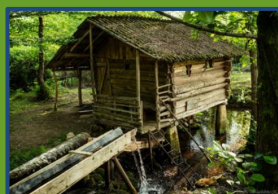




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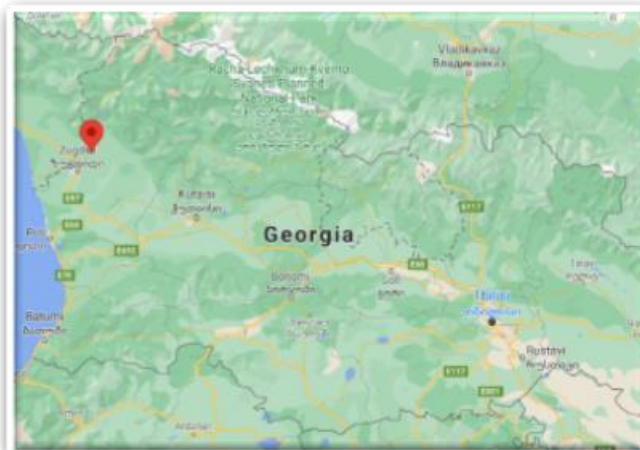
ETHNO VILLAGE

"SISATURA"

Location:

Georgia/Samegrelo, village
Chkhorია

Key words: Ethno torus, folk and culinary
classes, agritourism



Ethnographic village "Sisatura" was established by Marika Todua and her spouse in village Chkhorია. They restored all types of residences to the initial form. "Sisatura" is located on the area of 3 ha and offers three different spaces to visitors - ethnographic space where traditional Megrelian residences, auxiliary rooms and authentic household and agricultural items are presented; the leisure zone where visitors carry out various activities in the nature, around the lake and the agricultural zone. "Sisatura" demonstrates the unique Megrelian-Colchian peculiarities, history, traditions and ethnography of Samegrelo region. Visitors can view ancient stone and wood utensils - Megrelian ethnographic items. "Sisatura" is a family business in which the entire family is engaged. Father-in-law, a professional musician, specialized in playing the accordion and member of the local folkloric ensemble. He gives music lessons to visitors if they desire. The trip to "Sisatura" includes attending culinary masterclasses, familiarization with traditions of the Megrelian family feast and tasting dishes.

Marketing approach

Recognition of the ethnographic village increased by means of the local and national TV channels. They successfully cooperate with the Destination Management Organization. At this stage, they need to gain competencies required for digital branding to present their business via the Internet.

Success factors and challenges

In the opinion of the hosts, the guarantee for success is doing things that are

valuable for them and that make them proud. Emotions, interest and engagement of visitors are indicators of success of their business.

Mrs. Marika says that key to success of "Sisatura" is its unique character, which implies revival of Megrelian ethnic culture, traditions and customs based on Colchian traditions. Additional advantage of "Sisatura" is that most of ingredients required for the dishes cooked within the framework of the service (vegetables, dairy products and other agricultural products) are grown and produced locally.

Plans for the future development

"Sisatura" will meet the new season of 2021 with novelties. The hosts plan to sell local products and produce vodka - Dirpa. A family restaurant and a new open space for cultural events (folkloric songs, dances, classical music, various creative events) will be added to the space. The goal of "Sisatura" is to promote the local traditions, culture, gastronomy using modern digital tools (promotional video clips, culinary lessons) and disseminate them on

Common borders. Common solutions.



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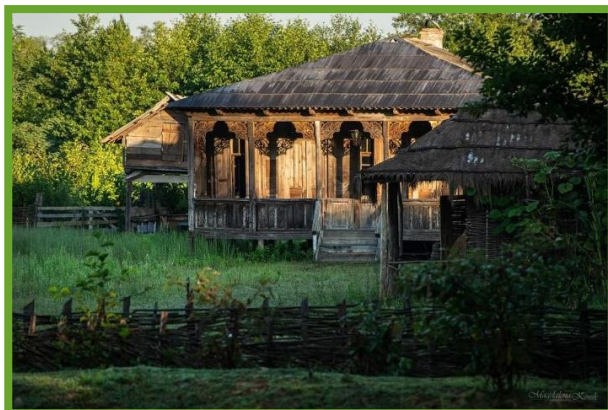
respective
conduct
masterclasses
via Internet

platforms,
virtual
Internet

platform, as well as increase
the number of hotel rooms in

order to receive tourist
groups in the future.

GALLERY:



Source of the images: <https://www.facebook.com/SisuraethnoVillage/>

Joint Operational Programme Black Sea Basin 2014-2020

Varna University of Management

May 2021

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Varna University of Management and do not necessarily reflect the views of the European Union.