

# MIKE SHARROCKS CONSULTANCY

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

## Fiji

### TOURISM RESORT MASTER PLAN FOR NATADOLA MARINE RESORT, VITI LEVU ISLAND

**For Natadola Land Holdings, 2004-2005**

Natadola Land Holdings (NLH) is the joint venture company formed by the Fiji National Provident Fund and the resort developers, APRIL, to develop the Natadola Marine Resort (NMR) on a spectacular 640-hectare site on the south west coast of Viti Levu, the main island of Fiji. The integrated resort would be the largest and most prestigious tourism development in Fiji. The site incorporates the stunningly attractive Natadola Bay and beach setting, that is a destination attraction in its own right, rolling hills that slope down to the four-kilometre coastline of sandy beaches, a sizeable island located just offshore, two lagoons (one salt water and one fresh) together with some mangrove areas. The need

to accommodate the proposed resort sensitively within the attractive environment was of paramount importance.

Mike Sharrocks was appointed by NLH as the Tourism Master Planner to drive forward and direct work required for the production of a Tourism Master Plan. This role commenced with the preparation of a project brief and the appointment of Belt Collins International, who drew up the Master Plan, and continued with overseeing and coordinating inputs from engineers, golf course architects, surveyors and marine resort consultants up to the completion of the plan.

The role also necessitated providing an interface between the plan preparation process and consultation with government agencies in Fiji. This involved liaison work on the environmental impact assessment for the development proposals and establishing the required planning consents in order to meet the outline construction programme. The Master Plan, drawn up with a target date of 2016, was designed to accommodate six hotels (totaling over 1,200 rooms), apartments and villas, a championship golf course designed by Vijay Singh, small marina, major conference facility and a retail/entertainment centre.



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

[www.mikesharrocks.com](http://www.mikesharrocks.com)