

MIKE SHARROCKS CONSULTANCY

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

Saudi Arabia

TOURISM STRATEGY FOR THE RED SEA COAST

For the Supreme Commission for Tourism, 2005

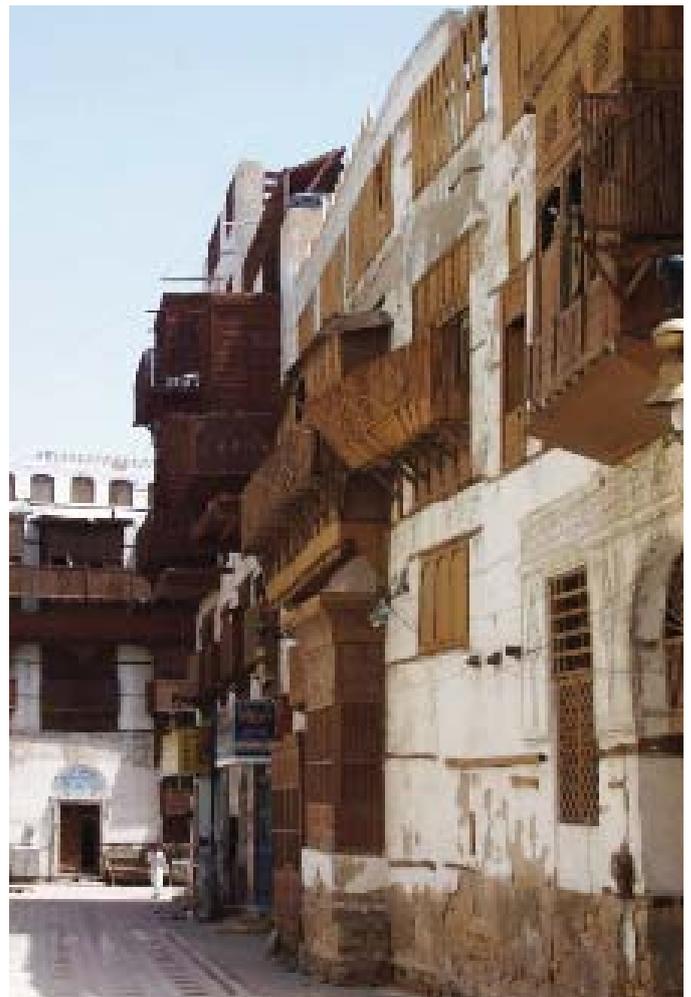
The Supreme Commission for Tourism appointed Scott Wilson Kirkpatrick to prepare a strategic tourism plan for the entire 1,850km length of the Saudi Arabian Red Sea coastline. The plan was prepared with a 20-year timescale to 2025. Mike Sharrocks was the tourism planner on the multi-disciplinary team.

The primary attraction along the Red Sea coast is the world-class diving, notably around the Farasan Islands and Yanbu. However, the old city of Jeddah in particular, as well as other urban heritage centres along the coast (such as Yanbu), also provide significant attractions. In addition, natural scenery is of interest, especially the mountainous areas close to the coast, such as is found in the northern Tabuk and southern Jazan provinces.



Religious attractions in Makkah and Madinah are clearly the main draw for visitors to the region who arrive via the principal gateway of Jeddah. It was therefore intended that, as an initial part of the overall strategy, the hajj and umrah pilgrims could extend their stay to visit other attractions along the coast.

Site visits were undertaken to attractions in and around Jeddah, to the Farasan Islands and mountainous Fayfa in the south, to resort locations between Jeddah and Yanbu, as well as to the beautiful mountainous and coastline areas in the north. Mike Sharrocks helped to outline the tourism strategy and development approach for the Red Sea coastal region and prepared concept plans and ideas for small hotel and resort development. In addition, development control and zoning proposals, environmental planning and design guidelines, environmental impact and carrying capacity indicators were set out.



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