



New Online Platform for Those Travelling to Akhalkalaki

Discover Akhalkalaki with its attractive nature and landmarks using the new <http://travelakhalkalaki.com> online platform that was created with ENPARD financial support.

The website brings together information regarding interesting routes for tourists and uses Google maps to simplify travelling in the Akhalkalaki Municipality. Tourists travelling to Akhalkalaki will get information about local hotels and traditional dishes via the platform.

The website operates in three languages – Georgian, English and Russian. According to Shogik Raisyan, the creator of the platform and the founder of the Wonderful Life non-governmental organization, they will also add the Armenian language in order to attract more tourists to the area.

The creators of the online platform considered the modern requirements of such a venture and paid particular attention to taking and posting high-quality photos and videos.

It is unbelievable that someone sees pictures and videos of Lake Tabatskuri, Lake Paravani and Lake Kartsakhi and still does not wish to travel to Akhalkalaki to see the sights and taste the local cuisine.

The platform's creators procured high-quality photo and video cameras and drones with the EU's financial support.



Employees: 3 locals
Total budget of the project: GEL 36,824.94
EU share: GEL 31,387.47
Co-financing: GEL 5,437.47



“Within the project, we have also been able to purchase a computer, a laptop and a tablet as well as rehabilitate the building where we work and so we are ready to provide service to the tourists here at our office as well. We have made maps of Akhalkalaki and placed e-versions on the platform. We are going to print maps in the form of a booklet and we will hand them out to tourists who visit our office.





“The platform has become quite popular overseas as well. A lot of people contact us and plan visit to our municipality once the restrictions caused by the pandemic are lifted. Even Georgians are expressing their interest, too. They get information regarding the nature and the cultural heritage of the Akhalkalaki Municipality from the platform,” said Shogik Raisyan.

Mr Raisyan expresses his gratitude towards the EU, GIPA and the LAG for enabling him to implement his idea. He believes that this online platform will promote the Akhalkalaki Municipality and make it popular among Georgian and foreign tourists and so the touristic potential of the municipality will increase.



The initiative has been financed by the European Neighbourhood Programme for Agriculture and Rural Development (ENPARD) through the project of promoting new approaches in Rural Development in Akhalkhalaki.

Project is being implemented by the Department of Rural Development and Vocational Education (DRDVE) of the Georgian Institute of Public Affairs (GIPA). Project Partners are Mercy Corps, Elva – Community Engagement and West Cork Development Partnership.

The European Union supports agriculture and rural development of Georgia through the programme of ENPARD, which has been implemented in Georgia since 2013. The total budget is 179.5 mio EUR. The main goal of the ENPARD is to reduce the rural poverty. The main priority of the first phase of the program was to support agricultural development, whereas the main aim of the second and third phases is to promote economic opportunities and capacity building of people living in the rural areas. For the additional information, please follow the link: www.enpard.ge