

MIKE SHARROCKS CONSULTANCY

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

India

ANDHRA PRADESH TOURISM MANAGEMENT AND DEVELOPMENT PROJECT

For the World Tourism Organization, 1998-99

The World Tourism Organization (WTO) was commissioned by the Government of Andhra Pradesh to undertake a Tourism Development and Management Project for the State. Andhra Pradesh is one of the largest States in India with a population of 70 million. The purpose of the project was to prepare a tourism perspective plan for Andhra Pradesh to the year 2020. Mike Sharrocks was the Infrastructure Specialist on the WTO's multi-disciplinary team.

The scope of infrastructure work covered the following: air travel; highways and road access; public transport; electricity supply; telecommunications; solid waste disposal and recycling; sewage treatment; water supply; drainage and surface water run-off. These aspects were assessed within the context of tourism infrastructure both at a strategic level throughout the State, and at the local level for individual tourism attractions.



A number of areas in Andhra Pradesh were visited including Hyderabad/Secunderabad, Visakhapatnam and the north-east, Warangal, Vijayawada, Srisaïlam, Medak/Singoor, Nagarjuna Sagar, and Tirupati and the south-east. Tourism attractions in these areas tended to be of cultural and heritage interest, with some wildlife and beach resorts. Temples at Tirumala/Tirupati attract the largest numbers of Hindu pilgrims in the country

Improvement proposals for tourism infrastructure were outlined both at a strategic State-wide level and for individual local tourism attractions. This was done within the context of increasing foreign and private sector infrastructure investment throughout India. For improvements to local tourism infrastructure, short-term priority projects were set out which could be implemented within a five-year timescale. Implementing agencies and outline costs were provided for over 70 of these projects.

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