

The image shows a rustic wooden interior, likely a traditional Georgian kitchen or storage room. The walls and ceiling are made of dark wood. Various items are hanging from the ceiling, including a large wooden wheel, a woven basket, and a string of red chili peppers. A large wooden wheel is prominently displayed in the foreground. On a wooden table, there are several items, including a woven basket filled with white flowers, a metal bowl, and a small pot. In the background, there are more wooden shelves and a large wooden wheel. The overall atmosphere is warm and traditional.

# Agritourism in Georgia



## Visiting organic farms

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Photos: ELAKNA





## Unique winemaking tradition in Georgia



# Marani – wine cellar

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**CULTURAL ROUTES  
GEORGIA**



Android iOS

# Popularization of artisan food and wine



# Recognition of the importance of food heritage



# Adding value to traditional products of regional origin



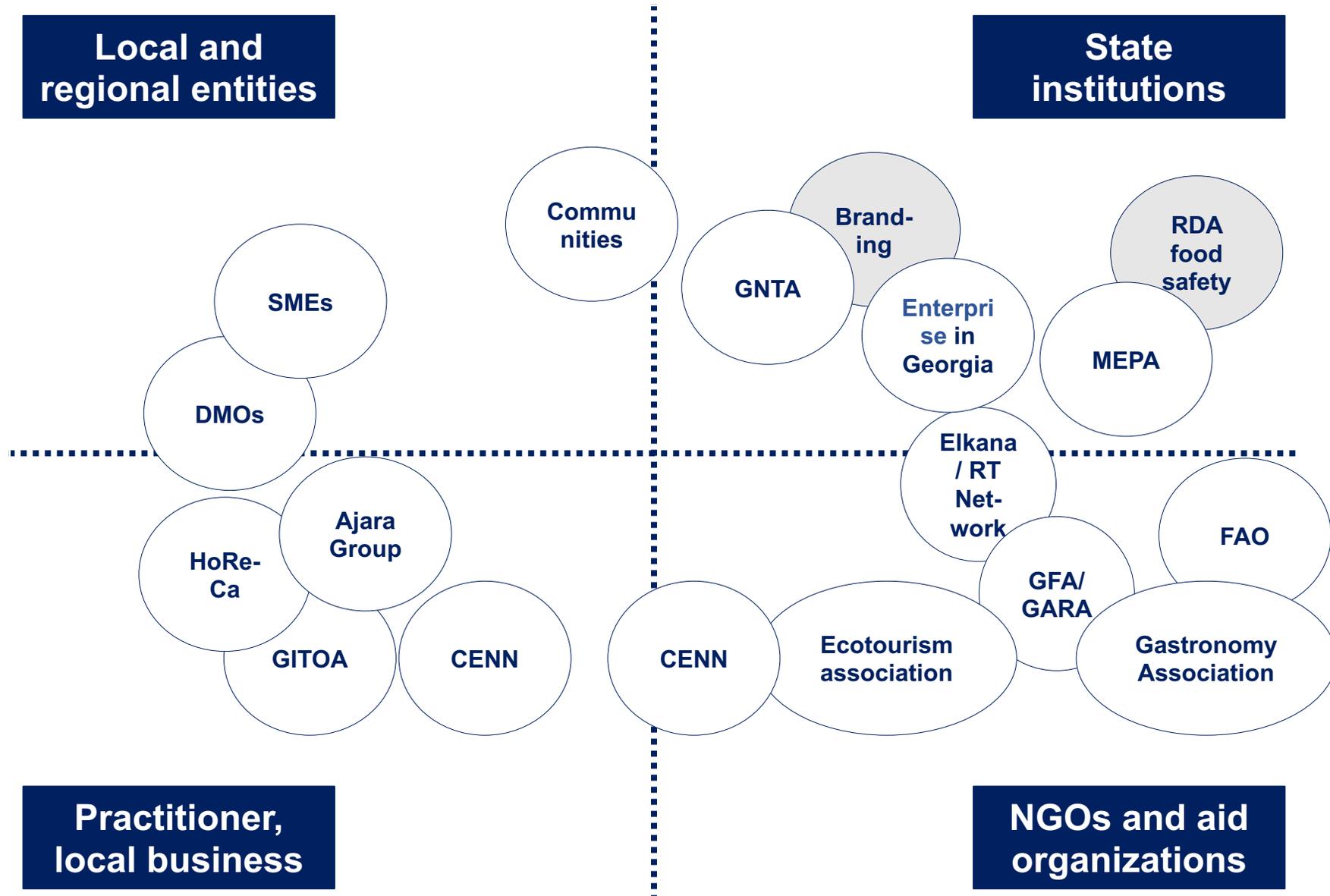
A scenic view of a mountain village. The foreground shows a cluster of stone buildings with various roof colors (red, grey, blue, green). Several prominent stone towers with crenellated tops are scattered throughout the village. The middle ground features rolling green hills. In the background, majestic snow-capped mountains rise against a blue sky with wispy white clouds. The overall scene is bright and clear, suggesting a sunny day.

## Revitalization of rural mountain areas



Giving new life to places

# Stakeholder mapping





## ***Vision for Agritourism Development in Georgia***

By **2030** Georgia becomes significant Agritourism destination in the Caucasus region based on **resilient and competitive agricultural production systems rooted in a rich living culture**. Agritourism in Georgia is marketed as an exceptional high-quality experience and product-based offering distinct to the country and unique from other countries in the Caucasus region. Agritourism in Georgia contributes significantly to the diversification of the rural economy and the creation of short supply chains of local products and services. Agritourism benefits local communities and supports income generation. At the same time, it raises environmental awareness and sustains resources while showcasing an authentic experience to both tourists and locals. This is achieved by promoting the traditional life, cultural landscape, recreational and outdoor activities, resilient agricultural production systems, unique products and gastronomic adventures, specific to the particular regions of the country.



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