

ECOSYSTEM CONSERVATION AND MANAGEMENT PROJECT (ESCAMP)

MINISTRY OF WILDLIFE AND FOREST CONSERVATION

Credit No.5792 LK, Project ID: P 156021

Terms of Reference (TOR) – NBTP Lead Consultant (Hururulu Cluster)

Project Title	Ecosystem Conservation and Management Project (ESCAMP)
Credit No	5792 LK
Project ID	P 156021
Assignment Title	NBTP Lead Consultant (Hururulu Cluster) - 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

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 the implementation of the project activities.

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 Protect Areas (PAs) under the jurisdiction of the 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 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 prepare a comprehensive NBTP for HKK Cluster which includes 6 Protected Areas (PAs) namely Hurulu (FR), Galoya (FR), Chundakadu (FR), Kawudulla (NP), Minneriya (NP) and Somawathie (NP) within Hurulu-Kawudulla-Kanthale 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 WORK AND PROJECT SITES

Project sites:

Project sites include;

Hurulu Forest Reserve (FR), Galoya Forest Reserve (FR), Chundakadu Forest Reserve (FR), Kawudulla National Park (NP), Minneriya National Park(NP) and Somawathie National Park (NP) within Hurululu-Kawudulla-Kanthale (HKK) Landscape.

Scope of work

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

The NBTP Lead Consultant (Hururulu Cluster) will lead the assignment to prepare 1 Composite and comprehensive NBTP for a cluster of PAs located in the North-Central Province, namely Hurulu (FR), Galoya (FR), Chundakadu (FR), Kawudulla (NP), Minneriya (NP) and Somawathie (NP) within the Hurululu-Kawudulla-Kamthale (HKK) Landscape.

3 KEY TASKS

TASK 1- Preparation of a Joint NBTP for the HKK Cluster

- The NBTP Lead Consultant (Hururulu Cluster) will carry out the consultancy (all tasks detailed in the section 2.2) with the fullest support of the assigned NBTP Counterpart Consultant (Hurulu Cluster).

- Lead in preparation of a **Composite NBTP** for the **Hurulu Cluster** which includes 6 PAs currently managed under the purview of the DWC and FD.
- The **NBTP Lead Consultant (Hururu Cluster)** 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.
- All the specialized expertise needed for the assignment should be identified by the Consultant at inception level and inform the PMU in written in the Inception Report. Such expertise has to come from the local market.
- The **NBTP shall set a vision, goal, objectives, strategies, and actions for nature-based tourism development and management** in the cluster.
- 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 permisible 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.**

TASK 2 - Development of Supplementary Codes to the NBTP

- Develop codes and standards for privately-operated tourist facilities located in the vicinity of or within the PAs where applicable.
- Develop generic guidelines for environmentally acceptable and culturally appropriate practices for all new tourism activities in the PAs proposed.
- Develop guidelines for visitor codes of practices, 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 each respective PA as a component of the cluster NBTP.
- Ensure thematic synchronization of individual NBTPs with national and regional tourism strategies and plans as well as in line with the Protect Area Management Plans for the respective PA.

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.

3.1 Preliminary work – Views, Surveys and Field work

As a part of the NBTP preparation the **NBTP Lead Consultant (Hurulu Cluster)** is required to planned (with the assistance of the **NBT Counterpart Consultant (Hurulu Cluster)** 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 (Hurulu Cluster)** 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 NBTP Counterpart Consultant in carrying out surveys, assessments, studies and coordinating and conducting meetings, consultations and trainings etc.
 - Advise the **NBTP Counterpart Consultant (Hurulu Cluster)** in preparation of a time based detail action plan for the assignment, SWOT analysis report, carrying capacity assessment 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 (Hurulu Cluster)** 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 – (Hurulu Cluster)** 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 by both consultants and IAs.

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 detail methodology and action plan etc.	1 st – 2 nd week
2	Interim report with work carried out, consultations, workshops meetings, surveys, data collection processes and plans	10 th -12 th week
3	First (1 st) draft of Composite NBT Plan for Hurulu Cluster	15 th – 16 th week
4	Second (2 nd) draft of Composite NBT Plan for Hurulu Cluster	18 th – 20 th week
4	Final Composite NBT Plan for Hurulu cluster with a implementable Action plans which include 6 PAs	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 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 PMU/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
1	Inception Report, including concept, proposal, and action plan	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.
2	Interim report with work carried out, and planned	3 hard copies + Soft Copy	10 th -12 th week	Interim report including consultations, workshops, meetings, surveys held and data collected, proposed sites, current and proposed activities, management options, infrastructure development, logistics improvements, marketing, participatory activities, partnerships etc.
3	First (1 st) draft of Composite NBT Plan for Hurulu Cluster	3 hard copies + Soft Copy	15 th – 16 th week	Draft NBT management plan for Hurulu Cluster , including proposed sites, activities, management options, capacity building, guiding, production of interpretation materials, infrastructure development, logistics, marketing, participatory activities, partnerships etc. and action plans
4	Second (2 nd) draft of Composite NBT Plan for Hurulu Cluster	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 services enhancement and management, potential public private partnerships, tourism marketing, tourists management
5	Final Composite NBT Plan for HKK cluster with implementable Action plan which include 6 PAs	3 hard copies + Soft Copy	24 th week	Include the contents given in 8.1(iii & iv) and all other necessary information.

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
“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/ESCAMP 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 Cluster)

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.

Core values & 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 to and within Sri Lanka.
- Planning and organization skills.
- Networking.
- Deciding and initiating actions.
- Strong cross-cultural communication and resilience skills are very important.

11. PAYMENT SCHEDULE

No	Stage /Deliverable	Due date	Amount to be paid
1	Inception Report, including the detail methodology, action plan including consultations, discussions, meetings, workshops and all related matters.	Within 2 weeks	15% of the total contract amount
2	Interim report with work carried out, and planned	Within 10 - 12 th weeks	20% of the total contract amount
3	First (1 st) draft of Composite NBT Plan for HKK Cluster	Within 15 th - 16 th weeks	20% of the total contract amount
4	Second (2 nd) draft of Composite NBT plan for HKK Cluster	Within 18 th - 20 th weeks	20% of the total contract amount
5	Final Composite NBT Plans for HKK Cluster including site specific implementable action plans	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 and methodology 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, food & lodging, and other miscellaneous costs).

Project Director

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