



Agri-tourism farm is located at Akhaltsikhe-Sapara touristic route which is occupied during the touristic season and very many tourists are interested not only in visiting the farm but also in purchase of honey and other products.

Zaza Ivanidze initially bread bees in village Muskhi and decided to establish a honey house and study apitherapy and today he is the Chairman of the Georgia Beekeepers Union. Mr. Zaza taught local children how to take care of bees and was actively engaged in professional educational activities. Zaza equipped the residential house in such manner that he can offer the masterclass in Meskhetian cuisine to any interested person. On the basis of tourism industry demands, Zaza Ivanidze developed a touristic package which includes a visit to a centenary garden of fruit trees of local species and the bee-garden, engagement of tourists in the ongoing works (harvesting, honey making, candle making, obtaining bee milk), product tasting (fruit, honey (acacia, chestnut, alpine), bread, cheese, vodka, gozinaki, mulberry bakmaz). Tourists can also purchase products onsite. A picnic area is provided in the yard.

Visitors are hosted by Zaza and his spouse, but in case of need, the fellow villagers help them too. The products used for cooking dishes were grown by him. He pays particular attention to reproduction and popularization of local Meskhetian species. Baking "Tsiteli Doli" (red wheat) bread in Meskhetian bakery should be mentioned. He obtains products in his own bio-farm from fruit trees of endemic species, makes bakmaz and tklapı from unique species of mulberry, as well as grows flax.

Marketing approach

Zaza is contacted mostly by phone to book a visit. Share of passer-by tourists is also high. He is often visited by Georgian politicians and foreign diplomats. He participated in several TV films and shows which made him more popular.

Financial situation

Though the village is land-poor, but biologically pure environment predetermines a high price of the produced honey. The profitable business is based on preservation and improvement of the honey quality, as well as development of new markets (both in Georgia and abroad). Diversification of products and services is also

noteworthy. The family has expanded offers for receiving visitors. The kitchen was equipped in accordance with food safety requirements. This was facilitated by participation in a grant competition. Donor organizations allowed the family to participate in local and foreign exhibitions and study tours.

Zaza Ivanidze Agri-Tourism Farm is a member of several

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NGOs and Mr. Zaza also manages a cooperative store. He is actively engaged in educational activities.

Success factors and challenges

The business was launched with one hive and today he owns a multi-functional farm. Ideas appeared during the work process and were

realized by hard work and enthusiasm. In Zaza's opinion, people should do the things that they can do best of all. Sense of responsibility, passion for one's work, loyalty and boldness are keys to achievement of the goal.

Plans for the future development

For the future, Mr. Zaza plans to offer a full packages of services for visitors interested in arrangement of Meskhetian bakery and Meskhetian cuisine. The offer includes overnight accommodation, meals, visit to the farm and engagement in the farmer's activities.

GALLERY:



Source of the images: Google

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