



**Regional Technical Assistance Project: Sustainable Tourism Development in the Central Asia
Regional Economic Cooperation Region**

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Livable Cities

An Integrated Approach to Tourism and Economic Development: Lessons from Georgia

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Georgia: Livable Cities Investment Program

Providing integrated solutions for balanced regional development, tourism and inclusive economic growth through improved urban planning, connectivity, accessibility and urban services, with enhanced institutional capacity.

Issues and Problems:

- Out-migration, unbalanced economic growth, unemployment and poor livability
- Average annual tourist arrivals to increase to 6 million in 2028 (= 2x total population)

Project Design and Approach, Impact and Innovations:

PROGRAMMATIC APPROACH

- **Integrated Urban Action Plans prepared**
- **First PRF in GEO – high readiness**
- Engineering Design for Urban transport, Heritage Conservation, Urban upgrading, Water, Sanitation and Solid Waste Management prior to MFF approval.
- Aligned with government strategies
- **Four clusters (rural-urban) developed as diverse tourism models – viticulture, agribusiness, ecology**

INCLUSIVE DESIGN & GENDER

- **Inclusive Cities Guidelines** for adapting the built environment for the differently-abled, elderly, women and children.
- Accessible Tourism
- Women's entrepreneurship, Skills development

INTEGRATED SOLUTION

- **Livable Cities Framework – 5E (economy, environment, equity, enablers, and engagement) Approach**
- Participatory Planning and City Visioning
- Coordination - Steering Committee consisting of 3 Ministries and agencies
- ONE-ADB approach
- Private sector, TVET, SME Development
- Optimized co-benefits across 5E's.

PARTNERSHIPS & CLIMATE CHANGE

- **Partnership with CDIA and SDCC**
- Climate Risk and Vulnerability Assessments
- Climate resilient, low-carbon design and technologies for urban infrastructure
- First tourism cluster in CAREC countries

Georgia: Livable Cities Investment Program

PROGRAM DESIGN ALIGNED WITH ADB STRATEGY 2030 KEY OPERATIONAL PRIORITIES

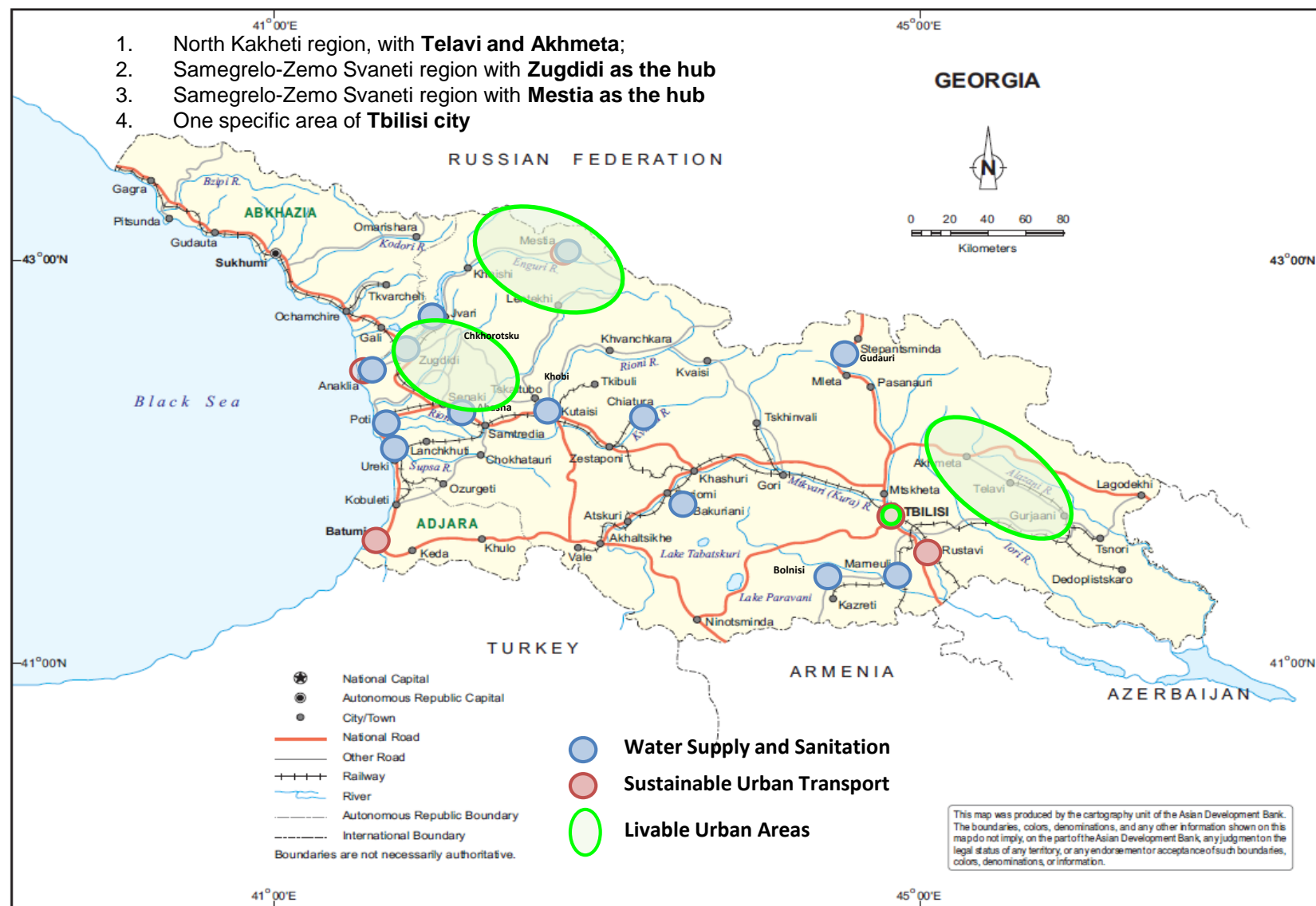
- i. **Reducing Inequalities**
 - increasing accessibility – jobs, services, universal design
- ii. **Accelerating progress in Gender Equality**
 - Inclusive cities design for differently abled, women and children
- iii. **Tackling climate change and enhancing environmental sustainability**
 - climate-resilient environmental infrastructure, solid waste management, water supply and sanitation,
 - public transport, hiking trails, pedestrian greenways
- iv. **Making Cities Livable**
 - improving urban environment and quality of life for citizens
- v. **Promoting rural development and food security**
 - peri-urban communities
 - agribusiness and viticulture
- vi. **Strengthening governance and institutional capacity**
 - institutional coordination and capacity building for multisector program
- vii. **Fostering Regional Cooperation and Integration**
 - Tourism clusters and Connectivity

LIVABLE CITIES 5E APPROACH





Urban Area Cluster Selection





Georgia : 4E Demands for 2030

Economy:

- Economic hub for technology, tourism, agribusiness
- Support for SME development, businesses/jobs
- Improved health and education services – TVET, skills development
- Improved public transport, urban roads, connectivity

Environment:

- Improve environmentally resilient infrastructure and urban services
- Public facilities, public spaces, parks, playgrounds, pedestrianization
- Heritage upgrading and associated regional tourist attractions

Equity:

- Support for local entrepreneurship and promotion
- Improving accessibility within buildings and in public spaces
- Wider public/tourist information - awareness campaigns

Enablers:

- Institutional Strengthening and capacity development
- Institutionalizing inclusive cities guidelines and building by-laws



Georgia: Livable Cities Investment Program - North Kakheti Vision

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

- *Excellent opportunity to promote tourism focused on urban centers throughout the region.*
- *Attract international tourists by offering heritage and regional produce, in particular wine*
- *Can be marketed together under a regional brand*
- *Improve connectivity and urban design in key urban centers*
- *Improvements to identified tourist sites to improve the tourism experience and sustain the sector.*





OBJECTIVE 2

Promote balanced regional economic development

- *Support agri-business and tourism through integrated regional logistical and transport networks*
- *Support to SMEs helping them exploit the associated economic opportunities.*
- *Invest in crucial upgrades in infrastructure and services 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.*





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., enhancing the Towers.

Integrated Urban Action Plans:

GIS based Story Maps

Kakheti: <https://arcg.is/1SSfiX>

Zugdidi: <https://arcg.is/0Om0Gb>

Mestia: <https://arcg.is/05SP1m>

Tbilisi: <https://arcg.is/18K8P5>

Integrated Urban Action Plans (IUAPs)

<https://www.youtube.com/watch?v=ripNUzZTODs>



Livable Cities Framework

<https://www.youtube.com/watch?v=V2JjWCbQ1fM>



Livable Cities Process

<https://www.youtube.com/watch?v=zG3YyByP2EE>



Inclusive Cities Guidelines

- By 2050, about 6.25 billion people globally, (15% of them persons with disabilities) will be living in urban areas.
- Accessibility and sustainable mobility
- Universal Design and Accessibility Standards for the built environment
- Vibrant public spaces and accessible tourism sites
- Tactile surface, maps and models for the visually impaired
- Diverse and resilient local economy
- Inclusive and sustainable urban development planning ensures full and active inclusion of persons with disabilities, elderly people, women and children.

