



Terms of Reference for a Tonle Sap Basin Reserve (TSBR) Consultant Position

Project Implementer

Pavilion/MAADS were created by the founders/operators of several well-known office park, boutique hotels, restaurants, shops, sport clubs and residences in Cambodia. Existing operations include Aquation, DIB Club, Treellion Park, Templantation, Pavilion, White Mansion, Floatation, Floatation. A few more businesses are presently under development and we foresee sustained further expansion.

All our projects have a consistent identity: strong character, great locations, interesting setups and lots of water and greenery. They respect architectural heritage and support whenever possible promote local culture and responsible tourism. We put a strong emphasis on using low energy consumption solutions. We strive to always positively maximise our guests and clients experience of our destinations.

Project Background and Details

While the Tonle Sap Lake is one of the top four fishery production areas in the world and contributes the majority of Cambodia's freshwater fish production, the lake and its basin are under increasing pressure from multiple threats including climate change, illegal over-exploitation of fisheries and wildlife, forest encroachment and cutting, and upstream dam-building. As the communities living in floating villages in the flooded forest area of the Tonle Sap Basin Reserve (TSBR) are highly dependent on the lake's water and related resources, these threats are contributing to high levels of poverty, food insecurity and pending environmental collapse in the region.

The TSBR has enormous eco-tourism potential but the sector is underdeveloped, suffers a lack of tourist infrastructure and hospitality services, and has not featured highly in national public policies or financial priorities. It is the green economy component of the project.

Under the program funded by the European Union, OXFAM is aiming to strengthen health and the socio-economic development of northwest Tonle Sap fishing communities in the provinces of Siem Reap, Banteay Meanchey and Battambang. OXFAM will collaborate with MAADS/PAVILION & FACT to undertake eco-tourism activities as detailed hereafter.

Project General Objective

Contribute to turning the northwest half of the Lake into an attractive destination that will generate long-term benefit to the communities.

At first stage, deliver an **Inception Report/Strategy, including detailed workplan, survey methodology, scope, listing of information sources, GIS software identification, location sampling and explorations schedule.**

Project Specific Objective

Prepare for private investors/developers to invest in eco-tourism in the Tonle Sap area by undertaking the following activities:

Activity 3.1.1 Conduct studies on the tourism inventory of northwest half of the TSBR and assess demand for eco-tourism and CEPA (Culture and Environment Preservation Association, a Cambodian non-governmental organization) will carry out a preliminary assessment of targeted community-based tourism sites. The Pavilion will then complement findings, including all remaining areas in the northwest half of the TSBR.

The study will solicit expertise from travel and conservation specialists and communities and will include a GIS mapping and listing of potential tourist attraction sites, landscapes, animals, recreational activities and best locations for eco-resorts. It will identify access points for recreational activities and how they can be set up with minimal environmental impact, ensuring safe access for all. Findings will be made available online.

FACT (Fisheries Action Coalition Team, a coalition of NGOs established in 2000 by a group of NGO members working on fisheries and environmental issues around the Tonle Sap Lake) and CEPA will also undertake a study on relevant licensing processes, policies and regulations applicable to eco-tourism development in the TSBR to support investors' compliance with government regulations. A set of recommendations will be developed for sub-national and national governments, and disseminated through forums (A3.3.1), IEC and online platforms.

FACT and CEPA will also conduct a market study on the demand for community-based eco-tourism opportunities while THE PAVILION (The Pavilion) will conduct a market/trends study to evaluate the number of potential visitors to the northwest half of TSBR and estimate their spending capacity.

From the GIS mapping and listing of potential tourist attractions, an official map and brochure will be developed by FACT and CEPA in consultation with MoT, MAFF, MoE, MoWRM, in which eco-tourism spots identified will be documented along with off-the beaten track attractions. Print and e-copies of brochures will be made publicly available. Publications: 5 Studies: Preliminary assessment; GIS mapping of tourist sites; Relevant licensing regulations; Demand for community-based eco-tourism; Market trends; Map and brochure

Beneficiaries

Community members from Tonle Sap Lake North-West who can potentially make a living from tourism, tourism investors/operators, authorities. Findings made public and link to marketing and promotion.

Specific Tasks of the Consultant

The purpose of the consultancy is to conduct the relevant research, starting by collecting and aggregating all existing relevant materials published on the Tonle Sap Lake and tourism trends in the focus areas. Then, undertake comprehensive site visits throughout the year to assess the potential for tourism and outdoor recreation activities on existing natural resources, design activities to minimize these impacts and promote sustainable rural and ecotourism in this area.

Findings will be organized in a GIS detailed mapping along with a comprehensive narrative that will include pictures where relevant, and all necessary information for the easy use of web and brochure designers and financial experts who will in the next phase create business plans and investment memos (investment decks) for potential investors.

All studies should focus on the development of ecotourism and the improvement livelihoods in the project areas, taking into consideration their impact on productive wetland, protected areas and natural ecosystems, while ensuring returns for potential investors.

For additional information, please contact info@maads.asia

Key Deliverables and Timeframe

The assignment is expected to begin in October 2021 and is expected to be completed within a year after the contract is signed by both parties. The following key deliverables are expected from the consultant with the estimated timeframe:

Key Deliverable Outputs	Delivery Time
(i) Inception Report/Strategy, including detailed workplan, survey methodology, scope, listing of information sources, GIS software identification, location sampling and explorations schedule.	15 Nov 21
(ii) 3 pages report on meetings with relevant stakeholders in Phnom Penh and Siem Reap and presentation of initial existing reports and studies.	30 Nov 21
(iii) Report on the first field visit (cold season / international tourism season)	15 Dec 21
(iv) Report integrating inventory and aggregation of existing documentation	31 Dec 21
(v) Report on the second field visit (low water, hot season)	30 Apr 22
(vi) Draft report for comments on initial findings and recommendations.	15 May 22
(vii) Report on the third and final field visit (high water, rainy season)	15 Aug 22
(viii) Final report on findings, GIS, recommendations for the following phase.	15 Sept 22
(ix) Presentation workshop with all relevant stakeholders, release of information to the public and experts in charge of the phase of the project.	30 Sept 22

**Validation and sharing workshops: The baseline findings should be validated through workshops among the project partners and stakeholders.*

Required Competencies

I. Functional Competencies:

- Advanced writing and editing skills in English, reading capabilities in French.
- Ability to undertake week-long site explorations with minimal comfort, during hot/wet seasons.
- Computer literacy, including GIS editing, geopositioning softwares and basic graphic tools.

II. Corporate Competencies:

- Ability work and organize yourself alone and achieve quality outputs under strict timelines.
- Ability to conduct in-depth searches and synthesize complex documentation.
- Excellent communication and consultation skills, to liaise with a range of stakeholders including the Project manager, tourism professionals, researchers, NGO personal, provincial authorities, local communities, etc.

Required Skills and Experience

I. Academic Qualifications:

A minimum of bachelor's degree (or equivalent sustained experience) in ecotourism, environmental science, agriculture, fisheries, forestry, or related field.

II. Years of experience:

At least 5 years' expertise in eco and rural tourism planning, developing projects related to eco and rural activities in South East Asia.

III. Technical experience:

- *Expert knowledge with experience in rural tourism, ecotourism and wildlife-based projects.*
- *Expert knowledge with experience in elaborating ecotourism plans.*
- *Adequate knowledge and/or experience of South East Asian ecotourism sector and biodiversity/protected areas.*
- *Experience working within rural communities and mid/higher-end tourism.*
- *Experience with EU or international donors/NGOs projects is an asset.*

How to apply

The consultancy is open for all national and international consultants who meet the selection criteria and propose a competitive fee. Interested consultants are requested to apply only by emailing to info@maads.asia

Submissions through any other media will not be considered.

The application must include all of the following documents:

1. Complete detailed CV,
2. References to previous relevant studies or consultation reports,
3. Technical Proposal,
4. Offerors Letter,
5. Financial proposal.

All files shall be submitted in one single email and sent as MS Word or PDF files to info@maads.asia

Before you submit your proposal please revise that the application is complete and comprises all five (5) documents.

Incomplete applications will not be considered.

Additional notes

The consultant or consultancy team is required to prepare a detailed financial proposal for whole assignment covering consultancy fees, and other necessary expenses items related the actions of the assignment.

*Consultancy fees and any per diem for field work should be separated from field work and workshop expenses. **Field work and workshop expenses will be reimbursed based on receipts and actual costs not exceeding the amount indicated in the financial proposal.***

Financial proposals will be evaluated based on their cost-effectiveness, competitiveness and clarity of execution.

Consultant required to adhere to Oxfam Values and Principles:

- *Eager and required to adhere to Oxfam's principles and values ([click here](#)) as well as the promotion of gender justice and women's rights ([click here](#)).*
- *Understanding of and commitment to adhere to equity, diversity, gender, child safety and staff health and wellbeing principles.*