

# MIKE SHARROCKS CONSULTANCY

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

## United States of America

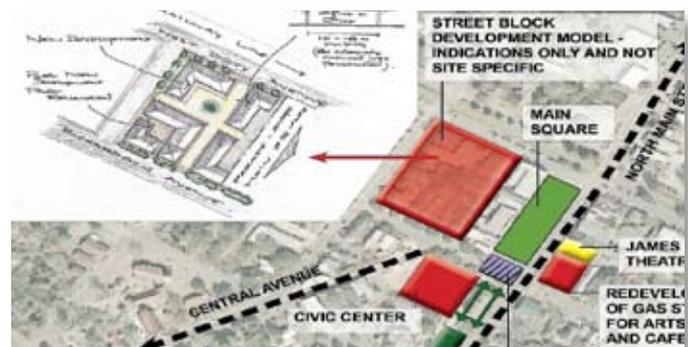
### TOURISM PRODUCT DEVELOPMENT FOR SOUTH CAROLINA: THE CHARLESTON PRODUCT DEVELOPMENT AREA

For the South Carolina Department of Parks, Recreation and Tourism, 2010

The South Carolina Department of Parks, Recreation and Tourism commissioned Tourism Development International (TDI) to prepare a tourism strategy for the State of South Carolina in 2006, the Tourism Action Plan (TAP). Following the completion of the TAP, TDI was reappointed to undertake tourism product development for eight Product Development Areas (PDAs) identified in the State. Mike Sharrocks was the Tourism Master Planner in TDI's multi-disciplinary team.



The Charleston Tri-County Region includes the counties of Berkeley, Dorchester and Charleston and the historic city itself, which is the main tourist destination in South Carolina. The city of Charleston is also one of the most important heritage tourism attractions in the USA and has played a key national role during the early colonial settlement era, African American history, the Revolutionary War and of course the American Civil War. Elsewhere in the three counties the coastline and 'barrier islands' are an important draw as well as the historic plantation houses, numerous parks and nature reserves (with the Francis Marion National Forest being the most famous). Rivers, lakes and Charleston Harbor all serve to link these attractions together.



A strategic concept plan was prepared for the PDA area. Subsequently, more detailed proposals were drafted for a cruise route along the Cooper River, better use of water transport in the Charleston area, a major African American museum, an urban design framework for part of Charleston's eastern waterfront area, town centre regeneration proposals and tourism and transport improvements for the North Charleston area. It was also recommended that Downtown Charleston apply for UNESCO World Heritage Site status.



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