



საქართველოს განათლების,
მეცნიერების, კულტურისა და
სპორტის სამინისტრო

Cultural Routes of Georgia Criteria for Certification

All projects of cultural routes must meet the criteria below. Each project along the route should tell the story, which is based on the chosen topic and which is revealed throughout the route. The theme of each route should also include the indicated priority activities.

Each project should include an appropriate spatial index to determine the scale of the route:

- Local level (in a specific region of Georgia);
- National level (across the country);
- European level (if the applicant needs or intends to increase cooperation with other countries)

I. The theme of the cultural route must meet the following criteria:

- It should reflect the history, memory, identity, heritage, cultural traditions, tolerance of Georgia and contribute to highlight the cultural diversity of Georgia;
- One of the tasks should be to present the historical and cultural value of Georgia and should include at least one region of Georgia;
- Promote to create new initiatives and innovative projects in the field of cultural tourism and sustainable development of culture;
- Promote to create new tourism product for different groups of the society or popularize the existing one in cooperation with travel agencies and operators.

II. Priority activities of cultural routes:

Cooperation in research and development

- To promote Georgian culture, including cultural heritage, traditions, art, etc. To gather scattered knowledge, as well as to reveal the common values of Georgian culture;
- Encourage different types of cultural cooperation, both at the public and scientific levels;
- Encourage research and interdisciplinary analysis, both theoretical and practical.

Presentation / promotion of memory, history and cultural heritage of Georgia

- applicants should present the tangible and intangible forms of Georgia's cultural heritage, explain their historical significance and emphasize the similarities and differences in the regions;
- The legislation of Georgia on cultural heritage and environmental protection, as well as the charters, conventions and recommendations of international organizations ratified by Georgia on the restoration and protection of cultural heritage, landscape and spatial planning should be taken into account;
- Should present sites of lesser known cultural heritage for Georgian and foreign tourists, particularly in rural areas, as well as in industrial areas undergoing economic restructuring;
- promote raising of awareness among the public, about perception of the importance of cultural heritage, the need to increase knowledge about protection and preservation of the cultural heritage.

Cultural and educational workload for young people

The Cultural Route project should include cooperation with various levels of educational institutions to engage young people in cultural route activities.

Contemporary Art

- Promote the development of activities and creative projects aimed at revealing the connection between cultural heritage and contemporary art;
- Should present innovative and creative directions of contemporary art, as well as visual arts, performing arts, crafts, architecture, music, literature and etc.

Cultural tourism and sustainable development of culture

- Actively use printing, broadcasting and electronic communication tools to raise public awareness;
- Promote cooperation between cities and villages, as well as between developed and underdeveloped regions;
- Promote cooperation between public and private tourism organizations, to develop common tourism product.

III. Cultural Route Network:

The initiator of the project should establish a multidisciplinary network:

- It should be a conceptual framework that includes research conducted around the topic of cultural route and unites different stakeholders;
- Have legal status;
- Must have a complete program, goals, methods, partners, participating regions (currently and in the future) and, in general, short and long-term plans for program development;
- Identify partners, participants and other stakeholders;
- The regions/ municipalities involved in the project should be indicated;
- Must present detailed action plan and information on additional financial resources available within the project (if any);
- Identify and implement indicators of cultural route activities to assess socio-economic impact.