

ANNEX 1-TERMS OF REFERENCE FOR CONSULTANCY SERVICES FOR RURAL TOURISM DEVELOPMENT

1. BACKGROUND

The overall objective of Göksu Taşeli Watershed Development Project (GTWDP), as phase one of a two-Project Program, is to reduce rural poverty by supporting economic diversification through value chain development and sustainable natural resource management.

The Project targets to increase farmers' income from improved agricultural production and marketing activities in the targeted area with strengthened resilience to climate shocks. The Project would also contribute to improving the standards of living of the nomadic Yörük tribes in the highlands of the Taurus Mountains, through capacity building that would assist them to organize for improved management of the common natural resources. The project outcomes would include:

- i) sustainably increased farm productivity;
- ii) higher product prices received by smallholder producers.

The GTWDP would be implemented in selected villages of 11 districts of Konya (Konya (Ahırılı, Bozkır, Taşkent, Hadim, Yalılıhöyük, Akören and Güneysınır), and Karaman (Karaman Center köyler, Başyayla, Sarıveliler and Ermenek) provinces of Central Anatolia. These districts are located in the Göksu sub-catchment, one of the four in the East Mediterranean Watershed.

The Project area includes 212 villages that are situated in the mountainous parts of the 11 districts where the elevation varies between 600 m and 1 800 m. Each component would focus on elements of the identified value chains (VCs).

The GTWDP would include three components namely:

- i) Agricultural Productivity and Natural Resource Management;
- ii) Market Access Enhancement; and
- iii) Project Management

In light of above, UNDP will need to contract a Rural Tourism expert who will support Rural Development which is one of the main components (Component 2 Market Access Enhancement) of Göksu Taşeli Watershed Development Project.

Rural tourism in the project area has been identified in several government strategic documents including the KOP Master Plan as having potential for development through investments in simple accommodations and daily tours that originate in the high volume tourism along the Mediterranean coast resorts that are two hours over good roads. Studies conducted by the Governors Offices in Konya and Karaman also underline this potential. Both KOP and the MAF have developed Tourism Master Plans for the area-at-large that focus on maintaining cultural heritage and in-situ protection of the natural resources through increased awareness among the local residents. Furthermore, rural tourism would present substantial opportunities of employment for the youth who would benefit from the vocational training that would be provided. The sector, particularly in accommodation and catering services, present income diversification opportunities for women.

2. OBJECTIVE AND SCOPE

Project districts in Konya and Karaman have increasing popularity in tourism thanks to the availability of natural and cultural resources including lakes, waterfalls, caves, historical sites, and natural wonders and sceneries. The local residents engage in variety of non-farm income generating activities including

carpentry, handcrafting, homemade vintage goods, tree carving art, and calligraphy. The majority of villagers earn income from fruit, vegetable, and livestock production; however, the limited land, climate, and mountainous conditions pose significant challenges for smallholders to improve their livelihoods and living standards. The growth in rural tourism provides business and employment opportunities and assists with the cultural and social development. GTWDP acknowledges the benefits of rural tourism for the target group and aims to facilitate the integration of smallholders and their communities into the tourism economy. Keeping this main objective in mind, the GTWDP will invest in rural tourism activities to be identified in the Rural Development Potential Assessment Report (RDPAR). The consultant, therefore, shall prepare RDPAR for project areas and provide an action plan to guide the project investments for rural tourism development with focus on the improvement of livelihoods and income opportunities of rural residents:

The consultant will review the opportunities for rural tourism development in the Project area through:

- analyzing existing Tourism Master Plans prepared by KOP and MFWA;
- identifying Tourism Destination Areas (TDAs) for Project districts;
- identifying 'Sustainable Rural Tourism Practices' for the TDAs that balance the economic, environmental, and socio-cultural aspects of tourism development by providing economic benefits to host communities, making optimal use of environmental resources to conserve the natural heritage, and lifestyles-all while ensuring a meaningful experience for visitors and;
- working with partners in each TDA area to foster public-private collaboration and investment in rural tourism development and promotion.

3. INSTITUTIONAL ARRANGEMENTS

UNDP will provide all relevant background documents. UNDP is not obliged to provide any physical facility for the work of the IC. However, Ministry of Agriculture and Forestry (MAF) and/or Central Project Management Unit (CPMU) may provide physical facility for the work of the IC when needed. Also depending on the availability of physical facilities (e.g. working space, printer, telephone lines, internet connection etc.) and at the discretion of UNDP and relevant stakeholders such facilities may be provided at the disposal of the IC. MAF-CPMU and UNDP will facilitate meetings between the IC and other stakeholders, if and when needed.

The Consultant will report to the Portfolio Manager and/or project personnel to whom delegates by Portfolio Manager.

Arrangements of visits of the IC to the villages will be provided by P/DDAF and village meetings (including the invitations and training places of the producers) will be arranged by P/DDAF.

Expenses related to printing and reproduction of all kinds of visual materials will be covered by GTWDP.

4. EXPECTED OUTPUTS AND DELIVERABLES

The Consultant will carry out the following activities while producing the deliverables listed in this ToR,

The deliverables expected from the consultant are as follows:

1. ***Inception Report*** clearly describing the work schedule and methodology in order to carry out the outlined duties with reference to specific tasks, outputs, and desired outcomes (to be provided as task logframe in appendix). All materials such as survey and FGD questionnaire

should be submitted as part of the inception report. The approval of work schedule/ methodology by MFAL and UNDP is a must before proceeding to the next step;

2. **Field Study Report:** The consultant will have initial meetings with C/PPMU teams from MAF, PDFALs, and UNDP. The Report will be carried out after the completion of the field study. A presentation will be prepared to summarize field study findings to be used as an input for Rural Tourism Potential Assessment Report and Action Plan
3. **Rural Tourism Potential Assessment Report and Action Plan (draft version)** shall be inclusive of at least the following sections:
 - a. Overview and Background:
 - i. Analysis of potentials, challenges and problems of the rural tourism in the districts of Konya and Karaman from the point of view of its impact on sustainable rural development based on field study findings;
 - ii. The review and assessment of the master plans and comparative analysis of the current-status in project districts which plans and comparative analysis prepared by KOP and MAF;
 - b. TDA (Site) Selection:
 - i. Defining methodology and criteria for the selection of TDA based on a community based sustainable tourism development approach.
 - ii. Assessment of all local resources at the project districts such as products and services, tourist attractions, infrastructure, existing routes, natural and cultural assets;
 - iii. Identifying strengths and weaknesses with respect to rural tourism development in the TDA. Analysis should have sufficient narratives and data on the poor & ineffective practices, tourism networks, training needs & awareness, and other broken linkages between supply and demand;
 - c. Project Interventions:
 - i. The description of target groups and their characteristics;
 - ii. The identification of suggested interventions for the selected TDAs;
 - iii. Discussion on how the interventions will respond to close the gaps and utilize the untapped potential;
 - iv. Specific activities to be carried out under each intervention (including training requirements of smallholders and other agents);
 - v. Feasibility analysis of the interventions (with sufficient details on costs, budget, and profitability estimations)
 - vi. Rural Tourism Project modalities and annual investment plan for project to accomplish the desired outcomes;
 - vii. The sustainability mechanism of selected interventions and the linkages with the sector;
 - d. Policy implications of the findings, recommendations, and the way forward.

4. **Draft PAIP report**

In addition to the main Rural Tourism Potential Assessment Report, the consultant shall provide a detailed Pilot Activity Implementation Plan (draft version) ideally for at least three of the selected interventions:

- a. Specifics of location, actors, timing, and modalities;
- b. Mapping of tracks and routes, scenic attractions, natural reserves and assets, and agritourist activities
- c. Estimated budget and financial projections;
- d. Stakeholder analysis
- e. Work plan (time schedules, milestones, and risks)
- f. Replicability plan of pilot activities in line with the RTOAR.

5. **Final RTOAR, PAIP report, and final presentation**

The draft reports will be reviewed by CPMU and any comments/feedback shall be reflected in the final reports. The consultant will complete the assignment after the submission of the final reports and the successful delivery of the final presentation.

No	Deliverables	Estimated number of working days to be invested by IC*	Target Date for Submission to UNDP
1	Inception Report	10 days	12.04.2019
2	Field Study Report and Presentation	30 days	12.05.2019
3	Draft Rural Tourism Potential Assessment Report (RTOAR)	10 days	27.05.2019
4	Draft Pilot Activity Implementation Plan (PAIP)	10 days	17.06.2019
5	Final RTOAR, PAIP report, and final presentation	5 days	28.06.2019
Estimated Total Number of Working Days		65 days	

Each and every activity to be conducted by the Consultant is subject to UNDP approval. Each step shall be conducted upon approval of the previous step by UNDP.

Number of days to be invested for each deliverable may change but the total number of days worked by the individual contractor cannot exceed 65 days for this assignment (i.e for submission of the deliverables) as defined in the above table. Time spent for business travels will not be included in 65 working/days.

Reporting Language: All reports shall be submitted in Turkish and English.

Title Rights: The title rights, copyrights and all other rights whatsoever nature in any material produced under the provisions of this ToR will be vested exclusively in UNDP.

5. MINIMUM QUALIFICATION REQUIREMENTS

The minimum qualification requirements and/or experience are presented below:

	Minimum Requirements	Assets
General Qualifications	<ul style="list-style-type: none"> - At least bachelor's degree in Economics, Marketing, Business Administration, Tourism, Agriculture Economy, or related discipline • Fluency in Turkish and English 	<ul style="list-style-type: none"> - Post graduate degree in Economics, Marketing, Business Administration, Tourism, Agriculture Economy, or related discipline

	Minimum Requirements	Assets
Professional Experience and Qualifications	<ul style="list-style-type: none"> A minimum of 10 years of professional working experience in tourism sector with marketing and/or agriculture value chains 	<ul style="list-style-type: none"> Experience in working for projects funded by UN, and/or International Financial Institutions
Specific Experience and Qualifications	Minimum 3 years of working experience in rural development, rural tourism, or agriculture policy, as a senior manager, consultant or advisor role	<ul style="list-style-type: none"> At least 3 years of experience in the development of rural tourism plans at the village/community level

Notes:

- Internships (paid/unpaid) are not considered professional experience.
- Obligatory military service is not considered professional experience.
- Professional experience gained in an international setting is considered international experience.
- Female candidates are encouraged to apply.

6. TIMING AND DURATION

The assignment is expected to start on 29.03.2019 and expected to be completed by 30.07.2019. Individual Consultant is expected to allocate 65 working days throughout the contract duration as per the Deliverable Table in Section 4.

7. PLACE OF WORK

Place of work for the assignment is Konya and Karaman, Turkey. It may be expected that the IC travels within the scope of the work. It is required that the terms of such travels are approved by Portfolio Manager and/or project personnel to whom delegates by Portfolio Manager prior to each travel.

In case travel is needed, all travel and accommodation costs of these missions out of place of work of the IC will be borne by UNDP. The costs of these missions may either be;

- Arranged and covered by UNDP CO from the respective project budget without making any reimbursements to the IC (any assignment-related travel (economy class), accommodation (bed & breakfast) outside duty station will be arranged by the travel agency UNDP works with, when necessary, by receiving prior approval of UNDP) or,
- Reimbursed to the consultant upon the submission of the receipts/invoices of the expenses by the consultant and approval of the UNDP. The reimbursement of each cost item is subject to following constraints/conditions provided in below table;
- Covered by the combination of both options.

The following guidance on travel compensation is provided per UNDP practice.

Cost item	Constraints	Conditions of Reimbursement
Travel (intercity transportation)	full-fare economy class tickets	1- Approval by UNDP of the cost items before the initiation of travel
Accommodation	Up to 50% of the effective DSA rate of UNDP for the respective location	

Breakfast	Up to 6% of the effective DSA rate of UNDP for the respective location	2- Submission of the invoices/receipts, etc. by the consultant with the UNDP's F-10 Form 3- Acceptance and Approval by UNDP of the invoices and F-10 Form.
Lunch	Up to 12% of the effective DSA rate of UNDP for the respective location	
Dinner	Up to 12% of the effective DSA rate of UNDP for the respective location	
Other Expenses (intra city transportations, transfer cost from /to terminals, etc.)	Up to 20% of effective DSA rate of UNDP for the respective location	

8. PAYMENTS

Payments will be made within 30 days upon acceptance and approval of the corresponding deliverables and UNDO by UNDP on the basis of actual number of days invested in that respective deliverable and the pertaining Certification of Payment document signed by the consultant and approved by the responsible Portfolio Manager and/or project personnel to whom delegates by Portfolio Manager The total amount of payment to be effected to the Consultant within the scope of this contract **cannot exceed equivalent of 65 man/days.**

If the deliverables are not produced and delivered by the consultant to the satisfaction of UNDP as approved by the responsible Portfolio Manager and/or project personnel to whom delegates by Portfolio Manager, no payment will be made even if the consultant has invested man/days to produce and deliver such deliverables.

The daily fee amount should be indicated in gross terms and hence should be inclusive of costs related to tax, social security premium, pension, visa (if needed) etc. UNDP will not make any further clarification on costs related to tax, social security premium, pension, visa etc. It is the applicants' responsibility to make necessary inquiries on these matters.

Tax Obligations: The IC is solely responsible for all taxation or other assessments on any income derived from UNDP. UNDP will not make any withholding from payments for the purposes of income tax. UNDP is exempt from any liabilities regarding taxation and will not reimburse any such taxation to the IC.