



## REQUEST FOR QUOTATION (RFQ) (Services)

NAME & ADDRESS OF FIRM	DATE: July 2, 2015
	REFERENCE: Expansion and Improved Management Effectiveness of the Adjara Region's Protected Areas #00088000

We kindly request you to submit your quotation for **Provision of Services for Elaboration of Adjara Protected Areas System Sustainable Tourism Development Strategy and Plan of Action** as detailed in Annex 1 (Term of Reference) of this RFQ. When preparing your quotation, please be guided by the form attached hereto as Annex 2.

Hard copies of quotations in sealed and stamped envelopes may be submitted on or before 18:00hrs **July 17, 2015** via courier mail to the address below:

**United Nations Development Programme**

UN House, 9 Eristavi Street

Tbilisi 0179, Georgia

Contact Person: Irakli Goradze, Project Manager

***E-mail: [Irakli.goradze@undp.org](mailto:Irakli.goradze@undp.org)***

***Telephone: 577 454 882***

**Box marked**

**"RFQ- Provision of Services for Elaboration of Adjara Protected Areas System Sustainable Tourism Development Strategy and Plan of Action"**

It shall remain your responsibility to ensure that your quotation will reach the address above on or before the deadline. Quotations that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Exact Address/es of Delivery Location/s (identify all, if multiple)	<b>Machakhela, Mtirala and Kintrishi Protected Areas and adjacent territories (with estimated area of 50,000 ha ;). - Adjara Autonomous Republic</b>
Latest Expected Delivery Date and Time ( <i>if delivery time exceeds this, quote may be rejected by UNDP</i> )	<i>According to Delivery schedule- project expected implemented within 9 months from the date of signature of the contract.</i>
Delivery Schedule	<input checked="" type="checkbox"/> Required (Please see Annex 5)
Preferred Currency of Quotation	<input checked="" type="checkbox"/> Local Currency : <b>GEL-Georgian Lari</b>
Value Added Tax on Price Quotation <sup>1</sup>	<input checked="" type="checkbox"/> Must be exclusive of VAT and other applicable indirect taxes
Deadline for the Submission of Quotation	COB, <i>Friday, July 17, 2015</i>
All documentations shall be in this language	<input checked="" type="checkbox"/> English
Documents to be submitted	<input checked="" type="checkbox"/> Duly Accomplished Form as provided in Annex 2, and in accordance with the list of requirements in Annex 1(Terms of Reference); <input checked="" type="checkbox"/> Profile of the company-describing the nature of business, field of expertise; <input checked="" type="checkbox"/> Business licenses-An Extract from the Public Registry ; <input checked="" type="checkbox"/> Reference from Revenue Service on no debt toward budgets; <input checked="" type="checkbox"/> Detailed Bank Requisites; <input checked="" type="checkbox"/> Company Qualification record (Track Record)-List of performed projects including description of works, name of an employer, contract amount, period of project implementation, employer's contact person. (Please see the form in Annex 4). <input checked="" type="checkbox"/> CVs demonstrating qualification of personnel;
Period of Validity of Quotes starting the Submission Date	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Vendor to extend the validity of the Quotation beyond what has been initially indicated in this RFQ. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Quotation
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
	<input checked="" type="checkbox"/> please see attached schedule in annex 1 of Term of Reference;

Payment Terms	And Upon successful completion of deliverables (1, 2, 3, 4). The payment will be made to the contractor according to payment schedule and upon technical clearance from project technical team and approval of the satisfactory submission of outputs/deliverables by project manager.
Evaluation Criteria	<p><input checked="" type="checkbox"/> Full compliance to the requirements of Terms of Reference and lowest price.</p> <p>-Previous experience in nature based tourism (preferably in a Protected Areas context);</p> <p>- At least 2 years proven experience in similar assignments; particularly in the preparation of tourism plans, frameworks and strategies (ideally in the context of Protected Areas) at international, regional or national level.</p> <p><input checked="" type="checkbox"/> Full acceptance of the Contract General Terms and Conditions hereto attached as Annex 3.</p> <p>- Availability of staff with corresponding education and qualification- Qualified and experienced team consisting of at a minimum:</p> <p><b><u>Team Leader /Senior Expert</u></b></p> <ul style="list-style-type: none"> <li>• A minimum of 10 years’ of relevant international experience in tourism industry is required, preferably in the context of nature tourism development and planning. <b>(Min.Requirments)</b></li> <li>• At least 2 years’ experience/proven record of developing national or regional tourism strategic planning, preferably including experience with nature based sustainable tourism issues, and within different international contexts. <b>(Min.Requirments)</b></li> <li>• At least 1 year experience/proven record of developing strategic planning in the context of Protected Areas. <b>(Min.Requirments)</b></li> <li>• Experience of working with international tourism operators and extensive understanding of international tourism industry. <b>(Min.Requirments)</b></li> </ul> <p><b><u>Key expert(s)</u></b></p> <ul style="list-style-type: none"> <li>• A minimum of 5 years’ of relevant experience in tourism planning and management is required; <b>(Min.Requirment)</b></li> <li>• At least 2 years’ experience in: <ul style="list-style-type: none"> <li>- working on sustainable tourism issues in Georgia</li> <li>- nature based tourism in or around Protected Areas;</li> <li>-working with local communities and stakeholders.</li> </ul> <b>(Min.Requirments)</b> </li> </ul> <p>It is up to the service provider to propose the structure of the team and tasks division among experts, but it should be proposed clearly how the team will cover all specific tasks outlined in this ToR.</p>
UNDP will award to:	<input checked="" type="checkbox"/> One and only one supplier
Type of Contract to be Signed	<input checked="" type="checkbox"/> Other Type/s Contract- The Contract for Professional services.

Conditions for Release of Payment	Within thirty (30) days from the date of meeting the following conditions: a) The payment will be made to the contractor upon provision of each deliverables and upon technical clearance from project technical team and approval of the satisfactory submission of results from project manager. and b) Receipt of invoice from the Service Provider.
Annexes to this RFQ	<input checked="" type="checkbox"/> Terms of Reference (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Quotation (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3). <input checked="" type="checkbox"/> Qualification information /The list of performed projects (Annex 4) <input checked="" type="checkbox"/> Delivery Schedule (Annex 5) <input checked="" type="checkbox"/> Relevant extract from UNDP project: "Expansion and Improved Management Effectiveness of the Adjara Region Protected Areas" Project Document Regarding Tourism (Annex 6)
Contact Person for Inquiries	<p><b>Irakli Goradze</b>  Project Manager  E-mail: <a href="mailto:Irakli.goradze@undp.org">Irakli.goradze@undp.org</a>  <b>Telephone: 577 454 882</b></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>

Goods offered shall be reviewed based on completeness and compliance of the quotation with the minimum specifications described above and any other annexes providing details of UNDP requirements.

The quotation that complies with all of the specifications, requirements and offers the lowest price, as well as all other evaluation criteria indicated, shall be selected. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price (obtained by multiplying the unit price and quantity) shall be re-computed by UNDP. The unit price shall prevail and the total price shall be corrected. If the supplier does not accept the final price based on UNDP's re-computation and correction of errors, its quotation will be rejected.

After UNDP has identified the lowest price offer, UNDP reserves the right to award the contract based only on the prices of the goods in the event that the transportation cost (freight and insurance) is found to be higher than UNDP's own estimated cost if sourced from its own freight forwarder and insurance provider.

At any time during the validity of the quotation, no price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the quotation. At the time of award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Purchase Order that will be issued as a result of this RFQ shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a quotation implies that the vendor accepts without question the General Terms and Conditions of UNDP herein attached as Annex 3.

UNDP is not bound to accept any quotation, nor award a contract/Purchase Order, nor be responsible for any costs associated with a Supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.

Please be advised that UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a purchase order or contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/procurement/protest.shtml>

UNDP encourages every prospective Vendor to avoid and prevent conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its suppliers to adhere to the UN Supplier Code of Conduct found in this link: [http://www.un.org/depts/ptd/pdf/conduct\\_english.pdf](http://www.un.org/depts/ptd/pdf/conduct_english.pdf)

Thank you and we look forward to receiving your quotation.



Sincerely yours,

**Mr. Irakli Goradze**  
Project Manager  
July 2, 2015

## Description of Services

### Terms of Reference

#### 1. Background Information

**1.1. General Information about the Project.** The project “Expansion and Improved Management Effectiveness of the Achara Region’s Protected Areas” is designed to enhance the management effectiveness, bio-geographical coverage and connectivity of Protected Areas of the Achara Autonomous Region of Georgia in order to better conserve the globally unique Colchic Forests (temperate rainforest).

The area is of biodiversity importance because of being a humid Pliocene flora refugium, having a high proportion of narrow-ranged (local endemic) plants, a high percentage of endemic fauna, as being a well-known bottleneck for migratory birds. The project will support the government to bring about the functional operation of the recently gazetted Machakhela National Park which will form the last link in a chain of 4 protected area units established to conserve the Colchic forests of the region (i.e. Kintrishi, Mtirala and Machakhela in Georgia and Jamili in Turkey).

It will further support **the Agency for Protected Areas (APA)**, the national management unit of PA system of Georgia and the targeted PA Administrations to improve financial planning, better integrate local communities into protected areas management and build capacity for applying, adaptable and participatory approaches most likely to achieve long term conservation and sustainable local rural livelihoods.

**1.2. Geographical coverage of the Project.** The Caucasus Eco-region is a critical storehouse of threatened biodiversity, being one of the Global 200 WWF Eco-regions, one of the World’s 34 biologically richest and most endangered terrestrial ecosystems, and one of the World’s 221 Endemic Bird Areas. Forests are the most important ecosystem for biodiversity conservation in the Caucasus, covering nearly 20% of the region.

Georgia, in its entirety (69,500km<sup>2</sup>), forms part of the Caucasus Eco-region (covering 12%), and harbors a representative sample of its biodiversity endowment. It is located on the isthmus between the Black and Caspian Seas. The country has a diverse landscape and climate: West Georgia is characterized by a relatively humid subtropical climate while East Georgia has a drier, moderately humid climate.

Within Georgia, and indeed the Eco-region as a whole, the Achara region is of particularly high conservation significance. The region covers an area of 2,900 km<sup>2</sup> covering 0.5% and 4.2% of the total area of the Caucasus Eco-region and Georgia respectively. Achara is located on the south-eastern coast of the Black Sea and lies at the northern edge of the Lesser Caucasus Mountain Range. The area forms part of an important priority conservation area in the Caucasus Eco-region (West Lesser Caucasus Priority Conservation Area) that stretches into Turkey. The area is of biodiversity importance because of the humid Pliocene flora refugium, high proportion of narrow-ranged (local endemic) plants (including two rhododendron and other evergreen shrubs and trees), high percentage of endemics among fish, amphibians, lizards and small animals; endemic snails and beetles; and as a well-known bottle-neck for migratory birds. Colchic Forests (temperate rainforest) dominate in Achara with 67% of the landmass covered by such forests.

The region of Achara is an autonomous Republic within Georgia and has its own local Parliament and legislative system. Today, Achara is the fast-growing tourist region. Locals and foreigners are attracted by the beautiful nature of Ajara, its rich culture, history and hospitality of local people. The proximity of the sea and mountains creates

good opportunities for the development of different types of tourism. The tourist staying in the coastal part of the region need only 30 minutes to get to the mountainous part of Ajara to swim in one of local rivers or waterfalls, see its wildlife and visit the locals' house.

**1.3. Protected Areas System and Management in Georgia.** The first protected area of the modern era was Lagodekhi State Reserve in 1912, which was also the first such reserve in the whole Caucasus region. The first protected areas in the Achara region were the Kintrishi and Tsiskara State Reserves created during the Soviet era in 1969. The period following the Soviet Union collapse and the early period of independence were marked by significant economic and political instability, which negatively impacted the financing and management capacity of the PA system. However, in the last 15 years, and particularly the last 7 years, Georgia has made steady and very significant efforts to re-establish, reform, expand and bring into line with international norms its PA system. The NBSAP (1996) identified the PA system as a key element of biodiversity conservation efforts in Georgia and the new Protected Areas Law (1996) brought about a radical redefinition of its components in conformity with IUCN recommended PA categories and management priorities.

The Legal Entity of Public Law (LEPL) Agency for Protected Areas (APA), was created within the Ministry of Environment and Natural Resources Protection in 2008 which became responsible for management of the majority of nationally significant PAs. APA has been extremely successful at advocating the expansion and financing of the PA estate, particularly within the context of the national tourism development objectives. Thus the total PA coverage has increased from approximately 2.6% of the country at independence to a total approximately 7.3% currently, and state financing almost doubled between 2007 and 2012 (USD 1.3 million to 2.1 million). This has been accompanied by over USD 13.5 million in donor assistance over the past 6 years.

Currently management of the protected areas system is highly centralized with individual PA administrations having limited management flexibility (including financial management). Currently, all generated revenue is returned to the APA budget and then redistributed to PAs as APA deems appropriate. Though this approach is justified in terms of ensuring those PAs with less income generating opportunities, but equal or higher conservation values, are supported, it does remove incentives of PA managers to effectively pursue the income generating options available.

**1.4. Role of Sustainable Tourism Development for PA system of Georgia.** In the context of supporting effective and efficient management of PAs of Georgia through catalyzing the financial sustainability for the system, the development of sustainable tourism within the PAs became one of the main priorities for APA. APA and the Ministry of Environment Protection have made an impressive progress in the development of tourism infrastructure, services and marketing in the last 7 years. According to APA statistics<sup>2</sup>, since 2011 the number of visitors (local as well as foreigners) has been increased considerably bringing alternative source of income to PAs.

However as many experts point out, the tourism potential of Georgian PAs still needs to be more systematically assessed and planned in order to maximize benefits (for PA financing and for local communities) while minimizing negative impacts on conservation or local culture and development.

APA has implemented a number of relevant initiatives and projects with the support of local and international donors and partners. Among those projects are:

- "Catalyzing Financial Sustainability of Protected Areas of Georgia" implemented by UNDP/GEF<sup>3</sup>;
- "Assessing and Developing the Eco-Tourism Potential of the Protected Areas of Georgia" implemented by Transboundary Joint Secretariat (TJS) with the support of Obf<sup>4</sup>, ongoing financial support by the Caucasus Nature Fund (CNF)<sup>5</sup> to develop and maintain tourism infrastructure in certain PAs
- Development of "Strategy for Tourism Development in Protected Areas of Georgia (also with support of

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<sup>2</sup> <http://apa.gov.ge/en/statistika>

<sup>3</sup> <https://www.thegef.org/gef/sites/thegef.org/files/repository/Georgia%20-%20Catalyzing%20Financial%20Sustainability.pdf>

<sup>4</sup> [http://tjs-caucasus.org/?page\\_id=343](http://tjs-caucasus.org/?page_id=343)

<sup>5</sup> <http://caucasus-naturefund.org/>

TJS)<sup>6</sup>

In terms of Achara, the latter (i.e. Strategy For Tourism Development in the PA's of Georgia) used Mtirala PA as one of the pilot areas to assess existing tourism potential and elaborate strategic direction for the future. An additional relevant document is the Strategic Plan for Tourism Development for 2015-2018 elaborated by the Department of Tourism and Resorts of Achara Autonomous Republic.

Additional information and assessment of the tourism situation and potential in Achara is provided in Annex 1 (extract from Project document).

## **2. Overall Objectives of services:**

**2.1.** The overall objective of the service is to provide a pragmatic Ajara Protected Areas System Strategy and Plan for increasing the sustainable revenues that can be derived from tourism by the Achara Protected Areas and adjacent communities without negatively impacting the conservation objectives of the PAs.

The contractor is sought to produce **two main outputs:**

1. An overall Achara PA system sustainable tourism strategy and action plan;
2. Individual tourism plans for 3 Protected Areas As i.e. Kintrishi, Mtirala and Machakhela PAs (which of course should be in line with the overall Achara PA tourism strategy).

### **1. Overall Achara PA system sustainable tourism strategy and action plan**

The overall Achara PA System Sustainable Tourism strategy and action plan will aim to:

- a. identify the most effective strategic approaches for maximizing sustainable revenue for the Achara PA's and adjacent communities while at the same time not compromising the conservation, cultural and other objectives of the PA's.
- b. Identify the practical actions necessary at an Achara level to implement the strategic approaches identified
- c. Provide a pragmatic plan for implementing the strategy including the key stakeholders, overall Achara level actions required, the responsible parties, the capacity needs, and means of financing.

More precisely the contractor, using qualified and competent experts, will be required to:

- Review all relevant existing national and regional strategic planning documents on tourism, and particularly tourism in PA's.
- Undertake detailed assessment of existing tourism in Achara Region and an identification of all key stake holders.
- Undertake an analysis of how effectively the PA's and adjacent communities currently tap into the potential revenue generation opportunities that tourism could provide.
- Undertake a survey and consultation with local (Achara), national and relevant international tourism agencies to identify the actual or potential tourism products and services in demand and analyses which best meet the needs and opportunities of the Achara PA's
- Identify, in consultation with the key stakeholders, the most appropriate and effective strategic approaches for the Achara tourism authorities, APA, the PA administrations, local

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<sup>6</sup> [http://tjs-caucasus.org/wp-content/uploads/2015/04/Ecotourism-PA-Georgia-Strategy\\_Final.pdf](http://tjs-caucasus.org/wp-content/uploads/2015/04/Ecotourism-PA-Georgia-Strategy_Final.pdf)



municipalities, etc. to develop appropriate sustainable tourism that meets the aims indicated above

- Based on the above, develop, in consultation with the key stakeholders, a pragmatic Achara level plan of action identifying the actions needed at a regional level to put into practice the strategic approaches previously identified (including: actions, responsible parties, stakeholders, timeframe, financing, capacity needs, etc).
- Support the dissemination of information on tourism opportunities in Achara PA's to key tourism agencies and service providers (local, national and international) and the support the development of practical liaison between such agencies / providers and key stakeholders at national / Achara level.
- Organize, with support of the project, a stakeholder and interested party presentation of the proposed Achara PA System Strategy and Action Plan in order to confirm stakeholder support and to raise awareness.

## 2. Individual tourism plans for Kintrishi, Mtirala and Machakhela PAs (in line with the overall Achara PA tourism strategy).

- Based on the overall Achara level strategy and action plan undertake detailed assessment of the tourism potentials of each of the 3 target PAs and their adjacent areas (based on existing materials and field surveys)
- Identify for each PA the main strategic approaches to be pursued in order to maximize tourism benefits for the PA and local communities while minimizing negative impacts.
- Elaborate for each PA an initial plan of actions required to implement the strategic approaches identified and timeframe for these actions
- Identify the relevant stakeholders and their specific roles and responsibilities
- Identify the legal, governance, managerial and financial management issues and weakness that need to be addressed in order effectively implement the proposed actions and develop proposals for addressing them.
- Identify key capacity building needs of the different stakeholders in order to effectively implement the proposed actions
- Draft an initial tourism development and action plan for each of the target PAs.
- Elaborate the investment implications of the proposed PA level actions and timeframe.
- Undertake an in-depth consultation with all key stakeholders for each PA on the draft tourism development planning, including actions to address legal, governance, managerial and financial management issues, and capacity development needs.
- On the basis of above work finalize individual sustainable tourism development plan for each of the 3 target PA's.
- Designing and organizing a pilot /demonstrational tourist route or trail in Machakhela NP / support zone area in order to demonstrate practical application of such tourism development for NP staff and local communities.

### **2.2. Outputs of assignment.** As the result of undertaking this assignment the following outputs will be produced:

- Achara PA System Sustainable Development Strategy and Action Plan(Output I)
- PA level strategy and action plan for 3 target PAs (Kintrishi, Mtirala, Machakhela) (Output II)

The contractor is expected to provide a detailed breakdown of how they expect to deliver these outputs as part of their technical proposal.

#### 4. List of deliverables and timetable for submission

At the end of this exercise the following concrete deliverables will be submitted, while schedule of payment will be in accordance with the timetable noted below:

Deliverables	Schedule	Payment
Detailed methodology, division of roles and responsibilities among experts and implementation plan	August 2015	1 <sup>st</sup> Payment 10%
Baseline situation and Analysis Report (including initial strategic options)	September 2015	2 <sup>nd</sup> Payment 20%
Overall Achara PA Sustainable Tourism Strategy and Action Plan/stakeholder review	December 2015	3 <sup>rd</sup> Payment 35%
Individual sustainable tourism development Strategies and action plans for 3 target Adjara Protected Areas (Kintrishi, Mtirala and Machakhela).	April 2016	4 <sup>th</sup> Payment 35%

The payment will be made to the contractor at each payment schedule, upon technical clearance from project technical team and approval of the satisfactory submission of results from project manager.

#### 5. Duration of the assignment:

The assignment should be carried out during the period from August 2015 to April 2016 - for deliverables 1, 2 and 3 should be received within 2015, and deliverable 4 in 2<sup>nd</sup> Quarter 2016.

#### 6. Supervision and reporting:

The contractor will report to the Adjara PAs Project Manager and be under the direct technical supervision of the NTA PAM and overall technical supervision of the Chief Technical Advisor (CTA) of Adjara PAs project. In general, PA Strategy Development process will be consultative in nature with a two-way communication maintained between experts and clients.

#### 7. Contractor Team Composition

It is expected that contractor team will compose not less than:

- One Senior Expert / Team Leader (with relevant international experience)
- One national expert (with relevant national experience).

The Senior Expert / Team leader is expected to provide overall management of the contract in order to ensure quality and timeliness of expected products. He / she must also provide the required international knowledge and experience necessary to ensure the expected deliverables are in accordance with international best practices and will have the maximum practical application and impact.

The National expert will ensure the contract deliverables are in accordance with local reality and needs, will lead

data collection at a local level, conduct regular communication and consultation with local stakeholders, among them local people (PA Administrations and local municipality and local community in areas around target Pas). Both experts will plan, design and report on assignment together with specific roles and responsibilities being assigned to each individual consultant.

## 8. Qualification requirement

Profile of the potential **firm** shall demonstrate:

- Previous experience in nature based tourism (preferably in a Protected Areas context);
- At least 2 years proven experience in similar assignments; particularly in the preparation of tourism plans, frameworks and strategies (ideally in the context of Protected Areas) at international, regional or national level.

The competencies of the **Team Leader** shall include strong background in tourism work with extensive international and national experience, preferably in the context of protected areas. S (he) should have strong understanding of current tourism trends (national and international). The **National Expert** shall have a strong background in the national tourism industry, ideally having both tourism planning and policy experience as well as practical experience in tourism development and operation.

### Senior expert / team leader

*Experience:*

- A minimum of 10 years' of relevant international experience in tourism industry is required, preferably in the context of nature tourism development and planning.
- At least 2 years' experience/proven record of developing national or regional tourism strategic planning, preferably including experience with nature based sustainable tourism issues, and within different international contexts.
- At least 1 year experience/proven record of developing strategic planning in the context of Protected Areas.
- Experience of working with international tourism operators and extensive understanding of international tourism industry.

### National Expert

*Experience:*

- A minimum of 5 years' of relevant experience in tourism planning and management is required;
- At least 2 years' experience in:
  - working on sustainable tourism issues in Georgia;
  - Nature based tourism in or around Protected Areas;
  - working with local communities and stakeholders.

The payment will be made to the contractor:

- (1) Upon full compliance to the requirements of Terms of Reference (Annex I).
- (2) Upon technical clearance from project technical team and approval of the satisfactory submission of outputs/deliverables by project manager in line with the set payment schedule.

## FORM FOR SUBMITTING Service provider's QUOTATION

*(This Form must be submitted only using the Supplier's Official Letterhead/Stationery)*

We, the undersigned, hereby accept in full the UNDP General Terms and Conditions, and hereby offer to provide service listed below in conformity with deliverables according to Terms of Reference of this RFQ.

**TABLE 1: Offer to Services Compliant with Terms of Reference**

	<b>Deliverables</b> <i>[list them as referred to in the RFQ]</i>	<b>Percentage of Total Price</b> <i>(Weight for payment)</i>	<b>Price</b> <i>(Lump Sum, All Inclusive GEL)</i>	<b>Latest Delivery period</b> after signing of the contract
1	Detailed methodology, division of roles and responsibilities among experts and implementation plan	10%		1 <sup>st</sup> payment August 2015
2	Baseline situation and Analysis Report (including initial strategic options)	20%		2 <sup>nd</sup> payment September 2015
3	Overall Achara PA Sustainable Tourism Strategy and Action Plan/stakeholder review	35%		3 <sup>rd</sup> payment December 2015
4	Individual sustainable tourism development Strategies and action plans for 3 target Adjara Protected Areas (Kintrishi, Mtirala and Machakhela).	35%		4 <sup>th</sup> payment April 2016
	<b>Grand Total:</b>			

**TABLE 2: Offer to Comply with Other Conditions and Related Requirements**

Other Information pertaining to our Quotation are as follows :	Your Responses			
		<i>Yes, we will comply</i>	<i>No, we cannot comply</i>	<i>If you cannot comply, pls. indicate counter proposal</i>
Validity of Quotation	90 days			
Compliance with Terms of Reference	The service should be provided within 9 month from the signature of the contract for Professional Services.			
All Provisions of the UNDP General Terms and Conditions	As per Annex 3			

**TABLE 3: Cost Breakdown by Cost Component**

Description of Activity	Remuneration per day	Total Period of Engagement	No. of Personnel	Total Rate for the Period
<b>I. Personnel Services</b>				
1. Team Leader /Senior Expert				
<b>Expert</b> in Tourism management				
1.				
2. Other staff				
<b>II. Out of Pocket Expenses</b>				
1. Travel Costs				
2. Daily Allowance				
3. Others				
<b>III. Other Related Costs</b>				

*[Name and Signature of the Supplier's Authorized Person]*  
*[Designation]*  
*[Date]*

## **General Terms and Conditions**

### **GENERAL CONDITIONS OF CONTRACT FOR SERVICES**

#### **1.0 LEGAL STATUS:**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis the United Nations Development Programme (UNDP). The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of UNDP or the United Nations.

#### **2.0 SOURCE OF INSTRUCTIONS:**

The Contractor shall neither seek nor accept instructions from any authority external to UNDP in connection with the performance of its services under this Contract. The Contractor shall refrain from any action that may adversely affect UNDP or the United Nations and shall fulfill its commitments with the fullest regard to the interests of UNDP.

#### **3.0 CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES:**

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

#### **4.0 ASSIGNMENT:**

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of UNDP.

#### **5.0 SUB-CONTRACTING:**

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of UNDP for all sub-contractors. The approval of UNDP of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform to the provisions of this Contract.

#### **6.0 OFFICIALS NOT TO BENEFIT:**

The Contractor warrants that no official of UNDP or the United Nations has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

#### **7.0 INDEMNIFICATION:**

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, UNDP, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

#### **8.0 INSURANCE AND LIABILITIES TO THIRD PARTIES:**

**8.1** The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.

**8.2** The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or the equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.

**8.3** The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.

**8.4** Except for the workmen's compensation insurance, the insurance policies under this Article shall:

**8.4.1** Name UNDP as additional insured;

**8.4.2** Include a waiver of subrogation of the Contractor's rights to the insurance carrier against the UNDP;

**8.4.3** Provide that the UNDP shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.

**8.5** The Contractor shall, upon request, provide the UNDP with satisfactory evidence of the insurance required under this Article.

**9.0 ENCUMBRANCES/LIENS:**

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with the UNDP against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

**10.0 TITLE TO EQUIPMENT:** Title to any equipment and supplies that may be furnished by UNDP shall rest with UNDP and any such equipment shall be returned to UNDP at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to UNDP, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate UNDP for equipment determined to be damaged or degraded beyond normal wear and tear.

**11.0 COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:**

**11.1** Except as is otherwise expressly provided in writing in the Contract, the UNDP shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Contractor has developed for the UNDP under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract, and the Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the UNDP.

**11.2** To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Contractor: (i) that pre-existed the performance by the Contractor of its obligations under the Contract, or (ii) that the Contractor may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the Contract, the UNDP does not and shall not claim any ownership interest thereto, and the Contractor grants to the UNDP a perpetual license to use such intellectual property or other proprietary right solely for the purposes of and in accordance with the requirements of the Contract.

**11.3** At the request of the UNDP; the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the UNDP in compliance with the requirements of the applicable law and of the Contract.

**11.4** Subject to the foregoing provisions, all maps, drawings, photographs, mosaics, plans, reports, estimates, recommendations, documents, and all other data compiled by or received



by the Contractor under the Contract shall be the property of the UNDP, shall be made available for use or inspection by the UNDP at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to UNDP authorized officials on completion of work under the Contract.

**12.0 USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS:**

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with UNDP, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of UNDP or THE United Nations, or any abbreviation of the name of UNDP or United Nations in connection with its business or otherwise.

**13.0 CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:**

Information and data that is considered proprietary by either Party and that is delivered or disclosed by one Party ("Discloser") to the other Party ("Recipient") during the course of performance of the Contract, and that is designated as confidential ("Information"), shall be held in confidence by that Party and shall be handled as follows:

**13.1** The recipient ("Recipient") of such information shall:

**13.1.1** use the same care and discretion to avoid disclosure, publication or dissemination of the Discloser's Information as it uses with its own similar information that it does not wish to disclose, publish or disseminate; and,

**13.1.2** use the Discloser's Information solely for the purpose for which it was disclosed.

**13.2** Provided that the Recipient has a written agreement with the following persons or entities requiring them to treat the Information confidential in accordance with the Contract and this Article 13, the Recipient may disclose Information to:

**13.2.1** any other party with the Discloser's prior written consent; and,

**13.2.2** the Recipient's employees, officials, representatives and agents who have a need to know such Information for purposes of performing obligations under the Contract, and employees officials, representatives and agents of any legal entity that it controls, controls it, or with which it is under common control, who have a need to know such Information for purposes of performing obligations under the Contract, provided that, for these purposes a controlled legal entity means:

**13.2.2.1** a corporate entity in which the Party owns or otherwise controls, whether directly or indirectly, over fifty percent (50%) of voting shares thereof; or,

**13.2.2.2** any entity over which the Party exercises effective managerial control; or,

**13.2.2.3** for the UNDP, an affiliated Fund such as UNCDF, UNIFEM and UNV.

**13.3** The Contractor may disclose Information to the extent required by law, provided that, subject to and without any waiver of the privileges and immunities of the United Nations, the Contractor will give the UNDP sufficient prior notice of a request for the disclosure of Information in order to allow the UNDP to have a reasonable opportunity to take protective measures or such other action as may be appropriate before any such disclosure is made.

**13.4** The UNDP may disclose Information to the extent as required pursuant to the Charter of the UN, resolutions or regulations of the General Assembly, or rules promulgated by the Secretary-General.

**13.5** The Recipient shall not be precluded from disclosing Information that is obtained by the Recipient from a third party without restriction, is disclosed by the Discloser to a third party without any obligation of confidentiality, is previously known by the Recipient, or at any time is developed by the Recipient completely independently of any disclosures hereunder.

**13.6** These obligations and restrictions of confidentiality shall be effective during the term of the Contract, including any extension thereof, and, unless otherwise provided in the Contract, shall remain effective following any termination of the Contract.

#### **14.0 FORCE MAJEURE; OTHER CHANGES IN CONDITIONS**

**14.1** In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to the UNDP, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify the UNDP of any other changes in conditions or the occurrence of any event that interferes or threatens to interfere with its performance of this Contract. On receipt of the notice required under this Article, the UNDP shall take such action as, in its sole discretion; it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

**14.2** If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, the UNDP shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

**14.3** Force majeure as used in this Article means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force.

**14.4** The Contractor acknowledges and agrees that, with respect to any obligations under the Contract that the Contractor must perform in or for any areas in which the UNDP is engaged in, preparing to engage in, or disengaging from any peacekeeping, humanitarian or similar operations, any delays or failure to perform such obligations arising from or relating to harsh conditions within such areas or to any incidents of civil unrest occurring in such areas shall not, in and of itself, constitute force majeure under the Contract..

## **15.0 TERMINATION**

**15.1** Either party may terminate this Contract for cause, in whole or in part, upon thirty (30) days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16.2 ("Arbitration"), below, shall not be deemed a termination of this Contract.

**15.2** UNDP reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case UNDP shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.

**15.3** In the event of any termination by UNDP under this Article, no payment shall be due from UNDP to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract.

**15.4** Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, the UNDP may, without prejudice to any other right or remedy it may have under the terms of these conditions, terminate this Contract forthwith. The Contractor shall immediately inform the UNDP of the occurrence of any of the above events.

## **16.0 SETTLEMENT OF DISPUTES**

**16.1 Amicable Settlement:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation, the conciliation shall take place in accordance with the UNCITRAL Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

**16.2 Arbitration:** Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably under Article 16.1, above, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, shall be referred by either Party to arbitration in accordance with the UNCITRAL Arbitration Rules then obtaining. The decisions of the arbitral tribunal shall be based on general principles of international commercial law. For all evidentiary questions, the arbitral tribunal shall be guided by the Supplementary Rules Governing the Presentation and Reception of Evidence in International Commercial Arbitration of the International Bar

Association, 28 May 1983 edition. The arbitral tribunal shall be empowered to order the return or destruction of goods or any property, whether tangible or intangible, or of any confidential information provided under the Contract, order the termination of the Contract, or order that any other protective measures be taken with respect to the goods, services or any other property, whether tangible or intangible, or of any confidential information provided under the Contract, as appropriate, all in accordance with the authority of the arbitral tribunal pursuant to Article 26 ("Interim Measures of Protection") and Article 32 ("Form and Effect of the Award") of the UNCITRAL Arbitration Rules. The arbitral tribunal shall have no authority to award punitive damages. In addition, unless otherwise expressly provided in the Contract, the arbitral tribunal shall have no authority to award interest in excess of the London Inter-Bank Offered Rate ("LIBOR") then prevailing, and any such interest shall be simple interest only. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute, controversy, or claim.

#### **17.0 PRIVILEGES AND IMMUNITIES:**

Nothing in or relating to this Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the United Nations, including its subsidiary organs.

#### **18.0 TAX EXEMPTION**

**18.1** Section 7 of the Convention on the Privileges and Immunities of the United Nations provides inter-alia that the United Nations, including its subsidiary organs, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs duties and charges of a similar nature in respect of articles imported or exported for its official use. In the event any governmental authority refuses to recognize the United Nations exemption from such taxes, duties or charges, the Contractor shall immediately consult with the UNDP to determine a mutually acceptable procedure.

**18.2** Accordingly, the Contractor authorizes UNDP to deduct from the Contractor's invoice any amount representing such taxes, duties or charges, unless the Contractor has consulted with the UNDP before the payment thereof and the UNDP has, in each instance, specifically authorized the Contractor to pay such taxes, duties or charges under protest. In that event, the Contractor shall provide the UNDP with written evidence that payment of such taxes, duties or charges has been made and appropriately authorized.

#### **19.0 CHILD LABOUR**

**19.1** The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development.

**19.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, at no cost to UNDP.

**20.0 MINES:**

**20.1** The Contractor represents and warrants that neither it nor any of its suppliers is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980.

**20.2** Any breach of this representation and warranty shall entitle UNDP to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNDP.

**21.0 OBSERVANCE OF THE LAW:**

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

**22.0 SEXUAL EXPLOITATION:**

**22.1** The Contractor shall take all appropriate measures to prevent sexual exploitation or abuse of anyone by it or by any of its employees or any other persons who may be engaged by the Contractor to perform any services under the Contract. For these purposes, sexual activity with any person less than eighteen years of age, regardless of any laws relating to consent, shall constitute the sexual exploitation and abuse of such person. In addition, the Contractor shall refrain from, and shall take all appropriate measures to prohibit its employees or other persons engaged by it from, exchanging any money, goods, services, offers of employment or other things of value, for sexual favors or activities, or from engaging in any sexual activities that are exploitive or degrading to any person. The Contractor acknowledges and agrees that the provisions hereof constitute an essential term of the Contract and that any breach of this representation and warranty shall entitle UNDP to terminate the Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind.

**22.2** The UNDP shall not apply the foregoing standard relating to age in any case in which the Contractor's personnel or any other person who may be engaged by the Contractor to perform any services under the Contract is married to the person less than the age of eighteen years with

whom sexual activity has occurred and in which such marriage is recognized as valid under the laws of the country of citizenship of such Contractor's personnel or such other person who may be engaged by the Contractor to perform any services under the Contract.

**23.0 AUTHORITY TO MODIFY:**

Pursuant to the Financial Regulations and Rules of UNDP, only the UNDP Authorized Official possesses the authority to agree on behalf of UNDP to any modification of or change in this Agreement, to a waiver of any of its provisions or to any additional contractual relationship of any kind with the Contractor. Accordingly, no modification or change in this Contract shall be valid and enforceable against UNDP unless provided by an amendment to this Agreement signed by the Contractor and jointly by the UNDP Authorized Official.

Qualification Information -საკვალიფიკაციო ინფორმაციაList of the Performed Projects

<b>Description of works</b> <b>განხორციელებულ სამუშაოთა</b> <b>ჩამონათვალი</b>	<b>Name of Employer</b> <b>დამკვეთის</b> <b>დასახელება</b>	<b>Contract amount</b> <b>საკონტრაქტო</b> <b>თანხა</b>	<b>Period of implementation</b> <b>შესრულების</b> <b>პერიოდი</b>	<b>Employer's Contact person</b> <b>დამკვეთის</b> <b>საკონტაქტო პირი</b>

**Delivery schedule**

*Annex 5*

Deliverables	August	September	October	November	December	January	February	March	April



### Extract From Project Document of Expansion and Improved Management Effectiveness of the Achara Protected Areas Regarding Tourism

Tourism in Achara: According to official data, the number of visitors to the Achara region has significantly increased during the last years, from less than 100,000 in 2004 to about 1.3 million in 2011 (Table 4). About 64% of all visitors are citizens of Georgia and remaining 46% are foreigners.

**Table 4. Numbers of Visitors in Achara (2004-2011)**

	2004	2005	2006	2007	2008	2009	2010	2011
Domestic visitors	75,000	120,000	182,523	239,786	208,782	392,091	662,288	838,661
Foreign visitors	8,000	27,000	67,477	112,299	76,218	162,059	312,275	480,852
TOTAL	83,000	147,000	250,000	352,085	285,000	554,150	974,563	1,319,513

**Table 5. Number of Foreign Visitors in Achara by Countries**

	Foreign, total	Azerbaijan	Turkey	Iran	Israel	Armenia	Ukraine	Other
2005	27,000	1,700	2,369	230	55	20,000	250	2,396
2006	67,477	2,498	10,062	514	105	46,273	1,349	6,676
2007	112,299	4,628	39,588	634	956	54,996	1,785	9,712
2008	76,218	3,757	30,804	330	1,740	26,130	1,704	11,753
2009	162,059	12,811	70,476	232	405	60,636	2,309	15,190
2010	312,275	43,970	136,341	4,536	967	98,995	7,706	19,760
2011	480,852	56,178	232,506	27,021	10,064	104,561	10,657	39,865

More detailed information on foreign visitors (Table 5) shows that about half are from Turkey (48%), about 40% are from Azerbaijan, Armenia and Iran, and the remaining 12% from other countries (Ukraine, Israel, etc.). There is no information on purpose of trips by countries, but according to information from locals the visitors from Turkey come mainly for the purpose of business or gambling, while visitors from other countries come mainly for summer holidays (beach tourism). 64% of all visitors (including domestic visitors) come to Achara during the June-August period.

**Table 6: Number of Visitors by Municipalities in Achara (2004-2011)**

Year	Batumi		Kobuleti		Khelvachauri		Khulo	
	Total	Total %	Total	Total %	Total	Total %	Total	Total %
2004	39,800	48%	32,700	39%	9,500	11%	1,000	1%
2005	66,775	45%	60,845	41%	17,930	12%	1,450	1%
2006	134,244	54%	78,577	31%	33,649	13%	3,530	1%
2007	189,696	54%	118,942	34%	36,488	10%	6,959	2%
2008	179,728	63%	67,430	24%	25,272	9%	12,570	4%
2009	261,783	47%	207,850	38%	81,259	15%	3,258	1%
2010	557,639	57%	276,880	28%	128,731	13%	11,313	1%
2011	840,847	64%	322,754	24%	149,163	11%	4,771	0%

As can be seen from the table 6 above, though the number of visitors to Achara has increased significantly over the last 8 years the proportion visiting Batumi and Kobuleti (the seaside municipalities), compared to those visiting the mountain municipalities where the PAs are located, has not changed. So for example in 2004 87% of all visitors came to Batumi and Kobuleti on the Black Sea, while only 12% visited inland; in 2011 88% visited Batumi and Kobuleti and only 11% the inland municipalities. Thus there has been no change in the basic tourism trend except numbers. Inland municipalities are still attracting very little of the overall tourism business.

During Soviet times Batumi Port was receiving over 50 cruise ships annually and in order to restore and develop this type of tourism the Batumi port became a member of the Association of Mediterranean Cruise Ports (Med Cruise) in 2006, making it possible to increase the frequency of visits by cruise vessels to the Batumi Port. Batumi has been included into the routes of well-known world cruise companies such as Sea Born and Holland-America as one of their ports of call since 2009. 10 cruise vessels entered the Batumi Port in 2009.

The number of accommodation facilities in Achara in 2011 increased by 87% compared to 2006. Out of the 51,100 lodging places, the majority (80%) are for families. There are 25 tour-operator agencies in Achara and 9 information centers. Three of them are located in Batumi, others in the administrative centers of Khelvachauri, Qeda, Khulo, Shuakhevi. 43% of private investments made in 2011 in Achara were related to the tourism sector.

Income from visitors to Project target PAs: Mtirala NP was visited by about 22,000 people in 2012 and income generated was 3,725 GEL (2,257 USD) – about 0.10 USD per visitor. Kintrishi PAs were visited by about 5,000 people in 2012 and income generated was 1,185 GEL (718 USD) – about 0.14 USD per visitor. As mentioned previously the majority of tourists visiting Achara come to holiday by the sea (beach holidays) or to access gambling and business opportunities. This explains the relatively small numbers that currently visit the reserves compared to those who visit Achara as a whole. It also provides an opportunity to increase numbers visiting the reserves if a unified effort is made by the PAs, the Achara Tourism Agency and commercial tourism organizations to provide appropriate services and diversify the “Batumi holiday experience”.

The relatively low incomes from the comparatively high visitor numbers in Mtirala NP is mainly due to the fact that most visitors are local school trips (who visit as part of government education programme and do not pay). In any case visitors to the PAs are not charged an entrance fee. The limited money that

was generated by Mtirala NP was from renting camping equipment, sales of orientation and education materials such as maps, brochures, and camping site charges. Previous services as guides and accommodation in a rest house were leased to local operators in recent years. Kintrishi PA complex currently has very limited tourism facilities / services under the administration. To increase incomes PAs either have to change the entrance fee policy, increase revenues from other services, or generate income from tourism concessions (leasing access and facilities to commercial operators, preferably local).

Tourism development potential in and around Achara PAs: Achara region is one of the most popular tourism destinations in Georgia and the PAs in Achara may benefit from this. Two strategic options exist for PAs when planning to tap into the tourism potential in Achara a) to increase number of visitors; and b) to increase income generated from each visitor. In terms of the PAs meeting their biodiversity conservation goals objectives, the second option is clearly preferable as it can help generate increased revenue for management but without a big risk of visitor numbers having significant negative impacts. However, in practice the PAs probably need to achieve a balance of both approaches.

There are some fairly simple and straightforward ways that the PAs can achieve better incomes even with the current level of visitors and without significant investments. As previously indicated, the current rate of income per visitor in Mtirala NP and Kintrishi PAs is very low (0.10 and 0.14 USD respectively). In order to increase the income the simplest step would be the introduction of a PA entrance fee which is currently not charged. It can be symbolic initially (for example the equivalent of 5 USD for adults and 2 USD for children), but it can generate significant amounts. Existing experience in Georgia with charging fees at the Imareti Caves has demonstrated this and can be a good basis for widening its application. Additionally, the PA or commercial entities through concessions (fees going to the PA), could also diversify services provided in the PAs (souvenirs and published materials to visitors, organized picnic areas and dining services, etc) in order to generate more money, but this would require capital investment.

More strategically, the PAs could attempt to target and attract higher paying visitors, particularly European tourists from niche markets (for example, adventure tourists, birdwatchers, etc). Such visitors require little additional investments in infrastructure but can generate significantly more income than mass local or regional visitors and without the related negative impacts and management effort. In order to maximize the potential benefits from tourism in relation to meeting their conservation objectives the PAs in Achara need to plan carefully and develop long term strategic approaches that can best serve their needs.

Finally, the mechanism by which funds generated by PAs is distributed needs to be adjusted. Currently, all generated revenue is returned to the APA budget and then redistributed to PAs as APA deems appropriate. Though this approach is justified in terms of ensuring those PAs with less income generating opportunities, but equal conservation values, are supported, it does remove incentives of PA managers to effectively pursue the income generating options available. Furthermore, the basis upon which the funds are distributed is not transparent and reasons for the various allocations are not easily apparent to PA Administrations, Achara (and other regional) authorities, NGOs and the public.