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TOURISM COUNCIL OF BHUTAN



TERMS OF REFERENCE FOR INTERNATIONAL CONSULTANT TO DEVELOP CIRCUIT TOURISM DEVELOPMENT PLAN

Mongar, Lhuentse, and Trashiyangtse

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1. Background

The Royal Government of Bhutan has recognized tourism as an important economic sector for socio-economic development through income generation and creation of employment opportunities amongst others in the 11th Five Year Plan (2013-18). Since its opening, the tourism industry has grown from less than 10,000 visitors in the early 2000 to over hundred thousand in 2013. With the visitor arrivals expected to increase, TCB realizes the need for support to spread the benefits of tourism and visitation across the country and throughout seasons in line with the development objectives of 11th FYP.

In order to ensure sustainable tourism development and continue maximizing the potential of tourism sector in accordance with the national policy, the Tourism Council of Bhutan (TCB) recognizes the need to start managing and monitoring tourism development at the Dzongkhag levels. This is in line with Government's objective of decentralizing planning and developing to local level. Therefore, TCB has taken the initiative to develop a tourism development plan for Haa Dzongkhag and Zhemgang, Circuit Tourism Development Plan for Eastern Circuit which comprises of Trashigang, Pema Gatshel and Samdrup Jongkhar Dzongkhags. The plans provide a holistic and integrated approach to create a sustainable and competitive tourism destination by understanding the tourism potentials of the Dzongkhag, and identifying the best methods and strategies for maximizing those potentials.

However, plans for three dzongkhags from the Eastern Circuit (Mongar, Lhuentse and Trashiyangtse) are to be developed to form the complete Eastern Circuit Plan. In continuation to these initiatives, the TCB intends to develop a comprehensive tourism circuit plan for Eastern Circuit consisting of Mongar, Lhuentse, Trashiyangtse, Trashigang, Pema Gatshel and Samdrup Jongkhar Dzongkhags.

Despite increasing trends in visitor arrivals to Bhutan, the eastern Bhutan's share of tourist visitation has been very minimal (the chart below shows the trends) with increasing growth trends in recent years. Various factors have resulted in such development whereby visitation concentration were limited to western region mostly and central and eastern region to some extent.

Year	Trashigang	Mongar	S/Jongkhar	Trashiyangtse	Pema Gatshel	Lhuentse
2013	2250	2385	2064	937	84	144
2012	2230	2289	1930	835	105	146
2011	2875	2359	2109	219	33	288
2010	1607	1822	1216	189	9	155

2. Objectives

The overall objective is to position the identified circuits as a sustainable tourism destination.

3. Project Purpose

To decentralize participatory tourism planning and development in order to create employment /business and income-generation opportunities for local communities (women and men) in an ecological sustainable manner and to enlarge and deepen the Bhutan experience for tourists.

4. Scope of Work

The consultants shall work on developing a comprehensive Tourism Development Plan for the eastern circuit Mongar-Lhuentse-Trashiyangtse. The development plan shall include a thorough and critical assessment (SWOT analysis) of tourism related economic, social and ecological potentials of the districts including horizontal and vertical value chains, of the market system and of private sector actors as well as threats; a Tourism Product Development Strategy, including a database of tourism resources for the circuit. Additionally the consultant will work on an implementation plan and program profiles for implementation.

The Tourism Development Plan shall comprise the following outcomes and milestones to be delivered by the consultants: In particular, the following results/outcomes should be delivered by the consultants:

I. Tourism Plan for Circuit 1 (Mongar, Lhuentse and Trashiyangtse)

a. Market Analysis

The market analysis shall be based on comprehensive analyses of the specific socio-economic, institutional and ecological conditions of the region as well as given capacities and resources of the different actors and stakeholders. The market analysis shall include the following milestones:

- i. Market analysis of the Eastern Circuit Dzongkhags for the last 5 years, including quantitative data on hotel occupancy rates in the circuit for the past 5 years, assessment/analysis of accommodation standards/quality
- ii. Analysis of market systems and (both horizontal and vertical) value chains
- iii. SWOT analysis of economic, social and ecological tourism potentials and threats
- iv. Analysis of (potential) public and private stakeholders/market actors relevant for the Eastern Circuit Dzongkhags
- v. Market assessment- investment opportunities / potentials and potentials for tourists
- vi. Identification of potentials for tourism increased, employment and income-generation

Outcome: A detailed and thorough market analysis to provide a comprehensive analytical basis for the Tourism Development Plan.

b. Tourism Product Development Strategy in the Eastern Circuit

- i. Assessment of the tourism products and feasibility of sustainable tourism development in the Eastern Circuit
- ii. Analysis of the tourism product information from Tourism Resource Inventory report and Tourism Master Plan and possible other sources on Circuit 1 including field surveys
- iii. Analysis of tourism demand by defining the tourist profile of the national and international market and identify opportunities for circuit 1
- iv. Analysis of tourism supply side in Bhutan and region and identify opportunities and threats for circuit 1 based on the interest and capacities of Bhutan's private sector and civil society; suggested measures to strengthen capacities
- v. Tourism Product write-ups.
- vi. Detailed report on attractions related to biodiversity and existing ecosystems and suggested measures to preserve those values.
- vii. Tourism Resources Inventory of the Eastern Circuit.
- viii. Spatial GPS Coordinates of all the attractions and resources in the Eastern Circuit.
- ix. List of shortlisted products with descriptions based on feasibility and marketing value.
- x. Inclusion of social and environmental safeguards (e.g. waste management measures)

Outcome: A detailed product development strategy for the circuit.

c. Gender/vulnerability assessment

The expert will study gender, vulnerability and environmental aspects of tourism especially the issues of participation and benefitting of the poor and vulnerable in the tourism industry, vulnerable people/women's local participation in tourism planning and management and develop strategies for the empowerment and participation of vulnerable groups and women.

- i. Opportunities to include the local communities (informal sector, men and women) into the industry
- ii. Possible conflicts and complementarities between their engagement in tourism and their normal livelihood activities.
- iii. Existing barriers for local communities to participate in tourism activities (lack of finance, credit, regulations, exclusion, limited capacity etc.) and recommendations on which actions and interventions have to be taken by various stakeholders to remove these barriers.

- iv. Gender/vulnerability analysis for employment and business opportunities in circuit.
- v. Develop strategies and plans to promote participation and empowerment of vulnerable groups and women in tourism
Recommend measures for empowerment and inclusive participation

Outcome: A detailed gender/vulnerability assessment report on gender participation in tourism.

d. Implementation plan

The implementation plan has to particularly consider methodologies, participatory approaches and processes with regard to pro-poor tourism and the strengthening of capacities of market actors in order to develop and manage sustainable tourism.

- i. Action plan for the implementation of the findings and recommendations; including due consideration for social and environmental safeguards.
- ii. Recommendations for financial and personnel resources for implementation of the tourism plan
- iii. Recommendations for a suitable management and coordination mechanism for the implementation phase
- iv. Report on participatory consultation meetings/workshops along with gender disaggregated participant details.
- v. Identification of possible risks and mitigation actions
- vi. Monitoring and evaluation framework.
- vii. Draw from lessons learnt

II. Review of the Circuit Plan and Implementation Plan for circuit 2 (Trashigang, Pema Gatshel and Samdrup Jongkhar)

Conduct a review of the Circuit Tourism Development Plan 2 (Trashigang, Pema Gatshel and Samdrup Jongkhar) and develop a more implementable plan for circuit 2 upon completion of the review. The plan for Circuit 2 has been developed.

The implementation plan has to particularly consider methodologies, participatory approaches and processes with regard to pro-poor tourism and the strengthening of capacities of market actors in order to develop and manage sustainable tourism.

- a. Action plan for the implementation of the findings and recommendations including due consideration for social and environmental safeguards..
- b. Recommendations for financial and personnel resources for implementation of the tourism plan

- c. Recommendations for a suitable management and coordination mechanism with stakeholders especially collaboration with Parks for the implementation phase
- d. Report on participatory consultation meetings/workshops along with gender disaggregated participant details.
- e. Identification of possible risks and mitigation actions
- f. Monitoring and evaluation framework.

III. Development of Program Profiles for ADC assistance

Upon completion of the plan and implementation plan, the expert will develop program profiles for implementation through ADC assistance. This will be undertaken for the prioritised activities endorsed by tourism stakeholders (ABTO, TCB, ACO, HAB, Dzongkhags) for which the expert will develop program profiles for circuit 1 and 2.

Outcome: A detailed program profiles outlining clear outcomes, indicators, activities, partners – stakeholders/govt. agencies, roles and responsibility of each partner, role of communities and local government, budget estimates and implementation timeframe.

5. Methodology & Key Responsibilities of the Consultant.

The plan will be developed using a participatory approach to pro-poor sustainable tourism, based on the existing challenges and potential of the region, involving all relevant stakeholders, including (potential) private sector actors and shall outline the possible solutions and strategies. Environmental and social safeguards should be taken into due consideration.

The international consultant shall work in collaboration with national consultant and in consultation with Tourism Council of Bhutan on all issues pertaining to the plan. The international expert shall make adequate provision in the bid for hiring a national consultant and present a clear distribution of work between them. The expert shall engage TCB while recruiting national consultant. The national consultant should complement the qualifications of the international expert in a manner that enables them to complete the assignment as a team.

- Based on a participatory pro-poor tourism approach, involving all stakeholders in a participatory manner, assist in planning and developing new sustainable tourism products that support and promote tourism in the region.
- Provide expert advice and assist the field team in gathering information and data on tourism resources for future tourism product development.
- Develop work plans in consultation with the relevant stakeholders for the activities as per the overall plan for the project and counter-check results from time to time for the tasks specified.



- Compilation of all information into a draft sustainable tourism development plan for circuit 1;
- Develop formats and other documents for field survey.
- Undertake field visits/survey with the enumerators to gain firsthand experience.
- Facilitate and participate in the workshops and meetings.
- Based on a participatory approach, develop Sustainable Tourism Development Plan including tourism product development strategy for circuit 1.
- Develop tourism resources data base and map resources.
- Analyze issues related to environmental impacts of tourism, waste management etc. and consider those issues and related mitigation measures in the design of the plans and programme profiles
- Analyze existing social-economic patterns and identify social impacts of tourism development, income-generation, value added etc.
- Provide quarterly progress reports to the Tourism Council of Bhutan.
- Participate in quarterly steering committee meetings between TCB and Austrian Development Agency
- Provide other assistance as required by the Tourism Council of Bhutan.
- Work closely with the national counterparts involving all relevant stakeholders.

5. Project Administration

The plan will be developed under the supervision of the project coordinator/manager and the staffs of Tourism Council of Bhutan (as and when required) and in collaboration with the Dzongkhag representatives, Parks and other stakeholders including private sector actors and local communities.

A. Persons Involved

- i. One international consultant.
- ii. One national consultant
- iii. Enumerators for information collection.
- iv. Project coordinator/manager from the Tourism Council.
- v. Representatives from the Dzongkhags (as required).
- vi. Representatives from Parks / Protected Areas (as required)
- vii. Staff of the Tourism Council as and when required.

B. Timeframe & Meetings

The project duration is 90 working days beginning January 2015. The service of the consultants will spread over the project period.

Meetings and workshops shall be planned and should be carried out as per plan. However, meetings/workshops will be convened as and when required during the implementation of the project.

C. Reporting Guideline (or Schedule)

The consultant will report to the Tourism Council of Bhutan on all matters relating to the project. The consultant will be required to submit

- a) Progress report at the end of each working month to the project coordinator/manager with details of the task being carried out/completed.
- b) First draft of the Dzongkhag Tourism Development Plan to be delivered within first two working months, Final Draft to be delivered one week prior to the expiry of the contract.
- c) An implementation plan for Circuit 1 and 2 including recommendations for required capacity development, financial and personnel resources as well as for management and coordination mechanisms to be delivered together with the Plan
- d) The program profiles for ADC assistance to be delivered two weeks prior to the expiry of the contract
- e) A final progress report along with the final Tourism Development Plan, Implementation Plans and program profiles to the Project Coordinator/manager one week prior to the expiry of the contract.

D. Station of duty

The consultant will be attached with the Tourism Council of Bhutan and will be required to travel to the project site and other areas as and when required. The lead consultant is required to be fully involved and present during the entire contract period without fail.

E. Confidentiality

All information, data and documents provided to the consultants by the client or developed by the consultants in the course of performing the services under this TOR shall be treated by the consultants as confidential and shall not be published or disclosed to any third party without the prior written approval of the client.

F. Intellectual property rights

All intellectual property rights of information, data, reports etc. pertaining to the task shall remain with the Tourism Council of Bhutan.

6. Specific expertise and Knowledge Required

The team should meet the following qualification;

- Masters degree (or equivalent) in relevant field preferably in tourism (development, economics, Business Administration, etc)
- For National Consultant good communication skills in both English and Dzongkha (and proficiency in Sharchop dialect will be an advantage)
- Computer proficiency

Work experience;

- Minimum of 5 years of relevant experience in (sustainable tourism) planning and development
- Demonstrated experience in undertaken similar tasks before (experience in similar projects in the region will be an advantage).
- Experience with participatory approaches and pro-poor sustainable tourism
- Demonstrated experience in tourism destination development
- Knowledge of national strategies for poverty reduction, rural development and environment
- Familiar with sector policies and national policies, functioning of government/public sector, private sector organizations, including public private partnerships, cooperation with civil society
- Knowledge of and experience with multi-stakeholder collaboration, participatory techniques, coaching, networking, learning, alliance building and team building
- Knowledge of cross-cutting themes as environment, governance, gender equity and social inclusion
- Knowledge of the M4P-approach (“Making Markets work for the Poor”) is considered an asset