

9th International Conference for Cultural Tourism in Europe
INTANGIBLE HERITAGE:
INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE
TOURISM DEVELOPMENT

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**Georgia's Traditional Winemaking Method
and Enotourism Potential**



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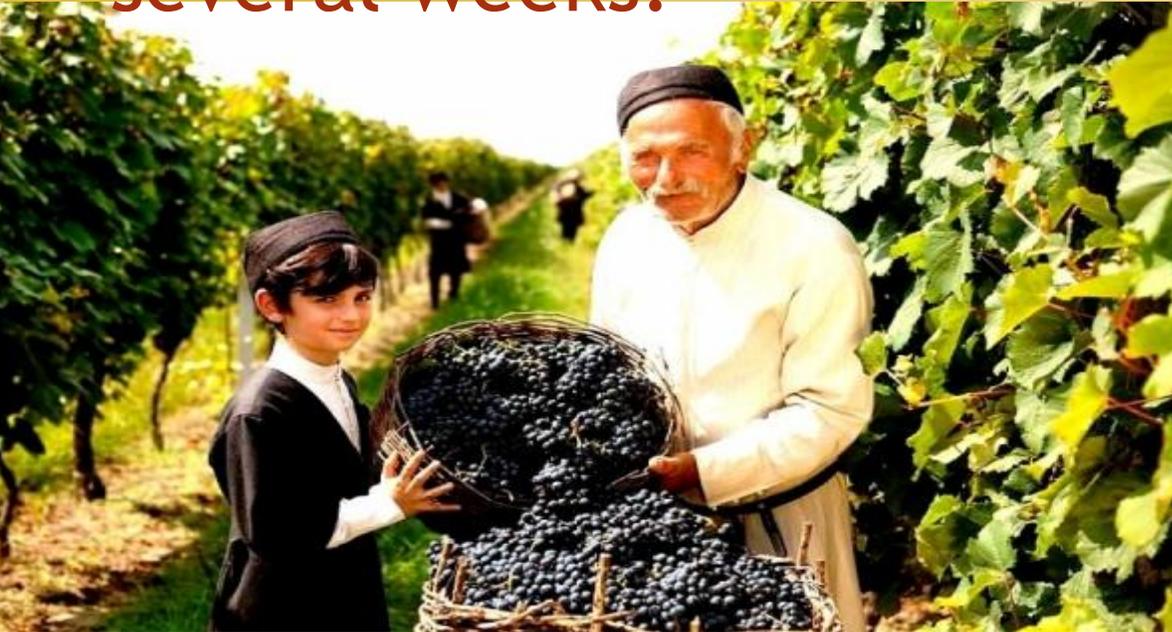


History of winemaking is tightly intertwined with history of Georgia and dates back to 6,000 B.C. Here, tending to vineries, harvesting grapes and making wine is a tradition as old as the country itself

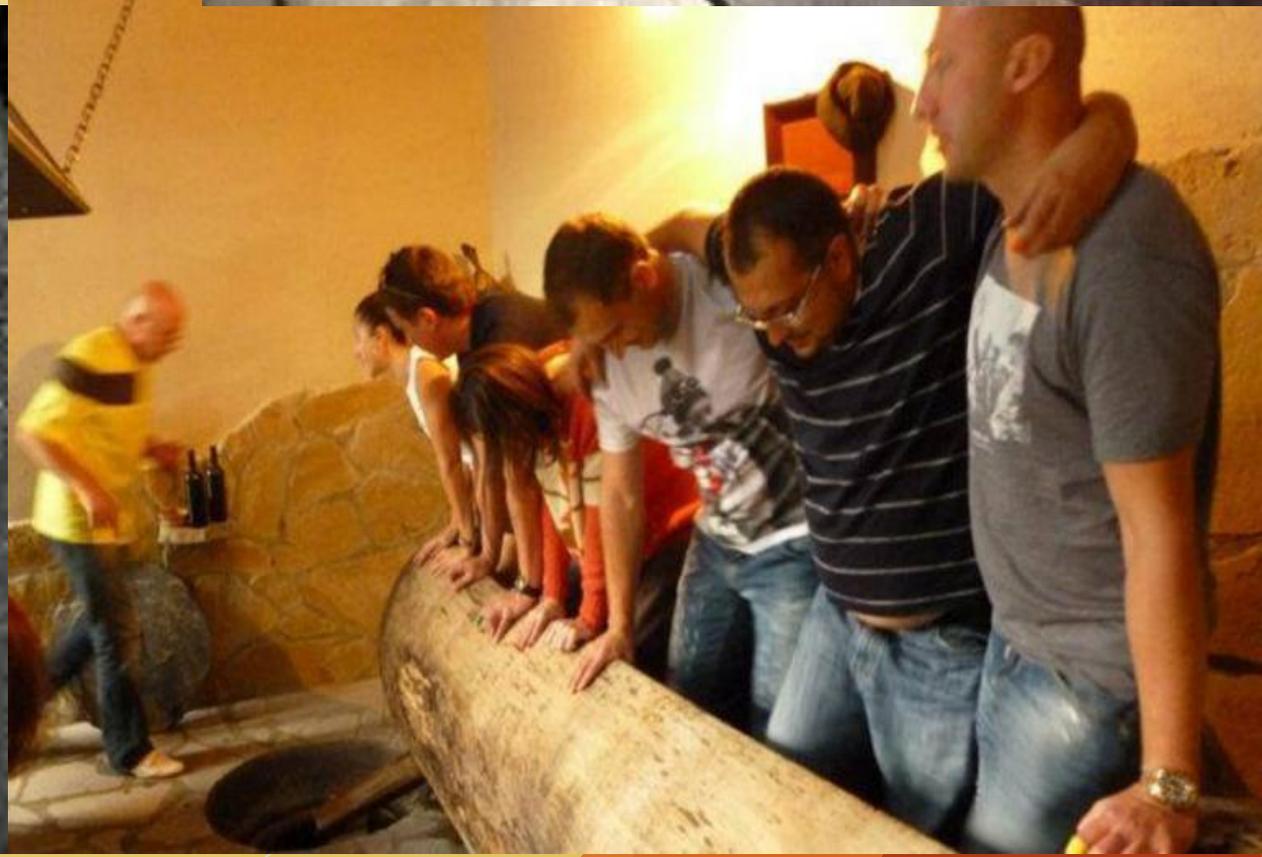


The statue of bronze man (height 7.5 cm) was found in Vani region (Georgia) excavation. It is a man sitting in the arm-chair with a drinking-horn in his right hand. One has the impression that he is proposing a toast. The period of this statue's origin is considered to be VII-VI centuries BC.

In Georgia, the grape harvest is called **rtveli**. It begins in autumn, by the end of September, and lasts for several weeks.



In some regions of Georgia, harvested grapes are still crushed using a wooden basin called - satsnakheli



Georgia's traditional winemaking method of fermenting grapes in earthenware, egg-shaped vessels has been added to the world heritage list of the UNESCO

<http://www.unesco.org/culture/ich/en/lists#2013>



The large earthenware vessels traditionally used to ferment grapes in Georgia are called **qvevri**. They are typically buried in the floor of the cellar or **Marani**



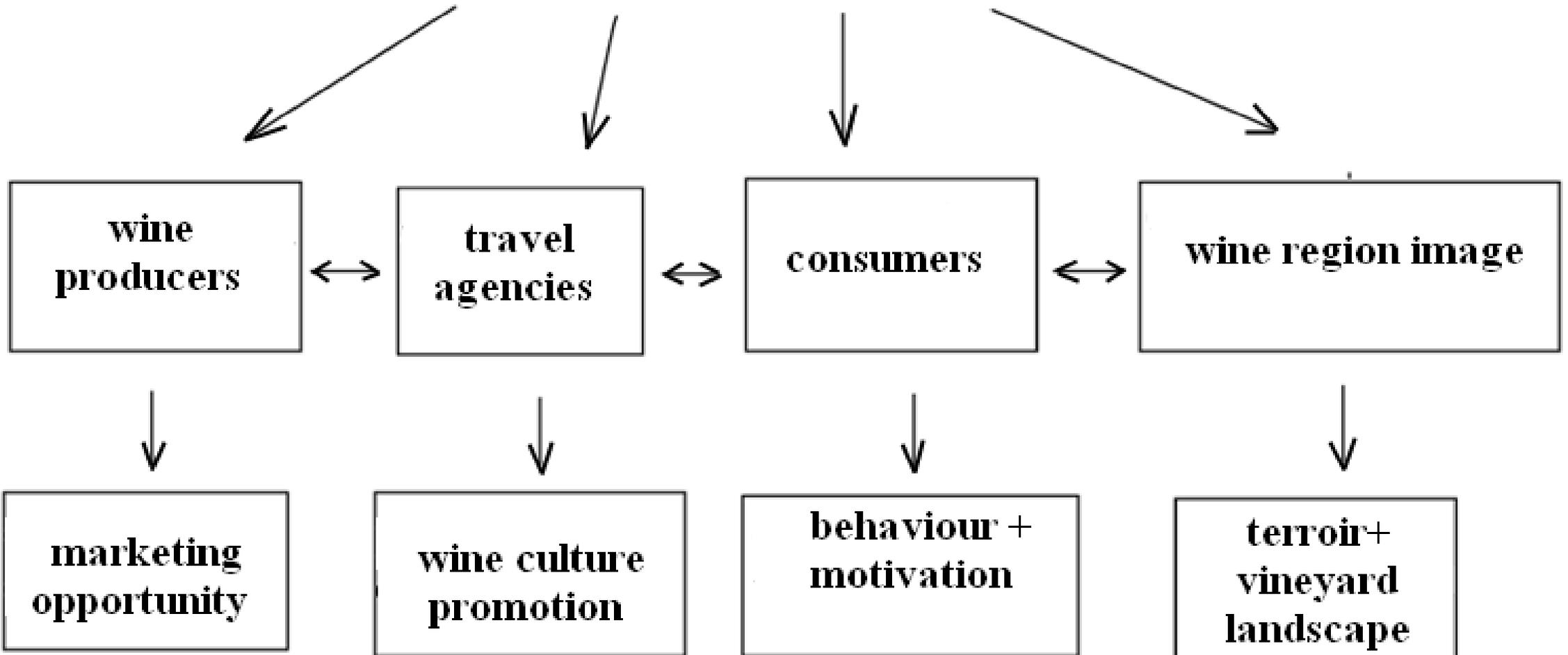
There are three main technologies of wine production in Georgia: European, Kakheti and Imereti.

When grapes are pressed together with seeds and branches, the outcome is a thick mass, which is poured in special crocks called kvevri, and kvevris then are dug into the ground for 3-4 months. This is the **Kakhetian technique**. After the liquid had been fermented in kvevri, they decant the juice out of it. Taste of this wine is tart and full.

Kakheti wines have higher percentage of antioxidant-polyphenols.

Imeretian way of winemaking combines both, European and Kakhetian approaches. Grapes are not cleaned from skin and seeds, but twigs are removed. The liquid mass is not fermented too long as in Kakhetian technology, only 2-3 months. Such wines are of higher acidity, slightly tart and have a smooth taste.

WINE TOURISM





It is already the seventh occasion that the Georgian Wine Club proudly hosts the *New Wine Festival*, with the goals to promote Georgian wine internationally, to increase wine awareness in Georgia and help improve the overall consumption culture.



1st UNWTO Global Conference on Wine Tourism



September 2016
Georgia



1st UNWTO Global Conference on Wine Tourism

7-9 September 2016

The link between wine tourism and culture, history and lifestyle and the contribution of this segment to the development of the sector has been discussed during the 1st UNWTO Global Conference on Wine Tourism held in Georgia. During three days the event convened over 200 participants including policy makers and tourism experts from nearly 50 countries.

The event was a unique opportunity to discover the richness of local Georgian culture and to exchange innovative ideas to promote wine tourism between destinations already experienced in wine tourism with others with a high potential in that segment. Ministries, Destination Management Organizations (DMOS) and National Tourism Organizations (NTOs), universities, tour operators and wine professionals were among the participants.



“Wine tourism is intimately related to the identity of destinations and comprises cultural, economic and historical values., It constitutes a major driver in diversification strategies helping destinations to enrich the touristic offer and to attract different publics. This Conference tries not only to emphasize these but also to promote exchanges and to build cooperation among destinations with a potential in this field,” said UNWTO Secretary-General Taleb Rifai at the opening of the Conference.



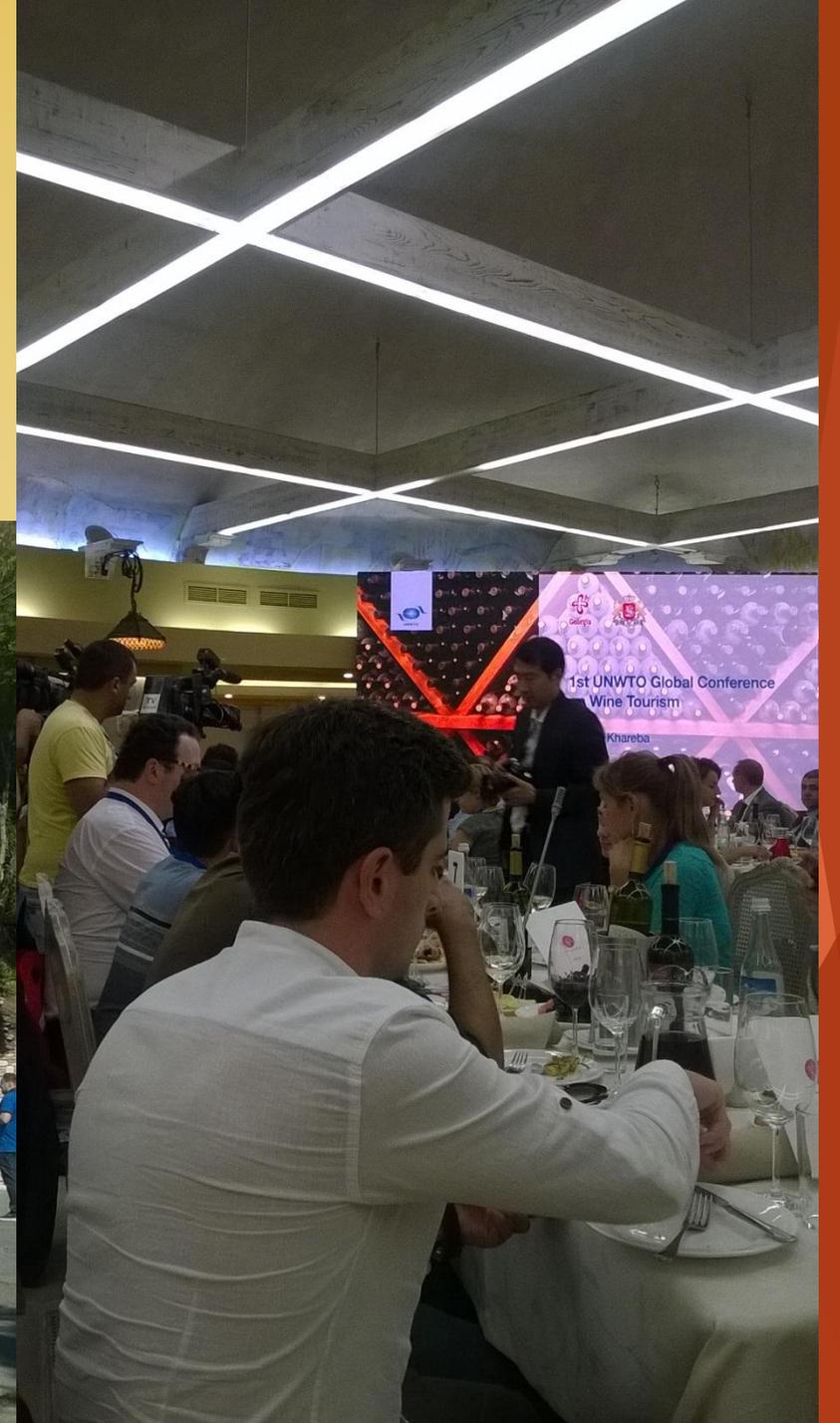
About conference

“The Conference highlights one of the most cherished and eldest traditions of our culture. Wine and wine-making is an integral part of our history and identity, and has become the key element in the nation’s brand image. With this, the opportunity to host the 1st UNWTO Global Conference on Wine Tourism has once again placed Georgia in the hearts of the world’s wine experts, professionals and enthusiasts,” said Dimitry Kumsishvili, First Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia.

“Wine tourism is a growing segment in continuous update that offers an extraordinary diversity to the consumer as well as business opportunities to producers,” said Gustavo Santos, Minister of Tourism of Argentina where the next Wine Tourism Conference will be held in 2017 (Mendoza province, second week of November).

Winery Khareba - 2-nd day of Conference

<http://www.winery-khareba.com/en>



Chateau Mukhrani Winery- 3-rd day of Conference

<http://chateaumukhrani.com/>



Chateau Mukhrani - wine tasting



Sukhishvili Teaching University was founded in 1995 by the Doctor of the Agricultural Sciences, Professor Vladimir Sukhishvili, together with his wife Rusudan Gokhelashvili and the daughter, Doctor of Medicine, Associated Professor - Ekaterine Sukhishvili.

The University is located in one of the most beautiful sides of Shida Kartli region, historic town Gori. It has branch in the capital of Georgia - Tbilisi. The university owns buildings and free land on the area of 1000 sq.m. There is placed the university vineyard with 10 grape varieties. They are on the way of extinction.



The first harvest was in 2015 more than 3 tone, this year the University expects more harvest than last year. Students of Agrarian specialties systematically take care on the vineyard. This is a practice for them, too.



The first wine was bottled in 2015 under the name “Wine from the University vineyards”. Early in 2014-2015 the University wine was tasted on the wine festival held in Gori. The University wine was also awarded with the certificate. In the future the University plans to do a cellar and develop wine tourism. The students of tourism specialty will be involved in the process.

საქართველოს ფრანკოფონიური
მელნიკომოხის ბაერთიანება

“სუხიშვილის სასწავლო უნივერსიტეტი”

Sukhishvili Teaching University

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Thank You!

