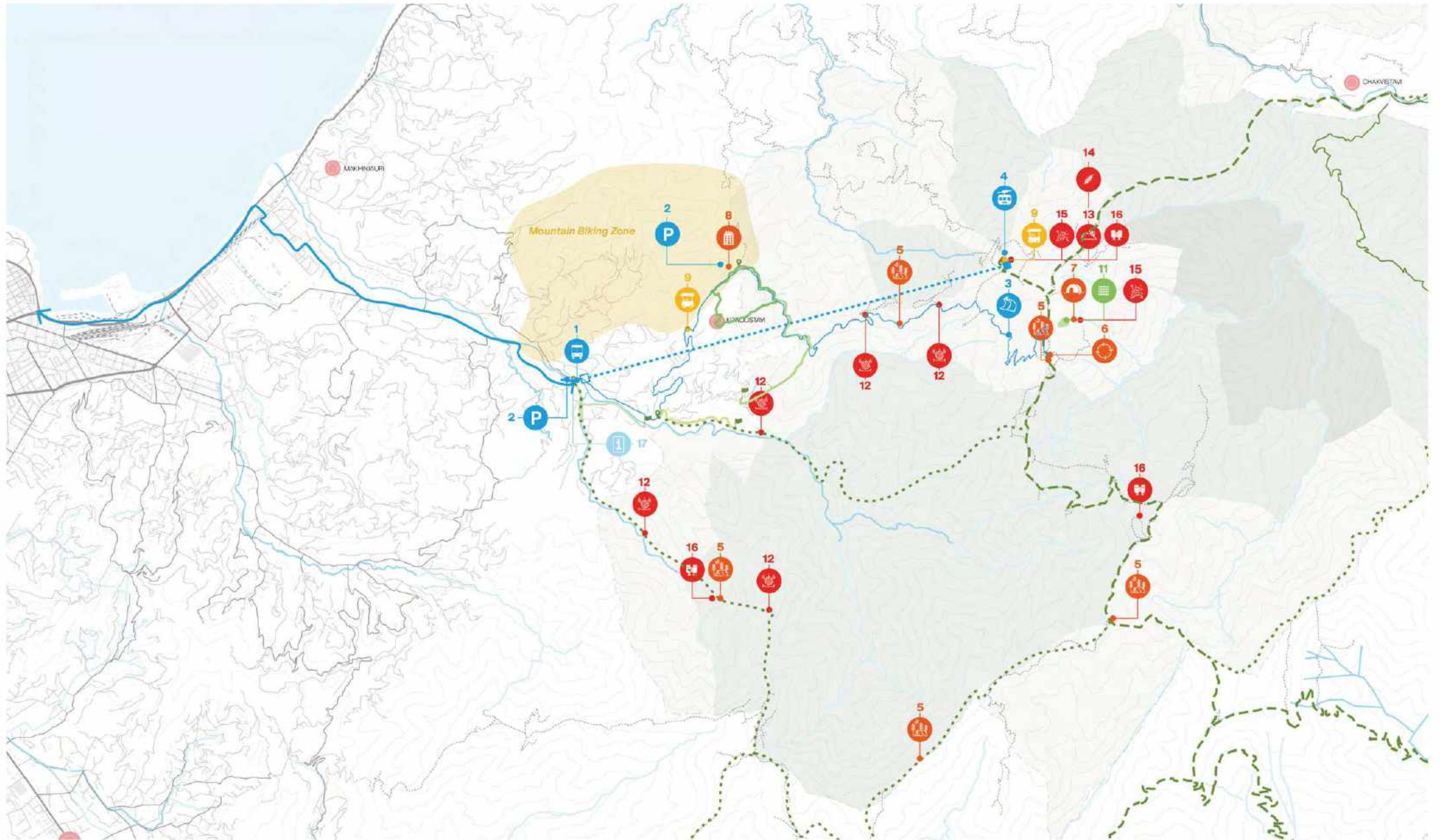
POLYCARBONATE



SPATIAL OVERVIEW - ROUTES AND TRAILS



PROPOSED INTERVENTIONS



TRANSPORT

Transportation to and from the village is possible on foot and by car. The dwellers have their private car parking spaces, and there is shared parking space in the village centre. The village is served by public transport (bus, mini bus) routes and taxi.

Transportation to the park will be possible through the following means:

- On foot (for all people)
- By horse (for visitors and rangers)
- By car (for rangers and service personnel only)
- By bicycle (for all people)
- By motor bike and other special motorized transport (for rangers and service personnel only)
- By rope way (for all people), planed in the longer term.

Transportation of home animals, e.g., cows will be possible by designed routes, but only in the limited extent - not in every place.

Village

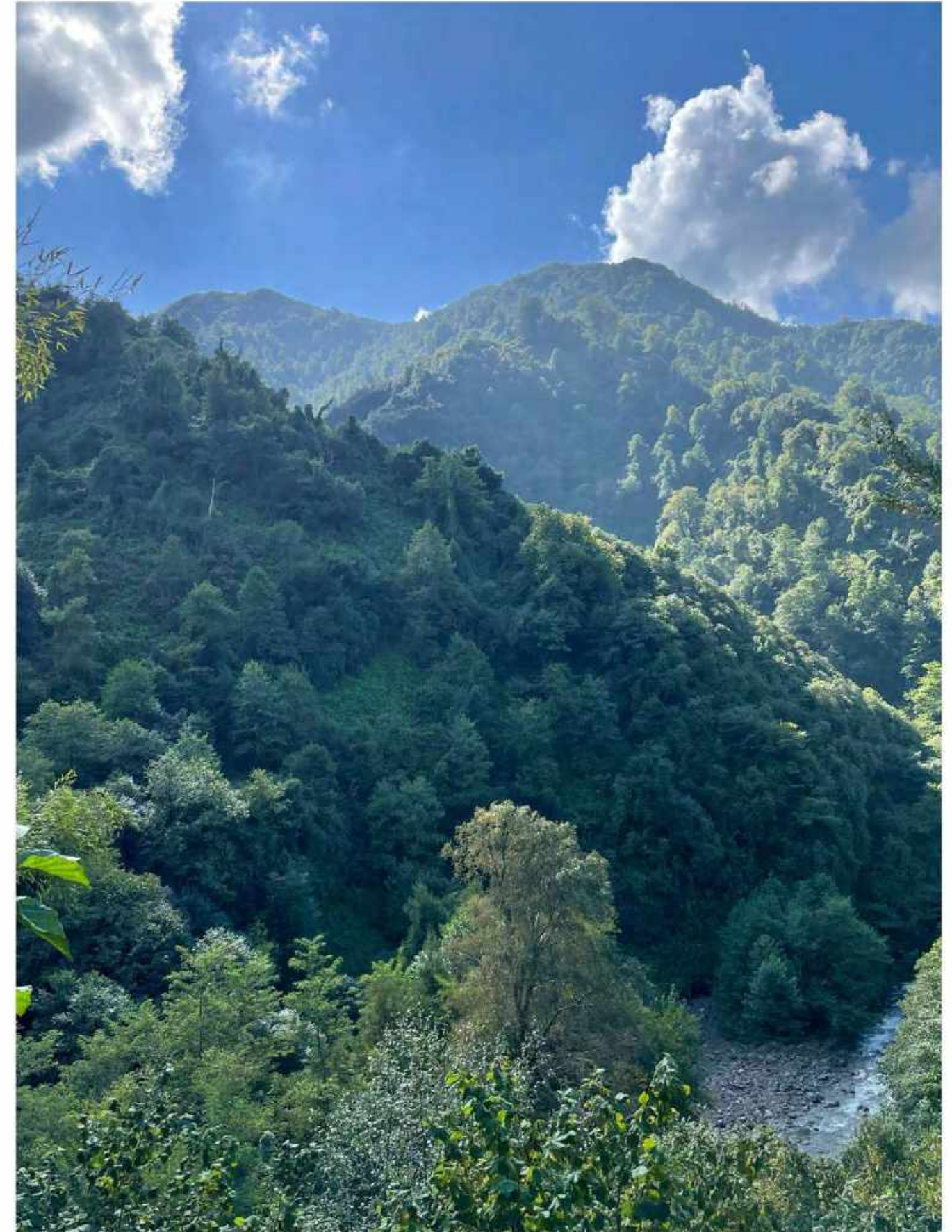
- Shelters for visitors (for rain, storm, wind)
- Pathways for horses, cows and other animals
- Stable for horses (capacity TBD)
- Car parking space near village centre station for 2 large size buses and 5 minibuses, also for 10-15 lightweight vehicles (besides priority parking for the disabled and dedicated free area for service and emergency vehicles)

Park (without ropeway)

- Shelters for visitors (for rain, storm, wind)
- Stable for horses (capacity TBD)
- Water drinking facilities for horses or other animals

Park (with ropeway)

- Design and construction of the ropeway lower station;
- Additional car parking space near the ropeway lower station for 5 large size buses and 15 minibuses, also for 30-45 lightweight vehicles (besides priority parking for the disabled and dedicated free area for service and emergency vehicles)
- Design and construction of additional service roads or paths for the ropeway poses construction, operation and maintenance.





AREA DEVELOPMENT PROGRAMS

I. BUS TO VISITOR CENTRE

MAPPING - POTENTIAL LOCATIONS



RATIONALE

The choice for the location of the visitors centre is also indicated by the available public transport connection. Currently a municipal bus leaves from Batumi center (Tsereteli street) - Ortabatumi Center every 1 hour and 40min. Traveltime is about 35min.

The bus schedule should be increased, possibly dependent on the season to allow for visitors arriving by bus. It is recommended to have at least one very early and very late connection, to allow long distance hikers to leave early and arrive late.

A more regular, hourly connection would be desired for tourists.

LOCATION

- At current bus-stop (future visitors centre). The current, slightly dilapidated condition is actually attractive and should not be overly renovated
- combined with a pleasant surrounding to wait for the bus.
- This can be realized next to the river in combination with the cafe. Good visible connection between bus stop and cafe should be guaranteed.

NEEDED INPUT:

- negotiations with municipal transport company to adjust bus schedule
- basic clean-up and waterproofing of the bus stop. NO thorough renovation to preserve the historic patina.

GENERATED OUTPUT:

- Better access for individual, non-motorized visitors
- better access for community
- less need for parking
- natural touch point with visitors
- opportunity for gastronomic offer
- public transport in line with values of eco-tourist >>support of brand

RISKS:

- too few travellers (>> increase schedule gradually)



AREA DEVELOPMENT PROGRAMS

II. PARKING LOTS

MAPPING - POTENTIAL LOCATIONS



RATIONALE

About 50% of all visitors will still be expected to arrive by car. Especially family travellers and luxury seekers. Also local population from the region will not have direct access to the main bus line.

Estimating a maximum of 1000 visitors/day we recommend to provide up to 300 parkings. These should be mainly located in Ortabatmi, close to the visitor centre to reduce traffic in the village, offer a point of service and reduce spatial demand in the village.

Still, smaller parkings (5-10places) should be supplied close to the access points of the trails. Primary users shall be local residents and off season visitors.

LOCATION 1:

- Visitor centre Ortabatumi

LOCATION 2-5:

- close to beginnings of trails

FURTHER LOCATIONS:

- Guesthouses and Restaurants shall be required to provide parking on their property.

NEEDED INPUT:

- appropriate property
- purchase or lease agreements
- levelling of terrain (possibly including retaining walls)
- well-draining, permeable surface (no asphalt!)
- possibly gates and supervision booths

GENERATED OUTPUT:

- less parking pressure in village
- less traffic in village due to central parking in valley
- clear touch point with visitors
- possibility to provide information (visitor centre/ trails overview, storytelling)
- possible income generation

RISKS:

- overpricing leading to parking outside designated areas
- 'skipping' of valley parking with resulting high parking pressure in upper village (>> needs management and/or information system)



AREA DEVELOPMENT PROGRAMS

III. UPGRADED ROAD TO MOUNT MTIRALA

MAPPING - POTENTIAL LOCATIONS



RATIONALE

The road to the old soviet base is unpaved and degrades quickly after rainfall. Currently it is only accessible with heavy terrain 4x4 vehicles at very low speeds. To be able to supply the foreseen facilities it is recommended to upgrade the road to be accessible with regular cars but remain unpaved. This requires good detailing and especially good drainage on and around the roads surface.

Traffic should be limited to max 5-10 cars per day because the road is the only route in the near future and will be shared by hikers, cyclists and horses.

It is recommended to develop parallel single trails with the same destination as visitor numbers increase.

LOCATION

- route from Korolistavi Park entrance to former soviet base.

NEEDED INPUT:

- creating of drainage system
- levelling of road
- maintenance

GENERATED OUTPUT:

- Future Campsite and Soviet base are accessible within ca. 30min drive
- only accessible for personnel and 2-3 shuttles per day.

RISKS:

- improper detailing
- lack of maintenance
- resulting in landslides



AREA DEVELOPMENT PROGRAMS

IV. CABLE CAR

MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



Roofless cable car - Lucerne, Switzerland



Gudauri Cable car - Stepantsminda, Georgia

REFERENCE	YEAR	DISTANCE	COST	TICKET
Gudauri Cable car, Stepantsminda	2019	7.5 km	30 M USD	20 GEL one-way
Argo cable car, Batumi	2012	2.5 km	16 M USD	30 GEL

RATIONALE

As a transportation system providing direct access to the top of Mt Mtirala, a cable car is an efficient solution to significantly increase accessibility of the inner park area. Transportation stands at the start of the value creation chain for tourism. This measure would create business opportunities all the way down the value chain.

As a tourist attraction in itself, a cable car would simultaneously add direct value further down the chain, providing a leisure service.

While Ajara Tourism Department is strongly interested in this interventions, MNP management and also the authors of this report remain critical. Feasibility and compatibility with the goals of the National Park and UNESCO regulation needs to be studied.

LOCATION

Korolistavi village to top of Mount Mtirala

- 4.9 km
- 1167 m elevation

NEEDED INPUT:

- Significant financial investment
- Heavy construction inside protected area boundary

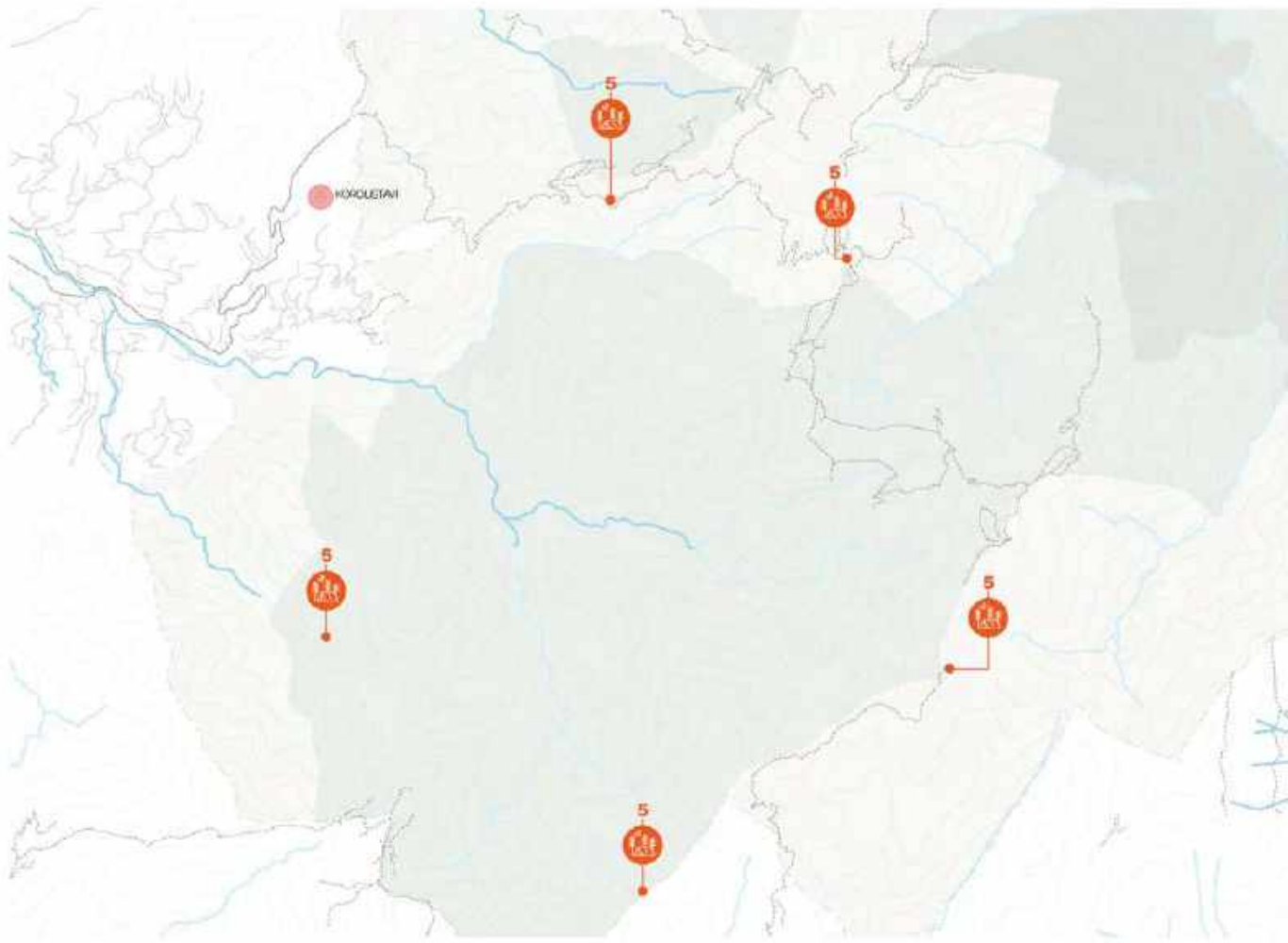
GENERATED OUTPUT:

- Increased accessibility through the 4 seasons.
- Employment opportunities for the local community

RISKS:

- Heavy intervention within PA boundary, potential threat to wildlife and biodiversity
- High construction and maintenance costs, potential investment risk
- conflict with NP regulations
- conflict with UNESCO regulations

MAPPING - POTENTIAL LOCATIONS



RATIONALE

Providing basic infrastructure to tourists who are exploring the park over longer periods of time, whether on a half-day hike or on a 3-day trek for example, shelters are essential to ensure the best visitor experience.

Especially in Mtirala's rainy climate, light shelter structures can offer comfortable rest spots for users, as well as an inviting place to contemplate a particularly beautiful setting.

The essentials of a shelter include first of all overhead protection and a place to sit and rest. But they can also be used for overnight stay, and be combined with other basic services such as cooking space, rest-rooms or ranger's storeroom.

LOCATION

Shelters shall be distributed throughout the park along maintained trails, and placed at strategic locations such as trail intersections. They can also serve to highlight remarkable natural sights, by providing a space to view them, as well as potential educational or informational signage material.

REFERENCES & BENCHMARKS



NEEDED INPUT:

- Minimal building design and construction
- Regular maintenance
- Means of communication for rules and guidelines to users

GENERATED OUTPUT:

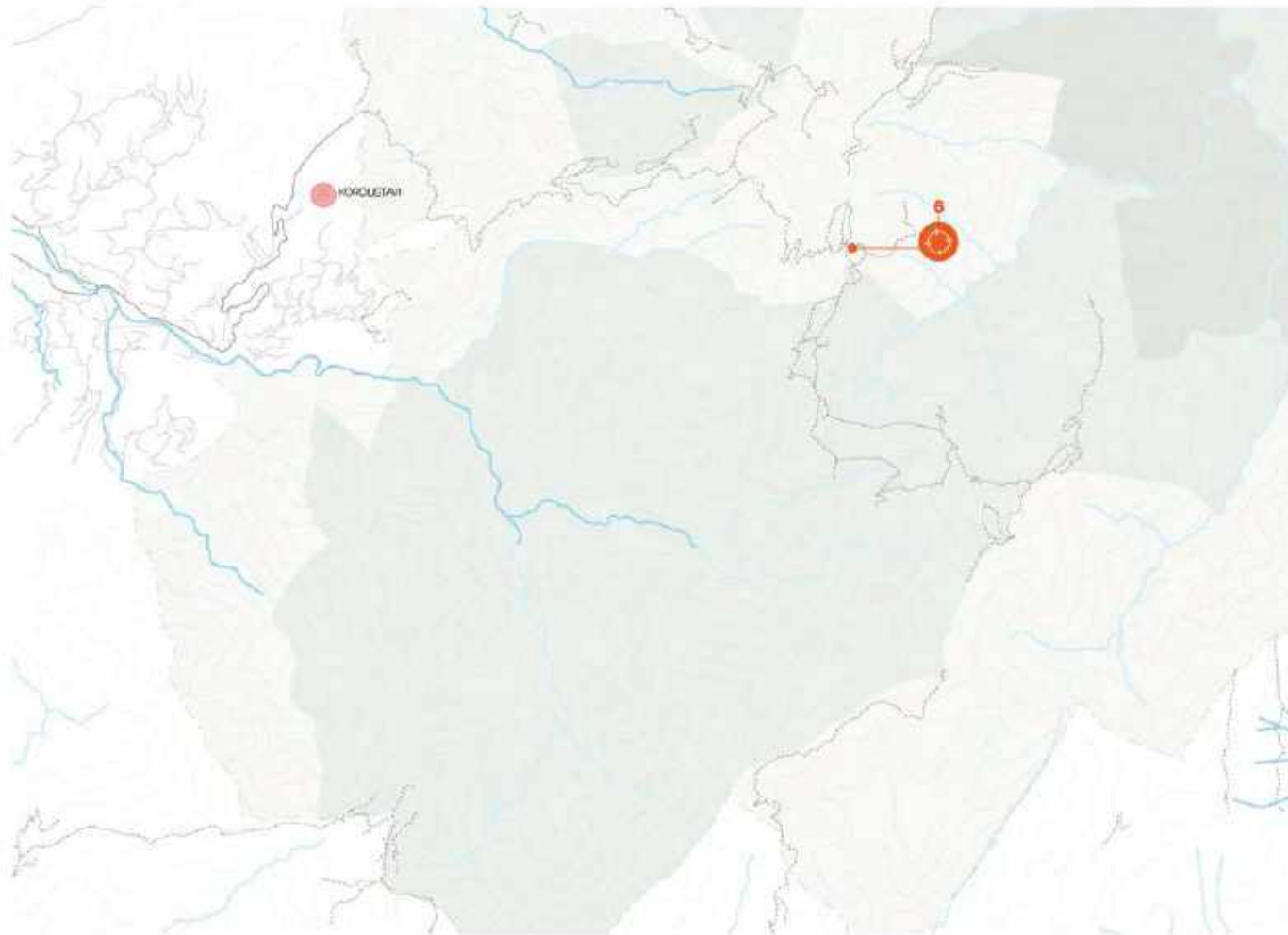
- Increased attractiveness for longer stays inside the park
- Potential entrance or usage fee

RISKS:

- Fast deterioration in case of lack of maintenance



MAPPING - POTENTIAL LOCATIONS



RATIONALE

Once visitor numbers increase, the campsite should be equipped with better services. This includes showers, WC's, laundry facilities but also a covered living room, playgrounds etc.

As a serviced campsite needs permanent personnel, it also offers the opportunity to provide gastronomy to travellers passing through. This increases profitability and allows for higher standard of both functions.

LOCATION

- At Campsite (permanent)

REFERENCES & BENCHMARKS



NEEDED INPUT:

- Private financial investment
- Good coordination with park management
- Provision of infrastructure (water, drainage, electricity)—unless based on a self-sufficient model
- Responsible management

GENERATED OUTPUT:

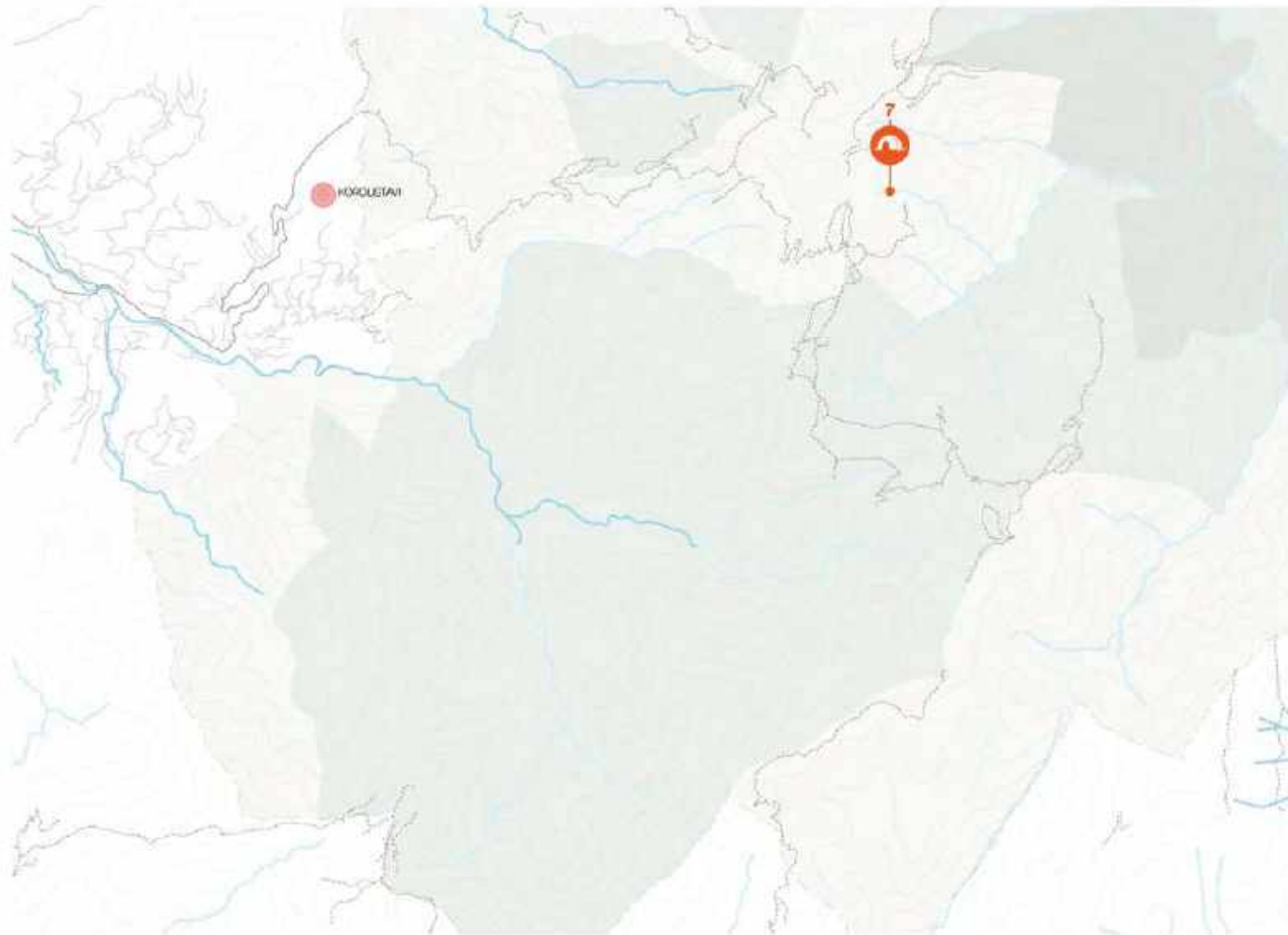
- Increased attractiveness for longer stays inside the park
- Revenue
- popularity of low-footprint travel

RISKS:

- Marked seasonality



MAPPING - POTENTIAL LOCATIONS



RATIONALE

Glamping is a form of camping involving accommodation and facilities more luxurious than those associated with traditional camping.

Although requiring more important investment and infrastructure than traditional camping, glamping style business models for accommodation can help attract more revenue inside the protected area while keeping a relatively low environmental impact.

LOCATION

- At former reservoir / Green Lake

REFERENCES & BENCHMARKS



Shelters by the sea, Denmark



Projekt-Kodu, Retreat & Eco-Hostel



Les Cabanes de Rensiwez, Treehouses

NEEDED INPUT

- Private financial investment
- Good coordination with park management
- Provision of infrastructure (water, drainage, electricity)—unless based on a self-sufficient model
- Careful design and targeted marketing concept
- Responsible management

GENERATED OUTPUT

- Increased attractiveness for overnight stays inside the park
- Mindful tourism experience & raised environmental awareness
- Brings an audience for related ecotourism services

RISKS

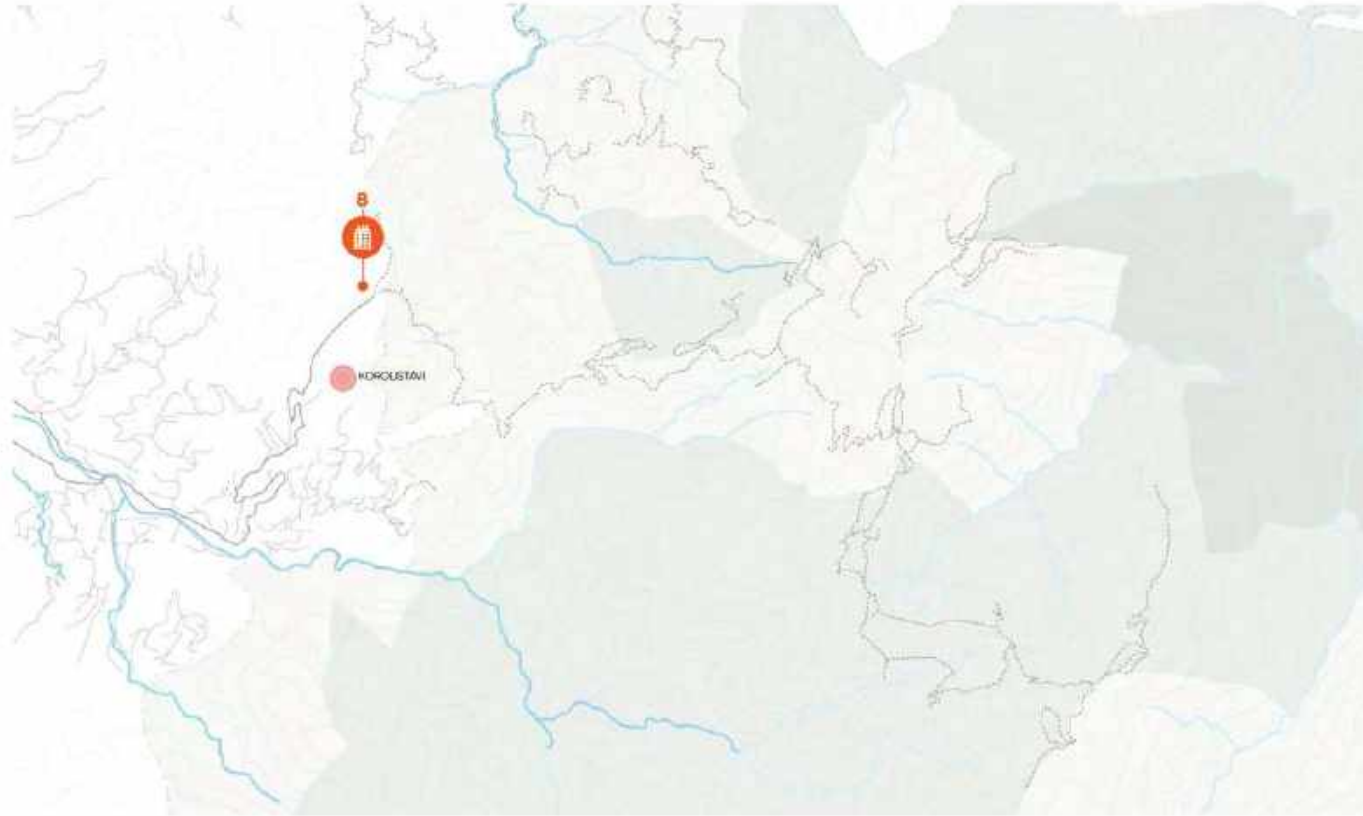
- Marked seasonality
- Aimed at a narrow target group



AREA DEVELOPMENT PROGRAMS

VIII. HIGH-END RESORT

MAPPING - POTENTIAL LOCATIONS



RATIONALE

The hospitality offer of Batumi could be enriched by a more secluded, retreat-style offer.

The mild and sub-tropical climate and rich vegetation give a rainforest-like feel, comparable to #1 destinations such as Bali or Ecuador

"Mashpi Lodge is a rainforest hotel in the clouds. Considered to be one of the best nature resorts in the world, it truly is every nature lover's dream. This luxurious Ecuador rainforest lodge is located in the Mashpi Reserve. This 2,500-acre private reserve is redefining the forest experience with its magically raw surroundings that is made up of 70% lush and rich greenery. Explore the astounding biodiversity, experience the incredible flora and fauna, and encounter 400 different species of trees, birds, and frogs that can be found nowhere else in the world. On top of all this, Mashpi Lodge collaborates deeply with the local community and has its

people at the heart of everything they do".

LOCATION:

- Entrance of National Park in Korolistavi
- comparable sites in Korolistavi

As the locations are not inside the NP boundary, they don't fall under its regulation. The close proximity however will allow it to benefit from the biodiversity and recreational benefits.

To generate an aura of exclusivity and assure highest quality standards only ONE license should be given in all Korolistavi.

REFERENCES & BENCHMARKS



mashpilodge.com



Amankila, Bali



View from Korolistavi

NEEDED INPUT:

- Significant financial investment
- Heavy construction close to the protected area boundary
- Experienced hotel operator
- Trained staff

GENERATED OUTPUT:

- Increased year-round attractivity, mitigated seasonality
- Employment opportunities for the local community
- Attraction of high-spending tourists

- Potential integration and promotion of local products and services
- Additional day trip destination for dining and/or wellness

RISKS:

- dis-connection from local economy & Investment risk

MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



Food Truck



Roadside stalls with local products



picknicks with local products

RATIONALE

Food & Beverages or gastronomic offers are a prime opportunity to promote local businesses and create income and employment for the community.

Because they are easy to start they also have the risk of being available in high numbers but low quality.

We propose to gradually build up the F&B offer, starting with temporary Food-trucks for example that can cater to peak moments such as festivals, and weekends. Once visitor numbers are increasing and more stable, permanent arrangements can be considered, for example in combination with the Campsite or a museum.

LOCATION 1:

- Along main roads to park entrance and from Batumi

LOCATION 2:

- At former Soviet base (temporary)
- At Campsite (permanent)

LOCATION 3:

- At visitor centre

NEEDED INPUT:

- small investment
- small intervention
- Design and lightweight construction
- Collaboration with local farmers
- Promotion through social media

GENERATED OUTPUT:

- Promote local products
- Support local farmers
- Employment & Income for local community

RISKS:

- Oversupply and too much competition can lead to marginal income and low quality offer - limitation through licensing should be considered

AREA DEVELOPMENT PROGRAMS

X. TRAILS NETWORK

Existing Trails and paths

— Existing trails

Proposed Trails

- - Proposed Long Paths

— Proposed Trails

— Proposed Trails

— Proposed Trails

— Proposed Trails

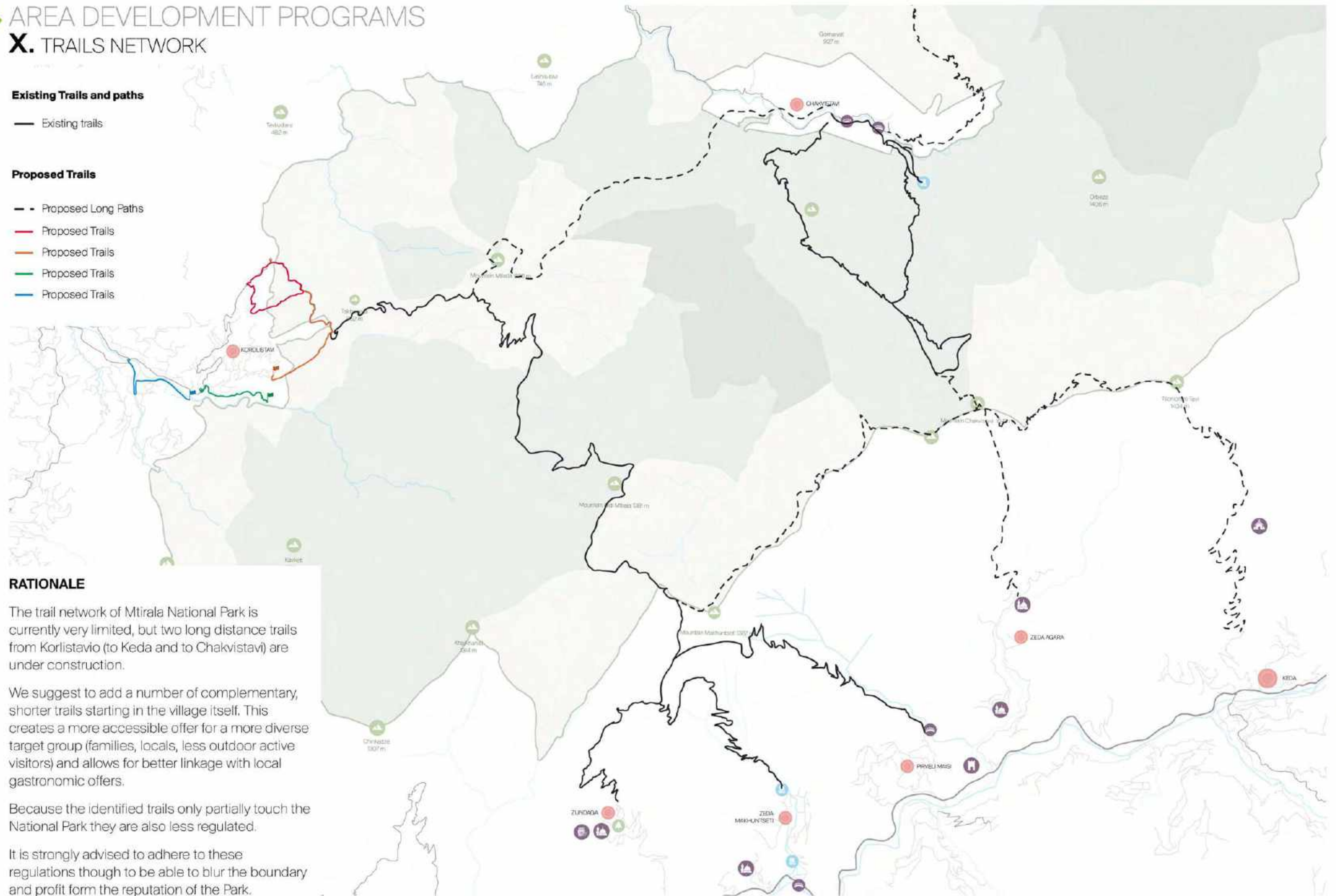
RATIONALE

The trail network of Mtrala National Park is currently very limited, but two long distance trails from Korlistavio (to Keda and to Chakvistavi) are under construction.

We suggest to add a number of complementary, shorter trails starting in the village itself. This creates a more accessible offer for a more diverse target group (families, locals, less outdoor active visitors) and allows for better linkage with local gastronomic offers.

Because the identified trails only partially touch the National Park they are also less regulated.

It is strongly advised to adhere to these regulations though to be able to blur the boundary and profit from the reputation of the Park.



AREA DEVELOPMENT PROGRAMS

X TRAIL 1: TIERS OF THE COLCHIC RAINFOREST

ROUTE TYPE:

cognitive-adventure

DIFFICULTY CATEGORY:

Easy

ROUTE LENGTH:

1.5 km

ALTITUDE (HIGHEST/LOWEST):

216/151

ACCESSIBILITY:

The route starts from the main highway of Korolistavi village

LOCATION OF THE ROUTE IN RELATION TO THE MTIRALA NATIONAL PARK:

The route ends at the border of the Mtirala National Park;

NECESSARY INFRASTRUCTURE:

Information board at the beginning of the route, sign boards, small pedestrian bridges, interpretive boards, panoramic lookout, picnic area, tree climbing infrastructure;

OWNERSHIP ISSUE:

The route runs through the territory owned by the royal government. The initial part, which follows the rural highway, is the territory of the Khelvachauri municipality, and the part of the forest territory, where the main tourist resources of the route are collected, is on the balance sheet of the Ministry of Finance and Economy of the Autonomous Republic of Adjara (cadastral code: 22.22.05.029).

POSITIVE ASPECTS:

The route is designed for family-type travelers, it is easy to reach and pass, increases the possibility of local employment;

*For a more detailed information please see annex 03



NEGATIVE ASPECTS:

Possible pollution of the environment with waste

NOTE: The route ends on the banks of the Korolistavi River, where can arrange an observation deck. Due to safety measures, swimming in the river should be prohibited.



AREA DEVELOPMENT PROGRAMS

X TRAIL 2: MTIRALA MOUNTAIN AND KOROLISTAVI VILLAGE CIRCULAR TRAIL

ROUTE TYPE:

hiking trail

DIFFICULTY CATEGORY:

medium

ROUTE LENGTH:

3 km

ALTITUDE (HIGHEST/LOWEST):

539/308

ACCESSIBILITY:

The route starts in the village of Korolistavi, a well-maintained road leads to the beginning

LOCATION OF THE ROUTE IN RELATION TO THE MTIRALA NATIONAL PARK:

Almost half of the route passes through the territory of the Mtirala National Park, in the visitor zone.

NECESSARY INFRASTRUCTURE:

Information board at the beginning of the route, sign boards, path clearing and cutting works.

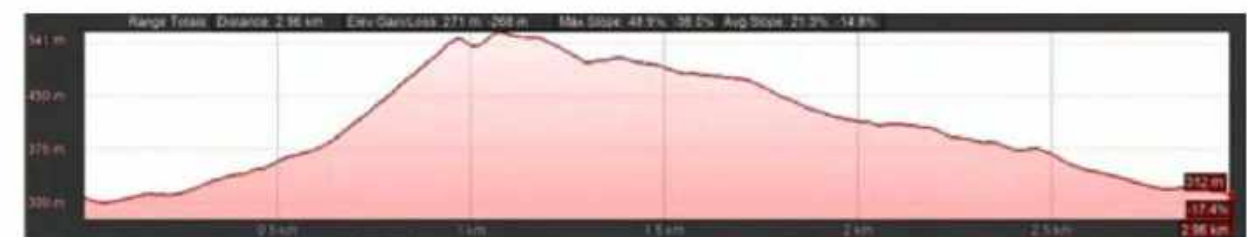
OWNERSHIP ISSUE:

Despite the fact that, in the current situation, you need to enter the yard of a private resident to get to the route, cadastral data shows that the route runs entirely through the territory of the state, part of it through the territory of the Khelvachauri Municipality, and part of it through the territory of the Protected Areas Agency.

POSITIVE ASPECTS:

The route allows Mtirala National Park to be used from the southern direction of the village of Korolistavi;

*For a more detailed information please see annex 03



NEGATIVE ASPECTS: The route starts from the private owner's yard. However, a significant part of the route is currently covered with vegetation and needs to be cleared and the path cut;

NOTE: The initial section of the route passes through private territory, an agreement with the owner is required.

AREA DEVELOPMENT PROGRAMS

X TRAIL 3: NUT PICKERS TRAIL

ROUTE TYPE:

Interpreted tourist route

DIFFICULTY CATEGORY:

Easy

ROUTE LENGTH:

1.7 km

ALTITUDE (HIGHEST/LOWEST):

132/96

ACCESSIBILITY:

The route starts from a potential parking lot in Ortabatumi

LOCATION OF THE ROUTE IN RELATION TO THE MTIRALA NATIONAL PARK:

The route ends at the border of the Mtirala National Park

NECESSARY INFRASTRUCTURE:

information board at the beginning of the route, sign boards, interpretation boards, picnic area;

OWNERSHIP ISSUE:

The route runs through the territory owned by Khelvachauri Municipality.

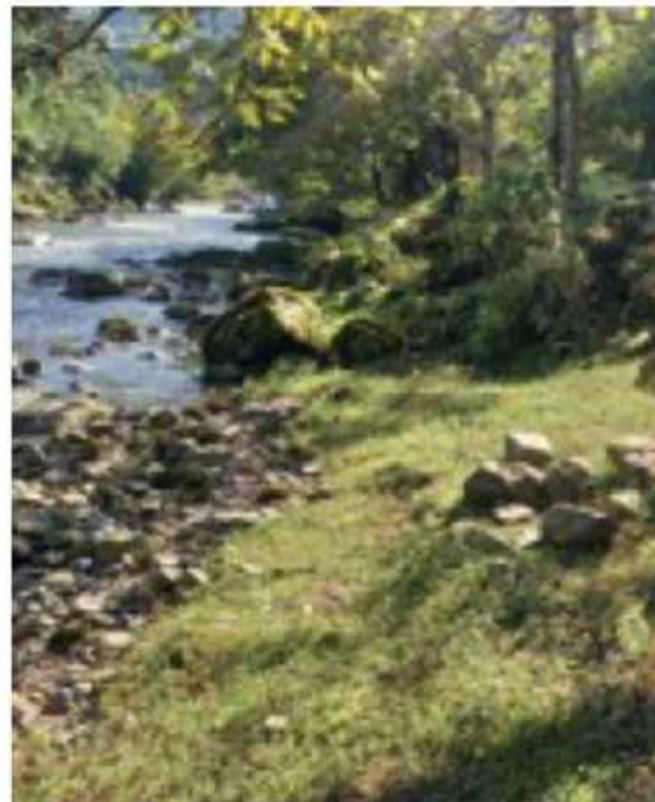
POSITIVE ASPECTS:

the route is designed for family-type travellers, it is easy to reach and pass, increases the possibility of local employment;

NEGATIVE ASPECTS:

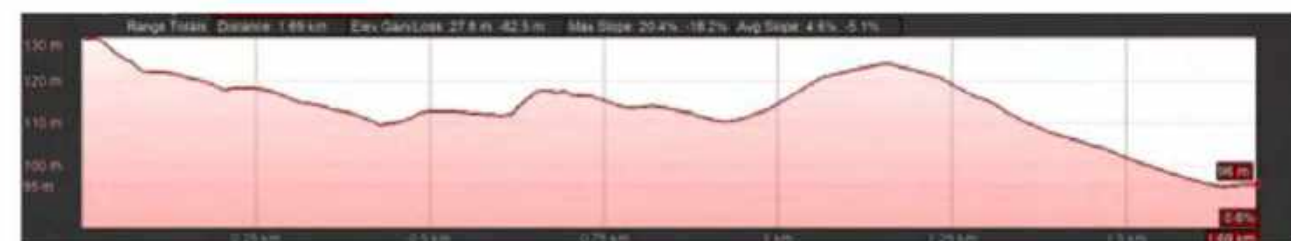
the route runs entirely on the village road, the surface of which is concrete, possible pollution of the environment with waste;

*For a more detailed information please see annex 03



NOTE:

the route ends at the bank of Korolistavi river; swimming in the river should be prohibited due to safety measures.



AREA DEVELOPMENT PROGRAMS

X TRAIL 4: FOGGY FOREST NIGHT ADVENTURE

ROUTE TYPE:

night hiking trail, cognitive-adventure

DIFFICULTY CATEGORY:

medium

ROUTE LENGTH:

3.3 km

ALTITUDE (HIGHEST/LOWEST):

653/411

ACCESSIBILITY:

The route starts in the village Korolistavi, 1 km from the current entrance to the National Park.

LOCATION OF THE ROUTE IN RELATION TO THE MTIRALA NATIONAL PARK:

Half of the route passes through the Mtirala National Park.

NECESSARY INFRASTRUCTURE:

Information board at the beginning of the route

OWNERSHIP ISSUE:

The route passes through the territory of the Protected Areas Agency and Khelvachauri Municipality

POSITIVE ASPECTS:

Does not require large investments, does not require intervention in the environment, increases the possibility of overnight stays for tourists in the village Korolistavi, Employed local guides.

NEGATIVE ASPECTS:

Relatively small amount of tourists due to limited time.

*For a more detailed information please see annex 03



NOTE:

a necessary condition for passing the route is hiring a local guide, for which it is necessary to train 3-5 guides in the village;



AREA DEVELOPMENT PROGRAMS

X TRAIL 5: SIGNAGE AND INTERPRETATION



RATIONALE

Signing boards should integrate natural materials with modern materials to blend into the environment while retaining a high level of visibility.

In the case of new proposed trails, it will only be necessary to install an information board at the beginning of the route, with information about the description of the route, its main value and safety rules.

The signage shall continue along the trails. Interpretation boards can provide additional information in an interactive way (ex: quizzes for kids).

Visitors increasingly use digital apps to guide them such as komoot.com or strava.com. These base their routes on OpenStreet Maps. It is therefore strongly recommended to feed trails here. Interpretational information can also be added.

LOCATION 1:

- At the beginning and in regular intervals along the proposed trails. Starting from the village of Korolistavi, Directions with distance and destination on crossings and forks.

LOCATION 2:

- Interpretation at the beginning of the trails and at natural or cultural assets.

ONLINE

- Important to feed trail and interpretational information into Open Street Maps

NEEDED INPUT:

- small investment
- small intervention
- Design and lightweight construction
- Collaboration with local craftsmanship
- Promotion through social media

GENERATED OUTPUT:

- Promote new trails
- Educational, Interactive, and more accessible trails
- Increase number of visitors
- Increase attraction points
- Experiences that can be shared on social media (instagrammable moments)

RISKS:

- Damage of the material due to weather conditions, low maintenance or vandalism

X TRAIL 6: MOUNTAIN BIKING

INITIAL SITUATION

Due to the development of more trails for all skill levels, the constant advancement of e-mountain bikes and the increasing awareness of the sport in general, mountain biking as a sport for everyone is booming. The global mountain bike market is to reach 78.5 Million Units by 2027, with the Leisure segment reaching 50 Million Units by 2027 with a 9.6% CAGR.

In tourism, mountain bikers are a target group with high value-added potential: On average, they are in their mid-40s, have a high level of education, above-average salaries and show a high level of investment in the sport. E-mountain bikers are often older, more pleasure-oriented and have more time and money on their hands. The low entry thresholds also make mountain biking a great additional / side attraction for guests who are enthusiastic about movement (Personas: adventures & families).

Thereby, the investment in trails or a trail network is considered the basis and has a multiplier effect:

A good trail system attracts mountain bikers, while the services along the customer journey generate long-term value creation. The added value is comparable to that of ski or golf tourists. For example, in Switzerland, mountain bike guests stay on average 3.9 days and spends about 185€ per day (US: stay of 2.7 days, daily spendings 104€).

The illustration below shows the accessibility of radius by car within 30 minutes and one hour of K'ap'reshumi. Derived from this is the potential.



ESTIMATION OF COSTS

For the cost estimation, Swiss values were taken and divided by 5. According to the cost estimation, the implementation of the trails will mainly be carried out in cooperation with companies from Georgia.

Name	Difficulty	State	Length (m)	Realisation	Cost per m	Cost
Mount Mtirala access	easy	concept	6209	mid	30.00 CHF	186'270.00 CHF
Uhill peak	easy	concept	1833	short	15.00 CHF	27'495.00 CHF
Green west	easy	concept	5045	short	30.00 CHF	151'350.00 CHF
Green north	easy	concept	1353	short	30.00 CHF	40'590.00 CHF
Blue east	medium	concept	5508	short	30.00 CHF	165'240.00 CHF
Red east	challenging	concept	5285	mid	25.00 CHF	132'125.00 CHF
Descent Black Sea	medium	concept	8481	long	30.00 CHF	194'430.00 CHF
Cable Car		concept	5038			
Connection Cable car	easy	concept	2174	mid	20.00 CHF	43'480.00 CHF
Red Mid	medium	concept	3965	short	25.00 CHF	99'125.00 CHF
Black east	difficult	concept	4113	long	20.00 CHF	82'260.00 CHF
Blue west	medium	concept	2102	mid	25.00 CHF	52'550.00 CHF
Uphill Shuttle/E-bike	medium	concept	5773	mid	5.00 CHF	28'865.00 CHF
TOTAL			54,879	km		1'203'780.00 CH

BENCHMARK

BLUE DERBY - TASMANIA

Blue Derby is an old, extinct mining town. After a mine flood, the bustling town became a ghost town with no visitors. In February 2015, the official launch of the first 20 km of the Blue Derby Trail Network took place. The philosophy behind Derby was simple, "Build it and they will come." And come they did! It's now so famous that almost every mountain biker wants to go there at least once in their lifetime. Land prices have quadrupled, and each year 30,000 visitors are recorded with 30% more overnight stays. In addition to the trail network, restaurants, lodging establishments and bike stores continue to evolve. They count \$10 million more spendings in tourism with \$30 million ROI per year



FINALE LIGURE - ITALY

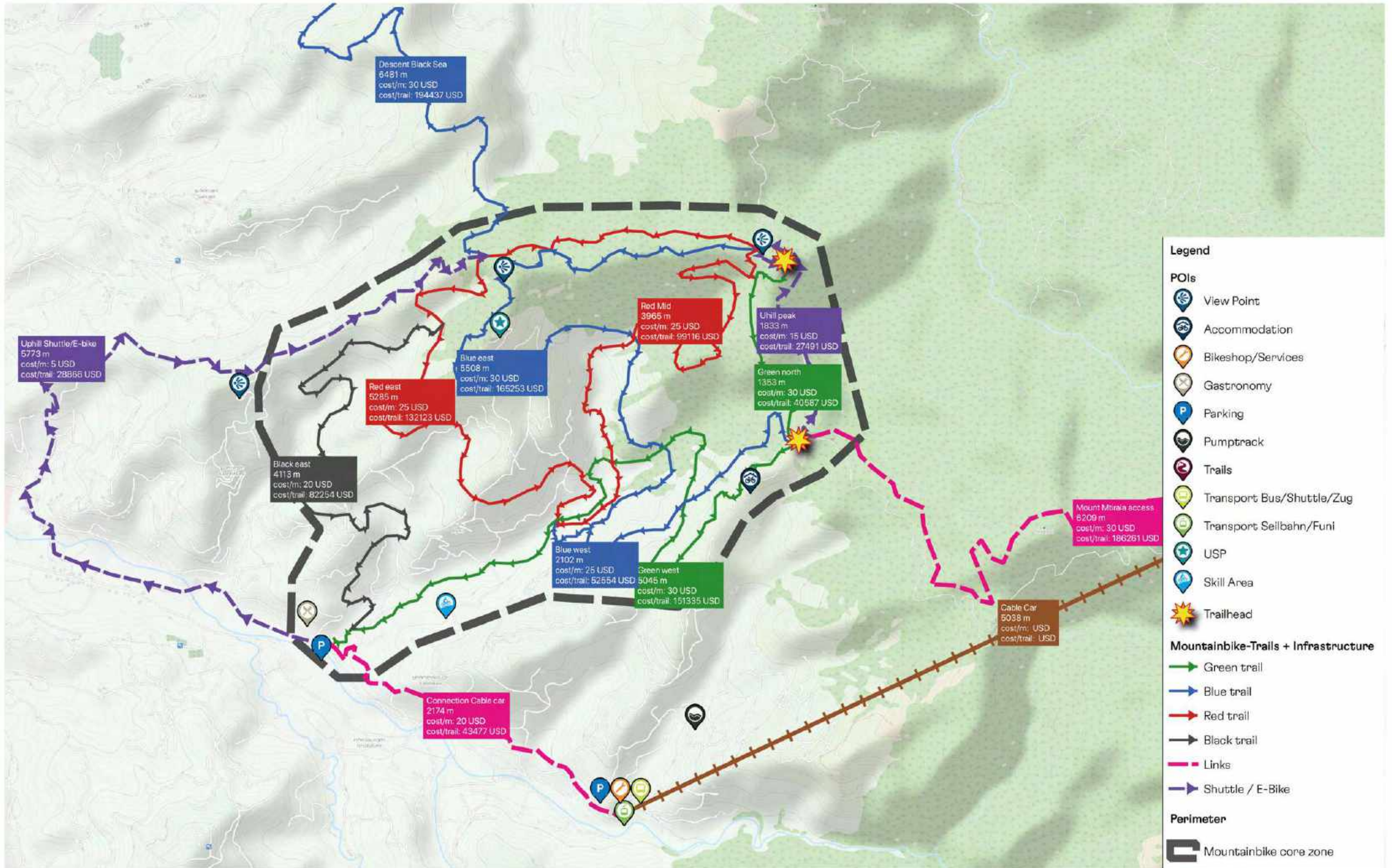
The Mountain bike History of Finale Ligure started about thirty years ago and already in the end of the 90s it started to grow internationally popular in the Mountainbike scene. Hosting famous Mountain bike Events from Red Bull and the finals of the Enduro World Series is drawing even more attention to now more than 1.370 km of Trails through pristine forests and breathtaking landscapes and the all year open-air practice area. They count 300'000 Bike visitors per year and 1/3 of their whole economy depends on bike tourism.



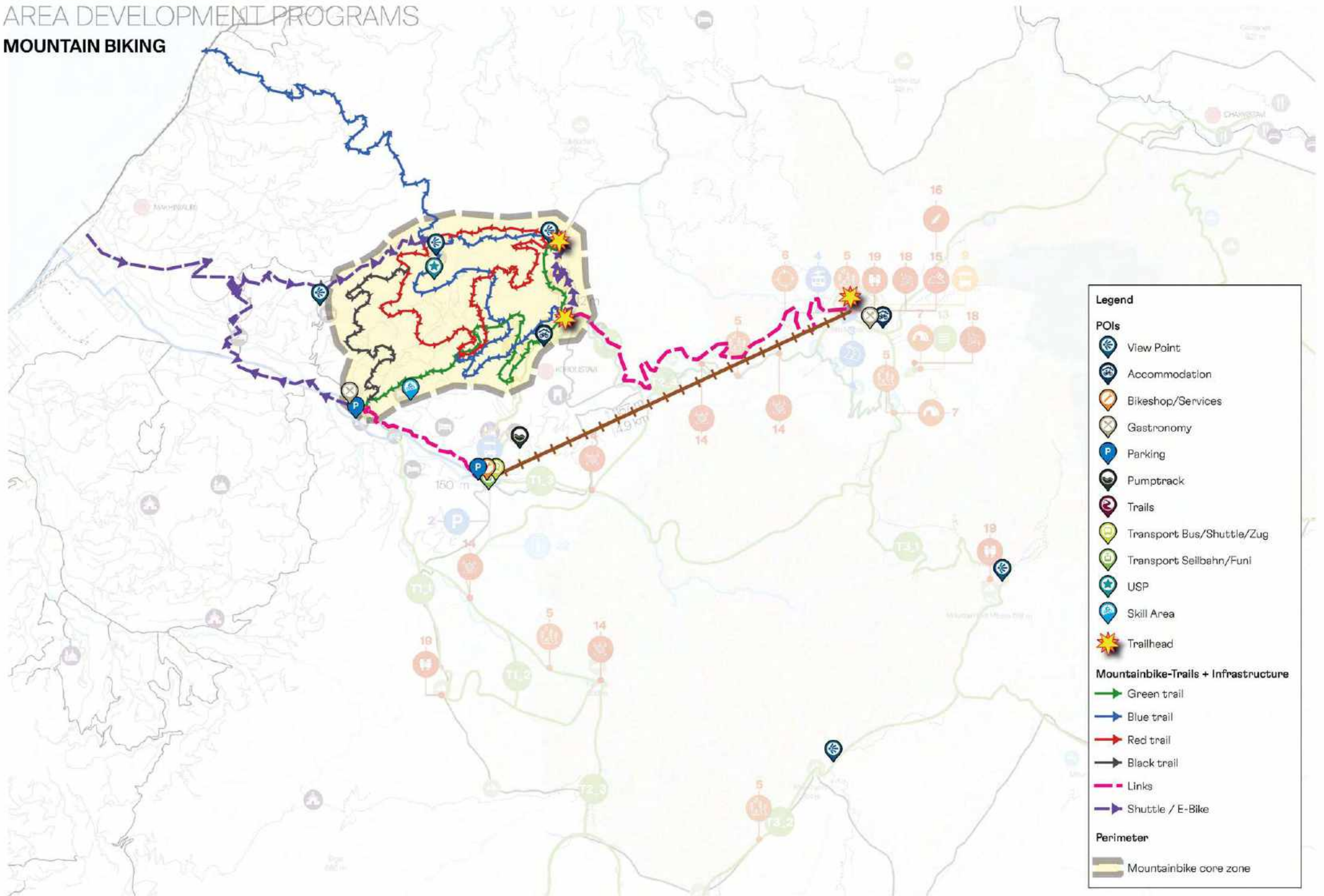
TWEET VALLEY - SCOTLAND

In the 1980s the first purpose-built trails for mountain bikers were built in Scotland. Although it often rains, the Scottish destination Tweet Valley, for example, now delights over four hundred thousand visitors a year with 80km of trails built within only 400hm vertical rise. By now the base camp service range is very comparable to those of a large ski resort and continues to grow. In general, bike tourism in Scotland has been growing by 7-10% per year, reaching a gross value added of £105 million in 2015, and is forecast to increase by 50% by 2025.

MOUNTAIN BIKING



AREA DEVELOPMENT PROGRAMS
MOUNTAIN BIKING



Legend

POIs

- View Point
- Accommodation
- Bikeshop/Services
- Gastronomy
- Parking
- Pumptrack
- Trails
- Transport Bus/Shuttle/Zug
- Transport Seilbahn/Funil
- USP
- Skill Area
- Trailhead

Mountainbike-Trails + Infrastructure

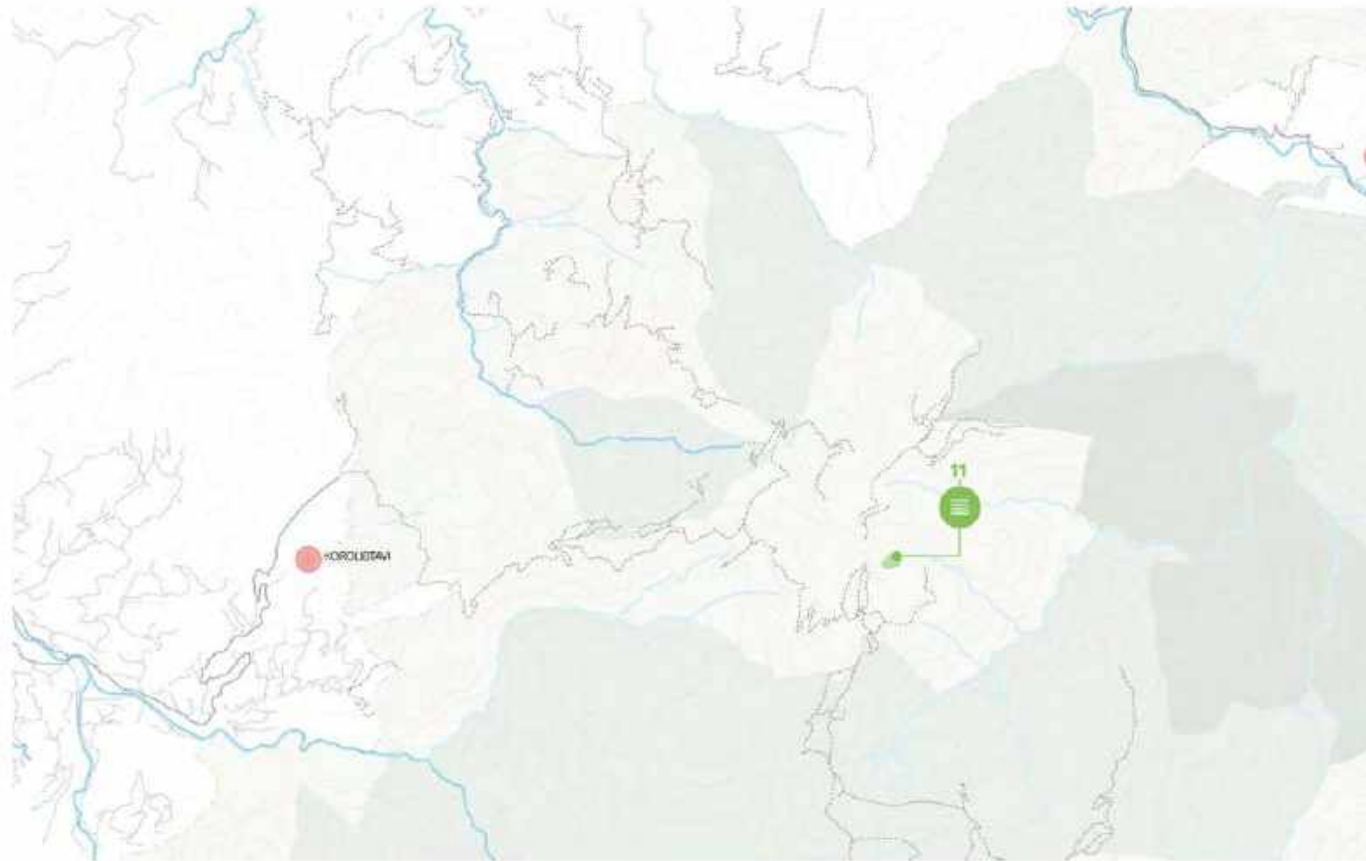
- Green trail
- Blue trail
- Red trail
- Black trail
- Links
- Shuttle / E-Bike

Perimeter

- Mountainbike core zone

XI. RECREATIONAL LAKE

MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



The Green Lake, Sa Kaew, Vietnam



Xhema Lake, Valbone, Albania

RATIONALE

The former Soviet reservoir inside the park offers diverse benefits throughout the seasons. In summer it offers refreshment to the nearby campsite and long distance hikers. But also autumn through spring it has a mystic and surreal experience. In winter, ice-skating should be considered.

We propose to combine the renovation of the dam and the creation of the lake with a new development of ecotourism, creating a product which will increase number of visitor by offering longer, even overnight stay inside the park and provide services to day visitors such as a kiosk or a restaurant.

LOCATION:

- Former Soviet reservoir

NEEDED INPUT:

- repair of dam
- dredging of the reservoir
- creation of access routes

GENERATED OUTPUT:

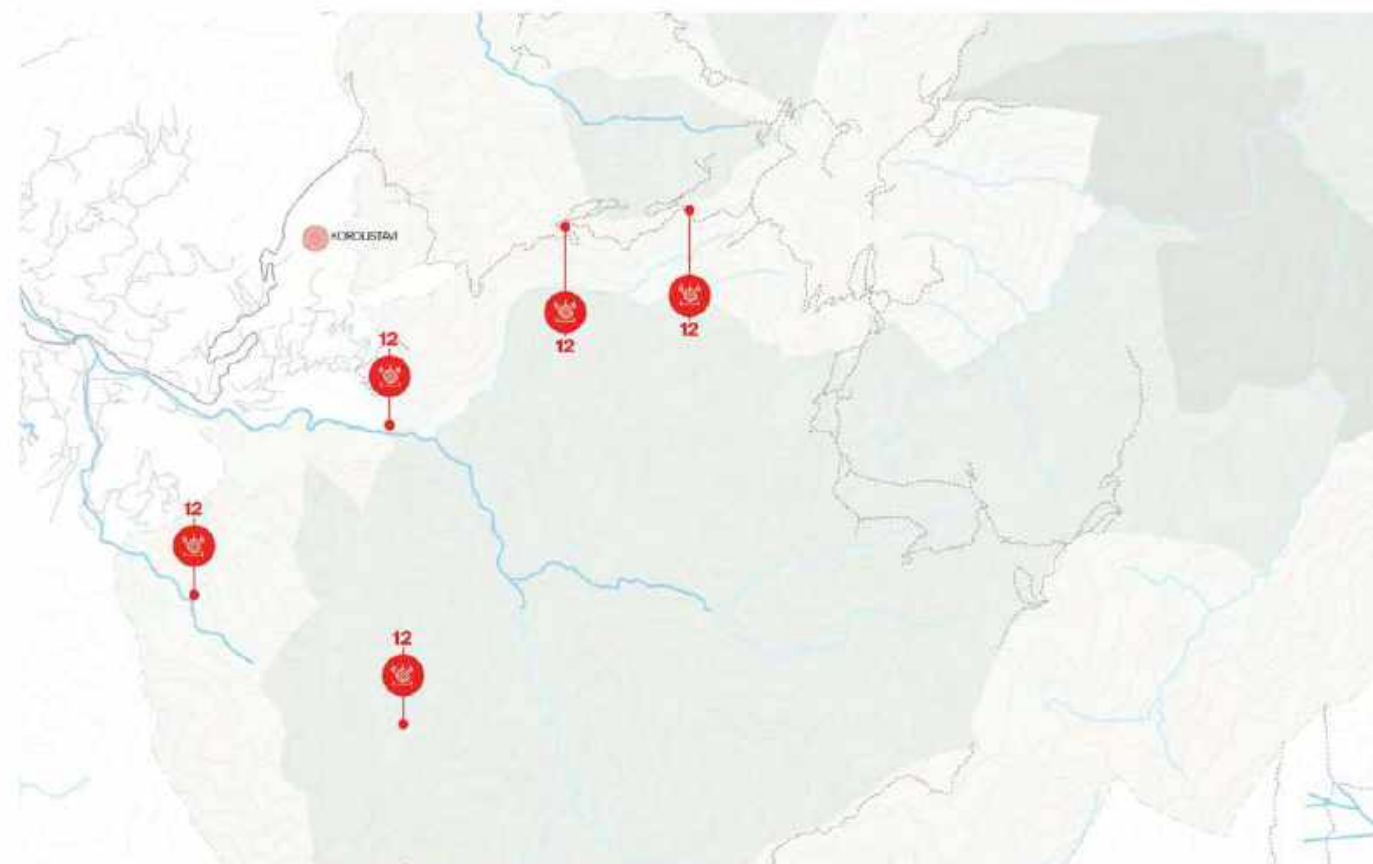
- New tourist destination within the park
- Increase number of visitors
- Extend tourism offer

RISKS:

- Pollution of the lake due to irresponsible tourist or low maintenance



MAPPING - POTENTIAL LOCATIONS



RATIONALE

Mtirala National Park is for a large degree characterized by dense, inaccessible forest. This implies that there are less spectacular view or other features visible that commonly serve as destination.

Small art installations can be a destination for shorter hikes or entertaining elements on longer hikes.

They can also serve to promote the destination through qualitative photography of visitors shared on social media or through for example festivals, competitions, involvement of famous artists. These can generate media interest locally as well as internationally.

LOCATION 1:

- Along existing and new trails

LOCATION 2:

- Near mountain peaks

REFERENCES & BENCHMARKS



The Rain Amplifier, Anzegem, Belgium



LOLA, Holten Springs



Arte Sella, Réservoir-Ascesa-Rise, John Grade

NEEDED INPUT:

- Minimal investment
- Minimal intervention
- Collaboration with artists
- Promotion through social media
- Maintenance

GENERATED OUTPUT:

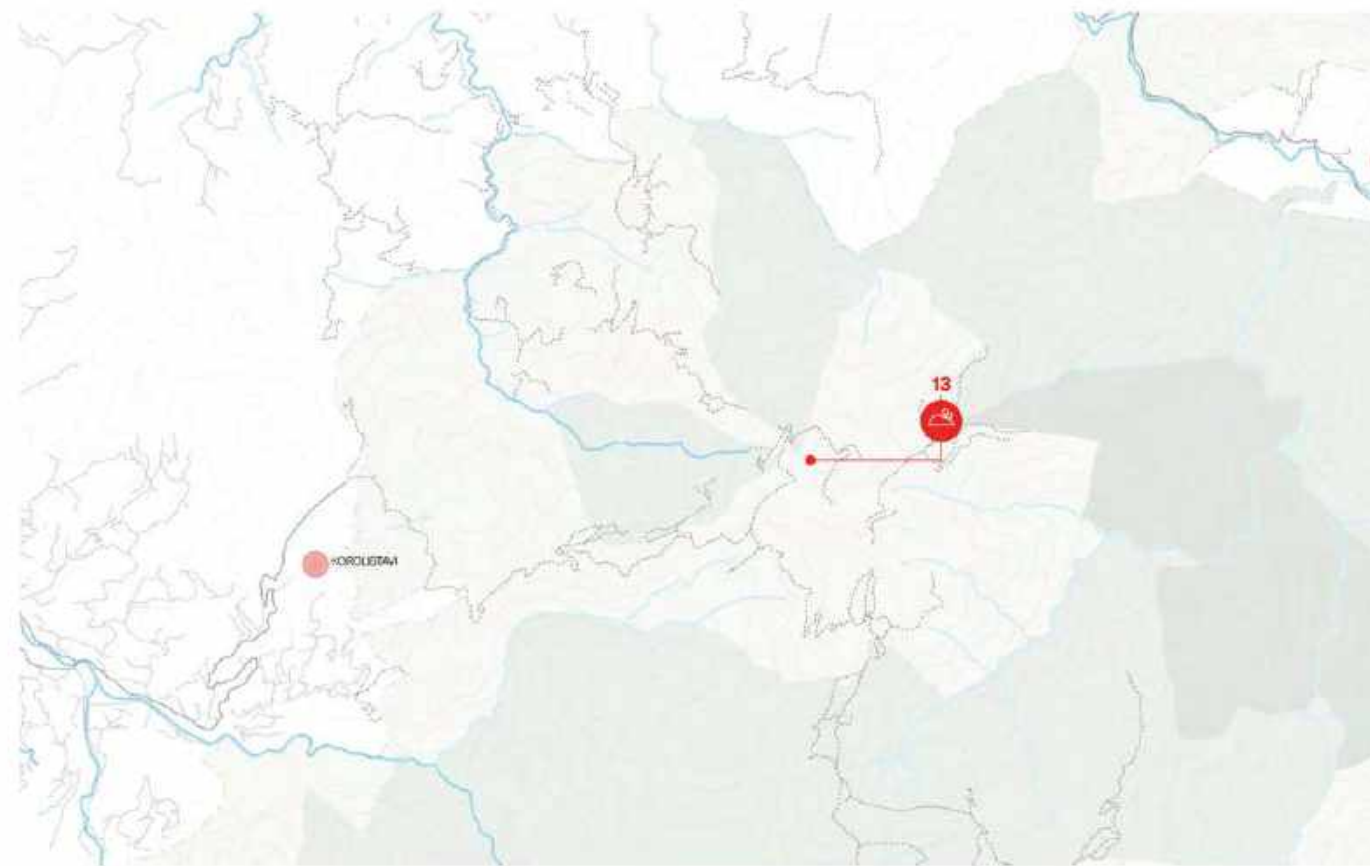
- Increase number of visitors
- Increase attraction points
- Experiences that can be shared on social media (instagrammable moments)
- Media attention for competitions
- possible festival theme

RISKS:

- Degradation of art installations due to weather conditions, or low maintenance
- vandalism



MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



RATIONALE

Soviet era ruins are rather young of age but they stand for a very distinctive and characteristic era, featured especially in popular culture like James Bond movies. This triggers memories of a target group that is of a very interesting age now, from the mid 40's upward.

Added to that is the beauty of the former radar base, a perfect circle eliciting memories of a 'communist Stonehenge'

The ruins themselves are impressive but will benefit from interpretation such as storytelling as well as 'low tech VR' for example.

LOCATION

- Top of Mount Mtirala / former Soviet base
- around the ruins
- on the way to the ruins

NEEDED INPUT:

- historical research
- storytelling
- graphic design
- fabrication & placement of elements

GENERATED OUTPUT:

- touristic product and destination
- education and protection of (young) heritage
- Increase number of visitors
- Increase attraction points
- Experiences that can be shared on social media (instagrammable moments)

RISKS:

- boring story
- vandalism



MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



Walter DeMaria, The Lightning Field



Robert Smithson, Spiral Jetty



Christo & Jean Claude, Surrounded Islands (1983) Valley Curtain (1972) Wrapped Coast (1969)

RATIONALE

The top of Mount Mtirala doesn't offer exceptional features worth a three hour hike.

A large art installation by a world renowned artist can be a destination and reward for longer hikes.

It can also serve to promote the destination through qualitative photography of visitors shared on social media or through for example festivals, competitions, involvement of famous artists.

These can generate media interest locally as well as internationally.

The art project could also be connected to the topic of rain.

LOCATION:

- Top of Mount Mtirala / former Soviet base

NEEDED INPUT:

- Large investment
- International Competition
- Interesting artists
- Maintenance

GENERATED OUTPUT:

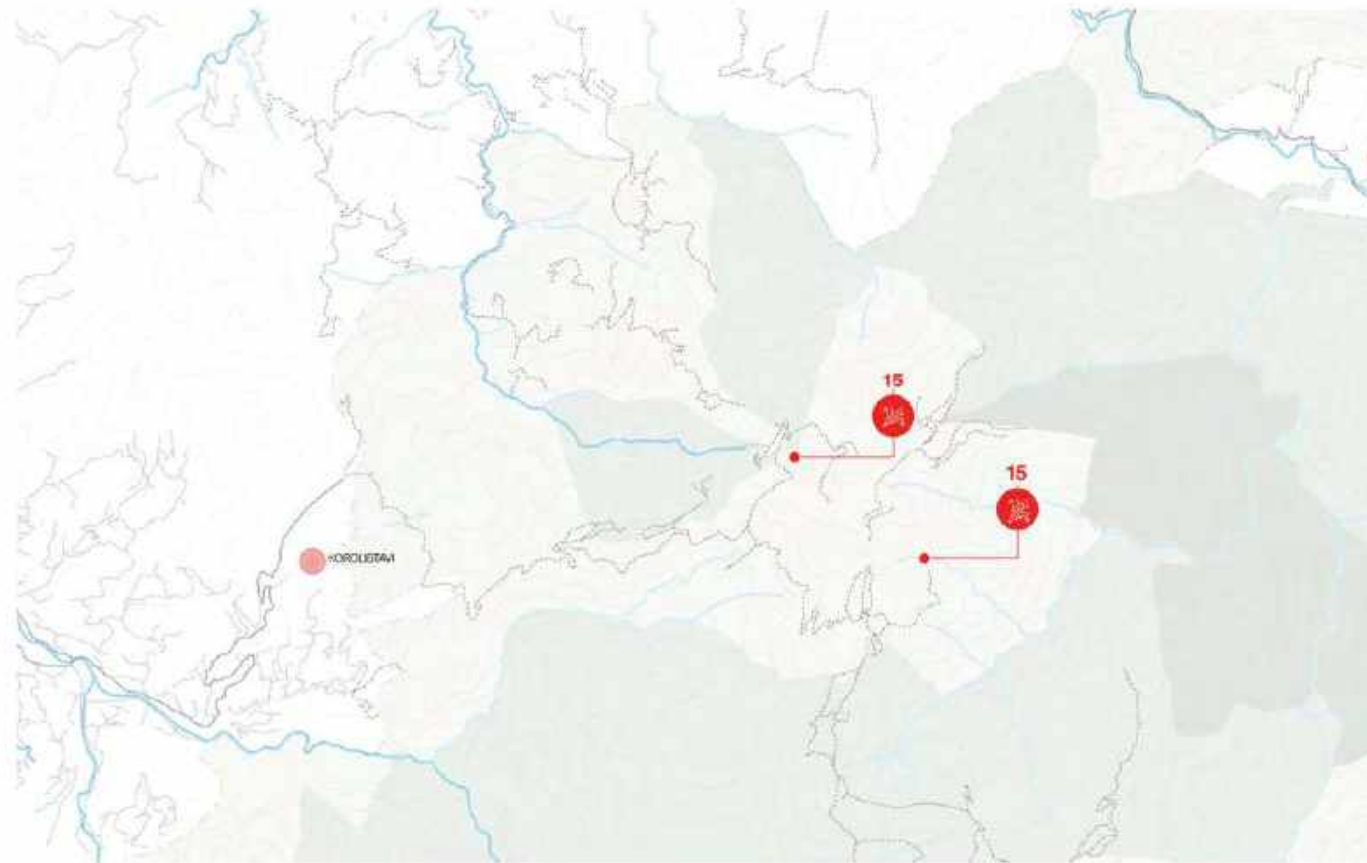
- Increase number of visitors
- Main attraction
- Experience that can be shared on social media (instagrammable moments)
- Media attention
- Possible festival theme
- possible large enough visitor numbers to justify restaurant /cafe

RISKS:

- Degradation of art installations due to weather conditions, or low maintenance
- Vandalism



MAPPING - POTENTIAL LOCATIONS



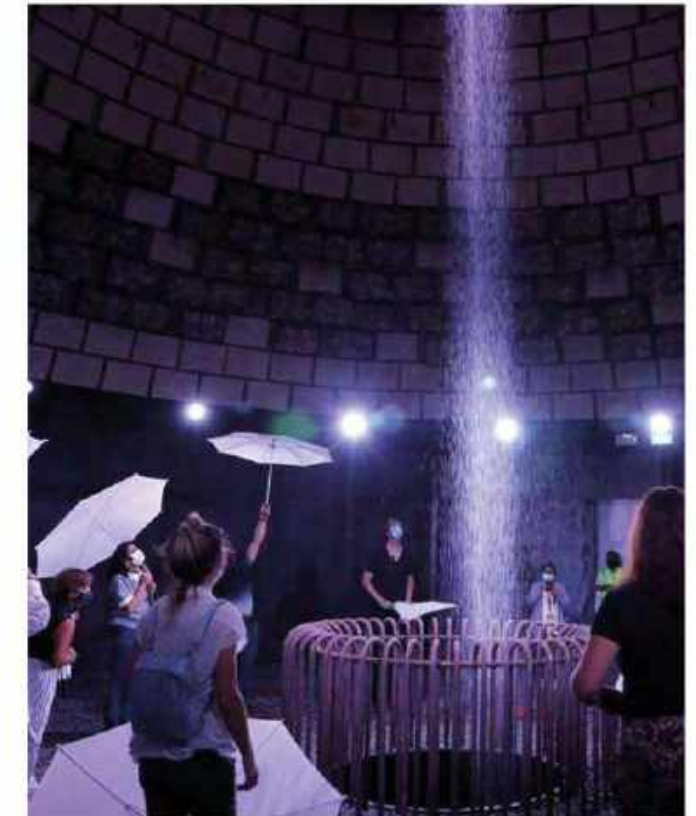
REFERENCES & BENCHMARKS



Sanderumgaard Pavilion, Denmark



Rain Room, London



Netherlands pavilion at Expo 2020 Dubai

RATIONALE

Similar to the Land Art project, a rain museum could be a major attraction to justify longer hikes or even a Cable Car.

The museum would be weather independent and can offer a longer experience (1-2 hours)

The Museum would need to be staffed but in turn offers the possibility to add gastronomic offers.

The Georgian language has 64 synonyms for rain which could be a thematic starting point. The topic could be extended to cover water and the water cycle in general. It could also be combined with a herbarium.

LOCATION:

- Top of Mount Mtirala / former Soviet base
- Former reservoir / Green Lake

NEEDED INPUT:

- Significant financial investment
- Building design and construction
- Production of promotional and education content
- Staff

GENERATED OUTPUT:

- Increased accessibility through the 4 seasons.
- Potential employment of the local community
- Education and recreation function
- Diverse tourism offer
- rain/water as a merchandise product

RISKS:

- High construction and maintenance costs,
- possible conflict with UNESCO regulation on National Park
- Over-tourism



AREA DEVELOPMENT PROGRAMS

XVI. OBSERVATION TOWER / TREETOP WALK

MAPPING - POTENTIAL LOCATIONS



REFERENCES & BENCHMARKS



Ruta del Peregrino-Lookout Point, Mexico



Bostoren, Netherlands



Vitra Slide Tower, Weil am Rhein, Germany



The Elastic Perspective, Netherlands

RATIONALE

Similar to the Art projects, the view towers can serve as destination and entertainment.

We propose to place them at the peaks of Mtirala National Park. Because vegetation cover is very high, the peaks don't necessarily offer a direct open view and some support is needed to allow visitors to enjoy the vistas.

The view-towers can be combined with interpretation of the different layers of the forest (Bostoren, NL) or with entertainment aspects (Vitra, DE). Special geometries can offer a fun element or serve as 'Selfie Spots'

LOCATION:

- Along new trails
- Near peaks

NEEDED INPUT:

- Financial investment
- Minimal building design and construction
- Yearly maintenance

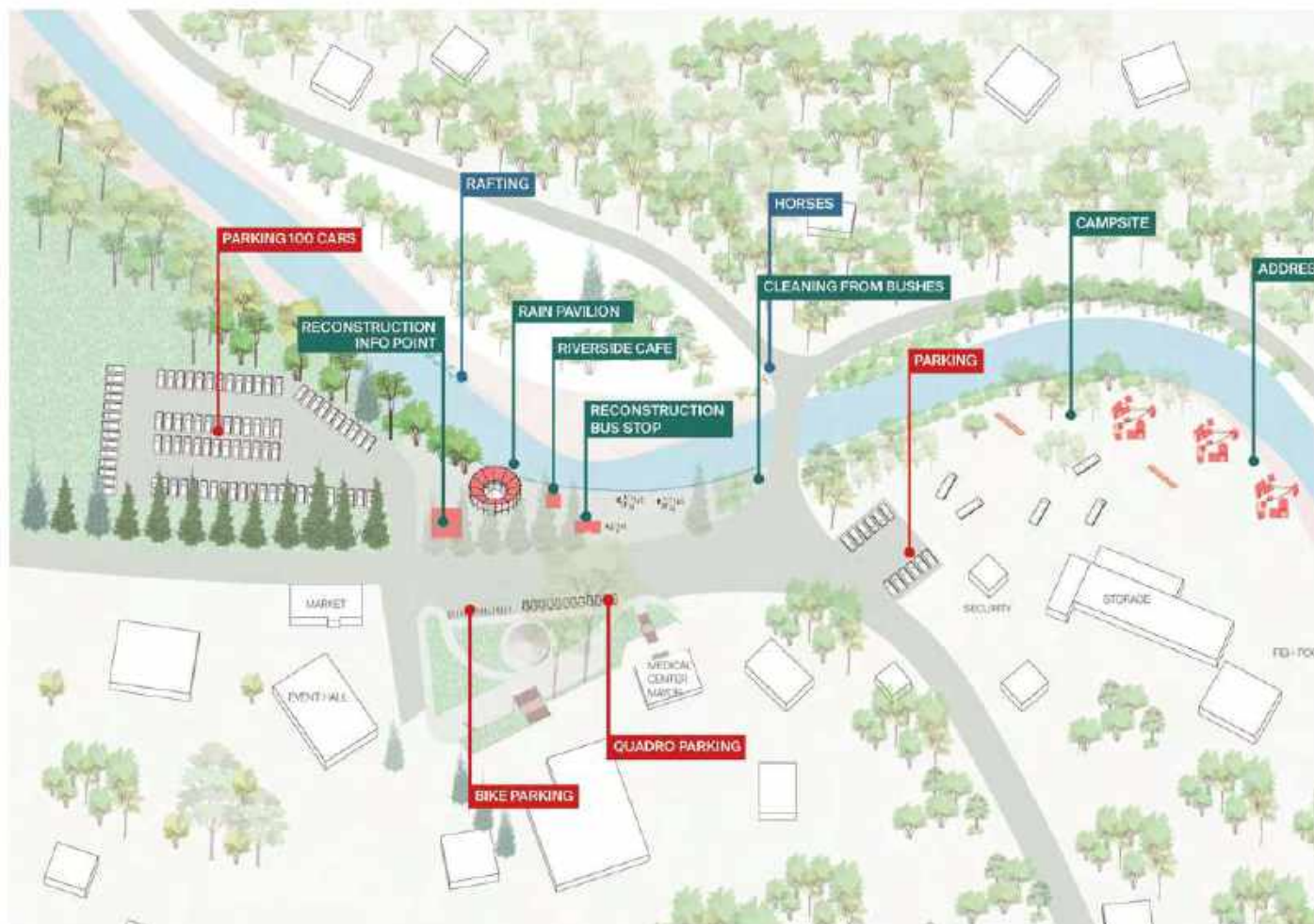
GENERATED OUTPUT:

- Increase number of visitors
- Increase attraction points

RISKS:

- Degradation of structure due to weather conditions, or low maintenance
- Vandalism

LOCATIONS



RATIONALE

A visitors centre is a logical first destination for visitors. It allows to orient the visitor, offer her services and information.

Strategically located on the way to the National Park, the Visitor Centre also allows to control the visitor flows. A good parking offer can take pressure from the village and catch motorized transport early on.

The concentration of visitors in one point also makes businesses profitable, allows for year round offer of services and supports additional offers such as clothing or merchandise.

LOCATION

- Ortabatumi
- Easy access from Batumi through existing infrastructure, available space for parking
- Surrounding village fabric can provide good support zone
- Opportunity to distribute visitors to different park entrances based on activity and interest
- Possible starting point for cable car

REFERENCES & BENCHMARKS



NEEDED INPUT:

- Renovation of existing building
- Cleaning of riverside
- provision for small tourism businesses
- Production of promotional and education content
- Staff training

GENERATED OUTPUT:

- Orientation of visitors
- Promotion of park assets and local services
- Education function
- A hub between the region (Batumi) and the MNP area
- Possibility to provide advice and guidance for local community involvement
- Clientele for additional services (clothes/equipment/merchandise)

RISKS:

- Centralized number of visitors in Korolistavi
- Added traffic in the main road to the entrance of MNP

AREA DEVELOPMENT PROGRAMS

7.2. ECO-TOURISM

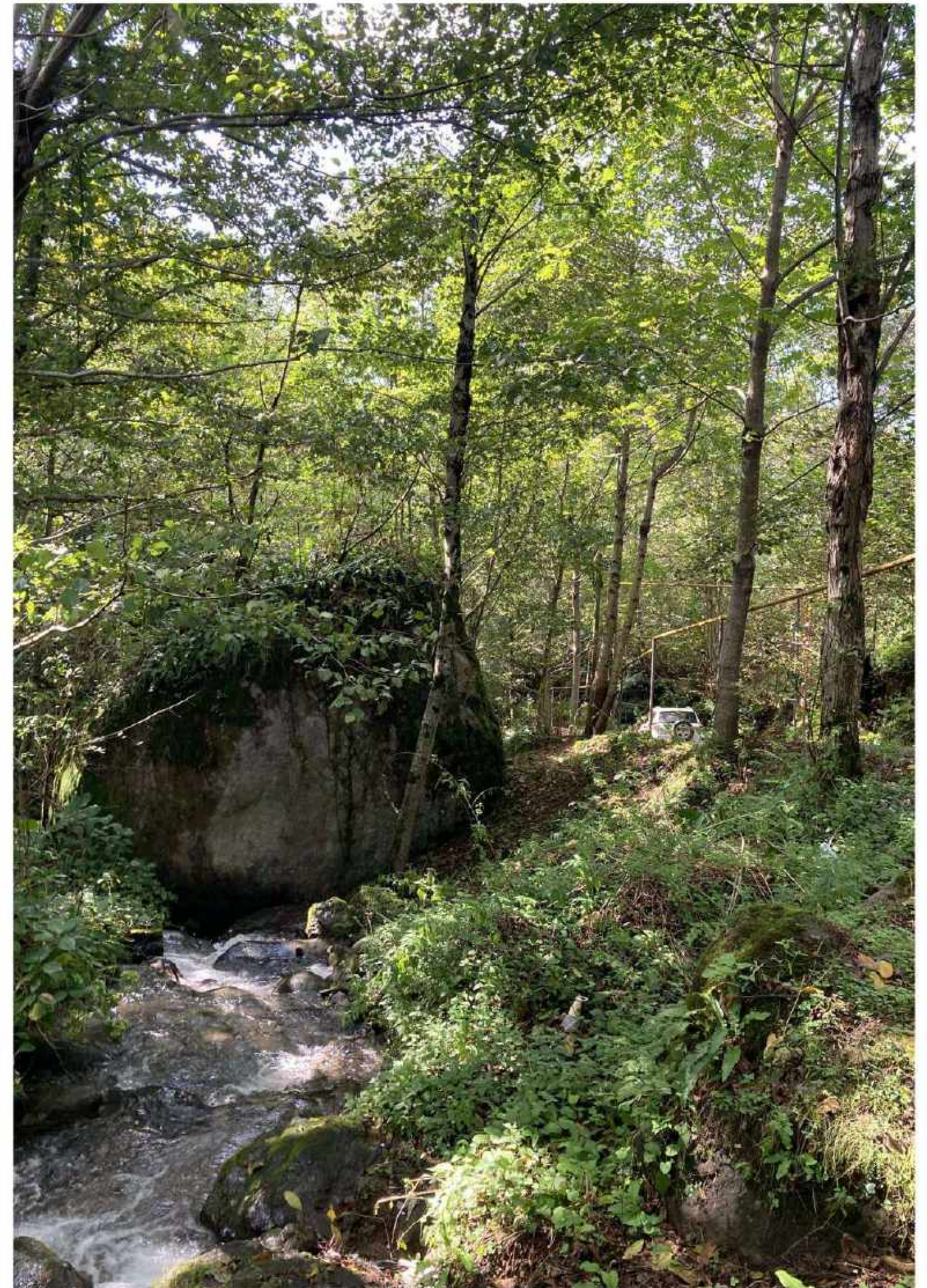
PROGRAM DESCRIPTION

"By 2030 Georgia will be the leading year-round Ecotourism destination in the Caucasus region, based on its rich living culture and nature as well as high quality services.

Ecotourism in Georgia provides authentic experiences for the tourists, brings benefits for the local communities and contributes significantly to the touristic revenues of the country; at the same time, it supports the preservation of natural and cultural heritage and enhances environmental awareness amongst tourists and local residents."

PROGRAM GOALS

- Generate financial benefits for both local people and private industry. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host.
- Provide positive experiences for both visitors and hosts. Provide direct financial benefits for conservation.
- Minimize physical, social, behavioural, and psychological impacts. Build environmental and cultural awareness and respect.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment



AREA DEVELOPMENT PROGRAMS

ECO-TOURISM

"Ecotourism is a bundle of socially and ecologically responsible forms of travel, non-motorized activities and services that offer experiences and interpretation of nature and cultures, well-managed and with low environmental impact.

It promotes an understanding of nature among travellers, but also generates appreciation among the local people for their own natural and cultural values. It thus contributes to the preservation of nature, to the sustainable use of ecosystem services, has regional added value and supports high quality of life for the local population."

Environment in ecotourism is everything, including natural and anthropological resources, living tradition or traditional behaviour.

Like landscape created by volcanoes approx. 10 000 years ago, adjusted to the human housing environment through centuries (diachronic development) and used by community according to the modern development

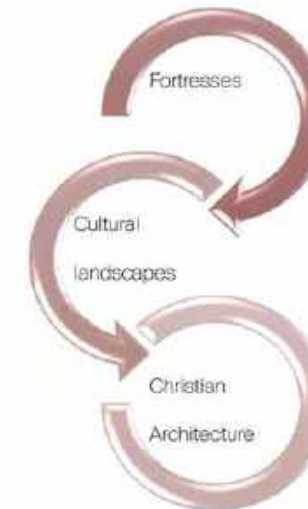


EcoTourism resources:

NATURE:



BUILT ENVIRONMENT:



PEOPLE AND STORIES



AREA DEVELOPMENT PROGRAMS

ECO-TOURISM

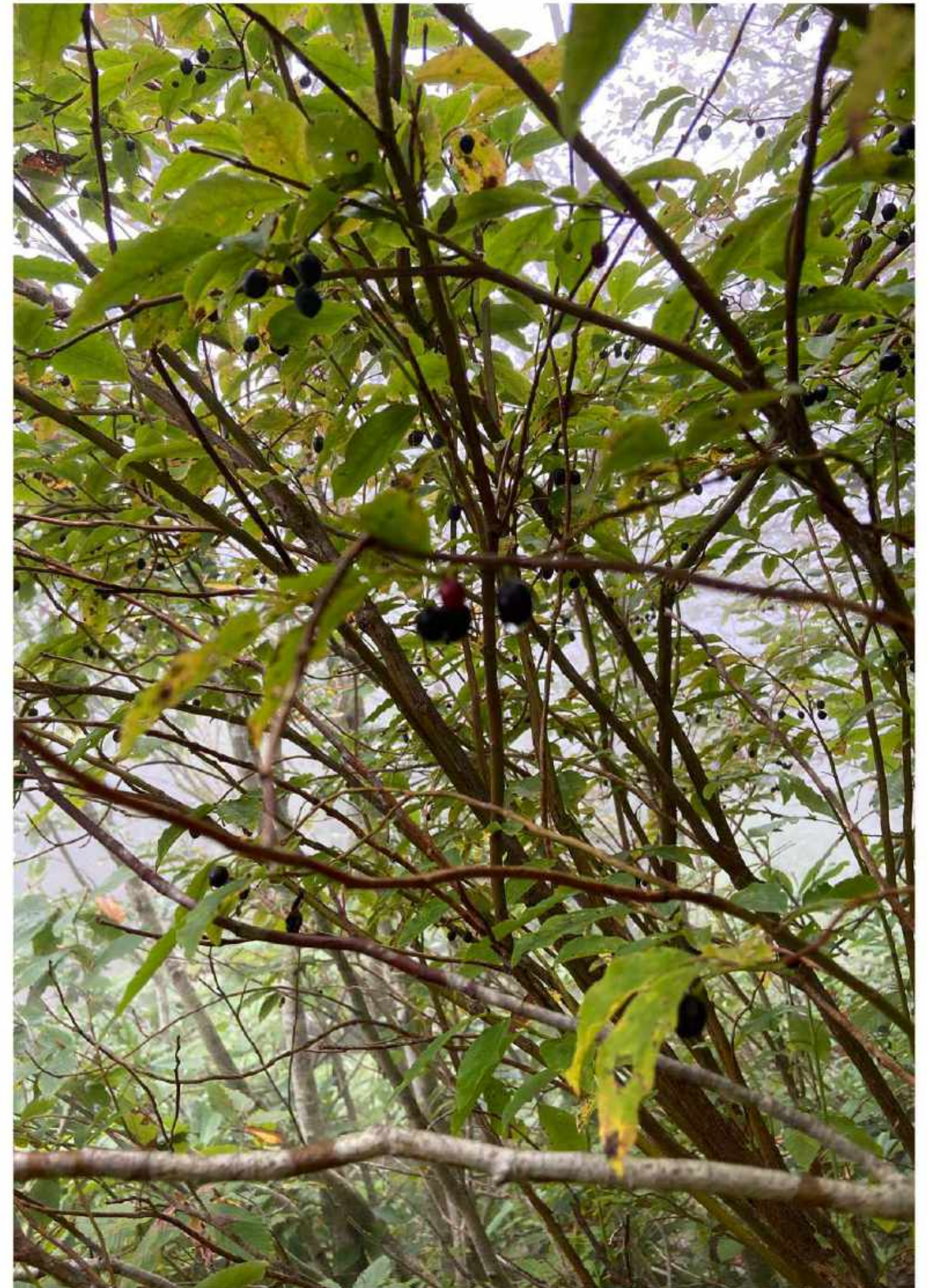
Interpretation points:

- Diversity of Nature, Flora and Fauna
- Nature interweaved with Cultural heritage
- Diverse opportunities for Adventurous and Extreme Tourism
- Experience of Local Craftsmanship
- Interaction with local population of three different neighbouring countries, what do they have in common, and what differences they have
- Opportunity to discover extraordinary Culinary of three countries



Product Storyline:

- Short Histories from all participant countries
- Forgotten Legends connected to certain regions and places
- Traditions of old Festivals and gatherings: religion, spiritual, theatrical
- Customs: weddings, funerals and their interpretations in modern life
- Old traditional fashion in target regions, New designers from local areas and how they create clothing. Local materials, knitting, sewing
- Household traditions, furnitures of homes
- Colours in living nature.
- Culinary stories, discovery of old receipts in families.
- Modern perception of customs and traditions, involvement of modern artist and how they see south Caucasus
- Stories on „Red List“ Animals



AREA DEVELOPMENT PROGRAMS

7.3. MARKETING AND PROMOTION

PROGRAM DESCRIPTION

Mtirala National Park is promoted by Agency of Protected Areas (APA) and the Department of Tourism and Resorts of Adjara Autonomous Republic at local and international level. They are developing a marketing campaign to promote the country and its peaceful environment as well as protected areas located in the Adjara region through online marketing activities and participating in tourism fairs at national and international level.

At all times the marketing and promotion of visits to Mtirala National Park together with Village Korolistavi will be done so in a responsible and ethical manner. It is important that visitor expectations are realistic, as this contributes to visitor satisfaction.

PROGRAM GOALS

- By 2030, Batumi should be widely known at national and international level. The information about the Mtirala National Park will reach up to tens of millions of the population from the target and existing countries.
- Implement a plan that turns rich natural and cultural resources into world-class tourism product and opportunities for unique experience.
- High quality/ high-spending visitors will be attracted from EU Countries, North America, the Middle East and Asia, since large scale infrastructures and various attractions will be organized, which will be in line with the principles of ecotourism and nature protection.

STRATEGIC MEASURES

- Elaborate an annual Operational Marketing Plan, in order to increase awareness on the Mtirala National Park and emphasize its value and priorities.
- Design and produce new promotional material that includes new products
- Select local/national inbound tour operators offering Mtirala National Park as tourism product and invite international tour operators to present Park area.
- Visitor specialists at Mtirala National Park get training in tourism and marketing, especially for hospitality management and online marketing.
- Logo and visual identity sketches will be created and used in its marketing and communication process to give a simple first impression of the Park and make a recognizable identity (this includes making an airport poster and street billboard, a concept sketch for an 'endorsement label' to help locals brand their products, creating other promotional products such as souvenir magnets, rain coats and boots, umbrella and etc.).



AREA DEVELOPMENT PROGRAMS MARKETING AND PROMOTION

Responsible:

Sustainable marketing of protected areas should be designed and undertaken in a responsible and ethical manner. This can be achieved by recognizing that:

- Conservation messages should guide the marketing and promotional strategies and activities of protected area agencies and all other relevant stakeholders;
- Messages highlighting the threats to environmental integrity caused by visitor use should be delivered to target markets to either reinforce responsible or modify irresponsible visitor behaviour. Such promotional and communication campaigns can be delivered on-site to current and potential target markets, and information should be readily accessible;

Realistic:

To be sustainable, marketing of protected areas should be done in a manner that disseminates realistic images and information to existing and potential visitors. Recommendations for making marketing and promotion more realistic include:

- The prior expectations of first-time visitors to a protected area setting need to be carefully shaped to ensure that on-site experiences meet or exceed expectations and satisfaction levels are maximized. Promise less, deliver more;
- If there is a mismatch between a destinations image and the actual destination, then potential for unsatisfactory visitor experiences is increased. This can lead to negative word-of-mouth and fewer repeat visitors;
- Fundamentally, any information or images disseminated must be truthful;

Regional

Sustainable marketing of protected areas should be designed and used in a regional context so that the expansion of economic and employment benefits of nature-based tourism will be in regional areas

Research

Research is a fundamental building block of sustainable marketing and should be carried out and integrated into marketing planning and strategies. It is imperative that:

- Sustainable marketing be built upon an understanding of the values, needs, characteristics, and behaviour of target markets;
- The size of target markets and the likely costs and benefits of addressing market segments be carefully evaluated;
- Market research allows for the understanding of various influences on visitor demand and be undertaken on a systematic, ongoing basis;

Relationships

Cooperative relationships between relevant land management, industry and community stakeholders can benefit all. Since protected area agencies are usually constrained by limited resources, strategic collaborative partnerships can provide a cost-effective means of implementing sustainable marketing strategies;

Even the good practice examples shows that only 2 or 3 principles are considered during the managing of the specific protected area.

Mtírala NATIONAL PARK



Hiking trails
for all kinds
of weather.

Mtírala

AREA DEVELOPMENT PROGRAMS

MARKETING AND PROMOTION

Concept texts were developed based around acknowledging the large amount of rainfall in the park in a positive and playful way.

This can be seen in the main text:

'Dripping with adventure'.

'Dripping with...' is a phrase which refers to something having an abundance of a certain quality. The park is not just 'full' of adventure. It has so much adventure it is overflowing or 'dripping' off of it. Secondly, dripping refers to the large amount of rainfall. The rain and resulting lush green environment 'is' the adventure to be experienced. In this way the phrase 'Dripping with adventure' turns rain into a positive celebration of the park's unique features. And the potential for new and exciting experiences while visiting.

Other texts also play with the concept of rain or wetness in subtle but positive ways.

TOUCH POINTS



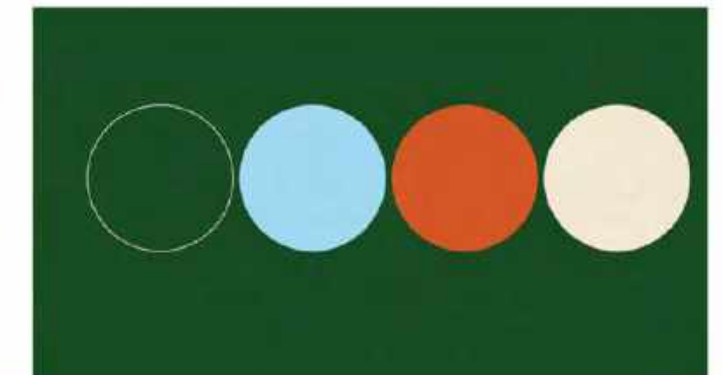
VISUAL DESIGN



The **logo wordmark** is typographical to help create greater brand awareness. There is an English and Georgian version. It can be used as a logo on posters or shortened to a seal of quality for locally produced products.

Font: Delvard condensed standard

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz



Font: Noto Sans Georgian

ა ბ გ დ ე ვ ზ თ ი კ ლ მ
ნ ო პ ჟ რ ს ტ უ ფ ქ ღ ყ
შ ჩ ც ძ ნ ტ ხ ჯ ჰ

Text appears in different languages such as English and Georgian. We recommend English for international marketing. Two (or more) languages can be used side by side for other content.

MARKETING



Photography should focus on showing the beauty of the park through its natural features, architectural interventions and enjoyment of its visitors. Impressive and relatable.

Dripping
with adventure

New art from nature's best elements.
Hiking trails for all kinds of weather.
Growing adventure from the ground up

Enjoy the rain
Adventure in all kinds of weather

Marketing text and slogans should acknowledge the large amount of rainfall in the park in a positive and playful way. And reference the different features of the park.

SOCIAL MEDIA



Visual **social media** channels such as Instagram and Facebook emphasize photography and are an effective low cost place to promote the park.

SIGNING AND BRANDING



Signing boards should clearly mark the park entrances to encourage responsible visitor behaviour. Trail routes should clearly signify paths for safe usage.



Merchandise should be of reliable quality and promote the values of the park by being useful, reusable, and responsibly produced.



Signing boards should integrate natural materials with modern materials to blend into the environment while retaining a high level of visibility.

AREA DEVELOPMENT PROGRAMS

7. 4. CONSERVATION OF BIODIVERSITY MANAGING THE AREA

PROGRAM DESCRIPTION

Biodiversity conservation that protects and manages habitats, ecosystems, and species in protected areas is vital for ecotourism development. According to research, ecotourism development may be a driver for the degradation and destruction of habitat, overexploitation and illegal extraction of species, emission of greenhouse gasses for climate change, and contamination and pollution of the environment among other aspects. For those reasons, this program is designed to prevent Ecotourism practices to impact negatively the designated area.

PROGRAM GOALS

- Preserving and fostering Biodiversity
- Habitat Restoration and management Biodiversity
- Making values for natural assets through ecotourism activities

STRATEGIC MEASURES

- Education and awareness activities for biodiversity conservation
- Integrate Biodiversity into Ecotourism development
- Linking ecotourism and conservation organizations
- Implementing rules and regulations.
- For example: limiting the number of visitors by limiting the amount of accommodation and parking lots.



8. LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

8.1. LEGISLATION AFFECTING TOURISM DEVELOPMENT

BRIEF OVERVIEW OF LEGISLATION AND REGULATIONS AFFECTING TOURISM DEVELOPMENT IN GEORGIA

Legal ground of tourism regulation in Georgia is defined with the following laws:

- Association Agreement on one side, between the European Union and European Atomic Energy Community and their member states and on the other side, between EU and Georgia
- Georgian Law on Tourism and Resorts
- Georgian Law on Protective Sanitary Zones of Health Resorts and Resort Localities
- Law of Georgia on Supporting the Development of Free Tourism Zones
- Law of Georgia on the Regulation of the Registration of Tourists Entering and Leaving Georgia
- Tax exemptions related to tourism based on Tax Code of Georgia
- For the purposes of the report, the following laws/legislation are additionally reviewed:
- Law of Georgia on the Development of High Mountainous Regions
- Law of Georgia on the System of Protected Areas
- Law of Georgia on "Red List" and "Red Book"
- Law of Georgia on Mtskheta National Park
- Law of Georgia on Cultural Heritage
- UNESCO Regulations
- The Emerald Network

It is also worth mentioning the Tourism Bill of Rights, adopted at the general assembly of the World Tourism Organization (WTO) in Sofia in 1985. The Georgian parliament approved the document on 25th of January, 1994 and respectively, took the following obligations:

- To encourage the orderly and harmonious growth of both domestic and international tourism;
- To develop inclusive tourism
- Give due attention to the principles of the Manila Declaration on World Tourism and the Acapulco Document "while formulating and implementing, as appropriate, their tourism policies"
- To be particularly attentive to the culture of residents as common acquisition of humankind
- To develop mutual respect between indigenous population and travellers that, on its side, would help intercultural dialogue.

Georgian Tourism Association was signed of UNWTO Global Code of Ethics for Tourism on 4 April 2017.

According to the Code, world tourism organization supports constant growth and development of universally accessible tourism activities, as these activities support development of private businesses and open trading. Moreover, new employment opportunities are created, and well-being of societies are raised.

In agreement with the Code, tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their customs.

Additionally, the Code regulates principles of sustainable development and requires that all the stakeholders in tourism development protect the natural environment and natural resources. Every vital natural resource must be consumed economically as well as avoiding waste production should be encouraged by national, regional and local public authorities.

As claimed by the World Tourism Organization agreement, tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed biodiversity and to preserve species of wildlife. The stakeholders in tourism development should agree to the imposition of constraints on their activities when these are exercised in particularly sensitive area. Nature tourism and ecotourism should be conducive to respecting the natural heritage and local populations. Financial resources derived from visits to tourist sites should, at least in part, be used for the upkeep and protect of the heritage. Besides, Tourism activities should be planned in such a way as to allow traditional cultural products to survive and flourish, rather than causing them to become standardized.

According to the fifth article, local populations should be involved in tourism activities and share the economic and social benefits they generate, and particularly in the creation of jobs resulting from them.

Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions and meet their needs. The planning of constructions and architectural approach should aim to integrate local manpower.

Investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects and they should deliver, with the greatest transparency, information on their future and foreseeable repercussions and goals.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

LEGISLATION AFFECTING TOURISM DEVELOPMENT

I. ASSOCIATION AGREEMENT

Association Agreement is between the European Union and European Atomic Energy Community and their member states and, between EU and Georgia. The document was signed on June 27, 2014. Considering tourism development and cooperation framework we should look in details of Chapter Nine of this agreement. It is reviewed only from the perspective of sustainable approach development as industry which enhances economic growth and helps employment.

- a) Respect of local communities, especially in rural areas, their identity and interests by keeping needs of local development and priorities in mind
- b) Importance of cultural heritage
- c) Positive interaction between tourism and environment protection.

As it was mentioning by reviewing sustainable goals that due to complexity of the industry, every chapter that refers to tourism and its development, emphasizes engagement of local community in the process of planning and implementing tourism. It also recognizes equal importance of involvement of the public and private sector as well as local community in planning processes as well as during implementation, including equality in decision-making.

II. GEORGIAN LAW ON TOURISM AND RESORTS

Law of Georgia on Tourism and Resorts regulates relations in tourism and resort activities and explains activities of tourism sector. The second chapter describes the state policy and state regulations in tourism and resorts.

The tourism and resort resources of Georgia are part of the national wealth and shall be protected by the State.

The State shall recognise the tourism and resorts sector as one of the priority areas in the development of national culture and economy and shall create favourable conditions for tourism and resort activity.

The Parliament of Georgia shall:

1. Determine the main areas of state policy in the tourism and resorts sector and carry out its legislative regulation;
2. Establish inter-parliamentary relations with other States in the tourism and resorts sector.

The Government of Georgia shall

1. Ensure implementation of a unified policy in the tourism and resorts sector.
2. Approve sanitary protection zones upon recommendation of the Sector Management Authorised Body and appropriate departments;
3. Take into consideration the interests of tourism and resort development when implementing projects of utmost importance for the country, as well as in intergovernmental relations and relations with international organisations;

4. Approve the list of resorts and their status upon recommendation of the Sector Management Authorised Body.

The Law describes the functions of the authorised government agency for tourism and resorts sector management and information about Sector Management Regional Organisations.

III. LAW OF GEORGIA ON PROTECTIVE SANITARY ZONES OF HEALTH RESORTS AND RESORT LOCALITIES

This Law defines necessary terms and conditions of the location of enterprises, entrepreneurial activity, use of natural medical resources and re-settlement of population within health resorts and resort localities of Georgia. This Law aims at the preservation of properties of natural medical resources and the establishment of protective sanitary zones with the object of their protection from pollution, deterioration and depletion.

In the Mtirala National Park are different sanitary protection zones, as there are mineral water springs, which have special medicinal properties. The law defines general rules of sanitation zones:

1. The works that pollute soil, water, air, damage forests, render the negative impact upon natural of health resorts and resort localities shall be prohibited.
2. Sanitation-recreational, renovation, restoration and other measures are implemented within the protective sanitary zones.
3. Strict operating conditions are established in the protective sanitary zones providing for the sanitation-recreational measures which are necessary for maintaining, protecting and restoring major natural medical resources.

The protective sanitary zones are established for all health resorts and resort localities.

The fifth article of the aforementioned law defines natural medical resources:

1. Mineral water deposits (or sections thereof) used on the spot for medicinal or bottling purposes;
2. Medicinal muds;
3. Natural gas and vapor deposits possessing curative properties;
4. Other deposits (clays, thermal waters, magnetic sand beaches, etc.) known for curative properties;
5. Curative karst caves;
6. Sea, lake and river coastal areas and climate used for the medicinal and recreational purposes;
7. Forests, forest-parks and other green zones having the preventive, curative and rehabilitative functions.

The law also sets the principals of intervention and defines protective sanitary zones boundaries.

Three protective sanitary zones are established for health resorts and resort localities of Georgia: the first – of strict regime; the second – of restricted regime; the third – of observation regime. The zone of strict regime comprises the territory of a health resort and resort localities locating natural and man-made

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

LEGISLATION AFFECTING TOURISM DEVELOPMENT

mineral water outlets, deposits of a medicinal resources, curative karst caves, beaches. On the first zone territory construction of industrial and agricultural projects, mining and excavation work, permanent or temporary residence of natural persons are prohibited. On the territory of second zone is prohibited the construction and utilization of projects that are not directly associated with the resort development; And on the third zone is allowed the performance of all the operations which will not adversely affect the natural medicinal resources and the territory is sanitary state.

Protective sanitary zones in the Ajarian Autonomous Republic is established by the respective executive authorized bodies in coordination with the Georgian National Tourism Administration and submitted to the Government of Georgia.

Sanitary protection zones, their regimes and borders are explained in detail in the second and third chapters of this law.

IV. LAW OF GEORGIA ON SUPPORTING THE DEVELOPMENT OF FREE TOURISM ZONES

The purpose of this Law is to develop tourism and promote entrepreneurship in Georgia. To achieve this aim, this law determines the conditions, as well as tax exemption and other privileges, for the construction and operation of hotels in free tourism zones.

This Law shall apply to free tourism zones existing in the territory of Georgia. The coordinates of such zones are determined by an ordinance of the Government of Georgia.

The coordinates of free tourism zones referred to in paragraph 1 of this article may be determined only in the territory that is adjacent to a territory with undeveloped tourism infrastructure, but with potential for tourism development.

According to this law investor who are investing in accommodation facilities more than 1 Mio. Will have following benefits will apply:

Free land (at symbolic price of one Georgian Lari)

Free construction project of hotel

Exemption from the obligation to pay the construction permit fee

Providing site engineering utilities with appropriate external infrastructure

Simplified construction permit and special status defined by Georgian Law.

An investor shall be exempted from:

a) Property and profit tax provided for by the Tax Code of Georgia with regard to the implementation of activities compatible with the activities of a hotel in a free tourism zone, from the date of putting the hotel into operation up to the period defined by the Tax Code of Georgia, provided that the conditions laid down by this Law are satisfied

b) The construction permit fee.

A relevant parcel of land shall be transferred into the ownership of an investor as provided for by the legislation of Georgia for the nominal price of GEL 1, except for the case referred to in Article 4(l)(d) of this Law.

V. LAW OF GEORGIA ON THE REGULATION OF THE REGISTRATION OF TOURISTS ENTERING AND LEAVING GEORGIA

This Law regulates the registration of tourists entering and leaving Georgia, and the creation of the statistical data.

Its goal is to define the methodology and improve the statistics.

The following definitions are given in the law:

a) Tourist – a person who travels outside the place of his/her permanent residence for leisure, recovery, business or other purposes for not less than 24 hours and not more than one year continuously and whose travel is not reimbursed from the financial sources of the place of temporary stay.

b) Same-Day visitor – a person who travels outside the place of permanent residence for leisure, business or other purposes for not more than 24 hours and whose travel is not reimbursed;

c) Organized tourist – a person who has purchased a tour i.e. whose travel is organized by tourism entity (firm, company, organization, tour operator, etc.) and receives complex service;

d) Transit tourist – a person who is travelling to the third country by crossing the territory of Georgia

VI. TAX EXEMPTIONS RELATED TO TOURISM BASED ON TAX CODE OF GEORGIA

For tourism development support following tax Benefits.

FOR TOUR OPERATORS:

According to the paragraph "O" of the 4th part of article 172 of the Tax Code of Georgia (VAT exemption with the right of deduction) a tour operator (According to the paragraph "y" of the article 157 (Definition of terms) a tour operator is a person creating a tourist product and providing it to a tourist) shall also be VAT exempt with the right of deduction if the following circumstance occurs:

Organised bringing of foreign tourists in the territory of Georgia by tour operators and supply of tourist products to them in the territory of Georgia and

Package includes more than two tourist product (According to the paragraph "Z1" of the article 157 (Definition of terms) a tourist product – a combination of at least two components of tourist service types (including transportation, accommodation, food, tour guide service, and ancillary service for tourist services).

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

LEGISLATION AFFECTING TOURISM DEVELOPMENT

FOR TOURISM ENTERPRISES:

According to the 4th part of the article 100 (Gross Income) the following shall not be included into the gross income:

Income earned by a tour company as a result of providing hotel services with the use of hotel assets/part of assets in possession of a natural person (using them as hotel rooms/apartments) – for a natural person.

According to the paragraph "v" of the 4th part of article 172 of the Tax Code of Georgia (VAT exemption with the right of deduction) the following shall also be VAT exempt with the right of deduction:

Supply by a Tourist Enterprise of hotel assets or part of the assets to another person for the purpose of receiving them back. If within two years after supplying the hotel assets or part of the assets to another person the Tourist Enterprise receives the same assets back under a commutative contract, the transaction shall also be VAT exempt with the right of deduction and this shall be a basis for adjusting the amount of the taxable transaction. In that case, the Tourist Enterprise may adjust the amount of the taxable transaction under the procedure established by Article 179 of this Code;

Gratuitous provision of hotel services (hotel accommodation) for a maximum of 60 days during a calendar year to the owner of the hotel assets or part of the assets by a Tourist Enterprise and/or by the person/persons invited under an appropriate contract to ensure the functioning/operation of the facility or part of the facility as a hotel;

VII. LAW OF GEORGIA ON THE DEVELOPMENT OF HIGH MOUNTAINOUS REGIONS

The policy implemented by the State towards high mountainous regions is aimed at ensuring the socio-economic development of the high mountainous regions. The aim of this Law is to determine the benefits that ensure the well-being of persons living in high mountainous regions, promote employment and improve social and economic conditions.

The law defines issues related to the status of high mountainous settlements regulations (Second article) and matters of granting, terminating, suspending, and restoring the status of permanent resident of a high mountainous settlement (Third Article).

There are significant tax privileges in high mountainous settlements, in particular:

- a) Permanent residents of high mountainous regions enjoy tax privileges established by the Tax Code of Georgia in relation to income tax and property tax.
- b) Business entities which, in accordance with the legislation of Georgia, have been granted the status of high mountainous settlement enterprise are exempt from taxes under the terms and rules defined by the Tax Code of Georgia.

According to the Organic Law of Georgia on Agricultural Land Ownership Agricultural land can not be in the ownership of an alien. Agricultural land may be in the ownership of a legal entity under private law registered in Georgia, whose dominant partner is an alien on the basis of presenting an investment plan. An investment plan is the documents on the use of an agricultural land parcel that provide for making in-

vestments in the production of agricultural products and/or other products, the introduction of innovation activities, the development of tourism infrastructure, the fulfilment of the projects of international, state and/or local importance, that will facilitate social and economic development of the state, protection of national security and creation of new workplaces.

VIII. LAW OF GEORGIA ON THE SYSTEM OF PROTECTED AREAS

This law defines the essence of protected areas, purpose of their existence and the establishment of authorities on the territory.

According to the law, establishment and functioning of a protected area serves the purposes of protecting and restoring natural biodiversity and ecosystems, preserving sceneries of historical and cultural landscapes, ensuring favourable conditions for tourism, promoting rational use of agricultural, transport and energy resources.

Legislation on protected areas regulates relations arising from the use of land, forest, water and natural resources of protected areas, as well as historical and cultural monuments.

The State is the sole owner of the territories of protected area and of natural resources in those territories. It shall be inadmissible to transfer these territories and natural resources in these territories for use to natural and legal persons, except traditional use zones of national parks determined by a management plan or by a temporary regulation rule. Territory might be temporarily transferred to:

- a) Natural monument (protects small unique natural territories and rare natural formations) may be transferred for use to natural and legal persons only for ecotourism and recreational purposes.
- b) In traditional use zones of national parks and in individual sites of managed reserves, may be transferred for use to the local population in the form of rent for not more than 10 years.
- c) In administrative, visitor and traditional use zones of national parks for constructing a visitor infrastructure object.
- d) In administrative zones and traditional use zones communication structures may be erected.
- e) By the State regulation, management plan or in cases of temporary regulation rules, on the territory of traditional zone and in certain areas of management reserve is allowed the transfer of the territory with the special order. (Article 12, point 26.)

Temporal alienation of the territory is managed by the agency of protected areas, based on the request.

Establishing, operating and managing of the system of protected areas shall be performed by the Ministry of Environment Protection and Agriculture of Georgia

According to the law, public associations shall have the right to participate in the process of considering and amending decisions on the creation, development, reduction and abolishment of protected areas, and the management plans, well as maintaining and managing protected areas and buffer zones.

The law also regulates range of activities on the territory of protected areas.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

LEGISLATION AFFECTING TOURISM DEVELOPMENT

THE FOLLOWING SHALL BE PROHIBITED WITHIN PROTECTED AREAS:

- a) The disturbance and modification of natural ecosystems;
- b) The destruction (extermination), extraction (capture), ripping, damage (mutilation) and disturbance of any natural resources for exploitation or any other purposes;
- c) Damage to natural ecosystems and species by polluting the environment;
- d) The introduction and dissemination of alien and exotic species of living organisms;
- e) The bringing of explosive and toxic substances into the area;
- f) Other activities prohibited by the individual regulations and management plan of a protected area.

THE FOLLOWING SHALL BE SUBJECT TO REGULATION WITHIN A PROTECTED AREA:

- a) Granting to visitors access to determined places;
- b) Hunting, fishing, camping, lighting bonfires, trade and commercial activities, the construction of buildings, roads and structures and the modification of their historical appearance, the use of the means of land, air and water transport in, over or under the protected area;
- c) The behaviour of visitors, on a 24-hour basis, taking into account the requirements of the protection regime;
- d) Collecting, capturing and taking plants and animals outside the protected area;
- e) Driving away, isolating and destroying abandoned domestic animals;
- f) Collecting non-renewable natural resources (e.g. shale stone) for the construction of traditional buildings and structures or for activities determined by the management plan of a protected area. The procedure for extracting such resources shall be determined by the Government of Georgia.

THE FOLLOWING SHALL BE CONTROLLED WITHIN A PROTECTED AREA:

- a) All allowed types of scientific activities;
- b) All allowed types of educational activities;
- c) All allowed types of economic activities;
- d) tourism and recreational activities, which will ensure:
 - The equal distribution of the flow of visitors in protected areas;
 - The prior registration of areas selected according to the interests of visitors;
 - The relevance of the time and duration of the access of visitors to the objectives of protected areas;
 - The correspondence of the allowed limit of visitors with the number of visitors in each area.
- e) The threat of natural disasters and catastrophes.

PROTECTED AREAS SHALL BE CONTROLLED BY TEMPORARY REGULATION:

- a) Before the legalisation of the category and approval of the first management plan;
- b) During the implementation of measures to redress natural disasters and catastrophes (special procedures shall be determined by normative acts).

THE FOLLOWING SHALL BE CONTROLLED OUTSIDE PROTECTED AREAS:

- a) The condition of ecosystems and natural resources in buffer zones;
- b) Development programmes related to buffer zones and individual significant economic and construction projects (for the purposes of assessing negative impacts on the environment);
- c) Preventive measures against outside activities harmful for protected areas (imposition of preventive fines);
- d) Compensation for damage caused to the protected area by harmful activities.

IX. LAW OF GEORGIA ON "RED LIST" AND "RED BOOK"

Several species of plants and animals of the National Park are included in the International or Georgian red list, because of that the Park territory is regulated by the law of Georgia on "Red List". The law regulates protection and preservation of threatened species.

Protected and endangered species shall be posted under protection of the state. Hunting, fishing, removal in any way or form from their natural environment of the aforesaid species, and also destruction of their natural habitats, water-paths, area of population, number, place and conditions of reproduction of species shall be strictly prohibited.

Damage caused to the government by illegal attainment and destruction of endangered species or their parts, must be compensated according to the government resolutions.

X. LAW OF GEORGIA ON MTIRALA NATIONAL PARK

Mtirala National Park was created to save and protect unique ecosystems in a long term. According to the National Park administration's instructions, on the Park territory national resources (except for minerals and fossil resources) is allowed to be used according to the communities requests and needs. The second article of the document is about the protection and utilization regimes of the Park, in particular:

- a) Protection and utilization regimes (including territorial and functional zoning) is defined using this law, Mtirala National Park management plan and Georgian legislation.
- b) In accordance with the management plan of Mtirala National Park, on the Park territory rational consumption of natural resources (except for minerals) by surrounding communities is allowed.
- c) On the Park territory consumption of mineral resources and establishment of hunting farms is prohibited.
- d) Territory of the Park is property of government and is not a subject of alienation.

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XI. LAW OF GEORGIA ON CULTURAL HERITAGE

Issued by the Parliament of Georgia May 8th, 2007.

Law of cultural heritage protection zones, "On cultural heritage", imposes general and detailed protective regimes for each type of zone, which is the most important and obligatory basis of documentation for urban planning. When historical and cultural informational plans are not developed, any project proposal should be based on a preliminary architectural and historical research, which should be conducted by a developer with his own resources.

Any intervention within the buffer zones for the protection of historical environment needs a permission from the local government with the agreement of Georgian National Agency for Cultural Heritage Preservation. To perform interventions on buildings and monuments which are part of cultural property in the World Heritage List, it is necessary to get approval of Georgian National Agency for Cultural Heritage Preservation. Several solid regulations are imposed on the buffer zones of the historical development area. In this case, new developments shall be allowed if the construction project replaces a building or structure which is on the verge of dilapidation or which lacks historical or cultural value. Also, The construction activities shall improve historical environment by replacing buildings with no value or structures that create dissonance, and by restoring historical structures and morphology.

Destruction of buildings on every type of cultural heritage protection zone is forbidden, except for the occasions when the current state of irreparable physical condition of the cultural property poses a threat, or to replace buildings with no value and to free the space from buildings which distort the historically developed environment. On the historical landscapes protective zones only temporary constructions may be permitted when it is necessary for the protection of the world heritage structures or for scientific researches, and in those cases when it prevails the highest social interest. It is forbidden to conduct constructive works within the buffer zones for archaeological sites.

XII. UNESCO REGULATIONS

Protecting biological diversity and ecosystems.

Adopted by the General Assembly of States Parties according to the World Heritage Convention (UNESCO, 2015)

According to the law of Protecting biological diversity and ecosystem (UNESCO 2015) States Parties in the management process of the world heritage sites should take into account biological and cultural diversity within the World Heritage properties and ensure preservation of biodiversity and improve their potential not only on the world heritage zones, but on the buffer and regional settings, and accordingly, avoid any activities that have negative impact on the environment and on the cultural diversity.

To achieve this, before undertaking planning in the urban development, transportation and infrastructure sectors, it is necessary to evaluate social, cultural, economic and environmental changes that are caused by these activities and estimate impact of the workings.

The World Heritage Convention in Article 5 calls upon States Parties to adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community. The recommendation serves to implement social development opportunities. Accordingly, the territory management activities

should be conducted in a way to identify and respect values of local communities and enhance quality of life for the society, especially for the local communities. Consequently, according to the convention, the government should conduct following activities while taking into account the world heritage value:

Adopt adequate measures to ensure the availability of basic infrastructure and services in and around World Heritage properties;

Promote and enhance environmental health (including the management of water, sanitation);

Recognise that World Heritage properties themselves often play a direct role in providing food, clean water and medicinal plants and ensure measures are in place for their protection and use in an equitable way;

Strengthen innovation and local industrial opportunities, in order to support sustainable economic benefits for the local communities;

Identify and support public and private investments of the projects that strengthen local, cultural industries and better protect the world heritage properties;

Promoting economic investment and quality tourism.

World Heritage properties are important travel destinations that, if managed properly, have great potential for local economic development, and strengthening social resilience. Hence, the government should develop and promote equitable economic investments in and around World Heritage properties that make use of local resources and skills, preserve local knowledge systems and infrastructures, and make local communities and individuals, including marginalised populations, the primary beneficiaries of these investments; Government should use part of the revenues from tourism activities in the conservation and management of heritage resources in and around World Heritage properties; Moreover, It must adopt a visitor management plan that encourages development of local tourism.

RECOMMENDATION CONCERNING THE SAFEGUARDING OF BEAUTY AND CHARACTER OF LANDSCAPES AND THE WORLD HERITAGE SITES

Adopted by The General Conference of the United Nations Educational, Scientific and Cultural Organization, meeting in Paris in 1962, in its twelfth session.

General principles :

It is recommended to make special provisions to ensure the safeguarding of certain urban landscapes and sites, especially to those territories where building operations and land speculation are conducted or are planned to be performed in the future.

Measures taken for the safeguarding of landscapes and sites should be preventive or corrective.

Corrective measures serve the purpose of repairing the damage caused to landscapes and sites so that they can restore to their original condition.

Preventive measures are aimed at protecting sites from potential dangers which may threaten them.

Activities that contain high risk are following:

- The construction of all types of public and private buildings. These should be designed so as to meet

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

LEGISLATION AFFECTING TOURISM DEVELOPMENT

certain aesthetic requirements in respect of the building itself and, while avoiding a facile imitation of certain traditional forms, should be in harmony with the general atmosphere;

- The construction of roads;
- High or low tension electric lines, power production and transmission plant and equipment, aerodromes, broadcasting and television stations, etc.;
- Petrol filling stations;
- Advertising hoardings and illuminated signs;
- Deforestation, including the destruction of trees contributing to the beauty of the landscape;
- Pollution of the air and water;
- Working of mines and the disposal of their waste products;
- Piping of spring water, irrigation works, dams, channels, aqueducts, river regulation works, etc.;
- Dumping of worn-out commercial or industrial scrap.

In safeguarding the beauty and character of the world heritage sites, allowance should also be made for the dangers resulting from certain forms of work and certain activities, by reason of the noise which they occasion.

When regulations imposed within the world heritage sites are violated, the damage should be compensated or other types of liabilities are charged. Any deliberate effect that may threaten to damage or destroy the cultural property shall result in the imposition of administrative or criminal liabilities on the person responsible.

FACTORS THAT AFFECT NATURAL AND CULTURAL HERITAGES.

Adopted by the World Heritage Committee in 2008.

The World Heritage Committee after various supervisory operations analysed and adopted a standard list of factors affecting the Outstanding Universal Value of World Heritage properties.

- Buildings and Development;
- Biological resource use/modification;
- Other human activities(Fishing, illegal trading, constructions, hunting, etc);
- Transportation Infrastructure;
- Climate change;
- Utilities or Service Infrastructure;
- Pollution;
- Social/cultural uses of heritage;
- Management and institutional activities;

XIII. THE EMERALD NETWORK

The Emerald Network was formed to protect European wildlife and natural habitats, which is based on the Berne convention (Berne, 1979) and its instructions. The main aim of the convention is to conserve European biodiversity and develop it. Georgia became a Contracting Party to the Convention in 2009.

The Emerald Network in Georgia provides an innovative and flexible tool for integrating principles of biodiversity preservation, sustainable development and conservation of nature.

The Emerald Network protects those species and habitats that are defined by the resolution of Standing Committee of the Bern Convention. More than 200 endangered species and 50 habitats can be found in Georgia. Georgia as a Contracting Party to the Bern Convention is required to protect habitats of these species.

According to the regulations of the Berne Convention, a management plan must be developed, and its execution must begin within 6 years from the moment of declaring the territory as The Emerald Network area. Monitoring the fulfilment of the requirements of the management plan should also be carried out on the territory. Each site's objectives are re-evaluated and revised as appropriate every five years.

The Emerald Network is not an instrument prohibiting certain types of actions and it does not impose any regulatory frameworks. The Network prohibits only activities that adversely impact the Bern Convention species and their habitats.

If an Emerald Network site coincides with a protected area, the latter's administration will be responsible for the site's management. In this case the management plan must include the goals and objectives of the Emerald site and subsequent activities. Hence, a separate management plan will not be necessary.

Within the Emerald Network site borders in the project development and implementing process detailed research is necessary to assess and identify the potential impact and risk on the site that will be imposed by the project on the species and habitats.

After the Emerald Network site is designated, the territory conservation goals and objectives are developed where the list of species and habitats are indicated, which are to be protected within the site. If necessary, forms of territory modification and area of activities are identified that will be prohibited because they will adversely impact species and habitats. The matter must be individually decided for each site.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

8. 2. DATA REVIEW FROM MUNICIPAL ENGINEERING DOCUMENTS

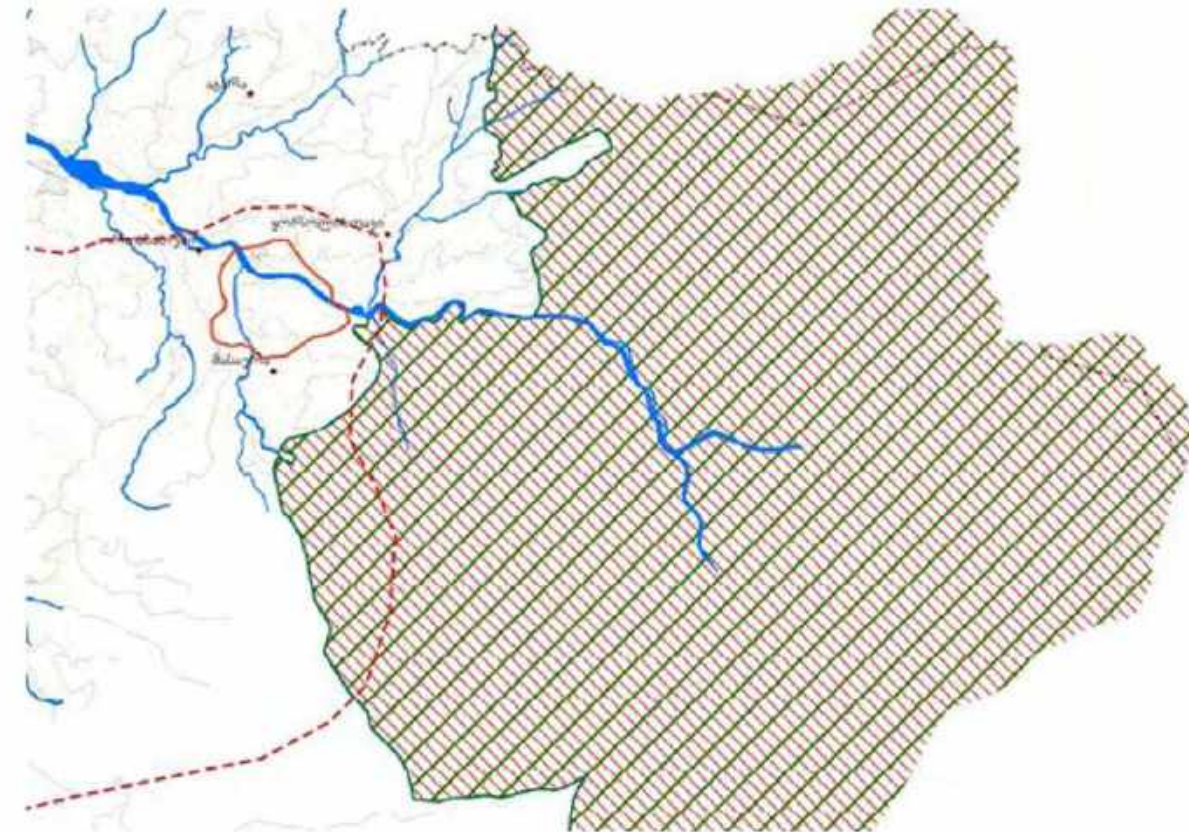
The responsibility for development, operation and maintenance of the village and park related infrastructure mainly is responsibility of the municipality and utility companies, also other companies providing regional scale services. The municipality Mayor's Office is responsible for: waste collection (through local company), local roads (through locally hired contractors), and kindergartens. The public schools and primary healthcare facilities are managed respectively by Adjara AR Ministries of Education and Health. The utility companies manage almost all of other infrastructure such as gas supply, power supply, water supply / sewage, GSM and landline communication.

The main document regulating development in the village and park area is "Spacial Development Plan for Khelvachauri Municipality". However, the Plan does not provide exact figures for development maximum allowed density or other parameters for designing. The village of Korolistavi belong mainly to agriculture development area.



Zoning in Korolistavi

Drinking water distribution main pipes are shown, however, the main water intake located and shown in the village serves Batumi. Korolistavi is supplied from other source which is shared with other villages. Location of power transformers are shown only partially and needs update.



Landslide zones and geological tensioned zones.



Main drinking water pipes in Korolistavi and power transformer locations.

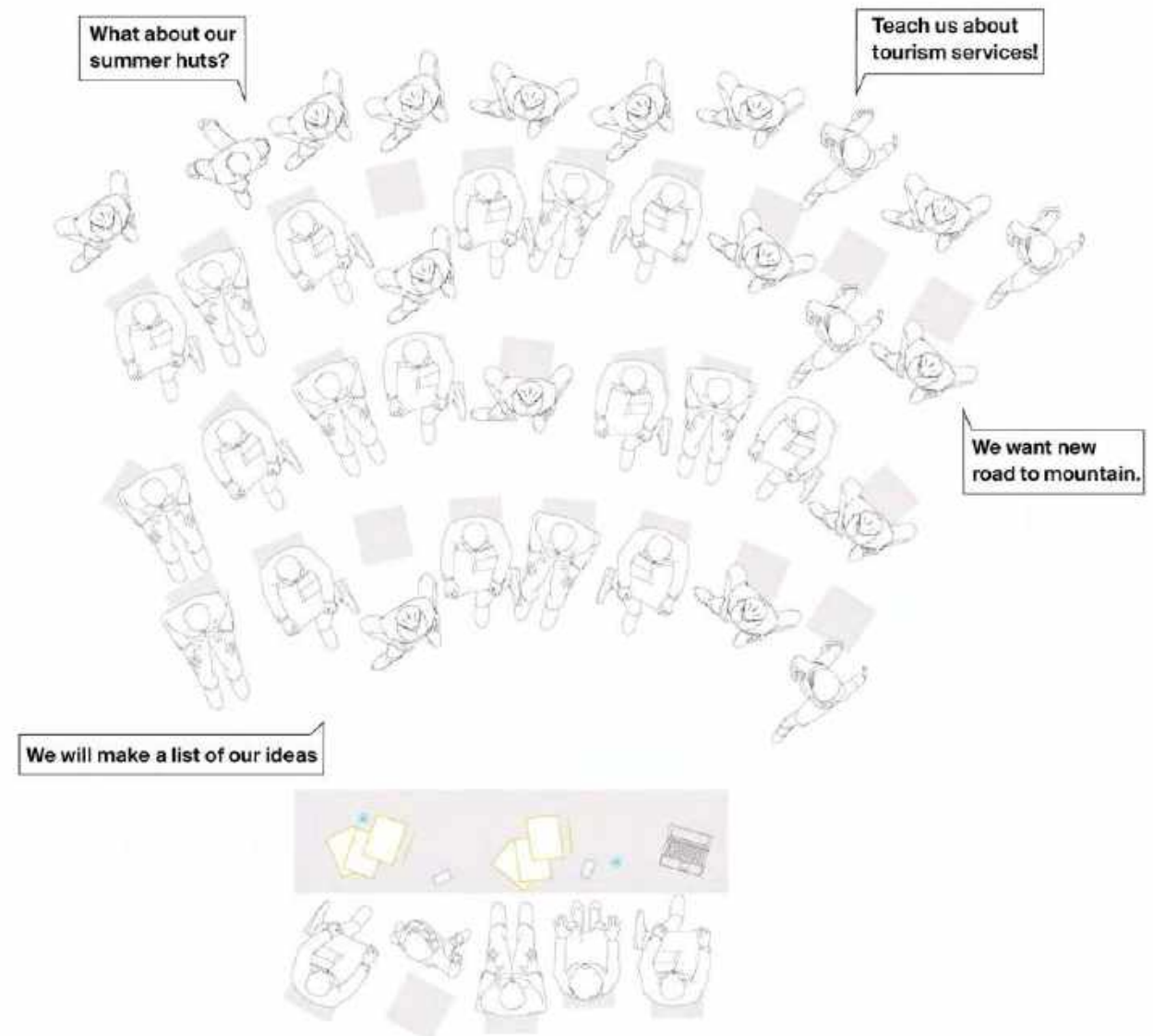
8. 3. COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Meeting with the local community of Korolistavi village

19/09/2022

Location: Korolistavi School

- They want the existing Soviet road to be rehabilitated so they will be able to use it by car.
- Summer huts that existed previously and were used by their forefathers are something they would like to reclaim.
- Community must be aware of each step of the development plan, and they are willing to follow them.
- They do not know how to make a proper service for tourists and are willing to learn. They want an "action plan" so they know when and what to do.
- They are willing to turn their houses into guest-houses, but they don't know how to, and would like support in the process.
- They express their irritation with the problematic water and sewage system.
- They are disappointed that Chakvistavi took all the touristic offer and is the only village profiting from the MNP.
- Almost everyone in Korolistavi works in Batumi. They asked if, during construction, the local community might have an opportunity to work there as well.
- What could be a possible benefit for the community if there was a cable car?
- The community will prepare a document with their ideas that will be shared with the team. Questions to answer:
 - What are you afraid of?
 - What benefits do you see for Korolistavi?
 - What potential do we miss?



Visit to Korolistavi village. Meeting with the local community.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Informal group discussion with representatives from Ajara Tourism Department, Georgian Agency of Protected Areas

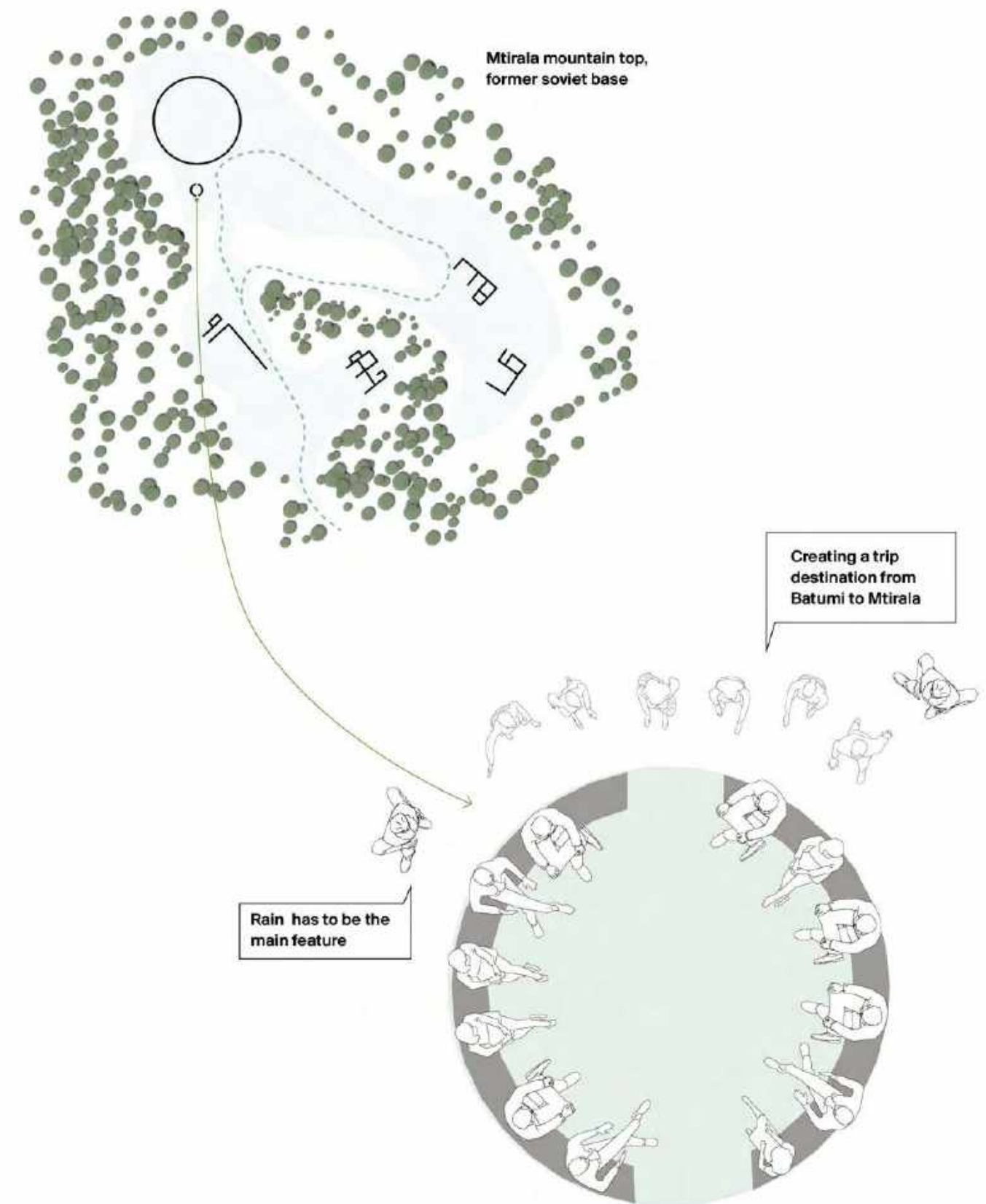
20/09/2022

Location: Top of mountain Mtirala, former soviet base

During an informal discussion, the Head of Tourism Service Division, Department of Tourism & Resorts of Ajara-Tinatina Zoidze, shared her point of view about future development. Potential development should have the following characteristics:

- Creating a trip destination from Batumi to Mtirala. (Considering target groups from all over the world and their needs)
- Making the place accessible. A cable car example from Batumi is a good and successful reference.
- Rain should play an important role, and it should be the main inspiration in the project.
- Involve entertainment ideas in the masterplan, examples given: ice sculpture festivals, cable car.

Deputy Chairman (APA) Toma Dekanoidze highlighted that all development should take place under the regulation of protected areas, and it should be approved also by UNESCO.



Informal group discussion about the project and the site with the stakeholders present.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Baseline report presentation and meeting

20/09/2022

Location: Ajara Ministry of Finance and Economy, Komakhidze str. 119, Batumi

Minister of Finance and Economy of the Autonomous Republic of Ajara, Jaba Putkaradze expects:

- A practical and useful document for them to work with in the near future.
- Not only bike and hiking trails, but a project that will bring new dynamics, development to the place, something unique.
- The linkage between Batumi and the park must be considered.
- A unique, a must visit place, a creative touristic product.
- A cable car—with a unique element in the design—that will make the park more accessible and increase the number of visitors.
- A proposal targeting locals and visitors from neighbouring countries, whose main interest isn't the nature itself but the entertainment.

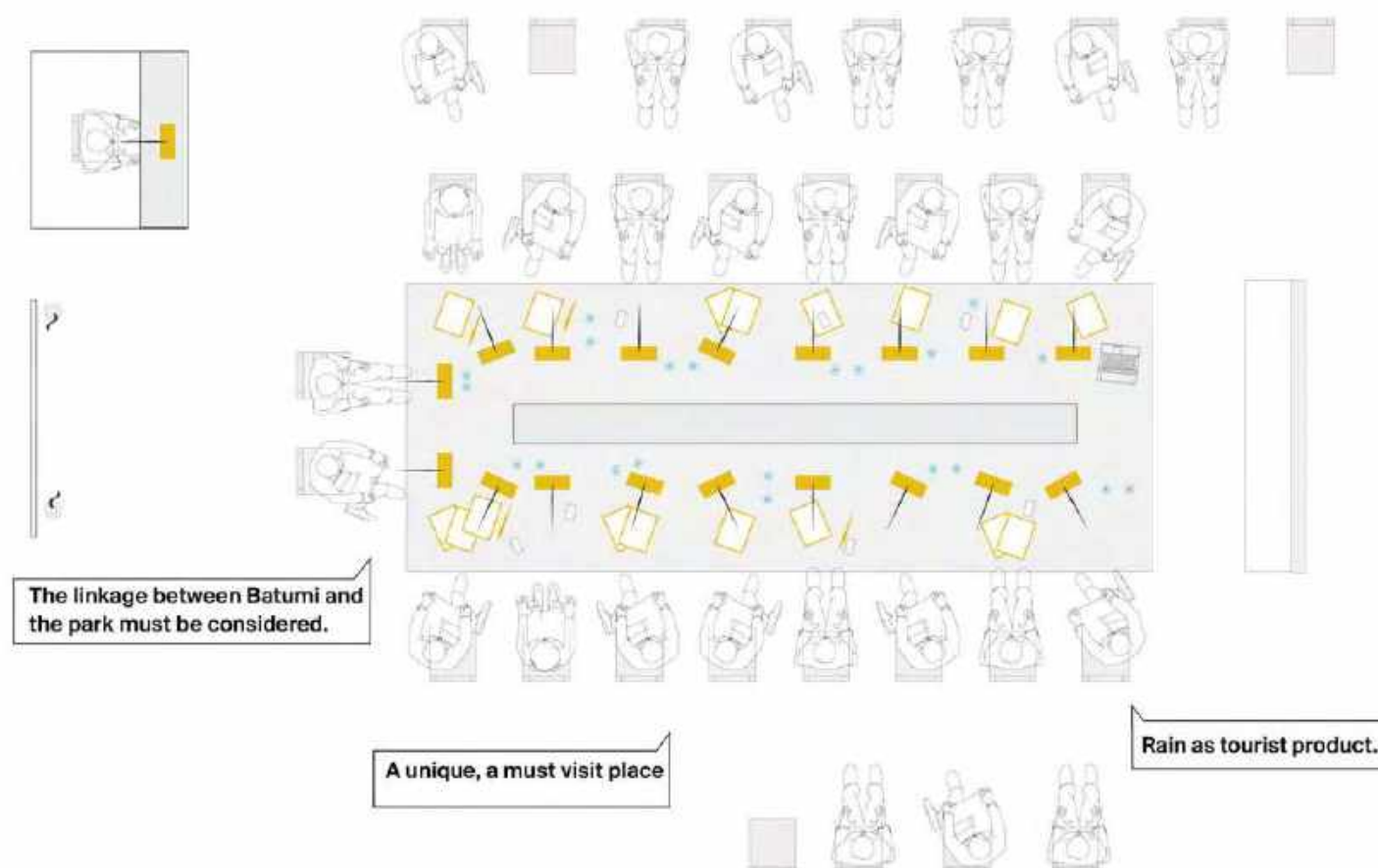
Head of Ajara Tourism Department, Tinatin Zoidze advises:

- Rain to be the main focus of the touristic product.
- The need for a detailed design, a master-plan that includes at least 3 intervention projects ready to be taken to tendering phase.

UNDP representative Vakhtang Kontselidze clarifies that:

- The project team needs to follow the ToRs, which do not include detailed design.
- There will be drawings in the final product, but this will not be detailed drawings that you can submit for construction permit.

Martin Sobota assures that the project team will deliver a product that the ministry can communicate as a vision for the MNP. For example, not a detailed project of the cable car, but a proposal for the start and end points, distance of the route, and estimated investment cost.



Meeting at the Adjara Ministry of Finance and Economy.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

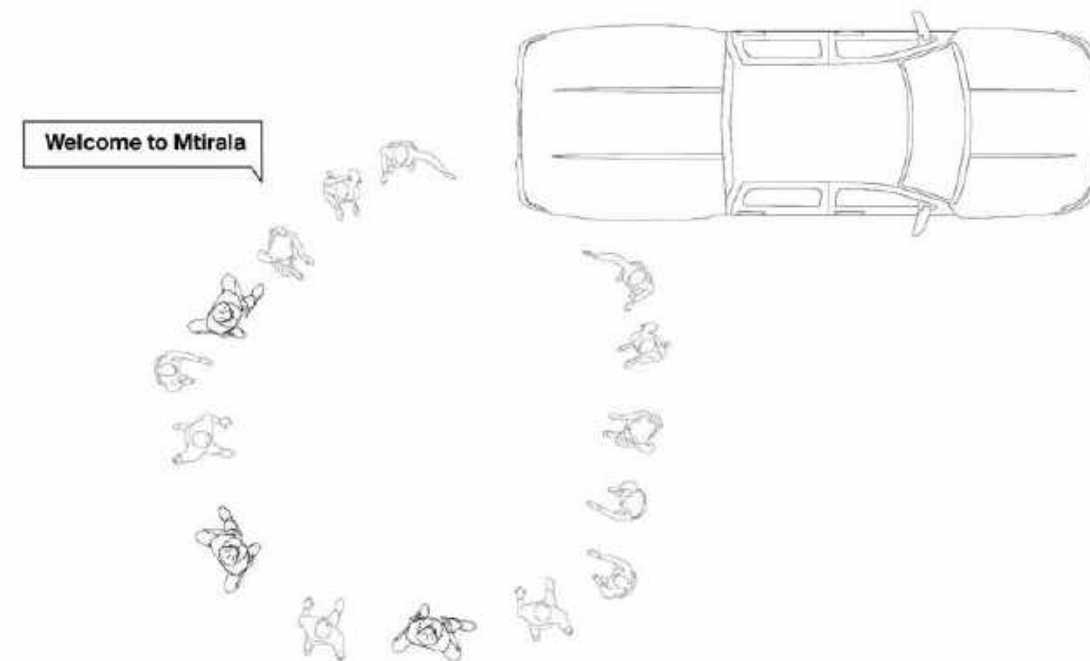
COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Impromptu meeting with representatives from the Tourism Department of Ajara Autonomous Republic

19/09/2022

Location: MNP entrance, near the potential viewpoint to Batumi

Tinatin Zoidze happened to be visiting the site with her staff at the same time as the project team. The chance meeting took place near the entrance to the park, where a potential location for a viewpoint intervention has been identified. She took the occasion to introduce herself and her team and welcomed the project team to Mtirala. She communicated the department's enthusiasm for the project and willingness to contribute.



Impromptu meeting with Tinatin Zoidze (Tourism Department of Ajara Autonomous Republic) and her staff

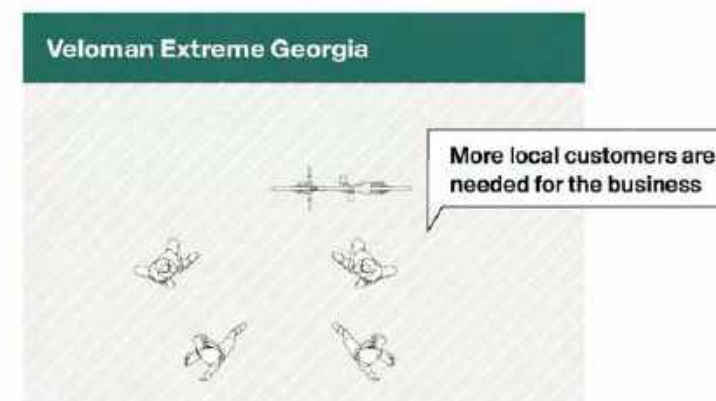
Discussion with the owner of mountain bike rental shop Veloman Extreme

20/09/2022

Location: Veloman Extreme, 116 Pushkin St, Batumi, Georgia

The owner of Veloman Extreme, a shop in Batumi, shared his experiences in the last 6 years that he has been working in Georgia.

- Need of trails in Mtirala for biking
- Medical services, that does not exist now is a huge problem.
- Lack of customers (as Ukrainian, he does not want to do service for Russian customers).
- Lack of local customers



Discussion with the owner of Veloman Extreme, Batumi

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS



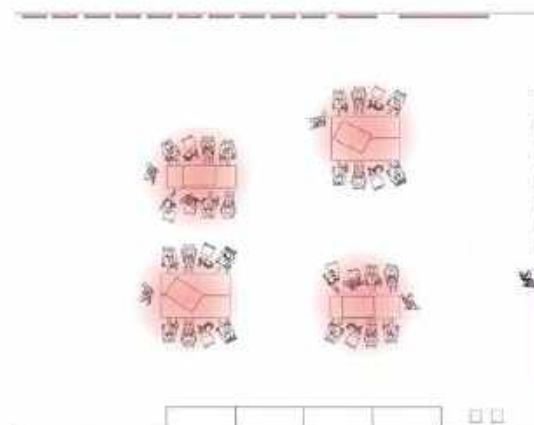
Meeting with community

11/10/2022

Location: Korolistavi School

The team presented the draft masterplan including all ideas for interventions.

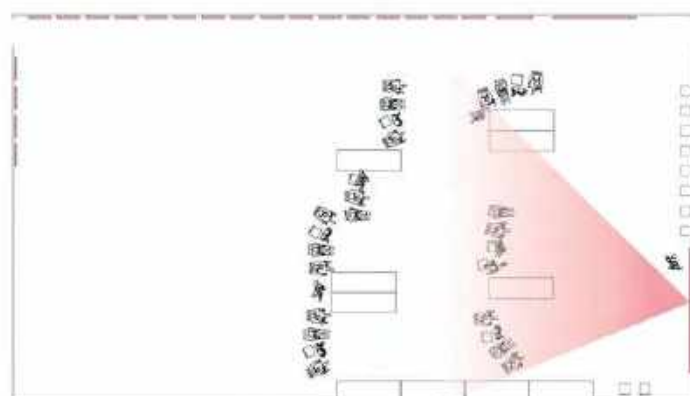
Afterwards all participants discussed in a World-cafe format (small group tables) on specific topics, such as mobility, services, infrastructure.



MEETING NOTES

MOBILITY, TRANSPORTATION

- Asphalted road to Mtirali (15 km section)
- Light car service by locals.
- Air crash (memorial) reachability
- Bypass from the village (4km) to the central road (capacity)
- Parking (at the old club site) in the village
- Cable car (Kvabish settlement) Mtirala mountain (Tskhinion starting point)
- Development of a bus line (for tourists, residents)
- Adjusting the schedule (from the centre of Batumi)
- Making an off-road road for quad bikes.
- Opening of boom barrier without permission (at least during specific hours)
- Paving the road every season is inefficient, washed out and expensive.
- Making a transport app in the future.



RURAL INFRASTRUCTURE

Heating/Hot water

- The village is gasified
- Central external water heaters (water + heating)

Local heaters (Karma)

- Email Energy-powered local systems (heating, hot water)
- wood stove (local)

Electricity

- Basic household needs (refrigerator, iron; washing machine)
- Air conditioning systems

Water supply

- Groundwater (own sources)

Contaminated water

- Insufficient pressure during the touristic season / Unstable pressure

Sewage

- There is no sewerage and as a result the groundwater is polluted

Drainage system

- There are no wells, it flows by itself.

Roads

- Faulty internal network
- Faulty infrastructure

Landslide

- Partially lit

Internet

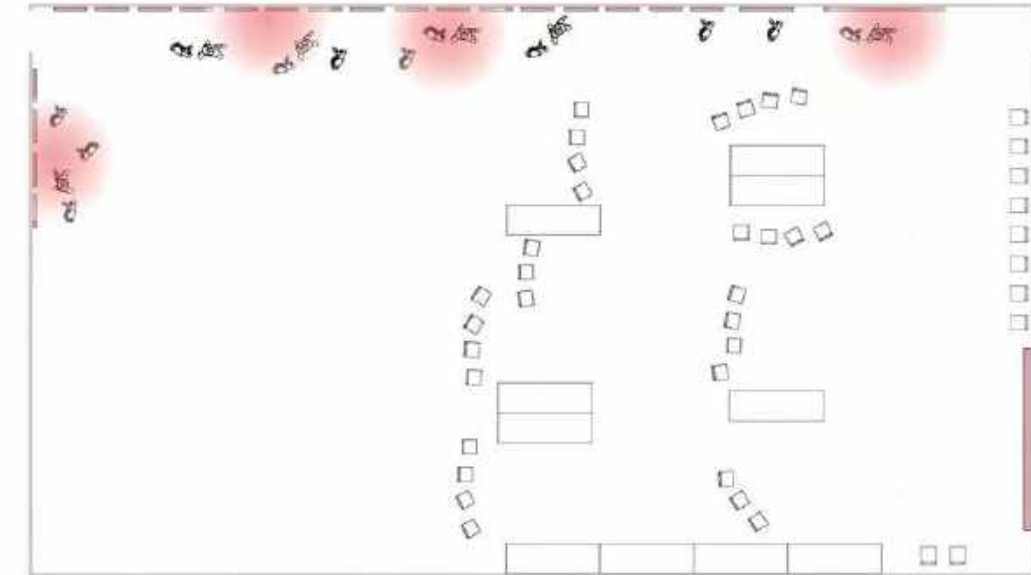
- Low coverage area (does not catch at all in the fallen areas)

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Eco-tourism paths

- Adding a route to Mtirala mountain from the village.
- The issue of the pedestrian bridge over the castle.
- Walking route with picnic area.
- Extension of the path to the river.
- Can be connected to Zundag trail.
- It is possible to move the checkpoint to the junction of the paths.



ACCOMMODATION, AGRICULTURE, FOOD SERVICE

Family hotels 10 units (can accommodate at least 70 guests)

Tourism product manufacturing services

Master classes:

- Baking bread
- cheese preparation
- Preparation of local dishes
- Honey and beekeeping
- Fishing

Hike:

- Mushrooms
- Blueberry
- Chestnut
- Chickpeas

Path development:

- In the direction of Tamar Castle
- Trekking at the mouth of Koroli Water River
- Restaurants and local handmade souvenirs

4. Cable car

5. Camp-ground & shelters

7. glamping / unusual eco-lodges

10 | 11 Trails network

15. Soviet base history signage

22. Visitor centre

6. Serviced Camp-site

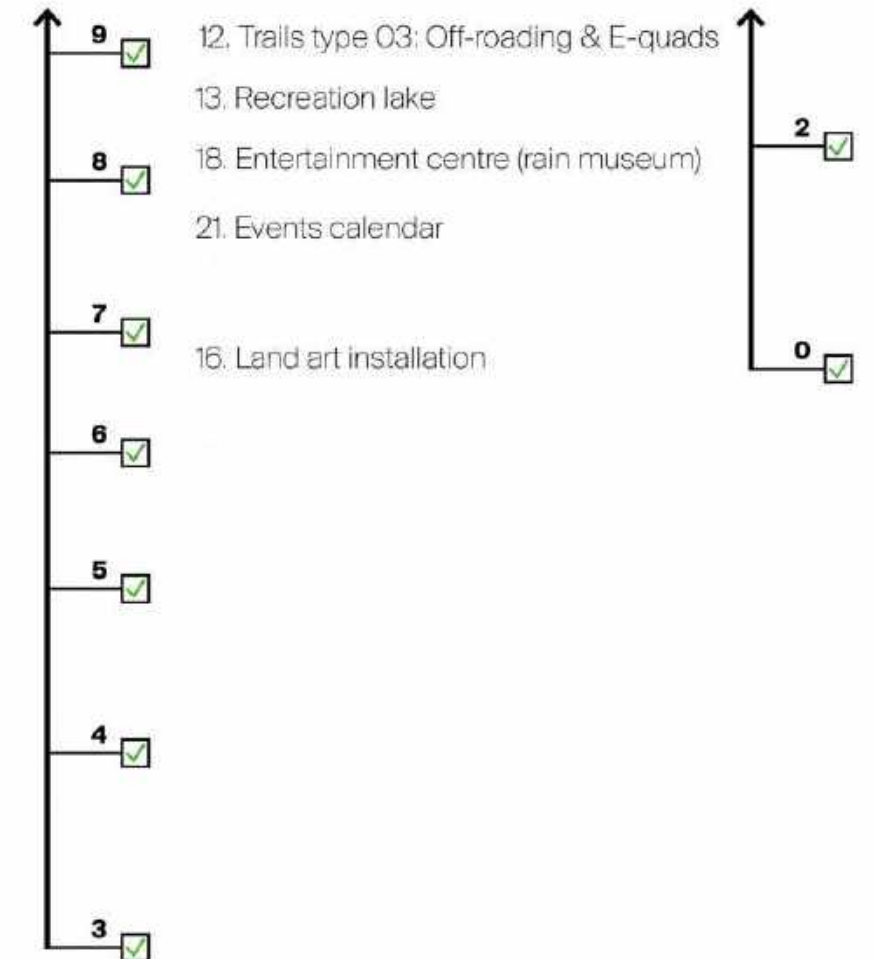
8. High-end resort

9. Food & beverage services

17. Winter festival

14. pop-up installations (insta spots)

19. Observation tower / treetop walk



LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

WORKSHOP RESULTS

4. CABLE CAR



9

5. CAMP-GROUND & SHELTERS



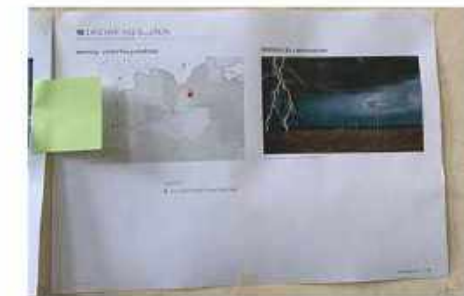
8

15. SOVIET BASE HISTORY SIGNAGE



5

16. LAND ART INSTALLATION



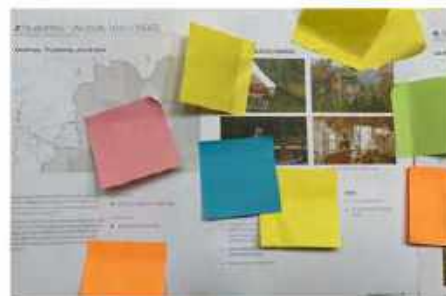
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6. SERVICED CAMP-SITE



5

7. GLAMPING / UNUSUAL ECO-LODGES



8

17. WINTER FESTIVAL



4

18. ENTERTAINMENT CENTRE (RAIN MUSEUM)



2

8. HIGH-END RESORT



4

9. FOOD & BEVERAGE SERVICES



4

19. OBSERVATION TOWER / TREETOP WALK



3

21. EVENTS CALENDAR



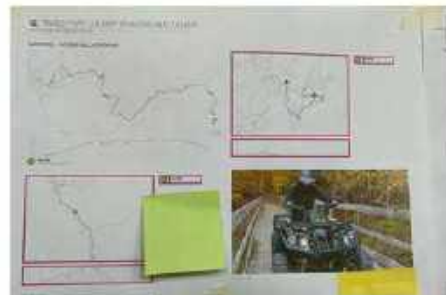
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10 | 11 TRAILS NETWORK



7

12. TRAILS TYPE 03: OFF-ROADING & E-QUADS



2

22. VISITOR CENTRE



6

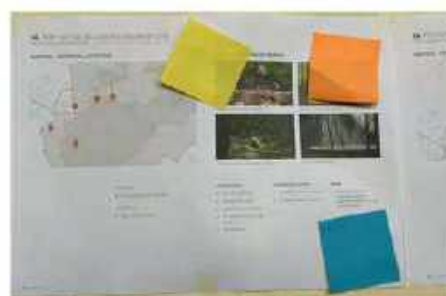
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13. RECREATION LAKE



2

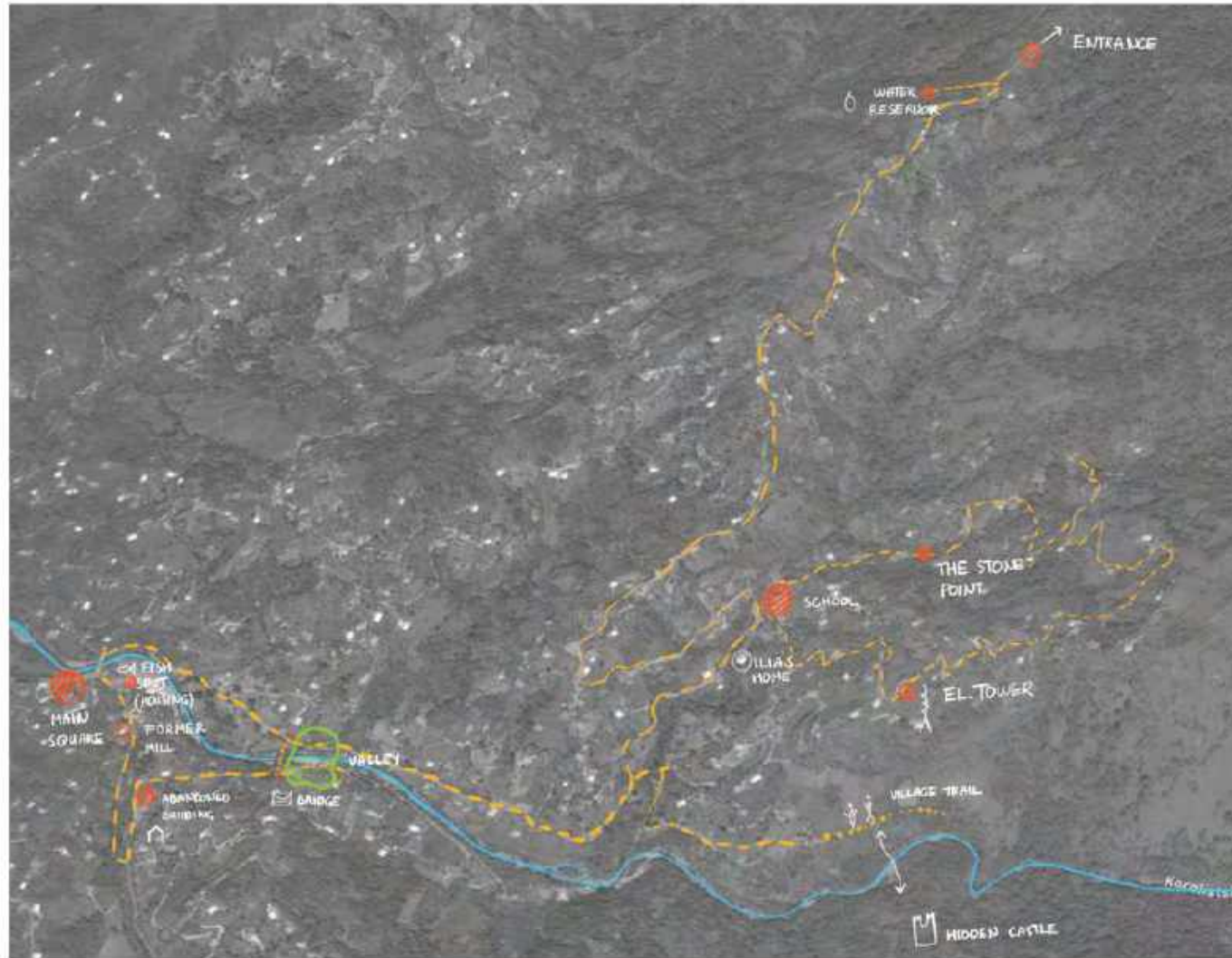
14. POP-UP INSTALLATIONS (INSTA SPOTS)



3

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS



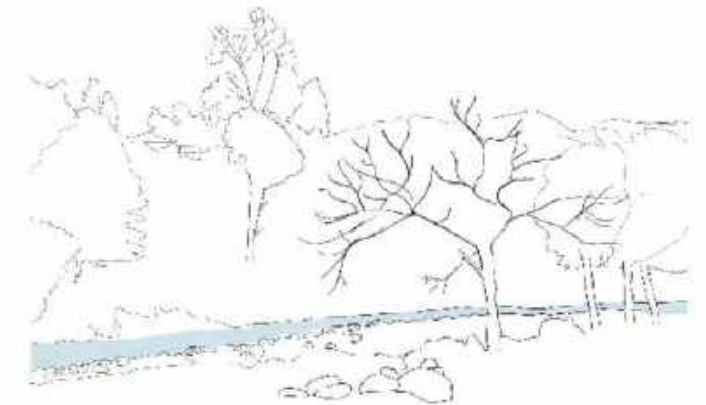
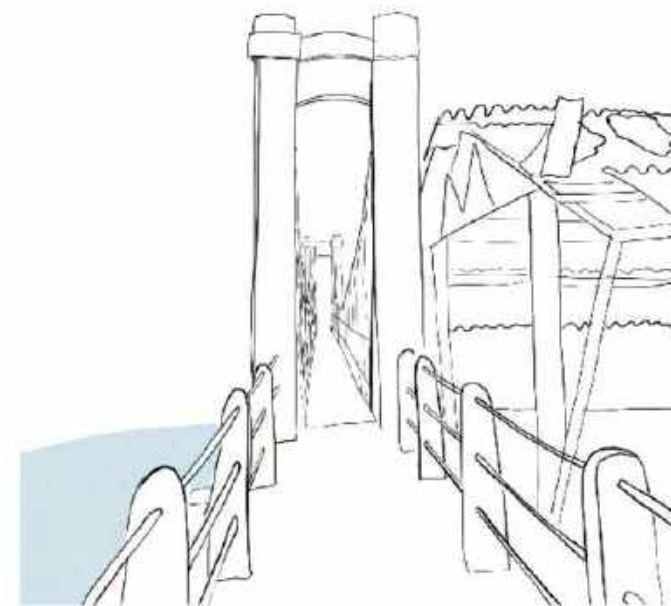
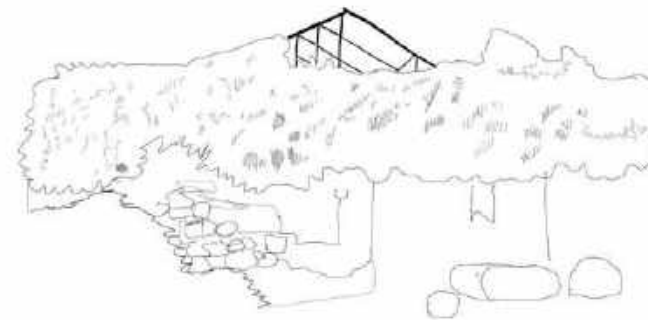
Site visits inside the village

11/10/2022

Location: Korolistavi village

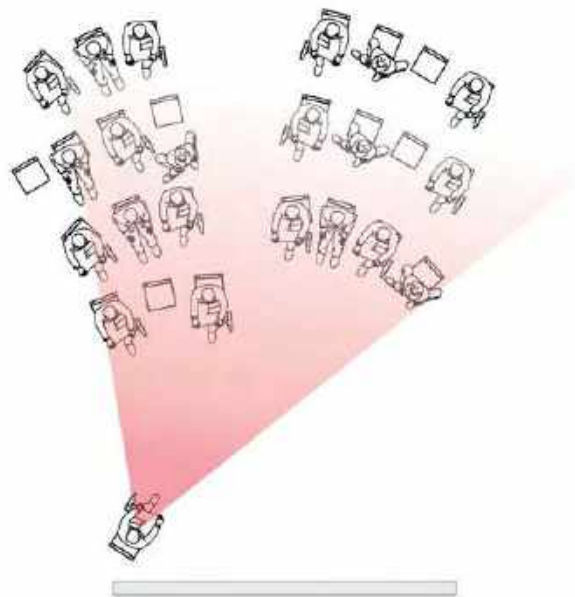
Under guidance of Mayor Rostom Pagava, the team visits a number of sites in the village. The main findings are:

- There is actually quite a lot of very scenic trails inside the village
- Trails inside the village are actually more attractive than inside the National Park (more narrow, more diversity of landscape and view)
- Many locals would like to expand their offer to visitors
- Leading paths along local houses offers multiple opportunities for hospitality offers.



LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS



MNP Steering Committee Meeting

Date: 12.10.2022

After CF presentation, Giorgi Kuridze, Director of MNP comments on some of the proposed interventions:

- The cable car is not allowed within the MNP territory. Building a cable car will not benefit the development of the rural community.
- New visitor centre should be in Ortabatumi or Korolistavi. It should be a strategic location not only for the park but also for the village.
- Although he likes the ideas presented related to rain, he explains that people simply don't visit the park when it's raining. Even the existing short trails are hard to visit when it's raining.
- He is sceptical about the new proposed trails, as he explains that the mountain bike and the off-road trail are not allowed in the protected area. He states that they're currently arranging new trails, with 3 new shelters.

- Regarding accommodation, he believes there shouldn't be an accommodation offer within the park as they don't want to compete with the village. Thus, he suggests we should focus more interventions on the village such as: accommodation, food, parking place and new small trails.

UNDP representative, Vakhtang Kontselidze thanks Martin for the presentation and gives his comments:

- He understands that the different stakeholders, for ex APA, Tourism Department, have very different goals and ambitions. He explains that their goal is to match all the different stakeholders, by finding different alternatives, for ex: not a cable car but an open bus like the one in Botanical Garden.
- Furthermore, he acknowledges that the government's goal is to also attract private businesses in the area.
- He states that by 2025, 300.000 visitors are expected to visit MNP.

Tobi Gessler asks Giorgi Kuridze question about the 4 meter wide road, which he noticed while mountain biking in the park. Giorgi Kuridze explains that they had to build the road for it to be used only in case of emergencies.

Mayor of Korolistavi gives his comments on the presentation and discussion:

- Ortabatumi is a good location for the new visitor centre.
- A lot of money has been already invested for the gas supply in the village. Currently there are a lot of villages who don't even have gas supply. Thus, it wouldn't be fair to invest even more money in this village, only to put the gas supply underground.

- Regarding the community, we saw in today's meeting that they are starting to understand the concept of eco-tourism. They stopped asking for their former land back, as they understand now that they can get income from tourism through different ways, not only through accommodation.

Martin Sobota thanks everyone for their comments and for joining the discussion. Regarding trails he states that in his opinion there is a lack in the existing offer. He asks Giorgi Kuridze if he sees a potential in focusing in proposing shorter trails.

Giorgi Kuridze answers:

- Yes, but in your maps it's difficult for me to imagine how the trails would look. I need to understand the landscape better.
- When it comes to arranging new trails, it shouldn't be a very easy decision. 1st we would need more rangers, to clean and maintain the trails, and to manage the people, because many of them get lost in even the existing trails.
- We are also making new trails ready. For example, the Korolistavi to Keda trails is ready but now the trajectory is changing because we found an easier road.
- Also, we planned a new trail that connects Mtirala-Chakvistavi-Kintrishi. This trail will be ready in 2023. In 2024 we will have a better understanding of the number of new visitors, if there is interest to build this new trail and maybe then we can decide on other trails.
- Maybe in the future, yes there will be a need for new trails but for now I think it's important to focus on the rural development first.

LEGISLATIVE AND INSTITUTIONAL FRAMEWORK OF THE AREA

COORDINATION AND INVOLVEMENT PROCESS WITH STAKEHOLDERS

Meeting with public

15/11/2022

Location: Town hall in Korolistavi

MEETING NOTES:

- Presented trails in the village - all acceptable also interpretation and business ideas around it.

Participation and involvement:

- community would like to be a part of tourism planning and management system, one of the members are even ready to provide land for visitor center and also they are ready to invest in suitable transportation and mobility items

Readiness to cooperate:

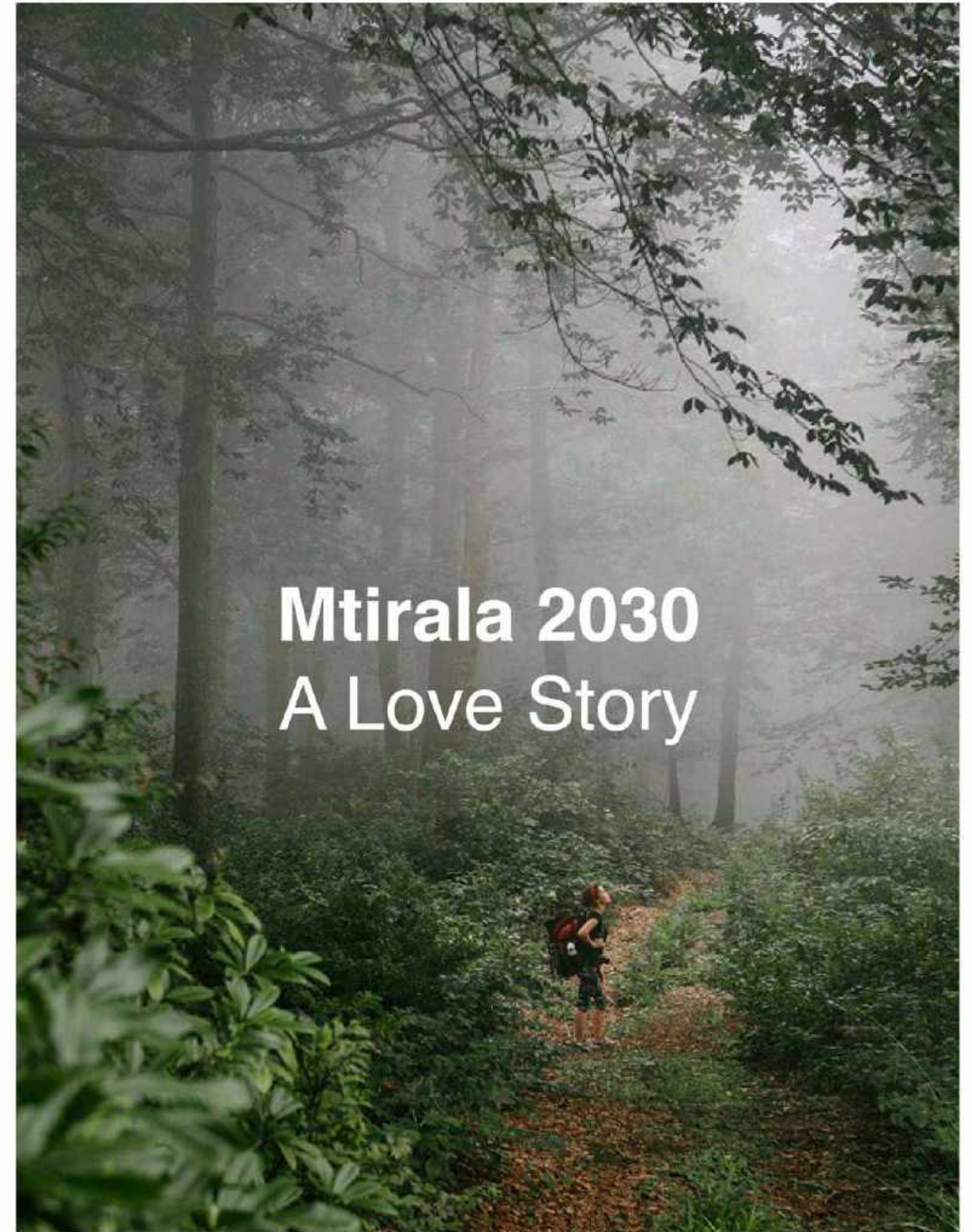
- Generally they would like to be a part of association but they need definitely guidance how to establish and manage it

Access to the funds:

- they would like to have access to the funds, at least to know how to write proposal where to find grants and etc.

Knowledge and Capacity building:

- All kind of trainings regarding the product is interesting for them in hospitality and restaurant management, guiding services and wine tourism



9. AGENCIES AND PARTNERS INVOLVED

Main contributors for collecting baseline information are national governmental departments and agencies, local governments, private sector, NGOs, professional associations and local communities. The main idea of stakeholders' involvement is to develop cooperation between the stakeholder and the project team for assuring successful project outcomes.

Stakeholder mapping of the current project is a collaborative process of research, debate, and discussion. This method is used to analyse, identify and evaluate stakeholders to communicate and formulate their current and future impact. In the end, using multiple perspectives the key list of stakeholders across the entire stakeholder spectrum will be determined.

IDENTIFICATION:

Government: Stakeholders were identified based on the central, local and specific governmental bodies according to their relations and influences on tourism.

NGO/Professional associations: Professional associations that unite tourism service providers and have members in the target areas.

Donor Organizations: Donors and projects, who work actively in tourism and in the target areas or in the region.

Analysing: to analyse stakeholder's contribution value, legitimacy, willingness in engagement, influence and necessity of involvement, different profile meetings were conducted. At these meetings specific knowledge and information were exchanged, also project team asked the participants how they saw tourism product development and themselves in this project.

CENTRAL GOVERNMENT



Agency of Protected Areas



Georgian National Tourism Administration

DONOR ORGANIZATIONS



UNDP



CNF

LOCAL GOVERNMENT



Tourism Department of Ajara Autonomous Republic



Keda Municipality



Khelvachauris Municipality



Ministry of Agriculture of Ajara AR



Administrations of Mtirala National Park



Forestry Agency of Ajara AR

NGO



Mtirala and Machakhela Protected Areas Friends Association



Nacres



Local NGO Mta- Bari



Local Conservation center

EDUCATIONAL



Batumi University

Identification of stakeholder organizations

AGENCIES AND PARTNERS INVOLVED

Overall, approx. 20 stakeholders were identified at different levels and different communication channels are used such as personal meeting, online meeting, phone conversation and workshop.

Following subjects has been discussed among the stakeholders:

1. Assessment of Tourism Value Chain-Gap Identification

Almost all of them agrees that tourism has been developed only on Chakvistavi and not around the whole National Park, concentrated and increased demand has downgraded the quality of service.

There is lack in the proper interpretation and diversification of the tourism product, but alternative directions in tourism development from local and central government has been identified differently, Mount Mtirala because of amount of rainy days has been seen as weakness and as opportunity from different stakeholders.

2. Last three years' projects conducted in the project area

All stakeholders have been asked to provide information about all projects and events conducted in tourism direction or related spheres. Information about entrance fee elaboration from Chakhvistavi entrance, about trail development, about biodiversity research has been collected and reflected in the baseline information.

3. Possible Vision for development of tourism product

Relation and understanding of tourism product is very different among stakeholders, for some of them it means conceptual infrastructure with multifunctional services, for another trails with basic recreational infrastructure, for locals it means mainly permit on building huts and created services just like in Chakvistavi.

However this is a subject for further discussion.

CENTRAL GOVERNMENT



Davit Iosebashvili
Head of Agency
Toma Dekanoidze
Deputy Head



Tamar Maisuradze
Head of small infrastructure and product development department

LOCAL GOVERNMENT



Tinatin Zoidze I
Head of Department
Tamar Kaikatsishvili I
Deputy Head



Roland Beridze
Mayor



Zaza Diasamidze
Mayor

NGO



Gulo Surmanidze
Chairwoman



Kakha Artsivadze
Board member



Zurab Manvelidze



Jimsher Mamuchadze
Director

DONOR ORGANIZATIONS



Irakli Goradze
Project Coordinator



Tea Barbakadze
Project Coordinator



Giorgi Kuridze
Director



Temur Kushubadze

EDUCATIONAL



Izolda Machutadze
Professor

Identification of stakeholder organizations representatives

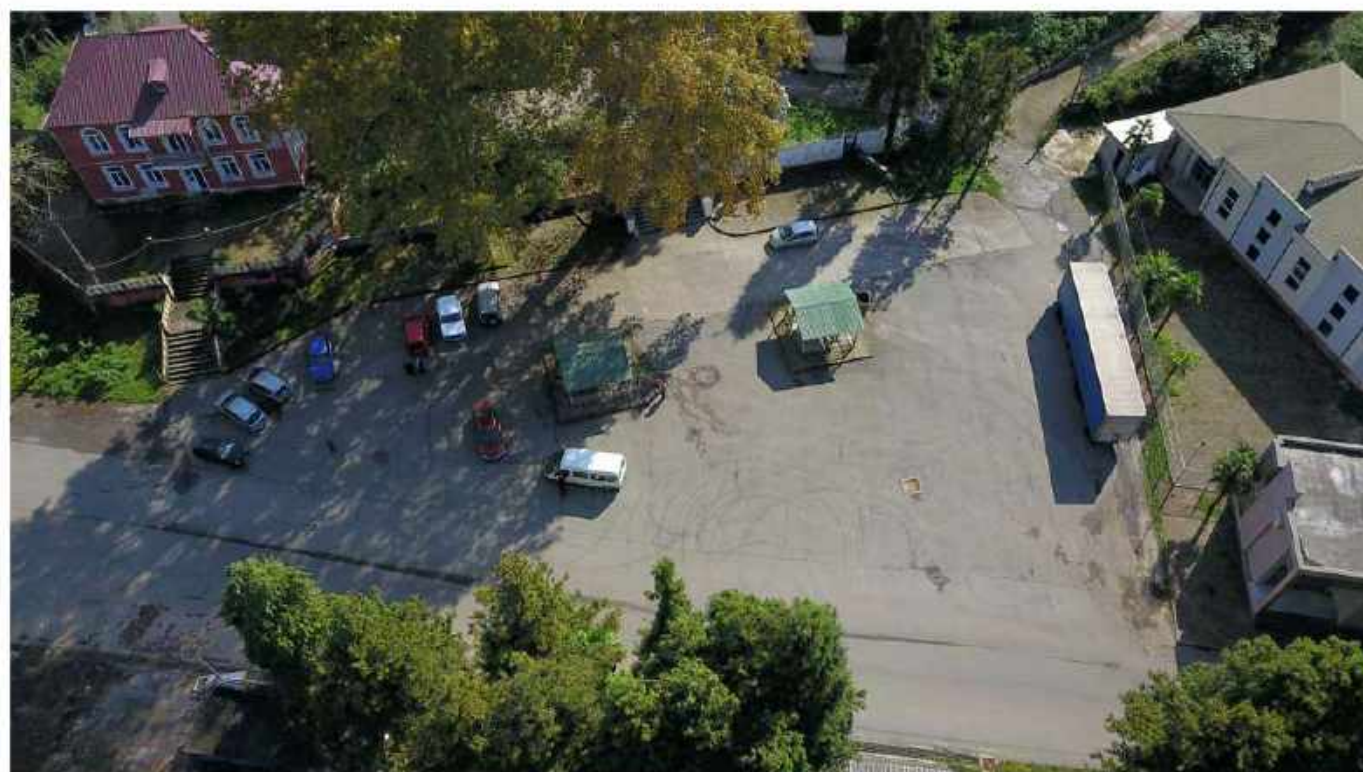
10. EVALUATION AND MONITORING PLAN

MEASURING PROGRESS AGAINST 2025 AND 2030 AREA DEVELOPMENT PLAN GOALS

The following table provides an evaluation and monitoring plan to measure the progress of the project against the **Goals set for 2025 and 2030**:

1. Authentic, high quality, year-round touristic products and services based on the country's nature and rich living culture are developed.
2. Local people actively provide ecotourism services and benefit from them. The inclusion of local communities in the ecotourism development sustains its resources.
3. Marketing and communication meet the demands of the ecotourism target markets and fosters high environmental awareness of the visitors.
4. The sources for ecotourism - the country's nature and rich living culture - are long-term preserved.
5. The management of ecotourism on all levels follows an multisectoral, interdisciplinary and participative approach based on national legislation.

Measurable criteria has been proposed to analyse the process of the Area Development Plan in 2025 and in 2030.



		Indicators		
		Baseline (2019)	2025	2030
Goal 1	Length of marked hiking and educational trails (km)	1551 km (68 trails)	1,722 km (78 trails)	1,822 km (88 trails)
	Nb. of ecotourism tour packages (per year)	3-4	50	75
	Nb. of ecotourism branded services and products	No data available	4	6
Goal 2	Nb. of beds in guest houses qualified for eco-tourism	0 (of 26,403 beds in guest houses)	1,300 (5% of existing beds)	2,600 (10% of existing beds)
	Nb. of persons (foresters, rangers, locals) trained in environmental education and / or guiding	38 (rangers, visitor service specialists , natural resources specialists)	70	90
Goal 3	Nb. of <u>international</u> media coverage per year with the accent on eco-tourism services and products in Georgia	No data available	10	15
	Nb. of visitors in national park visitor centers	1 199 011 visitors (including natural monument's visitors)	1,500,000	1,900,000
	Nb. of visitors in TICs	TICs: 329,653 (308,291 international, 21,362 domestic)	360,000	400,000
Goal 4	Size of areas with eco-tourism-related management plans outside of protected areas (km ²).	19760 ha	353 982 ha	387781 ha
Goal 5	Nb. of ecotourism management plans	1+ 12 in protected areas	4+ 20 in protected areas	9+ 20 in protected areas

EVALUATION AND MONITORING PLAN

MEASURING SUSTAINABLE TOURISM

An evaluation and monitoring plan is proposed to support the implementation of the area development plan. Criteria and indicators for monitoring ecotourism sustainability in Mtirala National Park are suggested, followed by the frequency of reporting and the person responsible for its evaluation. The following evaluation and monitoring plan criteria are being proposed to monitor ecotourism sustainability using a multidisciplinary approach, covering the following aspects: **social, environmental, ecological, cultural, and economic.**

To be able to carry out this evaluation one person will be designated from each of the suggested programs: 1) Tourist infrastructure; 2) Ecotourism; 3) Marketing, and promotion, and 4) Conservation and biodiversity. These actors will be the ones responsible for carrying out the evaluation and monitoring of the criteria suggested in the following table.

Sustainable tourism takes a holistic approach, where it seeks to be ecological responsible, socially compatible, cultural appropriate and economically viable for the hosting community. For these reasons proposing a set of indicators for monitoring ecotourism sustainability is indispensable.



Aspect	Criteria	Indicator	Person/ Program responsible for evaluation	Frequency of evaluation	Related programs
Social	Education affairs and public awareness	No. of trained local people	Eco-Tourism program responsible	monthly	-Eco-Tourism
		No. of education workshops	Eco-Tourism program responsible	monthly	-Eco-Tourism -Marketing and Promotion
	Tourist satisfaction	No. of conflicts between tourists and local people	Marketing and Promotion program responsible	6 monthly	-Eco-Tourism -Marketing and Promotion
		No. of tourist visits per year	Marketing and Promotion program responsible	monthly	-Eco-Tourism -Marketing and Promotion
Environmental	Conservation of natural resources & biodiversity	Diversity of plants and wildlife	Conservation and Biodiversity program responsible	yearly	-Eco-Tourism -Conservation and Biodiversity
		Extent of protected area	Conservation and Biodiversity program responsible	yearly	-Eco-Tourism -Conservation and Biodiversity
	Conservation of soil & water resources	Amount of erosion & sediment	Conservation and Biodiversity program responsible	yearly	-Eco-Tourism -Conservation and Biodiversity
		Amount of contaminated materials in water	Conservation and Biodiversity program responsible	yearly	-Eco-Tourism -Conservation and Biodiversity
Cultural	Maintenance of heritage & cultural heritage	Maintenance and management of local architectural buildings	Tourism infrastructure program responsible	yearly	-Tourism infrastructure -Eco-Tourism
		Measures to protect traditional agriculture	Eco-Tourism program responsible	yearly	-Eco-Tourism -Conservation and Biodiversity
Economic	Economic benefit from tourism	No. of people employed in tourism	Eco-Tourism program responsible	yearly	-Eco-Tourism
		Revenue generated	Eco-Tourism program responsible	monthly	-Eco-Tourism -Tourism infrastructure
		Revenue spent in the area	Eco-Tourism program responsible	monthly	-Eco-Tourism
	Sustaining tourist satisfaction	Perception of value for money	Eco-Tourism program responsible	monthly	-Eco-Tourism

11. ACTION PLAN

The following 3-year action plan is structured based on the 4 development programs suggested to carry out this project:

1) tourist infrastructure

2) eco-tourism

3) marketing and promotion

4) biodiversity and conservation program.

Actions and subactions to achieve the goals of each program are proposed. For the implementation of each action we suggest:

1) year of implementation;

2) actors involved;

3) resources needed.

Later on, these actions are mapped into a timeline to give an idea about the sequence of the implementation. Important to highlight is that the Monitoring and Evaluation will be carried out at different stages during the whole process.

The table below gives an overview of the main objectives in a 3-Year Action Plan of Development Master Plan of the Area. You will be able to add to the Action Plan in the following editable link:

<https://docs.google.com/spreadsheets/d/1AX7yYkregM2byqJt2QEAguoTvDNcxbuM-MWNEIjaOs/edit#gid=1033895369>



12. ANNEXES

ANNEX 01: 3-YEAR ACTION PLAN

ANNEX 02: ARCHITECTURAL DESIGN

ANNEX 03: TOURIST TRAILS

ANNEX 04: BOQ

ANNEX 05: TRAILS COST ESTIMATION

ANNEX 06: TRAILS MARKING TABLE

ANNEX 07: MOUNTAIN BIKING TRAILS

ANNEX 08: FINANCIAL PROJECTIONS

GPX files for trails:

<https://www.dropbox.com/s/2q5cc7haruj3yn8/Nut-Pickers-trail.gpx?dl=0>

<https://www.dropbox.com/s/qscsgax1npigej8/Night%20hiking%20trail%20.gpx?dl=0>

<https://www.dropbox.com/s/yx6gnczydro8g9q/Circular-Hiking-Trail.gpx?dl=0>

<https://www.dropbox.com/s/omyI5zve65tia1d/ADVENTURE-COGNITIVE-TRAIL.gpx?dl=0>

