

CONNECT

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Terms of Reference 2017 - Colombia - 001

Ecotourism Municipality of Angelópolis Colombia

Core information of the requested exchange	
Title	Municipality of Angelópolis, Colombia - Ecotourism
Recipient department	Secretariat of Planning and Territorial Development Contact person of the department: Juan Marcelo Gaviria Zapata 3122367853 / (4)8421793
Name of contact person and department of LRG requested exchange	María del Pilar Marín Munoz, Administrative Assistant at the Municipality of Angelópolis, Colombia Address: Calle 10 N° 9-61 Santander 3122366642 alcaldesa@angelopolis-antioquia.gov.co
Period of the proposed exchange	February / March 2017
Basic information on the Local Authority	Angelópolis is a town and municipality located in central north-western part of Colombia. It is an mountainous area and the estimated population of the municipality is 7500. Website: https://www.angelopolis.com/nuestro-hosting/
Objective of the exchange	The exchange aims to: <ul style="list-style-type: none">- Assess the tourism sector of the municipality.- Offer technical assistance on the development of a tourism strategy.- Increase the understanding and key principles of ecotourism.- Increase the human capacity to planning, developing and implementing a tourism strategy.
Expected results of the exchange	The exchange expects the following results: <ul style="list-style-type: none">- The challenges and opportunities related to tourism sector in the municipality are identified- An ecotourism strategy has been developed in close cooperation with all the stakeholders.- The capacity of human resources responsible for the development, planning and implementation of the strategy has increased.- Generally, all the persons involved have better understanding of ecotourism.

Background information of the applicant	
Number of people and their position in the department directly involved in the exchange	Secretariat of Planning and Territorial Development (5)
Reason for requesting the exchange	The municipality of Angelópolis is not really developed yet and looking for a European partner to assess the possibilities of Ecotourism and further develop the sector.
Specific challenge to be addressed during the exchange	To provide the municipality of Angelópolis with technical assistance on the development of a strategy towards ecotourism.
Relevance of the objective	The local government authorities started the 'We Work for Progress' programme. This four-year programme seeks to generate new employment alternatives by strengthening the agriculture and tourism sector. In addition to this programme, Angelópolis has a Municipal Development Plan on tourism, it is a first draft and has to be further developed. This exchange activity will contribute to the four-year plan and the tourism strategy of the municipality.
Other related initiatives	The municipality has not received any technical or financial assistance related to the development of ecotourism so far.

Outline of the requested exchange	
Mode of the exchange	<input checked="" type="checkbox"/> Expert Assignment <input type="checkbox"/> Round Table Expert Meeting <input type="checkbox"/> Temporary Work Placement <input type="checkbox"/> Group Exposure Visit
Relevant policy field	Ecotourism
Preferred roles to take up	<input type="checkbox"/> Counsellor <input type="checkbox"/> Coach <input type="checkbox"/> Partner <input checked="" type="checkbox"/> Facilitator <input type="checkbox"/> Teacher <input type="checkbox"/> Modeler <input type="checkbox"/> Reflective Observer <input checked="" type="checkbox"/> Technical Advisor <input checked="" type="checkbox"/> Hands-on Expert
Requested expertise	<p>A support mission to the Municipal Assembly will involve two experts, notably:</p> <ol style="list-style-type: none"> 1. A Spanish speaking Ecotourism expert with ample experience in planning and developing ecotourism. 2. A Spanish speaking local officer experienced in developing, planning and implementing a municipal tourism strategy

Activities to be performed during exchange	<ol style="list-style-type: none"> 1. Assessment of the tourism sector in the municipality with a focus on the existing initiatives and challenges and opportunities for further development. During this assessment, a brainstorm session with relevant stakeholders will be held. (2 days) 2. Workshop on sustainable tourism and ecotourism. The participants will increase their understanding of these two concepts and get informed about theories, models and best-practices. By creating a general understanding of the concepts, the workshop could be seen as a starting point from which a strategy will be developed. (1 day) 3. Develop a strategy for the tourism sector. This strategy will be based on existing strategy, the experience of the expert, the outcome of the assessment, the input given by relevant stakeholders during the brainstorm session and the experience of the European policy officer and people working at the department responsible for the planning and territorial development of the municipality. (3 days) 4. Drafting an action plan (1 day) 5. Workshop on project planning, formulation and implementation. With a focus on how the ambitions of the stakeholders can be streamlined and transformed into a concrete, inclusive and realistic project. (1 day) 6. Workshop on financial resources. This workshop targets the persons that are in charge of managing the financial resources. The participants draft a brief report in the existing financial flows of the tourism sector. Subsequently, the participants look into new funds and follow a workshop on how to fill out an application. In the end, the participants formulate a financial plan, budget plan and a funding strategy. (2 days)
Outputs <i>(expected deliverables; try to be as specific as possible)</i>	<ol style="list-style-type: none"> 1. Report of the assessment of the tourism sector, including the challenges, opportunities and chances for further development. 2. Flipcharts which present the main concepts and innovative ideas that might be interesting to include in the strategy. 3. Strategy on paper 4. Action plan that indicates the tasks for each person involved in the strategy development, planning and implementation.
Indicators of success of the exchange	<ul style="list-style-type: none"> - The extent to which the strategy is sufficiently inclusive, realistic and agreed by the municipal community as a whole. - The extent to which the action laid down in the action plan are assigned to one particular team or person.
Approximate number of working days and planning	<p>Project preparation – 3 working days</p> <p>Project implementation – 10 working days (2 experts)</p>

	<p>Finalising the strategy and action plans – 2 days</p> <p>Evaluation - 2 working days</p> <p>For 2 persons the level of effort is determined to be 27 working days</p>
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Financial support and contract	
Financial support CONNECT	<p>CONNECT will cover the following costs of the activity:</p> <ul style="list-style-type: none"> - Return flights based on economy class - Compensation for working days @ €200 per day when abroad - DSA according to http://ec.europa.eu/europeaid/funding/about-calls-tender/procedures-and-practical-guide-prag/diems_en for all days when abroad - Costs for translation - Costs for local consultants - Costs for transportation
Contract	<p>A contract will be signed between VNG International and the European local and or regional authority that will detail all contractual obligations</p>