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Abstract:

1. Creation of the Cultural Routes of the Council of Europe as a Result of European Integration

The architect of the European integration project, Robert Schuman (1886-1963), in collaboration with Jean Monnet, developed the internationally known „Schuman Declaration,“ which was published on May 9, 1950. This marks the birthdate of the European Union. His work aimed at increasing cooperation within the Western alliance and uniting Europe. The Council of Europe, established in 1949, determines the policy for implementing programs. It is the oldest international organization in Europe and encompasses the entire continent. 47 member states collaborate to „defend the ideals and principles that are their shared heritage and promote economic and social progress“ (1949 Statute).

The Cultural Routes program of the Council of Europe, a result of the development of this idea that has played a significant role in the development of tourism in Europe, began in 1987. The Enlarged Partial Agreement (EPA) on Cultural Routes, signed in 2010, is based on the guiding principles of the Council of Europe's policies, defining the program's strategy, and issuing the „Council of Europe Cultural Route“ certificate.

2. Georgia's Joining the Cultural Routes of the Council of Europe as a Significant Event on the Path of European Integration

Georgia became a member of the Enlarged Partial Agreement (EPA) on the Cultural Routes of the Council of Europe in 2016 and is particularly active in promoting the program. The country established its own board for the strategic development and certification of Georgian cultural routes, an advisory body under the Ministry of Culture, Sports, and Youth to support the development of local cultural routes. In 2021, the 10th annual consultative forum dedicated to the Cultural Routes of the Council of Europe was held online in the country. It was organized by the Ministry of Culture, Sports, and Youth of Georgia, along with the Kutaisi Municipality.

3. Seeking New Routes and Georgia's Prospects for Closer Relations with the Cultural Routes of the Council of Europe

In 1984, the Parliamentary Assembly of the Council of Europe adopted Recommendation 987 (1984) on European pilgrimage routes and called on the Committee of Ministers to revive these routes, beginning with the European paths leading to Santiago de Compostela. **The Santiago de Compostela Declaration** of October 1987 made this route a model for future projects. Cultural routes are created based on various criteria in countries that share a common heritage or where historical routes once passed.

The report proposes a new initiative: considering the Santiago de Compostela Declaration, to create a land and sea cultural pilgrimage route: „The Route of Anthim the Iberian,“ who was a religious and political figure, educator, printer, and writer in Romania. Under his leadership, more than 20 churches and monasteries were built in Wallachia. In 1992, the Romanian Church canonized Anthim the Iberian, and his commemoration day was established as September 14 (27), the day of his passing.

Keywords: Cultural Routes of the Council of Europe; European Society; Robert Schuman; Cultural Routes of Georgia.

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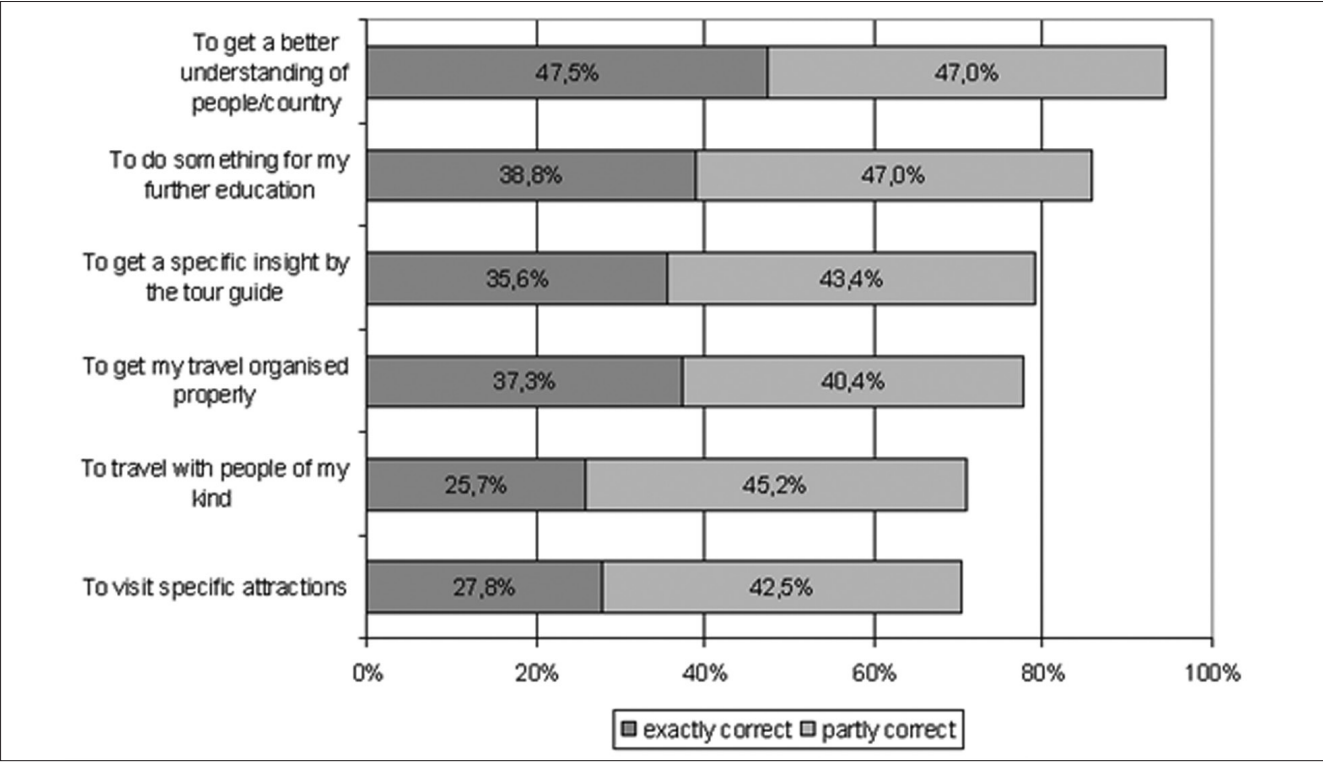
Introduction. On August 9, 2016, at the initiative of the Ministry of Culture and Sports of Georgia, Georgia became the 27th member state of the Council of Europe's Enlarged Partial Agreement on Cultural Routes. The following cultural routes have been developed within the framework of the program: „Wine Route,“ „European Route of Jewish Heritage,“ „European Route of Historic Thermal Towns,“ „Prehistoric Rock Art,“ „European Route of Historic Gardens,“ „German Settlements and Archaeological Heritage,“ „In the Footsteps of Alexandre Dumas in Georgia,“ and „European Route of Historic Gardens.“ (<https://www.coe.int/en/web/cultural-routes/-/cultural-routes-of-the-council-of-europe-in-georgia>)

This paper is dedicated to the initiative implemented in Georgia's recent history – to join the Council of Europe's Enhanced Partnership Agreement (EPA) on Cultural Routes, which is an important step on the path to European integration.

Research methods. Preference is given to the method of secondary document/discourse analysis (desk research), which allows for a more visible representation of the phenomenon under study. From qualitative research methods, the use of the participatory observation method proved to be important. This involves the **researcher's active participation in the group or situation being observed**. Evidence: At the meeting of the Council for the Strategic Development and Certification of Georgian Cultural Routes under the Ministry of Education, Science, Culture and Sports of Georgia on December 4, 2020, the decision was made to grant the Cultural Route submitted on behalf of St. Andrew's University of Georgia: „Memorial Sites of Ilia Chavchavadze“ the Council of Europe Cultural Route candidate status. (<https://sangu.edu.ge/?m=325&news-id=729>)

Discussion. Cultural Routes of the Council of Europe in Georgia

According to 2023 data, **13,274** cultural heritage monuments are registered in Georgia. Among the 13,202 monuments of material culture, 5,260 are movable monuments and 7,942 are immovable monuments. The number of intangible cultural heritage sites is only 72. Among the natural monuments, the wetlands of the Black Sea coast of Georgia are noteworthy: in Georgia, the Colchian forests and wetland ecosystems are protected in the Kolkheti and Mtskheta-Mtianeti national parks and the Kintrishi and Kobuleti protected areas. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has included the Colchian forests and wetlands in the World Heritage List. Of particular interest among foreign tourists are the intangible cultural heritage sites recognized by UNESCO: Georgian polyphony (2001); Qvevri wine (2013); Living culture of three types of the Georgian alphabet (2016); Georgian wrestling (2018). What is a foreign tourist interested in when planning a trip on a cultural route? The famous German scientist Albrecht Steinecke has such an answer to this question. See the chart „Expectations from an organized cultural trip“.



Expectations from Organized Cultural Travel. Source:
Albrecht Steinecke: Culture – A Tourist Attraction: Importance – Expectations – Potential
(<https://www.researchgate.net/publication/237995618>)

The perception and attitude towards cultural differences and the effects they have on the hospitality and tourism industry are closely related to people’s cultures and communication. Good communication and respect of cultural differences appearing around the world can become an important and powerful tool for the success of the tourism industry of Georgia.

In 2024, 48 Council of Europe Cultural Routes were operating, with very different themes that reflect European memory, history and heritage, and contribute to the interpretation of the diversity of today’s Europe. (<https://www.coe.int/en/web/cultural-routes/by-theme>)

Georgia became a member state of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) in 2016 and is particularly active in promoting the programme. The country has established its own Board for Strategic Development and Certification of Cultural Routes of Georgia, an advisory body of the Ministry of Culture, Sport and Youth, to support the development of local Cultural Routes.

The 10th Annual Consultative Forum on Cultural Routes of the Council of Europe was held online from 29 September to 1 October 2021. It was organized in cooperation with the Ministry of Culture, Sports and Youth of Georgia and the Kutaisi Municipality.

The Heads of State and Government of the 46 member states of the Council of Europe declared in Reykjavik in 2023: We reaffirm our commitment to developing mutual understanding among the peoples of Europe and reciprocal appreciation of our cultural diversity and heritage. (<https://rm.coe.int/0900001680ab364c>)

Currently, Georgia is crossed by five certified Cultural Routes of the Council of Europe, which incorporate its beautiful landscapes and rich and diverse cultural heritage: The European Route of Jewish Heritage, Iter Vitis, Prehistoric Rock Art Trails European Route of Historical Thermal Towns and European Route of Historic Gardens.

European Route of Jewish Heritage

Jewish people are an integral part of European civilization. Over the millennia, they have made a significant contribution to the development of European culture. The Jewish Heritage Route of the

Council of Europe, certified in 2004, reflects the fascinating history of Jews in Europe. Georgia joined the Route in 2017.

The Jewish Diaspora is one of the most ancient in Georgia. Jews came to Georgia after Nebuchadnezzar raided Jerusalem and destroyed the first temple in 586 BC. The Georgian-speaking Jewry is a community with the highest number of surviving Jewish heritages in the world. Nationwide, the Jewish cultural heritage includes synagogues, Jewish heritage monuments, museums, graves, and archaeological artifacts.

What we know for sure from the 11th century Georgian historical sources is that the Jews first appeared and settled down in Kartli, after the destruction of the first temple by Nebuchadnezzar (586 B.C) and after their persecution from Jerusalem. It was not an easy road to come and settle down in Kartli but as we know from history Jews were welcomed in the whole Georgia. Secondly, the Jews were settled in different cities, villages and areas around Georgia. (For example: Oni, Gori, Kutaisi, Tbilisi, Mtskheta, etc.) Today we can see and travel to places and old synagogues which were built during the migration period. This is incredible, because even though Jews and Georgians would live together in one village or in one neighbourhood, they were still isolated, as Jews had a separate cult house-synagogue to pray. Georgian Jews have preserved Jewish traditions and features that are characteristic of any Jew. Thirdly, Georgia is the only country in the world where Jews have not been persecuted on ethnic or religious grounds. What is more, Georgian kings used Jews in diplomatic service and often sent them to negotiations. For example, in the 12th century the Jewish head merchant Zankan Zorababeli brought the husband for Georgia's first female king Tamar, which was a big diplomatic initiation. The Jews were also prone to trading and no markets and events were held where they didn't participate. Also, most of the men were working in agriculture and trade. The women's duty was to take care of their children and pay attention to their family; so the relationship between Georgians and Jews was always very special. They were always good friends, neighbours and had a family-like bond. Even today, when Jews travel to old Georgian villages, people remember and talk about the relationship they had with Jews, which is appreciable. Fourthly, Georgian Jews were considered ethnically and culturally distinct from neighbouring mountain Jews. They were also traditionally highly separated from the Ashkenazi Jews in Georgia, who arrived following the Russian annexation. This historical fact is also very interesting for researchers and can be further inquired by scientists.¹

Iter Vitis Route

Winemaking and viticulture is an important part of the culture of Europe and the countries of the Mediterranean basin. Wine production has always been a symbol of European identity. In 2009, Iter Vitis became a Cultural Route of the Council of Europe. Georgia joined the Route in 2017.

The oldest trace of winemaking was found on the territory of Georgia, from where it spread throughout the world and had a major impact on the formation of agriculture and civilizations in general. In Georgia, wine was already produced some 8,000 years ago.

Georgia, as the homeland of wine, has been honoured in the European Wine Route since 2017, under the Latin name Iter-Vitis. The aim of the route is to protect the biodiversity of wine, to emphasize its uniqueness in today's global world, to promote the development of wine material and the intangible culture. The history and heritage of Georgian wine is represented in the Iter Vitis route by its diverse culture, including vineyards, wineries, as well as various cultural heritage sites related to vines and wine, such as churches and monasteries, museums or archaeological locations. The Wine Tourism Association of Georgia is a member of the route.²

¹ <https://jewishheritage.org/jewish-heritage-cultural-routes-in-georgia>

² <https://mes.gov.ge/oldmes/content.php?id=9956&lang=eng>

Prehistoric Rock Art Trails

Prehistoric rock art is one of the most ancient forms of cultural heritage. Around 40% of the prehistoric rock art artifacts are concentrated on the European territory. The Prehistoric Rock Art Trails of the Council of Europe were certified in 2010. Georgia joined the network in 2018.

Ancient rock art petroglyphs discovered in Georgia have been recognized as part of the Europe-wide Prehistoric Rock Art Trail, highlighting the country's tourist destinations. The recognition came after the International Association of Ancient Trails accepted the Georgian National Agency for Cultural Heritage Protection as a full member in 2017. Georgia became the eighth member after Italy, France, Spain, Portugal, Ireland, Norway and Azerbaijan.

The heritage of prehistoric rock art in Georgia is represented by the Trialeti (Patara Khrami) petroglyph complex. The Trialeti petroglyphs are located in Kvemo Kartli, near the town of Tsalka. These petroglyphs appear in the form of small panel images on rocks. They mainly depict local fauna and hybrid animals. Geometrical images include square grids, crosses, and the shining sun. The Trialeti petroglyphs are geometric images carved into rock formations in six separate groups, spanning approximately 50 m.

The figures depicted in the images represent local fauna, including horses and deer, as well as images of snakes, birds, and hybrid forms. Geometrical figures, including the sun, crosses, and square grids, are also part of the ancient artwork.¹

European Route of Historic Thermal Towns

The therapeutic use of hot springs has been prevalent throughout Europe since ancient times. The political and cultural circles traveling to Europe's spas were creating centers of cultural exchange. The European Route of Historic Thermal Towns was certified in 2010 and Georgia joined it in 2017.

The State Representative's Administration in Imereti is an associate member of the European Historic Thermal Towns Association. Rich in historic architecture, vineyards and hot mineral springs, Imereti is a region with a long history. As one of Georgia's most famous spa towns in this region, Tskaltubo is not only popular for the quality of its waters, but also for its beautiful building heritage, its green landscapes and its fascinating local caves.

- **Sairme Resort** is recognized by the European Spas Association (ESPA) as an innovative medical spa among nearly 100 spas from around 20 countries. The therapeutic, preventive, rehabilitative and relaxation procedures enhance the body's vital functions and promote overall well-being. Sairme is a truly unique resort, renowned for its outstanding location, healing mineral springs, pure air, and breathtaking natural landscapes, which set it apart on national and international stages. Designated as a resort in 1930, its hotels were built between 1963 and 1970. A major rehabilitation project for Sairme Resort began in 2011, with the full restoration completed in 2018. As part of this project, Sairme Resort was renovated and transformed into a modern leisure complex. Despite these updates, many original, authentic features have been carefully preserved, offering visitors a tangible connection to the building's unique and centuries-old history. The hotel wall's mosaic remains undamaged. Natural mineral water pump rooms have been fully renovated. These small structures are built at natural spring sites where mineral waters emerge from the ground. The Sairme Thermal Spa and Wellness Center, a modern reincarnation of an older building, has undergone complete interior and exterior rehabilitation. This ultra-modern, relaxing spa and wellness center is equipped with state-of-the-art equipment from Germany's leading company, Kraft, and offers up to 80 therapeutic procedures utilizing thermal waters.²

- **Tskaltubo** is a world-renowned Spa resort. Located in the central part of Western Georgia, Tskaltubo's climate is determined by the resort's location in the zone of humid subtropics, the proximity to the Black

¹ <https://georgianjournal.ge/discover-georgia/34005-georgias-ancient-rock-carvings-included-in-the-prehistoric-rock-art-trails.html>

² <https://sairmeresort.ge/en/static/chven-shesakheb>

Sea, and its protection from cold, northern winds by the Greater Caucasus Range. Winters are mild and mostly snowless, summers – very warm and moderately humid. Sunny days are typical for the resort, although rainy and overcast weather is not uncommon. The resort is famous for its unique radon-carbonate mineral springs. The natural temperature of the water that varies between 33 and 35°C allows its use without preheating. Naturally – warm unique water can cure illnesses such as: locomotive system disorder, cardiovascular system disease, skin and endocrine diseases, gynaecological disorders, metabolic disorders, etc. Duration of the treatment varies from 14 to 21 days. Built on the springs, Balneoservice baths №6 and №1 are located in the central park of Tskaltubo resort. Well-equipped buildings with 5 pools with mineral water, 33 individual baths, 16 rooms for hydro-massage and other facilities, make bath procedures very comfortable. Constantly flowing water ensures the preservation of its physical and chemical composition, as well as the curative properties, homogeneity, and temperature. The services and procedures available at bath №6 are the following: mineral water bath, underwater hydro massage, aqua aerobics, underwater horizontal spinal traction, classical curative massage, physiotherapy, gynaecological irrigation, Charcot shower, „circular“ shower, peloid treatments, colon hydrotherapy, etc. It is widely acknowledged that non-medical treatments play a major role in the modern rehabilitation of patients, among those balneology, in particular radonotherapy, plays a leading role.

Radon is proven to enhance the body's protective functions, strengthens the immune system, activates blood circulation, regulates blood pressure, promotes cell recovery and regeneration (after wounds and burns), has analgesic and anti-inflammatory effects, has a pronounced, sharp effect, as it is said to improve cognitive functions. There was a time when the spa treatment was considered prestigious by representatives of the European elite. At present, the trend to return to natural treatment is evident worldwide. Therefore, Tskaltubo Resort is the best base for highly effective treatment with natural remedies, and radon therapy is less costly and more effective than traditional clinical medicine.¹

European Route of Historic Gardens

Historic gardens have shaped European culture and identity throughout times. In different moments in history, the garden culture has been established and different plants, forms of parterres and cultivation habits have become a living proof of a common European culture. The European Route of Historic Gardens became a certified Cultural Route of the Council of Europe in 2020.

Georgia joined the European Network of Historic Gardens in 2019. Georgia is presented with 5 historic gardens: Tbilisi Botanical Garden, Batumi Botanical Garden, Zugdidi Botanical Garden, Kutaisi Botanical Garden and Tsinandali Chavchavadze Historic Garden:

- **The National Botanical Garden of Georgia, formerly the Tbilisi Botanical Garden** is located in Tbilisi, capital of Georgia, and lies in the Tsavkisis-Tskali Gorge on the southern foothills of the Sololaki Range (a spur of the Trialeti Range). It occupies the area of 161 hectares and possesses a collection of over 4,500 taxonomic groups. Its history spans more than three centuries. The gardens appear in the records by Joseph Pitton de Tournefort (1701) and on the Tbilisi map composed by Prince Vakhushti (1735). The garden was revived in the early 19th century and officially established as the Tiflis Botanical Garden in 1845. From 1888 on, when a floristics center was set up, Yuri Voronov and several other notable scholars have worked for the Garden. Between 1896 and 1904, the Garden was expanded further westward. Between 1932 and 1958, the territory around the former Muslim cemetery was included in the botanical garden. Several graves have survived, however, including that of the prominent Azerbaijani writer Mirza Fatali Akhundov (1812-1878). The central entrance to the Garden is located at the foothills of the Narikala Fortress. The other, cut through the rock as a long tunnel in 1909-14, had been functional until the mid-2000s when the tunnel was converted into Georgia's largest nightclub „Gvirabi“.²

¹ <https://www.tskaltuboresort.ge/eng>

² <https://tbilisilocalguide.com/tbilisi/tbilisi-botanical-garden/>

• **Batumi Botanical Garden**, located at the distance of 9 km from the center of Batumi, occupies the area of 108,7 hectares of approximately 1 km stripe of Southern-Western section of the coastline located between the river Chakvitskali estuary and the Green Cape, being spread to the height of 0-220 meters from the sea level, which not long time ago was totally covered with Kolkheti type forest (beech, chestnut, linden) and evergreen sub-forest. Boasting one of the widest varieties of flora in the world, Batumi Botanical Garden was established in 1912 by the prominent botanist and geographer Andrey Krasnov. The garden is 111 hectares and contains flora from nine phyto-geographic areas.¹

• **Zugdidi Botanical Garden**: The history of the Botanical Garden is related to the history of the construction of the residence of Samegrelo Rulers the Dadianis. The foundation for its cultivation was made around the second half of the 18th century, while these areas were still covered by impassable forests, characteristic of the Kolkheti area since ancient times, from the shores of the Black Sea to the slopes of the Caucasus Mountains. In 1840, Davit Dadiani, the head of Samegrelo, made the foundation for a European-style decorative garden. Queen Ekaterine Chavchavadze-Dadiani ordered the necessary material (seeds and seedlings) from the garden of King Louis Philippe Palace of Versailles (Paris) and Milan (Italy), and invited the famous specialist gardener Joseph Babin from Trieste (Italy) to plan the garden. Based on the French symmetrical style and the Italian principle of cultivation, Joseph Babin arranged a **European-style decorative garden** with flowerbeds, lawns, artificial and natural landscapes, alleys, an island, a nursery and an orangery, which contains rare varieties of exotic plants. Since then the introduction of species of **rare plants**, previously unknown to Georgia has begun. In 1869, the second stage of garden renovation begins, when Queen Ekaterine invited a gardener-decorator Gaetano Zamberletti (later his brother – Giovanni) from Varese (Italy). The **Botanical Garden** is an important part of the history of **Zugdidi**, an example of cultural heritage of national importance, which has a noteworthy historical value. The garden has played an important historical role in shaping the unique appearance of the city and creating a rich collection of **exotic plants**, as well as a large educational function. It became the hub of introduction of valuable plants in Samegrelo, from which hundreds of foreign plants were widely expanded among the population, many gardens, squares and parks were cultivated in the villages, towns and cities of Samegrelo.²

• **Kutaisi Botanical Garden**, established in 1969, is a testament to the city's rich history of horticulture and subtropical plant introduction. Situated on the right bank of the Rioni River, this cherished garden occupies the easternmost part of the Kolkheti lowland, at 150 meters above sea level. With roots dating back to the 19th century, Kutaisi Botanical Garden evolved from a farm garden, known as „Tchomi Park,“ and has since played an integral role in preserving and protecting plant biodiversity. Today, it is home to about 700 species of plants, trees, and shrubs from all flora regions of the world, representing 210 plant species across 80 botanical families. Throughout its history, the garden has seen periods of extensive planting and the enrichment of its flora. The second period, in particular, is associated with the subtropical institution formerly located in Tchomi Park. From the inception of Kutaisi Botanical Garden, new geofloristic plots were created and plant introduction intensified. Over the past 25 years, Kutaisi Botanical Garden has received plant specimens from botanical gardens in Batumi, Sokhumi, Tbilisi, and other cities within the former Soviet Union, including Moscow, Riga, Kiev, Nikita, and Donetsk. Nestled amidst the natural terraces, the garden's diverse plant life creates a captivating landscape for visitors to explore. As you meander through the lush greenery, you'll encounter the impressive variety of flora that has been carefully cultivated and introduced over the years. The Kutaisi Botanical Garden offers a unique opportunity to delve into the history of Georgian horticulture while immersing yourself in the tranquil beauty of its diverse flora. A visit to this treasured sanctuary will leave you with a deeper appreciation for the world's botanical wonders and the tireless efforts made to preserve them.³

¹ <https://bbg.ge/en/about-garden/history-of-the-garden>

² <https://www.europeanhistoricgardens.eu/en/zugdidi-botanical-garden>

³ <https://georgiantravelguide.com/en/kutaisi-botanical-garden>

• **Tsinandali Chavchavadze Historic Garden** was built by **Prince Alexander Chavchavadze** (1786-1846) in the early 19th century. By 1812, on the place of his father's original garden, he built the first romantic garden in Georgia. Prince Alexander purposely invited Italian landscape designers to reimagine patrimonial gardens into something European. Soon Tsinandali Garden became well-known throughout the Caucasus region. Visitors were comparing it to Kew and Richmond gardens. Tsinandali garden sparked the new European trend of garden construction in Georgia. Unfortunately in 1854 the Tsinandali Estate and Garden was burnt down by Schamil's Caucasian military troops. Tsinandali park was **reconstructed** by the Russian imperial order in 1886, after Romanov Family acquired the palace and patrimony. After the declaration of independence, the garden became a **public space** in 1918, but then in 1921, Soviet regiment altered the park dramatically. The original 19th century work was almost completely gone. Nevertheless, in 1987, Tsinandali Park was recognized as a park of national importance. After the fall of USSR, the park was under neglect by the government; its management was transferred to a private company and since then **Tsinandali park** has started to return to its original 19th century form. Today it is open to public to observe all the changes throughout the centuries. One can observe **different styles**: Romanticism, industrialism, soviet monumentalism. Infrastructure is constantly improving and it attracts more and more visitors throughout the country and the region.¹

Despite such notable successes, Georgia's diverse culture and close ties with Eastern European Orthodox countries provide an opportunity to enrich European itineraries. One such route and proposal for Europeans would be to create a land and sea cultural pilgrimage route, taking into account the Declaration of Santiago de Compostela: „The Way of Anthim the Iberian“. **Anthim the Iberian** (1650-1716), Theologian and statesman of Romania, enlightener, writer and typographer, Metropolitan of Wallachia in 1708. Known as Andria in civilian life, he was born in Georgia. As a child, he was kidnapped and taken to Istanbul, where the Patriarch of Jerusalem saved him from slavery. The teenager stayed at the Patriarch's Court. In addition to acquiring good education there, Anthim mastered several European and Oriental languages. In 1680s he was invited by Constantin Brâncoveanu, Prince of Wallachia. Anthim the Iberian settled in Romania and put his efforts, knowledge and experience into upgrading Romanian culture, its literary language and book printing. He greatly contributed to developing Romania into one of the cultural centers of Europe of that time. Anthim the Iberian set up printing houses in Bucharest, Râmnicu Vâlcea, Targovishte and at Snagov Monastery. He was in charge of publishing books in Greek, Old Slavic and Arabic languages. He introduced the Romanian language in divine services, which greatly contributed to the development of Romanian spiritual and secular literature. At the same time, Anthim the Iberian was a skilled artist: he used to illustrate and decorate the books that were published under his supervision. Anthim the Iberian was instrumental in founding of the first typography in Tbilisi in 1709 and in publishing of Georgian Gospel. He and his followers established close cultural relations between Romania and Georgia. A. Iverieli actively participated in the struggle for the independence of Romanian Church and State. On June 21, 1992 the Holy Synod of Romanian Orthodox Church sanctified Anthim the Iberian and fixed September 27 as his commemoration day. ([https://georgianencyclopedia.ge/en/form-eng/95 /Ancient Georgian traditional Qvevri wine-making method/](https://georgianencyclopedia.ge/en/form-eng/95/Ancient%20Georgian%20traditional%20Qvevri%20wine-making%20method/))

Conclusions.

- Only five routes from Georgia are integrated into the cultural routes of the Council of Europe. The rest are of national importance. Considering Georgia's capabilities, this is not a satisfactory result. We should consider the Declaration of Santiago de Compostela more creatively. Let's take it into account when planning international routes;
- In cultural tourism, routes reflecting both similar and different cultures are attractive. It is precisely to get to know different cultures that we should invite European tourists. The tourist's mind chooses

¹ <https://www.europeanhistoricgardens.eu/en/tsinandali-museum-garden№item-113>

sounds, tones, words, colors, tastes, aromas and shapes. Routes should be drawn up taking into account those aspects that attract the attention of tourists and gain importance;

- More attention should be paid to ties with the Orthodox countries of Europe, since there are historical, worldview, and religious similarities, which facilitate the perception of the country's culture. For this purpose, a proposal was made to create a land and sea cultural pilgrimage route: „The Way of Anthem the Iberian“;

- The same attention should be paid to the presentation of intangible culture in tourist programs, especially Georgian polyphony recognized by UNESCO (2001); the peculiarities of Qvevri wine (2013); the living culture of the three types of the Georgian alphabet (2016); unique Georgian wrestling (2018) and dozens of monuments of national importance.

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