

MIKE SHARROCKS CONSULTANCY

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

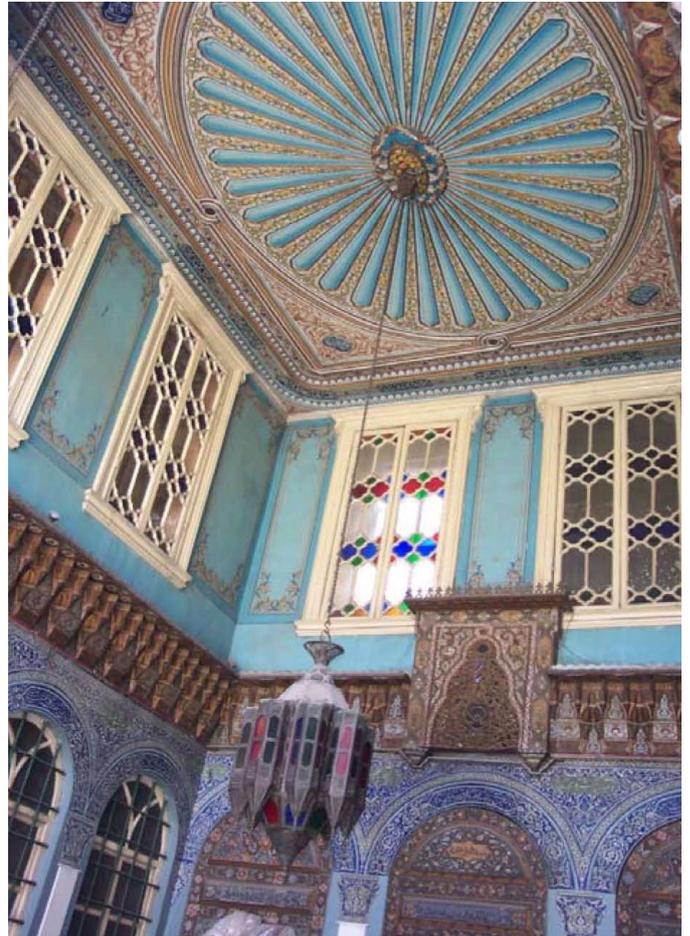
Syria

MUNICIPAL ADMINISTRATION MODERNISATION

For the Ministry for Local Administration and Environment, 2005

The EU EuropeAid Municipal Administration Modernisation (MAM) programme for Syria focused on the Ministry for Local Administration and Environment and six cities: Damascus, Aleppo, Homs, Lattakia, Deir-Ezzor and Tartous. The total budget for the 42-month project was to be €20.5 million, of which the EU would contribute €18 million and the Syrian Government the rest.

The MAM programme would promote good governance, assist in the planning of urban growth and would improve the efficiency of delivering key local services. This project was undertaken at a time when the Syrian Government was moving towards greater administrative decentralisation and a freer market economy, with public-private partnerships being of key importance.



Mike Sharrocks was appointed as a Tourism and Heritage expert by WYG International, the consultants selected to undertake the project work, in order to contribute to the preparation of the Inception Report for the MAM programme. This input focused on a case study for the conservation of the Old City area of Damascus, the oldest inhabited capital in the world.

During the course of this work an overview of Syrian tourism was prepared, especially in relation to Damascus, together with an identification of the key attractions in the Old City area, and the opportunities and constraints for tourism improvement. An approach and methodology for undertaking tourism and conservation work in the Old City was set out within the context of the MAM programme. This included an estimate of the required specialist inputs. A second tourism-related project was also outlined as part of this work which concentrated upon public and private sector partnerships for tourism development.

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