



## Mainstreaming Biodiversity Conservation into the Tourism Sector in Bhutan

Funded by: GEF Trust Funds.

GEF Funds: USD 4,854,128

Working Title of the Project: GEF 7 Ecotourism Project

Project Signing Date: 11<sup>th</sup> August, 2021

Project Period: 5 years (11/08/2021 to 30/07/2026)

The Royal Government of Bhutan and the United Nations Development Programme (UNDP) signed a USD 4.854 million project funded by the Global Environment Facility (GEF). The project, a child project of the Global Wildlife Program (GWP) will be implemented by Tourism Council of Bhutan (TCB) as part of Tourism Flagship Program in the 12<sup>th</sup> Five-Year Plan.

### Brief project description:

This project seeks to mainstream biodiversity conservation into tourism development in Bhutan as a long-term strategy for mitigation of threats to biodiversity and to generate sustainable conservation financing and livelihoods. The project will achieve this through establishing Bhutan as a model ecotourism destination, to generate livelihood opportunities, sustainable financing for landscapes within and outside protected areas (PAs), facilitate human-wildlife coexistence, and mitigate the negative impacts of increasing tourism on Bhutan's socio-cultural heritage and globally significant biodiversity. The project demonstration approaches will focus on landscape-scale covering two protected areas of Bumdeling Wildlife Sanctuary (BWS) and Sakteng Wildlife Sanctuary (SWS) in eastern Bhutan as well as in the five Dzongkhags (districts) of Lhuentse, Mongar, Trashigang, Trashi Yangtse and Zhemgang. These locations represent the eastern and south-central parts of Bhutan.

### The project outcomes are as follows:

- Outcome 1:** Effective policy and institutional framework for ecotourism that incentivizes and integrated biodiversity conservation into the tourism sector.
- Outcome 2:** Biodiversity-friendly ecotourism strengthens biodiversity conservation, livelihoods and enhances human-wildlife co-existence.
- Outcome 3:** Effective capacity, marketing, and knowledge exchange to establish Bhutan as a model ecotourism destination.



འབྲུག་བཟང་ལཱ་ཚོགས་ལྷན།  
TOURISM COUNCIL OF BHUTAN



### Project Landscape

The project landscape comprises the Four Eastern Dzongkhag of Lhuentse, Mongar, Trashigang, and Trashiyangtse and Zhemgang.

The Five Dzongkhags and two PAs of Bumdeling WS and Sakteng WS form the project area. The 19 gewogs that have been selected by the stakeholders to be included for project demonstration sites comprise the project demonstration landscape. Each gewog of the project demonstration landscape includes one or more demonstration sites.

Five Dzongkhags and 19 Gewogs:

Sl.No.	Dzongkhag	Gewog
1	Lhuentse	Kurtoe, Gangzur, Khoma
2	Mongar	Shermung, Drametse, Saleng, Mongar, Silambi, Gongdue
3	Trashigang	Sakteng, Merak, Kangpara
4	Trashiyangtse	Bumdeling, Trashiyangtse
5	Zhemgang	Nangkor, Trong, Pangkhar, Ngangla, Bjoka

The project is implemented with the Project Management Unit (PMU) headquartered at the TCB. The PMU team is composed of the Project Director, Project Manager, Project M&E Officer, Project Accountant, Project Communication Officer (Advocacy and Behavior Change Officer) and a Project Technical Specialist.

As part of PMU team, we will be recruiting a Project Communication Officer (Advocacy and Behavior Change Officer) under the supervision of the Project Manager and report directly to the Project Manager.

### **Terms of Reference for Project Communication Officer (Advocacy and Behavior Change Officer)**

#### **A. Role and Responsibility:**

Under the overall supervision and guidance of the Project Manager and in close coordination other project staff, the Communication Officer (Advocacy and Behavior Change Officer) will



འབྲུག་བཟོ་བྱ་བའི་ཚོགས་སྒྲིལ།  
TOURISM COUNCIL OF BHUTAN



have the responsibility for enhancing project visibility and for leading on project technical outputs related to community awareness and outreach (Output 2.4), marketing (Output 3.2) and knowledge management (Output 3.3).

The Communication Officer (Advocacy and Behavior Change Officer) will be recruited with GEF funds. Specific responsibilities will include:

1. Develop a project Information, Education and Communications Plan in accordance with Output 2.4 and update it annually in consultation with project stakeholders and coordinate its implementation. This will comprise of preparation and dissemination of mass communication materials on local and global biodiversity values and benefits of co-existence to ecology, economy and culture, causes of HWC and poaching and national policies and strategies to prevent them, along with a program of awareness raising and educational activities.
2. Coordination of marketing/communication activities under Output 3.2 in close partnership with TCB.
3. Coordinate the implementation of knowledge management activities under Output 3.3 of the project including documentation of lessons learnt report on community enterprises and ecotourism products in demonstration sites and processes for dissemination of GWP lessons across Bhutan (and for sharing Bhutan lessons with GWP).
4. Facilitate learning and sharing of knowledge and experiences relevant to the project.
5. Coordinate and oversee the implementation of public awareness activities across all project components.
6. Develop communication materials (brochures, press releases, slideshows and other audiovisuals, leaflets) to disseminate project
7. activities and highlight project achievements to a wider audience. This will include development of a communication deck comprising of research based digital contents for all ecotourism products in demonstration sites
8. Documentation of lessons learnt and provide recommendations for revenue plough back for the trail management
9. Liaise with broadcast and print media to disseminate project events and activities of interest.
10. Support and facilitate mid-term and terminal evaluations of the project;
11. Support annual reviews of the project and produce analytical reports from these annual reviews;
12. Liaise with stakeholders through component managers and UNDP Bhutan and responsible parties for implementation of project activities in matters related to monitoring and evaluation and knowledge resources management;



འབྲུག་བཟང་ལཱ་ཚོགས་སྒྲིག་འཛུགས།  
TOURISM COUNCIL OF BHUTAN



13. Visit project sites as and when required to appraise project progress on the ground and validate written progress report.
14. Carryout other activities related to tourism development and promotion assigned by the Project Manager and Project Director.

**B. Qualification, Work Experience and Requisite Skills**

1. A Minimum of Bachelor's Degree and candidate with the Degree in Journalism, Mass Communication and ICT or related experience will be given preference for short listing.
2. At least 5 years of work experience in journalism, communications or related field(s) preferably with at least 2 years in a project. Previous experience with UN project or RGoB will be a definite asset;
3. Skills and knowledge in designing publications/promotional materials, audiovisuals, videos, and etc.
4. Sound knowledge and experience of working with the media and web-based communication.
5. Very good language skills in English (writing, speaking and reading) and in Dzongkha (speaking and reading);
6. Sound understanding of overall tourism policy of the country, ecotourism, sustainable tourism, community-based tourism.
7. Sound understanding of biodiversity, climate change adaptation and sustainable livelihoods, and associated issues;
8. Very good inter-personal skills and establish excellent working relationship with colleagues; and
9. Demonstrate resourcefulness, initiative, maturity, diplomacy and advocacy skills.

**C. Supervision**

1. The Project Communication Officer will be under the direct supervision of the Project Manager; and
2. He/she will report directly to the Project Manager.

**D. Service Contract**

*1. Appointment Terms*

- 1.1. The Project Communication Officer shall be appointed for an initial term of 2 years with the possibility of extension based on the performance and delivery of the required outputs; and
- 1.2. Contract renewal shall be for a period of 3 years or for the remaining period of project whichever is shorter.



འབྲུག་བཟང་ལཱ་ཚོགས་སྒྲིལ།  
TOURISM COUNCIL OF BHUTAN



2. *Salary and Remuneration*

- 2.1 A consolidated pay shall be paid in keeping with the budget provisions in the Project Document and qualification of the selected candidate;
- 2.2 Basic pay shall be fixed at Ngultrum Seventy Thousand Only (Nu.70,000/-)
- 2.3 Salary shall be subject to Tax Deducted at Source (TDS) as per the Income Tax Act of the Kingdom of Bhutan.

3. *Other Emoluments and Benefits*

- 3.1 He/ She shall be entitled to Travel Allowance and Daily Sustenance Allowance (TA & DSA) as per the prevailing RGoB Rules;
- 3.2 He/ She shall be entitled for Leave as per the existing RGoB rules governing contract employees; and
- 3.3 He/she shall be entitled to LTC and Leave encashment as per the existing RGoB rules governing contract employees.