



TERMS OF REFERENCE

Consultant: Consultancy for the Development of a National Green and Sustainable Tourism Standards Framework for Nepal

WCN - Roots of Circularity Project

Issuing Organization: Wildlife Conservation Nepal (WCN)

Project: Roots of Circularity

Location: Kathmandu, Nepal (with field missions)

Reporting To: WCN Focal Point

Deadline: August 9, 2026

Position: Green Hospitality and Tourism Expert

Type: Individual Consultant

Duration: 5–6 Months

1. Background

Wildlife Conservation Nepal (WCN) is implementing the Roots of Circularity (RoC) project to promote sustainable approaches to natural resource management and green-tourism in Nepal. The project promotes the transition from the traditional linear "take-make-dispose" model toward a circular economy that minimizes waste, keeps materials in use, and regenerates natural systems. Through this European Union-funded initiative, jointly implemented by Impact Hub Kathmandu (IHK) and Wildlife Conservation Nepal (WCN), a policy diagnostic study was conducted. The study, aligned with Nepal's NDC 3.0, identified the tourism and hospitality sector as one of the country's most promising pathways for advancing circular economy principles and achieving national climate commitments while contributing to sustainable development priorities.

Building on these findings, WCN is supporting the development of a circular, green and sustainable tourism industry in Nepal. A key component is supporting the development of nationally recognized policy standard framework for green and sustainable tourism to guide hotels, lodges, trekking operators, and other tourism enterprises toward environmentally responsible and socially equitable operations in collaboration with Ministry of Culture, Tourism and Civil Aviation (MoCTCA), Nepal Tourism Board (NTB) and other relevant stakeholders. Although many tourism enterprises have adopted individual sustainability practices, Nepal currently lacks a nationally endorsed sustainability standard that provides consistent guidance, measurable indicators, and a credible pathway for certification and continuous improvement. This consultancy will develop evidence-based standards and a champion policy framework for developing standards framework for green and sustainable tourism in tourism sector of Nepal, through a participatory and evidence-based process involving key national institutions.



2. Objective

To develop a comprehensive, practical, and nationally endorsed National Green and Sustainable Tourism Standards Framework for green and sustainable tourism in Nepal by:

- (i) assessing existing tourism sustainability practices, regulatory gaps, and implementation challenges through desk review, stakeholder consultations, and field assessments;
- (ii) engaging national and provincial stakeholders in a participatory standards development process;
- (iii) drafting sector-appropriate standards covering environmental, social, and governance dimensions.

3. Scope of Work and Key Responsibilities

3.1 Stakeholder Coordination

- Serve as technical focal person with MoCTCA, NTB, NATHM, civil society stakeholders and private sectors to establish a multi-stakeholder advisory group to guide the process.
- Coordinate closely with WCN's project team and engage relevant government agencies for the development of a National Green and Sustainable Tourism Standards Framework for Nepal

3.2 Research and Gap Analysis

- Conduct a comprehensive desk review of national and international sustainable hospitality standards (e.g., GSTC, Green Globe, Travelife, Association of Southeast Asian Nations -ASEAN and Nepal-specific policies and undertake a structured gap analysis
- Collect primary data through key informant interviews, focus group discussions, and field visits to representative hospitality enterprises.

3.3 Workshops, Field Missions, and Stakeholder Consultations

- Plan and undertake field missions in selected provinces of Nepal to engage stakeholders from the tourism and hospitality sector.
- Design and facilitate a minimum of two to five consultation workshops at national and provincial levels to validate findings and build consensus on the proposed standards framework as directed by the relevant ministry.
- Prepare consultation materials, document proceedings, and synthesize stakeholder feedback into the draft standards framework.

3.4 Standards Development

- Draft a multi-tiered policy standards framework for sustainable covering energy efficiency, water conservation, waste management, biodiversity protection, community benefit, cultural heritage, and local sourcing.
- Develop criteria, indicators, and a verification methodology for different scales of enterprises, aligned with Nepal's development plans, the SDGs, and GSTC.



- Propose incentive and compliance mechanisms and recommend capacity-building measures for government agencies, industry associations, and enterprises.

4. Core competencies:

4.1 Strategic Policy Development

- Global Climate Diplomacy Leadership
- Expert in Tourism and Climate Change.
- 10+ years shaping green/green tourism frameworks across South Asia.
- Skilled in aligning global and regional green tourism strategies with national climate and sustainability priorities.

4.2 Sustainable Tourism and Climate Resilience

- Experience in Integration of climate adaptation and resilience into tourism planning.
- Experience in ESG-driven approaches to climate-smart tourism entrepreneurship.

4.3 Hospitality and Green Standards

- Familiarity with GSTC, Travelife, ASEAN Green Hotel Standards and Bhutan Green Hotel Standard.
- Experience guiding hotels and enterprises toward green-certification and carbon reduction.

4.4 Regional Collaboration and Governance

- Demonstrated leadership in multi-stakeholder platforms and government partnerships.
- Experience in cross-border cooperation and institutional capacity building in South Asia.

4.5 Analytical, Research, and Curriculum Expertise

- Strong analytical, facilitation, and report-writing skills.
- Expertise in regenerative tourism driven curriculum design and sustainability education frameworks.

4.6 Leadership and Strategic Communication

- Visionary leadership in green, inclusive and climate resilient tourism development.
- Skilled communicator in international forums, policy dialogues, and academic platforms.

5. Key Deliverables and Payment Schedule

S.N	Deliverable	Timeline
1	Inception Report: work plan, stakeholder mapping, gap analysis	Month 1
2	Stakeholder Consultation and Field Assessment Report: findings from national and provincial consultations, field missions, and assessments of representative tourism enterprises	Month 2–3
3	Draft National Green and Sustainable Tourism Standards Framework: incorporating findings from desk review, field assessments, and stakeholder consultations	Month 3–4
4	Final National Green and Sustainable Tourism Standards Framework, Implementation Recommendations, and Validation Workshop Report	Month 4–5
5	Final Standards, Policy Document & Validation Workshop Report	Month 5–6

6. Required Qualifications

Education	Master's Degree or PhD in Environmental Science, Sustainable Tourism, Hotel Management, Public Policy, Natural Resource Management, or a related field.
Experience	Minimum 10 years in sustainable tourism, hospitality standards, or environmental policy in Nepal; proven experience developing standards or certification frameworks; prior engagement with MoCTCA, NTB, or NATHM; familiarity with GSTC or ISO 14001 is desirable.
Skills	Excellent analytical and technical writing in English and Nepali; strong facilitation skills across government, civil society, and private sector; ability to deliver quality outputs on time.

6. Duration and Indicative Timeline

Month 1	Contract signing; desk review; methodology development; stakeholder mapping; preparation of field assessment plan; Inception Report
Month 2–3	Stakeholder consultations, provincial field missions, assessment of representative tourism enterprises, inception workshop, and Consultation & Field Assessment Report



Month 3–4	Development of Draft National Green and Sustainable Tourism Standards Framework based on research findings, field assessments, and stakeholder inputs for internal review
Month 5	Provincial/national validation workshop(s); revision of standards framework based on stakeholder feedback
Month 5–6	Final validation workshop; incorporation of feedback; submission of final National Green and Sustainable Tourism Standards Framework and supporting documents

Notes:

1. The timeline is indicative and intended for planning purposes. The implementation schedule may be revised or expedited, where appropriate, through mutual agreement between the Consultant, the Government of Nepal, and WCN, provided that the quality, scope, and integrity of the deliverables are maintained.
2. The consultancy will involve field missions to selected provinces of Nepal to assess tourism enterprises, consult stakeholders, and ensure that the standards framework reflects diverse tourism contexts, including urban, heritage, rural, mountain, and nature-based tourism destinations. The selection of field locations will be undertaken in consultation with relevant government agencies and WCN.

7. Application Process

Interested candidates should submit their CV, two samples of comparable work (standards documents, policy briefs, or technical reports) with contact information of three referees and queries to following address: mail@wcn.org.np by August 9, 2026 with subject line: Consultant – Green Hospitality Standards / Roots of Circularity.

After the review of technical documents, only shortlisted candidates will be called for the submission of the financial proposals.

Disclosure: WCN will not entertain enquiries by telephone. All requests for clarification should be submitted through the designated communication channel specified in this ToR. WCN reserves the right to accept or reject any or all applications and to cancel, suspend, or amend the selection process at any stage, without assigning any reason and without incurring any liability at its discretion.