

# MIKE SHARROCKS CONSULTANCY

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

## Sri Lanka

### COST RECOVERY MECHANISM ANALYSIS FOR COASTAL ZONE PROTECTION PROJECT

**For the Asian Development Bank, 2005-2006**

This Asian Development Bank technical assistance-funded project was undertaken by ANZDEC for the Sri Lanka Ministry of Tourism (as executing agency). The primary purpose of the project was to identify possible public-private sector funding mechanisms, especially from tourism, which could contribute towards the operation and management of coastal protection works. This need was underscored by the December 2004 Tsunami that severely affected the Sri Lankan South West Coast.

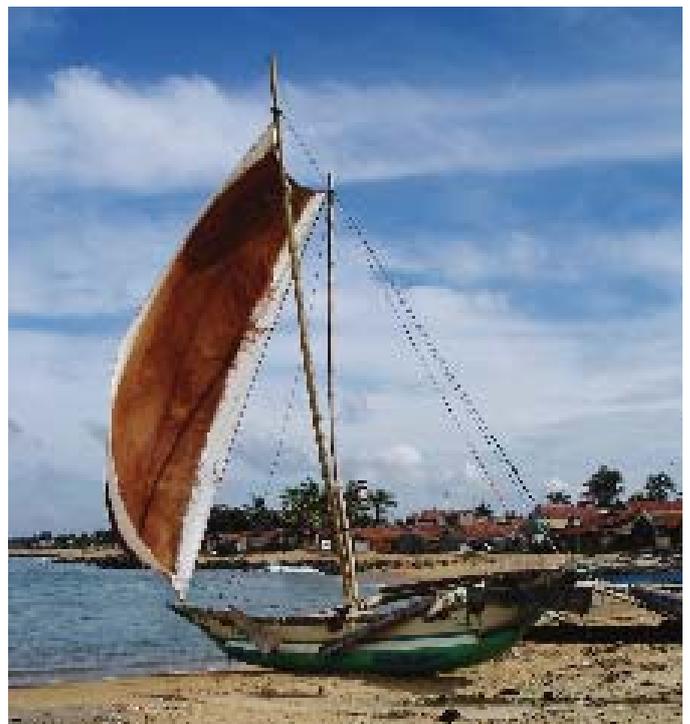


Mike Sharrocks was the Sustainable Tourism Expert on the multi-disciplinary team and was required to focus on what form public-private sector tourism partnerships and funding mechanisms could take in order to provide the means for coastal improvements and protection. The South West Coast, which is the country's major tourism region, was used as the project study area within which Negombo and Beruwela were selected as the two case studies.

The key environmental concerns were reviewed in the two case study areas together with some relevant international and national experience of tourism partnerships within coastal areas and their approaches to development control and environmental mitigation. The project intended to set up a national coastal protection fund in conjunction with public-private sector partnerships that would operate at the local level, with Negombo and Beruwela providing the case studies for the latter.



Mike Sharrocks identified the key issues for public-private sector partnership formation and outlined two notional options for partnership structures: one relatively simple and one complex. This work, to be used as a framework for implementation, was then developed for each of the case study areas so as to accommodate the needs of the key participants (hotel owners/operators, local authorities, government agencies, NGOs and community groups) and the local environmental conditions.



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