



Winter Tourism Development

It has been 30 years since Vladimir Khachatryan got involved in the hospitality business, running a restaurant and a hotel. The touristic potential of Samtskhe-Javakheti is gradually increasing and so he made a decision to extend the business and constructed a three-floor hotel. The hotel has already hosted Russian and European tourists. He also built two additional cottages at his own expense.

“I heard about the LAG around this time. I was told that touristic projects were in high priority in terms of financing. LAG staff members supported us a lot. They explained everything in details and gave us all of the necessary documents. Considering their recommendations, we drafted a project outline which was financed and four comfortable mansard-type rooms were added to the hotel,” said Vladimir Khachatryan.

Vladimir Khachatryan is not only engaged in hotel management but also works as a guide for tourists where he uses snowmobiles, purchased with EU funding, to take visitors to the Javakheti Mountains. He also created a touristic route which starts in Tbilisi and goes to Tsalka where tourists are able to visit the Dashbashi Canyon and the Temple of Berta. Lake Paravani is another stop on the route.



Employees: 4 locals
Total budget of the project: GEL 91,500
EU share: GEL 65,000
Co-financing: GEL 31,000

“Some of the tourists go fishing at Lake Paravani while others enjoy horseback riding. The Poka Monastery impresses our guests the most. Tourists can taste handmade chocolate, honey, jam and its most important product – its cheese which is prepared in a unique manner. All of the products are produced by the nuns,” said Mr Khachatryan.





The touristic route continues to Akhalkalaki where guests visit the ancient stronghold and the church. Vladimir Khachatryan has plenty of other plans and ideas which he intends to implement. He hopes that once the pandemic is over, things will go back to how they were in the first place.

“Tourists from different countries of the world will still visit us, we will explore the Javakheti Mountains with the snowmobiles, visit the Poka Monastery and organize a fishing tour to Lake Paravani. We will leave our guests with unforgettable memories and impressions so that they will come back again,” he said.



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