

Sub: Selection of Consultants for preparation of eco-tourism management plan for Vedaranyam area in Tamil Nadu. – ICZMP (Integrated Coastal Zone Management Project)

Credit No. 4765 – 0 IN

Amendment #1

The TOR for the subject Consultancy has been revised and attached.
The last date for submission of Expression of Interest i.e. 7th. August, 2013, has been extended up to 1700 hours on August 14, 2013.

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TERMS OF REFERENCE

Preparation of an Ecotourism Management Plan for the Vedaranyam region

I. Background:

Vedaranyam Coastal Zone Project (VCZP) is conceived and implemented for the conservation and development of the coastal region around Vedaranyam in Nagapattinam district, Tamilnadu. Overall objectives of the project includes; i). restoration and conservation of the coastal resources through the adoption of scientific management of land and water resources ii) attaining the conservation objectives through a community based joint management and implementation system and iii) creation and strengthening of income generating activities for the local communities crystalizing with the larger project goals and based on the Gandhian principles. The project is being undertaken under the World Bank assisted Integrated Coastal Zone Management project and M. S. Swaminathan Research Foundation (MSSRF) has been entrusted by Society for Integrated Coastal Zone Management (SICOM), Ministry of Environment and Forests, Govt. of India for the conceptualisation, designing, development and implementation of the project.

Developing Ecotourism in Vedaranyam region

Based on the assessment, it has been envisaged that development of ecotourism in the project area can be considered as a viable mode for achieving the project objectives. Thus, the project aims to prepare a comprehensive Ecotourism Management Plan (EMP) for the project location and its immediate surroundings. The proposed Vedaranyam EMP will be developed with an integrated approach where aspects related to the development, management and monitoring of the ecotourism sector will be given prime importance confirming to the sustainable tourism principles and practices. Sustainable Tourism involves all forms of tourism development, management and activity which **respect and preserve natural, cultural and social resources in the long run, and contribute in a positive and equitable way to the development and fulfilment of individuals living, working and staying in these areas.**

II. Objectives of the consultancy

Overall Objective:

1. The overall objective of this consultancy is to develop a comprehensive Ecotourism Management Plan covering Vedaranyam and its immediate influence areas. The EMP thus prepared should lay emphasis to the sustainability tourism guidelines.

2. To strategize for the development of Small and Medium Enterprises for ecotourism with a clear focus on the local community and Gandhian principles

Specific Objectives:

The Vedaranyam Ecotourism Management Plan should act as a guiding document for all the stakeholders, proposing a clear road map with specific strategies, targets and action points.

Following are the specific objectives (but not limited to) expected from the assignment;

- To perform site analysis relating to development constraints and issues and to assess the potential of the site with respect to ecotourism.
- To conduct a detailed tourism mapping exercise with stakeholder participation and bring out an exhaustive list of attractions and activities
- To identify different stakeholders from ecotourism point of view and conduct consultation with them through appropriate means
- To Identify and compile local and nearby tourist attractions of unique physical/ecological features or of cultural significance
- To identify ecological hotspots for conservation, tourism potential nodes and sub-zones for development
- To identify issues relating to environment, land use, infrastructure, tourism products and their marketing, visitor and community experience, economy, training and education, strategies and resources (political, policies, funds), regulatory (approvals), enhancing community involvement and support for conservation/preservation and development
- To identify tourism products and packages based on Gandhian theme and evolve strategies for its development
- To identify and compile information on local tour operators and support services (restaurant, hotel, transport etc.)
- To identify and analyse tourism market segmentation and estimation of visitation
- To formulate ecotourism development and marketing strategies/action plans
- To recommend appropriate eco-tourism packages
- To suggest for various institutional options for the successful implementation of the ecotourism plans and strategies
- To draw strategies for enhancing local community participation in the ecotourism initiatives
- To evolve strategies for the development community based ecotourism enterprises

III. Activities

Key activities for this assignment may include (but not limited to) the following:

Phase I: Diagnosis of Vedaranyam Ecotourism sector:

a) Situation Analysis

- Analyse and evaluate trends in the ecotourism industry in India, Tamilnadu, Vedaranyam, etc.(specific information on Vedaranyam will be critical)
- Profile Vedaranyam and its features around the area to provide a context for the Ecotourism development
- Identify existing ecotourism products and experiences
- Identify potential for new ecotourism products
- Analyse supply and potential for tourism development
- Review existing tourist attractions and destinations in and around the project area

b) Ecotourism Resource analysis

c) Product assessment and identification of key ecotourism products

- Select the most promising tourism development products based on preliminary resource assessment and consultation with the key stakeholders
- Assess and map each product with a framework that includes resource, market, economic and social criteria

Phase II: Development of the Vedaranyam Ecotourism Management Plan:

- a) Conduct extensive consultations with stakeholders in which the stakeholders will be given an opportunity to contribute their opinions, comments and suggestions for the design and formulation of the Ecotourism Management Plan.
- b) The Ecotourism Management Plan should have clear vision adhering to the sustainable tourism development principles and suggest for an institutional mechanism for the collaboration, coordination, strategize, implementation and co-ordination
- c) It is envisaged that the Plan should have clear strategies for - product development, marketing, capacity building, infrastructure development, tourism resource protection, community involvement, etc.
- d) Further, the Plan should culminate in giving clear recommendations for;
 - Implementation and monitoring with action plans, targets, mode, etc. in a phased manner
 - Institutionalising the ecotourism development of the region

IV. Deliverables and Timelines

No	Deliverables	Timeline
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	Inception Report	1 month from start of assignment
	Draft Ecotourism Management Plan	4 months from start of assignment
	Final Ecotourism Management Plan	5 Months from start of assignment

V. Qualifications of the Consultancy Firm and Key Personnel:

Consultant will provide a team of experts with adequate skill sets, qualification, expertise and commitment necessary to accomplish the objectives of this assignment. Following is an indicative list of key positions, required qualifications and experience, as well as indicative input during different stages of the assignment. Consultants are expected to include in their proposal all additional expertise and support staff that will be needed.

VI. Details of requirement of the key personnel are indicated below :

Sl. No.	Key Person	Qualification	Experience
1	Ecotourism Specialist	Post graduate degree or above in Natural Resource Management	Minimum 3 years experience in developing ecotourism plan and packages linked to conservation of natural resources
2	Livelihood specialist	Post graduate degree in Development or Business Administration	Minimum 3 years experience in developing ecotourism plan package linked to and community and livelihood development
3	Planning Specialist of Environmental Management specialist	Post graduate degree or above in Planning or Natural Resource Management	Minimum 3 years experience in environmental and rural planning

VII: DATA, SERVICES AND FACILITIES TO BE PROVIDED BY THE CLIENT

1. SICOM and MSSRF through designated representatives:
 - a. Would provide available data and information that would be relevant to the study.
 - b. Provide all support to have community consultation, or will organize the community consultations themselves where the consultants will be expected to participate and provide clarification to communities.

- c. Would provide all necessary and reasonable support to the Consultant to collect secondary data, such as issuing authorization letters. The Consultant will be responsible for any translation of documents and processing of data. The Client will designate an officer to act as the main liaison officer and participate in the study.
 - d. Would designate/ depute a team of professionals (client's organization professionals) to work with the Consultants' Team.
- 2. No other support or facilities will be provided by the Clients. Consultants will be responsible for all transport, accommodation, office spaces of their team in the Project Area, and for two round trips each for two members of the Consultants' team to Chennai and/or New Delhi from the Project Site to take part in progress review meetings.