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Dapkus R.,
PhD., Assoc. Professor at Aleksandras
Stulginskis University,
Kaunas, Lithuania

Dapkute K.,
MSc. at Vilnius University
Kaunas, Lithuania

REGIONAL DEVELOPMENT BY EMPOWERING OF THE INTERACTIVE TOURISM

***Summary.** The performed research discloses main peculiarities of the tourism sector role for the regional development. Strategic planning and innovative governing covers different aspect for the analysis and competitiveness building for the different regions. Public and private partnership needs additional attention for the scientific investigation, in order to achieve better results in regional development. Proposals towards to traditional tourism conversion to interactive one has been made, in order to create added value both the tourists and local society in the regions.*

***Key words:** regional development, strategic planning, good governance, competitiveness building, creative initiatives, interactive tourism.*

Problem statement. Regional development quite an often stagnate because of lack of natural resources and problems in strategy planning and governing. That problems becomes even more significant in the rural regions, where the society has very low motivation and private business creates very low added value. Moreover, because of that these regions are losing their attractiveness for new investments and have no resources to preserve its nature and cultural-historical heritage from the destruction buy an unfavorable usage of local people and tourists. All that turns such a regions to the deeper depression. Efforts at the national level not always helps and allocated financial aid does not inspires such a regions for the sustainable development. Better strategic planning and innovative governing becomes crucial in order change situation in emptying regions and even some countries, like presently happens for many post-soviet states, suffering from emigration, demographic and economic decline mainly in rural regions.

Considering the necessity for the new initiatives in order to increase regional development capacities, the scientific problem of the research is

formulated by a question: does a tourism as a such one and interactive initiatives could help stagnating regions to become more attractive for the tourists and local people to come and stay, in order to achieve synergy by public and private cooperation for the value-edit creation and sustainable development?

Analysis of analogical researches and publications. The role of the tourism sector influence for the regional development has been shown both by the scientists and politicians [1 – 12].

The aim of the paper. This research aims to determine the peculiarities of interactive tourism development in a context of better governing of regional development processes.

Main study. The observation of the divergence in some territories' development processes brought to the idea that there exists failures in strategic planning and regional & municipal governing. The attention have been focused to the regions which are lacking for the natural resources and well running businesses. Preliminary investigations showed that quite an often such a situation happens to the rural regions. Nevertheless these regions still have preserved nature and cultural-historical heritage, what is not sufficiently used neither for the local people needs' self-realization, neither tourists' attraction. Some directions for the deeper investigation have been selected. First of all there were analyzed tourism-attractive resources and the possibilities to use that in a competitive way. Secondly the survey by questioning of local people and public authorities representatives have been done in order to define their attitudes for the tourism sector development. The outcomes from these two research-parts showed the existing potential for the tourism development and importance for these territories' further development and local society well-being. Moreover local people expressed their willingness to use these resources for themselves, jointly with tourists. That means that local people intend to share their knowledge, skills and habits with tourists by creative interaction – involving tourists in culinary heritage learning and tasting, crafts-making, joint singing and dancing learning and celebrating, photography and film making, sculpture making and painting, also joint-rafting, bicycling, gliding, technical-constructing and so on. That kind of interactive tourism has synergic effect both for the regions' economy grow, as well as for the local people better possibilities to satisfy their self-realization needs and income at the same time. At the end that could help these regions to become more attractive for the tourists to come, for the investors to bring new investments and in other branches of industries, and for the local people to stay in their home-regions or even to return back from urban territories or even other countries, where they have emigrated during past decades. And final phase of the research enabled to disclose some mistakes in territorial and strategic planning, also in public administrating. In all together after all steps of the scientific investigation there was possible to propose theoretical model for the innovative planning and

governing of such a regions with the intention to faster their development by means of interactive tourism development and creative industries empowering.

Conclusions. The regional development could become more successful by innovative planning and governing. Tourism sector could obtain significant role for depressed regions' attractiveness and competitiveness building. Creative industries and local people skills should be used for the interactive tourism development.

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Gelashvili M.,
Doctor of Economics,
Associate Professor at
Sokhumi State University,
Direction – Economics,
Deputy Dean of SSU,
Faculty of Economics and Business

KNOWLEDGE ECONOMICS AND THE CHARACTERISTICS OF INNOVATIVE HUMAN CAPITAL DEVELOPMENT IN GEORGIA

Summary. New aims and objectives were put forward as a result of human developments in XXI, which are based on fundamentally new kind of developments, characterized by changes of technological structures. The advantages of education and science fields have been identified. The role of an individual towards the society has been changed – he/she became a generator and initiator of innovational ideas and ensures transformation of knowledge into major economic factor. Professional knowledge and skills, human intelligence capabilities are not only his/her personal characteristics, it became national treasury and factor of its development.

Key words: knowledge, education, innovative economics, human capital, production factor.

Introduction. Knowledge (innovative) economics represents final stage of world economics transformation. Traditional economy or pre-industrial era preceded industrial production, which on the other hand was replaced by post-industrial period and today resource capacious technologies are replaced by scientific technologies at micro as well as macro levels.