

ECOSYSTEM CONSERVATION AND MANAGEMENT PROJECT (ESCAMP)

MINISTRY OF WILDLIFE AND FOREST CONSERVATION

Credit No.5792 LK, Project ID: P 156021

Terms of Reference – NBTP Lead Consultant (Galvila EP and Updating 4 NBTPs)

Project Title	Ecosystem Conservation and Management Project (ESCAMP)
Credit No	5792 LK
Project ID	P 156021
Assignment Title	NBTP Lead Consultant (Galvila EP) Preparation of 1 Nature-Based Tourism Plan and Update 4 existing Nature-Based Tourism Plans
Report to	Project Director, ESCAMP
Duty Station	Colombo, Sri Lanka with travel to project sites
Contract Duration	6 Months

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 and 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 (DWC) for 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:

- I. **To update and improve the existing 4 NBTPs previously prepared for Singharaja FR, Knuckles CF, Bundala NP and Udawalawa NP and develop a new NBTP for Galvila Eco-park** 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; and
- II. **To prepare a guidance document on broader NBT strategic planning** and conduct a capacity building program for IA staff.

3.SCOPE OF WORK AND PROJECT SITES

PROJECT SITES:

Project sites include;

- a) **Sinharaja Forest Reserve (FR) and Knuckles Conservation Forest (CF)** which are managed by FD and **Udawalawa National Park (NP) and Bundala NP** which are managed by DWC (for which 4 NBTPs have been prepared previously); and
- b) **Galawila Ecopark** which is managed by FD (a new site).

The scope of work will include (but not be limited to) the following:

The NBTP Lead Consultant (Galvila EP) will lead the assignment;

- i) **To update and improve 4 existing NBTPs of Singharaja FR, Knuckles CF, Bundala NP and Udawalawa NP;**
- ii) **To prepare a stand - alone new NBTP for Galvila Eco Park including a Nature-Based Tourism Assessment for the site;**

- iii) To prepare a guiding document on broader NBT strategic planning with a training plan for IA staff, to support the preparation and implementation of country/national level strategic NBT planning.

2.2 KEY TASKS

TASK 1- Updating and improving the Existing NBTPs

The **Lead Consultant (Galvila EP)** shall work in a team, in collaboration with the assigned **Counterpart Consultant (Galvila EP)** in carrying out the assignment.

- To update and improve all 4 existing NBTPs (Given in Section 2.1) to meet the current needs of the sector by looking at new trends and demands, introduce new innovative activities, focusing local and foreign visitors in line with the existing legislative enactments and regulations.
- Under the context of Covid-19 pandemic impact and restrictive response measures therein, the Consultant shall lead to review and adjust existing NBTPs of Sinharaja FR, Knuckles CF, Bundala NP and Udawalawa NP recommending innovative recovery measures, supporting the IAs to rebuild the nature-based tourism in a sustainable manner by identifying proactive and innovative measures for Sri Lanka;
- to re-connect/engage with tourist markets;
- to ensure safe travel norms in line with managing current and future travel restrictions such as marketing needs, communication needs, infrastructure and emergency contingency handling requirements (with special reference to pandemics and other shocks).
- The Lead consultant, (1) will prepare supplementary notes on the above to be annexed to each respective NBTP as added guidance.

TASK 2- Lead in preparation of standalone NBTP for Galvila Eco Park.

- All the specialized expertise needed for the assignment should be identified by the Lead Consultant (1) at inception level and inform PMU in written included in the Inception Report. Such expertise has to come from the local market.
- While the ownership of the NBTP¹ will be with the two Implementing Agencies (IAs), the Lead consultant (1) will be responsible for drafting and timely completion of the NBTPs and providing guidance to the IAs during the planning process.
- **The Lead Consultant (Galvila EP)** shall ensure the participation of relevant IAs staff in the NBTP development process, sharing and enhancing the knowledge and technical capacities of local staff.
- Liaise closely with IAs staff in preparation, consultations, data collection and conducting field verification where required to complete the afore mentioned tasks in the preparation of the NBTP.
- The Lead Consultant (Galvila) and the Counterpart consultant (Galvila) should closely liaise with local tour agencies as well as tour operators, luxury camping operators and other agencies which organized different types of nature base tourism activities (eg; Adventure tours, hiking, bird watching, agro tourism, cultural tourism) and suggest new innovative activities appropriate for PAs and other forest areas.
- As a part of the NBTP preparation the Lead Consultant (with the support of the assigned Local Consultant) is required to conduct the following key sub-tasks;

¹ The NBTP should:

- 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.

- Assess the current NBT activities within the PA, conducting a SWOT analysis – identifying strengths, weaknesses, opportunities and threats and potential for NBT.
- Assess the tourism carrying capacity of the PA at the level of effective/permisible carrying capacity of visitors and vehicles to achieve the following;
- NBTP shall reflect the recommended site specific nature-based tourism activities which will be planned (Based on the SWOT analysis) to enhance and utilize the strengths and opportunities while overcoming weaknesses and mitigating potential threats.
- The **NBTP** shall set a **vision, goal, objectives, strategies** and actions for nature-based tourism development and management in the PA.
- 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.
- It shall identify means and measures of managing/enhancing existing tourism assets within the PA and activities within the set visitation thresholds.
- The NBTP shall Set; a) Ceiling levels for the PA on the number of visitors allowed to enter the PA at any given time, b). Identify areas open to tourism as nature-based tourism zones with the PA, and c). Provide recommendations on managing/maintaining and reducing visitors to permisible levels where applicable.
- Explore and ensure long-term benefit sharing and sustainability through consultation and participation and collaboration with the local communities, private sector and other stakeholders.
- Develop codes and standards for privately-operated tourist facilities located in the vicinity of or within PAs where applicable.
- Develop generic guidelines for environmentally acceptable and culturally appropriate practices for all new tourism activities in the site.
- Develop guidelines for visitor codes of practice, such as recommended Do's and Don'ts for visitors.
- Develop monitoring mechanisms to assess the long-term impact and quality of tourism activities that will feed back into operational maintenance.
- Develop communication and marketing strategies and a marketing plan for the respective PA as a component of the NBTP.
- Ensure thematic synchronization of the NBTP with National and Regional Tourism Strategies and Plans as well as in line with Protect Area Management Plans for the respective PA.
- The **NBTP** should include **Site Specific Implementable Action Plans with specific recommended activities which could be implemented in each PA by the IAs in next 5-10 years.**

TASK 3- Preparation of a Guidance Document and Training for IA teams on Strategic broader NBT Planning.

- Prepare a descriptive Guidance Manual (with the assistance of Counterpart Consultant-1) on broader NBT Planning which could be used as a training manual as well as guidance to use by senior staff and NBT site managers of two implementing agencies.
- The guidance document should include recommended criteria for NBT site selection, identifying & planning of activities, a step wise methodology of strategic NBT plan preparation, methods of conducting tourism carrying capacity assessment, visitor management, etc.
- The guidance document should be in line with International Best Practices which globally used and recognized NBT planning principles.
- 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 guidance document.
- The training should be conducted in line with a pre-prepared plan.

3.1 Preliminary work – Views, Surveys and Field work

As a part of the NBTP preparation the **NBTP Lead Consultant (Galvila EP)** is required to planned (with the assistance of the **NBTP Counterpart Consultant (Galvila EP)**) and 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 Corvid 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 NBTP Lead Consultant (Galvila EP)** will prepare (with the assistance of the Counterpart Consultant) preliminary reports, inception report, interim report and drafting the detail NBTP for Hurulu Cluster
- Advise the Counterpart Consultant in carrying out surveys, assessments, studies and coordinating and conducting meetings, consultations and trainings etc.
 - Advise the **Counterpart Consultant (Galvila EP)** in preparation of 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
 - Drafting and finalizing of NBTP for Hurulu Cluster

3.3 Dissemination workshops/presentations

- **NBTP Lead Consultant (Galvila EP)** 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 Lead Consultant – (Galvila EP)** will be responsible in leading the stakeholder discussions relevant to the NBTP preparation along with the IAs and ensure in documentation.

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 TASKS

	Title of Report/Deliverable	Due within date from beginning of assignment
1	Inception Report, including the action plan on NBT planning	1 st - 2 nd week
2	Draft updated and improved NBT Plans for Singharaja FR, Knuckles FR, Bundala NP and Udawalawa NP	10 th -12 th week
3	Draft NBT Plan for Galvila Eco park	15 th - 16 th week
4	Draft Guiding document on broader NBT Planning and capacity building of IAs staff	18 th – 20 th week
5	i). Final NBT Plans for Singharaja FR, Knuckles FR, Bundala NP and Udawalawa NP and Galvila with implementable Action Plans ii). Final Guiding document on broader NBT Planning and capacity building	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

8.1 Format, frequency, and contents of reports;

	Deliverable	Format	Frequency	Content
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i)	Concept proposal and Inception Report	3 hard copies + Soft copy	1 st - 2 nd week	Inception Report, including the detail methodology, action plan and plan of consultations, discussions, meetings, workshops and all related matters.
ii)	Draft updated and improved NBT Plans for Singharaja FR, Knuckles FR, Bundala NP and Udawalawa NP	3 hard copies + Soft copy	10 th - 12 th week	Draft updated NBT management plans, including proposed sites, activities, management options, capacity building, guiding, production of interpretation materials, infrastructure development, logistics improvements, marketing, participatory activities, partnerships etc. and operational plans
iii)	Draft NBT Plan for Galvila Eco-park	3 hard copies + Soft copy	15 th - 16 th week	Draft NBT management plan for Galvila Eco-park , including proposed sites, activities, management options, capacity building, guiding, production of interpretation materials, infrastructure development, logistics, marketing, participatory activities, partnerships etc. and a operational plan
iv)	Draft Guiding document on broader NBT Planning and capacity building of IAs staff	3 hard copies + Soft copy	18 th - 20 th week	Vision, Goal, objectives, target group, main tasks, principles of protected area tourism, types of tourism visitor codes of conduct, linking tourism, community and conservation, interpretive design, site selection, potential activities, carrying capacity assessment, planning and management, visitor management, potential public private partnerships, tourism marketing, developing tourism management plan
v)	i).Final NBT Plans for Singharaja FR, Knuckles FR, Bundala, NP Udawalawa NP and Galvila with implementable Action plans	3 hard copies + Soft copy	24 th week	Include the contents given in 8.1(iii) and other necessary information.

	ii).Final Guiding document on broader NBT Planning	3 hard copies + Soft copy	24 th week	Include the contents given in 8.1(iv). and other necessary information.
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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 (Galvila and updating 4 NBTPs)

10.2 Basic qualifications

- At minimum, a Master’s Degree in a field related to Ecotourism, Tourism Management, Forestry, Conservation, Natural Resource Management, Ecology or a related field from recognized Institution/University.

10.3 Required Experience

- Minimum of 10 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.
- Previous work experience in Sri Lanka or South Asia Region will be a benefit.

11. PAYMENT SCHEDULE

No	Deliverable Stage	Frequency time	Percentage of the contract amount to be paid
1	Inception Report, including the detail methodology, action plan and plan of consultations, discussions, meetings, workshops and all related matters. (As mentioned in the 8.1 (i))	Within two weeks	15% of the total contract amount

2	Draft updated and improved NBT Plans for Singharaja FR, Knuckles Bundala NP and Udawalawa NP (As mentioned in the 8.1 (ii))	Within 10 th - 12 th week	20% of the total contract amount
3	Draft NBT Plan for Galvila Eco-park (As mentioned in the 8.1 (iii))	Within 15 th - 16 th week	20% of the total contract amount
4	Draft Guiding document on broader NBT Planning and capacity building of IAs staff (As mentioned in the 8.1 (iv),	Within 18 th – 20 th week	20% of the total contract amount
5	a).Final NBT Plans for Singharaja FR, Knuckles FR, Bundala, NP Udawalawa NP and Galvila with implementable Action plans b). Final Guiding document on broader NBT Planning (As mentioned in the 8.1 (v),	On 24 th week	25% of the total contract amount

12. 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;
 - The assignment expects a **minimum of 120 working days** within a **6-month** period
 - Conceptual Proposal should include an **action plan** for the assignment based on the total number of days and the ToR provided herewith.
 - On request of the consultant, transport arrangements for fieldwork will be arranged by the PMU/ESCAMP, but the other costs related to food, lodging and miscellaneous needs have to be borne by the Consultant.
 - An **estimated lump sum fee** for the completion of the assignment with a break down (inclusive of per diem/consultancy fee, Incidental cost for field visits and other miscellaneous costs).

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