

ECOSYSTEM CONSERVATION AND MANAGEMENT PROJECT (ESCAMP)
MINISTRY OF WILDLIFE AND FOREST CONSERVATION
Credit No.5792 LK, Project ID: P 156021
Terms of Reference – NBTP Counterpart Consultant (Hurulu and Cluster)

Project Title	Ecosystem Conservation and Management Project (ESCAMP)
Credit No	5792 LK
Project ID	P 156021
Assignment Title	NBTP Counterpart Consultant (Hurulu and Cluster) To Support the preparation of a Composite Nature-Based Tourism Plan (NBTP) for Hurulu-Kawudulla-Kanthale Landscape.
Report to	Project Director, ESCAMP
Duty Station	Colombo, Sri Lanka with travel to project sites
Contract Duration	6 Months (Part Time)

1.BACKGROUND

1.1 About the sector & govt. policy/strategy

Tourism is a priority direction for government of Sri Lanka to achieve sustainable development, which is well manifested in ‘Vistas of Prosperity and Splendor’ – government policy. *Vistas of Prosperity and Splendor* lays out targets for tourism sector which aims to increase the tourist arrivals to 7 million people with an annual foreign exchange inflow of USD 10 billion to the domestic economy by 2025. It also aims to increase the tourism sector employment up to 1 million, while highlighting the importance of ensuring the inclusion of rural and marginalized communities in the sector.

Tourism has been perceived as a tool for post-war reconstruction and reconciliation. Since the end of 30-year civil war in 2009, tourism sector in Sri Lanka was growing and it was a resilient foreign exchange earner before COVID 19 pandemic. Sri Lanka Tourism Strategy 2017-2020 provides a mission for the sector to be a high-value destination offering extraordinary experiences that reflect Sri Lanka’s natural and cultural heritage, are socially inclusive and environmentally responsible, and provide economic benefits to communities and the country. Sri Lanka’s current tourism policy stresses public or private tourism development, domestic and international tourism, mass tourism, tourism supply, resources enhancement and better tourism sector management focusing on the distribution of benefits.

Sri Lanka is an island of treasure of rare resources such as physiography, natural resources, biodiversity, cultural, archeological and climatic diversity which can be experienced within a short period time. Traditional tourism based on beach, culture, and urban tourism, is evolving globally towards ecotourism or nature- based tourism, and further diversifies in to village or agro-tourism. Sri Lanka’s tourism policy has clearly identified and emphasized the important of developing the ecotourism facilities in protected areas and in other forests areas while giving high priority for their conservation.

Although it has greater potential and demand for nature-based tourism development in Sri Lanka, the lack of improved facilities such as infrastructure and logistics and visitor services etc. have been drastically hindered the development of this sector. The lack of proper management plans developed based on scientific studies for nature-based tourism development has been identified as a major cause in developing venture.

Therefore, producing of nature based tourism development plans for selected areas (which have high potential) aiming proper management is essential for the economic development and the betterment of the communities of the country.

1.2 Brief description of the project

The World Bank has extended a credit to the Government of Sri Lanka (GoSL) for the Ecosystem Conservation and Management Project (ESCAMP) with the aim of improving the management of sensitive ecosystems in selected locations for conservation and community benefits. The Ministry of Wildlife & Forest Conservation (MoWL&FC) executes the project through a Project Management Unit (PMU) in coordination with the Forest Department (FD) and the Department of Wildlife Conservation (DWLC) for the implementation of the project activities.

The tourism is one of the key economic sector which contributes considerably to the Sri Lanka's economy. Accordingly, as a policy Sri Lanka's Government takes every effort to promote this industry through the. Institutions coming under the same as well as Private sector, Forest Department (FD) and Department of Wildlife Conservation (DWLC) are two institutions which manage large extent of forest areas and national parks which have greater potential to promote nature based tourism. Based on this context FD and DWLC are aimed at promoting nature based tourism in protected areas and other forest areas.

Component 3 of ESCAMP supports protected area (PA) management and institutional capacity. Under this component, sub-component 3(b) aims at enhancing the quality of nature-based tourism opportunities in priority PAs under the jurisdiction of DWC and FD, including marine PAs. In accordance with this aim, ESCAMP supports the development of nature-based tourism strategies and plans including marketing strategies for the two leading project implementation agencies (IAs) – the DWC and FD. DWC and FD shall closely collaborate with the Sri Lanka Tourism Development Authority (SLTDA) to ensure the proposed strategies and plans are incorporated into the overall country tourism strategies.

In this context, preparation and improvement of Nature-Based Tourism Plans (NBTPs) in selected PAs is a key specific activity to be supported by the project. Selected prioritized interventions of proposed NBTPs will be financed by ESCAMP as well. Nature-based tourism planning is a recognized tool to guide the development of tourism in a PA by synthesizing and representing the vision of all the stakeholders while fulfilling the conservation objectives for the site which shall provide a clear time-bound blueprint on nature-based tourism management over time in a particular PA.

2. OBJECTIVES OF THE ASSIGNMENT:

To support the **NBTP Lead Consultant (Hurulu and Cluster) to prepare 1 Comprehensive NBTP for HKK Cluster** which include 6 PAs namely; **Hurulu (FR), Galoya (FR), Chundakadu (FR), Kawudulla (NP), Minneriya (NP) and Somawathie (NP)** within **Hurululu-Kawudulla-Kamthale (HKK)** Landscape to establish and enhance the quality of environmentally sustainable nature based tourism and visitor services in these sites, based on the needs and carrying capacity assessments.

3.SCOPE OF SERVICES:

The assignment includes following project sites.

i). Hurulu Cluster - (Hurulu (FR), Galoya (FR), Chundakadu (FR), Kawudulla (NP), Minneriya (NP) and Somawathie (NP) in the Hurululu-Kawudulla-Kamthale (HKK)

The scope of work will include, but are not limited to the following:

To support and facilitate the **NBTP Lead Consultant (Hurulu and Cluster)** who will lead the preparation of the composite NBTP for the cluster of Hurulu (FR), Galoya (FR), Chundakadu (FR), Kawudulla (NP), Minneriya (NP) and Somawathie (NP) in the Hurululu-Kawudulla-Kamthale (HKK) Cluster and assist in the NBTP preparation process.

3.1 Key Tasks

Support the NBTP Lead Consultant (Hurulu and Cluster) to prepare a Composite NBT Plan for the 6 sites.

- Under the guidance of the **NBTP Lead Consultant (Hurulu and Cluster)** undertake and assist in the following tasks.
- The **NBTP counterpart consultant will work with the lead consultant and** shall ensure the participation of Implementing Agency (IA) staff in the NBTP development process sharing and enhancing their knowledge and technical capacities. IA staff will support in collecting/providing information and in any other assistance required.
- Liaise closely with field-based teams of the two leading IAs in data collection, conducting field verification where required to complete the afore mentioned tasks in the preparation of the cluster NBTP.
- The counterpart consultant will work with the lead consultant to complete the following tasks in the NBTP preparation.
- **NBTP shall set a vision, goal, objectives, strategies, and actions for nature-based tourism development and management** in the cluster.
- Assess the current visitor trends against the existing infrastructure, importance of it's site based conservation value, current tourism trends in the park, its ability to sustain with growing trends in tourism and identify any due management strategies required.
- As a part of the NBTP preparation the consultant is required to conduct the following key sub-activities.
 - Assess the status of NBT activities within all 6 PAs and to conduct a SWOT analysis – identifying strengths, weaknesses, opportunities and threats in the context of today's tourism context post the Covid 19 Pandemic. There should be specific focus presented on both targeting both the international and local tourism market and niche areas.
 - Identify the types of activities that are suited for each park (or PA) based on their unique salient features and potential NBT activities that can complement each other connecting/within the selected 6 PAs.
 - Identify the benefits of clustering these sites and how collaboration can benefit overall tourism management and quality offered to the potential visitors.
 - Present an inventory of salient features and tourism related attributes and an assessment of current infrastructure facilities for tourism available in each cluster PA, their suitability for NBT activities and identify any improvements/new infrastructure needs required in line with the plan being prepared.
 - Assess the tourism carrying capacity of the selected PAs at the level of effective/permisible carrying capacity of visitors and vehicles to achieve the following, in simple the number of tourists that can visit the site without leading to overcrowding.
 - Set ceiling levels for each PA on the number of visitors allowed to enter a PAs at any given time;
 - Identify areas that can be opened to tourism as nature-based tourism zones within the PAs;

- Provide recommendations on managing or maintaining or reducing visitors to permissible levels (when and where applicable), and as to where the parks can be opened for visitation in alternate seasons depending on potentials around the siting and movement of wildlife and climatic conditions.
- The recommended nature-based tourism activities will be planned (Based on SWOT analysis) to enhance and utilize the strengths and opportunities while overcoming weaknesses and mitigating potential threats.
- It shall identify means and measures of managing/enhancing existing tourism assets within the PAs and activities within set visitation thresholds.
- NBTP should include novel, innovative, low impact, income generating, economically viable and sustainable activities suited to the respective PAs which will enhance conservation benefits and be non-detrimental. Where possible examples and recommendations of similar initiatives should be provided as guidance to the IAs.
- Explore and ensure long-term benefit sharing and sustainability through consultation, participation and collaboration with the local communities, private sector and other stakeholders.
- As part of this action the consultant shall convene consultative meetings with local tourist hotels in the area, including those running luxury camping facilities and resort chains in order to also understand best practice and learning as well as twinning opportunities for capacity building, innovation etc. that can be transferred to the IA.
 - Ownership of these 6 NBTPs¹ will be with the two IAs. The Consultant will be responsible for the drafting NBTPs, timely completion of the NBTPs and providing guidance to the IAs during the planning process.
 - Under the context of Covid-19 pandemic impact and restrictive response measures therein, the Consultant shall lead to prepare the NBT plan for HKK Cluster, recommending to build/rebuild the nature-based tourism in a sustainable manner by identifying proactive and innovative measures for Sri Lanka;
 - **The NBTPs shall include an Implementable Site Specific Action Plans with specific recommended activities to be carried out by two IAs in next 5 -10 years.**
 - The nature-based tourism planning process will be done jointly with the two departments', staff as a training and skills development exercise. Therefore, **NBTP Counterpart Consultant (Hurulu and Cluster)** is expected to coordinate with the IAs and ESCAMP PMU in all arrangements to collect relevant information and ensure their active participation in the planning process.
- While the ownership of the NBTPs² will be with the FD and DWC, the **NBTP Counterpart Consultant (Hurulu and Cluster)** will fully assist the **NBTP Lead Consultant (Hurulu and Cluster)** who will be

1 The NBTP should:

- Be consistent and integrated with the Protected Area Management Plan for the respective PA;
- Be structured and written in a way that the personnel attached to the PA will be able to take the plan and implement it with minimum effort and maximum understanding;
- Contain a level of detail consistent with the types of recommendations that are made and with the technical expertise of protected area personnel and others who will be carrying out the plan.

2 The NBTP should:

responsible for the drafting and timely completion of the NBTPs and providing guidance to the FD/DWLC during the planning process.

3.1 Preliminary work – Views, Surveys and Field work

As a part of the NBTP preparation the **Counterpart Consultant** is required to assist the **Lead Consultant** to conduct the following key sub-activities.

- Study current visitor trends against the existing infrastructure, importance of the site based on its conservation value and through observation of tourism trends in the park, its ability to sustain growing trends in tourism and identify any due management strategies required.
- Assess the status of NBT activities within the PAs and to conduct a SWOT analysis – identifying strengths, weaknesses, opportunities and threats in the context of today’s tourism context post the Covid 19 Pandemic. There should be specific focus presented on both targeting both the international and local tourism market and niche areas.
- As part of this action the consultant shall convene consultative meetings with Implementing Agencies (IAs), local tourist hotels in the area, including those running luxury camping facilities and resort chains in order to also understand best practice and learning as well as twinning opportunities for capacity building, innovation etc. that can be transferred to the IA.
- Explore and ensure long-term benefit sharing and sustainability through consultation, participation and collaboration with the local communities, private sector and other stakeholders.

3.2 Preparation of Reports/Documents

- **The counterpart consultant will assist the lead consultant in preparation of preliminary reports, inception report, interim report and drafting the detail NBTP for Hurulu Cluster and coordinating and conducting meetings, consultations and trainings.**
- Prepare a time based detail action plan for the assignment, SWOT analysis report, carrying capacity report and potential nature based tourism activities report for each PA included in the Hurulu cluster
- Assist the Lead Consultant in drafting and finalizing of NBTP for Hurulu Cluster

3.3 Dissemination workshops/presentations

- **NBTPs**, who will be responsible for the drafting and timely completion of the NBTPs and providing guidance to the FD/DWLC during the planning process.
- Liaise closely with field-based teams of the FD & DWLC, conducting field verification and data collection where required to complete the afore mentioned tasks in the preparation of NBTPs;
- Ensure thematic synchronization of individual NBTPs with national and regional strategies and plans on tourism as well as in line with the respective PA management plans.
- **The NBTP Counterpart Consultant – (Hurulu Cluster)** will be responsible to facilitate and document the stakeholder discussions relevant to the NBTP preparation along with **the IAs and ensure they are documented and annexed in NBTPs**

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- Be consistent and integrated with the Protected Area Management Plan for the respective protected area
 - Be structured and written in a way that protected area personnel will be able to take the plan and implement it with minimum effort and maximum understanding;
 - Contain a level of detail consistent with the types of recommendations that are made and with the technical expertise of protected area personnel and others who will be carrying out the plan.

3.4 Training/knowledge transfer

- Provide capacity building on the processes involved with conducting tourism carrying capacity assessments and NBT planning for IAs staff in line with the above-mentioned planning process.
- The training should be conducted in line with a pre-prepared plan which will be agreed with the lead consultant and counterpart consultant.

3.5 Evaluation of the assignment

The management plans and other documents that needs to be delivered by the Consultant will be evaluated by a Committee appointed by the Project Director/ESCAMP, consisted of representatives of FD, DWLC and ESCAMP and external experts.

4. DURATION OF THE CONSULTANCY

6 Months (Part Time)

5. SCHEDULE FOR COMPLETION OF THE TASK

	Delivery of Reports/materials	Due within date from beginning of assignment
i)	Inception Report, including an action plan on NBT planning,.	1 st - 2 nd week
ii)	Interim report, including existing and proposed NBTP activities etc.	10 th - 12 th week
iii)	SWOT analysis report and Carrying capacity assessment report,	15 th - 16 th week
iii)	materials collected during the NBT Planning process, including photographs, minutes of meetings, maps, diagrams, videos, GIS maps and data, raw data collected in the form of surveys, survey questionnaires, interview notes, consultation notes, names of Stakeholders attendance sheets, presentations etc	18 th - 20 th week
iv)	Final NBT Plans with site specific action plans	24 th week

6.DATA, SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

6.1 Reports, information access

The necessary arrangements will be made by the Coordinator/ESCAMP in collecting available reports, documents and other information with FD and DWLC and other institutions.

6.2 Office facilities, transport, recurrent costs

The office facilities will be provided on availability at ESCAMP and on their requirements, otherwise they could be work on their own offices. The transport facilities for field visits would be arranged by the PMU/ESCAMP on their request made in advance. The other logistic facilities during the meetings, workshops etc. will be arranged by the PMU/ESCAMP. The cost incurred on food, lodging and other entities during the field visits have to be borne by the consultant and has be included in the consultancy fee.

6.3 Support staff etc.

During field visits supporting staff will be arranged through relevant IAs.

7. CLIENT'S INPUT AND COUNTERPART PERSONNEL

7.1 Services, facilities and property to be made available to the Consultant by the Client:

Transport facilities for field visits would be provided by the ESCAMP. The support necessary for field surveys, data collection and resources assessments etc. would be arranged through relevant IAs.

7.2 Professional and support counterpart personnel to be assigned by the Client to the Consultant's team:

The support of counterpart personnel will be arranged through ESCAMP on the requirement.

8. REPORTING REQUIREMENT & TIME SCHEDULE FOR DELIVERABLES (i.e., REPORTS, DRAWINGS, etc.) THAT WILL BE REQUIRED OF THE CONSULTANT (for Lump Sum contracts payments need to be linked to the outputs)

8.1 Format, frequency, and contents of reports;

	Deliverable	Format	Frequency	Content
i)	Concept proposal and Inception Report and action plan	3 hard copies + Soft copy	1 st - 2 nd week	Inception Report, including an action plan on NBT planning,.
ii)	Interim report, and report on current and proposed tourism activities	3 hard copies + Soft copy	10 th - 12 th week	Interim report and existing and proposed NBTP activities etc.
iii).	SWOT Analysis report and tourists carrying capacity assessment report	3 hard copies + Soft copy	15 th - 16 th week	SWOT Analysis report and Carrying capacity assessment report based on the study and assessment recommend the level of effective/permissible carrying capacity of visitors and vehicles to achieve the expected tasks
iv.)	Report on tourism carrying capacity assessment for each PA and set of materials collected during the assignment	3 hard copies + Soft copy	18 th - 20 th week	The materials collected during the NBT Planning process, including photographs, minutes of meetings, maps, diagrams, videos, GIS maps and data, raw data collected in the form of surveys, survey questionnaires, interview notes, consultation notes, names of Stakeholders attendance sheets, presentations etc
v)	Final NBT plan for Hurulu Cluster	3 hard copies + Soft copy	24 th week	Final NBT Plans with site specific action plans

8.2 Person to receive deliverables

All deliverables should be delivered in given scheduled time to the officer and the address given below.

**Project Director
Ecosystem Conservation and Management Project (ESCAM)
Project Management Unit
"Sampath Paya"
No 82, Rajamalwaththa Road
Battaramulla,**

9. PROCEDURE FOR REVIEW OF DELIVERABLES

Process & response time for review of reports and other outputs

Outputs of the assignment will be reviewed by a committee appointed by the PD/ESCAM and will be respond within 2 – 3 weeks.

10. TEAM COMPOSITION & QUALIFICATION REQUIREMENTS FOR THE KEY EXPERTS WHOSE CV AND EXPERIENCE WOULD BE EVALUATED.

10.1 Position – NBTP Counterpart Consultant (Hurulu and Cluster)

10.2 Basic qualifications

- At minimum, a Master's Degree in a field related to Ecotourism/Nature Based Tourism, Tourism Management, Forestry/Environmental Forestry, Conservation, Natural Resource Management, Ecology or a related field,

10.3 Required Experiences

- Minimum of 5 years professional National/International experience in Nature Based tourism/ecotourism development planning, planning and design of nature based tourism activities, facilities, and business plans, environmental and natural resource management, including extensive field experience.
- At least 5 years proven experience working with various government and private sector agencies and community organizations, especially at the field level.
- Specific proven experience working in the fore mentioned field within the context of Protected Areas will be a benefit.

Core values and competencies

- Commitment
- Diversity and inclusion
- Integrity
- Communication
- Drive for result
- Working with people
- Team player

Functional competencies

- A high level of technical knowledge and the experience of proven ability to apply this knowledge to practical problems;

- Team player with the ability to maintain good work relations with individuals of different backgrounds, and to work under pressure.
- Leading and supervising
- Strong IT and analytical skills with ability to write and review technical reports;
- Excellent written and spoken English
- Ability to follow instructions and procedures
- Understanding on government financial regulation, administrative regulation and procurement guidelines
- Willingness to travel in protected areas in Sri Lanka.
- Planning and organizing relating and networking & deciding and initiating action
- Strong cross-cultural communication and resilience skills are very important

11. PAYMENT SCHEDULE:

No	Deliverable and Stage	Due time	Amount
i)	Submission of Concept proposal and Inception Report action plan with the details of Section 8.1 (i)	2 nd week	15% of the total contract cost
ii)	Submission of interim report, and details mentioned in the Section 8.1 (ii)	10 th -12 th week	20% of the total contract cost
iii)	Submission of SWOT analysis report and carrying capacity assessment report As mentioned in Section 8.1 (iii)	15 th – 16 th week	20% of the total contract cost
iv)	Submission of Reports mentioned in Section 8.1 (iv)	18 th week	20 % of the total contract cost
v)	Submission of final NBT Composite Plan including site specific implementable action plan- 8.1 (v)	20 th week	25% of the total contract

▪ APPLICATION REQUIREMENTS

The interested candidates are requested to forward their applications, with following documents in registered post to reach the address given below on or beforeOctober 2021;

- A covering Letter
- CV with academic qualifications and details of related experiences
- A **Conceptual Proposal** reflecting on the requirements of this TOR. Consider the following information in preparing the Conceptual Proposal;
 - Along with the CV, provide a brief conceptual proposal including a plan for the assignment based on the TOR with a lump sum amount for the entire assignment with a breakdown which includes consultancy fee, travel cost (For field visits) and cost of other logistic arrangements, etc.
 - The assignment expects a minimum of 120 working days within a 6 - month period,
 - Conceptual Proposal should include an action plan and methodology for the assignment based on the total number of days and the ToR provided herewith.
 - All arrangements related to local traveling, lodging and other logistics have to be made and all related expenditure should be borne by the consultant.

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