

## Terms of Reference

### for consultancy services for the Feasibility Study of Energy Campaign for Hotel and Catering Industry in India

Adelphi-Consult has the pleasure in inquiring about your interest to conduct research work and provide organisational support for the feasibility study for the Energy Campaign for the Hotel and Catering Industry in Indian hotels.

#### Background:

The primary aim of the intended campaign is to mitigate climate change by achieving a fundamental reduction in greenhouse gas emissions generated by the hotel and catering industry. The first feasibility study intends to bring together stakeholders that are directly and indirectly involved in the energy, hotel and catering sector, which includes the state ministry, agencies, power companies and associations. This is done by laying political and technical groundwork and striving towards a mutual beneficial energy campaign. This project will focus on the essential aspects for the development and deployment of a master plan for achieving GHG emission reductions in the hotel catering industry. Previous implementation of a similar campaign in Germany's hotel and catering industry has achieved great success environmentally and economically. The feasibility study should show how to put into practice this accomplishment in similar industries in India, by taking advantage of the experiences and expertise gained in the successful ongoing German campaign, while considering the local context of India with all its implications. The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is financially supporting the feasibility study.

#### Tasks:

All tasks should be conducted only on the basis of existing studies and not on empirical research, results have to be provided in form of a detailed report. Basic research for most of the tasks have already been conducted and have to be reviewed, updated and additional research results added to. The coordination meeting, date to be decided latest by January 21<sup>st</sup> 2009, has to be organised in cooperation with AC. The consultant will primarily be responsible for inviting and assuring the participation of the potential partners.

1. Research on Indian hotel and catering industry with regards to private-sector players and state decision-makers in addition to the existing basic research being provided by AC.

*Output: General overview on the basic figures of the Hotel and Catering Industry especially regarding number of hotels, regional distribution, organizational level (membership in associations), categories, ownerships, sizes and turnovers. The overview should include the identification of the major governmental and private stakeholders in hotel and catering industry with the aim of identifying the potential partners, the cooperation amongst these parties and each of their potential contribution in this project*

2. Compilation of existing data from BEE, TERI and FHRAI on energy profiles of the Indian hotel and catering industry as far as possible or if not accessible identification of conditions for achieving this data. Extensive Research and Analysis on further existing data bases on energy profiles and identifying conditions for achieving this data if not accessible.

*Output: Overview of the assessed relevant data and basic figures on energy consumption of the hotel and catering industry in India. List and contacts to other relevant but not accessible data as well as the conditions to obtain them.*

3. Detailed research on the hotel and Catering industry in special touristic regions.:

- 3.1. Major Cities (Delhi, Mumbai, Kolkata)

- 3.2. Beach areas (Goa, Kerala)

- 3.3. Rural areas (Haryana, West Bengal)

- 3.4. Hill and Mountain areas (Darjeeling, Shimla),

- 3.5. Religious and cultural places travelled to by domestic tourists (Bhubaneshwar, Puri) (Tirupati, Varanasi)

Research on the possible barriers that currently prevent the Hotel and Catering Industry in India to actually explore such energy efficient potentials.

*Output: Detailed overview on number of hotels, regional distribution, organizational level (membership in associations), categories, ownerships, sizes and turnovers in the tourist centers.*

*Elaboration of basic figures like: total energy consumption, energy usage per overnight stay and per turnover, energy efficiency/saving potentials specified for the different hotel categories as well as climatic and regional areas mentioned. In the absence of detailed studies, provide rough estimates of the figures.*

4. Identifying local and regional potential partners in the private sector and at the government level especially hotel and restaurant associations , tourist development corporations (TDCs) and state designated agencies (SDAs) as well as other relevant stakeholders in the areas mentioned in 3.1 to 3.5

*Output: Compilation of a verified contact list on the local relevant and suitable potential partners for the elaboration of the feasibility study as well as the implementation of the campaign in both private and governmental level in the areas mentioned under 3.1 to 3.5*

5. Inquire on possibilities for the participation in the coordination workshop of the assessed potential partners based on 4. in the areas mentioned under 3.1 to 3.5

*Output: List of potential partners willing to participate in the coordination workshop including all contact information according to the provided format from local hotel and catering associations, TDCs and other relevant stakeholders based on a provided schedule.*

6. Comment on the suggested campaign names (ECHCI or E-HotCat) and give suggestions for other campaign names.

*Output: List of suggestions for names for the campaign*

7. Review of the approach and project plan for the feasibility study

*Output: Suggestions of changes especially regarding partners, tools, methodology and regions.*