



DEDOPLISTSKARO TOURISM DEVELOPMENT ASSOCIATION

IMPLEMENTED PROJECTS

With the financial assistance of European donors and the participation of the Estonian Rural Tourism Organization, the 2020-2023 strategy and action plan of the Tourism Development Association in Dedoplistskaro Municipality was developed.

In 2021-2022, the association implemented the project "Dedoflistskaro Municipality on GOOGLE MAP"

Donor: **United Nations Development Programme (UNDP) "Improving Rural development in Georgia" - Smart Villages**

Budget: Up to the amount of USD **8,000.18**

Amount of funds co-financing by the applicant **814 USD**

Implementation Period: From **04 October 2021** to **03 April 2022**

Partner- Dedoflistskaro Local Development Group (LAG).

About 300 public locations/objects and 600 businesses have been marked/added on Google Maps of Dedoplistskaro municipality; Among them, up to 150 tourist or tourist-interesting objects, as well as 35 potential tourist objects. The map was filled with photos and contact numbers of businesses. The training on the use of Google Maps and other Google services for businesses was held in all villages of the municipality.

A practical guide prepared in Georgian on this topic was published on the association's website in the library.

Financial Reporting:

Period covering this report: 04.10.2021-03.04.2022

General Category of Expenditures	Budgeted Amount	Actual Expense
Personnel	1590	1495.24
Transportation	2800	1443.91
Premises	0	0
Training, Workshops, etc.	240.7	1448.08
Contracts (e.g., Audit)	0	0
Equipment/Furniture (Specify)	2383	2426.21
Other -Facebook ads	300	198.72
Miscellaneous (internet, promotional materials, bank)	1500.48	1402.01
<i>Total</i>	8814.18	8414.17

The Estonian Rural Tourism Organization (ERTO) and the Dedoplistskaro Tourism Development Association (DTDA) launched in autumn 2021 a cooperation project to improve

the quality of tourist products and services offered in the Dedoplistskaro region. The cooperation also contributes to raising the profile of the region as a tourist destination. As a result of the cooperation, quality criteria for various tourism products and a sustainable quality system corresponding to local conditions will be created for the rural tourism sector there. Quality advisors are also trained and a training program is conducted for tourism companies, incl. a study trip to get to know Estonian rural tourism companies and networks. It is expected that approx. 20 companies offering rural tourism services in the Dedoplistskaro region will participate in the quality program, will be offered advice and will be awarded a quality label as a result of a successful evaluation. With the electronic version of the quality system, all interested companies can carry out a self-assessment.

The cooperation project period: from 01.10.2021 to 30.09.2023.

The project is financed by the Ministry of Foreign Affairs, from development cooperation funds.

The total budget of the project is 130,288 euros, of which the support of the Estonian Ministry of Foreign Affairs is 123,746.60 euros