



**Publication Material Term of Reference
For Environmental Science Unit
UNESCO Office Jakarta**

**Development of Tourism Map to Promote
Gunung Leuser National Park, Province of North Sumatra and NAD**

I. Background

Covering a total area of 1,094,692 hectares, Gunung Leuser National Park (GLNP) is one of the largest national parks in Indonesia. The topography of the park varies from lower and coastal areas, located at sea level, to mountain areas with the highest peaks reaching about 3,404 m asl.

The major habitats in GLNP can be classified as mountain forest, alpine woods, primary dipterocarp lowland forest, swamp areas, seashore/beach forest and mangrove forest. Due to its rich ecosystems and biological diversity, GLNP has been designated as a Biosphere Reserve in 1981 and has been inscribed on the World Heritage List in 2004 together with Kerinci-Seblat NP and Bukit Barisan NP, as the Tropical Rainforest Heritage of Sumatra.

GLNP provides a wide diversity of fauna and flora, amongst which several are exceptionally rare and critically endangered (i.e. rhino, tiger, elephant and orangutan). At least 92 endemic species have been identified in GLNP. The park contains also both the world's largest flower (*Rafflesia arnoldi*) and the tallest flower (*Amorphophallus titanum*).

Due to its rich biodiversity, GLNP attracts many domestic and international visitors. Most popular activities in the park include jungle trekking, Sumatra orangutan viewing, elephant trekking, tubing, rafting, caving, and viewing the beautiful scenery of the park. Many of the tourism destinations and activities in GLNP are currently found back in Bukit Lawang and Tangkahan. Unfortunately, other tourism sites remain under-explored and lack adequate promotion.

**II. Project:
Saving the Natural Heritage of Gunung Leuser National Park,
Tropical Rainforest Heritage of Sumatra**

UNESCO Office, Jakarta (Environmental Sciences Unit) in collaboration with Directorate General of Forest Protection and Nature Conservation under the Ministry of Forestry and supported by the Ministry of Environment, Spain, is implementing a conservation project in GLNP.

One of the main activities under the project is the establishment of a supportive environment for sustainable ecotourism development. Through this activity, UNESCO



seeks to support GLNP authorities and other stakeholders such as local communities, private sector, local and central government in their efforts to promote sustainable tourism in the national park. To achieve this goal, UNESCO Office, Jakarta aims to develop tourism promotion tools. One of these tools includes the development and publication of a tourism map representing Gunung Leuser National Park as a tourism destination.

III. Objective

The objective of this activity is to develop a tourism map, including detailed information about tourism destinations in the park, in order to promote tourism in GLNP. UNESCO will collaborate closely with the contractor in providing practical information about tourism destinations and possible tourism activities in and around the park.

IV. Output

A two-sided full color tourism map of GLNP covering both Province of North Sumatra and NAD, providing detailed information about tourism destinations, tourism activities and related practical information

V. Technical implementation and deliverables

1. It is expected that this assignment will be conducted for 3 months, projected to begin on 1 February 2010 and to be completed by 2nd week of April 2010.
2. The assignment will need include the travel to tourism destinations in GLNP, covering both Province North Sumatra and NAD to collect practical data and photos on the tourism destinations and activities.
3. The map should be presented in the following manner:
 - 1500 copies - Art Paper 50 X 80 cm, 150 gr, printed on both side, full color doff laminated.
 - Includes related photos of GLNP and captions.
 - Consists of not only the map but also short text blocks on related sites, natural and cultural attractions of the destinations, characteristics of the local resources, trekking trails/routes, activities, practical information and tips for visitors of what to do, etiquette, and how to be responsible during the visit in the park.
 - The soft copy of the final map with text and photos should be included in 5 CDs and send to UNESCO Office, Jakarta together with all hardcopies of tourism map.
 - Language: English
4. The project team is expected to actively communicate with Environmental Sciences Unit, UNESCO Office, Jakarta and presented 3 times before the execution of the final soft copy and sending to the printing house.
5. The project team will coordinate the distribution of the tourism map to the key stakeholders.



Please submit the quotation in rupiah that includes the cost of travel, printing, and distribution and project timeline by **26 January 2010** with the subject: “DEVELOPMENT OF TOURISM MAP AS PROMOTION MATERIAL FOR GLNP, PROVINCE OF NORTH SUMATRA AND NAD”

by mail to:

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