

MIKE SHARROCKS CONSULTANCY

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

Montenegro

PUBLIC PRIVATE PARTNERSHIP PROGRAMME

For the European Agency for Reconstruction, 2007-2008

The Public Private Partnership (PPP) Programme for Montenegro was undertaken with the financial support of the European Agency for Reconstruction. The project was designed to support the Ministry of Tourism and Environmental Protection and other government agencies. It focused on two projects that were directed towards sustainable tourism implementation in locations on the Adriatic coast and around Lake Skadar.

In the case of the coastal area, the Government identified a number of opportunities of which Buljarica beach was assigned the highest priority and therefore selected for the PPP project. Following an evaluation exercise of possible sites on Lake Skadar, Donji Murici (a predominantly Albanian settlement on the southern shoreline) was identified as the preferred location for a second PPP project. Mike Sharrocks was commissioned by Project Management Group, the successful bidders for the project, to undertake tourism planning work for the two resort sites.



This work required preparing concept plans and implementation frameworks, initially identifying potential development content for both Buljarica and Donji Murici. Some sketch layouts were then prepared together with an outline of possible public-private sector implementation structures for both sites. Subsequently, work focused on a concept plan for the Buljarica site that set out potential site development parcels; outline content, facilities and densities; and, initial design guidance.



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