

**ADVERTISEMENT FOR INVITATION FOR THE EXPRESSION OF INTEREST TO  
PREPARE A MASTER PLAN FOR ECO-TOURISM IN HIMACHAL PRADESH**

Eco-Tourism Society of H.P. Forest Department invites sealed Expression of Interest (EOI) from Indian consultant for services of consultancy to ***“Prepare a Master Plan for Eco-tourism Activities in Himachal Pradesh”***.

The EOI document containing the details of qualification criteria, submission requirement, brief objective and scope of work and evaluation criteria etc. can be downloaded from our website [www.himachalecotourism.org](http://www.himachalecotourism.org).

Further details, if any, may be obtained from Chief Executive officer cum- Chief Conservator of Forests (ET & Pub), Mist Chamber Khalini Shimla-02 Telephone No. 0177-2623036 during working hours.

Last date for submission of EOI is 01<sup>st</sup> July, 2019 up to 1400 hours. Sealed envelope marked to the captioned address, containing EOI and refundable fee of Rs. 5000/- by way of DD / IPO in favor of “CCF-cum- CEO, HP ECOSOC Shimla”, payable at SBI, New Shimla may be submitted mentioning **“EOI for Master plan preparation”** on top cover and addressed to: **CEO-cum-CCF, Eco-Tourism & Publicity, Mist Chamber Khalini Shimla- 171002.**

Applicants meeting the qualification criteria may be invited for presentation / proposal before the selection committee. Bid documents will be subsequently issued to the short listed applicants only.

**Note:** H.P. Eco-Tourism Society or any of its designates reserve the right to cancel this request for EOI and /or invite fresh with or without a amendment , without liability or any obligation for such request for EOI and without assigning any reasons. Information provided at this stage is indicative and HPECOSOC reserves the right to amend / add further details in the EOI.

**CEO-Cum-Chief Conservator of Forests  
Eco-Tourism & Publicity  
Mist Chamber Khalini Shimla- 02**

## **DETAILED DOCUMENT TO BE UPLOADED IN WEBSITE:**

### **1. Background**

Himachal Pradesh, situated in the heartland of the Indian Himalaya, is among the top tourist destinations in the country, attracting domestic and foreign tourists. Recent estimates suggest the tourist footfall at 160 lakh visitors which is more than twice of the state's population.

However, majority of the tourist footfalls are concentrated in and around four major cities, viz. Shimla, Manali, Dharamshala and Dalhousie. As a result of this, tourists often miss out on experiencing the rich and diverse bio-cultural tapestry of the state in and around its protected areas like National Parks and Wildlife Sanctuaries, and the local inhabitants living in these regions are also not able to benefit from tourism activity in the state.

Taking cognizance of this, the Forest Department, Government of Himachal Pradesh has released Eco-Tourism Policy 2005 to create an enabling ecosystem for tourists to truly experience the scenic beauty of its natural locations and the immense cultural value associated with it.

In the past few years, the policy has undergone revisionsto take into consideration the procedural requirements for obtaining clearance of ecotourism sites under Forest Conservation Act, 1980 as per guidelines of the Ministry of Environment, Forest & Climate Change (MoEF&CC), Government of India. Some changes in the existing policy document have also been necessitated in the context of evolving understanding of eco-tourism concepts and principles.

The Revised Eco-Tourism Policy 2016 aims at bringing the beauty of the wilderness of Himachal Pradesh closer to visitors and at the same time ensure adequate safeguards and systems for the protection and conservation of these natural resources. By involving local communities, the policy would help in increased livelihood opportunities as well as their involvement in awareness building, protection and conservation. It also intends to encourage formulation of strategies for generation of financial returns which can be ploughed back into proper upkeep and maintenance of natural resources and the environment as a whole andpromote greater understanding and appreciation for natural and cultural heritage both among tourists as well as local residents.

The ongoing Eco-Tourism projects also need to be relooked and reviewed in view of Central Ministry's guidelines on Eco-Tourism. It may be necessary to evaluate the ongoing projects to decide the future plan of action post their culmination.

### **2. Aims and objective**

The purpose of this EoI is to hire an agency to prepare a Masterplan for Eco-Tourism in Himachal Pradesh which lays out the vision of the State government in developing tourism models that are environmentally and culturally sensitive, promote social equity

by ensuring equitable distribution of income from tourism across the state and incentivize preservation of traditional cultural and conservation practices. The Masterplan will identify existing inventory of destinations and other resources, ascertain key drivers of ecotourism activity and estimate carrying capacities of existing and potential destinations, identify infrastructure and skill gaps and suggest training programmes, modules and institutions to address the same, and provide financial projections for sustainable ecotourism models in the State.

### **3. Scope of Work**

#### *3.1. Compile, collate and interpret data regarding existing eco-tourism activities in the state.*

- 3.1.1. Map existing eco-tourism infrastructure and activities in the project landscapes
- 3.1.2. Collect data regarding tourist visits and tourist expenditure using primary and secondary sources.
- 3.1.3. Analyze the potential and actual accrual of benefits generated from the tourist destinations in the landscapes to the local communities compared to the total benefits generated
- 3.1.4. Identify and detail key challenges and solutions for tourism sector in the project landscapes
- 3.1.5. Examine the existing policies and programmes in central and state governments on tourism policy and promotion to study the opportunities with scope of utilization in the project landscapes.

#### *3.2 Identify new potential ecotourism destinations and prepare site-specific ecotourism plans*

- 3.2.1. GIS based mapping of the tourism products (natural and cultural heritages).
- 3.2.2. Develop site-specific ecotourism plans for each destination. The agency should conduct and record detailed community consultations in the project landscapes to explore opportunities, issues and potential impacts of project interventions, and to ensure community and local government support.
- 3.2.3. Prioritize the destinations on basis of the potential for ecotourism development (high, moderate, low) as well as estimated time frame for development of destinations.
- 3.2.3. Study and describe/review the experiences of product and market analyses, establishment of cooperatives, community funds, branding and certification schemes, value chains, PPPs and sales outlets in the ecotourism project landscape, and mechanisms for up-scaling them.
- 3.2.4. Study and recommend value-chain product enhancements using the existing potential of the community farm cooperatives and other potential new value

addition with existing community-based products or potential nature-based products.

### *3.3 Develop Strategic Framework for creating and promoting Ecotourism circuits*

- 3.3.1 Identify existing and potential themes and destinations around which ecotourism circuits can be created and marketed.
- 3.3.2 Develop a strategy to upscale existing ecotourism circuits
- 3.3.3 Analysis of market systems and (both horizontal and vertical) value chains.
- 3.3.4 SWOT Analysis to compare business proposition vis-à-vis circuits in other Himalayan states and neighboring States.
- 3.3.5 Create a 10-year integrated business and promotion plan for the state government to promote ecotourism circuits.
- 3.3.6 Identify areas of collaboration with tour operators/ travel agents and local communities and prepare an action plan to engage with these stakeholders.

### *3.4. Accessibility, Accommodation and Other Amenities for various Eco-Circuits.*

- 3.4.1. Name of nearest airfield/helipad and distance in kms with flight information
- 3.4.2. Name of nearest railway station and distance in kms
- 3.4.3. Availability of Private Taxis, Charter Buses, State road transport buses and private buses
- 3.4.4. Availability of Mule Operators / Porters etc.
- 3.4.5. Availability of Private hotels or lodges/ FRH/ Govt guesthouses
- 3.4.6. No. of Private hotels or lodges/ FRH/ Govt guesthouses with distance in kms and number of tourists who can be accommodated
- 3.4.7. Hospitality standards and availability of essential services like heater, electricity supply etc.

### *3.5. Peripheral Infrastructure for various Eco-Circuits.*

- 3.5.1. Source of power and electricity supply situation
- 3.5.2. Presence of water sources and distance in kms, availability of Formal water supply system:
- 3.5.3. Availability of Health Care Facilities
- 3.5.4. Sewerage and Solid Waste Management system

### 3. 5.5. Communication facilities

#### *3.6. Ascertain the drivers of Tourist Carrying Capacity of each Eco-Circuit.*

- 3.6.1. Create a framework for ascertaining the drivers of Tourist Carrying Capacity for existing and potential tourism locations in the project landscapes, including identification of environmental and socio-cultural safeguards
- 3.6.2. On the basis of framework created above, identify the drivers of Tourist Carrying Capacity for existing and potential tourism locations in the project landscapes
- 3.6.3. Assess tourist infrastructure and highlight gap areas including but not limited to quality of infrastructure, community amenability and behavior vis-à-vis the existing standards of hospitality sector in similar areas/ ecosystems, amenities like information desks, signages, interpretation centers for tourist convenience and sensitization
- 3.6.4. Study the business models of current tourist enterprises in the project landscapes from the perspective of their sustainability including the extent and manner of their resource use (both natural and human capital)
- 3.6.5. Include mechanisms/interventions to foster responsible tourist behavior, conservation of important wildlife habitats and ecosystems, appreciation of local cultures and traditional lifestyles, and provision of sustainable forms of livelihood for people living in remote areas and clear mechanisms for sharing benefits decision-making related to governance, control, and regulations.
- 3.6.6. Review of successful initiatives in similar biogeographical context

#### *3.7. Interact with local community, industry and government stakeholders to identify key challenges and solutions*

- 1.7.1. Conduct stakeholder discussions with local communities in the to identify their current understanding of sustainable tourism, and create a 10-year strategy for community managed tourism enterprises.
- 3.7.2. Meet key officials in Ministry of Tourism, State tourism Departments and other relevant government institutions, and integrate their inputs in the Master Plan.

#### *3.8. Identify potential eco-tourism products in the state and prepare business projections for the same*

- 3.8.1. Identify potential eco-tourism products including nature-based tourism, wildlife tourism rural tourism, cultural tourism, culinary tourism, voluntourism, soft adventure activities and extreme adventure activities.
3. 8.2. Identify business opportunities arising as spin-offs to tourism activities including consumer retail, services and amenities, arts and crafts including handicrafts and souvenirs, processed foods etc.

- 3.8.3. Identify and recommend relevant projects/ steps based on government policies and schemes that can contribute to the development of tourist infrastructure, capacity building and local enterprise creation
- 3.8.4. Identify technology-based tools that can be leveraged for sustainable tourism development
- 3.8.5. Study best practices and sustainable tourism models globally and highlight those that have potential for replication
- 3.8.6. For identified products, suggest possible business models (Departmental, PPP etc.) with revenue projections.

### *3.9 Preparation of a Eco-Tourism Master plan for the State of Himachal Pradesh.*

- 3.9.1 To prepare a Comprehensive Eco-Tourism Master Plan for the State of Himachal Pradesh based on the convergence of available and the collected data of all the Eco-Tourism sites.

## **4. Deliverables:**

The Deliverables of the assignment are as following:

- 4.1 Inception Report for the State, including a detailed plan of action with a detailed framework of activities, methodology to be applied, schedule, etc within 15 days from the date of award of the contract.
- 4.2 Organize stakeholder consultation in workshop including government departments, industry and key community organizations and NGOs working in the field of sustainable tourism within next 1 month.
- 4.3 Mid-term Progress Report detailing advancement of the tasks carried out within next 2 months.
- 4.4 Draft Master Plan, including all the given components needs to be submitted within next 15 days.
- 4.5 Final Master Plan incorporating the comments and suggestions by various stakeholders and line departments within next 1 month.

## **5. EOI processing fees**

A refundable processing fee of Rs. 5000/- (five thousand only) in the form of a Demand draft or Pay order drawn in favor of “CCF-cum CEO Eco-Tourism Shimla-02” payable at New Shimla has to be submitted along with EOI response. Bid received without or with inadequate EOI processing fees shall be liable to get rejected.

## **6. Venue and deadline for submission of proposal**

O/o CEO-Cum-CCF, Eco-Tourism & Publicity, Mist Chamber Khalini Shimla-02.

and 01<sup>st</sup> July, 2019

## **7. Validity of offer**

15 days from issue to assignment

## **8. Period of work / time schedule**

5 months extendable by further one month.

## **9. Eligibility Criteria**

- Agency should have actively worked in the area of Eco-Tourism and have prior experience in projects demonstrating strong analytical capacity and ability to come up with innovative ideas for sustainable tourism development. The agency should have completed minimum 3 assignments in Government of India / State Governments related to Community-based tourism during the last 5 years.
- The Team leader should have minimum 5 years of relevant experience in Tourism Advisory and Consultancy.
- Agency should have a minimum turnover of INR 3 Cr over the last 3 years.

## **10. Inputs to be provided by HPECOSOC / Forest Department Himachal Pradesh:**

Eco-Tourism works and reports prepared by the Eco-Tourism and Publicity wing of the HP Forest Department. Recently, the HPECOSOC wing of the Forest Department has prepared a basic draft report for 136 prospective Eco-Tourism sites in the State of Himachal Pradesh. The CEO HPECOSOC shall share the report with the Master Plan consultant shortlisted for the purpose.

The consultant team shall be provided boarding and lodging facilities in the Forest Rest Houses / Inspection Huts available close to the prospective sites for the period of preparation of Master Plan. The consulting team shall submit their tour programme in advance to the CEO HPECOSOC for the purpose.

**CEO-Cum-CCF  
Eco-Tourism & Publicity  
Mist Chamber Khalini, Shimla  
Himachal Pradesh - 171002**

**DATES FOR THE EOI ARE AS UNDER:-**

<b>Sr. No</b>	<b>Particular</b>	<b>Last date</b>	<b>Time</b>
1	Publishing date	09 <sup>th</sup> June, 2019	1000 hrs.
2	Document download start date	10 <sup>th</sup> June, 2019	1300 hrs.
3	Document download end date	01 <sup>st</sup> July, 2019	1400 hrs.
4	Date of presentation	To be intimated separately to shortlisted candidates.	
4	Bid submission start date	To be intimated after presentation.	
5	Bid submission end date	-----do-----	
6	Bid opening date	-----do-----	

**CEO-Cum-CCF  
Eco-Tourism & Publicity  
Msit Chamber Khalini Shimla-02**

## APPLICANT EXPRESSION OF INTEREST

To

The CEO-Cum-Chief Conservator of Forests  
Forest Department, Eco-Tourism & Publicity  
Mist Chamber Khalini, Shimla, Himachal Pradesh - 171002

**Subject:** *Submission of EOI Services of Consultancy to Prepare a Master Plan for Eco-Tourism in Himachal Pradesh.*

Dear,

In response to the invitation for expression of interest (EOI) published on ..... for the above purpose, I would like to express interest to carry out the above proposed asked. As per eligibility criteria in the detailed document, certificates of following are herewith attached.

1. Experience related documents of the organization (previous works in the related field carried out) as per prescribed eligibility.
2. Education / Experience Certificates of the team members.
3. Balance sheet for the last 3 years.

**Signature of applicant:.....**

Name : .....

Correspondence Address:.....

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Pin Code:.....

Email ID: .....

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Telephone No's:.....

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