Commoditization of Intangible Cultural Heritage in Georgian Mountainous Regions: The Positive and Negative Effects

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The desire of visitors to experience the ‘real’ culture has brought into question the authenticity of the tourist experience. In some developing world locations the provision of cultural artifacts and performances has become packaged for convenient consumption by visitors. Such commoditization has contributed to challenges concerning the authenticity of the tourist experience.

The commoditization has led to pseudo-events that share the following characteristics: they are planned rather than spontaneous; they are designed to be performed to order, at times that are convenient for tourists; and they hold at best an ambiguous relationship to real elements on which they are based.

*Introduction*
Caucasus International University, Tbilisi, Georgia
10-Day Expedition in Pshavi: 25 July - 4 August, 2016
The expedition has been initiated by Caucasus International University Chancellor, Vakhtang Tsivtsivadze.
Caucasus International University
10-Day Expedition in Pshavi

GOMETSARI
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GOGOLAURTA
MUKHO - places of worship and cemetery
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UDZILAURTA “Iremtkalooba”
“The eagle of the Georgian poetry”.

Every year in July Georgia celebrated Vazhaoba, an event dedicated to Vazha-Pshavela, an outstanding Georgian poet and writer. He was born in 1861 in the village of Chargali, in Pshavi. He lived in Chargali and worked like other peasants. In particular, he plowed the land, took care of the cattle and hunted. Vazha was highly appreciated and respected by the mountain people. His unique poems and tales were created during the long winter nights in Pshavi. Vazha discovered and understood the secret of the nature as none of the Georgian writers managed.
Vazha-Pshavela (ვაჰა-ფშაველა) 1861-1915

In the best of his epic compositions, Vazha-Pshavela deals powerfully with the problems raised by the interaction of the individual with society, of humankind with the natural world of human love with love of country.
“vazhaoba”

Every year Vazhaoba is celebrated in Chargali Village. On this day, Vazha’s poems, rhymes and tales are read, folk dances are performed and contest in wrestling is held in the yard of his house.
“vazhaoba”
“vazhaoba”
Fencing - ავზთარი

[Images of people participating in a fencing event]
“vazhaoba”
Hosting with home made beer
Handicrafts offering
Yazha Pshavela T-shirts for everyone. There is a huge selection of unique Yazha Pshavela tees (we're talking about millions of cool-looking designs printed on T-shirts for women, men and children). With so many, it's simple to find that one-of-a-kind tee that expresses your personality. There are shirts in different styles, color, and sizes. It is easy to customize and design your own custom Yazha Pshavela shirts!
Thank you!