

Latali-Project - Vibrant Spaces of Svaneti

*architectural and urban futures of
the south caucasus
between tradition, modernity,
globalized present and future*



HEINRICH BÖLL STIFTUNG
TBILISI
South Caucasus Region

Froh!



Philipps
Universität
Marburg

Zentrum für Konfliktforschung

Ostfalia
Hochschule für angewandte
Wissenschaften

h_da Onlinejournalismus

FAU
Friedrich-Alexander-Universität
Erlangen-Nürnberg

1 | Tourism in Svaneti



Svaneti Travel Guide - Medieval Villages and Roads Less Traveled

The mountain landscape of Upper Svaneti is an outstanding example of alpine beauty with medieval settlements and towers, preserved by its long-term geographical isolation.



Georgia to be Among the Best 25 Destinations for 2021

Georgia is among the best 25 destinations in the world of 2021. The list of the best visiting countries is published by National Geographic.



The National Geographic Names Svaneti among the World's Best Tourism Destinations for 2021

The world's one of the influential travel editions National Geographic has named Svaneti Region, Georgia, among the world's top 25 tourism destinations for 2021 that travelers should visit in the post-pandemic period.



Mestia Villas Opened Cottages in Svaneti

A new hotel Mestia was opened in Mestia, which combines three cottages. It can accommodate 15 guests. As its founder Mariam Ildani says, all rooms are reserved until January 10.



caucasus
**BUSINESS
WEEK**

<https://cbw.ge/>



Mestia Hosts Giant Slalom Skiing Competition at Zuruldi Mountain

Svaneti is hosting the Giant Slalom Skiing Competition at Zuruldi Mountain. For the very first time, Mestia will hold an amateur competition, "ZURULDI CUP."



New Hotel Latveli to Open in Mestia

The new hotel "Latveli" is now able to receive guests in Mestia, Svaneti. 390 thousand dollars were invested in the project. According to the owner of the hotel, Giorgi Mosulishvili, he planned to enter the hotel business in 2019.



Freeride World Tour Kicks Off in Svaneti Today

March 15 – 19, 2023 - This year, Svaneti, a beautiful place in Georgia, will host two skiing competitions called the Freeride World Tour.



Global Hiking Enthusiasts Converge on Svaneti: A Spotlight on Sustainable Adventure Tourism in Georgia

In its second year, "Highlander Adventure Georgia" organized a trailblazing hiking festival in the breathtaking region of Svaneti.

Svaneti is a space in which the history of the Caucasus is visibly inscribed and lively enacted in the Svan culture and tradition. However, this spectacular space is increasingly showing traces of fatigue as tourists from all over the world come to the region.



ევროკავშირი
საქართველოსთვის
Project funded by the European Union



შვედეთი
Sverige



Austrian
Development
Cooperation



Austrian
Development
Agency

GRETA შიდასა და გარეგანი სავაჭრო ურთიერთობების განვითარების პროექტი
GREEN ECONOMY: SUSTAINABLE MOUNTAIN TOURISM AND ORGANIC AGRICULTURE

Svaneti Region takes its place on the world tourism map!

2023, 24 April

With the support of the European Union, Sweden, and Austria, the Svaneti region recently participated in the world's largest tourism trade fair.

"Infinite Hospitality" - with this slogan, Georgia introduced itself as the official host country at ITB Berlin 2023. This event is where the future of the travel industry is shaped, strong business connections are established, and the world comes together to share future plans and make critical decisions. For Georgia, participation in the world's largest tourism exhibition with this status is of paramount importance, as it serves as proof that the country has a robust tourism industry and that tourism is a top priority for Georgia.

The development of mountain tourism in Georgia is being fostered with support from the European Union, Sweden, and Austria as part of the GRETA project. This initiative aims to promote adventure tourism in Geo



Svaneti Destination Brand Establishment



Svaneti is a space in which the history of the Caucasus is visibly inscribed and lively enacted in the Svan culture and tradition. However, this spectacular space is increasingly showing traces of fatigue as tourists from all over the world come to the region.

<https://gretaproject.ge/en/news/svaneti-region-takes-its-place-on-the-world-tourism-map>

<https://www.youtube.com/watch?v=BMZEMhjHiiU>



► <https://stefan-applis-geographien.com/swanetien/>



Swanetien | Weltkulturerbe und Wandertourismus in Georgien

Nach Swanetien reisen Swanetien ist bekannt für seine weitgehend unberührte Gebirgslandschaft und die besondere Architektur seiner Bergdörfer. Deswegen zieht es jährlich mehr als 150.000 Menschen aus aller Welt dorthin. Der Tourismus...

Februar 13, 2023



Swaneti | World Heritage and hiking tourism in the mountains of Georgia

Travelling to Swaneti Swaneti is known for its largely untouched mountain landscape and the unique architecture of its mountain villages. For this reason, more than 150,000 people worldwide are drawn...

Februar 14, 2023

Gesellschaft & Politik



Swanetien | Eigentumskonflikte als Folge des Tourismus

Erbrecht und Landverteilung in Swanetien folgen immer noch traditionellen Rollenvorstellungen. Der Kurzfilm „Meine Nachbarin Ana“ gibt einen kleinen Einblick in die für Swanetien gegenwärtig typischen Konflikte an der Bruchlinie zwischen...

Juli 19, 2023

Society & Politics



Svaneti Series | Inheritance law and land distribution in Svaneti still follows traditional role concepts

The film „My neighbor Ana“ gives a small insight into conflicts currently typical for Svaneti at the fault line between modernity and tradition. These lines of conflict do not only...

September 22, 2020



Ushguli | Tourismus als Bewältigungsstrategie ökonomischer und sozialer Krisen (Georgien)

Ushguli in Georgien ist mit den vielen mittelalterlichen Türmen das berühmteste der Bergdörfer Swanetiens. Der Ortsteil Tschaschaschi (ჩაჭაში, Chazhashi) ist seit 1996 Teil des UNESCO-Welterbes. Ein zunehmender Tourismus ermöglicht einerseits,...

September 25, 2018



Svaneti Series | The struggle of the villages against the water power and the threatening destruction of the familiar life

The article series „Svaneti Series“ (distributed via Twitter @doinggeography) provides insights and analyses of the historical region of Svaneti in Georgia social life from a geographical viewpoint. This means that...

August 17, 2020



Gesellschaft & Politik



Swanetien | Eigentumskonflikte als Folge des Tourismus

Erbrecht und Landverteilung in Swanetien folgen immer noch traditionellen Rollenvorstellungen. Der Kurzfilm „Meine Nachbarin Ana“ gibt einen kleinen Einblick in die für Swanetien gegenwärtig typischen Konflikte an der Bruchlinie zwischen...

July 19, 2023

Society & Politics



Svaneti Series | Inheritance law and land distribution in Svaneti still follows traditional role concepts

The film „My neighbor Ana“ gives a small insight into conflicts currently typical for Svaneti at the fault line between modernity and tradition. These lines of conflict do not only...

September 22, 2020

► <https://stefan-applis-geographien.com/swanetien/>



Swanetien | Weltkulturerbe und Wandertourismus in Georgien

Nach Swanetien reisen Swanetien ist bekannt für seine weitgehend unberührte Gebirgslandschaft und die besondere Architektur seiner Bergdörfer. Deswegen zieht es jährlich mehr als 150.000 Menschen aus aller Welt dorthin. Der Tourismus...

Februar 13, 2023



Svaneti | World Heritage and hiking tourism in the mountains of Georgia

Travelling to Svaneti Svaneti is known for its largely untouched mountain landscape and the unique architecture of its mountain villages. For this reason, more than 150,000 people worldwide are drawn...

Februar 14, 2023



Ushguli | Tourismus als Bewältigungsstrategie ökonomischer und sozialer Krisen (Georgien)

Ushguli in Georgien ist mit den vielen mittelalterlichen Türmen das berühmteste der Bergdörfer Swanetiens. Der Ortsteil Tschaschaschi (ჩაჭაში, Chazhashi) ist seit 1996 Teil des UNESCO-Welterbes. Ein zunehmender Tourismus ermöglicht einerseits,...

September 25, 2018



Svaneti Series | The struggle of the villages against the water power and the threatening destruction of the familiar life

The article series „Svaneti Series“ (distributed via Twitter @doinggeography) provides insights and analyses of the historical region of Svaneti in Georgia social life from a geographical viewpoint. This means that...

August 17, 2020

Latali-Project | Envisioning Svaneti



Datum: Dezember 16, 2022

Autor: stefanapplis

1 Kommentar

— Bearbeiten

Envisioning a prosperous coexistence of cultural heritage, tourism and environment in the village community of Latali (Georgia)

Svaneti benefited enormously from the tourist boom in the 2010s with the highest number of visitors of 150,000 in 2019. **Svaneti is searching for a new identity in a continuous field of friction between an emerging local economy and the region's rich traditions.** Against the background of emerging tourism, **the region faces severe changes:** an unregulated mass tourism destroys the region's ecological heritage and decreases the possibilities of the population to contribute to their self-sufficiency through agriculture.

Narratives of Future and Fate: Svan Biographies

Oral history of Svan traditions during and after Soviet times are at the core of this event. The goal is to conduct structured interviews with Svans and collect video and audio material.

Material Culture: Objects and Images

This workshop is focused on the use and of material culture. We conduct structured interviews with Svans and digitalize cultural objects and personal inventories.

Mapping the Past: The Usage of Space

Together with the Svan population this workshop asks how the future usage of tradition and culture in space has to be conceived.

► <https://stefan-applis-geographien.com/2022/12/16/latali-project-envisioning-svaneti/>

Latali-Project | Envisioning Svaneti



Datum: Dezember 16, 2022

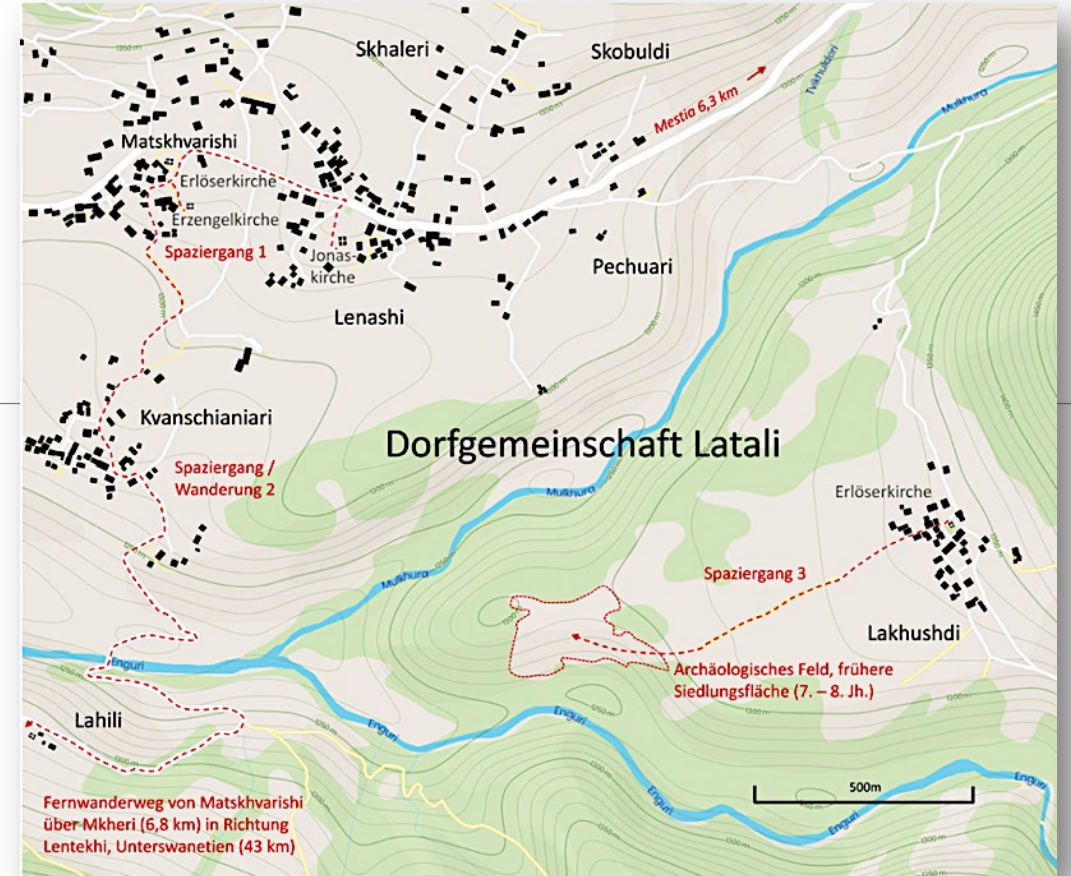
Autor: stefanapplis

1 Kommentar

Bearbeiten

Envisioning a prosperous coexistence of cultural heritage, tourism and environment in the village community of Latali (Georgia)

Svaneti benefited enormously from the tourist boom in the 2010s with the highest number of visitors of 150,000 in 2019. Svaneti is searching for a new identity in a continuous field of friction between an emerging local economy and the region's rich traditions. Against the background of emerging tourism, the region faces severe changes: an unregulated mass tourism destroys the region's ecological heritage and decreases the possibilities of the population to contribute to their self-sufficiency through agriculture.



► <https://stefan-applis-geographien.com/2022/12/16/latali-project-envisioning-svaneti/>

Latali-Project | Envisioning Svaneti



Datum: Dezember 16, 2022

Autor: stefanapplis

1 Kommentar

— Bearbeiten

Envisioning a prosperous coexistence of cultural heritage, tourism and environment in the village community of Latali (Georgia)

Svaneti benefited enormously from the tourist boom in the 2010s with the highest number of visitors of 150,000 in 2019. Svaneti is **searching for a new identity in a continuous field of friction between an emerging local economy and the region's rich traditions**. Against the background of emerging tourism, **the region faces severe changes**: an unregulated mass tourism destroys the region's ecological heritage and decreases the possibilities of the population to contribute to their self-sufficiency through agriculture.

Architektur



Svanetien | Traditionelle Sitten & Gewohnheiten – Das swanische Haus und die Rolle des Mannes

Ein Beitrag von Nino Tserediani, Direktorin des Svaneti Museum of History and Ethnography
Möchte man das traditionelle Rollenverständnis von Frauen und Männern verstehen, ist es sinnvoll zunächst einige zentrale sakrale...

Dezember 4, 2019

Architecture



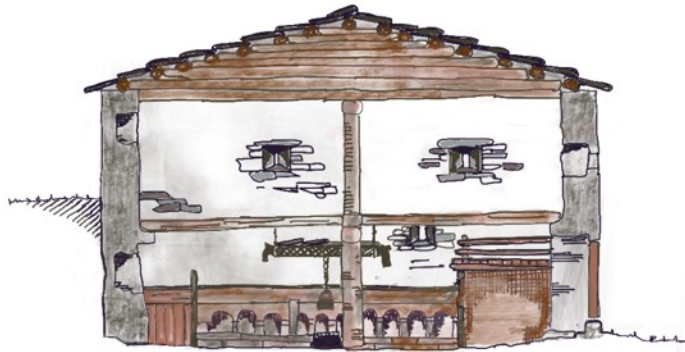
Svaneti Series | Traditional customs & habits – The Svan house and the role of the man

The article series „Svaneti Series“ (distributed via Twitter @doinggeography) provides insights and analyses of the historical region of Svaneti in Georgia social life from a geographical viewpoint. This means that...

August 2, 2020

► <https://stefan-applis-geographien.com/2022/12/16/latali-project-envisioning-svaneti/>

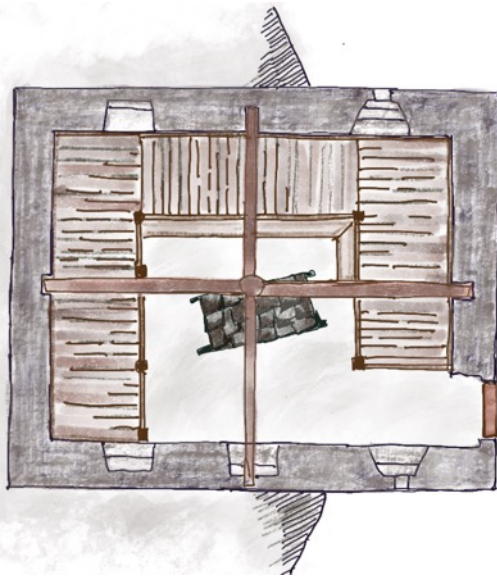
Traditional architecture | machubi, darbazi



Steinbockdarstellungen sind typisch für die Gebirgskultur Svanetiens. Ibex representations are typical of the mountain culture of Svanetia. Ибексовые представления типичны для горной культуры Сванетии.



Dem Steinbock als mythische Gestalt werden Schutzfunktionen zuerkannt. As a mythical figure, the ibex is considered to have protective functions. Козел, как мифическая фигура, наделен защитными функциями.

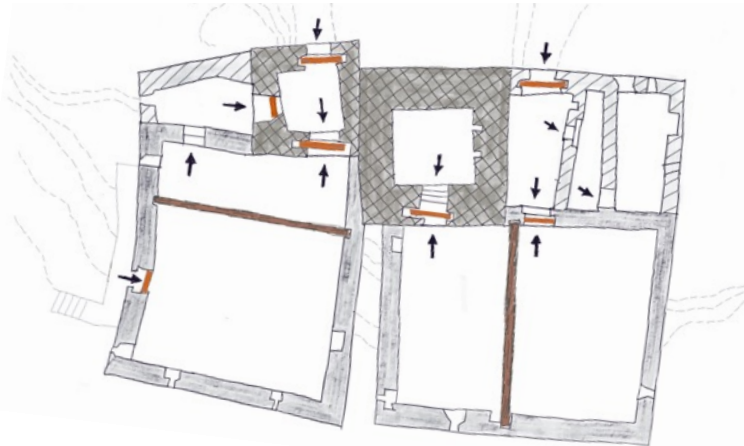
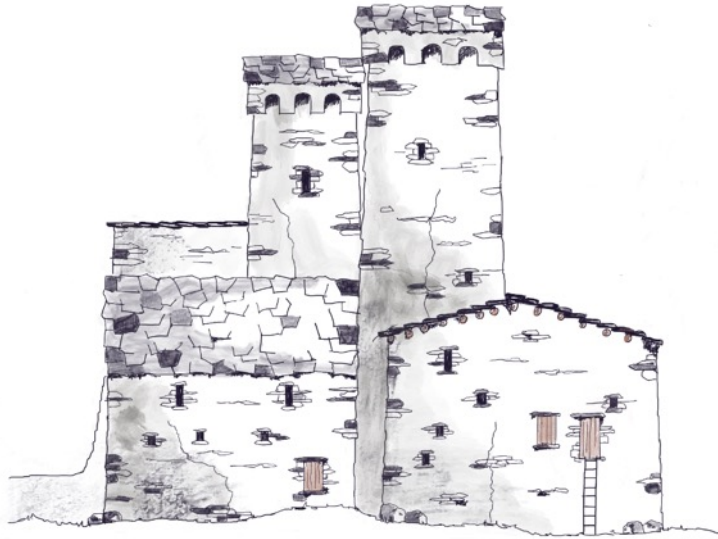


Mehltruhen mit traditionellen Schnitzmustern in einem Familienanwesen in Latali. Flour chests with traditional carving patterns in a family compound in Latali. Сундуки из муки с традиционным резьбовым узором в семейном комплексе на латали.



Große Machubis haben oft reich verzierte, räumlich abgetrennte Vorratskammern. Large machubis often have richly decorated, spatially separated storage chambers. Большие макубы часто имеют богато декорированные, пространственно разделенные камеры хранения.

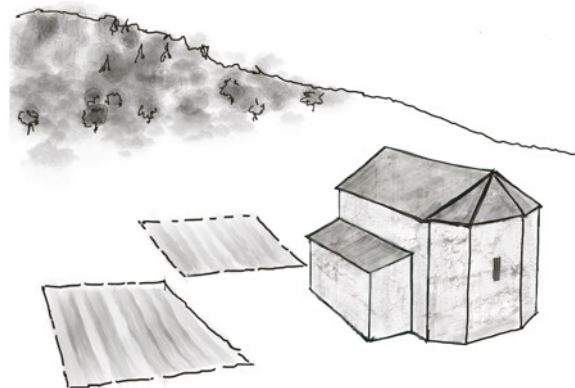
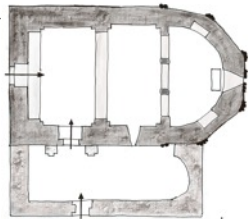
Traditional architecture | Svan fortress



Traditional architecture | gender, religion & space



Archangel Church
in Matskhvarishi
(11th-14th c.).





HEINRICH BÖLL STIFTUNG
TBILISI
South Caucasus Region

Froh!



Zentrum für Konfliktforschung

Ostfalia
Hochschule für angewandte
Wissenschaften

h_da Onlinejournalismus

FAU
Friedrich-Alexander-Universität
Erlangen-Nürnberg