

Uttar Pradesh Pro Poor Tourism Development Project
TERMS OF REFERENCE
Urban Development Planner /Landscape /Heritage Conservation Specialist for State Project
Coordination Unit

1. BACKGROUND

The Uttar Pradesh Pro-Poor Tourism Development Project is being prepared by the Department of Tourism, GoUP with the World Bank support. The project aims to unlock the potential of Uttar Pradesh's unique heritage through pro-poor tourism development for inclusive growth and poverty reduction in asset-rich, but low income areas in the state.

The Project Development Objective is to increase tourism-related benefits for local communities in the Project target areas through:

1. Provision of basic infrastructure and facilities for tourists and local communities alike to enhance their experience and thereby extend their stay and expenditure in the selected destinations;
2. Formulation of integrated strategy for tourism growth, management, promotion, branding and improved interpretation of selected destinations;
3. Enhancement of tourism governance and systems in selected destinations and at state level;
4. Support to improved participation of local communities and entrepreneurs in the tourism value chain in selected destinations.

In terms of institutional arrangements for the project implementation, a State Project Coordination Unit (SPCU) has been established and fully staffed in the Department of Tourism, GoUP, in Lucknow.

At destination level, the existing Development Authorities, including the Agra Development Authority (ADA) and the Mathura-Vrindavan Development Authority (MVDA), are responsible for the project execution as Implementing Entities (IE). The TSUs will be supported by specialists to be hired by the SPCU and work as part of Technical Support Units (TSU).

The primary responsibilities of the SPCU are to ensure all project resource use, monitoring, and reporting functions follow defined state and central governments as well as the World Bank fiduciary, safeguard and accountability processes and standards including preparation of the Project's Annual Procurement Plan, Annual Work Plan, Annual Budget and related documents and submit them to the World Bank, Empowered Committee and Steering Committee for approval, as required. In addition, to coordinate and facilitate annual/periodic audits of the project activities at all levels; to ensure adequate staffing and to organize internal training to IEs, TSUs and project personnel whenever necessary and to prepare documentation for the implementation support missions, and all other aspects of project implementation.

2. SCOPE OF ASSIGNMENT AND DETAILED TASKS

The SPCU is hiring a fulltime Urban Development Planner /Landscape /Heritage Conservation Specialist to be based in Lucknow.

His/her primary responsibilities are inter alia to:

- Advise the state tourism officials and other key stakeholders at public, private and community levels on pro-poor tourism development policy, heritage conservation, management, planning and institutional development.
- Supervise the effective design and implementation of tourism-specific subprojects and activities.
- Support in Project Planning, Supervision of preparation of DPRs keeping in view the specific requirements of (a) the area being developed and (b) the intended beneficiaries (c) cultural policies.
- Ensuring that the designs, lay outs, plans, DPRs, reports etc. are of acceptable standards
- Operationalizing the DPR- ensuring connectivity with city wide infrastructure facilities especially in areas of heritage conservation and urban community assets.
- Activity planning and scheduling to avoid time & cost over runs and monitoring physical progress at site.

- Design & monitor implementation of Integrated Development Plans, Detailed Project Reports etc. with focus on, conservation of heritage assets, slum development, and provision of infrastructural facilities to urban poor etc.
- Advice on Construction Management: Assistance to consulting agencies / development authorities/implementing agencies in obtaining requisite clearances; detailed planning of implementation; material & supply chain management; quality assurance and benchmarking etc.
- Address issues of sustainability of created assets, and other social and institutional risks at local level.
- Prepare necessary ToR's, progress reports, minutes presentations, etc as required.
- Undertake evaluation, appraisal etc. of reports, project proposals, etc. as prepared by various consultants.
- Undertake site visits as required.
- Perform such other tasks as Project Director may direct from time to time for proper implementation of the project.

3. QUALIFICATION AND EXPERIENCE

The qualification and experience of Urban Development Planner /Landscape /Heritage Conservation Specialist is as follows.

Minimum Educational Qualifications :-

The Urban Development Planner /Landscape /Heritage Conservation Specialist should be a Post Graduate in Heritage Conservation, Tourism Management, Urban Planning or Architecture / Urban Development.

Relevant Experience :-

At least 10 years of experience of working in tourism development and management; including experience in planning and management of tourism products and destinations in developing countries. The Specialist should possess experience in community development projects in urban scenario of India and/or internationally. Experience of working in either tourism, heritage conservation and protected area management projects is desirable.

- Proven experience in developing and implementing pro-poor tourism principles in policies, institutional development, Integrated plans, destinations and regulations in a participatory manner, including:
 - Urban Planning / Development of heritage Conservation / Landscape Tourism, standards and & policies.
 - Experience with tourism institutional frameworks, public-private tourism arrangements and tourism sector advisory support
 - Experience in identification of training needs and tourism capacity building program design and delivery
 - Experience in developing basic services and tourism infrastructure in a pro-poor manner
 - Knowledge in management of tourism destinations, including site operation and maintenance
- Familiarity with Indian urban planning & heritage legislation, tourism policies, and liaising with key public and private sector entities in the country; and proven expertise in integrated tourism planning and tourism infrastructure development and management.
- Previous experience in project planning, implementation and management of urban development/ and heritage conservation / Tourism projects at national or international level.
- Should have good knowledge of public sector management and working of municipal administration (particularly development authority).
- Previous experience with spatial analysis, zonal/development plans, Heritage conservation and assisting integration of projects at city/region area level.
- Working knowledge/experience of Projects funded by International Financial Institutions (World Bank, Asian Development Bank, etc.) is desirable.

- Computer literacy in Microsoft packages, knowledge of AUTOCAD + GIS is an asset.
- Strong analytical and writing skills.
- Excellent facilitation and presentation skills paired with good interpersonal abilities.
- Ability to work under pressure and handle multiple activities concurrently.
- Excellent fluency in spoken and written English and Hindi.
- Excellent Leadership qualities and demonstrated experience in personnel and team management including mediation and conflict resolution

4. PERIOD OF ASSIGNMENT

The Urban Development Planner /Landscape /Heritage Conservation Specialist will be hired for a period of 36 months from the date of contract, to be reviewed based on performance and on mutually acceptable terms.

5. PLACE OF ASSIGNMENT

Urban Development Planner /Landscape /Heritage Conservation Specialist will be placed in the State Project Coordination Unit (SPCU) at Lucknow. S/he has to make visits to different subproject areas as per the requirement.

6. REPORTING AND OUTPUT

The Urban Development Planner /Landscape /Heritage Conservation Specialist shall report to the Project Director at the SPCU.