

30 May 2024

Scientific Conference

2024 Regional Transformation by Tourism

Renovation and Reforms Triggered by Tourism: Case of Georgia

ORGANIZED BY:

Université Paris 1 Panthéon-Sorbonne (IREST)
Caucasus University (School of Tourism)

LOCATION:

Salle Goullencourt
12 Place de Panthéon 75005 Paris



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PROGRAM

09:00-10:00

Registration and Reception
Salle des Professeurs Goullencourt
12 Place du Panthéon 75005 Paris

Université Paris 1 Panthéon-Sorbonne & Caucasus University
Partnership Strengthening

Speeches of the Sponsors and the Organizers

10:00-11:30

SESSION 1

Nikoloz SIRADZE

Tourism-Led Transformation: A Comprehensive Analysis of Georgia's Renewal, Urban Development, and Institutional Reforms

Natia SURMANIDZE

Exploring Sustainable MICE Tourism Development Opportunities in Batumi

Ana ELIZAROVA

Investigating Strategic Marketing Approaches For Developing Gambling Tourism in Adjara (a Case of Georgia)

David EGIASHVILI

*UNECE REM: Key Activities and Thematic Priorities**

Levan TSIKARISHVILI

"Mountainous Adjara" as a Tourist Attraction Product– Analysis and Opportunities

11:30-12:00

Coffee Break

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12:00-13:30

SESSION 2

Nana AKHALAIA *Aspects of Sustainability: Regional Tourism and Opportunities of Highland Adjara*

Tamari KARBAIA *The Importance of Tour Guides Training in Adjara Region (Case Study)*

Nino SAMCHKUASHVILI
Tamar MARGIANI *Sustainable Development of Tourism and its Positive and Negative Economic Effects*

Mariam MGELADZE *Erosion of Black Sea Coastline: An Emerging Threat to Maritime Tourism*

Mariam SHARIA *Strategic Directions of Georgian Tourism for Spatial Optimisation of the Country's Tourism Value Chain*

13:30-15:00

Lunch

Location of the Lunch will be communicated during the registration at the conference.

15:00-16:30

SESSION 3

Lela KARTISHVILI *Promoting Self-Financing Mechanisms for Georgia's Protected Areas: Piloting Tourism User Fees for Conservation*

Manana VASADZE *Diversification of the Rural Economy by Developing Sustainable Food Tourism Sector (Case Study of Adjara mountain Region, Georgia)*

Maka PIRANASHVILI
Maia MELADZE
Lizi DZIMISTARISHVILI *The impact of digital technologies on the management of Georgian tourist destination*

Frederic LAMANTIA *Enhancing Georgia's authentic heritage to make it an attractive tourist destination: Georgian students' views and methods for meeting this challenge*

Nino JINTCHARADZE *Tourism Crisis Management in Georgia after the War in 2008 and Parallels with Current War Crisis in Ukraine*

16:30-17:00

Coffee Break

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17:00-18:30

SESSION 4

Teona TABORIDZE *Wine tradition in Georgia and its global influence on the example of the Kakheti region*

Ia IASHVILI *Regional Transformation and Post-Crisis Tourism Destination Recovery: Case of Imereti (Western Georgia)*

Tamar KOBLIANIDZE *Impact of the Expected Climate Change on Batumi Tourism Destination*

Natia TAVDGIRIDZE *Ethnographic Tourism and Social Media in Georgia: Urban and Rural Perspectives*

Nargiz PHALAVANDISHVILI *Sustainable Tourism and Waste Management Optimization in Batumi City*

19:30-21:00

Afterwork Cocktail

Location of the Afterwork Cocktail will be communicated during the registration at the conference.

With the support of:

ORGANIZING COMMITTEE

Maria Gravari-Barbas (Université Paris 1 Panthéon-Sorbonne)

Jean Michel Chapuis (Université Paris 1 Panthéon-Sorbonne)

Nino Jintcharadze (Université Paris 1 Panthéon-Sorbonne)

Elene Babuashvili (Université Paris 1 Panthéon-Sorbonne)

Diko Kopaleishvili (Caucasus University)

Ketevan Karbaia (Caucasus University)