

**Terms of Reference:
Tourism Expert
Spatial Planning and Capacity Development for Sustainable Tourism - SEA
of the Tourism Plan in the Golden Quadrangle**

Thailand and Myanmar

1. Background

The estimated population in the Golden Quadrangle area is around 8 million, most of which lives in the Simao (Yunnan) and Chiang Mai/Chiang Rai (Thailand) urban areas. In addition to Simao and Chiang Mai/Chiang Rai, significant urban centers are Jinghong and Mengla in Yunnan, Luang Namtha and Houaxay in Lao PDR, Tachileik in Myanmar and Chiang Kong and Phayao in Thailand.

The economic growth in the four countries around the Golden Quadrangle has been high for considerable time. Yunnan, for example, experienced an almost 10% GDP growth during 2001-2005, while Lao PDR have had on average more than 9% growth during the 1990-2006 period. These are national figures (provincial for Yunnan). Growth in the Golden Quadrangle area may be considered somewhat lower than these national averages and large differences in growth may also be assumed between rural and urban areas.

In Lao PDR 38% of the population is living below the poverty line. The figure for Thailand is 8,5%, while for Yunnan it is 18%. Particularly Yunnan has seen a drastic drop in poverty incidence over the past decades and China has a 2020 goal of completely eradicating poverty and establishing a well off society in an all-round way. The poverty incidence in the Golden Quadrangle area may be higher than national averages since more people in this area are dependent on (subsistence) agriculture.

The Golden Quadrangle area is seeing an increased movement of people within and across the borders, enabled by the new communication links such as Road 3W and 3E. The enhanced mobility increases trading opportunities and improves access to health and other key services.

The Golden Quadrangle area has a very large proportion of various minority ethnic groups, many of whom live in relative inaccessible areas far from expanding economic activities and access to health care and education. While some minority ethnic groups may benefit from the improved transportation and trading links, other may suffer further marginalization.

2. Scope of Work

The National Tourism consultant will be responsible for gathering information and providing input for all tourism-related aspects of the Strategic Environmental Assessment (SEA) study in the Golden Quadrangle from the Chinese provinces of the Golden Quadrangle. S/he will work with the team leader and the other national consultant(s), providing inputs to and carrying out the assessments for the SEA study. The work and reporting will be closely coordinated in consultation with the team leader and the Environment Operations Center staff.

The national consultant will assist with gathering information for the SEA work and providing input for the development of main four products, namely: the SEA scoping report; a SEA report

identifying recommendations for policy and planning measures to be incorporated into relevant plans for tourism development in the Golden Quadrangle; procedures and/or management guidelines for developing tourism in and around protected areas; and a core group of protected area managers and tourism planners, trained in management of tourism in and around protected areas, in the Golden Quadrangle. The tourism expert will also assist in carrying out a literature review, establishing the baseline of tourism attractions, review of arrival statistics, assessment of existing infrastructure and municipal services in selected tourism sites, development of impact scenarios, development of tourism plan alternatives and setting goals for sustainable tourism as well as providing recommendations of measures and monitoring of sustainable tourism.

3. Tasks and Activities

The key tasks and activities listed below shall be undertaken by the national consultant. Additional tasks may be specified during the contract, the details of which shall be discussed between the team leader, the consultant and the staff at EOC.

The specific tasks include:

- i. Literature review of current policies, legislation, relevant plans (incl. land use plans) and other relevant literature in the tourism/eco-tourism sector for conducting the SEA
 - i. Identification of the plan on which the SEA is conducted jointly with the Team Leader and EOC staff
- ii. Assessment of the arrival statistics and municipal support services (incl. infrastructure) in selected tourism facilities within the Golden Quadrangle
- iii. Engaging with the tourism private sector to gather information on tourism assets and municipal support services of tourism sites
- iv. Gathering information to prepare an inventory of tourism assets including coordinate data of the sites
- v. Assistance for assessing tourism assets in terms of attraction value and municipal support services.
- vi. Assisting with the assessment of tourism impacts with set development goals and targets in the Golden Quadrangle
- vii. Development of impact scenarios and for the tourism sector in Golden Quadrangle
- viii. Assisting with the development of recommendations on measures and monitoring for sustainable tourism planning within the Golden Quadrangle
- ix. Assisting in collecting existing information and developing procedures / management guidelines for developing tourism around protected areas
- x. Assessing key issues or threats to sustainable tourism in the Golden Quadrangle
- xi. Field visits into protected areas and nature sites with tourism value and related information collection for the assessment of attraction value, municipal services and tourism impacts

4. Reports and Deliverables

All written deliverables are to be produced in English.

- i. Field trip reports: protected areas and potential sites suited for tourism in the Golden Quadrangle with reported findings by April 9th 2010.
- ii. Preparation of a tourism asset inventory with arrival statistic assessment and description of attraction values, description of potential tourism sites and description of existing tourism sites within the Thai and Burmese provinces of Golden

- Quadrangle by the end of April 2010. The Burmese asset inventory will be based on email surveys, desk-top study and literature.
- iii. Review of current policies, legislation, relevant plans (incl. land use plans) and other relevant literature in the tourism/eco-tourism sector for conducting the SEA by the end of April 2010.
 - iv. Written inputs to the Scoping Report (incl. baseline assessment) to be produced by the end of June 2010.
 - v. Assessment of existing infrastructure and municipal services in selected tourism sites by the end of June 2010.
 - vi. Development of impact scenarios within the Thai (and if possible Burmese) provinces of Golden Quadrangle based on differing arrival statistics and assessed municipal services of the selected tourism sites into the Draft SEA report to be produced by the end of August 2010.
 - vii. Management guidelines for the development of tourism around protected areas by the end of September 2010.
 - viii. Assisting with stakeholder meetings and contributing to the written minutes of these meetings throughout the contract period
 - ix. Inputs to the Draft SEA Report on tourism impact assessment, set targets for sustainable tourism and establishing alternatives for sustainable tourism plans in the Thai (and if possible Burmese) provinces of Golden Quadrangle by end of August 2010.
 - x. Collection of stakeholder opinions from the tourism impact assessment, alternative sustainable tourism plans and incorporation of these into the finalized SEA report to be produced by the end of October 2010.
 - xi. Recommendations on measures and monitoring for sustainable tourism planning within the Thai and Burmese provinces of Golden Quadrangle into the finalized SEA report to be produced by the end of October 2010.
 - xii. Attendance, assistance, preparation of training materials and providing training in two national workshops aimed at training the relevant planners and protected area managers; one workshop by the end of July 2010 and one workshop by the end of September 2010.
 - xiii. Attendance, assistance, preparation of training materials and providing training in two regional workshops on aimed at training the relevant planners; one workshop by the end of May 2010 and one workshop by the end of November 2010.

5. Time period of contract

The contract period is for 66 days intermittently between January 2010 – November 2010. The work will include field trip(s) and consultations.

6. Prerequisites

The consultant holds a Masters Degree in a relevant field and has at least 5 years experience in tourism assessments and planning in Thailand. Experience in environment-related master planning and experience in providing training are considered an advantage. The consultant is expected to be proficient in written and spoken English. Only nationals of Thailand will be considered for this position.

7. Ownership of Information

All data collected and produced and all outputs produced as part of the project are to be submitted to Environmental Operations Center in digital format. EOC remains the owner of the project.

8. Terms of Payment

Remuneration will be provided in payments upon the timely submission of the following outputs:

- 1) **By the end of June 2010:** Field trip reports: protected areas and potential sites suited for tourism in the Golden Quadrangle with reported findings. Preparation of a tourism asset inventory with arrival statistic assessment and description of attraction values, description of potential tourism sites and description of existing tourism sites within the Thai and Burmese provinces of Golden Quadrangle. Review of current policies, legislation, relevant plans (incl. land use plans) and other relevant literature in the tourism/eco-tourism sector. Written inputs to the Scoping Report (incl. baseline assessment). Assessment of existing infrastructure and municipal services in selected tourism sites. Attendance, assistance, preparation of training materials and providing training in one regional workshop.
- 2) **By the end of October 2010:** Management guidelines for the development of tourism around protected areas. Inputs to the Draft SEA Report on tourism impact assessment, set targets for sustainable tourism and establishing alternatives for sustainable tourism plans in the Thai and Burmese provinces of Golden Quadrangle. Collection of stakeholder opinions from the tourism impact assessment, alternative sustainable tourism plans and incorporation of these into the finalized SEA report. Recommendations on measures and monitoring for sustainable tourism planning within the Chinese provinces of Golden Quadrangle into the finalized SEA report. Attendance, assistance, preparation of training materials and providing training in two national workshops.
- 3) **By the end of November 2010:** Attendance, assistance, preparation of training materials and providing training for disseminating the SEA results in one regional workshop.

Further details can be found at <http://www.gms-eoc.org/Job/Job.aspx>

Annex 1. Project schedule with main deliverables

Activity / Month	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<i>SEA</i>									
Project start-up	■								
Field visits / Scoping of issues	■	■							
Literature review	■	■							
Baseline of attractions (current sites, potential sites, values attracting tourists)		■	■						
Review of arrival stats		■	■						
Assessment of existing infrastructure and services			■	■					
Review of existing legislation		■	■	■					
Scoping report			■	■					
Development impact scenarios and goals and targets for sustainable tourism					■	■			
Assessment of impacts						■			
Recommendations of measures & monitoring of sustainable tourism development							■	■	
National workshops					■		■		
Regional workshops			■						■
Draft & Final SEA report							■	■	■

Activity / Month	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<i>Protected Area Tourism Management training</i>									
Field visits / scoping	■	■							
Training needs assessment		■	■						
Review of PA tourism activities		■	■						
Lessons learned and existing experience						■			
Assessment of key issues or threats.			■	■					
Training workshops					■		■		
Best practices for tourism development guidelines							■	■	■
Regional workshops									■
Draft & Final report / guidelines							■	■	■

Annex 2. Geographic coverage of project area

