



# **Livable Cities:**

*Linkages between Tourism  
Cluster Development, Integrated  
Urban Development and  
Inclusive Economic Growth*

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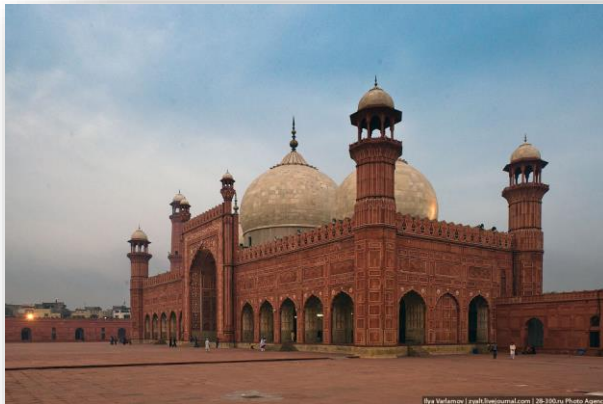
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# CAREC Tourist sites - Diverse tourism experiences and potential tourism clusters





# Linkages: tourism, urban development and inclusive economic growth

- Cities generate over 80% of gross domestic product (GDP) in many countries and are engines of economic growth
- Tourism clusters and city clusters can be the incubators for economic diversification
- Cities can provide an enabling environment, logistical support and associated services to enable this transition
- Cultural Heritage Sites and other tourism sites need to be managed well by city administrations
- Cities in CAREC countries can learn from each other and build partnerships with the cities in the region through a city-to-city twinning program to enable the exchange and knowledge transfer of good practices in urban management, governance and tourism development.



# Linkage between Tourism and Urban Services

## TOURIST NEEDS

- Connectivity
- All year round access
- Infrastructure
- Comfort stations
- Hotels, hot water
- Wi-fi
- Accessible tourism
- Cultural Heritage
- Tourist experience – hospitality
- Souvenirs



## URBAN SERVICES

- Transport – inter-city, public transport,
- Climate resilient infrastructure, Disaster risk management
- Sanitation, Water Supply, Heating, Drainage etc.
- Telecoms, IT, Smart Cities
- Universal design, ramps, walkability, public spaces, signage, street lighting
- Cultural Heritage Restoration
- Building codes
- Skills Development and Education
- SME Development



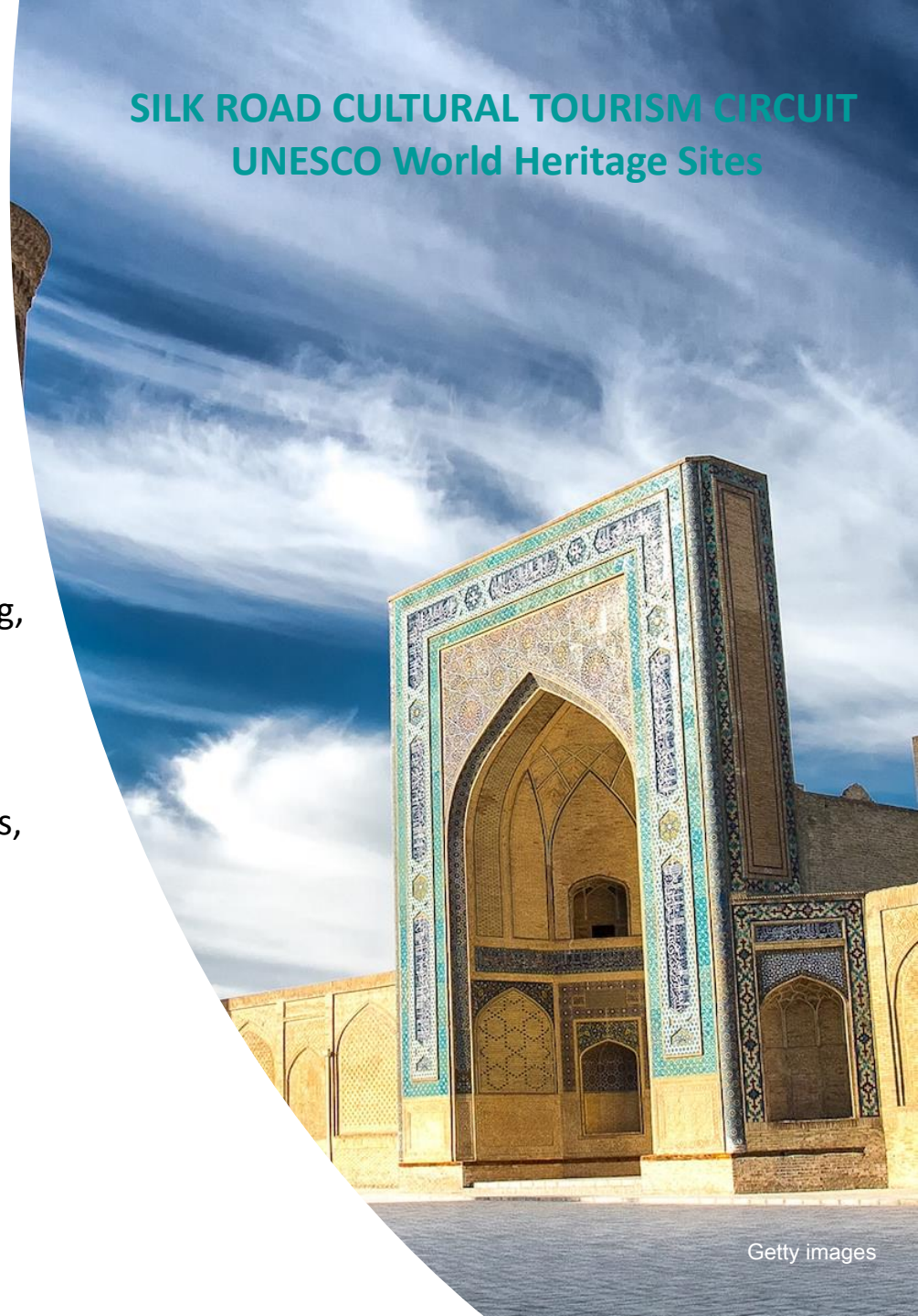


Example:

# Samarkand

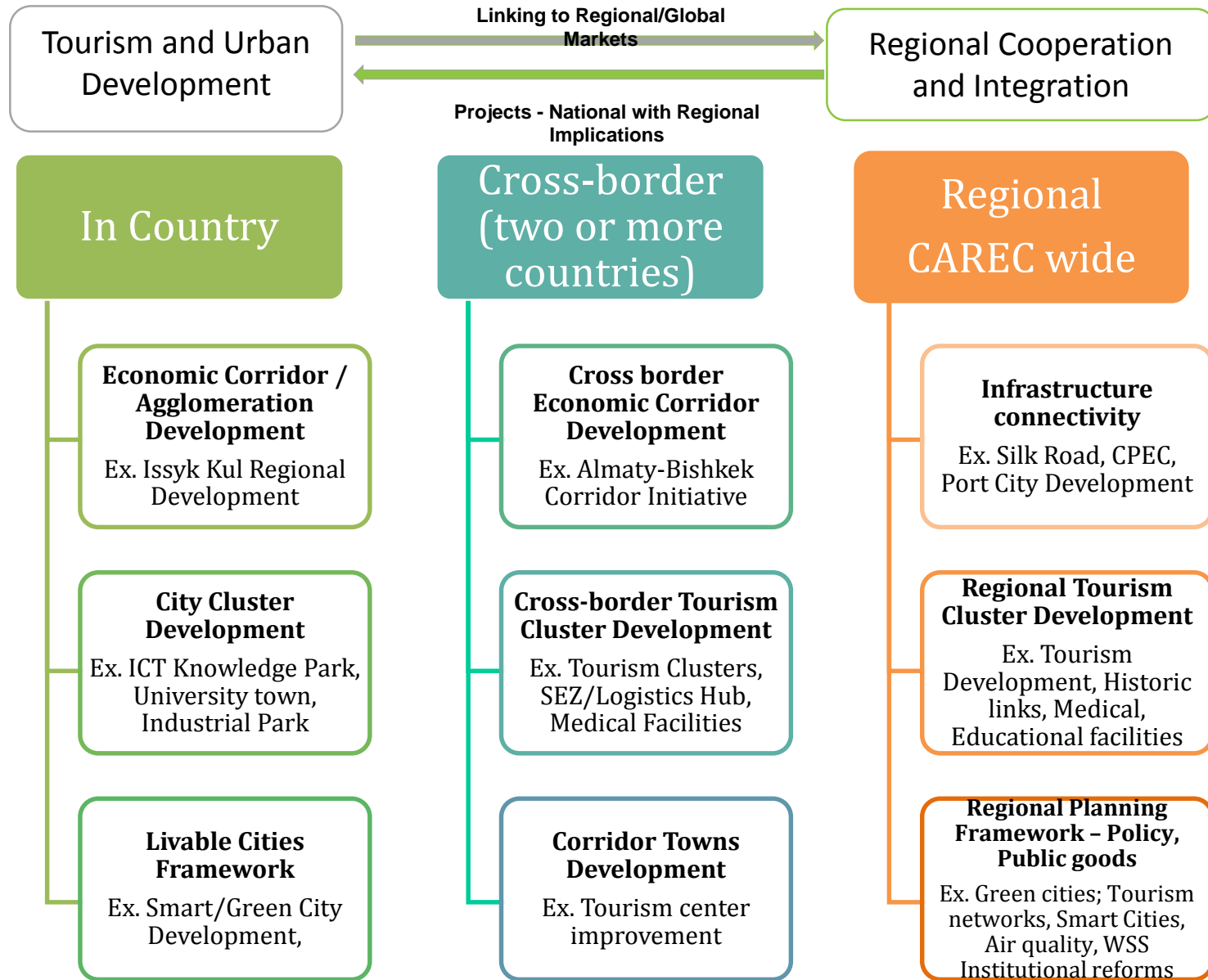
SILK ROAD CULTURAL TOURISM CIRCUIT  
UNESCO World Heritage Sites

- 
- Connectivity - air, road
  - Masterplan
    - Cultural Heritage Conservation, zoning, building codes
    - Public Space – signage, accessibility, green space, benches, street lighting, toilets
    - Public transport, mobility, urban roads, drainage
    - Urban Services – water supply, sanitation, waste management
  - Environmentally sustainable design
  - Social fabric
  - Economic opportunities for local businesses





# CAREC Tourism Development





# Livable Cities Approach

- ADB Strategy 2030 and Urban Operational Plan 2012-2020 focus on
  - Making Cities Livable
- Sustainable Development Goals
  - SDG 11 to make cities ***sustainable, resilient and inclusive***.
- Strategic Planning through Integrated Urban Development
  - Proactive approach for inclusive economic growth and balanced regional development
  - Participatory Planning through involvement of all stakeholders for creating citizens ownership of investment plan
- CAREC Strategy 2030



# Livable Cities integrates 3Es

## 1. Economy → Competitiveness



## 2. Environment → Sustainability



## 3. Equity → Inclusiveness

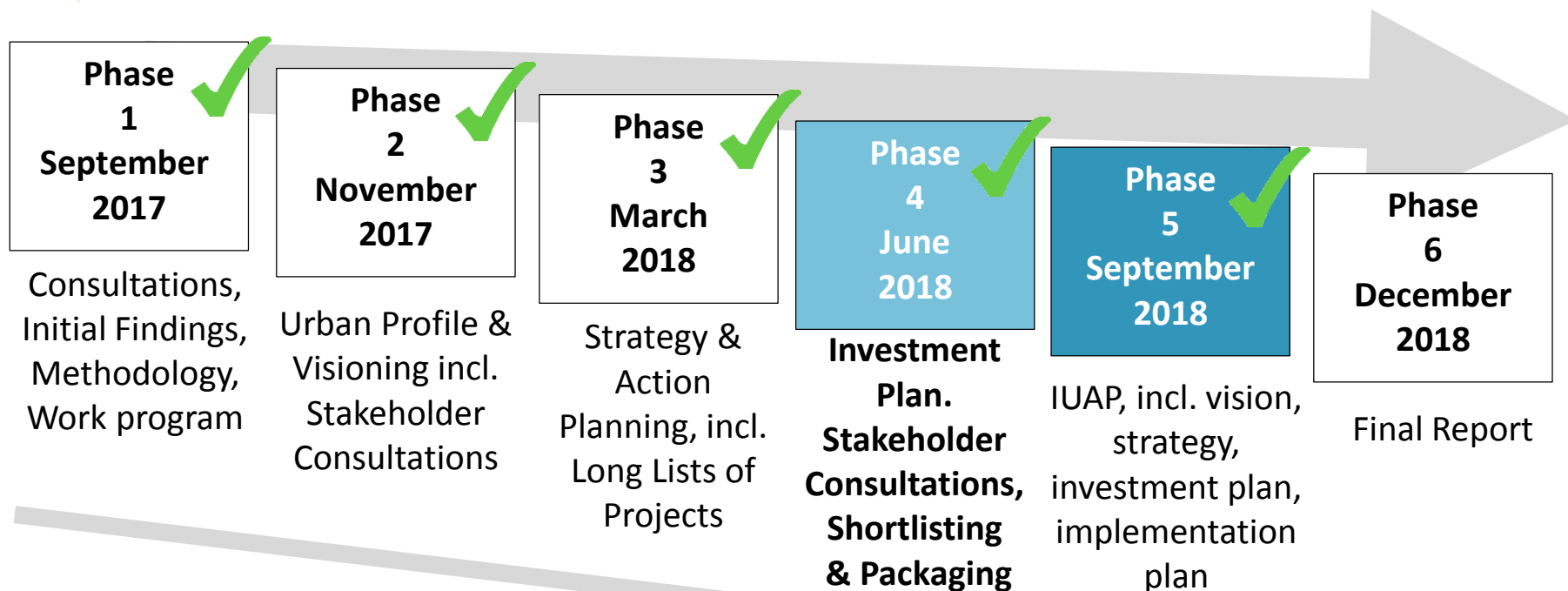


- Competitive Cities
  - Competitive advantage,
  - Clustered development,
  - Economic corridors
- Green Cities
  - Resource efficiency,
  - Climate Change resilience,
  - Cycle economy
- Inclusive Cities
  - Accessible, Affordable
  - Resilient communities
  - Gender equity





# GEORGIA Livable Urban Areas - PROCESS & PROGRESS



**ToR:** “Tbilisi and Kakheti region, with Akhmeta as the center of the cluster linking up with the mountainous region and forming a tourism circuit with Telavi and Tbilisi”

- ☐ Data Collection, Analysis, Reporting & ADB/Government Feedback
- ☐ Process of SWOT/Visioning (Phase 2)
- ☐ Use of 4 E's to develop & assess proposals
- ☐ Priority Short Lists from Long Lists (Phase 4)
- ☐ IUAP/Investment Packages (Phase 5)

IUAP of Strategy, Investment Packages & Implementation Plan



North Kakheti has several dynamic urban centers supporting regional tourism and agricultural activities, including renowned wine/food experiences and scenic/heritage attractions, which together contribute to a thriving economy for the region's population...

NORTH KAKHETI 10  
YEAR VISION







# OBJECTIVE 1

## Develop a strong regional tourism sector with viticulture and heritage circuits

*North Kakheti has an excellent opportunity to promote tourism focused on urban centers throughout the region. Its **heritage and regional produce, in particular wine, can be marketed** together under a regional brand which could draw significant international tourism. Specific improvements to key urban centers in terms of connectivity and urban design, as well as improvements to identified tourist sites will improve the tourism experience and sustain the sector.*





## KEY STRATEGIES

- **Regional tourism hub development** to promote the cultural, historic, viticulture and natural resource opportunities.
- **Branding and Marketing** to encourage collaboration between **tourism board** / vineyards / B&Bs to develop a ‘regional product’ based on the ‘**Alazani valley**’ or ‘Kakheti produce tours’.
- **Upgrading tourist facilities** - sanitation, water, and all year round access along the ‘**wine valley**’ tourism route from Gurjaani to Akhmeta.
- **Urban design and planning to improve accessibility, connectivity and attractiveness** of key urban centers and destinations
- **All Year Round Connectivity to the Tusheti mountain area** for alternative and seasonal pursuits.
- **Capitalize on unique heritage assets in Tusheti**, e.g., by exploring a Living or Open-Air Museum concept.





## OBJECTIVE 2

### Promote balanced regional economic development

*Integrated regional logistical and transport networks will support **improved regional economic opportunities** regionally in both **agri-business and cultural tourism**.*

*Support to SMEs will help them exploit the associated economic opportunities. In conjunction with this, crucial upgrades in infrastructure and services will be identified to support a population which can take advantage of increased economic and employment opportunities. **Targeted support for employment opportunities to keep young people in the region.***







Mestia is an important center with a thriving regional economy which is focused on promoting tourism, heritage and environmental protection in surrounding communities...

MESTIA 10 YEAR VISION





# OBJECTIVE 1

**Promote expansion of sustainable tourism across the urban cluster**

*Improve access to a wide range of tourism sites in the region to take the pressure of Mestia and expand the economic opportunities associated with tourism to surrounding communities.*

*Identify, improve and **restore tourism sites and facilities** in peri-urban areas of Mestia.*

*Support **local public, private and family enterprises** to capitalize on the economic opportunities associated.*

*Provide safe **year-round access to Mestia** to ensure continued growth in tourism numbers.*





## KEY STRATEGIES

- Improve connectivity and **enable year-round safe access to Mestia** and within the cluster. Focus on road safety, slope stabilization, viewing points and other facilities.
- Support **improved tourism facilities and accommodation outside of Mestia** by providing training and finance.
- Support **family enterprises & SMEs** to produce and sell “**mountain heritage**” **crafts and agricultural products**.
- Promote **non-motorized travel** through the cluster by supporting the existing **walking trail**.
- Provide **settlement upgrades** with solar comfort stations (toilets), phone charging & wifi access.
- Provide support to hiking/skiing operators/tourism board to **develop a ‘regional product’** to ensure **safety and harmonization of standards**.
- Explore opportunities to **capitalize on unique heritage assets in Ushguli**, e.g., by exploring a Living or Open-Air Museum concept.





Zugdidi is a well-connected and equipped regional center with a thriving economy, focused on being a hub for regional tourism, agricultural activities and administrative services, which benefit the city region....

ZUGDIDI 10 YEAR  
VISION

ADB



# OBJECTIVE 1

**Promote regional ecotourism with Zugdidi as a base**

*Zugdidi can take advantage of its own **heritage and its regional setting** and become both a tourist destination in its own right as well as a base for day trips.*

*By creating an attractive, accessible, and well-functioning urban environment existing tourist stays will be extended, **generating jobs locally and other economic opportunities.***

*By promoting regional tourist sites and improving their facilities, these economic opportunities can be balanced across the cluster with the focus on Zugdidi for the majority of accommodation and recreation, and tourist spending.*





## KEY STRATEGIES

- **Promote Zugdidi as a tourist gateway** to the western regions – as a base for day “circuits” to visit cultural and scenic sites in the wider region.
- Improve tourist experiences by provide **facility improvements to identified tourism sites** in the region, including comfort stations.
- Encourage longer stays and more spending in the town of Zugdidi by promoting it as a destination in its own right by **supporting a wide range of projects including recreational facilities and restoration of heritage sights**.
- Make Zugdidi an attractive destination for tourists and a better place to live by **improvements to urban streetscapes coupled with non-motorized transport routes for walking and cycling**.
- **Support development of specific tourist sites and routes.**

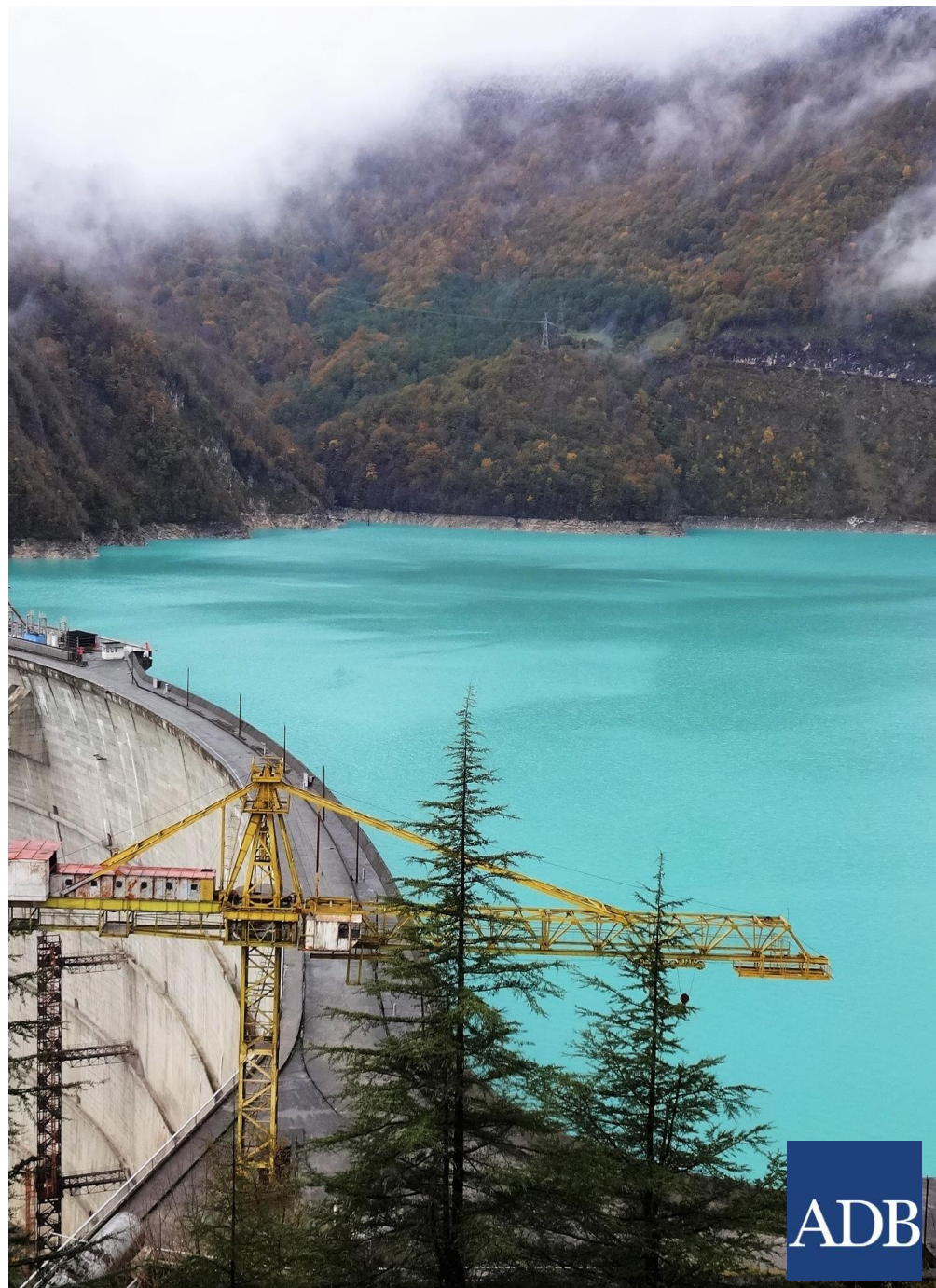




## OBJECTIVE 2

### **Promote Zugdidi as a center for regional economic development**

*Zugdidi is strategically located to become a regional logistics and processing center as well as a center for providing services to regional communities. Its airport and proximity to the Black Sea resorts, will provide economic opportunities. Improving internal and regional connectivity will provide mobility to the workforce and enable transfer and processing of regional produce. Support to local business can accelerate local economic development.*







## KEY STRATEGIES

- Improve living conditions and the urban environment in Zugdidi by **upgrading infrastructure** including waste management, flood risk management, and promote energy efficiency.
- Improve connectivity of communities and work places within Zugdidi by **public transport improvements**, as well as **priority road and bridge upgrades**.
- Develop Zugdidi as a **regional logistics center and marketing hub in agribusiness** for surrounding villages, taking advantage of its links with Abkhazia.
- Improve regional connectivity to take advantage of Zugdidi's strategic location and the economic potential of the region, including **rail network and airport improvements** as well as a **connected passenger / cargo multi-modal facility**.
- Promote the agribusiness sector through development of a **connected enterprise zone**.
- Provide **support to SME's in tourism and agriculture**, especially small startups, to improve economic production/inflows and create jobs in the 21 region.



Thank you.

