

MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

Georgia

LIVABLE URBAN AREAS: INTEGRATED URBAN PLANS FOR BALANCED REGIONAL DEVELOPMENT

For the Asian Development Bank, 2017-2018

This Asian Development Bank Technical Assistance (TA-9220 GEO) was designed to identify specific projects for a Sustainable Cities Development Investment Program (SCDIP) for 2019-2020. The work was undertaken by Otak Inc., as lead consultants for the project with the beneficiary agency being the Ministry of Regional Development and Infrastructure. Four regions, with associated urban clusters and corridors, benefited from this participatory initiative.



The primary objective of the TA was to promote regional balance by stimulating economic growth outside the capital, Tbilisi, which would be supported by the development of livable urban areas. Tourism would be a key element of this dispersal of growth.



Mike Sharrocks was appointed by Otak Inc. as the project's Tourism and Heritage specialist. His principal role was to set out initial tourism strategies for each of three regional areas, namely: Svaneti in the north west of the country, with a Mestia-Lentekhi corridor; Samegrelo, in the west, with Zugdidi as the urban centre; and Kakheti in the east, with a corridor from Tbilisi to Telavi, as the urban centre.



The national tourism situation was set out as a context for each of these regions in terms of marketing, tourism economics, visitor arrival patterns, the national tourism strategy, and the cultural and heritage background. Thereafter, for each region, the key defining tourism products and attractions were reviewed and assessed. The primary elements of a regional tourism strategy were then proposed, and key projects were identified to support this. These projects would provide the foundation for future infrastructure and livability proposals, which could be submitted for the SCDIP.



Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

www.mikesharrocks.com