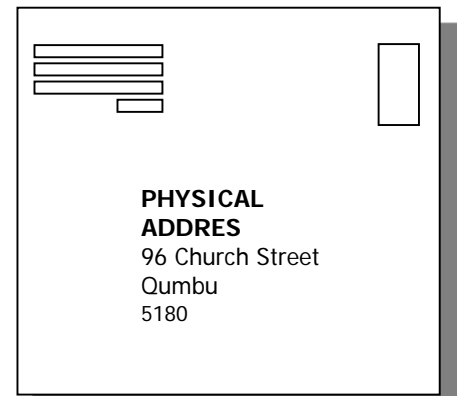
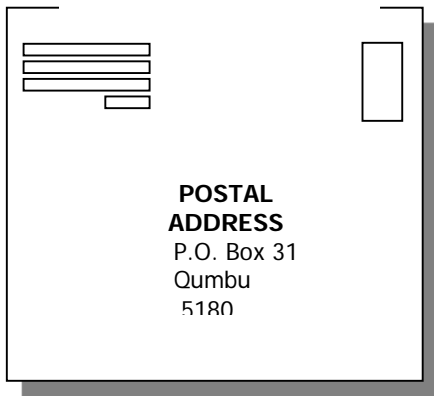


KING MHLONTLO LOCAL MUNICIPALITY



Ifoni/Tel: 047 553 7000
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Email bongiwe76@yahoo.com

PROPOSALS ARE CALLED FROM SERVICE PROVIDERS FOR THE FOLLOWING PROJECT:

IDENTIFICATION OF AND NAMING OF A TOURISM ROUTE

The proposed tourism route seeks to develop and market tourism facilities, activities and services which will bring sustainable economic benefits to the community. It is also to facilitate a conducive environment for tourism to thrive, create employment opportunities and generate income through tourism. The route is aimed at extending the length of tourist stay through a variety of attractions and adventure activities within the locality.

The route identification shall include communities from the planning phases of the project. It must develop a network of tourism stakeholders in this geographical space with a common goal of increasing tourist's numbers to a region.

Further the route will assist in the marketing of tourism products for the municipality, using collaborative networks for tourism and using tourism as a means of stimulating social, economic and cultural development.

Our tourism mission as the municipality is to play a leadership role in developing a growing and sustainable tourism sector in the municipal area

The above mission is underpinned by the following among other goals:

- To develop a compelling destination based on the assets and comparative advantage of Mhlontlo municipality
- To develop tourist related infrastructure in priority nodes
- Facilitate investments through PPP's CPP's

- To promote a greater environmental awareness as a means of protecting the natural resources that are used for tourism
- To brand , position and market the area aggressively in order to attract tourists

It is against these goals that we seek to establish a tourism route that will bring:

- Lesser known attractions and features into the tourism industry
- Reveal the unknown / hidden tourism features within the municipality
- Make the municipality an appealing tourist destination
- Market the municipality to attract local and international tourist markets
- Grow the economy of the municipality through tourism

Identification and naming of the tourism Route

Our comparative advantage in Mhlontlo is characterized by the following:

Eco-tourism

Heritage

Art and Craft

Agri Tourism

Adventure/Leisure

Biodiversity

KEY ACTIVITIES TO BE CONDUCTED

Assessment of the area's potential and Defining the route

- i. Auditing of sites of attractions, adventure activities, services and products
- ii. Identify the significance and unique selling points of the area
- iii. Detailing the tourism route considering the attraction, adventure, background, kilometers, activities, location, appropriateness etc.
- iv. Define requirements: economic infrastructure, facilities, skills, services including emergency services, fuel, food outlets, information etc.
- v. Conduct an environmental survey: Check landscape sensitivity types and categorize
- vi. Community consultation and other stakeholder engagement (throughout the project)
- vii. Develop a database to include contact details, photographs, marketing information and profiles of existing establishments

Draw the development and marketing plans for the route

- i. Identification of possible linkages on existing routes
- ii. Identification of route networks
- iii. Determine development options and package products along the route
- iv. Define boundaries and length of the area
- v. GPS location and Mapping
- vi. Develop a brand for the route based on comparative and competitive advantage
- vii. Facilitate and establish Community Tourism Associations
- viii. Conduct training and tourism awareness

Develop a signing plan for the route

- i. Determine suitable signage for the route

- ii. The signing plan should make sure that the size and number of signs in the area are reduced
- iii. Must consider limiting environmental intrusion of signs
- iv. Must ensure cost effective provision of signage
- v. Develop a costed implementation plan

FOR NOTING

- The route facilities must be developed in a complementary manner
- Progress will be monitored through Project Advisory Committee
- Final product is to be presented to the municipal council for adoption

IMPORTANT DOCUMENT

- The municipal Tourism Development Plan can be acquired from the municipal offices for further analysis of the area.
- An executive summary of the Tourism Plan can be obtained via email on request

The service provider is to provide the following within their proposal:

1. Methodology and estimated time frames
2. Estimated costs
3. Proposed project team
4. Bidders should possess experience on this particular field and proof should be provided thereof

Required documents

1. MBD forms to be completed and submitted with the proposal
2. Company Registration Documents
3. Company Profile
4. Valid Tax Clearance Certificate
5. Certified Copies of Identity Documents
6. BBBEE certificate (original or certified copies)

The 80/20 preferential procurement system will be followed to evaluate the bids.

Points will be awarded as follows:

- a) 80 points for Price
- b) 20 points for B-BBEE –

The Council is not bound to accept the lowest or any tender and or part thereof and the Council reserves the right to accept any tender in whole or in part. All electronic, telegraphic, telefax, e-mail and late tenders will not be considered and tenders not deposited in the tender box as prescribed in this notice will not be considered as well.

Sealed tenders, endorsed with the corresponding tender number and description must be deposited in the tender box at Mhlontlo Local Municipality in Qumbu offices not later than,
Closing date: 19 December 2013

Time : 12h00 pm

**For further information contact SCM Acting Deputy Director N. Budaza-Mditshwa/ LED officer
Bongiwe Ngqongwa**

Tell 047 553 7000

Mhlontlo Local Municipality

Acting Municipal Manager
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5180