



Twinning Project AZ/15/ENP/OT/35

Support to the Ministry of Culture and Tourism of the Republic
of Azerbaijan for the modernization of its policy and
management system in the culture sector

Component 2 – Institutional Development of cultural heritage management

Activity 5.3: Setting up integrated territorial management plans for MCT's Regional Culture and Tourism Departments

Regional Culture and Tourism Departments Integrated Management Planning

-Lankaran –



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Foreword

The following document consists of two parts:

- Chapters 1 is devoted to analysis of the *Institutional context* of the newly set up Regional Culture and Tourism Departments and on *Azerbaijan in the international network of cultural tourism development programmes, to be referred to the whole country*
- Chapters 2 to 4 are devoted to collection of data on the Lankaran Regional Culture and Tourism Department territory and to description of the initiatives necessary for the integrated planning of the natural and cultural resources

The overall aim of the document the setting up of an integrated management plan of Lankaran cultural resources structured according to the most updated international addresses for governing culture and, namely, to the cultural-touristic districts model.

The plan includes a deep analysis of the current situation (with specific reference to the cultural and natural heritage, traditional arts and crafts, food productions and tourism sectors)(Chap.2), and a synthetic evaluation of the potential key attractors and related development opportunities for the Department (Chap.3). The following part (Chap. 4) addresses the governance improvement question, and a detail of objectives and actions to be implemented.

Specific reference is given to the definition of measures to operate in relation to: accessibility and welcoming; cultural offer and reputation of the area; communication and capacity building. In addition, a specific deepening on the setting-up of cultural routes and thematic itineraries, of the main interested targets and of job creation opportunities for the area, are described. Indications on the monitoring and follow-up complete the plan.

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1. INTRODUCTION

1.1 Institutional context

The *Culture Concept of the Republic of Azerbaijan* and *Law on Culture* of the Republic of Azerbaijan assume the broadest current definition of cultural heritage: movable and immovable, tangible and intangible, literary, archaeological, artistic, architectural, natural, handicraft, folklore, music, food and gastronomy, living traditions, festivals. The culture sector of Azerbaijan is characterized by a centralized management system with the Ministry of Culture and Tourism (MCT) as leading institution.

The most relevant local authorities in Azerbaijan are city and district's Executive Powers, led by a chief appointed by the President. Thus, Municipalities, led by elected mayors are present and have different competences.

Following the Order of the President of the Republic dated on 29 March 2016 on *Upgrading organizational structure of the Ministry of Culture and Tourism of the Republic of Azerbaijan* the decision to upgrade the organizational structure of the Ministry of Culture and Tourism was taken in conformity with the *Culture Concept of the Republic of Azerbaijan* (Order no.273 on February 14, 2014). On the base of this Order:

- a) Baku City Main Department of Culture and Tourism has been established in place of Baku City Culture and Tourism Department.
- b) the 84 culture and tourism departments and offices of MCT have been grouped and reduced to 15 Regional Culture and Tourism Department as follows:
 - 1) **Sumgayit** (former offices of Sumgayit city, Absheron, Khizi, Zangilan, Qubadli and Shusha regions)
 - 2) **Khachmaz** (former offices of Khachmaz, Quba, Qusar, Shabran and Siyazan regions)
 - 3) **Ismayilli** (former offices of Ismayilli, Aghsu, Shamakhi, Gobustan and Qabala regions)
 - 4) **Shaki** (former offices of Shaki city, Oghuz, Qakh, Zaqatala and Balaken regions)
 - 5) **Kurdamir** (former offices of Kurdamir, Imishli, Fuzuli, Beylagan and Khocavand regions)
 - 6) **Aghstafa** (former offices of Aghstafa, Kazakh and Tovuz regions)
 - 7) **Shamkir** (former offices of Shamkir, Goygol, Gadabay and Dashkesen regions)
 - 8) **Ganja** (former offices of Ganja and Naftalan cities, Samukh, Goranboy, Kalbajar and Khojali regions)
 - 9) **Barda** (former offices of Yevlakh and Mingachavir cities, Barda and Tartar regions)
 - 10) **Aghjabadi** (former offices of Aghjabadi, Aghdam and Lachin regions)
 - 11) **Aghdash** (former offices of Aghdash, Ujar, Zardab and Goychay regions)
 - 12) **Sabirabad** (former offices of Shirvan city, Sabirabad, Saatli and Hajigabul regions)
 - 13) **Bilasuvär** (former offices of Bilasuvär, Salyan, Neftchala and Jabrayil regions)
 - 14) **Masalli** (former offices of Masalli, Yardimli and Jalilabad regions)
 - 15) **Lankaran** (former offices of Lankaran city, Astara and Lerik regions)

Differently from the past situation, now Regional Culture and Tourism Departments of MCT are solely under the balance and subordination of ministry. Financing by the local executive powers was suspended according to the Decree of President dated on March 29, 2016. In this regard, two amendments are adopted on the Statute of Local Executive Power bodies: 1) Now the heads of Regional Culture and Tourism Departments are appointed and or dismissed by the Minister (in the past it was within the joint consent of the Minister and the Chief of local executive authority). 2) Now the protection of cultural and historical monuments in the districts are provided jointly by local executive power body and the Ministry of Culture and Tourism (their involvement should be interpreted as the support for the Ministry).

Competences of Regional Culture and Tourism Departments are defined in their statutes confirmed by the decision of the Ministry (26 December 2016, N°9). Current competences for different task are as follows:

- Museums

Regional Departments are responsible for coordinating and supervising the museums situated in their territory as well as protecting, promoting and enriching their collection. Director (with permission of the Ministry) and staff of the museum are appointed/dismissed by the head of the Regional Department.

- Protection of historical and cultural monuments

In the statutes, departments' competences related to protection of monuments have not been defined. This task is mainly carried out by the *State Service of Cultural Heritage Conservation, Development and Rehabilitation under the Ministry of Culture and Tourism of the Republic of Azerbaijan* with the help of monument guardians.

- Urban planning

In the Status, departments' competences related to urban planning have not been defined.

- Tourism management

Competences of the Departments in the field of tourism management are as follows:

- to participate in preparation of programs to improve international and domestic tourism, development of tourism industry and infrastructure, attracting investments for rendering new tourism services in the area
- to assist the preparation of various printed materials to advertise local tourism in domestic and international market
- to coordinate the work of tourism information centers located in the regions and to prepare plan of actions together with them
- to participate in preparation of tourism development strategy of the region
- to represent the region in tourism exhibitions
- to organize information/press tours in the region

- to participate in the creation of the brand of the region
- to maximize the use of historical, cultural and natural heritage of the region for tourism purposes, to promote local cultural and historical heritage, cultural values
- to participate in the preparation of tourist routes together with the relevant Departments of the Ministry (and with the Ministry of Ecology and Natural Resources)

1.2. References to EU-funded Twinning project "*Strengthening the capacity of the Department of Tourism in the Ministry of Culture and Tourism of the Republic of Azerbaijan*" AZ12/ENP-PCA/OT/22 (2013-2015)

The report *Marketing Strategy for Tourism 2014-2017*, drafted in 2014 in the framework of the above Twinning Project, set logic, strategies and objectives of the sector in Azerbaijan in the next period.

The main objectives for tourism sector in Azerbaijan have been identified in the following actions:

- **visibility:** to increase the number of visitors, length of stay and expenditure of visitors to Azerbaijan by raising its profile as a destination in key markets. This objective, among other actions, requires Azerbaijan to create cultural and activity products, develop an events program that offers visitors plenty things to do, improve tourist retailing
- **accessibility:** to improve access by boosting air carrier services (capacity), improving internal connectivity, and removing visa restrictions
- **seasonality:** to reduce seasonality by increasing the proportion of tourism arriving between October and March.
- **partnership:** to maximise marketing efficacy by working in closer partnership with the industry.

The present integrated management plan is in line with goals and actions set in the 2014 document, based on the logical framework of relationship between culture and tourism.

Furthermore, the project included, among the most important tourist sites in Azerbaijan, some sites in the district identified as pilot territory, such as Lahij and Shaki (for crafts) and Shahdag for skiing and mountain tourism and identified key activities such as skiing, special events like festival, wine tasting, carpet viewing, silk buying in Sheki or visiting the last functional Collective Farm in Ivanovka, that could be carried out in Lankaran district.

These indications, including the short and medium-term objectives outlined in the conclusions of the work, are hereafter carefully considered so complying with the work already accomplished.

With respect to the general objectives, solutions will be proposed that can help in the development of:

- **visibility**, through the creation or valorization of cultural activities and products, to the development and promotion of the rich program of events already existing, and also linking them with those of Baku, and by identifying solutions that can lead tourists to become also buyers of the most significant typical products in the cultural field.
- **accessibility**, with particular attention to the infrastructure needed to reach and visit cultural sites
- **seasonality**, as cultural tourism is one of the tools to reduce seasonality.
- **partnership**, indicating some strategic guidelines of collaboration with the cultural and creative industries.

1.3 Azerbaijan in the international network of cultural tourism development programmes

Azerbaijan is currently involved, as a country member, in the network of the following international initiatives focusing on cultural tourism development:

1.3.1 Council of Europe “Cultural Routes”

The Cultural Routes of the Council of Europe are an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. Four certified Cultural Routes crossing Azerbaijan.

1.3.2 The European Route of Jewish Heritage (2004)

The Jewish people are an integral part of European civilisation, having made a unique and lasting contribution to its development through the millennia right up to today. The Cultural Routes programme, involving 19 countries, is an innovative and exciting way of bringing this remarkable story to the attention of a wider audience.

1.3.3 Iter Vitis Route (2009)

The Iter Vitis Route in Europe, involving 18 countries, has its origins in the role of the agricultural landscape linked to wine production as an element of European identity. It brings together European citizens from the Atlantic to the Caucasus, and from the Mediterranean to the Baltic, representing the diversity of European identity. The aim of this Route is to focus on the wine-growing landscape as a sustainable tourism destination.

1.3.4 Prehistoric Rock Art Trails (2010)

Prehistoric Rock Art is the art of the first Europeans. It appeared in Europe 42,000 years ago and continued until the Early Iron Age in some regions. Since the scientific recognition of the Cave of Altamira in 1902, Prehistoric Art has constituted an important cultural and tourism resource for Europe, as the first major cultural, social and symbolic expression of humankind.

1.3.5 European Route of Historic Thermal Towns (2010)

Thermalism - the therapeutic use of hot springs - has been prevalent in Europe from ancient times to the present day. Many of the towns along this route were known during Roman times, and several have impressive ruins of baths and associated spa buildings. The most famous towns reached the height of their renown during the 18th and 19th centuries, when a wide range of new medical and health treatments were developed, and when travel became much easier with the arrival of the railways. The prestigious political and cultural elite travelling to Europe's spas, creating centres of cultural exchange in numerous cities, may be said to have launched modern tourism as we know it. These celebrities cemented the reputation of the thermal spa towns and gave birth to a real trend, the development of prestigious hotels and a variety of leisure activities, ranging from the first casinos to musical theatres, to covered promenades and landscaped gardens for the entertainment of fashionable tourists.

1.4 World Tourism Organization (UNWTO) programmes

1.4.1 Silk Road Programme

Collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route's natural and cultural heritage. Additionally, it is working to foster greater co-operation between Silk Road countries and regions, with the established aim of creating a seamless and memorable Silk Road travel experience.

1.4.2 Western Silk Road Tourism Development Initiative

Tourism project aimed at revitalizing the Silk Road heritage located in the European region, from the Caspian Sea, around the Black Sea and along parts of the Mediterranean basin. The project is designed to strengthen and diversify the tourism offer of Western Silk Road destinations as well as enhance regional cooperation and cross-border partnerships.

1.5 UNESCO Silk Road project

1.5.1 Definition

The Lankaran Department is located along one of the routes of the historical Silk Road network. UNESCO started in 1988 a comprehensive project on ‘Silk Road’ focused on the interchange of cultures. In close cooperation with international partners, UNESCO organized a wide range of activities (e.g., field studies, expeditions, symposia, publications, etc.) to enhance the understanding of the cultural interactions that forged the diverse identities and heritages of the peoples concerned. Azerbaijan is one of the 55 State Parties involved in this project.

The term ‘Silk Roads’ refers to a vast network of land and maritime trade and communication routes connecting the Far East, Central Asia, the Indian sub-continent, Iranian and Anatolian plateaus, the Caucasus, the Arabian peninsula and the Mediterranean region and Europe. The incessant movement of peoples and goods along these routes resulted in an unprecedented transmission and exchange of knowledge, ideas, beliefs, customs and traditions over three millennia.

1.5.2 The Silk Road online platform

The Silk Road Online Platform has been set up by Kazakhstan, Germany, Oman, Azerbaijan to reopen dialogue along these historic lines of communication by collecting and making accessible worldwide scholarship about the Silk Roads and engaging a global audience in a deeper understanding of the diversity and interdependency of the cultures and peoples along these routes. Regional and local communities from more than 55 countries are involved in this collective endeavour by sharing and promoting their Silk Road archives, publications, photographs and audio-visual documents.

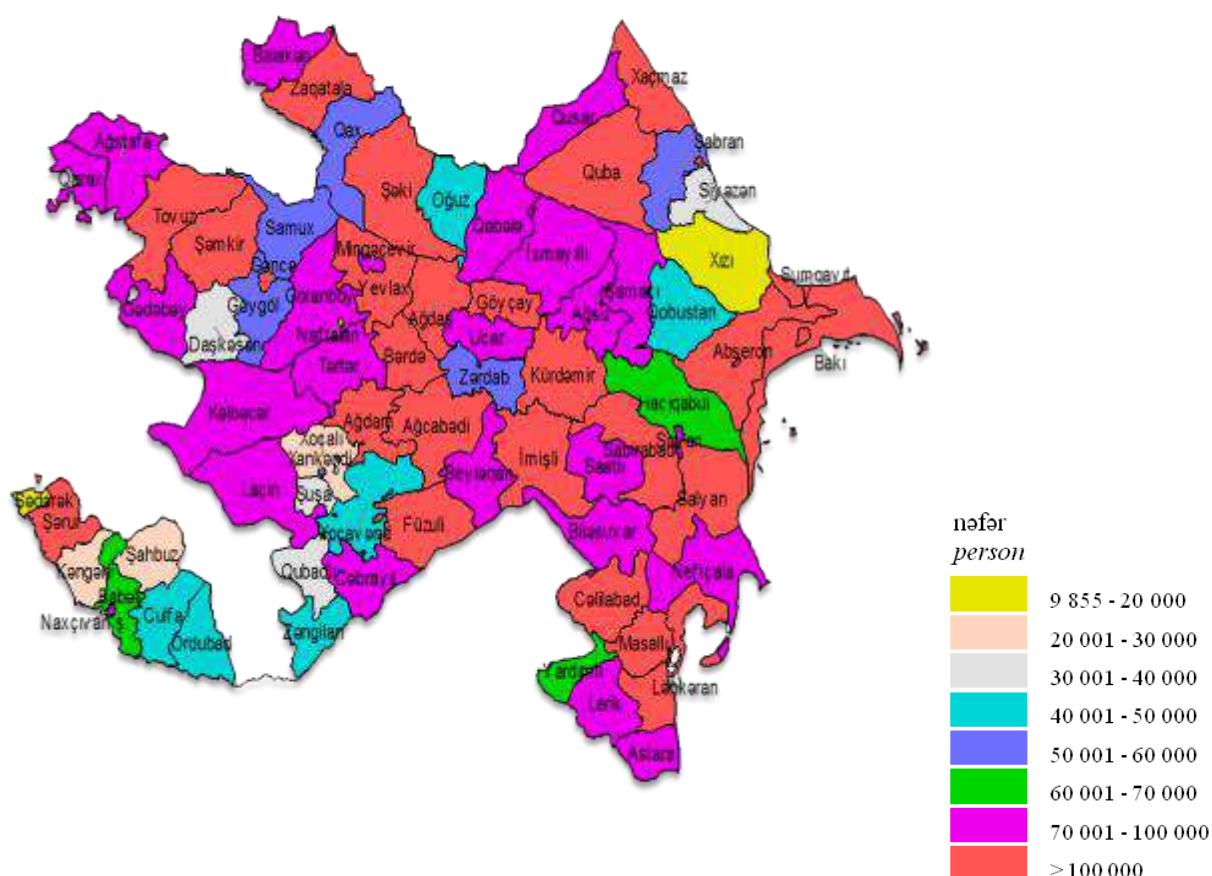
1.5.3 Azerbaijan in the Silk Road UNESCO Project

Azerbaijan was on the path of the Roads and made a significant contribution to the development of this global transit network. The goods and products of Azerbaijani towns and settlements spread along the Silk Roads with great success, and its towns had long been known to act as centres of culture, science and education. Oil, carpets, raw silk, silk fabrics, cotton, weapons, dried fruits, salt, precious stones, jewellery, alum, saffron, natural dyes, polychrome pottery, wooden utensils, non-ferrous metals, sturgeons, caviar and ironwood were the main exports of Azerbaijan. Bilateral land and sea routes linked Azerbaijan with China, Syria, India, Asia Minor, Iran, Egypt, Russia, the Arabian Peninsula, North Africa and Europe. The British used to lay their routes to India via Azerbaijan, Indian merchants traded in spices and cashmere fabrics with Baku and Shamakhi.

2. Lankaran situational analysis

Description

The territory of Lankaran Regional Culture and Tourism Department is 3,024 sq. km., its population amounted to 414,500 people at the beginning of 2017 (according to 2009 census the population was 376,400), with a high population density (see the table below).



Number of Azerbaijani population per district

Towns and regions	Territory, thsd sq. km ¹⁾	Population, thsd person		Population density for 01.01.2017 (per 1sq. km, person)
		on the base of population census 2009	at the beginning of the 2017	
Republic of Azerbaijan	86,6	8922,4	9810	113
Baku city - total	2,14	2045,8	2245,8	1049

Lankaran MCT Department - total	6,07	824,0	917,8	151
<i>including:</i>				
Astara region	0,62	96,2	106,5	172
Lankaran town	1,54	205,7	225,2	146
Lerik region	1,08	74,5	82,8	77

The MCT Department includes the administrative districts of Lankaran, Lankaran city, Astara and Lerik; according to the national statistic system, they are part of the Lankaran economic region, that also includes Yardimly, Masally and Jalilabad regions.

The area is located in the South of Azerbaijan, near the Iranian border. Its borders on the Kur-Araz lowland in the North and is bounded by the Talysh Mountains southwards, and reaches Iran at Astara. Lankaran city is located in its eastern part on the Caspian Sea. It is believed the name Lankaran to derive from “Lengerkunan”, which had meant “anchor place”, i.e. port in ancient times. The region has a vast area of national parks, where a variety of fauna and flora are preserved. The lowland with its humid semi-subtropical climate is a place of tea, rice and citrus plantations. Great attention is given to the production of Lankaran tea.

A percentage of the population of the district is ethnic Talysh: they have preserved their ancient language, traditions and customs.

2.1. Natural heritage

Lankaran city is located in the South-Eastern part of Azerbaijan, on the Caspian Sea. North of it, coastal lowlands and the Great Gyzyt-Agach bay are the territory of the Gizilagach State Nature Reserve. The mild climate creates favorable conditions for the wintering of hundreds of bird species.

South in the Astara district, where Hirkan National Park is located, Hirkan type forests have been well-preserved to date and consist of mainly endemic and rare tree and shrub species. This region has existed since the ice age, and it can be easily compared to a botanical garden; there are species of tree that have been living continuously for millions of years.

One of Azerbaijan most famous species of tree, the Persian ironwood tree (*Parrotia persica*), is specific of this area. It not only survived the ice age, but indirectly became one of the reasons for the oil boom in Azerbaijan. In fact, back in the days, the Nobel brothers were looking to buy a large quantity of ironwood for their weapon production facilities; but transportation proved too expensive, so they decided to invest into the oil business.

The plain part of the Hirkan National Park lies within the Lankaran Lowland. It is the only preserved part of the Caspian Hyrcanian mixed forests which covered most of the lowland, that was later cleared for agriculture.

A thematic exhibition on relict trees of the Hyrcanian forest opened on May 2014 at the Azerbaijan National Academy of Sciences, in Baku. The exhibition project was a collaboration between the Botanic Garden of the University of Fribourg, the Natural History Museum of Fribourg, the Institute of Botany of the ANAS, Botanic Gardens Conservation International and Design NG Tornay Graphic and Communication, Fribourg. The exhibition, now on permanent display at the Institute of Botany of the ANAS in Baku, aims to raise awareness of the conservation needs of the spectacular relict flora of the Hyrcanian region.

In the South, Astara city is surrounded by rice paddies. High in the mountains, the Astarachay and Tengerud Rivers originate and flow into the Caspian Sea. The greatest attraction, not easy to reach, is the view from Galindashlari (Vayuasigh), a group of rocks which is said by folklore to have been a wedding party fossilised in mid-celebration by a dragon with medusa-style powers.

Lankaran is home to some of Azerbaijan famous hot springs. West of Lankaran city, on the foothills of the Talysh mountains, there is a hot spring called Meshe. North of Lankaran, on the Masalli roadway, is located the Havzova hot spring. South of Lankaran on the Lerik highroad, beneath the Ibadi and Sumakh mountains, lays the Ibadi hot spring. According to legend, it was here that a wise man was healed, and he named the area Ibadulla.

Near Astara, in Archivan village is the Yanar Bulag (burning spring). Here, spring water gurgling from a metal stand-pipe is impregnated with methane, so it easily burns with a lighter next to it, giving a magical little display wet and warm. The water's flammability is secondary to its remedial properties in locals' opinion. In the area is also Isti Su (literally "Hot Water"), a set of hot sulphuric water springs, and a former Soviet-era sanitarium related to them.

The Lerik district area has majestic mountains, rivers and waterfalls. Lerik region is especially known as the land of centenarians: there lived more than 500 centenarians in its mountainous area. Today, there are more than 20 people whose age exceeds 100 years. Scientists think that longevity in the region is of genetic origin, naturally combined with active life in contact with nature. Whatever the reason, the world's only Museum of centenarians was founded here. The museum exposition includes more than 2,000 exhibits, documents, photos, etc. of centenarian people of Lerik.

2.1.1 Specially Protected Nature Areas

Hirkan National Park was established on 9 February 2004. The Park is located on the shores of the Caspian Sea in the South-East of Azerbaijan. By Decree dated on 23 April 2008, its area was enlarged to 40358 ha. 97 people work in the Park.

The word "Hirkan" is derived from the ancient name of the Caspian Sea; a tribe inhabiting this area was also similarly called. Fossil records attest to the fact that Hyrcanian is a descendant of forest communities that were widespread throughout the Northern hemisphere during the Miocene, a geological era between 23 and 5.3 million years ago, but whose range significantly retreated during the climate change that occurred during the glacial Pleistocene period. The Hyrcanian Forest owes its survival to the special climate of the southern Caspian region, and the relatively mild humidity it enjoyed even during the Ice Age.

The park encompasses a part of the Talish Mountains, distinguished for their unique natural components. The mission of the Park is to ensure the conservation of relict and endemic plant species of the Tertiary period, the protection of typical flora and fauna representatives of this area, the implementation of environmental monitoring, public environmental education as well as creating conditions for research, tourism and recreation.

Most of the park's area is covered by forests and is composed of mountains extending from North-West to South-East. The park is rich in plant species. Forests in the lower part predominantly comprise chestnut-leaved oak, ironwood and hornbeam, together with black locust, Hirkan fig, Caucasian persimmon, and others. Above, ironwood and chestnut-leaved oak decline and get replaced with beech forests. The climate in the park is humid. Summer is dry, autumn is moist and winter is moderate. The hottest temperature is 22-25 C° and the coldest one is 1-3 C°.

The plain part of the Hirkan National Park (the so-called "Moscow Forest") is the only preserved part of the Caspian Hyrcanian mixed forests which covered most of the lowland.

The richness of the vegetation has provided habitat for many animals. Asian leopard, lynx, wild cat, badger, wild boar, roe deer, sika deer, raccoon are found among. The Asian leopard (*Panthera Pardus Saxicolor*) is threatened with extinction and protected under the Red Data Book of

Azerbaijan and the International Union for the Conservation of Nature and Natural Resources-IUCN list. It is estimated that less than 10-13 Asian leopards survive in the region.

The ornitofauna of Hirkan National Park numbers over 118 bird species, including black stork, osprey, Northern goshawk, imperial eagle, Talish Caucasian pheasant, black francolin.

The Hirkan forest is home to the amazing Khanbulagh Lake. Since the year 1935 this place has been inhabited by the spotted deer (*Cervus nippon*), and sometimes the white deers come from the South. It is known that tigers inhabited the area until the late 1930s.

Hirkan National Park is also famous by its rare natural monuments. There are more than one hundred natural and cultural monuments in the park's area. One of the most famous monuments is "Guru Nabi", a sacred place nearby Zungulash village.

During the Neolith and Bronze Ages a center of the Southern Caucasus agriculture was located in the vicinity of Hirkan forests. Archeological excavations show that farming flourished here in the 5th to 4th millennium B.C.

The *Gyzyl-Agach State Reserve* is situated on the Southwestern coast of the Caspian on an area of 88.4 thousand ha including 62 ha of water area. It was established in 1929 for the protection and reproduction of wintering and migratory waterfowl, wader and steppe birds. In 1975 the reserve was classified as being of international significance, mainly as a habitat for waterfowl and coastal birds. A typical feature of the Gyzyl-Agach reserve is the extreme dynamic connected between the variation in the level of the Caspian Sea, the wandering of the Kura and Araks River beds, and anthropogenic activity. At present the relief of the reserve is characterized by the alternation of low ridges (up to 1 m.), open hollows and old silty riverbeds.

There are 248 species of birds in the reserve, including francolinus francolinus, grey goose, white-fronted goose, little bustard, plegadis falsinellus, platalea leucorodia, nycticorax nycticorax, phoenicopteri, branta ruficallis, peregrine falcon, pelecanidae, buff-backed herons, pond herons, swans and others. On the migration route along the western coast of the Caspian great flocks of migratory birds feed and rest. In some years 5-7 million birds have wintered here. There are many species of fish in the waters of the reserve, among them sazan, pike perch, rutilus frisii kutum, mugilidae, salmonidae. There are also wild boar, wolf, jackal, jungle cat, badger, otter, fox and other mammals.

The reserve was included into the list of UNESCO Ramsar Convention on Wetlands.

The *Zuvand State Nature Sanctuary*, established in 1969, is an intra-mountainous depression in the Lesser Caucasus, at the Iranian border close to Lerik town. It extends in elevation between 1,700 up to 2,582 m. and forms the sheltered highest region of Talish Mountains. Several creeks originate in the region, and they form many little springs. On the slopes and rocky areas the typical Mediterranean-Anatolian vegetation can be found, withstanding long periods of drought. As for fauna, Zuvand region hosts about 150 wild bird species, including several passerine species that do not occur anywhere else in Azerbaijan; 45 species of mammals, several bat species, rodent and large carnivores; amphibians and reptiles, among them of special interest a large population of *testudo graeca*.

2.1.1.1 Offered services and amenities

Before the Caspian level was raised, Lankaran had a seafront. Now, unfortunately, there are only little practicable beaches North of the city. So, despite the location on the coast of the sea, the area is not especially suitable for beach holidays. Astara has a beach, but little frequented as a border spot.

Instead, the proximity of Hirkan National Park to the Baku-South main highways and railways, and its beautiful corners of nature provide favourable conditions for the development of ecotourism and

promotion of environmental education. Hirkan National Park provides a visitor centre, also equipped with a nature trail designed for children.

Lerik is also a good starting point for hiking. Along the pretty Lankaran-Lerik road are many appealing teahouses and rest areas from which to take random strolls in some of Azerbaijan's most appealing mature forests. Here is possible to find some rural accommodations. Recently, some roads built or newly asphalted in 2014-15 have added new options for reaching some remote, previously inaccessible corners.

On the other hand, at the moment the predominant feature of the South region, including Hirkan Park, Gyzyt-Agach State Reserve and Zuvand Sanctuary, is natural wilderness, a feature to be possibly enhanced as well as safeguarded in the future. It is also noteworthy that the use of the Local people of Talysh Mountain, in the last 20 years turned increasingly toward subsistence farming, using wood for heating, cooking and building, both for personal use and for sale. The unregulated collection of this wood, together with an increasing use of the forest for pastureland, led to the degradation and loss of large numbers of trees. The challenge now is to provide good economic options for the local population, while preserving long-term the Hyrcanian Forest ecosystem.

2.1.1.2 Tourism activity

Tourism activity in the territory of national parks		2015	2016
Number of museums, unit		6	6
Number of visitors, person		3302	3607
of which citizens of foreign countries		474	659
Number of ecoways and routes – total, unit		43	90
of which:			
Water		-	-
Horse		5	26
Foot		28	42
Number of visitors, person		196600	198583
of which citizens of foreign countries		1540	2801

State Statistical committee of the Republic of Azerbaijan

2.1.1.3 Stakeholders

Actor	Public	Private	Description	Interests and expectations
Ministry of Ecology and Natural Resources	X		The Ministry manages all the protected areas as well as the staff	Necessity to build a connection between the Ministry of Ecology and the MCT Regional Department
Azerbaijan National Academy of Sciences – ANAS	X		Major National research institution	The thematic exhibition on relict trees of the Hyrcanian Forest is on permanent display, at the Institute of Botany of the ANAS, to raise awareness of the conservation needs of the relict flora of the

				region
UNESCO	X			Participation in UNESCO Ramsar Convention on Wetlands
IUCN - International Union for the Conservation of Nature and Natural Resources-	X			Lists and protects some threatened species of the region
IDEA (International Dialogue for Environmental Action) Public Association		X	The organization is aimed at promoting public awareness of environmental issues and action, collaboration with youth, education in the field of environmental problems and finding proper solutions for them	Preserve environment
WWF		X	WWF Azerbaijan office works in close cooperation with local governmental, non-governmental, scientific, and other organizations. Relations with the Ministry of Ecology and Natural Resources of the Azerbaijan Republic (MENR) are defined by a Memorandum of understanding between WWF International and MENR signed in 2002. Special attention is paid to the development of the Protected Areas (PAs) system, conservation of endangered species, and restoration of ecosystems	Conservation or reinstatement of protected species in Caucasian areas, increasing the resilience of forest ecosystems, implementation of sustainable tourism development strategy in national parks
WorldBank		X	World Bank has a program in Environment and water supply	Protecting environment, solving pollution problems, water waste
Asian Development Bank		X	Research on environmental status of Azerbaijan	Protecting environment, solving pollution problems, water waste

Eurasia Foundation		X	Promotes cultural and ecological tourism in the region and the development of rural communities hosting the cultural and ecological sites	Eco Agro-tourism in the Southern Caucasus project
Hotels and Restaurants		X		Increase the number of customers, increase the average length of stay in the area

2.2 Cultural heritage

2.2.1 Tangible

The South region is one of the earliest inhabited areas of Azerbaijan. Here is the Buzeyir cave camp, one of the oldest human settlements. In the ancient times the area was known as Talysh (from the name of the Talysh tribes living there), and archeological researches proved that the life in the spot began in the III-II millenniums before Christ. Other recent excavations projects allow to recognize necropolis and settlements from the Bronze Age (Niaballa project).

Recently, nearly 150 coins of the 11th-12th centuries have been accidentally found in the North of Lankaran region. They were copper coins belonging to the state of Atabegs, ruling Azerbaijan in the 12th-13th centuries. The Atabeg State fell in 1225 when it was added to the Great Mongol Empire created by Genghis Khan. These recent findings proved once again that one of the branches of the Silk Road, the 11th-12th centuries trade network, crossed the Southeastern region.

In the 16th century Lankaran was within the structure of Iranian dynasty of Safavids. Afterwards, it was the long-time capital of the independent Talysh Khanate. It was a khanate of Iranian origin that was established in Persia and existed from the middle of the 18th century till the beginning of the 19th century. It comprised the Southeastern part of the modern day Republic of Azerbaijan and the Eastern tip of North-Western Iran. Its population mainly consisted of Azerbaijanis and Talysh people. Most of the monuments in Lankaran date back to this period.

In 1802 the Talysh Khanate became a protectorate of the Russian Empire, then, as a result of the Persian defeat in the Russo-Persian War of 1826-28, it was absorbed by the Russian Empire. After World War I, the Talysh region initially followed Azerbaijan to independence; during April 1919 the region fell under the control of the Bolsheviks and set itself up as the Talysh Mugam Soviet Republic, only to be forced back into the Azeri Democratic Republic three months later. History repeated itself in August 1993, when the Talysh Mugam Republic was declared by Aliyev, but within three months it broke down again.

2.2.1.1 Monuments and archaeological/ historical sites

Lankaran Regional Culture and Tourism Department Breakdown of listed historical and cultural monuments per district - 1									
Lankaran MCT Department and Districts	Historical and cultural monuments of world importance		Historical and cultural monuments of national importance		Historical and cultural monuments of local importance				Total
MCT Department (Total)	-	-	-	91	130	-	56	85	362
	Architectural monuments	Archeological monuments	Architectural monuments	Archeological monuments	Architectural monuments	Garden-park, monumentals and memorials	Archeological monuments	Decorative applied arts (folk stone sculpture monuments)	
Lankaran district					53	-	9	2	
Astara district					50	-	22	5	
Lerik district					27	-	25	78	

The Lankaran's most visible landmark is the white Mayak (18th) - a lighthouse that was a former prison. There is also, near the main park of the city, a brick-barrel tower where Stalin was held prisoner in his early revolutionary days.

The Fortress (18th century), the Kichik-Qala mosque (19th), and the House of Mir Ahmad are the most known architectural monuments of Lankaran, along with the Guldasta minaret, Haji Mirza bath, and House of Khan (Khan Palace). Lankaran Fortress, or rather its remains, was one of the most important fortifications in the Talysh khanate. At the fortress there were also a market and two mosques, which were at times among the most visited locations for pilgrims throughout the region.

The Mir Ahmad palace was constructed in 1913 by French architects, with elements of national architecture skillfully used; its Northern and Western facades are made of bricks and white stones, the Eastern and Southern ones of red bricks. The entrance top is decorated with the figures of mythical animals.

Another element of historic interest in Lankaran is the Jew Synagogue that dates back to 1892. It was used by the Jews during World War II.

Outside the city of Lankaran, near Ballabur village, a place is claimed to be the site of the ancient Bazz Castle. It was here that Khuramid chief Babek defended the spot against the Arab invasion. Following the execution of Babek the invaders demolished the castle, though some remnants of it can still be seen. In Yuklhary Nuvadi village is the ancient tower Abirlar, in the village of Shikhkaran is the tomb of Sheikh Zahed.

Lerik – as well as Astara – has a beautiful setting, but it is devoid of any architectonic or artistic remains: on 9 July 1998 an earthquake scored 6,5 on the Richter scale and damaged 4,200 homes in the region. More appealing villages are a few kilometres further into the mountains. In Astara there is, as usual, a historical museum and just a curiosity, the little “chaykhana” with tea-glass-shaped windows.

Nevertheless the whole region, due to its very ancient roots, is rich in archaeological sites and remains.

Finally, a characteristic feature of the region is the Lam (*Ləm*), a particular architectural structure: it is a awning, asort of summer house for the outside. Lam constructions became popular in the South region in XVIII-XIX centuries. They are not found or known in other parts of Azerbaijan. Red bricks were usually used in the construction of the ground floor, while the second floor was built up of wood; the wooden part was usually decorated. According to the list of historical and cultural monuments,just 23 lams have been survived up to now. Famous old lams can be found in Boladi village of Lankaran and Archivan village of Astara.

2.2.1.2 Museums, Memorials, Libraries

In Lankaran city, the Soviet Army hero of the World War II Hazi Aslanov is celebrated with a statue stands on a white-brick raft supposed to represent a tank and by his house now transformed into a museum.

The History Museum in Lankaran is hosted by the architectural monument former home of Mir Ahmad (mentioned above). The Museum contains a series of archaeological, photographic, and Karabagh memorial items; swords, shields, utensils, books, household items, plus a room decorated to show the interior of a traditional Talysh home. The Old Prison of the city is also a building of historical interest.

Lerik is especially known for the Museum of Longevity. In Lerik is also located a local History Museum and a Karabakh war memorial.

There is a Heydar Aliyev Museum in Astara, where also a Heydar Aliyev Park was opened in 2008. In both Lankaran and Lerik there are Heydar Aliyev Centers too.

Museums by economic and administrative regions and towns of the Republic of Azerbaijan at the end of 2016*

Economic and administrative regions and towns	Number of museums	Number of museum visitors, thsd person
The Republic of Azerbaijan	236	2697,7
Baku city	36	636,6
Total Lankaran Regional Department	8	129,2
Astara district	3	28,5
Lankaran district	4	99,8
Lerik district	1	0,9

** data from Azerbaijani official statistics*

The centralized libraries of Lankaran, Astara and Lerik are operating since the seventies.They consists of the central city libraries and many local branches, including youth libraries, children libraries, village and town library branches.

The libraries have been connected to the centralized electronic system of libraries of Azerbaijan in 2012 (CLS). It means that any reader can enter from its own place and search for a book/publication in the electronic catalogue provided on the website, checking which library branch holds that book/publication in its fund.

Public libraries by economic and administrative regions and towns of the Republic of Azerbaijan at the end of 2016*

Economic and administrative regions and towns	Number of libraries	library stocks, thsd copies
The Republic of Azerbaijan	3088	32469,7
Baku city – total	101	9305,4
Total Lankaran Regional Department	187	1766
Astara district	50	393,8
Lankaran district	71	881,5
Lerik district	64	303,7

The Azerbaijan Society for Scientific Research and Studies, established in Baku in 1923 (the institution that preceded the Azerbaijan National Academy of Sciences) at the time had a regional branch in Lankaran, as well as a Lankaran Station of Subtropical Plants. Currently, 2 Regional Departments still operate in ANAS: Nakhchivan Scientific Branch and Ganja Branch, as well as Sheki and Lankaran Regional Scientific Centers. Lankaran Regional Scientific Center has been established since 2006.

Lankaran State University in 1991 began to operate as a branch of Baku State University, and in 1992 received a status of an independent state university.

Lankaran branch of Teachers Improvement Institute, Lankaran Humanitarian College, Medical School, Children’s Art School also operate in Lankaran.

2.2.1.3 Printing houses

Lankaran City Executive Authority *Lankaran* newspaper has been operating since 1991. Independent newspapers *Prism* (2004), *Shafag* (1992), *Words* (1994), *Mashal* (1999) are literary and art magazines. *Lerik* newspaper is published since 1937 as a “kolkhoz” newspaper.

2.2.1.4 Contemporary art

Lankaran city, Astara and Lerik towns have 1 State Art Gallery each. They organize temporary exhibitions, sometimes in collaboration with Yarat. Yarat’s main territory of action is the city of Baku, though they are also working on the rest of the territory, with the aim of educating to contemporary art. When they work in the regions they contact the officials in the destinations, and hold their art events in any venue offered by district authority.

2.2.1.5 Stakeholders of tangible heritage

Actor	Public	Private	Description	Interests and expectations
Lankaran Department and Municipalities	X			Heritage for quality of life of citizen and for tourism
National Academy of Sciences	X		Presence in the region with the Lankaran Regional Scientific Center	Research in the area
Lankaran State University	X		Presence in the region	Research in the area
YARAT	X		Yarat is a not-for-profit organisation dedicated to nurturing an understanding of contemporary art in Azerbaijan.	Interest in working with exhibitions in the territory even though the main business is in Baku.
UNESCO	X			Silk Roads projects
World Bank		X	World Bank has a program in Cultural Heritage	Protecting Cultural Heritage, Fostering economic and social development base on Cultural Heritage
Asian Development Bank		X	Asian Development Bank is interested in Cultural Heritage protection	Safeguarding Cultural Heritage Ecotourism and cultural tourism positive role in Azerbaijan's development. Conservation of cultural heritage has attracted funding from unexpected sources.
Hotels, Restaurant, shops		X		Increase the number of customers, increase the average length of stay in the area
<i>Contemporary art</i>				
Municipalities	X		Some cities are involved in contemporary art exhibitions	The interest lies in expanding the opportunities for cultural fruition for citizens
Tour operators		X	Right now there are no connections between the world of contemporary art and the tour operators	They could see in the development of the connection of contemporary art with other more traditional cultural production (craftsmanship, food & wine production) a motivation to include contemporary cultural production as a qualifying element of their

				offer.
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2.2.2 Intangible

2.2.2.1 Performing arts (Theatres, dance,concerts), Events, Festivals

The history of Lankaran theater dates from the XIX century. All the proceeds from the the first piece performed in this theater in 1850 were donated to the poor. Lankaran has an Olympic complex, a children's and youth sports school, a boxing health center and a chess school.

Lankaran area and the Southern region have, due to the Talish ancestry, a particular language, not understood in other parts of Azerbaijan, and particular traditions. Several national folk performers refer to these, among them the Bajilar (The Grandmas), a national Talysh folk and dance collective. Other folklore groups/collectives are "Kinalim" girls' folklore dance collective, "Vanavsha" children dance collective, Vilvan village club folklore dance girls collective.

Local traditions are also very much radicated on agriculture, in particular on tea, rice and citrus production.

Lankaran Regional Culture and Tourism Department <i>Theaters, Festivals, Events*</i>				
	Folk Theaters	Theatre Shows	Festivals/Events	Public/Year
Lankaran	-	1- Lankaran State dram theater (not including the balance of Regional Department)	1- Tea, citrus, rice festival	Audience of tea festival in 2017 was about 1000 persons. Dram theater hall has a capacity for 320 persons.
Lerik	-	-	-	
Astara	1			Folk theater in Kakalos village of Astara. Viewer number is 200.

2.2.2.2Folklore

Folklore has an important place in cultural life of Azerbaijan, and many efforts have been done to recognize this value at national and international level. Within a few years, some expressions of intangible culture and folklore have been inscribed on the *Representative List of the Intangible*

Cultural Heritage of Humanity by UNESCO, often as a local expression of practices in common with different countries and regions of the Caucasus.

The cultural expressions inscribed on the List of the Intangible Cultural Heritage of Humanity by UNESCO are the following:

In particular, *Novruz* marks the New Year and the beginning of spring across a vast geographical area. It usually occurs on March 21 or the previous or following day, depending on where it is observed. The Republic of Azerbaijan has a seven days Novruz public holiday. Musical gatherings take place at Novruz. Minstrels and folk singers sing songs and public games are held; tightrope walkers demonstrate their skills, wrestlers test their strength and shows are performed in public squares, such as the comic show *Kos-Kosa*. Another Novruz custom concerns horses: at this time people take better care of them and dress them up; in the countryside take place equestrian competitions and people play *chovgan*, a game similar to polo.

The art of Azerbaijani *Ashiqs*, combination of poetry, storytelling, dance and vocal and instrumental music into a traditional performance art, stands as a symbol of Azerbaijani culture. Characterized by the accompaniment of the saz, a stringed musical instrument, the classical repertoire includes 200 songs, 150 literary-musical compositions known as dastans, nearly 2,000 poems in different traditional poetic forms and numerous stories. Ashiqs take part in weddings, friendly parties and festive events throughout the Caucasus and appear on concert stages, radio and television, sometimes synthesizing classical melodies with contemporary ones.

Traditional wrestling, *Gulash* is a common sport activity among Silk Road's countries. Gulash is a competition in body force, as well as in willpower and spirit. The tournaments are accompanied by music, as in ancient times, normally by the sounds of the traditional wind instrument called zurna and rumbling of drums. The wrestlers of Gulash are known as pekhlevans.

Lankaran area and the Southern region have, due to the Talish ancestry, a particular language, not understood in other parts of Azerbaijan, and particular traditions. Several national folk performers refer to these, among them the Bajilar (The Grandmas), a national Talysh folk and dance collective. Other folklore groups/collectives are "Kinalim" girls' folklore dance collective, "Vanavsha" children dance collective, Vilvan village club folklore dance girls collective.

2.2.2.4 Stakeholders of intangible heritage

List of stakeholders of intangible heritage				
Actor	Public	Private	Description	Interests and expectations
Ministry of Culture and Tourism	X		Provides building and equipment for Folk Theaters	Maintaining and valorising tradition
MCT Department Culture Centers	X		Organize festival and events	Giving cultural opportunities to communities, preserving traditions
Culture Clubs	X		Organize theatre shows,	Preserving and valorising folklore and traditions,

			celebrations, exhibitions, etc.	working for social inclusion and cohesion of the community
District Executive Powers	X		Support events at District level	Preserving and valorising folklore and traditions, working for social inclusion and cohesion of the community
ANAS Institute of Folklore	X		Supports folklore-related events	Preserving and valorising folklore and traditions
Heydar Aliyev Foundation	X		Supports major events (e.g.: <i>Gabala International Music Festival</i>)	Preserving and valorising folklore and traditions
MIRAS Social Organization in Support of Studying of Cultural Heritage		X	It is engaged in propagation and development of cultural heritage. It includes historians, archeologists, artists, restorers, engineers.	Preserving and valorising folklore and traditions
Hotels, Restaurants, Traditional shops		X		Increase the number of customers, increase the average length of stay in the area
Tour operators		X		Interested in developing specific tours.

2.3 Food and beverages

The South region is famous for its rich cuisine, and Lankaran's has largely been affected by its multicultural history, hence the large variety of food originating during Talysh Khanate.

Lavangi (fish or chicken stuffed with chopped nuts and pomegranate), *Lankaran kulcha*, *Plov* (rice dishes) - marji plov, white plov, pumpkin plov - and *turshu kebab* are the best examples of local .

Tendir bread with cheese and butter: the tendir is a traditional clay oven where this special bread is made. *Lavangi* chicken is also traditionally cooked in a tendir. *Gutab* is a crunchy, fried dough with fillings inside, to try it with potato (*kartov*) or stomach meat (*qarin*) fillings and lots of sumac spice with its astringent-acidic flavour.

Further, special climatic conditions allow local people the opportunity to grow subtropical crops such as feyhoa, quince, cumquat, pomegranate, lemon, mandarin oranges, tangerines, persimmons, pineapple guavas and tea. To meet the growing demand and contribute to the non-oil sector development, new citrus orchards were planted in the foothills of Astara in accordance with the presidential order dated September 12, 2017 on "New measures to promote the production of citrus, tea and paddy in the Republic of Azerbaijan". Citrus thrives in any season, especially during spring and require sun during the ripening stage, so the country's Lankaran, Astara and Masalli regions are ideal for their growth. The main difficulty for citrus fruit orchards in the mountainous areas of

country's southern regions is the frosty weather in the winter months, but in the foothills there is no such a threat.

Actually, tea deserves a special attention: in fact, Lankaran and Astara districts, along with Masalli and Zagatala are the main tea-growing regions in Azerbaijan. Supposedly, the first sorts of tea brought to Azerbaijan in 1892-1898 were planted in Lankaran and Car-Balakan. As the result was positive, tea growing fields had been enlarged in Lankaran, and the first plant was built therein 1937. Afterwards, tea production has become massive in Azerbaijan.

Of course Chay hana (teahouse) are largely present in the region. Near Xanbulan Lake, tourists can go to one of Lankaran's famous tea factories, the Aurora Tea Factory, tour and see the tea-making process, and sample the tea in a rose garden.

2.3.1 Stakeholders

Actor	Public	Private	Description	Interests and expectations
Ministries of Agriculture and Economy	X			Protect production, entering the international markets
Local producers		X	Factories operating in the region, especially tea factories	Some of them are developing tourist infrastructures
Hotels, Restaurants		X		Increase the number of customers, increase the average length of stay in the area
Specialized tour operators		X		Interested in developing specific tours

2.4 Crafts and traditional productions

The Lankaran region does not have a great craft tradition, because long remained rural, with only minor importance accorded to towns housing professionals, workshops, and master craftsmen. At most we might number among local traditions, especially the wickerwork (including mats, baskets, and hats), turned-wood object, pottery, and the weaving wool and goat hair, a specialty of the mountainous regions (especially the *jurāb*, single-colored or multicolored stockings, knitted by the women with five needles). In Lankaran City, some of craftsmen carve timber, rock and metal.

The most popular handicraft product is that of “*Həsir*”, a mat woven from reeds and cane, weaved exclusively by women during summer. People in the South region employ hasir more frequently and broadly in their flats, and for daily household tasks, because of the humidity as a result of sub-tropical climate of Lankaran. So, local people usually lay hasir under the carpets, rugs, or kilims in order to prevent humidity to get into and spoil the carpets.

People also use different size of bags made of hasir for bazaar. Moreover, hasir hats are used by people in the area while working outside, in the sea and in the agricultural fields, to protect themselves from the sunshine. In general, there are two types of hasir-making techniques: simple hasirs, or patterned hasirs. Kakalos village of Astara is distinguished for specific technique of hasir making. They apply geometrical figures during the weaving process.

2.4.3 Stakeholders

List of crafts and traditional production stakeholders				
Actor	Public	Private	Description	Interests and expectations
Lankaran Regional Department of Culture and Tourism	X			Protect and enhance local cultural expressions
District museum of cultural ethnography	X			Preserve local cultural traditions and give support to artisans
Lankaran tourism information center	X			Increase the number of tourists Solve problems related to the difficulty of getting to the village Perhaps de-seasonalize visitors
Azerbaijan Carpet Museum	X		The authoritative reference point for both study and valorisation of this important traditional craft.	Studying, preserving and valorising of traditional carpets weaving.
ABAD (Easy Support to Family Business)	X		Public legal entity under State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan.	Supporting development and formation of family business in the country, stimulating development of small and medium entrepreneurship, creating additional employment opportunities for population.
Baku corner		X	Retail organization	Offering direct market access to artisans
Tour operators		X	They operate specific tours	Interested in developing offer

2.5 Tourism sector

2.5.1 Institutional framework and offer

The *Culture Concept of the Republic of Azerbaijan* establishes, inter alia, the need for a modern touristic infrastructure, related to cultural assets suitable to be utilized as touristic objects and to be included in touristic itineraries. About this, merging culture and tourism in the same Ministry since 2006 had been a strategic move: in the last decade, cultural tourism has become a new priority for Azerbaijan, and it has been presented as a vector of mutual understanding with neighbour countries as well as an engine for growth.

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, was AZN 8,091.3mn in 2016 (14.6% of GDP) and is expected to grow by 6.6% to AZN 8,622.8mn (15.3% of GDP) in 2017.

During the first nine months of 2016 1,7m tourists visited Azerbaijan, and it is projected that 2.5m tourists will be visiting the country each year by 2020, as a result of tourism cooperation agreements with 28 nations. The simplification of the visa regime has been another important measure fostering touristic flows.

Lately, in March 2016 a *Presidential Decree on diversification of the economy* has identified tourism as one of eight priority sectors for development. Further, in connection with the implementation of the *Decree on Strategic road maps for the national economy and main economic sectors* from 6th December, 2016 and the *Order on additional measures related to the development of tourism in Azerbaijan* from 1st September, 2016, the Azerbaijani President signed a *Decree on additional measures related to development of tourism in Azerbaijan*, establishing the *Tourism Council of Azerbaijan*: the Council can consult independent experts and specialists and create working groups.

Moreover, to ensure further enhancement of the country's tourism potential has been established the *National Tourism Promotion Bureau* in the form of legal entity of public law, central and local executive power bodies, and proper governmental structures have received appropriate instructions to ensure and finance the activity of the Bureau.

On the territory, every district has a *Tourism Information Center* managed by the MCT Regional Department: Information Centers provide information on accommodations, transport, guide and interpreter service; they organize tours, excursions, horse riding and cycling tours, and they are on social media. The website of Shamakhi Tourism Information Centre appears to be the most attractive one (<http://www.shamakhi.travel/>), though the contents could be implemented.

2.5.1.1 Travel agencies and other intermediaries

Today, there are about 300 travel agencies (according to 2016 official statistics: 272).

Azerbaijan Tourism Association (AZTA) was established in 2009 with the help of the Ministry of Culture and Tourism. It is the biggest entity in the country which brings together all the leading tourism related companies. AZTA's main task is to force tourism and hospitality services development and facilitate attraction of foreign tourists to Azerbaijan. Additionally AZTA is responsible for interests lobbying of member-companies and coordination of their activities with those entities that are not directly involved in hospitality business but are able to make positive influence on its dynamic growth. AZTA includes 80 local tourism agencies and over 100 hotels/holiday villages around Azerbaijan.

Azerbaijan Travel (<http://azerbaijan.travel/>) is the official portal of tourism in the country. It offers quite structured, attractive information on arts and culture, history, gastronomy and leisure opportunities, as well as 4 thematic sector of travel proposal: "Nature", "Family holiday", "Outdoor activities", "Beach rest". On the portal it is possible to reserve an accommodation through *Booking.com*.

Silk Way Travel (<http://swtravel.az/en/about-us/about/>), as exclusive agent of the national carrier *Azerbaijan Airlines*, is one of the most important travel agencies in the country. *Silk Way Travel*

offers five sort of tours within Azerbaijan: “Excursion”, “Therapeutic” (to Nakhchivan, where the five-star Duzdag Hotel has a physiotherapy centre for salt therapy), “Beach rest”, “Ecotourism”, “Hunting in Azerbaijan”.

2.5.1.2 Transportation services

At the beginning of 2017 President of the Republic of Azerbaijan Ilham Aliyev has signed an executive order establishing the *Ministry of Transport, Communications and High Technologies*, set up by merging the ministries of Transport and Communications and High Technologies.

Baku’s international airport was renovated and upgraded several years ago. The airport has facilities for arriving and departing travellers and it is well connected by many airlines. The national airline is *Azerbaijan Airlines* (AZAL). There are 6 other international airports located in Quba, Ganja, Nakhchivan, Lenkaran, Zaqatala and (since 2011) Gabala.

As for railways, there are in the country 2 major train routes, North-South and East-West, with other minor branches.

There is an extensive bus network, both within major cities and throughout the whole country. The availability of taxis is more than adequate for an increase in tourism. It is also very common for foreigners to hire cars with drivers. There are rental car services both international brands (Ace rent-a-car, Hertz, Avis) and local.

Main highways carrying international traffic are the Baku-Alat-Ganja-Qazakh-Georgian border corridor with a length of 503 km, and the so-called North-South Transport Corridor that stretches out from the Russian to the Iranian border along 521 km. Road conditions are constantly improved, but there are difficulties (especially in winter months) to access some of the more remote villages and areas that could be interesting for tourists.

2.5.1.3 Accommodations and hospitality

There are more than 570 accommodation establishments in Azerbaijan. The number of hotels in Azerbaijan has increased from 93 in 2001 up to 548 in 2016. As a consequence of introduction of the hotel certifications, condition and quality of the services has strikingly improved.

The total number of accommodated tourists, according to 2016 official statistics, has been 61.965 (59.956 citizens of Azerbaijan and 2.009 citizens of other countries), mostly in guest houses and hotels, just a minority in private dwellings.

The countries where most tourists come from are Turkey, Azerbaijan itself (75.495), Russian Federation, Iran, United Arab Emirates. While in terms of foreign tourism Azerbaijan is experiencing a real boom, it is worth noting that the tourist flow (especially abroad) generated by the Azerbaijani population has declined since 2015.

In the Lankaran region are also present accommodations managed by CBT: CBT (Community based tourism) is a growing trend throughout the world for travel that provides an authentic experience for tourists, while providing benefits for locals. CBT Azerbaijan (<http://cbtazerbaijan.org/>) is designed around a management system that provides centralized advertising, organization and logistics help

to locals that make their houses available for renting; the system has a little overhead, so local managers are able to keep 80% of generated income.

2.5.1.4 Stakeholders

List of touristic sector stakeholders				
Actor	Public	Private	Description	Interests and expectations
Lankaran Regional Department of Culture and Tourism	X			
Tourism Council of Azerbaijan	X		Consults independent experts, creates working groups	Enhancing tourism in the country
National Tourism Promotion Bureau	X		Legal entity of public law with central and local executive power bodies	Enhancing tourism in the country
Ministry of Ecology and Natural Resources	X		Manages all the Specially Protected Nature Areas, including Parks where tourism is allowed	
Ministry of Transport, Communications and High Technologies	X		Has recently merged the ministries of Transport and Communications and High Technologies	Bringing the country`s state policy in the fields of transport and communications and high technologies to modern standards
State Committee for Standardization, Metrology and Patent	X		Realizes the State policy and regulation in the fields of technical regulation, standardization, metrology, conformity assessment, accreditation, quality management, as well as in the field of the protection of industrial property objects	Meeting international quality standards for products and services
Azerbaijan Tourism Association (AZTA)	X		Brings together all the leading tourism related companies and coordinates them	Enhancing attraction of foreign tourists to Azerbaijan

Tour operators		X	realize and sell tourist packages for both domestic and foreign demand	Interested in enhancing tourism and developing specific tours
Hotels		X	Provide accomodations	Growing touristic business in the region
Private houses for rent		X	Private house owners aimed at raising their standard of living	Providing benefits for local communities
CBT (Community Based Tourism) Azerbaijan		X	Enterprise providing centralized advertising, organization, logistic help and quality control to local families that make their houses available for renting	Providing authentic experience for tourists, providing benefits for local communities
Gabala Tourism and Hotel Business Vocational Training Center,	X		Training center aimed at preparing high-level staff for tourism infrastructure	Developing tourism infrastructure in the region/country
Restaurants		X		Increase the number of customers, increase the average length of stay in the area
Traditional shops		X		Increase the number of customers, increase the average length of stay in the area

2.6 Culture Clubs

Within the pilot project of Ministry of Culture and Tourism of Azerbaijan in 2012 a city cultural center is opened on the basis of city culture house of Lankaran. Other culture clubs in the district and villages were centralized and became its branches. **At the moment, 66 cultural clubs are operating as a branch of Lankaran city cultural center**, and 11 cultural houses and 55 cultural clubs are in the Lerik district.

The MCT owns under its structure more than 2,000 cultural houses and clubs, deriving from the “Dom Kulturi” net established during the past USSR period and spread all over the country within almost all the villages.

At central level, the network is managed by the Department of Cultural Institutions and Folk Arts of the Ministry of Culture and Tourism, Division of Folk Art and Intangible Cultural Heritage (Decision of the Minister nr. 01, 27 April 2015, *Statue of the Department of Cultural Institutions and Folk Arts*). The Department coordinates the activities of club institutions (cultural centers and

branches, cultural houses and clubs), cultural and recreation parks in the territory of republic and controls their activities.

At peripheral level, the clubs are managed by the District/City Cultural Centers and regulated by Decree N: 8/2012 of Minister of Culture and Tourism *Approval of the Exemplary Regulations of Urban (District) Cultural Centers*. These are under the subordination of the Regional Culture and Tourism Offices of the Ministry according to the Order of the President of the Republic dated on 29 March 2016 on “*Upgrading organizational structure of the Ministry of Culture and Tourism of the Republic of Azerbaijan*”.

Their mission is to support and preserve intangible cultural heritage of folk art, also from a management point of view, to protect and develop non-material cultural heritage, to support creativity, to support restoration and to organize special conditions for the population to spend their leisure time. They could also work to create favorable conditions for private institutions and to support non-governmental organizations involved in the valorization of the intangible cultural heritage of Azerbaijan.

The Decree N. 1003/2016 of the President of the Republic of Azerbaijan on *Several measures for accelerating privatization and increasing management efficiency of state property* started the process of privatization of the Culture Clubs.

Before the decree the numbers of Culture Clubs in the Department were as follows:

Lankaran regional department of culture and tourism

Economic and administrative regions and towns	Number of clubs	Number of Cultural houses
Lankaran district	47	21
Astara district	23	22
Lerikdistrict	53	11
Total	123	54

2.6.1 Current situation

In the *Culture Concept of the Republic of Azerbaijan*, approved by the Decree of the President of the Republic of Azerbaijan No. 273 dated 14th February 2014, the following task has been set: *Use of the available personnel at city (district) culture clubs – using their assistance for the development of subsidiaries for country studies, folklore and crafts as well as the foundation of culture parks utilizing modern technologies, creation of crafts workshops and their integration into the existing touristic route*, within the larger subject related to the Protection of immaterial culture heritage.

According to Decree N: 8/2012 of Minister of Culture and Tourism *Approval of the Exemplary Regulations of Urban (District) Cultural Centers* the clubs are at the present local entities supervised and coordinated by the Regional Departments of Culture and Tourism.

Cultural Centers' mission is as follows:

- a) to support the subject of folk art, to protect non-material cultural heritage, restoration and to organize special conditions for the population to spend their leisure time
- b) to support intangible cultural heritage of folk art in the legal, administrative, financial, methodical, informational, personal, material-technical and cultural-political points, for the improvement of international cooperation and non-material cultural heritage, regional history to preserve
- c) to preserve folklore and crafts creations, to develop non-material cultural heritage
- d) to support folk art and the application of modern methods in the management of the intangible cultural heritage
- e) to create favorable conditions for private institutions
- f) to support non-governmental organizations involved in the creation of the intangible cultural heritage of Azerbaijan
- g) to support creativity, to implement training, to detect young talents.
- h) to support infrastructure repair and construction works in the premises of the units
- i) to protect Azerbaijan's historical and cultural experience of life (traditions, holidays, ritual, symbol-secret) folk art, ethnography, folklore and crafts
- j) to organize local, national and international celebrations, concerts / performances / game, festival / competition, fairs / exhibitions, excursions / tours, conferences / seminars / lectures, cultural tour / info-tour and the cultural and educational leisure time other measures aimed at the organization;
- k) to support the documentary film, publication of books and booklets, tourist-information materials, visual aids and souvenirs.

2.6.2 Culture Clubs proposed for not to be privatized

No	Name of institution	Address
1.	Lankaran city Cultural center	Lankaran city
2.	Lankaran City Creativity house	Lankaran city
3.	City folklore house No.3	Lankaran city
4.	Veterans' club	Lankaran city
5.	City Creativity club	Lankaran city
6.	City Craftsmanship club	Lankaran city
7.	City Craftsmanship club No.3	Lankaran city
8.	Craftsmanship club No.6	Lankaran city
9.	City Ethnography and historical studies club No.7	Lankaran city
10.	City Ethnography and historical studies club at Istak lyceum	Lankaran city
11.	City folklore club in childrens' house	Lankaran city
12.	City Ethnography club at medical school	Lankaran city

13.	Urga village creativity house	Urga village
14.	Goyshaban village creativity house	Goyshaban village
15.	Narimanabad town Folklore house	Narimanabad town
16.	Baligchilar town Creativity house	Baligchilar town
17.	Hirkan town Creativity house	Hirkan town
18.	Ashaghi Nuvadi town Craftsmanship house	Ashaghi Nuvadi town
19.	Kanarmesha village Craftsmanship house	Kanarmesha village
20.	Mamusta village Folklore house	Mamusta village
21.	Turkakaran village Folklore house	Turkakaran village
22.	Shikhakeran village Folklore house	Shikhakeran village
23.	Osakucha village creativity house	Osakucha village
24.	Shaglasar village Craftsmanship house	Shaglasar village
25.	Separadi village Folklore house	Separadi village
26.	Zovla village Craftsmanship house	Zovla village
27.	Girdani village Ethnography and historical studies house	Girdani village
28.	Burjali village creativity house	Burjali village
29.	Garmatuk town Craftsmanship club	Garmatuk town
30.	Liman city folklore club	Liman city
31.	Haftoni town Craftsmanship club	Haftoni town
32.	Vel village Craftsmanship club	Vel village
33.	Kargalan village Creativity club	Kərgəlan village
34.	Rvo village Creativity club	Rvo village
35.	Gunahir village Craftsmanship club	Gunahir village
36.	Baliton village Ethnography club	Baliton village
37.	Ballabur village Ethnography and historical studies club	Ballabur village
38.	Lej village Craftsmanship club	Lej village
39.	Bala Shuruk village Craftsmanship club	Bala Shuruk village
40.	Sutamurdov village Ethnography and historical studies club	Sutamurdov village
41.	Tutapeshta village Craftsmanship club	Tutapeshta village
42.	Sapnakaran village Craftsmanship club	Sapnakaran village
43.	Darguba village Folklore club	Darguba village
44.	Veravul village Intellectuals club	Viravul village
45.	Tatoba village Craftsmanship club	Tatoba village
46.	Boladi-1 village Folklore club	Boladi 1 village
47.	Boladi-2 village Folklore club	Boladi 2 village
48.	Havzava village Craftsmanship club	Havzava village
49.	Vilvan village Folklore club	Vilvan village

3. Lankaran Regional Culture and Tourism Department key attractors and development opportunities

3.1 Identification of Department's key attractors

Within a local cultural system, key attractors are territorial assets that due to their significance have the highest potential to drive cultural demand or be iconic components contributing to a territory image for both the local community or external visitors.

As those assets are usually the primary resources able to attract tourism or sustain cultural participation by the local community their role in an integrated approach is relevant as they can be addressed with actions to generate, through proper linkages, positive spill over effects on the enhancement of other resources within the local cultural system.

It is important to notice that key attractors in a given area can be found simultaneously in various sectors of the local cultural system. For example, in a given region we can have a monument of outstanding value that already attract visitors, but at the same time a renowned traditional craft production which strongly characterize the cultural image of the place. Equally, the analysis may end up acknowledging that in a given area the local cultural system does not express any key attractor.

A first identification based on the situation analysis, on the cultural significance of the single assets, on the perception of their relevance by locals, their touristic appeal and on the mapping of each cultural resources present in the area (see Chapter 2 and Annex 3) allowed to identify the potential key attractors listed in the following tables. The presence and radication of local traditions and of institutions like Culture Clubs has also been considered as an asset in the evaluation of the potential key attractors.

The main key attractor of the Lankaran MCT Department is its Natural heritage, especially the Hirkan National Park.

3.1.1 Lankaran district

The main potential attractors of the area are recognized in the

- The Gizilagacj Reserve and its biodiversity;
- The hinterland historical and picturesque villages of Goysaband, Ballabur, Shaghlakucha and Shikhakar and the associated landscape;
- The natural heritage present in the parks and protected areas
- The complex and various intangible heritage referred to the Talysh ethnic culture;
- Local cuisine, typical food and beverages variety and quality;
- Beaches on the Caspian sea;

Other elements of interest in the district are here summarized:

	Tangible heritage	Museums / libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Lankaran City	Xan Evi (Khan Palace/ House of Mir Ahmad);	Lankaran History Museum House-Museum of Hazi Aslanov;	Novruz Bayrami celebration	Lavangi;	Lankaran City Cultural Centre "G. Valiyev";	Gizilagach State Nature Reserve Hot springs
	Kichik Bazar Mosque;			Plov		
	Synagogue.			Turshu kebab		
	Dairəvi qala-Zindan (Old Prison);	State Drama Theater	traditional tea ceremonies;	Lankaran kulcha	City Creativity House "H. Rzayeva"	
	Mayak (White Lighthouse)		Art of carpet weaving			
	House of Isa Khan	State Art Gallery;	wickerwork including mats, baskets (zanbil) and hats	Tea		
			Talysh culture			
Goysaband Village	Lankaran castle				Goysaband village Creativity House	
Shikhakaran Village	tomb of Sheikh Zahed					
Ballabur village	Ballabur fortress					Forest
Shaghlak ucha Village	Balaband ancient settlement; Mugaddas Pir Seyid;				Shaghlakucha Village Cultural Ethnographic Club	Rural landscape

3.1.2 Astara district

The main potential attractors of the area are recognized in:

- Hirkan National Park and its authentic landscape and trails;
- The hot springs located in the parks;
- Cultural built heritage located in villages like Pensar, Tangerud, Archivar, Mashkan;
- Intangible heritage of the Talysh culture;
- The beaches on the Caspian sea.

Other elements of interest present in the area are recalled in the following table.

	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Astara city		Astara Museum of History and Ethnography;	Talysh culture		District Cultural Centre	Hyrkan National Park
		Heydar Aliyev Museum				
		Historical and local Museum				
		State Art Gallery				
Pensar village	Haji Jahanbakhsh Mosque and Haji Teimur Mosque				Pensar Village Folklore House	Hyrkan National Park
	Bath-house Abu-Talib; Bath-house Pensar					
	Old cemetery; Pirseyidjama l kurgan					
Tangerud Village	Baba Jabbar kurgan				Tangerud Folklore House	Hot springs
	Tangarud kurgan					
	Old cemetery; Tangarud pir					
Mashkhan Village	Mashkhan old settlement;				Mashkhan village Folklore House	Hyrkan National Park
	Ahmad Ibn Karim mausoleum;					

	Baba Hummat kurgan.					
Archivan Village	Karbalayi Hamid Abdulla Bath; Bath-house Haji Abu-Talib;				Archivan Folklore houses	Burning springs Yanar Bulag Hyrkan National Park
	Mosque of Mukhammed Henefiyye					
	Old Lam					

3.1.3 Lerik district

The main potential attractors of the area are recognized in:

- Natural heritage of the Talysh mountains;
- The hinterland natural landscape;
- Intangible diffused heritage of the Talysh culture;
- The renown longevity of the local inhabitants.

Other elements of interest present in the area are recalled in the following table.

	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Lerik city	Jabir Pir	Lerik Museum of History and regional Studies;	Talysh culture		Lerik District Cultural Centre;	Rvarud State Nature Sanctuary
		Lerik Region long-livers Museum;			Lerik City Club.	
		Heydar Aliyev Centre Lerik State Art Gallery				
Monidigh Village	Ancient settlement					Talysh mountains
Rvarud Village						Rvarud State Nature Sanctuary

3.2 Summary of the data collected

The following tables present the main strenghts and weaknesses per each of the sectors analized in the situation analysis together with the opportunities for future development to improve the area potential through an integrated approach to territorial resources.

3.2.1 Natural heritage

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Presence of high valuable areas with natural significance• Presence of authentic natural landscapes• Presence of endemic and endangered species• Presence of protected areas• Presence of trails and visitor centers• Presence of hot springs	<ul style="list-style-type: none">• Lack of informations and communication material• Inadequate infrastructures to reach the areas• Lack of data regarding the natural environment conservation activities

Opportunities for development related to natural heritage

- ✓ Valorization of natural areas through outdoor and sport activities
- ✓ Possibility to develop adventure tourism and ecotourism
- ✓ Possibilities to better develop the accessibility of the natural areas
- ✓ Possibilities to better valorize the natural heritage of the area through UNESCO programmes and transboundary cooperation

3.2.2 Cultural heritage

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Presence of high valued historic and cultural sites• Diffused presence of intangible cultural heritage• Strong community radication to places and traditions	<ul style="list-style-type: none">• Lack of cultural initiatives and valorization of the tangible heritage• Lack of information materials about cultural heritage• Inadequate visitor management initiatives and systems

<ul style="list-style-type: none"> • Well preserved authentic villages 	<ul style="list-style-type: none"> • Difficult accessibility to the majority of interesting sites
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Opportunities for development in the cultural heritage sector

- ✓ Improvement of the information related to cultural heritage areas
- ✓ Creation of connections to reach the areas with cultural significance and potential attractivity
- ✓ Creation of cultural routes to connect the different cultural significant areas and communities
- ✓ Improvement of the coordination among the different stakeholders and operators
- ✓ Creation of partnerships between the public and the private sectors for the valorization and management of cultural heritage resources

3.2.3 Food and beverages

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Good quality level of the raw materials • Presence of a diffused gastronomic tradition in the local communities • Presence of food and beverages festival • Presence of well known products at the national level • Presence of active producers 	<ul style="list-style-type: none"> • Limited awareness of the potential market of products • Inadequate valorization and recognisability of products

Opportunities for development related to the food and beverages sector

- ✓ Creation of collaborative networks among the different traditional food and beverages producers present in the area
- ✓ Tourism valorization of rural areas through the realization of a new offer of accommodation services
- ✓ Development of the organic food production and “0Km” productions
- ✓ Development of proper tools for protecting the loca know how and promoting the local productions

3.2.4 Crafts and traditional productions

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Well radicated traditional knowledge • Good variety of artisanal products (carpets, copper, silk...) • Production located and radicated in small villages communities • Presence of rooted know how 	<ul style="list-style-type: none"> • Inadequate promotion and valorization of local traditional crafts and products • Very limited openness to external markets • Decreasing number of local craftsmen and of local <i>savoir faire</i> • Poor innovation level of the craft productions

Opportunities for development in relation to Crafts and traditional productions

- ✓ Possibility to recognise and better valorize high quality local products
- ✓ Possibility of intercept new audiences and markets for local arts and crafts products
- ✓ Opportunity to innovate the product design and enlarge the interested public
- ✓ Opportunity to encourage the demand of residents and visitors for the local traditional productions
- ✓ Strengthening creativity, openness and entrepreneurship of the local community in the productive and craft sectors and promoting innovation

3.2.5 Tourism sector

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Variety of touristic resources • Presence of private tour operators at local level • Presence of Community Based Tourism initiatives • Presence of the railway 	<ul style="list-style-type: none"> • Inadequate tourist accomodations and facilities • Inadequate touristic informations and communication material at international level • Unsufficient touristic campaigns to promote the area

Opportunities for development in the Tourism Sector

- ✓ Create international touristic guides and touristic promotion material addressed to different targets
- ✓ Create connections between tourism and other economic sectors and activities in the area
- ✓ Possibility of attraction of new international tourism networks and to develop the exisiting audience
- ✓ Create new cultural routes to connect the different attractors and to allow a deeper experience of the area
- ✓ Valorize the presence of intangible heritage linked with local communities

3.3 Main needs resulting from the analysis

Starting from the evaluation of all the data and information collected in the previous paragraphs, the main questions to address in terms of objectives and actions for an integrated management of the cultural resources of Lankaran Department can be briefly summarized as follows:

i. Natural Heritage as key attractor of the area:

The main need emerging from the analysis is to raise awareness around the outstanding value of the natural heritage in the Lankaran Department.

Valorize this asset should be the core of the integrated management plan: the cultural heritage, the villages, the traditional production are functional to the great amount of natural resources. A visual promotion, targeted to the international level, with the enhancement of accommodations and services is the key for the future of the area.

ii. Physical accessibility and connections:

There is a clear need to improve the physical accessibility and the connections among the different potential attractors of the area, and, in general, the need to improve the accessibility of the area.

iii. Coordination among the different actors

There is a need to improve the coordination connections among the different actors responsible for managing the cultural resources of the area. A fundamental aspect to address is the improvement of the coordination among the different public sectors concerned by the cultural activities and between the public and private operators, in order to achieve a large convergence of interests among all the potential stakeholders and to activate all the possible resources to sustain the valorization process.

iv. The role of Culture Clubs

To sustain the general organization and governance of the cultural activities in the area, together with the need to improve the coordination of the different actions, there is the need and opportunity to valorize and refunctionalize the culture clubs, largely diffused in all the territory, which represent, aside their symbolic value, an important asset to promote education, cultural activities, connections, informations, and in general, a very useful vehicle to a proper coordination and integration of the cultural activities in the interested area.

v. Improve the general attractivity and the cultural offer

In order to improve visitors number, there is a need to valorize the cultural offer, and more in general, the cultural experience of the Lankaran Department, starting from the identification of the existing assets (attractors) and their potential, the proper coordination of the different players, and a efficace integrate promotion through valuable and targeted channels.

vi. Information and communication

The need to valorize – using a different set of information channels like physical signage, information materials, web, media and social media campaigns- the general image of the area, of its attractors, starting for a proper information about its identity, its assets and its potential, in terms of cultural and touristic offer, and including the variety of cultural expressions it offers, from tangible heritage to intangible and cultural based productions.

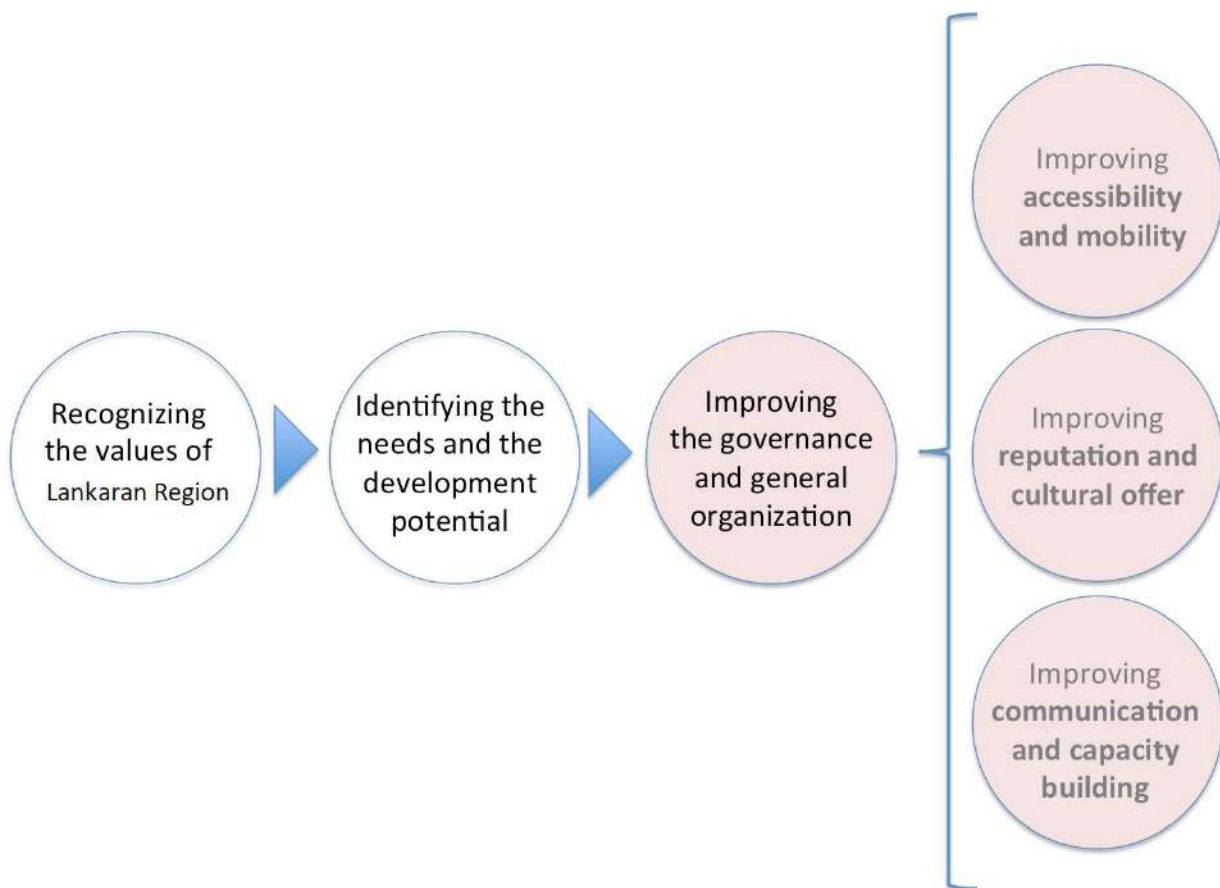
vii. Improve local capacities towards culture and touristic activities

The need to empower the capacities of the local actors involved in cultural activities and the touristic offer, in order to set-up a long lasting and radicated valorization process.

In the next chapter, objectives and actions are defined on the basis of the needs here identified.

4. Lankaran Regional Culture and Tourism Department Integrated Management Plan

4.1 Integrated Management Plan governance mechanism



The logic chain of the plan for the integrated management of the cultural resources of Lankaran Department

4.1.1 Methodology and goals of the Integrated Management Plan

The implementation of the integrated management plan for the Lankaran Department is intended to put in place a shared method of planning and integrated planning, which considers the territorial context not only a "continuum" between archaeological parks, museums, monuments and nature reserves, but also a vehicle for the production and enjoyment of high-value goods and services of intangible value. An effective integrated management system should thus be able to add value to the single cultural and natural resources of the whole area, in particular through:

- contributing to the knowledge of local cultural heritage, both inside and outside the district;

- creating integration between different cultural products and services, making them attractive, economically and environmentally sustainable and geared towards socio-economic development;
- improving the mobilization of cultural development potential and contribute to the creation of employment and well-being;
- strengthening biodiversity and the development of agricultural and natural systems, creating a dynamic and innovative agro-food sector in terms of knowledge and quality of the food chain;
- strengthening the visibility and recognition of Lankaran Department and its products to the outside;
- developing a shared programming and integrated planning mode that can handle the creation of further organic interventions consistent with cultural themes in the medium and long term;
- enhancing the role of cultural heritage spread in the territory as a great generator of stimuli and a flyer of immaterial knowledge hidden in the landscape, monuments, villages and squares, thus returning to be a source of inspiration for the creative class;
- considering each site as a cultural, current or potential system, and therefore as an active place of knowledge, research and production;
- encouraging and support the cultural demand of residents and visitors by using a wide range of offers ranging from music festivals to exhibitions, from traditional events to parks, from libraries to museums.

4.1.2 Governance coordination

The optimal characteristics of a well established and functioning cultural-touristic integrated management plan for the region include the necessity to reach:

- a good level of cooperation among the different cultural (tangible and intangible) and natural resources present in the Lankaran Department, and of the reciprocal concerned actors;
- the collaboration and participation by both the public and private sectors;
- the capacity to integrate cross cutting functions;
- a dense interaction between the tourist site and the surrounding areas;
- a significant development of increasing returns of scale and returns of scope;
- a progressive accumulation of savings;
- the capacity to consolidate a positive territorial image and to enter the international markets;
- the ability to produce positive externalities.

Implementing the plan for an integrated management of the cultural resources of the area needs thus to enhance the governance capability by public and private actors. The suggested measures should in fact be realized under the lead and rule of the government, with the overall scope to maximize the effects on the concerned territories, monitor the achieved results and coordinate the follow up of the process.

The involvement and partnership with the private sector for maximising the integration of the cross cutting functions also represents a resource. Private sector could be engaged in the following forms:

(see the report: Component 1 - Cultural Sector Policy and Governance Reform, Activity 1.5: Supporting in elaboration of a roadmap for full implementation of a new culture sector governance model and of an Administrative Reform Plan with 'milestones' and timetable, par 1.1.3 Possible Public/Private/Partnership figures):

- **Consortium**
Combination of companies and governmental bodies formed to undertake an enterprise beyond the respective resources
- **Public-Private Company**
Limited Liability Company set up jointly by public and private parties (PP-LC), with public majority capital. Figure used for managing local public services of economic importance, and related instrumental activities.
- **Foundation**
Private legal entity established through a strict tie between the endowment and the institutional objectives
- **Sponsorship**
Offer to private entities to publicize name, logo, brand or products, upon payment in goods, services or other benefits
- **Service Concession**
Entrustment of services management to private concessionaires

The Culture clubs (5.1.3) present in the area could also serve the purpose to support the governance system, acting as data collection points and local focal points of the central government as well as information points to the visitors and citizens.

4.1.3 Improved functions of Culture Clubs

The existing Culture Clubs can play a crucial role in reaching an integrated management of the cultural resources of the area, playing as resources to accompany the modernization process towards the development of the Cultural Department of Lankaran.

Culture Clubs, whose presence is highly diffused in the territory, could in fact play as territorial and community references, to facilitate the integration of function, the information about the ongoing initiatives, and a focal point for visitors as well.

Beyond the functions presently enforced on the basis of the current legal framework, the selected Culture Clubs will constitute points of reference for the implementation of the Integrated Management Plan.

To this purpose, Clubs will serve as desk and infopoint for providing information and interpretation services to the guests coming in the region, to facilitate and support visitors' experience in the respective spot of interest. In particular these will:

- Present their own activity in safeguarding non-material cultural heritage traditions, holidays, ritual, symbol-secret, ethnography, folklore and crafts of the spot of interest;
- inform visitors orally and by distributing printed materials about the naturalistic, archaeological and historical features of the spot and its surroundings;
- support the visitors in arranging accommodation in hotel, guesthouses, as well as booking in restaurants, or reserving transportation services;

- showcase and sell local traditional handicrafts and agricultural products;
- organize guided tours and excursions;
- develop and promote education and educational programs addressed to the locals.

In addition, the spaces of Culture Clubs could serve as places to organize meetings, events, laboratories open to inhabitants and visitors. Being organized on a mix of functions, they could in fact act as a stimolous for disseminating the culture values of the area, providing information to tourists and collecting information from tourists, promote cultural activities, plan educational and capacity building activities, actively involving the locals towards the integrated management of cultural resources logic, implementation and monitoring.

4.2 Objectives and actions for an integrated management of Lankaran cultural resources

A number of measures are proposed to implement the strategy for achieving an integrated management of the territorial resources present in the Lankaran area. Such measures should facilitate the conditions for the valorization of the key attractors of the area, for start up of the process and for accompanying the different phases of the program, in order to make every component of the district work in synergy with the others and to create a long lasting valorization process. To become and function as touristic destination, a place should present the following basic characteristics:

- to have accessible information about the places and its life and activities;
- to be physically accessible;
- to offer an attractive credible image;
- to offer acomodation structures and services;
- to promote his attractions and offer events.

The following measures are thus proposed to comply with these basic requirements. The measures, divided per sectors, are finalized at reaching the following objectives, defined on the basis of the needs identified at par. 4.3:

a) Accessibility and welcoming

- Actions for improving accomodation infrastructures;
- Actions for improving general accessibility of the area;
- Actions for managing visitors through the adoption of a visitor card;

b) Cultural offer and reputation of the area:

- Actions for establishing transboundary projects and tools for the conservation and valorization of the Natural Heritage of the Region;
- Actions for establishing a collective trademark for crafts and traditional productions
- Actions for establishing a common communication brand of the place;
- Actions for improving the cultural events like festivals, folklore, local gastronomy and outdoor events for the appreciation of the area;

c) Communication and capacity building

- Actions for the realization of touristic materials;
- Actions for the creation of a web based portal for promotion and tourism services;
- Actions for the setting-up a capacity building program for operators in the culture and tourism sectors.

Each of the proposed actions is analyzed by defining:

- objective, to define the main goals of the proposed action, with reference to the needs identified at par. 4.3;
- activities to implement, to concretely identify the operational activities that should be implemented for achieving the objective;
- main expected results, to highlight the main impacts expected by the action implementation
- expected impacts at the country level, to identify the capacity of the action proposed to create effects also at the national scale and in the long term;
- main interested sites/areas, to identify the possibly main components of the area interested by the proposed action;
- good practices/references, as a reference to already implemented experiences in other realities (the full list of the mentioned good practices is presented in chapter 5.4);
- indicators of achievement, as first indications for the monitoring and evaluation of the plan;

4.2.1 Accessibility and welcoming

The main actions able to improve accessibility, welcoming, attractiveness and the overall reputation of the area can be shortly elaborated as follows:

4.2.1.1 Actions for improving accommodation infrastructures

Objective:

The aim of this action is to integrate the existing accommodation offer with additional hospitality dedicated to experience tourism and responsible tourism in particular, for instance incentivating forms of diffused hotel and rural houses (community based tourism), in order to complete and diversify the touristic services to different targets. Incentivate the multifunctionalism of agricultural farms, to provide services dedicated to the visitors could also be proposed.

Activities to be implemented:

- analyze the tourism potential, implementing surveys to understand the trends and targets (eg: number of visitors/tourists; age; gender; national/International visitor/tourist; motivation of the visit (type of tourist); lifestyle (educational background, professional activity, income); number of day staying in the city; money invested on the visit; means of transportation.
- provide incentives to the privates to set-up new accommodation facilities;
- incentive rural houses owner to offer accommodation services;
- incentive to farms to multifunctionalize their space towards visitors accommodation;
- provide an offer of local traditional products (“0Km”) in the accommodation structures;
- equip the accommodation facilities with spaces for tourist experience (eg. gourmet and cooking lessons; craft making);

Main expected results:

- ✓ to have an improved accommodation offer tailored on specific target groups of tourists and visitors;
- ✓ to offer a renovated and modern set of accommodation services for visitors;
- ✓ to improve the touristic infrastructure in the region;

Expected impacts at the country level:

Given the relevant extension of the concerned area, this action would have a relevant impact also in the overall improvement of the touristic infrastructure of the whole country.

Main interested sites/areas:

- all the Department, in particular historic settlements and villages;
- rural compounds;
- areas along the thematic itineraries;

Good practices/references (refer to Chapter 5.4):

- 5) S. Stefano di Sessanio diffused hotel (Abruzzo, Italy)
- 11) Sweet Mountains (North Italy)

Indicators of achievement:

- Number of new accommodation facilities (guest houses, restaurants, coffee shops,...) realized;
- Number of rural houses opened;
- Number of rooms available;
- Number of farms which activated multifunctional activities;
- Number of new tours proposed;

4.2.1.2 Actions for improving transportation and tourism mobility**Objective:**

This proposal aims at improving the transportation and mobility services in order to facilitate the movements of the visitors to reach Lankaran key attractors. Possible actions include dedicated and coordinated signage to relevant places and info point to access mobility services. A great potential has been recognised in the presence of the railway line connecting Baku and Astara city, crossing the region.

Activities to be implemented:

- realize or complete trails to reach the areas identified as key attractors for tourism;
- realize signages in the most significant areas of the region;
- set-up infopoints in every village (eg in the local Culture clubs premises);
- set-up mobility services (touristic bus, shuttles, cars, bikes rentals...) to reach the most attractive and remote places;

Main expected results:

- ✓ to improve the area accessibility;

- ✓ to improve the internal mobility of the area;
- ✓ to set new opportunities for the fruition of the area;

Expected impacts at the country level:

The implementation of this action would be extremely relevant for improving mobility and accessibility at the country scale.

Main interested sites/areas:

- Areas along the thematic itineraries;
- Key attractors;

Good practices/references (refer to Chapter 5.4):

- 9) Jiuzhangou (China)

Indicators of achievement:

- Number of signages and infopoints realized and located;
- Number of mobility services realized;
- Number of connection services per each key attractor of the area;

4.2.1.3 Managing visitor flows through the adoption of a “Lankaran experience” visitor card

Objective:

The action is aimed at the development of an integrated mechanism for managing visitors in the cultural and natural sites of the region. The main tool for this purpose is the adoption of a visitor card, functioning for providing visibility and accessibility to the less known sites of the area. Integration with some of the main cultural institutes and museums of Baku could be considered.

Activities to be implemented:

- plan a visitor card managed by the Regional Department, to have a first indication on the most interesting attractors to visit and experience, to have access to discounts in conventioned restaurants, museum entries, festival entries, transport services, etc.;
- implement the visitor card and manage its functioning;
- promote the distribution of the card into accomodation structures in Baku and of the region;
- promote the progressive inclusion of services and operators into the card;
- collect and monitor data of card users and periodically plan activities and improvements to enlarge the public;

Main expected results:

- ✓ to improve the touristic flows and the management of visitors flows on cultural sites and protected areas;
- ✓ to improve the visibility of the cultural attractors in the region;
- ✓ to improve the accessibility to the cultural attractors of the region;
- ✓ to collect data about flows and profiles visiting the region;

Expected impacts at the country level:

The adoption of such mechanism could be applied also at the country level, involving the main cultural attractors of Azerbaijan, and it could thus sensibly improve the demand of the public to cultural services.

Main interested sites/areas:

- all the museums and cultural/historical sites of the Department;
- main museums and cultural historical sites of Baku;

Good practices/references (refer to Chapter 5.4):

- 10) “Torino Musei” Card (Piedmont, Italy);
- 1) Val Camonica (Lombardy, Italy);

Indicators of achievement:

- number of cultural institutions and services included in the card;
- increase of visitor flows in museums and cultural attractors of the region;
- number of cards sold/distributed;

4.2.2 Cultural offer and reputation of the area

Together with the accessibility questions, the image, narrative and attractivity of the area is fundamental to develop a tourist market, and needs to be designed starting from the core and projected values expressed in this area. The main actions to improve the cultural offer, the attractivity and the overall reputation of the area can be shortly elaborated as follows

4.2.2.1 Establishing transboundary projects and tools for the conservation and valorization of the Natural Heritage of the Region: Transboundary nomination of Hirkan Park to UNESCO programs**Objective:**

The scope of this action is to valorise and manage the natural values of the area through the implementation of transboundary projects and activities with Iran.

Lankaran department, in particular in the Hirkan National park, owns a unique landscape characterised by a balance between wilderness and historic villages, with their intangible heritage. The same shape, with some differences, can be recognised on the other side of the border, in Iran. To protect and valorize this heritage could be useful to establish common projects and actions, in order to be more effective in its management and promotion.

The focuses and benefits of the transnational cooperation could be three:

- effective protection of wilderness and endangered species;
- touristic promotion and valorization of the parks at international level;
- enhance and develop local culture and economic productions;
- exchange good practices and successful experiences;

Currently, the Hirkan State Reservation is in the national tentative list for World Heritage nominations of Azerbaijan (<http://whc.unesco.org/en/tentativelists/1174/>) and in the national tentative list of Iran (<http://whc.unesco.org/en/lists/5214/>). It is worth to consider, a part from the World Heritage List, the realisation of the Hirkan Park Transboundary Biosphere Reserve, through the inscription in the UNESCO Man and Biosphere (MaB) Programme, an Intergovernmental Scientific Programme that aims to establish a scientific basis for the improvement of relationships between people and their environments.

MAB combines the natural and social sciences, economics and education to improve human livelihoods and the equitable sharing of benefits, and to safeguard natural and managed ecosystems,

thus promoting innovative approaches to economic development that are socially and culturally appropriate, and environmentally sustainable.

Its World Network of Biosphere Reserves currently counts 669 sites in 120 countries all over the world, including 20 transboundary sites.

Enter this network means to be recognised as a model area for the management of natural resources in achieving economic development, but could also have benefits in promoting the park at the international level, attracting natural and adventure touristic targets.

Activities to be implemented:

- activate cooperation projects in the field of nature protection;
- activate cooperation projects in the field of promotion and tourism;
- exchange good experiences of nature management and promotion;
- analyse the economic productions of the area and their sustainability;
- create vide and photo material of the park
- promote the Hyrkan park at the international level
- elaborate a transboundary report for the inscription to the UNESCO World heritage or the UNESCO MaB Programme;

Main expected results:

- ✓ Promotion of the Hirkan Park in the international level
- ✓ Activation of sustainable economic development of the area
- ✓ Cooperation between Azerbaijan and Iran
- ✓ Effective management of natural components

Expected impacts at the country level:

The inscription in the Mab Programme is a way to be recognised at the international level, activating exchange possibilities and promoting tourism for the whole country.

Main interested sites/areas:

- Hirkan Park and surrounding areas;
- Lankaran Department.

Good practices/references (refer to Chapter 5.4):

- 26) Monviso Transboundary Biosphere Reserve

Indicators of achievement:

- Number of transboundary projects activated;
- Number of international visitors of the parks;
- Inscription in the MaB network;
- Drafting of a management plan;
- Drafting of cooperation actions with Iran.

4.2.2.2 Establishing a collective trademark for crafts and traditional productions

Objective:

The scope of this action is to build a system of collective property rights as a mean of quality warranty, of protection of production and of economic and touristic development.

Lankaran is a sample of a land whose cultural potential, given from the ensemble of historic, natural and social resources and cultural experiences is yet to be largely developed. Despite the experience, management is lacking, information and services are not sufficient. Lankaran cultural resources remain thus unappreciated, when instead it could be put to use as a positive force for sustainable economic development attracting visitors and tourists, both domestic and international.

The general goal of setting up an integrated management system of the cultural resources of the Lankaran department and using it for sustainable economic development can be assisted by creating the Lankaran collective trademark as a mean of quality warranty, protection for the local craft and gastronomic productions and touristic development, would help in the long term view in managing Lankaran touristic and cultural attractors with a district logic.

The immediate implementation of this action would serve as a precondition for achieving a real integrated management of the cultural resources of the area.

To maximize its potential impact, the collective trademark should be accompanied by a place branding action (see next paragraph).

Activities to be implemented:

- understand the current offer of goods and services and the related quality level;
- define minimum quality standards;
- select services and operators to include in the trademark;
- define a registration system to be member of the trademark;
- define rules, follow up and royalties;
- introduce measures to improve the quality of the products, e.g. introducing innovation design –through capacity building dedicated courses- for developing the products market;

The main activities which in principle should be entitled to use the mark should be:

- the production of food (such as beverages, pomegranate, wine, honey, fruits, dairy, pastry)
- the production of local arts and crafts (such as carpets, copper, scarfs, and other local arts and crafts...);
- the services representing the institutional capacity of the state;
- the services of museums;
- the provision of hotels and restaurant services;
- the organization of cultural events and festivals in the performing art sector, gastronomy or sport and outdoor events;
- the provision of professional training (handicrafts, performing arts, tourist operators and guides, etc.) as well as universities;

Main expected results:

- ✓ to improve the quality of the cultural goods produced and services provided in the Department;
- ✓ to certificate and promote the quality and reputation of the area and its services;
- ✓ to facilitate the access of the public to experience tourism services;
- ✓ to provide a distributed economic benefits for local communities;

- ✓ to enable a positive environment for an improved management of all the resources in the province;
- ✓ to stimulate entrepreneurial initiatives based on cultural resources;
- ✓ to stimulate PPP;
- ✓ to attract economic operators improve private sectors participation in sustaining heritage and culturally based activities and productions;

Expected impacts at the country level:

The adoption of a collective trademark will work as an incentive for the cultural and touristic operators at the whole country level.

The action would be effective and durable in the long term, to improve the quality for products and services to meet international standards level and thus contribute to improve the role and weight of culture in the economy of the country.

This action would be also crucial in stimulating the public demand for cultural based services and products and in modernizing the approach to cultural and natural resources management for all the country and especially for the new generations.

Main interested sites/areas:

- Traditional producers;
- Traditional shops;
- Food producers

Good practices/references (refer to Chapter 5.4):

- 17) Trentino quality mark (Trentino, Italy);
- 14) VinNatur (Europe);
- 15) Paniere dei prodotti tipici della provincia di Torino (Piedmont, Italy);

Indicators of achievement:

- number of producers and operators included;
- number of cultural institutions included in the trademark;
- number of goods and services proposed within the trademark;
- increase of sellings of products belonging to the trademark;

4.2.2.3 Establishing a common communication brand of the place

Objective:

As well as products and services, also territories were found to be the object (and subject) of competition in an increasingly large and diverse market. Place branding for Lankaran region can thus be an useful tool to strengthen the touristic positioning of the whole area, using marketing strategies to promote the image of the destination together with its products and its whole attractiveness. The Lankaran brand is thus proposed to complete the collective trademark, in order to create a new touristic product to propose to the international market.

This action implies identifying an image and adequately represent Lankaran as a cultural touristic destination. This image should be clear-but appealing, it must communicate information not only out of the area but also generate a motivation amongst tourist in search of an experience to come to

Lankaran. This task should be assigned to a specialized international company which will provide a number of versions suitable to be utilized in different contexts.

This action should be planned in parallel and in strict coordination with the development of the collective trademark.

A possible communication brand for the historic villages of Azerbaijan

A possible declination (or separate action) to be implemented as complementary to the communication brand is the setting-up of a brand specifically dedicated to the historic villages of the entire country (eg. “Treasures of Azerbaijan”, or “Authentic Villages of Azerbaijan”) to be set up and managed by the government institutions. The authenticity of historic villages in Azerbaijan is in fact one of the most interesting features in the view of promoting cultural tourism. Creating a brand to enhance and valorize the most interesting historic places (eg based on integrity of the historic compounds; presence of vernacular heritage; use of local materials; use of traditional techniques; etc...), could play an effective role to provide visibility, mobilize resources and possibly attract investments.

In particular, this brand could be effective in:

- ✓ signalling to a wider public the most preserved and authentic historic villages and settlements;
- ✓ supporting capacity building in conservation at the national level;
- ✓ cooperating towards the improvement of quality in conservation practices in all the country;
- ✓ giving incentives to private companies for specializing their technical capacities in operating in historic environments;
- ✓ functioning as attractor for cultural tourism, orienting the visitor choices and preferences, based on the capacity to improve the cultural offer of the place and its perception, together with the capacity to enhance visibility and attractiveness of places;
- ✓ enforce the cultural process for those sites enlisted in the national tentative list to enter in the UNESCO world heritage list;
- ✓ supporting policies against abandon and towards livability of places.

Activities to be implemented:

- identify the image of Lankaran to communicate to the interested target (see par. 5.4);
- design the brand;
- define and select the operators and realities to use the brand;
- promote a campaign to incentive the use of the brand;
- explore the possibility of establishing a mark signalling the most authentic villages of Azerbaijan;

Main expected results:

- ✓ to promote the image and the development of the area;
- ✓ to foster the cultural image of the Lankaran Department;
- ✓ to build an international reputation of the region;
- ✓ to strengthen the sense of identity and pride of the locals;
- ✓ to provide visibility to the outstanding cultural heritage of the area;
- ✓ to enhance the attraction of foreign tourists to the region;

- ✓ to link the conservation best practices in the country with local economic and entrepreneurial development opportunities;

Expected impacts at the country level:

The action is expected to complement the current offer of cultural tourism proposed by the country destinations, to provide visibility to the cultural heritage of the country and to enhance the attractiveness of cultural tourism at the national level. In addition this tool should be able to enforce government policies towards conservation of historic places in Azerbaijan. In the long term, this action could contribute to a significant growth of the touristic reputation and of touristic business in the country.

Main interested sites/areas:

- Department of Lankaran;

Good practices/references (refer to Chapter 5.4):

- 17) Trentino quality mark (Trentino, Italy);
- 18) Tu, Langhe and Roero (Piedmont, Italy);
- 6) Bandiere Arancioni (Italy);
- 7) Borghi più belli d'Italia (Italy);
- 25) Borghi autentici d'Italia (Italy);

Indicators of achievement:

- Brand(s) designed;
- brand used in promotional campaigns and materials;
- brand used in festival and cultural events;
- brand used in labelling products and services;
- number of quotation in the tourist guides, in tour operators catalogues;
- number of quotations on the media (newspapers, webpages, tv);
- number of quotations in social media;

4.2.2.4 Actions to dynamize the region by improving cultural events like festivals, folklore, local gastronomy and outdoor events for the appreciation of the area

Objective:

The action aims at proposing a dynamisation strategy for all the region, through a coordinated calendar of events planned to give visibility and promote the attractiveness of the area. The events, including cultural events, concerts, theatre, open air events, gastronomic fests, culinary tours, sport, leisure and outdoor activities, should be based in the different locations of the Department, and in particular in the relevant settings identified as key attractors (4.1) or landscape pleasant scenarios. Storytelling and edutainment activities in cultural sites and attractors (like involving people in performing arts, crafts, food productions, etc. as it was recently implemented in Qala Reserve) could also be promoted to dynamize the offer and better involve the interests of both visitors and locals. They should be promoted in the frame of the communication brand of Lankaran and to valorize the products part of the collective trademark. The Culture Clubs could effectively act as vehicle for organizing and providing information about the different events.

Activities to be implemented:

- organize events that use heritage as “theme”, or “scenario”;

- coordinate the current cultural offer and define an integrated calendar of events dedicated to traditional food, music, dance, crafts;
- plan foodways as possible itineraires to experience traditional food;
- plan new international targeted festivals (eg: Gourmet food festival: inviting international cooks to reinterpretate local recipes);
- plan sport competitions such as trails in the natural areas of the region;
- improve storytelling and offer edutainment activities in cultural sites (eg performing traditional crafts, costumes, food production) through the involvement of local communities;

Main expected results:

- ✓ to improve the attractivity of the area;
- ✓ to mobilize people attention on the area;
- ✓ to motivate the demand and attract new possible audience for cultural activities and heritage places;
- ✓ to improve visitor flows in the area;
- ✓ to increase the average length of stay in the area;
- ✓ to have a mediatic impact.

Expected impacts at the country level:

Dynamizing the cultural offer of the area could serve as attractor for international experience tourists at the country level.

Main interested sites/areas:

- protected areas;
- naturally valuable areas;
- heritage sites;
- historic villages;

Good practices/references (refer to Chapter 5.4):

- 24) Festival dei Nuovi Mondi (Italy);
- 22) Obidos creative city (Portugal);

Indicators of achievement:

- Number of festival and events implemented;
- Number of people attending the festivals and events;
- Number of new initiatives planned;

4.2.3 Communication and capacity building

Communication and capacity building are very relevant components of the overall valorization process and to create the most proper conditions for its start-up and development. The main actions identified to improve communication and capacity building to support an integrated effective management of the area can be shortly elaborated as follows

4.2.3.1 Realization of touristic materials

Objective:

The aim of this action is to fill the gap in the availability of touristic guides and visual material for domestic and international visitors to the Lankaran region. It proposes to realize a series of touristic materials such as guides, brochures, maps, videos and documentaries, to be marketed and promoted through different channels, including local and national TV, radio, papers, and social media, according to the different interested targets.

A presence on the social media is also suggestable to attract visitors, especially young targets.

A further action that could be extremely effective in attracting mediatic attention and visitors, is represented by the possible enrollment in promotional campaigns about Lankaran of popular contemporary figures born or linked to the region, e.g. from sport, show-business, performing arts, tv, cinema, as testimonials of its value. Local people telling their authentic history should also be involved in the mediatic campaigns.

Activities to be implemented:

- realize a tourist guide of Inland Azerbaijan;
- distribute the guide through international channels;
- realize touristic materials (printed, web, social media, ...) of Lankaran region and its attractors;
- promote informative campaigns during major festival or events in Baku and the country (eg. Silk Road Festival; Novruz Festival; etc.);
- promote information material in the major cultural attractions and institutions in Baku as well as in accommodation structures;
- enroll popular figures in promotional campaigns;
- realize video making of traditional food making and restaurant, craft making, traditional music;
- periodically monitor the touristic reputation on the media (eg. Tripadvisor; Youtube, Facebook);

Main expected results:

- ✓ to improve consumer awareness on Lankaran cultural activities and touristic experience offer;
- ✓ to improve the visibility of the area;
- ✓ to improve the information possibilities to potential visitors;
- ✓ to improve local people awareness and commitment towards local cultural values and potential;

Expected impacts at the country level:

Improving information about Lankaran targeted on international visitors could allow to improve the overall capacity of attractiveness of the country, complementing the existing offer of cultural tourism mainly concentrated in Baku.

Main interested sites/areas:

- All the department;
- Selected culture clubs;
- International tour operators;
- Local tour operators;
- Key attractors;
- TVs and radio;

Good practices/references (refer to Chapter 5.4):

3) Dolomites documentary

Indicators of achievement:

- Presence of promotional materials about Lankaran in the touristic information offices in Azerbaijan;
- Number of guides and other materials realized;
- Number of tours in the region offered by guides and tour operators;
- Number of quotation in tourist guides, in tour operators catalogues;
- Number of quotation in websites.

4.2.3.2 Creation of a web based portal for promotion and tourism services (including e-commerce services)**Objective:**

The action proposes the creation of a web portal for the promotion of the area, of its cultural activities and events, and for the commercialization (e-commerce) of local products (gastronomy and crafts) and touristic services. The platform is intended for the domestic and especially for the international markets. It will become a reference for the local producers and for the international distributors, as well as a tool to reinforce the collaboration among different local economic operators.

Activities to be implemented:

- Create a regional web portal (in different languages) coordinated with the national portal on culture and tourism;
- the sections of the portal should include information related to the place attractions, to the area accessibility, information contacts, hotel reservation system, touristic services reservation systems, selling of products (e-commerce);
- the portal should contain a calendar of all the proposed cultural activities events, festivals, and should be updated on regularly basis;

Main expected results:

- ✓ to create a web based portal;
- ✓ to increase the number of services to the visitors;
- ✓ to increase the number of customers;

Expected impacts at the country level:

This activity should be strictly integrated with the national portal on culture and tourism and could constitute a relevant factor to improve the country international tourism attractiveness.

Main interested sites/areas:

Lankaran MCT Department;

Good practices/references (refer to Chapter 5.4):

- 2) In lombardia (Italy);
- 1) Val Camonica (Italy);

- 18) Tu, Langhe e Roero (Italy);

Indicators of achievement:

- web platform created;
- web platform regularly updated;
- number of access to the portal;
- presence of the portal in media and marketing campaigns;

4.2.3.3 Setting-up a capacity building program for operators in the culture and tourism sectors

Objective:

This action aims at enforcing the capacities of the local actors in the sectors of accommodation, touristic services gastronomic production, cultural professions, to be developed in cooperation with local universities and international universities working in cultural heritage management and cultural economics. Agreement with local and international universities could represent an opportunity to implement this action.

The main professional figures and the trainings required are presented in the chapter 5.6 (Job creation).

Activities to be implemented:

- prepare an infokit as a guide for quality standard accommodation to provide to the tourist operators of the region and to use for capacity building sessions;
- plan ad-hoc vocational and professional courses targeted on professionals and economic activities in the culture and tourism sector operating in Lankaran;
- define a periodic training calendar;
- promote the courses among the different subjects interested and incentivate their participation;
- promote international learning camps (visit in other countries);
- enforce Erasmus programs;
- establish a UNESCO Chair in the Baku University dedicated to experience tourism, creative tourism, culture based development;

Main expected results:

- ✓ to create of ad-hoc courses targeted on touristic and cultural operators;
- ✓ improved capacities to develop professional and economic activities in the cultural and touristic sector;
- ✓ to stimulate society attention towards culture and its value to properly and effectively manage as a vehicle of development;
- ✓ to stimulate administrations and operators towards a proper management of culture as a resource for development;
- ✓ to stimulate new initiatives and creative approaches towards culture.

Expected impacts at the country level:

This action is expected to generate know-how on culture resource management at the country level and to accompany the gradual modernization process towards cultural management as resources for development and to enforce the connections among the different concerned economic sectors.

Main interested sites/areas:

- Department of Lankaran;

- Selected Culture Clubs;

Good practices/references (refer to Chapter 5.4):

- 12) European Charter for Sustainable Tourism in protected areas (EUROPARC);
- 11) Sweet mountains (North Italy);

Indicators of achievement:

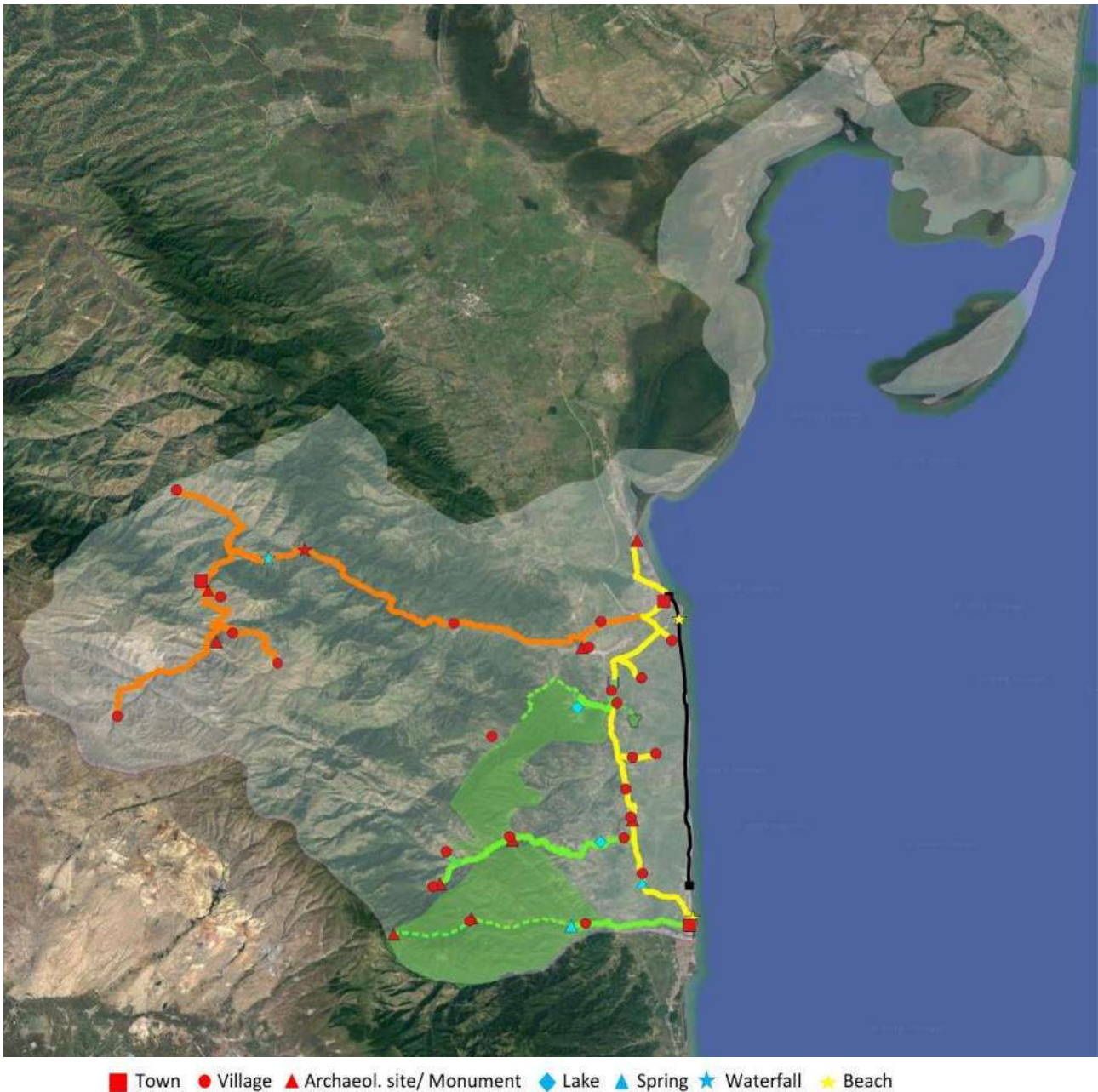
- number of courses realized;
- number of invited experts for training activities;
- number of infokit realized;
- number of infokit distributed;
- number of international learning visits realized;
- number of persons and institutions/companies participating in the courses;
- establishment and operativity of the Unesco Chair at Baku University;

4.3 Possible Cultural Routes and thematic itineraries

The Lankaran MCT Department is one of the most pleasant and good-looking region of the country: its big variety of landscapes - from forested mountains to the subtropical coastal plain on the Caspian Sea - and its original cultural and historical heritage represent a good base for a future development of tourism industry. The region for the moment cannot compete with the North - North/West of the country, due to the lack of some proper tourist facilities (e.g. a good range of possibilities for accommodation, with the exception of Lankaran city; winter sports facilities...) and so can be considered more a tourism destination for local people, especially in the summer season. On the other hand, the still unspoiled nature, the hospitality of locals in small mountain and rural villages - a good occasion to experience local everyday life and food - and also the fact that the South it is fairly cheaper than the North can attract national and international visitors, especially young: global trends highlight the growing tourist interest in authentic and sustainable holiday experiences. Designing strategies that enable destinations to catch this tourist segment is, therefore, becoming more and more important for competitiveness.

To revitalize the image of the region as a whole, and give a new momentum to the tourism industry (especially eco-tourism, community-based tourism, adventure tourism), a good idea would be to create new cultural route and thematic itineraries, linking attractions and others natural and cultural resources that independently would not have the potential to attract visitors. The integration of attractions and activities of the whole region into a unified touristic route network can stimulate cooperation and partnership between communities, and can act as a vehicle for the development of the tourism industry.

Three main itineraries are here proposed as examples: “the Silk Road (southwestern littoral of the Caspian Sea)”, “The Talysh Cultural Route”, and “The land of Leopards”. All are based on factual historic data and conceived as a story line. The itineraries develop in all the three districts of the Department.



In order to ensure a sustainable form of tourism development, according to UN World Tourism Organization (UNWTO), the following steps are recommended:

- to make optimal use of environmental resources, maintaining essential ecosystems and helping to conserve biodiversity;
- to respect socio-cultural authenticity, conserving built and living cultural heritage, and contributing to cross-cultural understanding and tolerance;
- to ensure long-term socio-economic benefits, fairly distributed to all community stakeholders, including stable employment and income-earning opportunities, social services, and poverty alleviation.

4.3.1 The Silk Road (Southwestern coastal plain of the Caspian Sea)

The road that connects Lankaran to Astara crosses a narrow strip of lowland overlooking the Caspian Sea. Once covered with forests, this lowland is now cleared for agriculture (especially tea, rice, citrus). The region has some tourist potential (cultural and folk heritage, equipped sand beaches...), but not well exploited and the main cities, rather than tourist destinations, are actually considered good points of departure to explore the more fascinating Talysh Mountains. To revitalize the image of the coastal region as a whole, and give a new momentum to the tourism industry, the charme of the Silk Road could be exploited.

- Cultural Route of Reference: Silk Road (Southeastern littoral of the Caspian Sea)
- Theme: The importance of the northern east-west connection from Central Asia to the Caucasus and Anatolia along the Caspian Coast has been recognised as one of the axis of the trade networks in the Middle East: from the lowland plains between the northern foot of the Alborz and Talysh Mountains and the coastline it's possible to travel on alongside the Caspian littoral to the courses of the Kura and Aras (ancient *Araxes*) rivers. These riverbeds provide easy access to the southern Caucasus and further on to the Black Sea or the Anatolian highland. This path, frequented by the Bronze age, flourishing in the medieval periods as a segment of the Silk Road, reaching its apex during the Talysh or Lankaran khanate, established by Sheyk Seid Abbas in the mid-eighteenth century. The historical heritage, local folklore and culinary delights make this journey a real cultural treat.
- Itinerary: The itinerary develops along the southwestern coastal plain of the Caspian Sea, from Lankaran to Astara cities. The itinerary stops, from North to South, are: Goysaband (Lankaran castle) - Lankaran City - Turkakaran - Shikhakaran - Pensar - Tangerud - Mashkhan - Archivan - Astara City



- Attractions: Traditions, language, material and spiritual culture of Talysh people; tea plantations and related traditional ceremonies; equipped sand beaches
- Natural and Cultural Resources:

Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
Goysaband Village	Urban landscape	Lankaran Castle				Goysaband Village Creativity House
Lankaran City	Urban landscape	Xan Evi (Khan Palace/ House of Mir Ahmad ; Mayak (White LightHouse); Dairəvi qala-Zindan (Old Prison); House of Isa Khan; Kichik Bazar Mosque; Synagogue.	Traditions, language, material and spiritual culture of Talysh people ; Newruz celebration; traditional tea ceremonies; Wickerwork including mat (hasir), baskets and hats	Lankaran History Museum (inside Xan Evi/ Khan Palace); House-Museum of Hazi Aslanov; State Art Gallery; Lankaran State Drama Theater (N. Vazirov).	Lavangi (stuffed chicken or fish); Lankaran kulcha; plov (rice dishes); turshu kebab.	Lankaran City Cultural Centre "G. Valiyev"; City Creativity House "H. Rzayeva"
Ashaghi Nuvadi Village	Rural landscape					Ashaghi Nuvadi Craftmanship House
Turkakaran Village	Rural landscape					Turkakaran Village Folklore House
Shikhakaran Village	Rural landscape	Shikhaharan ancient settlement (XV cent.); Mosque (XIX cent.); Sheykh Zahid's Mausoleum; Arab pir (tombs).				
Pensar Village	Rural landscape	Haji Jahanbakhsh Mosque; Haji Teimur Mosque; Bath-House Abu-Talib; Bath-House Pensar; Old cemetery; Pirseyid Jamal kurgan.				Pensar Village Folklore House
Kokolos Village	Rural landscape	Historic Mosque; old lams (summer house for relaxing outside, in the garden)				
Tangerud Village	Rural landscape	Baba Jabbar kurgan; Tangerud kurgan; Old cemetery; Tangerud pir (inside cemetery, among the dense trees).				Tangerud Village Cultural Ethnographic House

Mashkhan Village	Rural landscape	Mashkhan old settlement; Mashkhan old cemetery; Ahmad Ibn Karim mausoleum; Baba Hummat kurgan.	Mashkhan Village pir-“treatment” with stone “to protect” from illnesses and bad events; Mashkhan Village holy oak tree, hunged with colored rags (Talysh tradition)			Mashkhan Village Folklore House
Archivan Village	Rural landscape; Yanar Bulag (Burning Spring)	Karbalayi Hamid Abdulla Bath; Bath-House Haji Abu-Talib; old lams (summer house for relaxing outside, in the garden) scattered in the Village; Mosque of Mukhammed Henefiyye.				Archivan Folklore House 1; Archivan Folklore House 2
Astara City	Urban landscape			Astara Museum of History and Ethnography; Heydar Aliyev Museum; Historical and local lore Museum		District Cultural Centre

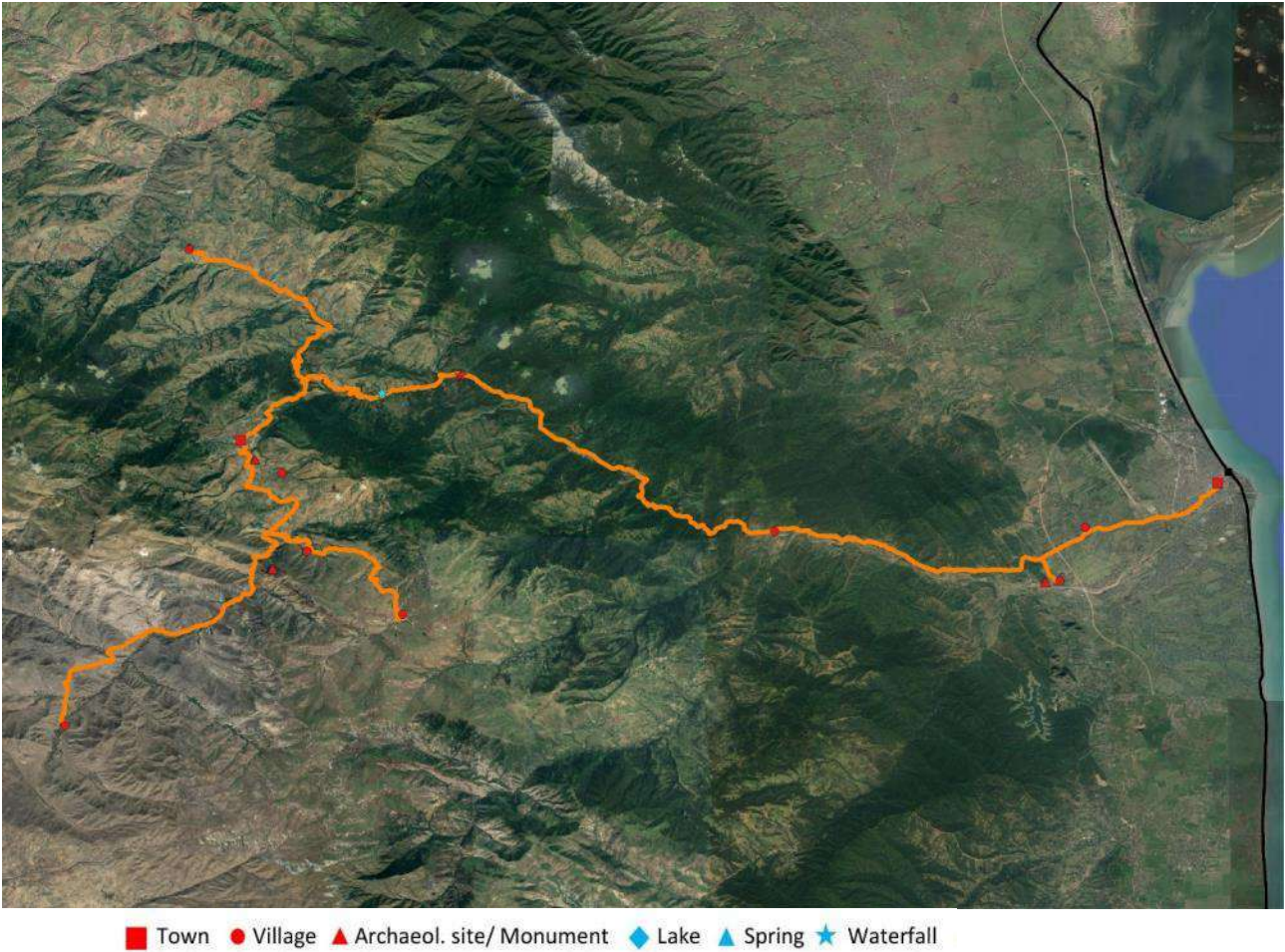
4.3.2 The Talysh Cultural Route

First of all it must be underlined that the Republic of Azerbaijan considers the co-existence of several ethnic groups as a cultural enrichment and so, in line with the European values, encourage multi-ethnic diversity, respect and tolerance. Given these premises, the establishment of a “Talysh Cultural Route” along the Talysh Mountains, one of the historical homeland of Talysh people, can open up vast opportunity to enhance the appealing of the region as well as the dynamics of tourism.

- Cultural Route of Reference: The Talysh Cultural Route
- Theme: The Talysh Mountains are considered one of the historical homeland of the Talysh, an Iranian people of mixed Iranian and Caucasian ancestry who lived a semi-nomadic life, moving along the mountains stream. The Talish people still preserves its own language (a North- Western Iranian dialect with a strong admixture of Caucasian and Azerbaijani borrowings), folklore and spiritual culture. Among ancient beliefs the most clearly expressed is the reverence for trees (especially oaks, hunged with colored rags) and groves. This region has also a reputation as a homeland of long livers. Scientists justify the longevity of Lerik residents by its environment, pure air and water and the rich flora, healthy diet and regular activities. The still unspoiled nature, the hospitality of locals in small

villages - a good occasion to experience local everyday life and food - make this journey a real cultural treat.

- Itinerary: Lankaran City - Shaghlakucha - Ballabur - Piran - Bobogil - Guneshli - Lerik City



- Attractions: Natural landscape; traditions, language, material and spiritual culture of Talysh people; The renown longevity of the local inhabitants (Lerik Longevity Museum)
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
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1	Lankaran City (starting point)	Urban landscape	Xan Evi (Khan Palace/ House of Mir Ahmad ; Mayak (White Lighthouse); Dairavi qala-Zindan (Old Prison); House of Isa Khan; Kichik Bazar Mosque.	Traditions, language, material and spiritual culture of Talysh people ; Newruz celebration; traditional tea ceremonies; Wickerwork including mat (hasir), baskets and hats	Lankaran History Museum (inside Xan Evi/ Khan Palace); House-Museum of Hazi Aslanov; State Art Gallery; Lankaran State Drama Theater (N. Vazirov).	Lavangi (stuffed chicken or fish); Lankaran kulcha; plov (rice dishes); turshu kebab.	Lankaran City Cultural Centre "G. Valiyev"; City Creativity House "H. Rzayeva"
	Shaghlakucha Village	Rural landscape	Balaband ancient settlement; Mugaddas Pir Seyid;				Shaghlakucha Village Cultural Ethnographic Club
	Ballabur Village	Rural landscape; forest	Ballabur fortress				
	Piran Village						Piran Village Folklore House
	Bobogil Village	Mountain landscape	Bobogil tomb/shrine (XV-XVI cen.)				
	Guneshli Village	Mountain landscape; Guneshli waterfall					
	Lerik City	Urban landscape; Rvarud State Nature Sanctuary	Jabir Pir	Traditions, language, material and spiritual culture of Talysh people; Renown longevity of the local inhabitants	Lerik Museum of History and regional Studies; Lerik Region long-livers Museum; Heydar Aliyev Centre; Lerik State Art Gallery		Lerik District Cultural Centre; Lerik City Club.
2	Shingadulan Village	Mountain landscape					Shingadulan Village Art Studies House
	Jangamiran Village	Mountain landscape	Old cemetery (with so-called Gengish Khan's daughter's Tomb)				

Monidigah Village		Monidigah ancient settlement				Monidigah Village Folklore House
Rvarud Village	Mountain landscape; Rvarud State Nature Sanctuary					Rvarud Village Cultural House
Buzeyr Village		Buzeyr ancient settlement; Buzeyr cave (3 km East of the Village)				
Kelvaz Village	Mountain landscape					

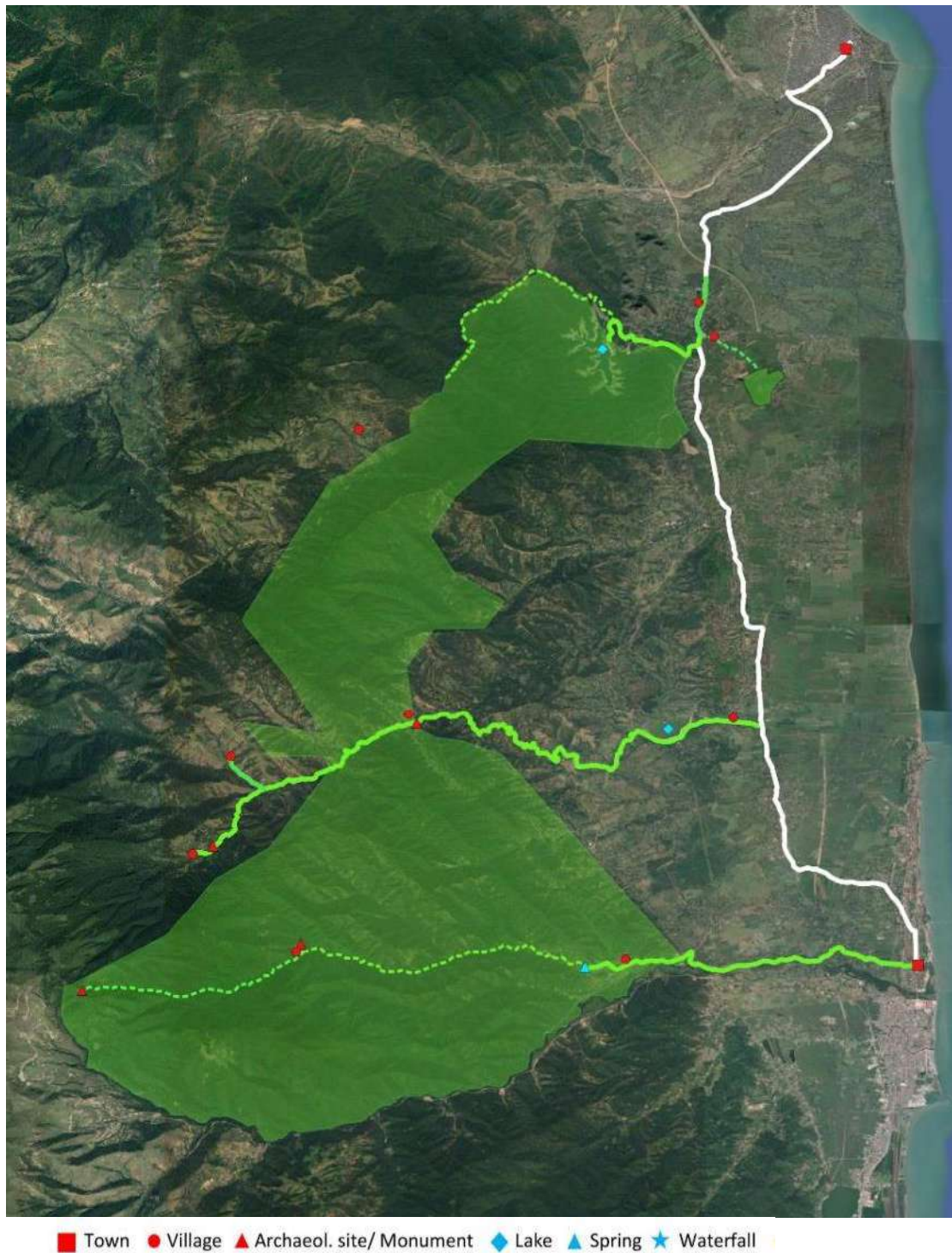
4.3.3 The Land of Leopards

The Caspian Hirkanian Mixed Forests ecoregion is an area of lush lowland and montane forests covering about 55,000 square kilometres near the southern shores of the Caspian Sea (Azerbaijan and Iran). Due to its outstanding biodiversity, large parts of the Azerbaijani forest are protected within Hirkan National Park (40,358 ha). The mission of the institution is to ensure the conservation of relict and endemic plant species of the Tertiary period, the protection of typical flora and fauna, the implementation of environmental monitoring, public environmental education as well as creating conditions for research, tourism and recreation. Three main itineraries cross the National Park: all of them connect little villages located inside or at the edge of the protected area.

- Thematic itinerary: The Hirkanian forest

Theme: Even if the term *Hirkania* means “land of wolf” (from the old Persian Verkana/verka), the authentic symbol of the Azerbaijani forest is the *Panthera pardus saxicolor*, the best known and most widely recognised species of leopard in the Caucasus, now on the brink of extinction. In this habitat range of leopards, nature and humanity meet: tiny villages, which are not indicated on any maps, are located in depths of the forest. There is no car road to approach them. There is no gas or electricity, and the houses are built on the slopes from the wood and ground. The population of these villages are Talysh people. They have been living there for centuries, recognizing that some parts of their territory had characteristics that required special treatment, and that some of the species that contributed to their welfare - water, trees, animals - needed powerful management if they were to survive. One result of these intimate relationships between ecosystems and the people who depended on them was the treating of some places as sacred, providing a foundation of human spirituality that appear to have ancient origins.

- Itinerary: 1. Hirkan National Park Visitor Centre (on the right-hand side of the main road from Lankaran to Astara) - Khanbulan village - Khanbulan Reservoir - Hirkan National Park, northern sector (trekking) - Hirkan village - Moskva Forest
2. Astara City - Zungulah Village - Dilmadi Village
3. Kijaba Village - Lovayn Village - Sipiyapart Village - Palikash Village - Sym Village



- Attractions: Natural landscape (Caspian Hirkanian Mixed Forest); Khanbulan Lake; Moskva Forest) traditions, language, material and spiritual culture of Talysh people
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Hirkan National Park Visitor Centre (starting point)				Hirkan National Park Visitor Centre		
	Khanbulan Village						Khanbulan Village Craftmanship Club
	Khanbulan Lake	Inside Hirkan National Park					
	Hirkan Village						Hirkan Village Creativity House
	Moskva Forest						
2	Astara City (starting point)	Urban landscape		Traditions, language, material and spiritual culture of Talysh people.	Astara Museum of History and Ethnography; Heydar Aliyev Museum; Historical and local Folklore Museum		District Cultural Centre
	Zungulash Village	Inside Hirkan National Park; Istisu Bulaqiari/ Hot spring (Istisu Recreational Center)					
	Dilmadi Village	Inside Hirkan National Park	Dilmadi old settlement and cemetery				
3	Kijaba Village (Starting point)						Kijaba Settlement Folklore House
	Lovayin Village	Lovayin reservoir					Lovayin Village Craftmanship House
	Sipiyapart Village		Medieval bridge				
	Palikash Village		Piyajenapar Medieval Bridge				

Sym Village	Mountain Village; Sym waterfal	Medieval ancient settlement; Shindan fortress (South-West from the village, inside the Hirkan National Park)				
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4.4 Examples of good practices in tourism and cultural/natural resources management

The following pages contain short descriptions and web links of international good practices in tourism and cultural/natural resources management, presented as benchmarks for the actions proposed in the integrated management plan of the Lankaran Regional Culture and Tourism Department.

1) Name: Val Camonica

Location: Lomdardia region, Italy

Description: the mountain valley called Val Camonica, 140.992 inhabitants, has developed a touristic management project, funded by the Cariplo bank foundation, with the aim of valorizing all the main cultural resources and local products. The results of the project are: a web touristic portal that includes all the information needed to plan a visit, and a Visitor Card of the valley, that permits to have discounts, museums entrance and public transportation facilities.

Link: <http://www.turismovallecamonica.it/en>

2) Name: In Lombardia

Location: Lombardia region, Italy

Description: the Lombardia region culture and tourism government, with the local chamber of commerce, has developed a web touristic portal that enable the tourists to have all the informations and facilities needed to visit the all region. This web portal is also a communication tool, based on the brand “InLombardia”, and is actively updated, with connections to social networks.

Link: <http://www.in-lombardia.com/>

3) Name: UNESCO Dolomites Foundation

Location: Veneto region, Italy

Description: The Dolomites are nine mountainous systems (142,000 hectares) each separated by valleys, rivers and other mountains, that make up the UNESCO World Heritage Site form a sort of archipelago spread over a vast Alpine area and falling within the boundaries of five Italian provinces of considerable institutional and administrative diversity.

The Foundation is the single point of contact with the Italian Ministry for the Environment and with the UNESCO World Heritage Site Committee and its job is to encourage communication and collaboration between the local authorities that manage and administer, the territory recognised by UNESCO as a World Heritage Site.

Link: <http://www.dolomitiunesco.info/?lang=en/>

4) Name: Bard Fortress

Location: Valle D'Aosta region, Italy

Description: the Bard Fortress is a monumental complex, entirely restored and refunctionalized to host 5 small museums and temporary exhibitions space. The Bard complex is an innovative cultural institution, thanks to the multifunctional approach of management, including not only museal functions, but also educational activities, events and festival organization and effective communication strategy (especially linked with being a perfect filming location, for example it has been part of the American film “ The Avengers”).

Link: <https://www.fortedibard.it/en/>

5) Name: Santo Stefano di Sessanio diffused hotel

Location: Santo Stefano di Sessanio, Abruzzo region, Italy

Description: Sextantio diffused hotel, is a cultural historical project and a business touristic activity, which recreates a medieval village in the centre of Italy hosting visitors, offering accommodations and various experiences, from how the villagers lived their lives to the food they ate and the crafts they practiced along with the skills they possessed, recreating a true-life experience of being there hundreds of years ago.

Link: <http://santostefano.sextantio.it/en/>

6) Name: Bandiere Arancioni (Orange flags)

Location: Italian small villages

Description: the “Bandiera Arancione” is the mark of quality tourism environment of the Italian Touring Club, is aimed at small inland villages which are distinguished by an excellent service and a welcoming atmosphere.

The brand intends to stimulate social and economic growth through the development of sustainable tourism. In particular, the objectives are: the use of local resources, the development of the local culture, the stimulus of crafts and local products, boost local entrepreneurship.

For tourists, the orange flag is an element of choice that provides the opportunity to live a quality experience to discover places of culture and traditions, outside the traditional tourist flows. To date, the TCI has awarded the Orange Flag 180 villages spread across 20 regions.

Link: www.bandierearancioni.it

7) Name: Borghi più belli d'Italia

Location: Italian small historical towns

Description: the “Borghi più belli d'Italia” (the “most beautiful villages” in Italy) is a club that collects small Italian towns of keen interest in art and history. He was born in March 2001, on the initiative of the Council for Tourism of the National Association of Italian Municipalities (ANCI), with the aim of helping to protect, preserve and revitalize small groups, common but sometimes individual fractions, which, being at the outside the main tourist routes, risk, despite the great value of being forgotten with consequent degradation, depopulation and abandonment. Initially, the group consisted of a hundred villages, then increased up to 209 (June 2012). The criteria for admission to the club to meet the following requirements: integrity of the urban fabric, architectural harmony, living in the village, as the art history of the building public and private services to citizens.

Link: <http://www.borghitalia.it/>

8) Name: Iter Vitis cultural route

Location: 18 countries in European area

Description: the aim of this cultural route, involving 18 countries from Atlantic ocean to Caucasus, including Azerbaijan, is to focus on the wine-growing landscape as a sustainable tourism destination. This entails narrating the history and the life of the people, big and small local histories, through characteristic features: those that are visible (small walls, species of vine, mountains, hills, etc.) and those that are less perceptible (production conditions, vintages, use and consumption, savoir-faire, conflicts, and so on). These tourism activities help to create a "living landscape". They generate economic opportunities for the local population and for what is produced in the vineyards.

Link: <http://www.culture-routes.net/routes/the-iter-vitis-route>

9) Name: Jiuzhangou Biosphere Reserve

Location: China, Tibet

Description: Jiuzhangou, in Tibet, is a Biosphere Reserve of 72,000 square kilometres, where significant investments have been made on economic development, above all, focusing on ecotourism and eco-protection. Among the most interesting projects, the construction of a visitor centre, the setting up of "green" buses running on natural gas, the creation of small, family-run

hotels. The adoption of integrated management is among the factors that have contributed most to the realization of these projects.

Link: <http://www.unesco.org/mabdb/br/brdir/directory/biores.asp?mode=all&code=CPR+14>

10) Name: Torino Musei visitor card

Location: Piedmont region, Italy

Description: Torino Musei visitor card is a communication and cultural public project, based on a tool which permits to visit freely or with discounts almost all the main museums and historical buildings of Turin and part of Piedmont Region, buying an annual promotional card. It is conceived especially for local people, aiming their commitment in culture and local identity.

Link: <https://www.abbonamentomusei.it/>

11) Name: Sweet Mountains

Location: Italian mountain villages

Description: Sweet Mountains is a collective mark linking small touristic businesses and activities diffused in mountain villages, expressing a sustainable way of mountain tourism.

The mark is managed by an NGO that provides capacity building for the associated, verify the quality of the touristic offer and assure communication and promotion.

Link: <http://www.sweetmountains.it/eng/>

12) Name: European Charter for Sustainable Tourism in Protected Areas

Location: European parks

Description: The European Charter for Sustainable Tourism in Protected Areas is a practical management tool that enables Protected Areas to develop tourism sustainably. It is a process divided in 3 parts:

- becoming a Sustainable Destination – Charter Part I, this is awarded to the protected area authority and covers a specifically defined Charter Area;
- sustainable Partners in Charter Areas – Charter Part II, for sustainable local tourism businesses within the Charter Area and capacity building for local operators in tourism;
- Sustainable Tour Operators in Charter Areas – Charter Part III, for sustainable tour operators bringing visitors to protected areas.

Link: <http://www.europarc.org/sustainable-tourism/>

13) Name: “Enoteche regionali” and “Botteghe del vino” (Wine workshops)

Location: Piedmont Region, Italy

Description: since the sixties Piedmont regional government has introduced public wine shops, and workshops, working as show-up for the best wines belonging to a particular area. One of them, “Enoteca regionale di Cavour”, is promoted by the Regional authority and located in a castle recognized in the World Heritage List. It sells high quality local wine, strictly selected, organizing prices, e-commerce and events. Another recent good example, promoted by the local community and the local municipality is the Grignolino wine shop (“Bottega del Grignolino”), in Portacomaro d’Asti, acting as focal point both for visitors and producers, and privately managed in connection with the other accommodation services (restaurants and hotels) present in the village.

Links: <http://www.castello.com/en/enoteca>; <http://www.bottegaedelgrignolino.it/Pages/pag05.htm>

14) Name: VinNatur

Location: Italian and international wineries

Description: The VinNatur Association brings together, using VinNatur collective mark, winemakers from around the world who want to defend the integrity of their territory, while respecting the history, culture and art which has been handed down over time. Producing natural wine means respecting the soils, the environment, the natural cycle of life, and eliminating the use of invasive and toxic agents, first in the vineyard and then in the cellar.

To enter the association and use the mark on bottles, winemakers have to sign and respect the mark guidelines for natural and organic wine production.

Link: <http://www.vinnatur.org/en/>

15) Name: Paniere dei prodotti tipici della provincia di Torino

Location: Turin department, Piedmont region, Italy

Description: the Typical Products Basket of the Province of Turin is a public quality mark which contains and promotes the agricultural products of the provincial territory, that, based on technical-scientific tests: are handcrafted by local producers, belong to the local historical tradition, are made from local raw materials, constitute a potential for local development.

Link: <http://www.prodottidelpaniere.it/>

16) Name: Cammini d'Italia

Location: Italian pathways

Description: Cammini d'Italia is a culture ministry project, which constitutes the atlas of paths through Italy: a slow mobility network giving the country a veritable green infrastructure and offering the ability to travel throughout Italy on foot. The project is restoring historical pathways, such as the St Francis' way or some roman ways, in order to promote Italian territory through sustainable mobility.

Link: <http://www.turismo.beniculturali.it/en/home-cammini-ditalia/>

17) Name: Trentino Quality mark

Location: Trentino Alto Adige region, Italy

Description: Trentino quality mark is a public owned mark, created in order to promote the region and its productions.

It is based on a disciplinary and strict guideline, used to verify the quality of applying products and businesses.

Link: <http://www.marchiotrentino.it/>

18) Name: TU, Langhe e Roero

Location: Piedmont region, Italy

Description: TU, Langhe and Roero is a tourism promotion public project for the rural area of Langhe and Roero (vocated for wines such as Barolo, truffles, cheese).

The Langhe-Roero vineyard region in Italy, recognized as UNESCO world heritage site together with Monferrato, is an example of how a place brand based on the local cultural resources and associated with the collective trademark "Tu, Langhe e Roero" can be used to promote tourism.

Link: <http://www.langheroero.it>

19) Name: Ecomuseo del Casentino

Location: Tuscany Region Italy

Description: EcoMuseo del Casentino is a project promoted and coordinated by the Union of Municipalities, is a network of exhibition spaces, museums, testimonies and cultural experiences spread in the valley in close contact with local communities. They all contribute to the knowledge, interpretation and enhancement of the local cultural heritage in its material and immaterial expressions.

Link: <http://www.ecomuseo.casentino.toscana.it/>

20) Name: Alto Adige wine road

Location: Trentino Alto Adige region, Italy

Description: Alto Adige Wine road is a foodway, connecting public and private stakeholders committed in local wine and food production.

They propose tastings, experiences and discounts on the products with a promotion card.

Link: <http://www.suedtiroler-weinstrasse.it/en.html>

21) Name: Danube Slow food cruise

Location: Italy, Balcani

Description: Viaggiare i Balcani (travel in Balkans) is a private tour operator which organizes travels for tourists wanting to visit and experience the real and authentic Balkans. An example is a cruise on the Danube river, organized with Slow Food International, proposing tastings and cultural experiences in the villages around the river.

Link: <http://www.viaggiareibalcani.it/>

22) Name: Obidos Creative city

Location: Portugal

Description: Located on the western central coast of Portugal, Óbidos is an ancient fortified city that remains a well-preserved example of medieval architecture. In recent years, Óbidos has distinguished itself through a wise combination of heritage preservation and creative innovation, which led in 2015 to the inclusion in the Creative city network for literature. The transformation of the Gothic Saint Peter Church into a library and a bookshop best illustrates the city's commitment to following a sustainable urban revitalisation and development path. Above all, creativity, and literature in particular, are seen in Óbidos as enablers of social inclusion, job creation and a knowledge-based economy. In 2015, the city launched the first edition of the International Literary Festival of Óbidos (FOLIO), which gathers writers, editors and publishers in a conducive environment for networking and the exchange of ideas, as well as development of professional cooperation.

Link: <http://obidosvilaliteraria.com/en/a-estrategia-obidos-vila-literaria/>

23) Name: Cultural Route Napoleon

Location: Haute Provence region, France

Description: The road called the Route Napoléon is that taken by the Emperor from Golfe-Juan to Grenoble in 1815 on his return from Elba exile. This 350-km route has today become a tourist attraction, marked all the way along with commemorative plaques and monuments. And in addition to the historical interest, it passes through the beautiful scenery of the Alpes-Maritimes, Alpes-de-Haute-Provence, Hautes-Alpes and Isère departments.

Link: <https://www.route-napoleon.com/>

24) Name: Festival Nuovi Mondi

Location: Cuneo province, Italy

Description: festival Nuovi Mondi (new worlds festival) is a small film festival, based in mountain villages around Cuneo (Piedmont Region). It has an international scale and participation.

It contributes to the promotion and valorisation of the territory through the invitation of famous experts and discussion of high level topics.

Link: <http://www.nuovimondifestival.it/>

25) Name: Borghi Autentici d'Italia

Location: small villages in Italy

Description: Borghi Autentici d'Italia (authentic villages of Italy) is an association and a mark that brings together small and medium-sized municipalities, local authorities and local development bodies, around the objective of a sustainable, fair, respectful local and people-friendly model of development, linked to the valorisation of local identities. The goal: to rediscover Italian villages as places to live, sustain and preserve.

Link: <https://www.borghiautenticiditalia.it/>

26) Name: Monviso Transboundary Biosphere Reserve

Location: Piedmont, Italy and France, Haute Provence

Description: the Monviso Transboundary Biosphere Reserve, inscribed in the Man and Biosphere Network in 2015, is composed by two parks, one in Italy and one in France, 109 municipalities and two national regions. The core part of the reserve is the Monviso Mountain and the Po river, the other part is characterised by rural activities. The transboundary Biosphere reserve is the result of a number of cooperation projects in the field of nature protection, but also cultural heritage.

Link: <https://www.mab-france.org/en/biosphere/reserve-de-biosphere-transfrontiere-du-mont-viso/>

4.5 Main touristic targets

In the following paragraph the main targets or types of tourists, assumed as potentially interested by the Lankaran cultural touristic district, are described. In particular:

Cultural and creative tourist

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, crafts, architecture, religion. Cultural tourism includes tourism in urban areas, particularly historic cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. This form of tourism is also becoming generally more popular throughout the world, (some examples could be the historic cities and villages in Italy such as Cremona, Milano, Florence, Venice) especially linked with creative tourism: that is the need of experience the practices, such as copper craft creation or see how carpets are made. Cultural tourism could be promoted for all season, but is more active in spring and summer.

Main characteristics:

- local or international people;
- every age;
- high willingness to pay;

Expectations:

- see and experience the culture, art and history of a place;
- appreciate art and craft productions;
- learn more about that;
- buy crafts;

Needs:

- high level accommodations;
- good infrastructures and facilities;
- prepared guides and operators;
- detailed information;

Ecologic tourist

It is tourism based on the natural attractions of an area. Examples include birdwatching, photography, camping, hiking, biking, and visiting parks (see Val Camonica and Sweet Mountains good practices). Experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural experience.

From the standpoint of conservation, nature-based tourism provides incentives to conserve wildlife and habitats upon which the industry depends.

Nature tourism could be promoted in summer and spring season, depending on the climate.

Main characteristics:

- local and international tourists;
- young/middle age;
- medium willingness to pay;

Expectations:

- see and experience the nature and environment of the place;
- do sport (trekking, hiking, biking);
- discover authentic places;
- relaxing;

Needs:

- different levels of accommodations;
- good infrastructure and facilities;
- prepared guides and operators;
- assistance during the trips;
- detailed information;

Eno gastronomic tourist

It is the form of tourism aimed at exploring the food and beverage culture of a particular region (among the good practices see Tu, Langhe e Roero, Val Camonica, Danube Cruise). Among other activities, this type of tourist pays special attention to restaurants that offer dishes, typical products and wines of the territory and visits cellars and agro-food companies open to the public. An important role is played by the experiencing of the production of typical dishes and food.

Eno gastronomic tourism could be promoted for all seasons, paying attention to the seasonality of different local products.

Main characteristics:

- international people;
- middle/old age;
- high willingness to pay;

Expectations:

- discover local typical food and beverages;
- experience tastings;
- discover authentic places;
- learn more about preparation of food and beverages;
- buy products;

Needs:

- high level accommodations;
- authentic accommodations,
- high quality food and wine,
- good infrastructure and facilities,
- prepared guides and operators,
- detailed information

Adventure tourist

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity, especially among young people, as tourists seek unusual holidays, different from the typical vacation.

It involves extreme sports, long trekking in the nature (for example see the Appalachian trail in North America, 3.510 Km length), and the experience of real local life, using simple accommodations, such as bed and breakfasts, hostels and camping. It is possible in summer and spring, depending on the climate of the selected area.

Main characteristics:

- international people;
- young age;
- low/medium willingness to pay;

Expectations:

- experience the authentic real life of the place;
- see and experience the nature and environment of the place;
- challenge themselves;
- meet local people;

Needs:

- cheap accommodations,
- authentic accommodations,
- basic assistance during the trip.

Genealogy and roots tourist

It is a segment of cultural tourism involving the research of family roots and traditions, visiting the area of origin of the family ancestors, or where they used to live.

Genealogy tourists want to experience the local way of life and see or discover the places linked to their origins.

Main characteristics:

- local or international people;
- every age;
- high willingness to pay;

Expectations:

- see and experience their roots;
- experience the authentic life of their origin place;
- learn more about history and culture;
- explore their families' origins;

Needs:

- different level accommodations;
- good infrastructures and facilities;
- prepared guides and operators;
- detailed information;

4.6 Job creation

The debate on the role of cultural heritage for sustaining livability, job creation, and local economic development have been increased over the last few decades. According to that debate, heritage is now largely considered a sector of activity that has economic impact and generates social benefits by creating, producing and distributing goods and services, in different economic sectors.

The effects in terms of job creation and increased value added with reference to the valorized image, renovated attractiveness and livability and efficient management of the Lankaran Department, are coming mainly from an increased demand for the existing products and services as well as from the establishment of new entrepreneurial activities and businesses. A long lasting valorization as a result of the plan implementation should be properly associated also to the potential increase in property values and rental yields.

Based on such considerations, the implementation of the plan for the integrated management of Lankaran cultural and natural resources could work as instrument for the generation of additional income and for creating new job opportunities, mainly in the cultural, artisanal and tourist sectors, as briefly described in the followings.

4.6.1. Touristic targets

A properly managed and protected cultural heritage, including natural environment and intangible assets, can attract larger sectors of visitors and engage their interest in the long term. In fact, the link between culture and tourism is the most visible aspect of the contribution of culture to local development. According to recent studies, 37% of the global tourism has a cultural motivation; heritage visitors stay longer, visit twice as many places, and so spend two and half times more than other visitors. In order to maximize the positive effects on the local economy, the overall objective will be to set up a diversified tourist offer, responding to the modern demand for cultural tourism as well as to that of creative-experiential tourism and ecotourism, in a general framework of sustainability. To accompany this process it would be very important to rely on well qualified and specialized human resources with specific competences and capacities in the sectors identified in the followings paragraphs.

4.6.2. Professional profiles needed

4.6.2.1 Cultural manager

Cultural managers are responsible for the policies, projects and programs related to arts and heritage in a community. They identify common interests around the town, city or region and provide opportunities for groups and individuals to learn about and celebrate their culture. Cultural managers might also be known as cultural arts coordinator or cultural programs managers. They may work for museums, theatres, galleries, departments of cultural affairs, non-profit organizations or art councils.

Cultural managers handle all aspects of researching, preparing and promoting community events or programs related to heritage or arts, including lectures, classes, camps, concerts and performances. They present program ideas to commissions, councils and community organizations in order to gather sponsorships, grants and funding sources. Cultural managers issue informational materials such as brochures, newsletters or press releases. They book visual, performance or literary artists for events and typically collaborate with other event stakeholders to go over important details.

Cultural managers take care of organizing and managing the promotional campaign using all available channel to reach the chosen target; their duties include information on television, press

journalists/agencies, internet sites, hypertext building and exchange with external web resources, according to communication professionals.

4.6.2.2 Communication professional

Communication professionals draw on theories from fields as different as rhetoric and science, psychology and philosophy, sociology and linguistics. Communication professionals evaluate all communication materials, vehicles, stakeholders, targeting and more to determine if outreach is reaching the right audience in the right way. They select the communication channels and content (articles, blog posts, social media activity, press releases, annual reports) that will appeal to the audience. Communication analysis requires several skills, including: the ability to collect data quantitatively and qualitatively; the knowledge of tools used to evaluate that data; the understanding of communication theories.

4.6.2.3 Destination manager

Reasonably, once the valorization process will start, a remarkable amount of job demand will come up in the accommodation sector. Specific competences in accommodation and welcoming of visitors in heritage destinations, restaurants, hotels and rural houses will be necessary for a complete and attractive service offer to the future visitors of the area. Destination managers develop and promote tourism in order to attract visitors and generate income for a particular region or site. Destination managers, also known as tourism officers, work for a range of employers, including public and private destination management organizations, public agencies or partnerships and local authorities. Their role is varied and may include many different types of work. Key areas include marketing, visitor management and development of tourism products, services and facilities. Tourism officers could mainly deal with the handling of bureaucratic and administrative duties and all customs and administrative formalities in travel abroad. Depending on the level of the role, the job may also involve strategic planning, particularly in local authorities.

4.6.2.4 Ecotourist and monuments guide

Tour guides accompany individuals or groups in visits to artworks, museums, galleries, archaeological excavations, national parks, illustrating their historical, artistic, monumental, landscape and natural features. Tour guides must have a basic understanding of the history of art, and they must be able to retain historical facts, dates and anecdotes, and then relay that information to visitors in an entertaining, informative way.

4.6.2.5 Adventure travel guide

Outdoor adventure guides organize and conduct expeditions for sports enthusiasts, adventurers, tourists or resort guests. They work for specialized adventure tourism companies, resorts, parks, lodges or campgrounds, or they operate their own small businesses. They might take clients with water rafting, fishing, hunting, or mountain climbing, depending on the season and on their skills.

Adventure guides must know the characteristics of the territory, must be able to assess the risk in relation to customer experience, must have first aid knowledge and experience.

4.6.2.6 Monuments, historic buildings and archaeological areas maintainer

Maintainers are skilled workers with a good knowledge of traditional building materials and technique: masons, stonecutters, carpenters, plumbers, capable to deal with historic fabric and the different building elements. They are specialized workers who provide small work on masonry, wood, metal and other materials, on the green areas of monumental buildings and archaeological artefacts, in order to ensure the continuity of satisfactory conservation conditions and contain the processes of degradation – provided that for artistic works, such as mural painting, carvings and decorated surfaces, professional conservators-restorers are needed.

4.6.3 Current situation of the related educational and vocational offer

4.6.3.1 Cultural manager, Destination manager

ATMU - Azerbaijan Tourism and Management University provides both bachelor (4 years) and master (2 years) in “Tourism and Hotelier”: the curriculum foresees (inter alia) Azerbaijani history, languages, management, economy, finance, marketing, mathematics, accounting, legal basis of tourism business, destination management – with the prominent lack of art history. So, the resulting professional figure does not exactly match the “cultural manager” one, but it gathers many of its competences. The same course seems quite suitable for training “Destination managers” as well. Tourism and hotel management specialization are also provided at a lower level (Mingachevir Tourism College).

4.6.3.2 Ecotourist and monuments guide, Adventure travel guide

Vocational training centers provide training opportunities (1 year for students with full secondary education, 3 years otherwise) for “tourist guide” position – as well as for “tourist agent”.

4.6.3.3 Communication professional

ATMU - Azerbaijan Tourism and Management University provides both bachelor (4 years) and master (2 years) in “Marketing”: the curriculum foresees (inter alia) “Information communicational technologies”, “Social media and marketing communication”, “Marketing channels”, “Advertisement management”, “Product and brand management”. So, the resulting professional figure quite matches the required one.

At a lower level, vocational training centers only provide training opportunities for “Advertising worker”, which does not match the “Communication professional” position.

4.6.3.4 Monuments, historic buildings and archaeological areas maintainer

Existing technical schools in Azerbaijan may be relevant about this worker profile (see Activity 1.5 Supporting document, Chapt. 4.3.2.1), although they might also be not sufficiently practice-oriented. Vocational training centers provide relevant courses such as “Carpenter”, “Furniture fitter”, “Electrician” and “Turner”; vocational training of mason, plaster-maker, decorator and stonecutter does not seem to be envisaged.

4.6.4 Educational and vocational opportunities to be introduced

Along with the existing educational offer, some vocational training, undergraduate training and post graduate training could be introduced into the current national education system to improve the general level of skills in the culture and tourism sector. Educational and vocational paths can be introduced, also in form of “recurrent training” both to improve the skills of existing professionals and to train new figures of cultural managers, destination managers and communication professionals.

Regarding the figure of the “Destination manager” – pivotal for the tourism promotion of the territory – it is worth to refer to the “VECTOR” Project (<http://www.vector-tourism.net/>). VECTOR project has been funded with support of the European Commission and co-funded by Erasmus+ Programme. The project aims at defining a high skilled professional profile of Destination Manager (DM), that is able of proposing strategies aiming at managing, enhancing and promoting tourist destinations in an integrated perspective. Secondly, it aims at developing a joint training curriculum for DM, defining the minimum requirements of the course according with the *European credit System for Vocational Education and Training (ECVET)* standards (learning outcomes, units of learning outcomes approach, etc.) with the objective to decrease the shortage of qualified professionals in the tourism sector. The project started in November 2015 and last for 3 years.

VECTOR objectives are the following:

- Explore the skills needs in tourism and exchange good practices, knowledge and experience among partners, regarding the Destination manager ability to conceive, enhance and promote tourist destinations;
- Develop an innovative and joined training curriculum related to the Destination manager profile using the ECVET approach and *European Quality Assurance Reference (EQAVET)* principles to be included in an online course (e-learning platform);
- Organize a pilot phase in Spain and Italy involving 24 trainees to test some of the most crucial and innovative modules included in the DM training curriculum. Other units/modules of the e-learning platform will be tested at distance with the support of tutors;
- Draft an *European Qualifications Framework for Lifelong Learning (EQF)*-based set of educational standards for destination managers based on project findings, on current European *Vocational education and training (VET)* developments (with a strong focus on labor market needs), on the characteristics of this occupation and, consequently, define a qualification profile for this occupation describing knowledge, skills and competencies in the tourist field achieving a 5th level in the related EQF system;
- Validate the Destination manager profile and related training curriculum.

VECTOR has produced and made available online useful documentation: <http://www.vector-tourism.net/documentation>.

4.7 Monitoring and Evaluation mechanisms

To complete the plan for the integrated management of the area, the establishment of a monitoring and evaluation system to assess the effective implementation of the proposed actions and of the generated impacts, in cultural and economic terms, is needed. To that purpose, it is necessary to elaborate a control model based on specific indicators and analytical parameters. Some possible indicators are already identified per each of the proposed measures (see par. 5.2).

Other indicators to monitor the performance of the plan are two categories of economic and cultural indicators, as follows:

Economic indicators:

- the value added of tourism and cultural activities in the country;
- the variation in tourist expenditure (primarily hospitality) in the region;
- the personal income of citizens in the concerned area and villages;
- employment created in the tourism and cultural sectors;
- the number of visits to festivals and events;
- the number of tourists visiting Lankaran Department;
- the number of entrepreneurial initiatives based on cultural resources activated in the area;
- the increase of investment of private sector in heritage assets or cultural activities;
- the increase of funding of the public in the culture sector;

Cultural indicators:

- the number of cultural initiatives, projects and events, activated in the area;
- the number of restoration and recovery projects in the area;
- the variation of the perception of the Lankaran region at the country and at the international level;
- the increase of the cultural exchanges among the different municipalities and communities interested;
- the increase of capacities of cultural and touristic operators;
- the increase of the preference of tourist towards the services offered in the region in comparison with the other attractions of the country;
- the quality improvement of the local cultural based productions (craft and agriculture);
- the trends in the tourist reputation on the international media;

To ensure an effective monitoring, once the operative phase will start, single indicators identified in the plan will need to be detailed according to:

- the real capacity to collect and elaborate data from the region;
- the availability of data to periodically update the indicators;
- the reliability of the information sources.

The periodic collection of data through the selected indicators would allow to implement efficiently the proposed actions and the overall scopes of the plan, and to introduce corrective measures, when necessary, on the basis of the results obtained during time.

4.8 Follow-up and further recommendations for the development of the plan

A few developments, to be furtherly explored and detailed, could be identified for a future implementation agenda, in order to maximise the efficacy of this plan and its impact on the concerned territory. These possible steps have been identified in:

1) Accompanying measures

Some accompanying and supporting measures –with special regard to capacity building and to the possible implementation of pilot projects to start-up the plan, would be strongly advisable for ensuring a reasonable implementation of the proposed actions through the overall valorisation process.

2) Extend the analysis to other Departments

As a possible follow up of the plan and its proposed actions, it could be considered the possibility to apply the analysis, over the time, also in other areas of the country to enforce the cultural policies and more efficiently improve the overall organization of the cultural sector in Azerbaijan. The enlargement of the actions to the districts of Oghuz, Shaki, Gakh, Zagatale, Balakan, could be a concrete possibility of extension of the plan. This possible action should be based also on the feedbacks data coming from the monitoring of the activities implemented for the others Departments. Comparing the approaches and the measures with the two World Heritage Sites of Gobustan and Baku Old Town, which are required by UNESCO to implement an integrated management plan, could be interesting and effective in harmonizing the governance approach and the managing capacities at the country level.

3) Develop targeted new forms of collaboration

The development of targeted networking among single institutions (e.g. between museums, historic villages, festivals with similar realities in other countries) at the international level could be an effective additional measure to improve the efficacy of the plan by facilitating the raising the interest of the public towards the Lankaran Department and its attractors.

Annexes

Annex 1 -Items listed in territory of Lankaran Regional Culture and Tourism Department

	Approved by the order N: 132 dated 2 nd August 2001 by the Cabinet of Ministers of the Republic of Azerbaijan Appendix1
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List of immovable historical and cultural monuments of world importance

Architectural monuments

Inventory N: of monument	Name of monument	History	Location
	No architectural monument of world importance		

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
	No archeological monument of world importance		

	<p>Approved by the order N: 132 dated 2nd August 2001 by the Cabinet of Ministers of the Republic of Azerbaijan</p> <p>Appendix 2</p>
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List of immovable historical and cultural monuments of national importance

Architectural monuments

Inventory N: of monument	Name of monument	History	Location
	No architectural monument of national importance		

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Astara district</i>		
817.*	BabaJabbarkurgan	bronze period	Tangarudvillage
818.*	Tangarudkurgan	bronze period	Tangarudvillage
819.	Kurgan	bronze period	Pensarvillage
820.*	Pirseyidjamalkurgan	bronze period	Pensarvillage
821.*	VaqoKurgans	bronze period	Vaqovillage
822.*	Baba Hummatkurgan	bronze period	Mashkhanvillage
823.*	Kolakafocastleandsettlement	IX—XVII centuries	Xamoshamvillage
824.*	Biyaylaqkurgan	bronze period	Daghlı Xamosham village
825.*	Forty Tombtown area	X—XII centuries	Siyakuvillage
826.*	I and II Siyakusettlements	bronze period, ancient period	Siyakuvillage
827.*	SiyakuKurgans (4 pieces)	bronze period	Siyakuvillage
828.*	Simsettlement	IX—X centuries	Simvillage
829.	Kurgan	bronze period	Artupavillage, Agjabelarea
830.	Kurgans (3 pieces)	bronze period	North from AlaShavillage
831.*	Aghkorpu (White bridge)settlement	XIII—XIV centuries	Aghkorpuvillage
832.*	Stone box(stone box) necropolis	BC II latemillennium—early Imillennium	Azarudvillage
833.*	BinabayKurgans	bronze period	Binabayvillage
834.*	Ancient settlement	VIII—IX,XIII—XV centuries	Qapıchımehellesivillage
835.*	Dilmadisettlement	XIII—XVI centuries	Dilmadivillage
836.*	Zarapeshtasettlement	XIII—XVI centuries	Askarakaranvillage
837.*	KurdobaKurgans (3 pieces)	bronze period	Kurdobavillage
838.*	Kurdobastone boxnecropolis	iron period	Kurdobavillage
839.*	Lominsettlement	XIII—XVI centuries	Lominvillage
840.	Miki dolmen necropolis	BCend of II millennium—early I millennium	Miki village

841.	Kholobinstone boxnecropolis	BC V—I centuries	Rivadilavillage
842.	ChiraqTombsettlement	XI—XIV centuries	Shakhagadirvillage
	<i>Lerik district</i>		
1465.*	Stone boxnecropolis	late bronze, early ironperiod	On the road from Lerik to Lankaran
1466.*	JoniStone boxnecropolis	BC XII—Xcenturies	Jangemiranvillage
1467.*	HovariStone boxnecropolis	late bronze, early ironperiod	Hovarivillage
1468.*	Andurmasettlement	XIII—XV centuries	Andurmavillage
1469.*	Razqovsettlement	XIII—XV centuries	Razqovvillage
1470.*	Settlement	XIII—XIV centuries	Javanshirvillage
1471.	Necropolis	late bronze, early ironperiod	Jonivillage
1472.*	Monidigahsettlement	XIII—XIV centuries	Monidigahvillage
1473.	Tomb	ancient period	Noda village
1474.*	Noda settlement	XII—XVI centuries	Noda village
1475.	Cube gravesnecropolis	ancient period	Shingadulanvillage
1476.*	Mistansettlementandcemetery	XV—XVI centuries	Mistanvillage
1477.*	Mistanstone boxnecropolis	late bronze, earlyironperiod	Mistanvillage
1478.	Galajigsettlement	late bronze, early ironperiod	Mistanvillage
1479.*	MistansquareKurgans	late bronze, early ironperiod	Mistanvillage
1480.	Hiverinecropolis	late bronze, early ironperiod	Qosmalyanvillage
1481.*	Qosmalyansettlement	late bronze, early ironperiod	Qosmalyanvillage
1482.*	Maiden landsettlement	late bronze, early ironperiod	Qosmalyanvillage
1483.	Necropolis	late bronze, early ironperiod	Verivillage
1484.	Hovilnecropolis	late bronze, early ironperiod	Bursumluvillage
1485.	Baba Pialigraveyard	XV century	3 km east from Ordakhal village
1486.	Boboqilnecropolis	late bronze, early ironperiod	left bank of the Lankaranriver
1487.*	Kurdasarsoil graves	ancient period	Kurdasarvillage
1488.*	Kurdasarsettlement	ancient period, medievalcenturies	Kurdasarvillage
1489.*	Ilantapasettlement	XII—XVI centuries	Nuanddivillage
1490.*	JindirtapaCube gravesnecropolis	ancient period	Kiravudvillage
1491.*	Hambaxansettlement	ancient period	Kiravudvillage
1492.*	Qaravedistone boxnecropolis	bronze period, X—XVIcenturies	left bank of the of Lomar river
1493.*	Gishlagsettlement	X—XVI centuries	left bank of the Lomar river
1494.*	Tuli stone boxnecropolis	late bronze, early ironperiod	Tuli village
1495.*	Khalifasettlement	X—XIII centuries	Khalifakandvillage
1496.*	Khanbulaggraveyard	late bronze, early ironperiod	KohnaOrandvillage
1497.*	KohnaQrandstone boxnecropolis	BC V—II centuries	KohnaOrandvillage
1498.*	Avliyasettlement	XIII—XIV centuries	Avliyavillage
1499.*	Barzavusettlement	XII—XIV centuries	Barzavuvillage
1500.*	Buzeyircave	Stone age	Buzeyirvillage
1501.	Hamaratstone boxnecropolis	late bronze, early	Hamaratvillage

		ironperiod	
1502.*	Zevnastone boxnecropolis	ancient period	Zevnavillage
1503.*	Kaduxsettlement	XV — XVI centuries	AShaghiKadukhvillage
1504.*	Boykandilsettlement	ancient period	Boykandilvillage
1505.*	Cube gravesnecropolis	BC I century — I century	Boykandilvillage
1506.*	Boykandilsoil graves	ancient period	Boykandilvillage
	<i>Lankaran district</i>		
1507.	Diandlonanecropolis	bronzeandearly ironperiod	West from Lankarancity
1508.*	Shikhakaransettlement	XV century	Shikhakaranvillage
1509.	"Yeddiqardash"(Seven brothers)Kurgans (7 pieces)	bronze period	İstisuburb, at the main road
1510.*	HikanKurgans	bronze period	Hikansuburb
1511.	Shilavarneecropolis	late bronze — early ironperiod	Garmatukvillage
1512.*	Alazayimsettlement	XIII — XV centuries	Alazatinvillage
1513.*	Karpovichkurgan	bronze period	SHahlakuçavillage
1514.*	Ballaburgraveyard	late bronze — early iron period	On the main road from Ballabur to Qrunba
1515.*	Ballabursettlement	IX — XIII centuries	Ballaburvillage, right bank of Lankaranriver
1516.*	Buyaksettlement	III — VIII centuries	Gagiranvillage
1517.*	Jodasettlement	ancient period	Gagiranvillage
1518.*	Gagiransettlement	XIII — XVI centuries	Gagiranvillage
1519.*	Shahalakonsettlement	ancient period	Gagiranvillage
1520.*	Shahalakongraveyard	ancient period	Gagiranvillage
1521.*	Viysettlement	ancient period	Viyvillage
1522.*	Qrunbastone boxnecropolis	late bronze — early ironperiod	Qrunba village, On the main road from Lerik to Lankaran
1523.*	Kosalarsettlement	XI — XIII centuries	Kosalarvillage
1524.*	HoftonuKurgans (7 pieces)	bronze period	Hoftonuvillage
1525.*	Kurgans (12 pieces)	bronze period	Between Vilvan and Osakucha villages
1526.*	Sighinstone boxnecropolis	late bronze — early ironperiod	Shilavarvillage
1527.*	Khanbulanstone boxnecropolis	BClate II millennium— early I millennium	On the main road from Lankaran to Khanbulan

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Ministers of the Republic of Azerbaijan

Appendix 3

List of immovable historical and cultural monuments of local importance

Architectural monuments

Inventory	Name of monument	History	Location
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N: of monument			
	<i>Astara district</i>		
4091.	Awning	1906	Archivansuburb
4092.	Residential house	1900	Archivansuburb
4093.	Awning	1890	Kokolosvillage
4094.	Awning	1890	Kokolosvillage
4095.	Awning	1900	Kokolosvillage
4096.	Awning	1890	Shahaghajvillage
4097.	Awning	1892	Shahaghajvillage
4098.	Residential houseandAwning	1878	Pensarvillage
4099.	Awning	1885	Pensarvillage
4100.	Awning	1890	Pensarvillage
4101.	Awning	1870	Pensarvillage
4102.	Building of secondary school	1912	Pensarvillage
4103.	Awning	1880	Rudakanarvillage
4104.	Awning	1902	Rudakanarvillage
4105.	Takiyya		Tangarudvillage
4106.	Awning	1902	Tangarudvillage
4107.	Awning	1907	Tangarudvillage
4108.	Awning	1840	Siyatukvillage
4109.	Awning	1895	BalaShahaghajvillage
4110.	Awning	1890	BalaShahaghajvillage
4111.	Awning	1895	BalaShahaghajvillage
4112.	Awning	1895	Sanjaradilvillage
4113.	Awning	1905	Sanjaradilvillage
4114.	Mosque	XIX century	AstaraShahari
4115.	Church	1880	AstaraShahari
4116.	Karbalayi Hamid Abdulla Bath	1806	Arjivanvillage
4117.	Mosque	XIX century	Arjivanvillage
4118.	Tombrenants	XIII century	Arjivanvillage
4119.	Minaret remnants	XIII century	Arjivanvillage
4120.	Relics of medieval settlement and castle		Arjivanvillage
4121.	MaShadi Abu-TalibBath	XIX century	Pensarvillage
4122.	HajiJahanbakhiShMosque	XIX century	Pensarvillage
4123.	Haji TeymurMosque	XIX century	Pensarvillage
4124.	Mosque	XIX century	Shahaghajvillage
4125.	Tomb	XII century	Shahaghajvillage
4126.	Bath	1910	Shahaghajvillage
4127.	Mosque	1903	Artupavillage
4128.	Mosque	1905	Vaqovillage
4129.	Mosque	1907	Kakalosvillage
4130.	Mosque	1905	MaShkhanvillage
4131.	Ahmad ibn Karim'stomb	1472	MaShkhanvillage
4132.	Mosque	1903	Jumamahlavillage
4133.*	Mosque	1900	Shiyakaranvillage
4134.*	Aghkorpu (White bridge)	XIII century	Sipiyapartvillage
4135.	Piyajanaparbridge	XIII century	Pilakanvillage
4136.	Water mill	XIX century	Pilakanvillage
4137.	Vilopartbridge	XIII century	Lominvillage
4138.	Mosque	1905	Siyakuvillage
	<i>Lerik district</i>		
4765.	Castlerelics		Lodavillage
4766.	Gagash Huseyn tomb		Shivlavillage
4767.	Baba Peydatomb		Ordakhalvillage
4768.	Baba İsa tomb	XVII century	Monidigahvillage

4769.	Baba Mahammad tomb		Jonivillage
4770.	KhojaSeyidtomb	XIV century	Khanagahvillage
4771.	Mosque	XIX century	Lulakaranvillage
4772.*	Baba Mahammadtomb		Soruvillage
4773.*	Baba Hasan tomb		Soruvillage
4774.*	Shikh Jannat tomb		Ker village
4775.	Bobgiltomb	XVIII century	Andurmavillage
4776.*	İmam tomb		Barzavuvillage
4777.*	PirYusiftomb		Kekonuvillage
4778.*	Baba Peydatomb		Orandvillage
4779.	Kala tomb	XVIII century	Orandvillage
4780.	Oghlancastle		Orandvillagenin 2 kilometrliyinda
4781.*	Shey Sala tomb		Qışlaqvillage
4782.	Bakhi Ziyad tomb		Razqovvillage
4783.	Zakariyyatomb		Canqemiranvillage
4784.	Jindirtomb	XVIII century	Davaradibivillage
4785.	Jabir tomb		South of Lerik city
4786.*	Gundabtomb		Chayrudvillage
4787.*	Tomb		Chayrudvillage
4788.	Maiden castle		Shingabulanvillage
4789.*	Baba tomb		Babagilvillage
4790.*	Tomb		Gaqoyvillage
4791.	Chakaratom	XIX century	Azerbaijan village
	<i>Lankaran district</i>		
4792.	Building of Nizamicinema		Lankaran city
4793.	Mir Ahmad Khan'sResidential house	XIX century	Lankaran city, Akhundovstr,21
4794.	İsa Khan'sResidential house	Early XX century	Lankaran city, Kichik bazar
4795.	MammadMammadov's Awning	Early XX century	Kosalar village
4796.	Awning	XIX century	Kosalarvillage
4797.	Mosque	XIX century	Separadivillage
4798.	Awning	XIX century	Boladivillage
4799.	Bath	1914	Boladivillage
4800.	Railway bridge	XX century	Sutamurdovvillage
4801.	Bridge		Sutamurdovvillage, on the Lankaranriver
4802.	Castle relics, towers	XIX century	Lankaran city
4803.	Haji MirzaBath	XIX century	Lankaran city
4804.	Haji GurbanBath	XIX century	Lankaran city
4805.	Mosque	XVIII – XIX centuries	Lankaran city, Boyuk bazar
4806.	Mosque	XIX century	Lankaran city, Kichikbazar
4807.	Balaburcastle relics		6 km soutward from Lankaran city
4808.	Bath	XIX century	Lankaran city, Kichikbazar
4809.*	Russian cathedral		Lankaran city
4810.*	Circular castle (dungeon)	XVIII century	Lankaran city
4811.	Mosque	XIX century	Seyidakaramvillage
4812.*	Mosque	XIX century	AshaghiNuanddivillage
4813.	Mosque	XIX century	Sutamurdovvillage
4814.*	Mosque	XIX century	Shaghlakuchavillage
4815.	Mosque	XIX century	Garmatukvillage
4816.	Mosque	XIX century	BalaShurukvillage
4817.	Mosque	XIX century	Sarnakaranvillage
4818.	Mosque	XIX century	Kholmilivillage
4819.	Mosque	XIX century	Dargubavillage

4820.	Mosque	XX century	Gagiranvillage
4821.	Mosque	XX century	Luandsarvillage
4822.	Mosque	XX century	Rvovillage
4823.	Mosque	XIX century	Olkhovkavillage
4824.	Mosque	XIX century	Girdanivillage
4825.	Mosque	XX century	Havzovavillage
4826.	Mosque	XIX century	Viravulvillage
4827.	Mosque	XIX century	Viravulvillage, Turnobaquarter
4828.	Mosque	XIX century	Shilavarvillage
4829.	Mosque	XIX century	Shaghlasarvillage
4830.	Bath	XIX century	Shaghlasarvillage
4831.	Bath	XIX century	Separadivillage
4832.	Mosque	XIX century	Vilvanvillage
4833.	Mosque	XIX century	Boladivillage, Seyidoba quarter
4834.	Mosque	XIX century	Boladivillage, Mollaobaquarter
4835.	Mosque	XIX century	Digahvillage
4836.	Mosque	XIX century	Mamustavillage
4837.	Mosque	XIX century	Shikhakaranvillage
4838.	Sheikh Zahid tomb	XIX century	Shikhakaranvillage
4839.	Mosque	XIX century	Jilvillage
4840.	Khalifatomb	XIX century	Jilvillage
4841.	Mosque	1883	Viyanvillage
4842.	Mosque	XVIII century	Viyanvillage
4843.	Mosque	XIX century	YukhariNuanddivillage
4844.	Awning	XIX century	Diryanvillage

Garden-park, monumentals and memorials

Inventory N: of monument	Name of monument	History	Location
	NO		

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Astara district</i>		
5763.	Oldcemetery	lastmedieval period	North-west of Gandalash village
5764.	Old cemetery	medieval period	Tangarudvillage
5765.	Old cemetery	lastmedieval period	Pensarvillage
5766.	Cemetery	medieval period	Vaqovillage
5767.	Cemetery	medieval period	Mashkhanvillage
5768.*	Mashkhansettlement	XIV – XVII centuries	Mashkhanvillage
5769.	Cemetery	medieval period	Khamoshamvillage
5770.	Cemetery	medieval period	Siyatukvillage
5771.	Gorinabigraveyard	medieval period	Zungulashvillage
5772.	Sheikhdilimgraveyard	medieval period	Diqadivillage
5773.	Damghalidashlar	medieval period	Sim village, Uteyarea
5774.*	Uteysettlement	XIV – XVII centuries	Sim village, Uteyarea
5775.*	Chayusettlement	XIV – XVII centuries	Sim village
5776.	Hamiyakhidadagraveyard	medieval period	Doluvillage

5777.	Cemetery	medieval period	Sipnadvillage
5778.	Pirabulgasingraveyard	medieval period	Saraqvillage
5779.	Cemetery	medieval period	Sangaradivillage
5780.	Cemetery	medieval period	Artupavillage
5781.	Shahargah	medieval period	Arçivanvillage
5782.*	Azarudsettlement	XIV – XVI centuries	Azarudvillage
5783.	Peshtasettlement	XIV – XVI centuries	Peshtavillage
5784.	Shahargah	medieval period	Maklakanmountain
	<i>Lerik district</i>		
5926.	“FaghırAhmad” -- oldcemetery	medieval period	Lerik city
5927.	“DadaMaqsud” -- oldcemetery	medieval period	Lerik city
5928.	Jabir settlement	medieval period	1,5 km south from Lerik city
5929.	“KhalifaZakariyya” graveyard	medieval period	2 km south from Lerik city, Jangemiranvillage
5930.*	Jangemiransettlement	XV – XVII centuries	Jangemiranvillage
5931.*	Joni settlement	XV – XVI centuries	Jangemiranvillage
5932.	“Seyid” graveyard	medieval period	Ambuvillage
5933.	Huseynvand Gabaghi -- old cemetery	medieval period	Near Kalakhanvillage
5934.	Old cemetery	medieval period	Near Gamaratvillage
5935.	Old cemetery	medieval period	Gerabinvillage
5936.	Old cemetery	medieval period	Hovarikand
5937.	Boboyitombandcemetery	XVIII century	500 m north from Andurmavillage
5938.	SheikhJannat graveyard	XIX century	Razqovvillage
5939.	SeyidDavudgraveyard	XVII century	Jamanshairvillage
5940.	Vistansettlement	medieval period	Vistanvillage
5941.	Baba Mahammad graveyard	XVIII century	500 m east from Vistanvillage
5942.	Baba İsa graveyard	XVIII century	50 m south from Monidigahvillage
5943.*	Sorusettlement	XIV – XVII centuries	Soruvillage
5944.*	Qrandsettlement	XIV – XVII centuries	KohnaQrandvillage
5945.*	Lermarudsettlement	XIV – XVII centuries	Lermarudvillage
5946.*	Khanagahsettlement	XIV – XVII centuries	Xanagahvillage
5947.*	Kekonusettlement	XIV – XVI centuries	Kekonuvillage
5948.*	Aliabad settlement	XIV – XVIII centuries	Aliabad village
5949.*	Buzeyirsettlement	XIV – XVI centuries	Buzeyirvillage
5950.	Balabayisettlement	XIV – XVI centuries	Balabayivillage

	<i>Lankaran district</i>		
5951.	Old cemetery	medieval period	Shikhakaranvillage
5952.	Old cemetery	medieval period	Kholmilivillage
5953.	Cemetery	medieval period	Hikansuburb
5954.	Suyudatubargraveyard	medieval period	YukhariNuanddivillage
5955.*	Balabandsettlement	XVII—XVIII centuries	Shahlakuchavillage
5956.*	Bilasarsettlement	XIV—XVII centuries	Bilasarvillage
5957.*	Gagiransettlement	XIII—XVI centuries	Gagiranvillage
5958.*	Kandyeri	XIV—XVIII centuries	Near Havzovavillage
5959.*	Molojasettlement	XIV—XVI centuries	Molojavillage

**Decorative applied arts
(folk stone sculpture monuments)**

Inventory N: of monument	Name of monument	History	Location
	<i>Astara district</i>		
6105.	Stone ram figure	medieval period	Biu village
6106.	Stone boar figure		Miki village, Aspahizarea
6107.	Stone monument of human head		Miki village, Aspahizarea
6108.	Saddle-shaped stone figure		Miki village
6109.	Gravestone with a description of the spearheaded horse rider		Utey area
	<i>Lerik district</i>		
6180.	Stone ram figure		Razqovvillage, BahriBiyabtomb
6181.	Stone ram figure		Razqovvillage, BahriBiyabtomb
6182.	Stone ram figure	XIX century	Kar village, Sheikh Jannattomb
6183.	Stone ram figure	XIX century	Kar village, Sheikh Jannattomb
6184.	Stone ram figure	XIX century	Kar village, Sheikh Jannattomb
6185.	Stone ram figure	XIX century	Kar village, Sheikh Jannatgraveyard
6186.	Stone ram figure	XVIII century	1 km from Jangamiranvillage, KhalifaZakariyyagraveyard
6187.	Stone ram figure	XVIII century	1 km from Jangamiran village, Khalifa Zakariyyagraveyard
6188.	Stone ram figure	XVIII century	1 km from Jangamiran village, Khalifa Zakariyya graveyard
6189.	Stone ram figure	XVIII century	1 km from Jangamiran village, Khalifa Zakariyya graveyard
6190.	Stone ram figure	XVIII century	1 km from Jangamiran village, Khalifa Zakariyya graveyard
6191.	Tombstone		1 km from Jangamiran village, Khalifa Zakariyya graveyard
6192.	Stone monument of human head		1 km from Jangamiranvillage, Khalifa Zakariyya graveyard
6193.	Stone ram figure	XVIII century	Jonivillage, Baba Hasan tomb
6194.	Stone ram figure	XVIII century	Jonivillage, Baba Hasan tomb

6195.	Stone ram figure	XVIII century	Jonivillage, Baba Mahammadtomb
6196.	Stone ram figure	XVIII century	Jonivillage, Baba Mahammadtomb
6197.	Stone ram figure	XVIII century	500 m south from Monidigah village, Baba İsa graveyard
6198.	Stone ram figure	XVIII century	500 m south from Monidigah village, Baba İsa graveyard
6199.	Stone ram figure	XVIII century	500 m south from Monidigah village, Baba İsa graveyard
6200.	Stone monument of human head	XVIII century	500 m south from Monidigah village, Baba İsa graveyard
6201.	Stone ram figure		Noda village graveyard
6202.	Stone ram figure		Noda village graveyard
6203.	Stone horse figure		Noda village graveyard
6204.	Stone ram figure		1 km from Ordakhal village, Baba Peyda tomb
6205.	Stone ram figure		Shonachola village
6206.	Stone Sheep figure		Shonacholavillage
6207.	Stone ram figure		2 km from Aliabad village, cemetery
6208.	Stone ram figure		2 km from Aliabad village, cemetery
6209.	Stone monument of human head		2 km from Aliabad village, cemetery
6210.	Stone monument of human head		2 km from Aliabad village, cemetery
6211.	Stone ram figure		1 km from Nuandi village, cemetery
6212.	Stone ram figure		1 km from Nuandi village, cemetery
6213.	Stone ram figure		1 km from Nuandi village, cemetery
6214.	Stone monument of human head		1 km from Nuandi village, cemetery
6215.	Stone ram figure		Soru village graveyard
6216.	Stone ram figure		Vistan village graveyard
6217.	Stone ram figure		Vistan village graveyard
6218.	Stone monument of human head		Vistan village graveyard
6219.	Stone monument of human head		Vistan village graveyard
6220.	Stone ram figure		Jamanshair village graveyard
6221.	Stone ram figure		Avila village graveyard
6222.	Stone ram figure		500 m from Bilaband village, cemetery
6223.	Stone ram figure		Andurma village, Baboyin tomb
6224.	Stone ram figure		Larmarud village graveyard
6225.	Stone ram figure		Larmarud village graveyard
6226.	Stone ram figure		Larmarud village graveyard
6227.	Stone ram figure		Larmarud village graveyard
6228.	Stone ram figure		Larmarud village graveyard
6229.	Stone ram figure		Shingadulan village graveyard
6230.	Stone ram figure		Shingadulan village graveyard
6231.	Stone ram figure		Mastail village, Piri Baba tomb
6232.	Stone ram figure		Mastail village, Piri Baba tomb
6233.	Stone ram figure		1 km from Barzavu village, İmam tomb
6234.	Stone ram figure		1 km from Barzavu village, İmam tomb
6235.	Stone ram figure		1 km from Kakoni village, PirYusif tomb
6236.	Stone ram figure		Buruq village graveyard
6237.	Stone ram figure		Gishlag village, Shikh Saleh tomb
6238.	Stone ram figure		Gishlag village, Shikh Saleh tomb
6239.	Stone ram figure		Gishlag village, Shikh Saleh tomb

6240.	Stone ram figure		Gishlag village, Shikh Saleh tomb
6241.	Stone ram figure		Qrand village, Kala tomb
6242.	Stone ram figure		Qrand village, Kala tomb
6243.	Stone ram figure		Qrand village, Kala tomb
6244.	Stone ram figure		Nuravud village graveyard
6245.	Stone ram figure		Nuravud village graveyard
6246.	Stone ram figure		Nuju village graveyard
6247.	Stone ram figure		Nuju village graveyard
6248.	Stone ram figure		Azerbaijan village, Chakara tomb
6249.	Stone ram figure		Davaradibi village, Jindir tomb
6250.	Stone ram figure		Davaradibi village, Jindir tomb
6251.	Stone ram figure		Khanagahvillage,Haji Seyid tomb
6252.	Stone monument of human head		Khanagahvillage,Haji Seyid tomb
6253.	Stone monument of human head		Khanagahvillage,Haji Seyid tomb
6254.	Stone monument of human head		Kaqoy village graveyard
6255.	Stone monument of human head		Pirzakucha village graveyard
6256.	Stone monument of human head		Pirzakucha village graveyard
6257.	Stone ram figure		Durgan village graveyard
	<i>Lankaran district</i>		
6258.	Stone ram figure	medieval period	YukhariNuanddivillage,Suyudatubar graveyard
6259.	Stone ram figure	medieval period	YukhariNuanddivillage,Suyudatubar graveyard

Annex 2 - Outputs of enquiry on selected Culture Clubs of the Lankaran Regional Culture and Tourism Department

Name of club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A= autonomous C= in collaboration B= both)	Number of events/year	Structured staff (number)	Volunteers (number)	Under35 staff (number)	Budget (AZN)	Provenience of funds (1 - 6)	Provided services	Cooperation level (1- 4)	Territorial level of activities (1- 4)	Served public per age (1 -4)	Served public / year	Most attended activities	Opening times (1 - 6)	Needs (1 - 7)
Boladi Villahe Culture Club	1986	9000	1,2,6,7	7,9,11	Yes	A	30 - 35	3		1	5000	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	1,2,4,5,7
Goyshaban village creativity house	1980	4000	1,3,6,7	7,9,12	Yes	A	40 - 45	5		2	7500	1		2	3	1.2	2000	Meykhana night, thematic concerts	1	5.7
Kenarmesha village artisanship house	1987	3000	1,3,6,7	7,9,11	Yes	A	30 - 35	5			7500	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	2,5,7
Lankaran city creativity house	1983	5000	1,3,6,8	7,9,12	Yes	A	40 - 45	5		2	7500	1		2	2	1.2	2000	Meykhana night, thematic concerts	1	5
Lankaran city cultural center	1983	240000	1,3,6,7	7,8,9,11	Yes	A	80-90	15	6	4	25000	1,4,5		2	2.3	1.2	50000	Folklore festival, crafts and ethno exhibitions, product festival, thematic concerts	1	3.5
Mamusta village folklore house	1987	7000	1,3,6,8	7,9,11	Yes	A	30 - 35	5		1	7500	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	1,2,3,5,7
Shaglasar village artisanship house	1980	10000	1,3,6,7	7,9,11	Yes	A	30 - 35	5			7500	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	2,5,7
Tatoba village artisanship club	1992	2000	1,3,6,7	7,9,11	Yes	A	30 - 35	3		1	5000	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	1,2,4,5,7
Vilvan village folklore club	1990	5000	1,3,6,7	6,9,11	Yes	A	30- 35	3		1	5000	1		2	3	2.3	2000	Meykhana night, thematic concerts	1	1,2,4,5,7
Zovla village artisanship house	1986	3000	1,3,6,7	7,9,11	Yes	A	30-35	5			7500	1.4		2	3	2.3	2000	Meykhana night, thematic concerts	1	1,2,4,5,7

Annex 3 - Lankaran Regional Culture and Tourism Department cultural resources summary tables

ASTARA DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture Club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource		Hirkan National Park (Southern sector)	Sand beaches			Traditions, language, material and spiritual culture of Talysh people		Wickerwork including mat (hasir), baskets, and hats		Lavangi (stuffed chicken or fish); plov (rice dishes)		
			Hirkanian Caspian Mixed forest			Nevruz ceremonies		Weaving wool and goat hair (jurāb, multicolored stockings, knitted by the women with five needles)		Production of subtropical crops (feyhoa, quince, cumquat, pomegranate, lemon, mandarin oranges, tangerines, persimmons, pineapple guavas)		
						Tea ceremonies		Turned-wood object		Tea and rice production		

Local Resource	Astara City		Urban landscape						Astara Museum of History and Ethnography			Astara District Cultural Center
									Heydar Aliyev Museum			
									Historical and local lore Museum			
									Astara State Art Gallery			
	Kaladahna Village		Rural landscape									Kaladahna Folklore House
	Suparibagh Village		Rural landscape									Suparibagh Folklore House
	Artupa Village		Rural landscape	Kurgan	Historic Mosque							Artupa Cultural Ethnographic House
	Shuvi Village		Rural landscape									Shuvi Cultural Ethnographic House
	Sarak Village		Rural landscape									Sarak Folklore House
	Archivan settlement		Yanar Bulag (Fire Spring)	Shahargah	Residential House (Village suburb)							Archivan Folklore House N: 1

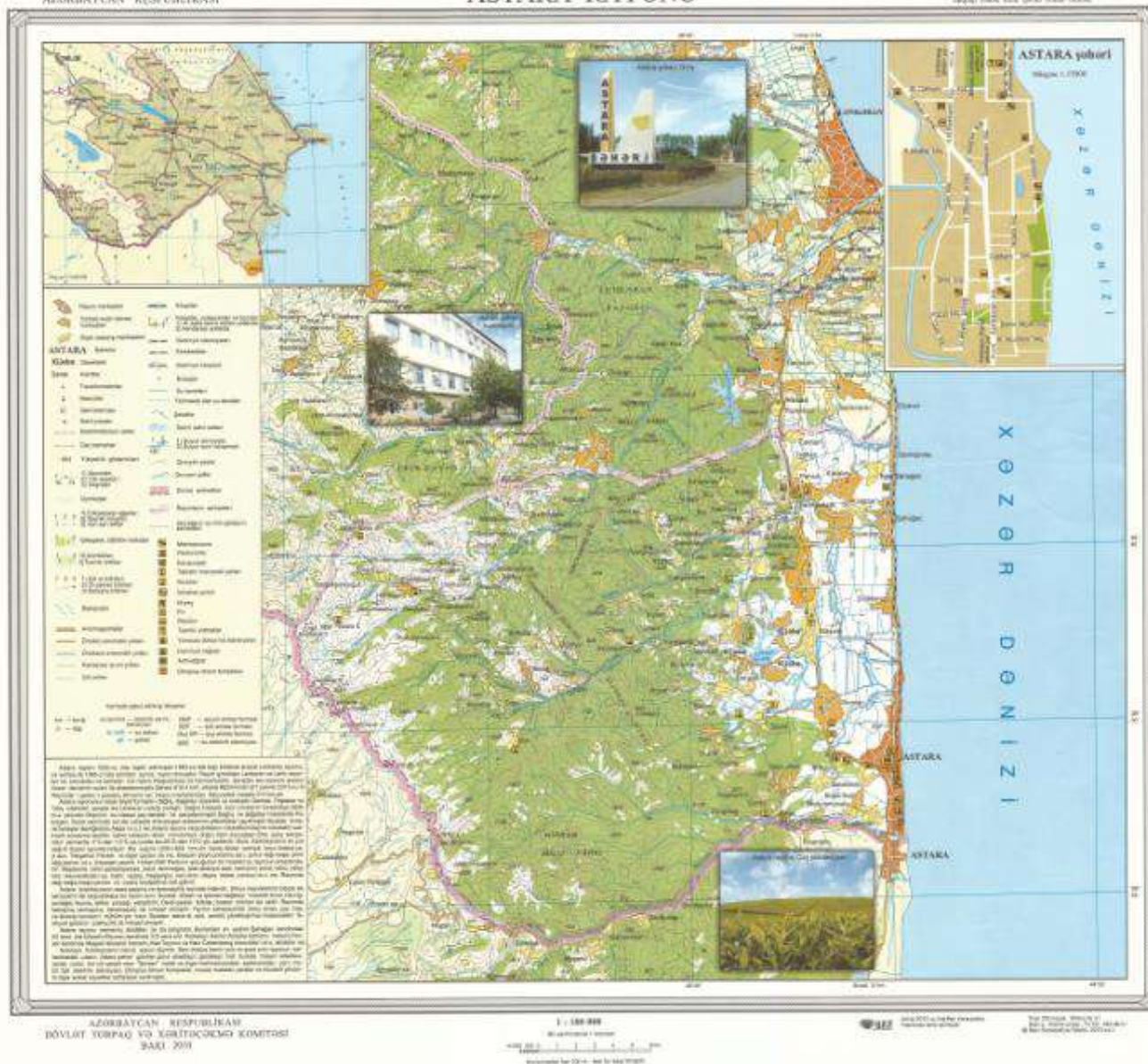
					Traditional lams (summer House for relaxing outside, in the garden)							Archivan Cultural Ethnographic House N: 2
					Karbalayi Hamid Abdulla Bath							
					Historic Mosque							
					Tomb remnants							
					Minaret remnants							
					Relics of medieval settlement and castle							
	Lovayin Village		Rural landscape									Lovayin Village Craftsmanship House
	Burzuba nd Village											Burzuband Folklore House
	Tangaru d Village		Rural landscape	Baba Jabbar kurgan	Takiyya							Tangarud Cultural Ethnographic House
				Tangarud kurgan	Traditional lams (summer House for relaxing outside, in the garden)							

	Mashkhan Village		Rural landscape	Baba Hummat kurgan	Historic Mosque	Maskhan Village holy oak tree, hunged with colored rags (Talysh tradition)						Mashkhan Village Folklore House
					Ahmad ibn Karim's tomb							
					Mashkhan old settlement							
					Old Cemetery							
	Siyaku Village		Rural landscape	Forty Tomb town area	Historic Mosque							Siyaku Folklore House
				Siyaku Kurgans	Old cemetery							
	Kijaba Village		Rural landscape									Kijaba Folklore House
	Pensar Village		Rural landscape	Kurgan	Residential House and building of Secondary School							Pensar Folklore House
				Pirseyid Jamal kurgan	Haji Jahanbakhish Mosque							
					Mashadi Abu-Talib Bath							
					Haji Teymur Mosque							

					Lams (summer House for relaxing outside, in the garden)							
					Old cemetery							
	Chayoba Village		Rural landscape		HajiJahanbakhiShMosque							Chayoba Folklore House
	Kakalos Village		Rural landscape		Lams (summer House for relaxing outside, in the garden)				Folk Theater			Kakalos Folklore House
					Historic Mosque							
	Balaja Shahaghaj Village		Rural landscape		Lams (summer House for relaxing outside, in the garden)							Balaja Shahaghaj Cultural Ethnographic House
	Shahaghac Village		Rural landscape		Historic Mosque							Shahaghac Folklore House
					Tomb							
					Historic Bath							
	Shiyakaran Village		Rural landscape		Historic Mosque							Shiyakaran Cultural Ethnographic House
	Hamusham Village		Rural landscape	Kolakafo castle and settlement	Old cemetery							
	Motlayatag Village		Rural landscape									Motlayatag Folklore Club

	Dilmadi Village	Inside Hirkan National Park	Caspian Hirkanian Mixed Forest	Dilmadi old settlement								
	Zungulash Village	Inside Hirkan National Park	Istisu Bulaqiari (Hot Spring)	Gorinabi graveyard								
	Palikash Village	Inside Hirkan National Park	Caspian Hirkanian Mixed Forest		Piyajenapar Medieval Bridge							
	Sim Village		Caspian Hirkanian Mixed Forest	Sim old settlement	Shindan fortress (South-West from the Village, inside the Hirkan National Park)							Sim Village Folklore House
				Damghalidashlar								
				Uteysettlement								
				Chayusettlement								
	Selakaran Village		Rural landscape									Selakaran Cultural Ethnographic Club
	Sanjaradi Village		Rural landscape		Lams (summer House for relaxing outside, in the garden)							
	Miki Village		Caspian Hirkanian Mixed Forest	Miki dolmen necropolis								Miki Cultural Ethnographic Club
	Rina Village		Rural landscape									Rina Craftsmanship Club
	Marzasay Village		Rural landscape									Marzasay Cultural Ethnographic Club

	Vagadi Village		Rural landscape									Vagadi Cultural Ethnographic Club
	Vago Village		Rural landscape	Vago kurgan	Historic Mosque							Vago Cultural Ethnographic Club
					Old cemetery							
	Shaghla zuza Village		Rural landscape									Shaghlazuza Folklore Club
	Kolatan Village		Rural landscape									Kolatan Cultural Ethnographic Club
	Kamlakan Village		Rural landscape									Kamlakan Cultural Ethnographic Club
	Askhanakaran Village		Rural landscape	Zarapeshta settlement								
	Anbaba Village		Rural landscape									Anbaba Craftsmanship Club
	Agh Korpu Village		Rural landscape	Agh Korpu (White bridge) settlement								Agh korpu Cultural Ethnographic Club
	Diguli Village		Rural landscape									Diguli Folklore Club
	Digo Village		Rural landscape									Digo Folklore Club



LANKARAN DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture Club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource		Gyzyl-Agach State Reserve	Khanbulan Lake			Traditions, language, material and spiritual culture of Talysh people	Traditional Talysh music and collective dance	Wickerwork including mat (hasir), baskets, and hats		Lavangi (stuffed chicken or fish); Lankaran kulcha; plov (rice dishes); turshu kebab.		
		Hirkan National Park (Northern sector) and Moskva Forest	Sand beaches; black sand beaches (healing properties)			Novruz celebration		Turned-wood object		Production of subtropical crops such as feyhoa, quince, cumquat, pomegranate, lemon, mandarin oranges, tangerines, persimmons, pineapple guavas		
						Traditional tea ceremonies				Production of tea		
										Production of rice		

Local Resource	Lankaran City		Urban landscape	Diandlona necropolis (West from Lankaran)	Mayak (White Lighthouse);				Lankaran History Museum		"Tea, rice and citrus" festival	"G. Valiyev" Cultural Centre
					Dairəvi qala-Zindan (Old Prison);				House-Museum of Hazi Aslanov			"H.Rzayeva" Creativity House
					Building of Nizami cinema				State Art Gallery			Veterans Club
					Mir Ahmad Khan's Residential house				Lankaran State Drama Theater			
					İsa Khan's Residential house				Lankaran Central Library			
					Haji Mirza Bath							
					Haji Gurban Bath							
					Mosque (Boyuk Bazar)							
					Mosque (Kichik Bazar)							
					Bath (Kichik Bazar)							
					Russian cathedral							
	Urga Village		Rural landscape									Urga Creativity house
	Gagiran Village		Rural landscape	Buyak settlement								

				Joda settlement								
				Gagiran old settlement								
				Shahalakon settlement								
				Shahalakon graveyard								
	Goyshabad Village		Rural landscape		Lankaran Castle (relics, towers)							Goyshabad Creativity house
	Narimanabad Village		Rural landscape									Narimanabad Folklore house
	Baligchilar Village		Rural landscape									Baligchilar Creativity house
	Garmatuk Village		Rural landscape	Shilavar Necropolis								Garmatuk Craftsmenship house
	Hirkan Village	Hirkan National Park Visitor Centre	Rural landscape									Hirkan Creativity house
	Ashaghi Nuvadi Village		Rural landscape		Historic Mosque							Ashaghi Nuvadi Craftsmenship house
	Kanarmesha Village		Rural landscape									Kanarmesha Craftsmenship house
	Mamusta Village		Rural landscape		Historic Mosque							Mamusta Folklore house

	Turkakaran Village		Rural landscape									Turkakaran Folklore house
	Shikhakaran Village		Rural landscape	Shikhakaran old settlement	Historic Mosque							
				Shikhakaran old cemetery	Sheykh Zahid's Mausoleum							
					Arab pir (tombs)							
	Osakucha Village		Rural landscape									Osakucha Creativity house
	Shaghlaser Village		Rural landscape									Shaghlaser Craftsmenship house
	Separadi Village		Rural landscape		Historic Bath							Separadi Folklore house
	Zovla Village		Rural landscape									Zovla Craftsmenship house
	Girdani Village		Rural landscape		Historic Mosque							Girdani Cultural Ethnographic House
	Burjali Village		Rural landscape									Burjali Creativity house
	Istisu Village		Rural landscape	"Yeddi qardash" (Seven brothers) Kurgans								

	Haftoni Village		Rural landscape									Haftoni Craftsmenship Club
	Vel Village		Rural landscape									Vel Craftsmenship Club
	Shilavar Village		Rural landscape	Sighin stone box necropolis	Historic Mosque							
	Digah Village		Rural landscape		Historic Mosque							
	Ballabur Village		Rural landscape	Ballabur old settlement	Ballabur fortress							
				Ballabur Graveyards (on the main road from Ballabur to Gurumba)								
	Gurumba Village		Rural landscape	Qrunba stone box necropolis								
	Rvo Village		Rural landscape		Historic Mosque							
	Diryan Village		Rural landscape		Traditional lams (summer house for relaxing outside, in the garden)							
	Kohnagagir Village		Rural landscape									
	Shaghlakucha Village		Rural landscape	Karpovich kurgan								Shaghlakucha Cultural Ethnographic Club
	Ballabur		Rural	Ballabur settlement								

	Village		landscape	Ballabur graveyards (On the main road from Ballabur to Qrunba)								
	Laj Village		Rural landscape									Laj Craftsmenshi p Club
	Bala-shuruk Village		Rural landscape		Historic Mosque							
	Sutamurdov Village		Rural landscape		Historic Mosque							Sutamurdov Cultural Ethnographic Club
					Railway Bridge							
					Bridge (on Lankharan River)							
	Tutapeshta Village		Rural landscape									Tutapeshta Craftsmenshi p Club
	Sapnakaran Village		Rural landscape									Sapnakaran kans Craftsmenshi p Club
	Khimili illage		Rural landscape	Khilmili old cemetery	Historic Mosque							
	Darguba Village		Rural landscape		Historic Mosque							
	Veravul Village		Rural landscape		Historic Mosque							Veravul Intellectuals Club
					Historic Mosque (Turnoba Quarter)							
	Moloja Village		Rural landscape	Moloja old settlement								

	Boladi Village		Rural landscape		Historic Mosque (Seyidoba quarter)							Boladi-1 Folklore Club
					Historic Mosque (Mollaoba quarter)							Boladi-2 Folklore Club
	Havzava Village		Rural landscape									Havzava Craftsmenship Club
	Khanbulan Village		Rural landscape	Khanbulan stone box necropolis (On the main road from Lankaran to Khanbulan)								Khanbulan Craftsmenship Club
			Khanbulan Lake									
	Vilvan Village		Rural landscape	Kurgans (Between Vilvan and Osakucha Villages)	Historic Mosque							Vilvan Folklore Club
	Bilasar Village		Rural landscape	Bilasar old settlement								
	Alazapin Village		Rural landscape	Alazayim settlement								

LERIK DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture Club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource		Hirkan National Park	Talysh Mountain; Hirkanian Mixed Caspian forest			Traditions, language, material and spiritual culture of Talysh people		wickerwork including mats (<i>hasir</i> , traditionally made by woman), baskets (<i>zanbil</i>) and hats				
		Rvarud State Nature Sanctuary				Newruz celebration		Turned-wood objects				
		Zuvand State Nature Sanctuary						Weaving wool and goat hair (<i>jurāb</i> , multicolored stockings, knitted by the women with five needles)				
Local Resource	Lerik City		Mountain landscape (Talysh Montains slopes)		Jabir pir (tomb, South from Lerik City)	Renown longevity of the local inhabitants			Lerik Museum of History and regional Studies			Lerik District Cultural Center

					Faghır Ahmad oldcemetery				Lerik Region long-livers Museum			Lerik City Club
					Dada Maqsud oldcemetery				Heydar Aliyev Centre			
									Lerik State Art Gallery			
	Monidigah Village		Talysh Mountains slopes	Monidigah old settlement	Baba İsa tomb							Mondigah Folklore House
	Barzavu Village		Talysh Mountains slopes	Barzavu old settlement								
	Chayrud Village		Talysh Mountains slopes	Gunda Tomb								Chayrud Craftsmanship Club
	Rvarud Village	Rvarud State Nature Sanctuary	Talysh Mountains slopes									Rvarud Cultural House
	Noda Village		Talysh Mountains slopes	"Tomb" Noda old settlement								Noda Folklore House
	Gosmalian Village		Talysh Mountains slopes									Gosmalian Cultural House
	Pirasora Village		Talysh Mountains slopes									Pirasora Craftsmanship Club
	Vizazamin Village		Talysh Mountains slopes									Vizazamin Craftsmanship Club
	Shingadulan Village		Talysh Mountains slopes	Cube-graves necropolis								Shingadulan Art studies House
	Tikaband Village		Talysh Mountains slopes									Tikaband Club

	Veri Village		Talysh Mountains slopes	Necropolis								Veri Art studies House
	Dastar Village		Talysh Mountains slopes									Dastar Club
	Osyodara Village		Talysh Mountains slopes									Osyodara Club
	Kusakaran Village		Talysh Mountains slopes									Kusakaran Cultural House
	Jangamiran Village		Talysh Mountains slopes	Joni Stone box necropolis	Zakariyya tomb							Jangamiran Cultural Ethnographic House
	Kurdasar Village		Talysh Mountains slopes	Kurdasars oil graves								Kurdasar Folklore Club
				Kurdasar old settlement								
	Kalakhan Village		Talysh Mountains slopes									Kalakhan Cultural House
	Zuvuch Village		Talysh Mountains slopes									Zuvuch Cultural House
	Anzolu Village		Talysh Mountains slopes									Anzolu Club
	Piran Village		Talysh Mountains slopes									Piran Folklore Club
	Nuju Village		Talysh Mountains slopes									Nuju Folklore Club
	Nuravud Village		Talysh Mountains slopes									Nuravud Club

	Mistan Village		Talysh Mountains slopes	Mistan old settlement and cemetery								Mistan Club
				Mistan stone box necropolis								
				Galajig settlement								
				Mistan square kurgans								
	Qosmalyan Village		Talysh Mountains slopes	Hiveri necropolis								
				Qosmalyan old settlement								
				Maiden land settlement								
	Kiravud Village		Talysh Mountains slopes	Jindirtapa cube graves necropolis								
				Hambaxan settlement								
	Jonu Village		Talysh Mountains slopes	Necropolis	Baba Mahammad tomb							Jonu Village Club
	Veri Aliabadi Village		Talysh Mountains slopes									Veri Aliabadi Village Club
	Sors Village		Talysh Mountains slopes									Sors Village Club
	Kagoy Village		Talysh Mountains slopes									Kagoy Village Club
	Nuvadi Village		Talysh Mountains slopes									Nuvadi Village Cultural Ethnographic Club
	Bobla Village		Talysh Mountains slopes									Bobla Village Club
	Hovil Village		Talysh Mountains									Hovil Village Club

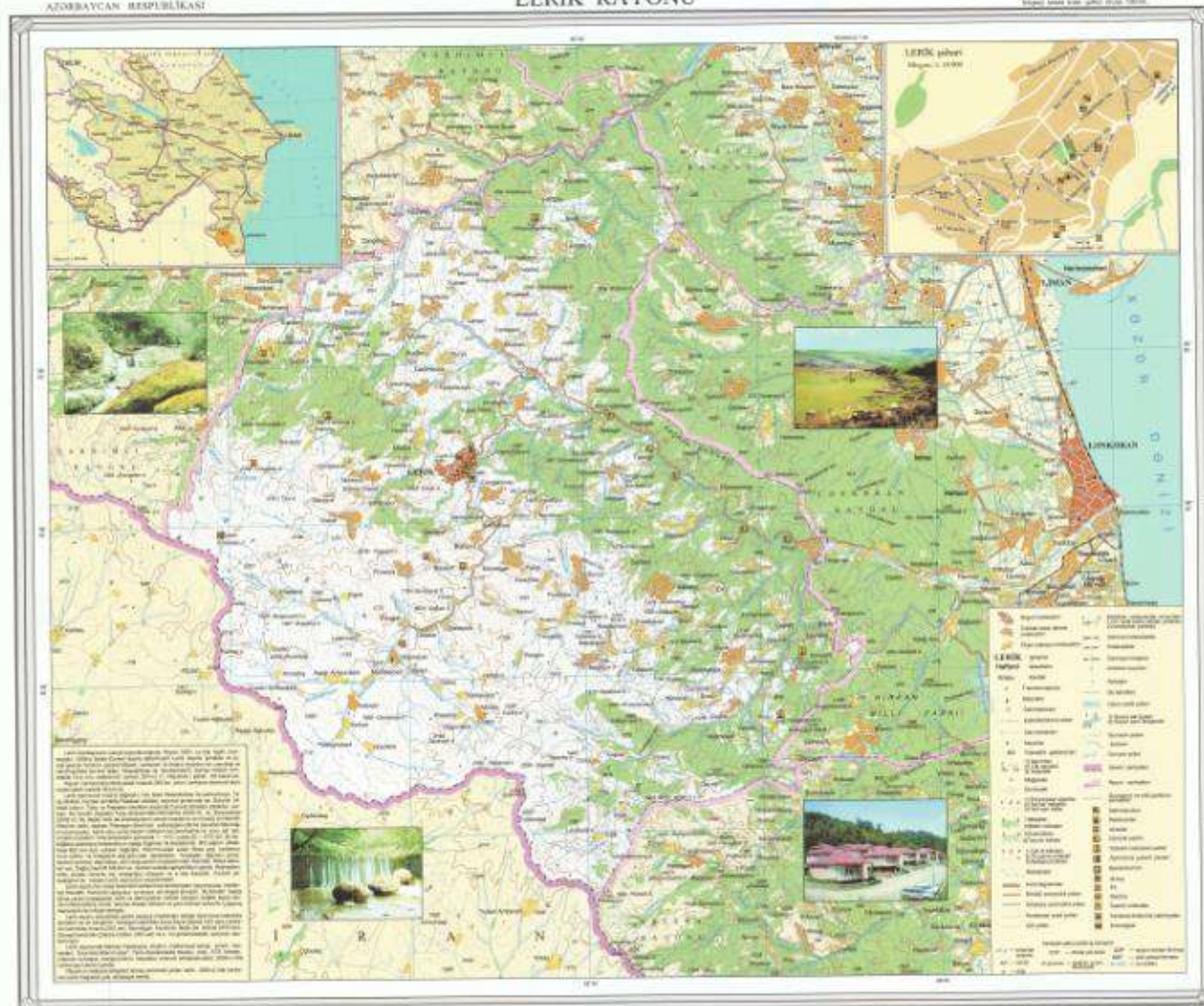
		slopes										
Blaband Village		Talysh Mountains slopes										Blaband Village Folklore Club
Livadirga Village		Talysh Mountains slopes										Livadirga Village Craftsmanship Club
Buludul Village		Talysh Mountains slopes										Buludul Village Club
Amburdara Village		Talysh Mountains slopes										Amburdara Village Craftsmanship Club
Gilgilov Village		Talysh Mountains slopes										Gilgilov Village Club
Bursulum Village		Talysh Mountains slopes										Bursulum Village Club
Khanagah Village		Talysh Mountains slopes		Khoja Seyid tomb								Khanagah Village Cultural Ethnographic Club
Buzeyir Village		Talysh Mountains slopes	Buzeyr cave									Buzeyir Village Club
Molalan Village		Talysh Mountains slopes										Molalan Village Club
Andurma Village		Talysh Mountains slopes	Andurma old settlement	Bobgil tomb								Andurma Village Club
Orand Village		Talysh Mountains slopes		Baba Peydatomb								Orand Club
				Kala tomb								
				Oghlan Castle								

	Shinaband Village		Talysh Mountains slopes									Shinaband Club
	Kiravud Village		Talysh Mountains slopes									Kiravud Club
	Mastail Village		Talysh Mountains slopes									Mastail Cultural Ethnographic Club
	Boykandli Village		Talysh Mountains slopes	Boykandil settlement								
				Cube graves necropolis								
				Boykandil soil graves								
	Soru Village		Talysh Mountains slopes		Baba Mahammadtomb							Soru Club
					Baba Hasan tomb							
	Tulu Village		Talysh Mountains slopes									Tulu Club
	Zenoni Village		Talysh Mountains slopes									Zenoni Club
	Bilna Village		Talysh Mountains slopes									Bilna Club
	Lulakaran Village		Talysh Mountains slopes		Historic Mosque							Lulakaran Club
	Zarigumaco Village		Talysh Mountains slopes									Zarigumaco Club
	Ordahal Village		Talysh Mountains slopes									Ordahal Club
	Zovna Village		Talysh Mountains									Zovna Club

			slopes									
	Durghan Village		Talysh Mountains slopes									Durghan Club
	Galabin Village		Talysh Mountains slopes									Galabin Club
	Shivla Village		Talysh Mountains slopes									Shivla Club
	Gandov Village		Talysh Mountains slopes									Gandov Club
	Bradi Village		Talysh Mountains slopes									Bradi Club

LERİK RAYONU

Varia (unclassified) land: wetland, irrigated, pasture, cropland, urban, forest, non-forest, water, and other land uses.



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