

MIKE SHARROCKS CONSULTANCY

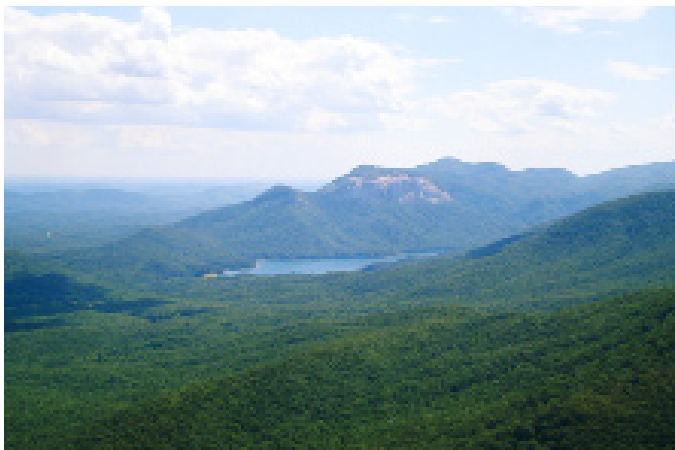
Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

United States of America

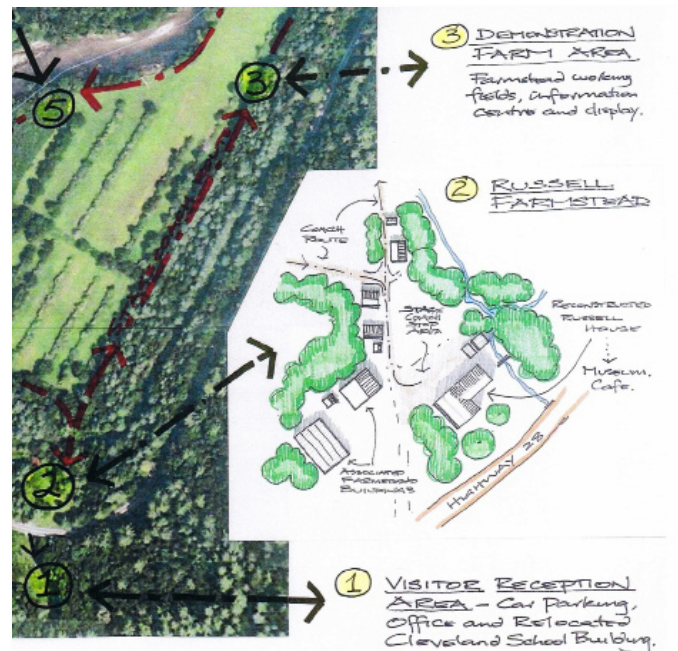
TOURISM PRODUCT DEVELOPMENT FOR SOUTH CAROLINA: THE UPSTATE PRODUCT DEVELOPMENT AREA

For the South Carolina Department of Parks, Recreation and Tourism, 2008

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 part of TDI's multi-disciplinary team, as Tourism Master Planner, to undertake this work for the first PDA in northern South Carolina ('The Upstate') that includes the Blue Ridge Mountains.



The Upstate area covers six administrative counties and includes the city of Greenville that is the principal visitor base. Greenville has undergone long-term regeneration of its central area. Much of the PDA is taken up by State Parks that comprise wooded mountainous areas and extensive lakes, all of which provide an attractive draw for domestic visitors (especially the numerous camp sites and trekking trails). There are also a number of Revolutionary War battlefield sites and other historical attractions.



A strategic concept plan was prepared for the Upstate area. Subsequently, more detailed proposals were drafted for improvements to some of the State Parks, a cultural attraction area in the city of Greenville, generic carrying capacity recommendations, urban regeneration for small towns in the PDA, resort accommodation and a mountain culture and heritage attraction.



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

www.mikesharrocks.com