

Rural Livelihood Project Phase III Project Management Unit, Zhemgang Terms of References (ToR)

1. **Job Title:** National Consultant
2. **Task:** Develop a comprehensive Community Based Tourism (CBT) Plan for Zhemgang Dzongkhag
3. **Agency:** Rural Livelihood Project Phase III, Zhemgang

1 Background

The Rural Livelihood Project Phase III (RLP-III) attempts to contribute to an improved livelihood of rural poor in Bhutan through holistic, community-driven and participatory approaches. The specific objectives of the project is to alleviate poverty in 12 selected Gewogs of Zhemgang and Sarpang Dzongkhags through capacity building, market chain facilitation and promotion of pro poor policies. RLP III is the completion phase and seeks to consolidate and sustain earlier areas of support and to capitalize on experiences gained from engagement in rural livelihood so far. The phase planning mission believes that CBT has a potential to generate income by the rural poor. This project phase attempts to reinforce CBT more particularly in Zhemgang Dzongkhag. A comprehensive, feasible and practicable CBT plan is imperative to sustain and reap the benefits in future. Therefore, the need was felt to field a competent national firm/consultant to conduct the CBT study with technical competence, experience and proven professionalism/track record in rural tourism. At end of the study, the firm/consultant is expected to deliver a concrete and comprehensive CBT plan for Zhemgang Dzongkhag.

A number of CBT studies and documents are available for the consultant to base as references. The Tourism Council of Bhutan (TCB) and other relevant agencies have conducted CBT feasibility studies in the Dzongkhag. Basically, the firm/consultant is expected to link all findings of these studies and develop a comprehensive (doable) CBT plan for Zhemgang. The fielding of national consultant is as per the approval accorded by the 1st Project Steering Committee Meeting of 15th July 2016, at Thimphu. As agreed, the budget for fielding of the firm/consultant will be met from overall TA budget of Helvetas Swiss Intercooperation (HSI) Programme Office, Thimphu. The TCB also agreed to guide and support the Project Management Unit (PMU) on matters related to tourism.

The Terms of Reference (ToR) for the consultant is prepared by PMU with support and technical support from PPD, MoAF and HEVETAS Swiss Intercooperation (HSI) Programme Office.

2 Scope of the work

The potential of CBT still remain untapped or least explored in Zhemgang Dzongkhag. Of late few mainly nature based (bird watching) tourists have been visiting the Dzongkhag. There is a huge scope to further explore the potential of CBT to benefit the rural people of the Dzongkhag. Nevertheless, a comprehensive and practical CBT plan for Dzongkhag should be in place to steer the CBT implementation. The CBT plan should be the guiding document for successful and sustainable implementation of CBT to benefit the communities.

The national firm/consultant is expected to review all the documents of the earlier CBT related studies done by various national agencies and institutions. Furthermore, s/he is expected to travel extensively within the Dzongkhag to explore the scope and opportunities of CBT in different Gewogs including Chiwogs. Rigorous

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consultative meetings and focus group discussions are expected to be carried out to synthesize the ground realities of CBT in the Dzongkhag.

The consultant is expected to develop a comprehensive multi-faceted CBT plan having association with nature, culture, trek, adventure and wellness. The findings of the study should outline concrete and doable recommendations on cultural sites and nature hotspots, potential trekking routes, adventurous and entertaining avenues. Possible potential private and community enterprises and entrepreneurs are expected to be introduced and linked to CBT. The firm consultant is expected to develop an all-inclusive CBT map of the Zhemgang Dzongkhag. Some of the specific scopes (but not limited to) of the study are:

- To assess the potential of CBT in Zhemgang Dzongkhag and develop a CBT action plan.
- To identify tourist attraction cultural sites, natural hotspots, trekking routes etc.
- To document community based ecotourism being implemented and assess the overall performances.
- To develop a CBT calendar for Zhemgang Dzongkhag
- To introduce possible potential private and community enterprises in CBT such as eco-lodge, river rafting group, local poultry farmers etc.
- To facilitate the organization of multi-stakeholder dialogues/workshops at the Dzongkhag level to create awareness on the potential of CBT including constraints and issues.
- To develop a comprehensive CBT plan for Zhemgang Dzongkhag.

Location	Project areas in Zhemgang		
Expected Start Date of Assignment	Mid-October 2016	Duration:	25 days spread over 5 months (outputs should be delivered no later than mid-March 2017).
Reports to	Project Manager, RLP Zhemgang		
Key outputs	A comprehensive and feasible CBT plan for Zhemgang Dzongkhag developed		
	An all-inclusive CBT map of Zhemgang Dzongkhag developed		
	A comprehensive CBT calendar for Zhemgang Dzongkhag developed		
	At least four potential private and community enterprises introduced in CBT		
	At least three rounds of CBT awareness workshop conducted at the Dzongkhag level		
Outcome / Objectives		Activities	
Outcome 2: Income of the farmers groups/coops and SMEs is increased through facilitating multi-stakeholder market chain platforms			
Output 2.3: New business opportunities are analysed and initiated		2.3.1 Organize a feasibility study of community based tourism	
		2.3.2. Conduct workshops to disseminate the findings and introduce potential private sector in CBT	

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3 Required Competencies:

3.1 Academic Qualifications:

- At least a university degree in the relevant field
- Fluency in both written and spoken English language
- Knowledge of local dialects would be an added advantage

3.2 Technical Competencies and Experience Requirements

- At least 10 years of working experience and good knowledge in community based tourism and rural development with good business planning and management background including experience working with rural communities.
- A proven record of working on a similar tasks and writing reports in English.
- Should be working with registered consultancy firm

3.3 Prerequisites

- A plan of work schedule will be a must for the counterpart to agree and work together.
- The full amount will be paid only after the satisfactory delivery of the CBT action plan; 20% of the professional fee shall be paid on signing of the contract.
- Logistics and travel related to the consultancy (lodge, food & transportation) shall be supported directly by HELVETAS Swiss Intercooperation through the TA budget in collaboration with PMU-RLP where the meeting/workshop/training will be organized (in the project area). Meals, lodge and DSA for participants as per RGoB rules shall be supported by HSI through the PMU.
- Consultant will be assisted by the Program Officer of PMU in organizing of meeting/workshop/training wherever required.

3.4 Indicative Timeline (Revised by the Dzongkhag Working Committee)

Tentative duration/date to be inserted by the Consultant

Sl. No.	Activity/Program	Fiscal Year 2016-2017/Months/Weeks																							
		Oct.				Nov				Dec				Jan				Feb				March			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Submission of proposal to HSI by the Dzongkhag Working Committee (WC)																								

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		Oct.				Nov				Dec				Jan				Feb				March			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
2	Review of proposal by HSI WC																								
3	Floating/evaluation (presentation of detail work plan to HSI) and awarding of work																								
4	Debriefing by consultant to the Dzongkhag WC																								
5	Execution of work by consultant (Field visit and consultative meetings and focus group discussion)																								
6	Presentation of preliminary report by consultant to Dzongkhag WC																								
7	Submission of preliminary report to HSI, MoAF, TCB and GNHC																								
8	Validation of report by consultant																								
9	Final report submission																								
10	Dzongkhag Level CBT workshop organized by RLP																								
11	Final submission of CBT Plan, Map and Calendar by the consultant																								
12	Printing and Publication by RLP																								

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4 Reference Documents available with PMU, RLP

1. RLP III Phase Project Document.
2. 1st PSC Meeting Minutes (15th July 2016).
3. ToR - Community Based Tourism TA Assignment under RLP III support
4. Zhemgang Dzongkhag Tourism Development Plan Draft
5. Revised Agro-Tourism Component of MAGIP - Final Report.
6. Governance of Community-Based Ecotourism in Bhutan- A Case Study
7. Way forward for tourism industry
8. Eco Trail Plan- Dangkhar
9. Community Based Eco-tourism Development-Khengdumangtshachu funded MHPA-Draft
10. Dangkhar Ecotrail and other activities
11. Helvetas Gender Strategy. Bhutan.
12. Bhutan Country Strategy (2012-2017).
13. AWPB 2016-17