

# TUSHETI GUIDE

## Final Report

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Project: Tourism in Tusheti

**Giorgi Bakuridze**

**12/25/2011**

**Project title:** Tourism in Tusheti

**Village or area of activity:**

Akhmeta Region, Village of Omalo in Tusheti; Akhmeta Region, Village Kvemo Alvani

**Name of Project Leader:** Giorgi Bakuridze

In the grant proposal of project “Tourism in Tusheti”, Tusheti Guide proposed three goals that would improve the living conditions of the local population of the Tusheti Region:

- To inspect 26 guesthouses according to the “SUN” requirements. This process would give an objective evaluation of each guesthouse, support competitive pricing of guesthouses, and improve the final product for the visitor. The inspector would also teach the Project Director how to inspect the guest houses.
- Supporting the development of information access through the creation of further marketing materials which include booklets, guest house catalogues, an informational stand, and an informational banner;
- With the purchase of computer, the Tusheti Tourism Association “Tusheti Guide” would train 26 guest house owners in computer basics, internet skills, and how to increase their marketing potential through internet based marketing and email;

The goals have been achieved by implementing the following activities:

On September 19 the executive director of Friends of Tusheti Protected Areas and Manana Gigauri, the expert of Bio Farming Association ELKANA went to Tusheti, to make an assessment of guesthouses. From September 19 to 25 have been assessed and categorized 23 guesthouses. On this stage, one guesthouse was given “One Sun” category; four guesthouses were given the standard category; five guesthouses have minimum standard requirements; 13 guesthouses do not meet minimum standard requirements.

**NOTE:** In project proposal, it was written that would be assessed 26 guesthouses but instead of 26 have been assessed 23 guesthouses. That happened because those three guesthouse owners were not in Tusheti for that time and the guesthouses did not function during that period.

Those guesthouse owners, who did not have minimum standard requirements at their guesthouses, were given instructions about the quality standards. They all have the expert’s contact details and can call her any time and get information or suggestions they need.



On September 28-29, the association's executive director bought the computer and other accessories in Tbilisi.

From November October 27 to November 27, had been delivered the computer trainings to guesthouse owners in village Qvemo Alvani. During the trainings they learned following programs: Microsoft Word, Excel and PowerPoint. In addition to that, they also learned how use the e mail.

Initially it was decided to have the trainings for 26 guesthouse owners but only 8 guesthouse owners attended the computer courses; the others did not attend the courses because some of them were not in the village that time, and other said that they had already passed the similar basic computer courses.

The guesthouse owners, who attended the computer classes and got relevant skills, will use this knowledge and skills in their future work to have the direct contact with the tourists and tourist agencies.

Those who have not passed the trainings and will need to get new computer skills, Giorgi Bakuridse, the project leader, who is also the director of "Tusheti Guide" will be happy to give instructions.

Guest house owners can always use the computer which is placed in Visitor centre in Qvemo Alvani.



The project director together with the expert of ELKANA made the layout of brochure "Welcome to Tusheti". The brochure then was designed and published at "Tori +" publishing house (1000

copies). Have also been prepared, designed and published the information stand, information banner and information leaflets (2000 copies) about the guest houses at publishing house Domba. All these materials will be used by Tusheti Guide for marketing activities, mostly at exhibitions to attract more visitors.

## **Annex #1**

### Computer Training Program and list of the beneficiaries

On October 17, 2011 started computer classes for guest house owner. There were formed two groups of four people attending the trainings during two weeks.

The two week program covered the following topics:

#### Introduction:

1. Getting to Know Computers
2. Understanding Operating Systems
3. Understanding Applications
4. Being able to use a mouse to interact with elements on the screen
5. Being able to use the computer keyboard
6. Being able to shut down the computer properly after use

#### Computer Programmes:

1. Microsoft office Word
2. Microsoft office Excel
3. Microsoft office PowerPoint

#### Internet

Being able to use Yahoo and Google search systems

#### E- Mail

1. Being able to open the e mail account
2. Being able to open the e mail and send the message

#### List of the training participants:

1. Nani Arshaulidze Guest house "Keselo"
2. Lamzira Gotaidze Guest house "Strolta"
3. Ekaterine Abaloidze Guest house ,"Qomito"
4. Nana Bakuridze Guest house ,"Kekhi"
5. Vazha Sabalaidze Guest house ,"Tusheti"
6. Nugzar Idoidze Guest house ,"Tushuri Koshki"
7. Marika Otiuridze Guest house ,"Dartlo"
8. Pati Mishidze Guest house "Sargiri"

