

## TERMS OF REFERENCE:

<b>Country:</b>	Arab Republic of Egypt
<b>Project Title:</b>	Egyptian Italian Environmental Cooperation Project (EIECP3)
<b>Post Title:</b>	ecotourism and marketing specialist
<b>Duty Station</b>	Cairo with frequent travel to target Protected Areas in Fayoum, Western Desert and Red Sea.
<b>Duration:</b>	1 year with a possibility of renewal
<b>Expected Starting Date:</b>	December 2016

## Project Goals and Background

EIECP III is a three year project implemented as the third phase of the Italian Egyptian Environmental Cooperation Program (EIECP), which first phase started in the late 90s, while its second phase came to an end in 2010. The current third phase of EIECP aims at further developing Egypt's protected areas (PAs) system, mainly with the view of establishing income-generating mechanism and, thus, facilitate the process for mobilizing resources toward the financial sustainability of the Egypt's PAs system and, in this way, its conservation and sustainable development endeavours. EIECP III will also tackle other PAs management needs of the Nature Conservation Sector (NCS) of the Egyptian Environmental Affairs Agency EEAA), such as that of information gathering/generation management and analysis.

Community Based Natural Resources Management (CBNRM) schemes will be developed and implemented to promote sustainable development in a number of project Intervention Areas (IAs), identified as those spatial domains where the services provided by the ecosystem safeguarded by the PAs focused by EIECP II are used. In this way, local communities are engaged in the management of PAs with the view of enhancing the efficacy in preserving natural ecosystems and cultural heritages. The sustainable use of Egypt's PAs natural resources can hardly generate adequate income for local communities if not built around tourism, which is a significant engine of growth for both the national economy and the development of local communities. For this reason, EIECP III will also tackle the promotion of responsible and sustainable eco-tourism activities and, in so doing, will also pursue the integration of all other potential local economic activities, such as agriculture, ranging and fishing in the CBNRM schemes in and around PAs. The said CBNRM schemes will thus be critically analysed to highlight PAs management best practices and, on this basis, prepare guidelines and methodological tools for their replication in other contexts.

## Duties and Responsibilities:

The eco-tourism specialist under the supervision of the Project Manager and in close collaboration with the project team, will:

- Elaborate Ecotourism Plans for the intervention sites of the project in cooperation with target Protected Areas, local communities, NGOs, tourism agencies and tourism

companies and all relevant stakeholders to improve ecotourism plans/activities within the PAs.

- Be responsible for a practicable methodology and a functional approach to integrate ecotourism into protected areas' management plans that will be presented to the Protected Areas management units including conflict resolution options;
- Manage and coordinate all ecotourism programmes and livelihood improvement activities of the local communities within the target protected areas;
- Prepare practical ecotourism programmes/ projects in tune with NCS Conservation Plan and extend technical support for the implementation;
- Conduct periodic review/ monitoring of ecotourism/ livelihood programmes for streamlining and improving the efficiency;
- Undertake capacity building programmes for PA s staff, local communities and tourism agencies for effective implementation of ecotourism and ecodevelopment programmes;
- Carry out feasibility studies, assess market/financial sustainability of ecotourism programmes;
- Organize and implement ecotourism workshops for PA s staff, local communities and tourism agencies and other relevant stakeholders;
- Formulate and submit a periodic progress report to the National Project manager.

### **Requirement Qualifications**

#### **Education and Experience:**

- Post Graduate degree in Social Sciences/ Development or environmental Studies/
- Qualifications on Tourism and Travel studies / Hospitality and Tourism management / Public relations or other related fields are desirable.
- Outstanding Communication and Organization skills
- A minimum of five year's working experience in the related fields is preferred
- Proficiency in Computers is essential

#### **Language**

Fluency in English, excellent drafting and verbal communication skills.

**Interested candidates please submit your CV to the following address no later than 15 of November 2016:**

[hamedyousria@yahoo.co.uk](mailto:hamedyousria@yahoo.co.uk); [amany.nakhla@undp.org](mailto:amany.nakhla@undp.org)