



Terms of Reference:

A preliminary feasibility of eco-tourism (bakery and milk chilling) as an alternative livelihood option for small fisher communities of Chotiari, Sanghar

December 2017

1. INTRODUCTION

Contract type: Desk and field based

Duration of assignment: 10 days

This consultancy is part of the "Indus Ecoregion Community Livelihood Project" project (IECLP) financially supported by the World Bank and Japanese Social Development Funds (JSDF).

2. BACKGROUND

WWF-Pakistan is implementing a 3-year project titled Indus Ecoregion Community Livelihood Project with the financial support from Japan Social Development Fund through the World Bank. This project is piloting alternative livelihood opportunities and improving capacity of 5,500 households of fisher communities in four priority sites of the Indus Eco region namely – Keenjhar Lake; Manchar Lake; Chotiari; and Nara Canal. Additionally the project aims to (a) organize targeted freshwater fisher folk into fisher groups; (b) introduce better and sustainable fishing practices; (c) enhance alternative income generation opportunities, for youth, women, and disadvantaged groups, through establishing community based cottage industries; and (d) develop effective and sustainable linkages to markets and local Government.

Currently, the project is in implementation phase and has hosted two field visits of World Bank delegation. During the second visit (September 2017) to the Chotiari Wetland Complex, the delegation recommended to explore the potential of ecotourism (establishment of bakery and milk chillers) as an alternative livelihood option for the local community of Chotiari, Sanghar. As a follow up of above recommendation, WWF-Pakistan intends to engage a consultant for conducting a feasibility for eco-tourism as a livelihood option (establishment of bakery). The consultant will hold a 2-day consultative workshop at Chotiari, district Sanghar with key stakeholders including local community, Chotiari Conservation Forum, local government and line departments.

3. OBJECTIVES OF CONSULTANCY

To conduct a preliminary feasibility of eco-tourism (establishment of bakery) as an alternative livelihood option for local communities of Chotiari, Sanghar;



To provide/ develop an ecotourism strategy/ action plan clearly defining directions for stakeholders to identify tourism potential, opportunities, and challenges to be addressed such as but not limited to, locally available tourism services and products, infrastructure i.e, hotels, roads and transportation, planning and product development, investment and human resources development;

To identify programs/ interventions that will make tourism a sustainable source of income for local communities that would help promote environmental conservation and alleviation of poverty through local enterprise development.

4. SCOPE OF THE WORK:

The IECLP will hire the services of a consultant to conduct 2-day consultative workshop to provide an ecotourism framework and identify program/ interventions for Chotiari Wetland Complex, Sanghar by undertaking following tasks:

- ✓ Define a consultative process for developing an ecotourism strategy/ action plan as an alternative livelihood option for Chotiari Wetland Complex taking into consideration the involvement of key leaders, organizations and entities in the public and private sector both at local and provincial levels;
- ✓ Review and assess the work/ projects, in the areas of tourism, product development, marketing and promotions, regulation and licensing, standards, manpower development, and investments undertaken by various organizations, including Government Departments and NGOs at the provincial and local levels;
- ✓ Review tourism trends vis-à-vis competing destinations in the Chotiari wetland Complex, including analysis of market demand from source markets (Karachi, Hyderabad and other cities of Sindh and Pakistan), and prepare a forecast on visitor arrivals, facilities required as well as overall expected economic contribution of ecotourism at local level.
- ✓ Conduct a 2-day consultative workshop with most relevant stakeholders including district government (Sanghar) and its line departments especially tourism department, tourism and hospitality management related institutions, as well as allied sectors, including CBOs, local communities and women enterprises (if exist any), to elicit inputs, ideas, opinions and recommendations on the development of Ecotourism Strategy for the Chotiari Wetland Complex;
- ✓ Visit potential ecotourism destinations around Chotiari Wetland Complex to document the key observations;
- ✓ Prepare a strategy/ action plan or roadmap on the various components of tourism strategy, including but not limited to local tourism planning and product development, marketing and promotions, standards and accreditation,



manpower development, investments, infrastructure, transportation, environment, culture, gender, and poverty reduction.

- ✓ Recommend institutional mechanism for the shared responsibilities of local governments as well as the private sector in the implementation of the Ecotourism Strategy.

5. KEY OUTPUTS

A strategy/ action plan for Chotiari Wetland Complex with the following suggested content and structure:

- Competitive analysis of the tourism sector vis-à-vis competing destinations, including statement of ecotourism potential, opportunities and challenges;
- Vision, goal and objectives;
- Strategies and actions with clear targets for development;
- Action plan/ roadmap on specific concerns (e.g. transportation, infrastructure, product development, branding and standards, human resources development, marketing, investments, environment, socio-cultural, poverty reduction, ecotourism and community-based tourism, public-private sector partnership)
- Infrastructure needs of tourism areas
- Priority tourism development areas and recommended interventions

Report on the 2-day consultative workshop, highlighting on sectoral issues, priorities and recommended interventions.

Communication strategy to advocate the promotion of ecotourism.

6. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS OF CONSULTANT/ FIRM

- ✓ Has extensive regional and national experience in the preparation of tourism planning, strategy, framework or roadmap.
- ✓ Has highly competent technical expertise/experts with recognized regional/ national experience, including projects as well as relevant education and trainings on tourism planning, marketing, infrastructure, transportation, product development, standards setting, local governance, environment, social, and cultural.

7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL

Interested individual consultants/consultancy must submit the following documents/information to demonstrate their qualifications:

- Proposal: (i) Explaining why they are the most suitable for the work; (ii) Provide a brief methodology on how they will approach and conduct the work
- Financial proposal (including fee, travel cost (if any), and other relevant expenses)
- Curriculum Vitae