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PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN

Project No BSB-1145



RURAL FESTIVAL “GANDAGANA”

(Festivals and Cultural Events)

Common borders. Common solutions.

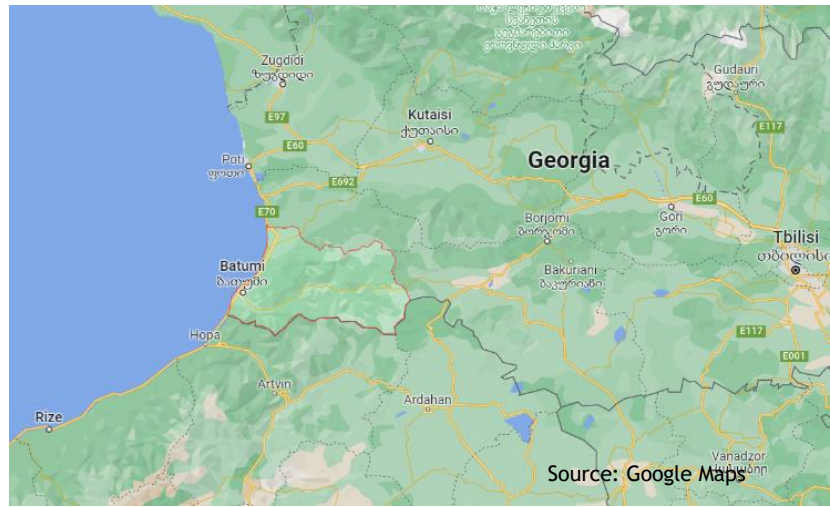
CONTENTS

2	BASIC INFORMATION
3	DESCRIPTION
6	SPECIFIC ELEMENTS AND FEATURES

BASIC INFORMATION

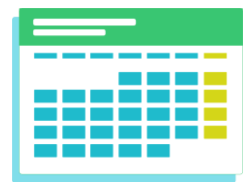
WHERE:

Batumi, Adjara



SCHEDULE:

October, held annually



ORGANIZER AND CONTACT INFORMATION:



Tourism Product Development Agency,
The Department of Tourism and Resorts of Adjara Autonomous
Republic, phone:
(+995) 577 90 90 93 / 91

DESCRIPTION

Gandagana is an Adjarian love dance with sideway and specific movements. This is one of the rare creations of the Adjarian folklore which attracts spectators with the perfection of the form and content, artistic richness, meaning and idea. Its roots are lot in the remote past. In old times, the dance Gandagana was performed separately by a woman and a man during a family feast or folk festivals - Shuamtoba. In this dance, braveness, wisdom, high spirits of the man, the Georgian nature of respect and modesty



towards a woman are easily demonstrated.

The dance Gandagana mainly consisted of two parts. In the first part, it was performed slowly and thereafter gained a fast form. Performance required flexibility, plasticity of dances. A flirt between a young woman

and a young man which had a nature of a contest in smartness laid a basis for the dance. On the basis of study of identity of "Gandagana", peculiarities of its preceding dances, an opinion is expressed that it represented a choreographic work obtained as a result of merger of dance-games emerged in the religious rituals of the pagan period and sophisticated over the time, which was genetically related to the cult of fertility. The name "Gandagana" emerged



from the choreographic parts of the dance.

Since its origin, Gandagana has undergone significant changes which became particularly noticeable since 1950-1960s. On the initiative of workers of choreographic art and some professional performers, many best traditional elements were removed from the dance for the purpose of perfection and it was enriched by new stage elements. It is preserved only among the individual elderly performers of Adjarian mountainous zone.

The present rural tourism festival "Gandagana" in Adjarian region which is held on the main square of the city at the end of the touristic season serves the goal of preservation and



demonstration of this tradition. Culture, traditions, cuisine and folklore of various parts of the region are presented at the festival.

The guests of the festival travel in all five municipalities of Adjara - Khelvachauri, Keda, Shuakhevi, Khulo,

Kobuleti without leaving the city and taste Adjarian dishes, participate in their preparation, in various fun activities during two days. The festival is divided into thematic corners - wine, dairy products, fruit, vegetables, sweets and handmade items etc.

KEY MESSAGE

Promotion of rural tourism to locals and tourists, promotion of products available in the region, exhibition and sale of local products, support and stimulation of the rural tourism sector.

The festival is attended by many visitors arriving in the region, including foreign tourists.

KEY ACTIVITIES

The festival participants listen to songs performed by various bands and participate in funny contests, culinary master classes. Musicians, artists show up at the event and demonstrate their new works of art. Local choreographic ensembles traditionally participate in the festival.

EXPERIENTIAL AND INTERACTIVE ACTIVITIES

In this regard, the festival lacks interaction and does not offer anything new and special (which is presented at other events). There are more activities such as concerts, exhibitions etc. than interactivity (study of dance, painting, presentation, story-telling etc.).

INNOVATIVE ELEMENTS

It is presented in a traditional format. It will be good to use installations at the festival and tell the history of Adjarian people, including story-telling about the Adjarian love dance "Gandagana" and learning its elements.

MAIN FEATURES AND SERVICES THAT ATTRACT PUBLIC

The festival is held in the center of the city, on the Europe Square and creates a pleasant environment. It has many visitors during a touristic season. It is held for visitors rather than the population/community.

KEY PARTNERS AND SUPPORTERS

The Rural Festival "Gandagana" has been organized by Tourism Product Development Agency, The Department of Tourism and Resorts of Adjara Autonomous Republic since 2015. Its partners are local municipalities and Batumi City Hall. Similar to the Bird-watching Festival of Adjara, the event is funded from the state budget and is held on the basis of a tender.

PARTICIPANTS, LOCAL COMMUNITY AND CUSTOMER SEGMENT

Local and international visitors, representatives of communities of all five municipalities of Adjara

COMMUNICATION AND DISSEMINATION CHANNELS

Information about the festival in Adjara is disseminated via Internet. Participants receive information by recommendation of their friends and colleagues, using sources of the company BRC and blogs of visitor researchers.

<https://www.facebook.com/DepartmentofTourismandResortsofAjara>

<https://gobatumi.com/en>

<https://visitajara.com/ka>

<https://batumievents.com/ka?>

SPECIFIC ELEMENTS AND FEATURES**MANAGERIAL AND ORGANIZATIONAL SPECIFICS**

A tender is announced for this project by the Department of Tourism and Resorts of Adjara Autonomous Republic, where budget is allocated by the state and all expenses and prices are calculated according to the table.

ACCESSIBILITY

Transport is allocated during two days only for the festival participants arriving from municipalities. As the festival is held on the main square of the city, in this case, transportation of visitors is not required. As for the information about accessing the festival location, billboards and posters are placed in Batumi and at the entrance to the city several days earlier and provide information to people willing to attend the event. Europe Square in Batumi is adapted for persons with disabilities.

LIAISON WITH OTHER ACTIVITIES AND EVENTS OF THE BLACK SEA BASIN REGION

Bird-watching Festival is held in village Sakhalvasho, Adjara, in September-October, annually.



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