

**Ivane Javakhishvili Tbilisi State University  
Faculty of Social and Political Sciences**

**The 8<sup>th</sup> International Scientific Conference**

**“Space, Society, Politics”**

**Dedicated to the 15<sup>th</sup> Anniversary of the Faculty of Social and Political  
Sciences**

**PROGRAM**

**and**

**ABSTRACTS**



**25 - 27 June, 2020  
Tbilisi**

25-27 June, 2020

The 8<sup>th</sup> International Scientific Conference

**“Space, Society, Politics”**

Dedicated to the 15th Anniversary of the Faculty of Social and Political Sciences of the Ivane Javakhishvili Tbilisi State University

**Editors:** Tamar Dolbaia, Valerian Melikidze, Teona Mataradze, Salome Dundua

**Technical Group:** Teona Tabuashvili, Sandro Tabatadze, Miranda Mikadze

# PROGRAM

## 25 June, Thursday

### 10.00 Conference Speeches and Welcomes

**Giorgi Sharvashidze** - Rector, Ivane Javakhishvili Tbilisi State University

**Tamar Dolbaia** - Dean, Faculty of Social and Political Sciences, Ivane Javakhishvili Tbilisi State University

### I Session (Working Language - English)

**Chairperson: Alexandre Kukhianidze**

10.20 **Alexandre Kukhianidze** – Professor, Ivane Javakhishvili Tbilisi State University. *“The Impact of the Coronavirus Pandemic on Transnational Organized Crime”*

10.40 **Vakhtang Maisaia** – Professor, Caucasus International University, **Miranda Mikadze** – PhD student, Caucasus International University, **Sebastian Bobkiewicz** – Expert, The Georgian Geostrategic and Euro-Atlantic Integration Studies Institute. *“EU Conflict Resolution Strategy on the Example of Regional Security in the South Caucasus”*

11.00 **Jaba Urotadze** – Assistant Professor, Ivane Javakhishvili Tbilisi State University. *“Comparative Analysis of Protection of Young People at Work in Georgian and European Union Laws”*

11.20 **Nadezhda Kazarinova**, Associate professor, **Anna Chugunova**, Invited Lecturer – Saint Petersburg Electrotechnical University “LETI” (ETU), Russia. *“Paradoxes of “Soft Power” of Tourism”*

11.40 **Cenay Babaoglu**, Associate Professor, Selçuk University, **Onur Kulac**, Assistant Professor, Pamukkale University – Turkey. “*A Blueprint of Turkey’s Covid-19 Policy*”

12.00 **Salome Dundua**, Associate Professor, **Sandro Tabatadze**, MA Student – Ivane Javakhishvili Tbilisi State University. “*Liberal-Democratic Values in the National Curriculum of General Education of Georgia*”

12.20 **Nikoloz Esitashvili** – Professor, ISET – International School of Economics, TSU. “*The Role of External Economic Incentives in times of Political Transitions and Consolidations*”

12.40 **Luca Zarrilli**, Associate Professor, University “G. D’Annunzio” of Chieti-Pescara, Italy. **Miguel Brito**, Associate Professor, Estoril Higher Institute for Tourism and Hotel Studies, Portugal. “*Alcântara (Lisbon): From Industrial District to Tourist Destination. A Survey*”

13.00 **Constantin-Vasile Toca**, Lecturer, **Edinna Lilla Meszaros**, Teaching Assistant – University of Oradea, Romania. “*Cross-Border Cooperation under Magnifying Glass: An Assessment of the Projects Implemented at the Romanian-Hungarian Border in the 2004-2013 Period*”

13.20 **Julia Kaczmarek-Khubnaia** – PhD Student, Adam Mickiewicz University in Poznan, Poland. “*Socio-economic Development of the Georgian Regions- Chosen Theoretical Approach*”

13.40 **Valerio Della Sala** – PhD Student, Autonomia University of Barcelona, Spain. “*Olympics Games: The Organisation, the History, the Committee, the Projects. Rome 1960 -Barcelona 1992: From a Dream to the Urban Model*”

**14.00 – 14.40 Break**

## II Session (Working Language - English)

**Chairperson: Mariam Gersamia**

14.40 **Mariam Gersamia**, Professor, **Maia Toradze**, Associate Professor, **Liana Markariani**, MA Student – Ivane Javakhishvili Tbilisi State University. *“Challenges of Gender Equality in Media (Case of Georgia)”*

15.00 **Luca Zarrilli**, Associate Professor, **Silvia Iacuone**, PhD Student – University “G. D’Annunzio” of Chieti-Pescara, Italy. *“The Role of Iceland in the Arctic Issue: Diplomacy, Threats, Opportunities”*

15.20 **Temur Gugushvili** – PhD Student, Ivane Javakhishvili Tbilisi State University. *“Mountain Resident’s Livelihoods: Adaptation Strategies in the Swiftly Progressing ‘Weather’ of Tourism in Protected Areas”*

15.40 **Nino Kukhianidze** – PhD Student, Maria Curie-Skłodowska University, Poland. *“The Role of Peace Education in the Process of Conflict Transformation”*

16.00 **Ekaterine Lomia** – PhD Student, Caucasus International University. *“How Russian Propaganda Works in Georgia: The Consequences of the Russian Disinformation in a Long-Term Perspective”*

16.20 **Namig Karimov** – MA, Baku Engineering University, Azerbaijan. *“Turkey and Russia’s Strained Relations in Caucasia”*

16.40 **Keynote Speeches**

**Stephen F. Jones** – Professor of Russian and Eurasian Studies at Mount Holyoke College.

**Neil MacFarlane** – The Lester B. Pearson Professor of International Relations and Fellow at St Anne’s College, University of Oxford.

*“Recurrent Patterns in Georgian Politics: Culture, Geography and Institutions”*

## **26 June, Friday**

### **III Session (Working Language - Georgian)**

**Chairperson: Iago Kachkachishvili**

10.00 **Tamar Dolbaia** – Associate Professor, Ivane Javakhishvili Tbilisi State University. *“Geographical Features of Transport System Development of Georgia”*

10.20 **Revaz Gachechiladze** – Professor, Ivane Javakhishvili Tbilisi State University. *“Changing Political Geography and Geopolitics of the Central Europe”*

10.40 **Malkhaz Matsaberidze**, Professor, **Tamar Orjonikidze**, PhD Student – Ivane Javakhishvili Tbilisi State University. *“The Representatives of National Minorities in the Constituent Assembly of Georgia (1919-1921)”*

11.00 **Iago Kachkachishvili** – Professor, Ivane Javakhishvili Tbilisi State University. *“Monitoring Knowledge, Risk Perceptions, Preventive Behaviours and Public Trust in the Current Coronavirus Outbreak in Georgia”*

11.20 **Valerian Melikidze**, Associate Professor, **Giorgi Kvinikadze**, Associate Professor – Ivane Javakhishvili Tbilisi State University. *“Strange Bedfellows - a Comparative Analysis of Economic Geography and Geoeconomics”*

11.40 **Tengiz Verulava** – Associate Professor, Ivane Javakhishvili Tbilisi State University. *“Challenges of the COVID-19 Pandemic: German strategy”*

12.00 **Teona Mataradze**, Associate Professor, **Giorgi Shubitidze**, PhD Student – Ivane Javakhishvili Tbilisi State University. *“How is the Urban Identity of Mtskheta Residents Represented in the External Image of the City”*

12.20 **Avtandil Tukvadze**, Associate Professor, **Valerian Dolidze**, Assistant Professor – Ivane Javakhishvili Tbilisi State University, **Irakli Ubilava**, PhD Student, Peoples' Friendship University of Russia, Russia *“Post-Pandemic World Order-Place of Georgia in Transformative International System”*

**12.40 - 13.40 Break**

## IV Session (Working Language - Georgian)

**Chairperson: Teona Mataradze**

13.40 **Iago Kachkachishvili**, Professor, Ivane Javakhishvili Tbilisi State University, **Lasha Tughushi**, Assistant Professor, Ivane Javakhishvili Tbilisi State University, **Malkhaz Gagua**, Lecturer, International Black Sea University, **Aleksandra Kalatozishvili**, Lecturer, Ilia State University – *“Cultural and Political Dimensions of Anti-Liberal Populism and Religious Nationalism in the Regions of Georgia”*

14.00 **Shorena Turkiashvili** – Assistant Professor, Ivane Javakhishvili Tbilisi State University. *“The Orthodox Religiosity and Some Aspects of Family Lives”*

14.20 **Nino Popiashvili** – Dr. of Philology, Ivane Javakhishvili Tbilisi State University. *“Global and National Totalitarianism from a Literary Perspective”*

14.40 **Eka Darbaidze** – PhD in Political Sciences, Ivane Javakhishvili Tbilisi State University. *“The Policy of Cooperation of the Georgian Government in the Occupied Tskhinvali Region”*

15.00 **Mariam Khatiashvili** – PhD, Ivane Javakhishvili Tbilisi State University. *“Theoretical Conceptualization of Russia’s Soft Power toward Georgia”*

## **27 June, Saturday**

### **V Session (Working Language - Georgian)**

**Chairperson: Salome Dundua**

10.00 **Salome Kobaidze** – PhD Student, Ivane Javakhishvili Tbilisi State University. *“Existing and Prospective Geographical Areas of Economic Development of the Black Sea Coastal Zone of Georgia in Terms of the Blue Economy”*

10.20 **Teona Tabuashvili** – PhD Student, Ivane Javakhishvili Tbilisi State University. *“Public Higher Education Institutions, as Developing Organizations: Students’ Assessments“*

10.40 **Inga Mikhanashvili** – Researcher, Institute of Political Sciences at Ilia State University. *“The “4 + 1 Program” in Higher Education Institutions as a Strategy for the Integration of Ethnic Minorities”*

11.00 **Kiarim Gumbatov** – PhD Student, Georgian Technical University. *“The Features of the Democratic Nature of Local Self-Government in the Public Administration System”*

11.20 **Tamar Orjonikidze**, PhD Student, **Natia Zedginidze**, PhD Student - Ivane Javakhishvili Tbilisi State University. *“Issues of Election Finance and Political Ethics in the 2018 Presidential Elections in Georgia”*

11.40 **Nino Maisuradze** - PhD Student, Ivane Javakhishvili Tbilisi State University. *“Mikhako Tsereteli and the Conceptualization of Nation in Georgia in the Early 20th Century”*

12.00 **Mariana Kevkhishvili** – PhD Student, Ivane Javakhishvili Tbilisi State University. *“United National Movement's Lobbying Campaign in the USA”*

12.20 **Natia Zedginidze** – PhD Student, Ivane Javakhishvili Tbilisi State University. *“At the Origins of the Development of the Code of Parliamentary Ethics: Experience of the Constituent Assembly of Georgia (1919–1921)”*

12.40 **Zaza Tsotniashvili** – Professor, Caucasus International University. *“How Media Covers COVID-19 Impact in the Occupied Territories of Georgia”*



## **ABSTRACTS**

**Nadezhda Kazarinova**

Associate professor

**Anna Chugunova**

Invited Lecturer

Saint Petersburg Electrotechnical University “LETI” (ETU), Russia

### **Paradoxes of “Soft Power” of Tourism**

The concept of "soft power", once used by international relations specialist J. Nai, emerged as an antithesis to the concept of "hard power", i.e. instruments of military and economic pressure. Since the early 2000s, this notion has been actualizing the interest in the communicative resources of power both in academic and media environments, and in political circles. This interest was explained by the urgent need for new concepts of political science to analyze and shape the instruments of political influence of states in a changing international system and global competition, as well as taking into account constitutional constraints and public sensitivity to coercion. Behind "soft power" was the importance of the use of non-violent methods of influence, tools and technologies to solve political problems, the ability of one state to attract other states by demonstrating values and achievements in non-political areas of life.

Considering tourism - an activity that seems to be outside the political space - as a resource of "soft power" demonstrated the readiness of researchers and political practitioners to make a contextual shift in understanding the nature of political governance, namely the distance from conscious manipulation technologies, information wars, ideological sabotage and other methods of political influence towards the expansion of communication technologies and skills that lead to better understanding and reduction of tension between the two.

Our content analysis of publications in a number of international scientific journals for 2014-2019 on the topic "tourism as a Soft Power resource" showed that for most researchers of tourism soft power context remained problematic. Although the task itself was viewed positively, at the same time "the subject resisted". On the one hand, the political significance of tourism activities in the abovementioned sense of "soft power" seemed to be taken for granted. However, the methodological context in which tourism is assigned the function of a resource of power (even if it is "soft",

but power) inevitably reproduced the discourse of request, suggestion, and appeal to the authorities to pay attention to the importance of tourism as a "soft power", which, in our opinion, showed that the cognitive transition was incomplete.

An indicative practical consequence of the activity paradigm was a weak interest or formal bureaucratic approach to the development of "soft power" tourism by the executive authorities.

In turn, the global economic and social crisis of spring 2020, caused by the pandemic and most devastating impact on the tourism industry, revealed a kind of deadlock in the thinking of tourism activities in the previous paradigm and revealed the paradoxical reproduction of tourism practices in crisis and post-crisis circumstances. We formulated these paradoxes in the following way.

-The identity of a tourist is realized only as his or her role marginality, which in an acute form found its expression in the requirement to travelers to respect the temporary and territorial self-isolation when crossing state borders.

Residents of specific areas perceive tourists as both desirable and undesirable at the same time, which in sharp form finds its expression in various practices of stigmatization of travelers.

- The illusion of freedom for the traveler to choose the destination and the time of his or her journey through the territory remains.

The methodological framework of P. Bourdier's theory of the social field and the theory of social constructionalism allow us to look at the described paradoxical practices as strategies of positioning the actors of tourist activity, to discover the power lines and diversity of configurations of tourist communities, and thus to develop the concept of soft power of tourism in a meaningful way to describe the resources of civil society, not strictly connected with territorial boundaries.

The available and ongoing collection of empirical data on tourism practices, including Georgian and Russian experience, on the functioning of tourism communities online, on the behavior patterns of expats and repatriates allows us to create a kind of map of tourism space in the modern world.

**Keywords:** Tourism, soft power, political power, paradoxes.