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Highway tourism in Georgia – Iran: The demand uncovered

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Abstract

Iran, Armenia and Georgia are heavily focused on the tourist trade. "North-South Road Corridor Investment Program" is a major infrastructure project which aims at connecting the Southern border of Armenia with its Northern point by means of 556 km-long Meghri- Yerevan - Bavra highway. The construction of this highly important strategic road will ensure easier traffic from the Southern border of Armenia to the Georgian border and up to Black Sea ports and will allow passenger and cargo transportation in accordance with European standards. The highway will also provide serious development opportunities for all communities from the North of Armenia to the North of Iran. The paper explores geopolitical, geo-economic and geostrategic interests of the Islamic Republic of Iran towards South Caucasus Region. To state more specifically, it provides analyzes about foreign policy priorities of Iran, geopolitical importance of the South Caucasus region, main obstacles and perspectives of cooperation development between Iran and South Caucasian states and main political, economic and legal aspects of Iran-Georgia relations

Key words: High way, tourism, Iran, Armenia, Georgia