



Terms of Reference

Title: Support the Tanzania Forest Services Agency in the implementation of the Mkingu NFR Tourism Development Plan

Version Date: 02/02/2018

1. Background

The Tanzania Forest Conservation Group in partnership with the Tanzania Forest Services Agency, Mvomero District Council and MJUMITA are implementing the project 'Adding Value to the Arc: Forests and Livelihoods in the South Nguru Mountains'. The project aims to alleviate poverty and improve economic resilience among marginalised rural communities in Mvomero District, Tanzania. The project is financed by the European Union. The implementation period of the project is from 01/01/2013 – 31/03/2018.

The Adding Value to the Arc project aims to achieve four expected results. Of most relevance to this consultancy is:

Expected Result 4: Capacity of government institutions to implement forest management enhanced

This includes ER Indicator 4.1: Mkingu Nature Reserve is being marketed through the internet and through enhanced linkages with tour operators and facilities are in place to receive tourists.

The project document includes a Work Package 4.4 Capacity building of NR Office to promote eco-tourism.

This consultancy will contribute to work package 4.4. Tourism is intended to generate revenues for the Tanzania Forest Services Agency, of which a proportion will be shared with communities; and to provide incomes for women and men from adjacent villages through employment in tourism-related enterprises.

In terms of the local tourism enterprises, tourism is intended to contribute to the project's target that at least 7,000 households derive an increased share of their total income from sustainable use and management of natural resources.

The Mkingu Nature Forest Reserve Management Plan (TFS, 2017) includes 5 objectives related to tourism development:

a. Ecotourism and Visitor use Development

- Develop environmentally sound tourism in Mkingu Nature Reserve;
- Get revenues through tourism for the management of Mkingu Nature Reserve;
- Involve local communities in tourism related, income generating activities; and
- Support local and regional economies by developing and marketing Mkingu Nature Reserve as a tourism attraction.

b. For Local Communities and Stakeholders

- Promote tourism-related businesses;

TFS's plans for the development of tourism in Mkingu NFR are further elaborated in the subsidiary ecotourism development plans for Nature Forest Reserves. The Mkingu NFR Tourism Development Plan for 2016 – 2021 aims to '*provide a basis for development of a sustainable, high quality ecotourism and cultural experience to visitors that maximizes income and also provide opportunities for community tourism ventures whilst ensuring that the biodiversity values of the reserve are not eroded*' (TFS, 2017).

The consultancy will contribute to three objectives in the Mkingu NFR tourism development plan:

Objective 1. Visitor access, use and satisfaction enhanced in environmentally appropriate and sustainable ways

Specifically, the consultancy will contribute to:

Action 1.1.2: Implement a code of conduct for tour operators and visitors

A basic Code of Conduct for the Mkingu Nature Reserve will be established, which encapsulates the nature reserve regulations through a few general behavioral characteristics expected of visitors. Following these few simple behavioral characteristics should naturally lead to compliance with the nature reserve regulations.

Objective 4. Tourism management strengthened in collaboration with tourism industry partners

Specifically, the consultancy will contribute to:

Target 4.2 Communication and cooperation with tourism industry partners enhanced

MKNR will develop mechanism for sharing and exchanging information and experience on tourism activities with partners in tourism industry.

Action 4.2.1 Enhance coordination and cooperation between MKNR and tourism industry stakeholders

The reserve management will organize meetings/workshops to discuss issues concerning tourism activities in MKNR and surrounding communities as well as the entire TFS estate.

Objective 6. The reserve is adequately promoted locally and internationally.

Specifically, the consultancy will contribute to:

Target 6.1 Increased number of Local and international tourist

Action 6.1.2 Promote Local Tourism through Local Media

The reserve management will develop a tourism promotion plan in collaboration with relevant stakeholders. Among other issues the promotion plan should address the role of media in promoting the reserve through various programs. Some of the media promotional programs should include radio, TV, blogs, web pages, magazines, journals and newspapers.

2. Consultancy objectives

To facilitate stakeholder dialogue on eco-tourism development in Mkingu Nature Forest Reserve and the South Nguru Mountains.

3. Scope of Work

Working closely with the Tanzania Forest Services Agency and other project partners, the Consultant will organise, facilitate and document a one-day stakeholder workshop to promote stakeholder cooperation around eco-tourism development.

The workshop will bring together tour operators, tour guides, local communities, local tourism facilities such as hotels, the Tanzania Forest Services Agency (TFS) and local government.

The workshop will provide a forum for TFS to present the Mkingu Tourism Development Plan. During the workshop, participants will identify opportunities for cooperation in the development of tourism in Mkingu Nature Forest Reserve (NFR) and the South Nguru Landscape. Participants will contribute to the development of a code of conduct as referred to in the Mkingu NFR Tourism Development Plan; and will develop a tourism promotion plan.

The workshop will be facilitated in a dynamic and productive way. Prior to the workshop, the consultant will consult with the key stakeholders to identify priority issues for consideration during the workshop.

4. Methodology

The Consultant is expected to propose an acceptable, efficient and cost-effective methodology for executing the assignment; and undertake document review and participatory consultation with all relevant stakeholders when executing the assignment. Relevant stakeholders include: tour operators, local communities, TFS, local government, TaTO and other private sector stakeholders including local guest houses, the South Nguru tour guide network, EAMCEF and CSOs.

- (i) Review relevant documents including relevant the Mkingu NFR Management Plan and the Mkingu NFR Tourism Development Plan.
- (ii) Identify key stakeholders for participation in the workshop including TFS, private sector, local communities, local government and CSOs. Private sector should include local tourism enterprises such as guest houses and the tour guide network as well as tour operators with the potential to bring tourists to the area and with experience in eco-tourism.
- (iii) Organise invitations and other logistics for the workshop.
- (iv) Facilitate and document the workshop. It is expected that the consultant will arrange for an additional team member to assist with documentation.
- (v) Circulate the workshop report to stakeholders for comments, for incorporation in a final version.

5. Deliverables

- An inception report documenting the consultants' interpretation of the terms of reference; proposed approach; and work plan.
- 1 workshop report
- 1 code of conduct as proposed by stakeholders
- 1 tourism promotion plan

6. Consultant profile

- Relevant academic background at least to MSc / MA level, with an in-depth knowledge of eco-tourism;
- Extensive experience of working with private sector tourism operators and community tourism initiatives in Tanzania.
- Excellent facilitation skills
- Prior experience of eco-tourism planning.
- Excellent writing (English) and communication (English and Kiswahili) skills.

7. Duration

The assignment must be completed by 10th March 2018. It is expected to involve 5 days of planning and prior stakeholder consultation, 1 day for the workshop, and 3 days for documentation.

8. Location

Mvomero District

9. Budget

The budget will be according to TFCG payment schedule and the consultant's offer. Costs of the workshop will be covered by TFCG directly.

10. Tendering procedures

TFCG invites eligible consultants to submit technical and financial proposals to undertake this work.

The brief technical proposal should outline the approach that the Consultant will take in order to achieve the task including a brief description of the consultation and planning methods and the proposed deliverables.

The proposal should describe the Consultant's relevant qualifications and experience. The Financial Proposal should include all costs and should be VAT inclusive.

Technical and financial proposals should be sent to tfcg@tfcg.or.tz indicating 'Proposal – Ecotourism' in the subject line and should be addressed to the Executive Director of the Tanzania Forest Conservation Group.

The closing time for receipt of applications is **16th February 2018 at 10:00** local time in Tanzania.