



Consultancy Opportunity

Mediterranean Blue Tourism Regional Diagnosis

Deadline for application: Extended to 23 August 2023

Terms of Reference

CONTEXT

The [Blue Tourism Initiative](#) (2023-2025) promotes a holistic vision of maritime and coastal management in line with worldwide efforts to deliver the 2030 Agenda around marine regions. It supports exchanges of knowledge, good practices, projects and experiences between three major marine regions sharing similar environmental and social challenges related to coastal and maritime tourism: the Mediterranean, the Western Indian Ocean and the Caribbean Sea. This initiative aims to improve the governance of coastal and marine tourism to ensure sustainable, inclusive and resilient development, and address the associated environmental, health, socio-cultural and economic challenges.

[IUCN Centre for Mediterranean Cooperation](#) (IUCN-Med), established in Malaga, Spain, 20 years ago, coordinates and implements the global program of IUCN, International Union for the Conservation of Nature and Natural Resources, in the Mediterranean region. It aims to unite science, decision-making, management and action to conserve nature and accelerate the transition to sustainable development through innovative and collaborative initiatives. IUCN-Med is the project partner in charge of the Blue Tourism Initiative's work in the Mediterranean basin. IUCN Med has been working on sustainable tourism initiatives across the Mediterranean for the past 10 years, including ecotourism development in protected areas or the implementation of Nature-based Solutions for coastal destinations.

Within the Blue Tourism Initiative, IUCN Med will lead on policy influencing in the Mediterranean region, especially in the framework of the Barcelona Convention and other cooperation programmes such as Interreg Euro-Med/Next MED, WestMed, etc. Additionally, IUCN Med will lead the implementation of three pilot initiatives in Morocco, Tunisia and Lebanon.

The project partnership has recently launched a global report on Blue Tourism "[TOWARDS SUSTAINABLE BLUE TOURISM: TRENDS, CHALLENGES AND POLICY PATHWAYS](#)" and a related [Infographic](#). Building on this global report, IUCN Med is looking for a consultant or team of consultants to prepare a Regional Diagnosis Report on Blue Tourism in the Mediterranean, with a special focus on the countries and destinations of the pilot actions.

OBJECTIVES OF THE CONSULTANCY

The main goal of this consultancy is to develop a regional diagnose report for the Mediterranean. The report will be divided in two parts. The regional-scale diagnosis, and a second part providing a zoomed diagnosis on blue tourism in each of the three countries and targeted pilot sites (destinations) of the blue tourism initiative.

Regional component: The objective of the regional reports is to produce a diagnosis of the state of blue tourism in the Mediterranean region, focus on recent blue tourism trends, priority regional challenges and opportunities and should inform regional policy and cooperation agenda aiming to foster a more sustainable blue tourism sector. The report should also lay the strategic foundation for the future of the Blue Tourism Initiative in the region, and increase the capacity to influence policy at the Mediterranean level.

National & Local component: The objective of the national and locals component is to provide a zoom in from the regional report into the situation of the three countries and pilot destinations, as an annex to the Regional Diagnosis, and inform the definition of action plan for the three pilot sites in the project that will be developed by IUCN. The countries and destinations targeted by the project in the Mediterranean region are:

- Morocco: Al Hoceima National Park
- Tunisia: Djerba Island
- Lebanon: Marine areas of Tyre, Amfeh and Palm Island

APPROACH AND ACTIVITIES

The approach to deliver this consultancy can be discussed and refined at its outset, but it is expected that the consultant will support the project with the following activities:

A. Preparation: Methodology and workplan

IUCN-Med will hold an inception meeting with the consultant upon signing the agreement to better understand the expectations of the consultancy and discuss the proposed methodology and work plan, as well as any doubts or questions that may arise.

B. Regional Blue Tourism Diagnosis Report

The consultant will define a concept note to be jointly developed with IUCN. Then, he/she will carry out research following the agreed methodology, which is expected to include **mainly desk research, complemented with interviews and consultation with key stakeholders (online)**. The consultant will work in coordination with the IUCN Med team, including substantial support from a project intern, and support the project partnership (IDDRI; Eco-Union). Time to review the concept note and report drafts from IUCN and the project partnership should be considered.

Considering the wealth of recent reports on the subject in the Mediterranean ([State of Play of Sustainable Tourism in the Mediterranean](#); [Towards Sustainable Blue Tourism in the Mediterranean](#)), the report should ensure it is adding value to the conversation on Blue Tourism in the region.

The concrete scope and structure of the regional report will be discussed at the outset, but it will need to include the changing landscape between pre- and post-COVID-19 and lead to policy pathways that are tailored to the region and that could be considered to address the priority issues and opportunities covered in the diagnosis.

The length of the regional report is expected of around 30 pages. Additionally, an executive summary, including an infographic, should be produced. The expectation is for the report to be concise and easy to read by policy makers in the region.

A preliminary list of topics to cover has been already identified, but it will be discussed with the consultant and the project partnership during the development of the concept note.

OVERVIEW OF REGIONAL BLUE TOURISM

- Key figures of blue tourism in the region
- The state and governance of blue tourism in the region,
- Overview of the blue tourism market segments

THE COVID-19 PANDEMIC

- Impacts on the region e.g. economic, loss of jobs, etc.
- Recovery strategies (best/bad practices?)
- Emerging opportunities and the evolution of the blue tourism sector.

ENVIRONMENTAL and SOCIO-ECONOMIC CHALLENGES

- Environmental impacts and vulnerability
- Approaches to biodiversity conservation in the region / MPAs' role, etc.
- Vulnerability and resilience of tourism to climate change

OTHER POTENTIAL FOCUS AREAS

- Ecosystem based approaches / Regenerative Tourism / Nature-based Solutions
- Product innovation to achieve policy objectives
- The changing role of DMOs addressing Blue Tourism agenda
- ICZM and mainstreaming biodiversity in coastal land-use

c. Country and Destination Level Component

In parallel to the development of the Regional Blue Tourism Diagnose Report, the consultant will start defining a concept note, to be jointly developed with IUCN, for the national and local accompanying report. The drafting of the report should draw on the development of the regional diagnosis report and methodology and help frame the challenges and opportunities related to the pilot sites/destinations in the project. The report will be inform and be informed by the work being done in parallel by IUCN Med in defining the action plans for the pilot sites / destinations in the project.

The length of the accompanying report is expected to be around 20 pages (at least 6 pages per country and destination). As per the regional report, the expectation is for the report to be concise and easy to read by stakeholders, including policy makers and blue tourism practitioners.

Please note the main reason for separating the report in two components is that the regional diagnose component has a hard deadline for submission. However, the work could be approached as a single piece of work. Please note that the main working language of this consultancy (and for the different reports) is English, but knowledge of French is required to conduct the research.

DELIVERABLES & TIMELINE

Deliverable	Description/step	Timeline
1. Workplan & methodology	Gantt chart with the different activities, deliverables (& drafts), including discussion points and time for review and sign-off.	1 September
2. Concept note	Concept note for the blue tourism diagnosis following template provided by the project, including a section on the methodology	8 September
3. Blue Tourism Diagnosis Report (Regional component)	First draft of the regional report.	9 October 2023
	Final contents of the regional diagnosis in word processor ready for translator and designer.	6 November 2023
	Contents in word processor/slide deck for an executive summary & infographic ready for translator and designer.	10 November 2023
4. Blue Tourism Diagnosis Report (Country/Destination component)	Concept note.	30 September 2023
	First draft of the accompanying report.	10 November
	Final contents of the regional diagnosis in word processor ready for translator and designer.	15 December

All final decisions concerning the successful delivery and quality of deliverables will be made by IUCN Centre for Mediterranean Cooperation. The consultant shall schedule time in the work plan for reviewing drafts and implementing feedback based on discussions with IUCN-Med and relevant project partners. Deliverables are expected to be drafted in English, the project partnership will take care of the translation.

BUDGET AND PAYMENT TERMS

This contract is expected to last three (3) months starting in December 2023. An estimated budget of **12,000 - 15,000 €, VAT and other taxes included**, is available for this consultancy. The payment schedule proposed is as follows:

- 30% upon signature and acceptance of deliverable 1 & 2
- 30% upon acceptance of deliverable 3
- 40% upon acceptance of all deliverables

All payments will be made upon finalised review and acceptance of deliverables by IUCN-Med.

PROFILE OF THE CONSULTANT

- International expertise in sustainable tourism and/or blue economy research in the Mediterranean context.
- Demonstrable experience in developing impactful publications addressed to policymakers and practitioners.

- Excellent command in English and French; knowledge of Arabic or other Mediterranean languages will be considered.

SUBMISSION OF APPLICATIONS

Please submit your application to Arnau Teixidor (arnau.teixidor@iucn.org) and Lucía Prieto (lucia.prieto@iucn.org) by **Wednesday 23 August 2023 at 23:59 (CEST)**. A decision will be made as soon as possible. Applications should include the following elements:

1. **TECHNICAL PROPOSAL** (2-4 pages), outlining the candidate's suitability and motivation for the consultancy, including:
 - **Interpretation of the Terms of Reference**, demonstrating an understanding of the scope and objectives of the consultancy, including how they will be achieved.
 - **Approach and preliminary methodology** for delivering the consultancy, explaining how the consultant would approach the work and the different roles in case of a team of consultants.
 - **Justification of the capacity, experience and expertise** to carry out the consultancy, mentioning examples of previous works related to the topic and evidence knowledge of sustainable Blue Tourism (include hyperlinks to previous work or add in the attachments).
 - **Availability**: The applicant should state their capacity and time availability to carry out the consultancy between September and December 2023.
2. **FINANCIAL PROPOSAL**: Proposed budget broken down per activity, number of days and daily rates, including VAT. For VAT purposes, please note that IUCN Med is registered in Spain, and the consultant should charge VAT according to the following:

IUCN is not acting as a business or professional nature entity for VAT purposes and therefore the consultant should charge in its invoices the VAT or analogous tax accordingly. In case that the consultant is exempt from VAT or equivalent tax in its jurisdiction, it will need to include a note in the invoice document informing of this issue and mentioning the law that applies.

3. **ANNEXES:**

- a. FULL CURRICULUM VITAE
- b. EXAMPLES OF RELEVANT PREVIOUS WORK (if no hyperlinks available)

SELECTION CRITERIA

The selection of the candidate for this consultancy will be based on:

- Experience and expertise in relation with the goals of the ToRs (CV) (40%)
- Capacity and approach to delivery (Technical proposal) (30%)
- Language skills (English, French and other Mediterranean languages) (CV) (10%)
- Cost (Financial proposal) (10%)

INQUIRIES

For any inquiries related to this consultancy, please contact Arnau Teixidor (arnau.teixidor@iucn.org) and Lucía Prieto (lucia.prieto@iucn.org).