

BIDDING DOCUMENT

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For

Selection of Agency for Providing and Establishment of activities/amenities like Supply and Erection of Tented Accommodations , Establishment of Adventure sport activates , cultural events and Providing Food courts at ARAKU in Visakhapatnam District

PROPOSED COST : Rs.36.50 Lakhs

Authority: *Andhra Pradesh Tourism Development Corporation*

Vol II: Terms of Reference (ToR) and Project Profile



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1. Terms of Reference (ToR)

1.1 Background

Araku is a valley in the Eastern Ghats located at a distance of 110 kms towards north of Visakhapatnam, Andhra Pradesh, amidst idyll settings. The valley is blessed with **serene forests, marvellous landscapes, fascinating hill stations, mesmerizing waterfalls and mysterious caves**, inhabited by fascinating indigenous tribes. Situated close to Orissa border, this hill station is popular for its relatively **intact exquisiteness and the verdant green environs**. The very journey to Araku Valley, with thick forests on either side itself, offers cool and picturesque spots en route that fill the soul with nature's bounty. A journey by train is exhilarating, as the train wends its way through imposing hills, passes through 46 tunnels and forests, and touches Asia's highest railhead at Shimliguda before reaching Araku.

The Unique Selling Point (USP) of the proposed circuit is a drive through some of the scenic and vibrant tourist attractions. The highlights of the proposed circuit are:

- Embark on a grand journey through eco friendly attractions namely Ananthagiri Hills, Borra Caves, Pathabaluguda (Sunkarameta), Tribal Museum, Tribal Hamlets such as Chompi & Kondiba Villages, Kollaput, Chaparai Waterfalls, Paderu, Dallapalli, Lambasingi etc.
- Drive through the most pristine settings ranging from serene countryside to mesmerizing waterfalls and amazing natural caves.
- Stay in guesthouses and cottages which follow the norm of locally beneficial tourism.
- Experience an age-old folk dance (Dhimsa Dance) of the aborigines.
- Shop for locally made crafts, artifacts, ornaments and forest produces.
- Taste the food of the tribes, which mainly use local herbs, meat and vegetables indigenous to the region.

However, there is a boundless need to develop these tourism destinations duly upgrading the existing Tourism facilities to show case hidden natural attractions to the tourists, both domestic and international.

1.2 During the recent years Araku Valley tourist footfall is increasing especially during summer/winter holidays and weekends. Tourists often visit Borra Caves, Padmapuram Garden and Tribal Museum . Hence, there is a need to improve the tourist amenities and facilities in coordination with ITDA to improve tourist's facilities for comfort engagement with the following .

1. Providing Temporary Tented Accommodations
2. Establishing the Adventure Sports
3. Conducting Cultural Activities
4. Providing Food Courts

1.3 Tourism in Andhra Pradesh

Government of Andhra Pradesh (GoAP) vision is to be amongst the top 3 States in India by 2022, the top State in India by 2029, and be the most preferred global destination by 2050. The government is taking steps to provide an environment conducive to economic and social growth. These steps include formulation of investment friendly policies, creating world-class infrastructure, improving governance and taking necessary steps to attract investments into the State. Promotion of tourism infrastructure and services at potential destinations is one amongst the many initiatives taken up by the GoAP.

In line with the objective to make Andhra Pradesh the premier destination for tourists in the country, Government of Andhra Pradesh has identified nine key theme areas to be developed. The theme areas are listed below:

- Religious Tourism
- Recreation Tourism
- Beach Tourism
- Buddhist Tourism
- Spiritual & Wellness Tourism
- Heritage Tourism
- Medical Tourism
- MICE Tourism
- Eco Tourism

Tourist arrival Trend

Andhra Pradesh has the distinction of being a leading tourism destination in India and is presently, the Third most visited State in terms of domestic tourist arrivals. Following table highlights the district wise tourist arrival in AP in FY 2016:

| District | 2016 Arrivals | | | | | |
|---------------|---------------|--------------------|--------|------|---------------|--------|
| | Rank | Domestic (Million) | % | Rank | International | % |
| Chittoor | 1 | 43.28 | 28.25% | 4 | 9,626 | 2.97% |
| Krishna | 2 | 23.85 | 15.57% | 3 | 11,686 | 3.61% |
| Visakhapatnam | 3 | 18.06 | 11.79% | 2 | 78,218 | 24.13% |
| Srikakulam | 4 | 16.52 | 10.78% | 7 | 1298 | 0.40% |
| East Godavari | 5 | 13.44 | 8.77% | 9 | 1021 | 0.31% |
| Kurnool | 6 | 12.71 | 8.30% | 11 | 546 | 0.17% |
| West Godavari | 7 | 7.47 | 4.87% | 12 | 449 | 0.14% |

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| | | | | | | |
|--------------|----|------|-------|----|---------|--------|
| Guntur | 8 | 5.20 | 3.40% | 8 | 1,185 | 0.37% |
| Vizianagarm | 9 | 3.65 | 2.38% | 6 | 4,631 | 1.43% |
| Kadapa Y.S.R | 10 | 3.33 | 2.17% | 13 | 6 | 0.00% |
| Nellore | 11 | 3.04 | 1.98% | 5 | 5,320 | 1.64% |
| Anantapur | 12 | 1.49 | 0.98% | 1 | 209,154 | 64.53% |
| Prakasam | 13 | 1.15 | 0.75% | 10 | 1000 | 0.31% |
| 153.17 | | | | | 324,140 | |

Source: Ministry of Tourism, 2017

It is estimated that the footfalls of tourists in the State are likely to increase to 178 Million by 2020 and 462 Million by 2029.

1.4 Scope of work : The Agency will Establish /Provide the following at the destination ARAKU as per the directions of the Engineer – In – Charge .

- a) Supply and Erection of 50 No's of Luxury Tents (Water Proof) Swiss Type ..
- b) Establishing the Adventure Sports Activities Like Para Mounting , Zip line and Monster Bikes etc.,
- c) Facilities to be provided for conducting Cultural Events during the Evening sessions.
- d) Providing Food Courts .

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1.4.12 Deliverables

The Consultant shall adhere to the following timelines for submission of deliverables (the “Deliverables”) during the course of this Consultancy.

| S. No. | Work step | Timelines from the date of signing the Contract |
|--------|-----------|--|
| 1 | Stage-1 | Within 1 weeks from the date of signing of the LOI |
| 2 | Stage-2 | With in 2 weeks from the date of signing of the Contract |
| 3 | Stage-3 | After closing of the Event i.e., After demobilisation of the Tents and all accessories |

1.4.13 Project Payment Milestones

| S. No. | Milestones | Payment Schedule |
|--------|----------------------------|------------------|
| 1 | On completion of Stage-1 | 25% |
| 2 | On completion of Stage-2 | 50% |
| 3 | On completion of Stage – 3 | 25% |

1.4.14 Review & Reporting:

1. The Agency shall work in consultation with APTDC from time to time.
2. Weekly reports shall be provided to APTDC.
3. Any change in team structure and composition will require prior approval from APTDC.