

MIKE SHARROCKS CONSULTANCY

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

Sri Lanka

TOURISM INFRASTRUCTURE FOR THE SOUTH WEST COAST

For the World Tourism Organization, 1998

Mike Sharrocks undertook a Project Formulation Mission for the World Tourism Organization and UNDP on tourism infrastructure and product improvement along the South West Coast of Sri Lanka. A UNDP project document was prepared in order to obtain funding assistance, together with the Terms of Reference and study team requirements.

The South West Coast is a major tourist draw which has attracted much development in comparison to the east and north coasts. The Mission assessed the necessary improvements to tourism infrastructure and facilities, the opportunities for private sector development, and how a full study should approach these issues.

Eight tourist areas were identified for which ten-year development plans would be required. For two resorts, Hikkaduwa and Negombo, there would need to be more comprehensive tourism renewal plans in order to help transform a declining investment base.



The plans would have to focus on major road and access improvements, traffic safety proposals, natural drainage, sewage treatment, water supply, solid waste disposal/recycling, electricity supply, environmental improvements, coastal defence measures, hotel development and conservation area plans.

Key elements were highlighted that a full study would need to concentrate on such as a cost-benefit analysis (covering economic, environmental and social aspects), detailed proposals for early implementation, agency actions and sources of funding, mechanisms for management and maintenance, design guidelines, the form of partnership bodies to implement proposals and community liaison programmes.

The project had to demonstrate clear environmental and economic benefits, not only for the tourism sector but also for local communities. The study would provide a basis for public sector funding for infrastructure and would identify opportunities for private sector investment.



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