

Artificial Intelligence and Architecture for Destination Promotion (Case of Sunset Hill, Resort Bakhmaro)



Area: 69,700 sq. km

**Borders: Azerbaijan, Turkey, Russia,
Armenia.**

Capital: Tbilisi

Population: 3.9 million people

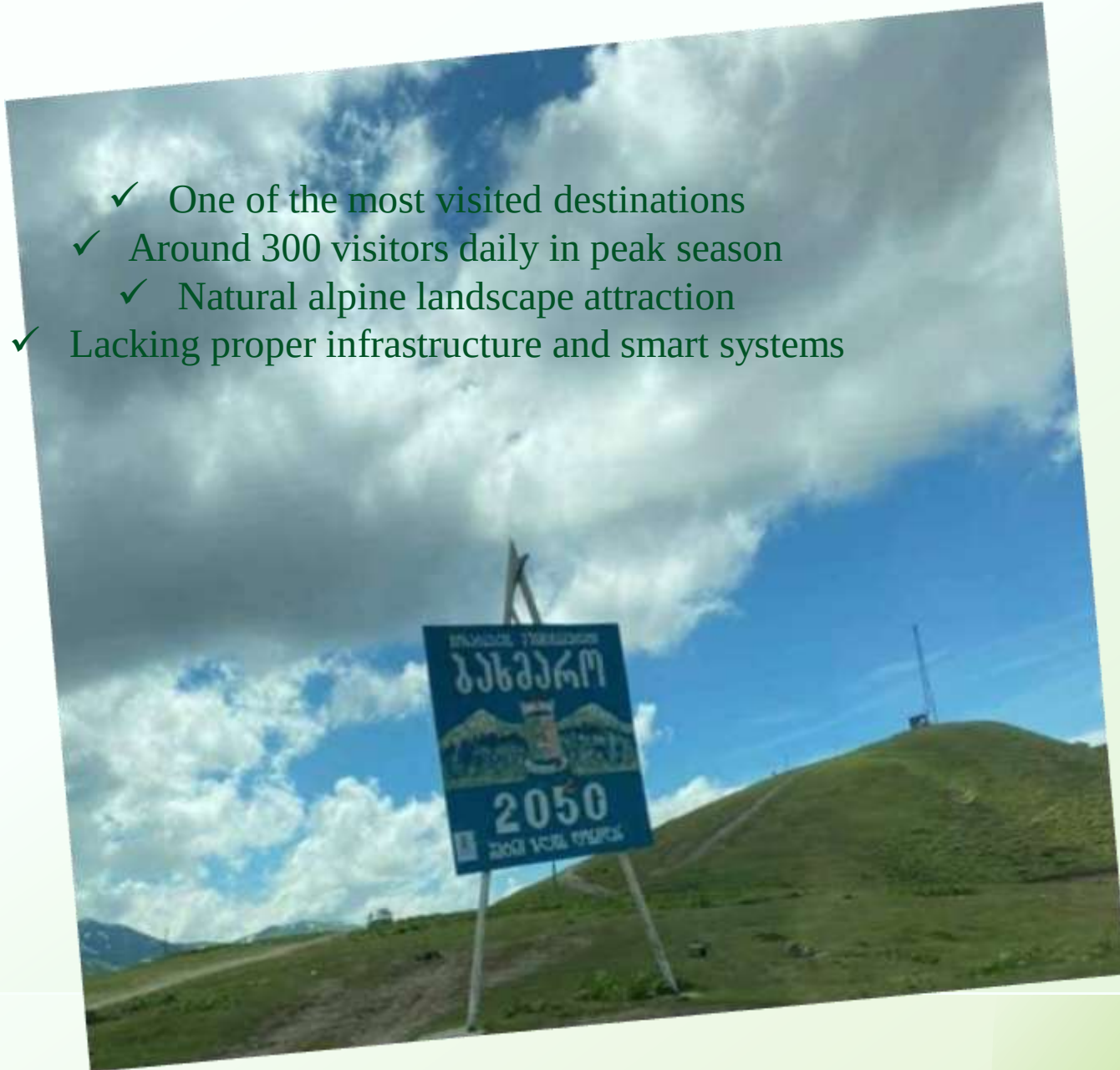
**Ethnic groups: Georgians - 83.8%, Azeris -
6.5%, Armenians - 5.7%, Russians - 1.5%**

State language: Georgian



Target Destination - Sunset Hill (Mzis Chasvli Gora), Resort Bakhmaro

- ✓ One of the most visited destinations
- ✓ Around 300 visitors daily in peak season
 - ✓ Natural alpine landscape attraction
- ✓ Lacking proper infrastructure and smart systems



მზის ჩასვალთი გორა
MZIS CHASAVALI GORA
2177 მ/მ
N41.86183° E42.31855°



Challenges

- ✓ The walking path to "The Sunset Hill" has turned into an off-road route used by approximately 150 vehicles daily, causing air pollution and environmental threat.
- ✓ "The Sunset Hill" becomes crowded every sunny evening.
- ✓ Inadequate waste management and litter accumulation.
- ✓ Permanent fog and mist in the area create safety risks and visitor disorientation.
- ✓ Lack of visitor infrastructure and services.



Solutions

- ✓ Eco-mobility program (Reduce vehicle traffic through shuttle services and designated parking)
- ✓ Visitor management system (Control crowding and improve visitor experience)
- ✓ Integrated waste management program (Promote environmental stewardship)
- ✓ Smart navigation & safety system (Improve visitor orientation and emergency preparedness)
- ✓ Sustainable infrastructure development (Provide essential visitor services with minimal environmental impact)
- ✓ Community engagement & education (Involve local residents and businesses in conservation and tourism management initiatives)





*Where stories
meet the horizon.* ♡

Protect Today, *Enjoy Forever* ♡

Sustainable Solutions for a Better Tomorrow

Sunset Hill is our pride and a gift of nature.
Let's protect it together for future generations.



CHALLENGES



OFF-ROAD ACCESS & AIR POLLUTION

Walking Path to „The Sunset Hill“ turned into a off-road that daily bases serves around 150 vehicles. This causes air pollution and environmental degradation.



OVERCROWDING

„The Sunset Hill“ in every sunny day in the evening is crowded, affecting visitor experience and putting pressure on nature.



WASTE MANAGEMENT

Remains/Waste management issues harm the beauty of the landscape and wildlife.



SOLUTIONS



ECO-FRIENDLY ACCESS SYSTEM

Establish a parking area away from the hill, pedestrian trails, and electric shuttle services. Restrict private vehicle access to sensitive areas and implement traffic management regulations.



VISITOR CAPACITY MANAGEMENT

Introduce designated viewing zones, timed visitation during peak periods, and visitor flow monitoring to enhance the experience while protecting the environment.



INTEGRATED WASTE MANAGEMENT

Install waste collection and recycling stations, promote “Leave No Trace” awareness, provide educational signage, and conduct regular clean-up programs with local participation.





PERMANENT FOG/MIST

Permanent Fog/Mist in the area creates a threat of being lost or astray.



SMART NAVIGATION & WAYFINDING

Establish directional signage, trail markers, emergency location points, GPS-enabled digital maps, and visitor safety information boards to help visitors stay on track.



SAFETY RISKS & DISORIENTATION

Safety risks and visitor disorientation can lead to accidents and emergencies.



SAFETY INFRASTRUCTURE

Develop guardrails in hazardous areas, emergency response procedures, first-aid stations, trained guides, and emergency communication systems.



LACK OF VISITOR INFRASTRUCTURE

Lack of visitor infrastructure and services reduces comfort, safety and overall experience.



SUSTAINABLE INFRASTRUCTURE

Invest in eco-friendly visitor facilities such as information kiosks, rest areas, observation platforms, eco-restrooms, shelters, and local service amenities.



OUR COMMITMENT



PROTECT NATURE

Preserve our unique landscape and wildlife.



RESPECT VISITORS

Provide a safe, comfortable and memorable experience.



SUPPORT COMMUNITY

Empower local people through responsible tourism.



THINK FUTURE

Sustain today, inspire tomorrow.

BE PART OF THE SOLUTION!

Your actions today shape the beauty of tomorrow.



DON'T LITTER



STAY ON TRAILS



TAKE ONLY PHOTOS



LEAVE ONLY FOOTPRINTS

The Present (1) & Beyond (2)



6

Proposed Architectural Solutions



Eco-friendly observation decks



Elevated wooden pathways (minimal land impact)



Smart viewing platforms



Climate-responsive shelters



Renewable-energy lighting systems



Sustainable rest areas integrated into landscape



The Present (1) & Beyond (2)



The Present (1) & Beyond (2)



Results

Sustainable architectural layouts,

AI-Driven infrastructure,

Enhanced visitor safety and experience,

Ecosystem protection and preservation,

Economic growth and regional competitiveness,

International awareness,

Green and Smart Destination.





Resources

- ✓ Government of Georgia, <http://www.gov.ge/>
- ✓ Regional development strategy, Guria <http://guria.gov.ge/geo/static/167>
- ✓ Ministry of Foreign Affairs in Georgia, <https://mfa.gov.ge/Home.aspx?lang=en-US>
- ✓ Georgian National Tourism Administration, <https://gnta.ge/statistics/>
- ✓ National Bank of Georgia,
<https://www.nbg.gov.ge/index.php?m=304&lng=eng>
- ✓ National Statistics Office of Georgia, <http://www.geostat.ge>
- ✓ E. Devidze, L.Mikeladze (2019) „National and International Alliance for Guria Tourism Development”, IACETI, www.academicworld.org
- ✓ E. Devidze, L.Gigauri (2014) „Tourism Potential in Chokhatauri Municipality, Western Georgia”, Cultural Tourism in a Digital Era, IACuDIT, Athens, p.113-121
- ✓ City Population, <https://citypopulation.de/php/georgia-guria.php?cityid=23275836>
- ✓ National Statistics Office of Georgia, <http://www.geostat.ge>
- ✓ Ministry of Economy and Sustainable Development of Georgia,
<http://www.economy.ge>
- ✓ Chokhatauri Municipality <https://chokhataurilag.ge/en/>

