

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

Maka NUTSUBIDZE *Europeanization of Wine Tourism Regulations in Georgia*

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)

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