Journal of Philosophy and Linguistics
Research Article Peer-review, Open Access

Agrotourism in region of Kakheti

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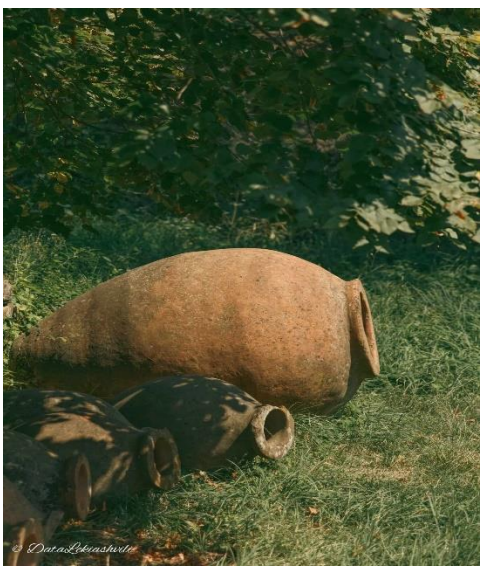
Abstract

It is hard to find another region in the world, where such diversity of landscapes, ecological zones and unique cultures is gathered, as in Georgia.

Today, agrotourism is successfully developing in our country, and the main emphasis in this area is on wine tourism. The word "wine" comes from the Georgian language. There are sufficient resources for the development of wine tourism in the homeland of the vine. The basis for this is the unique geographical location of Georgia. It is widely known that out of 2000 grape varieties in the world, 500 are Georgian. The place of wine in tourism is determined by the resources and opportunities available in the country. It is a part of culture and disposable income for different countries of the world.



Wine is part of Georgia's heritage, which includes architecture, poetry, song, and religion. Wine is a symbol of rebirth, wealth and abundance. Georgia has more original grape varieties (more than 500) than any other country in the world. The mild climate and humid air caused by the Black Sea create the best conditions for the development of winemaking and viticulture in the country.

Key words: agrotourism, wine, wine tourism, vine, Kakheti, Kakhuri wine, historical city of Telavi, wine festival.

Discussion: "The homeland of wine" - this is how they talk about Georgia as the ancient homeland of wine. It should be noted that the first cultivated vine in the world can be found in

Georgia. Kakheti is leading in Georgia with grape and wine potential, foreign tourists have tasted Kakhuri wine more than once. Kakheti actively attracts tourists coming to Georgia with its versatile, interesting historical sights.The climate in Kakheti is temperate, transitional to subtropical, with hot summers and moderately cold winters. Winds are not so frequent here, vineyards are planted at an altitude of 250-800 meters above sea level. [2, 3]. Therefore, the climate plays an important role in the development of grape culture in the region.

Kakheti is the most important region of Georgian winemaking, tourists who come here can fully feel the strength, tenderness, depth and unforgettable taste of Georgian wine. The best wines of our country are produced in Kakheti, and the wines here will compete with the most recognized wines of the world. [2, 3]

The country has great potential for the development of wine tourism. The history of Kakheti winemaking begins in the century before the new era and is still the most important branch of the region's economy. Georgian wineries are mostly concentrated in Kakheti. Tourists are offered various services here: wine tasting, production process, Georgian traditions, in specially prepared ethnographic corners. It is also possible to taste wine in traditional Georgian families, where tourists can taste wine made by Kakhuri technology in old cellars and try Georgian cuisine.

The mechanism of the wine tour is simple but impressive, it involves tasting the wine where it was pressed and fermented. Many gourmets travel specially to the country and specifically to the place where the wine "lives". The whole charm of wine tourism is in its complexity - if you get to know the geographical place, history, culture, people, traditions, see vineyards, wine cellars, taste the traditional food of a particular country, get to know the people who pressed this wine.There is no analogue to the traditional Kakhuri wine technology. Among the Georgian wines, Kakhuri wine expresses the characteristics of the soil the most.

The Kakheti side has enough potential to be involved in wine tourism. The Kakhuri wine made in the peasant manner is in no way inferior to the well-known branded wines. It is rich in tannin and has healing properties.

Currently, there are already small hubs for the development of wine tourism in Kakheti. Where tourists can visit open and closed wine cellars throughout the year, taste wine, take part in the harvest, press grapes, prepare tartar and remove churckheles, taste traditional Kakhuri dishes.

There is a wine cellar in a rock-cut tunnel in the Kvareli region, which maintains a temperature of 14 to 16 degrees at all times of the year. Georgian wines are still aging in the warehouse. Tsinandali al. In Chavchavadze's estate there is a 19th century wine store with an ancient wine collection. The oldest drink - "Polish honey" dates back to 1814.

I would like to introduce you to the old historical city of Telavi, which is the administrative city of Kakheti. Telavi is a city in eastern Georgia, at the foot of the north-eastern slope of the Gombori ridge and on the Alazni plain. The first settlement appeared in the territory of the current Telavi in the Late Bronze Age, developed in the Hellenistic Age, and in the Late Antiquity, a city-type settlement was formed on its base.

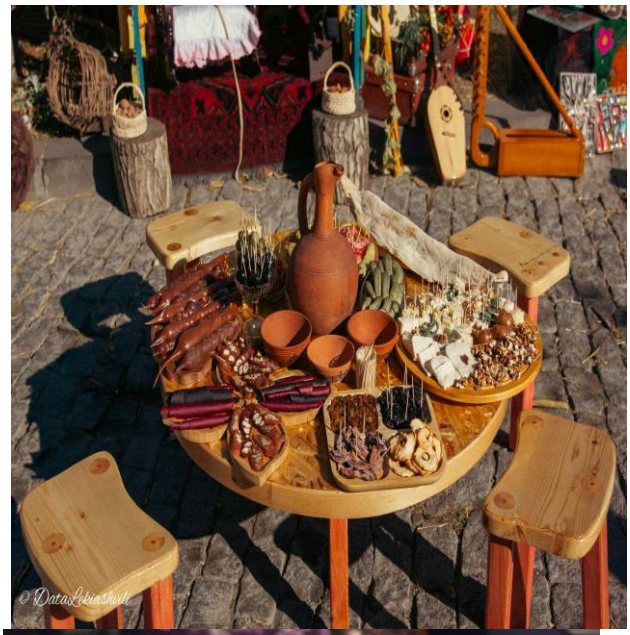
Georgian sources mention Telavi from the 11th century, when it became the center of the Kakheti-Hereti principality. In the 12th century, it was one of the important cities of Georgia with developed trade and crafts. Trade and caravan routes passed through Telavi.

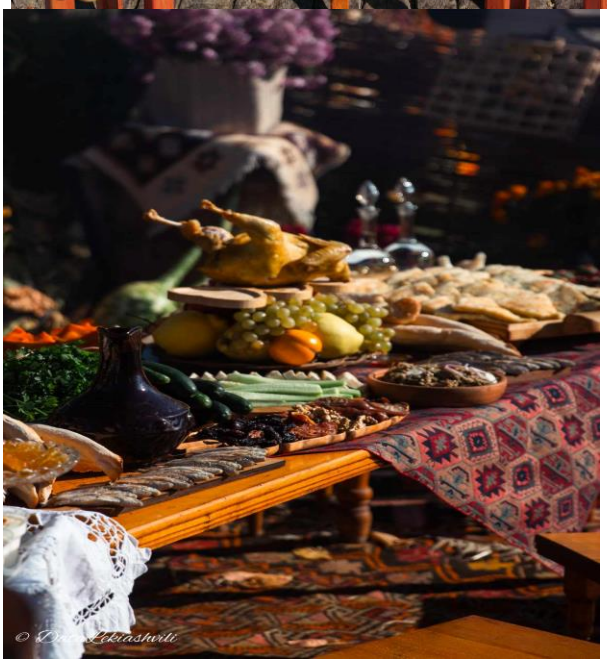
The historical city of Telavi in Kakheti has great potential in terms of tourism development. The individual street or alley of the city carries a certain history and culture. Here, the architectural monuments of the ancient times and the modern, sophisticatedly designed buildings are side by side, which brings admiration to foreign visitors. {1}

Tourists coming to Georgia never leave Kakheti unattended, therefore it is desirable to make the city look attractive. Telavi, the oldest city of Kakheti, is a mixture of ancient historical heritage and modern infrastructure. Old neighborhoods, old houses with courtyards, small alleys, old churches and historical walls are imperceptibly or visibly transformed into modern designed buildings, colorful facades. {1}

With the support of the regional administration of Kakheti, "Wine Festival" and "Chacha Festival" have been held in the sunny city of Telavi in autumn for several years. These festivals are followed by "Erekleoba", which is held in honor of the birthday of the great king Erekle II on November 7 every year. Because the city is the throne city of King Erekle. Companies represented at festivals and local artisans present their products. These are wine pressed by them, chacha, cognac, as well as handicrafts and traditional Kakhuri dishes. In particular, shoti breads, hachapuri, Gudi cheese, khinkali and barbecue.

The local population is also actively involved and makes an important contribution to the successful development of wine tourism. Tourists have the opportunity to taste the wine pressed in the family using the ancient Kakhuri technology. Folk concerts and theatrical performances are held with the participation of local ensembles.





The festival is a festival of colors, the streets of the historic city are decorated in various colors and many funny faces give this day even more color. Many visitors visit the city on this day. Ancient historical monuments and modernity come together. The festival is distinguished by such diversity.

We can confidently say that our country is currently a very important area for the development of wine tourism. Because wine, including traditional Kakhuri wine, is an important part of our country's culture.

With the active development of wine tours in our country, in particular in Kakheti, tourists will have the opportunity to enjoy a great diversity of climatic zones - from the subtropical conditions on the coast to the mountain peaks covered with eternal snow and from the moderately humid Mediterranean type climate to the dry continental climate. Tourists will have the opportunity to get to know the great variety of rich cultures in the amazing harmony of the modern style and the past, which is a synthesis of ancient fortresses, towers and churches with modern architecture.

Conclusions: Wine tourism is the best way to get to know the country. The list of countries

participating in wine tourism grows every year, where Georgia also actively participates. Almost every country produces wine, but there are wines in the world that are worth traveling from one end of the country to the other to taste.

Wine tourism, in addition to the process of picking, pressing, winemaking and bottling, includes visiting churches and monasteries and Georgian table. There are almost no obstacles to the development of wine tourism in our country. The object of wine tourism should be the Georgian himself. A Kakheli winemaker involved in tourism should be familiar with the traditions of other regions. The main essence of tourism lies in the satisfaction of tourists and the desire to see that place again.

The fact that Georgia is a country where people "cultivated and domesticated" the wild vine is scientifically substantiated. The fact that the gravestones of Georgian heroes and even the chairs of the patriarchs are decorated with bunches of grapes is worth noting. Kartvili's mother herself is holding a glass of wine in one hand. Georgia can use the resource in the form of unique grape varieties for good. In our country today, we have quite a large potential to actively engage in wine tourism.

The development of wine tourism in Kakheti will significantly expand and strengthen the economy of the region, increase the employment rate of the local population, and make the Kakheti traditional winemaking culture more known outside the borders.

Come, visit us and discover the small historical town of Telavi, which will surely be remembered by its variety and Kakhuri hospitality.

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