

International Seminar-public open lecture
Department of Agricultural Economics
School of Agriculture, A.U.Th.

**“Transformation of
family-based
entrepreneurial
activities in rural
Georgia”**

by Temur Gugushvili

Date: 30 June 11:30

Venue: Oustapasidi room 2nd floor
building School of Agriculture -
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Thessaloniki, Greece



Temur is a Ph.D. candidate in the Dep. of Sociology at Tbilisi State University. His research interests include rural and mountain livelihood transformations in the contexts of urbanization, tourism development, protected areas, and climate change. Temur has been collaborating with the University of Bern's Centre for Development and Environment (CDE) and Wageningen University's Rural Sociology Group since 2019.

Short description

The shift in policy focus from agriculture to rural development enables rural families to diversify their economic activities. Household-based resources, particularly human capital, are essential for capitalizing on newly developed opportunities. Locals with sufficient resources seize possibilities in agriculture and emerging economic sectors such as tourism. Local families are encouraged to engage in and embrace contemporary farming practices in order to determine the most effective sustainable livelihoods. Along with long-established industries, households employ traditional knowledge to enter entrepreneurial tourism activities.

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