



Recruitment of consultants to elaborate guidelines and standards for developing and managing ecotourism in Equatorial Guinea

Attachment 1 *Specification of Requirements / Terms of Reference*

Context

Equatorial Guinea offers a rich diversity of volcanic islands, rainforests and tropical flora and fauna. Its geographical position and the exceptional quality of its sites make Equatorial Guinea a good potential ecotourism destination.

The country comprises three national parks (IUCN PA category 2), 2 Scientific reserves (category 1b), Two natural monuments (category 3), Six nature reserves (category 4), and three internationally-designated areas, which brings the protected areas covered to 19% of the countries land area.¹ The government is seeking to develop ecotourism in Equatorial Guinea on a large scale and to promote alternative, clean and sustainable tourism as part of the strategy to improve the daily life of the countries' inhabitants and to diversify the economy. IUCN has been contacted as a key partner to support this initiative. IUCN conducted a number of preliminary meetings with different bodies of the Equatoguinean government and is now seeking an international and a national consultant to support the elaboration of a nation-wide ecotourism program including a project for the country.

Objectives of consultancy

The overall objective of the consultancy is elaborate guidelines and standards for developing and managing ecotourism in Equatorial Guinea (in accordance with the countries' tourism policy) and elaborate a nation-wide project for the implementation of the strategy in the country. The national and international consultants will propose a capacity building plan for stakeholders, including communities for the development, management and marketing of the ecotourism products and services in Equatorial Guinea. It should include measures for raising awareness of conservation and community issues among visitors and tour operators. The consultants will ensure that the proposed project is in line with the country strategy and elaborated guidelines and include a system for monitoring and evaluation of the strategy and project.

The consultants will work under the overall guidance and directly report to the Regional Director. They will work in close collaboration with IUCN's project coordinator in Equatorial Guinea and Head of national offices in the Congo Basin as assigned.

Tasks

The Ecotourism consultants are expected to carry out the following tasks but not limited to:

- 1) A national strategy on ecotourism for Equatorial Guinea. The strategy will include
 - Guidelines and Standards for developing and managing ecotourism in Equatorial Guinea, including a monitoring framework. The standard should include orientation to establish and influence tourist behaviour in protected areas, promote the ecotourism sites, drive tourism traffic and generate tourism revenues for the local economy of the eco sites. The guidelines will ensure that existing and upcoming tourism activities do

¹ UNEP-WCMC (2020). Protected Area Profile for Equatorial Guinea from the World Database of Protected Areas, June 2020. Available at: www.protectedplanet.net

not adversely impact the biodiversity of Equatorial Guinea and that visitors are appropriately managed, offered quality services and afforded an appropriate duty of care. The guidelines will ensure that future development and diversification of tourism activities is based on best environmental practices, and aligned with relevant national and international policies, laws and regulations. Inclusion of social and environmental safeguards (e.g. waste management measures)

- A comprehensive ecotourism product development strategy including examples for key destinations and for individual ecotourism products and services identified.
- 2) Collect secondary documents as a basis for developing an interview form. Prepare and conduct interviews with local authorities, local people, businesses, tour operators, tourists etc. Survey and evaluate the potential of eco-tourism in Equatorial Guinea: Natural resources and Cultural resources (tangible and intangible culture)
 - 3) A critical analysis of the tourism sector in Equatorial Guinea, including a thorough assessment (SWOT analysis) of tourism related economic, social and ecological potentials of the country. This analysis should also consider horizontal and vertical value chains, of the market system and of public/ private sector actors. This analysis will include a section on attractions related to biodiversity and existing ecosystems and suggested measures to preserve those values as well as identification of social impacts of tourism development, income-generation and value added.
 - 4) Development of a nation-wide ecotourism project in Equatorial Guinea, which includes a strategy for resource mobilization. Additionally, the consultants will work on concept notes of other program/projects to support the action. The project should consider both luxury ecotourism and opportunities to include the local communities (informal sector) into the industry. The consultants will identify existing barriers for local communities to participate in tourism activities (lack of finance, credit, regulations, exclusion, limited capacity etc.) and recommendations on which actions and interventions have to be taken by various stakeholders to remove these barriers, this includes possible conflicts and complementarities between their engagement in tourism and their normal livelihood activities. The project proposal should include:
 - Orientation for the creation of marine protected areas, including species inventories
 - Development of ecotourism infrastructure
 - A specific strategy for private sector involvement
 - Institutional strengthening for protected area management
 - Capacity building in the various fields of ecotourism
 - Updating of data collected by UNEP-WCMC through the Protected Planet.
 - An inter-institutional coordination unit

The project expected results should align with both Equatorial Guinea vision of diversifying the economy and the Kunming-Montreal Global Biodiversity Framework, especially the 30 x 30 objective.

- 5) Capacity-building plan for key stakeholders that should be involved in ecotourism, both luxury and community. This includes a particular support to IPLCs, especially women and youth in the tourism sector in order to create employment/business and income-generation opportunities for local communities in an ecological sustainable manner and to enlarge and deepen Equatoguinean experience for tourists. The capacity building plan should contribute to create awareness for the protected and conserved areas in the country to inspire their local communities and visitors to support the areas' preservation

- 6) Support the communication of the sustainable tourism efforts of Equatorial Guinea to create a favourable environment in the country as a model of ecotourism in Africa and across the globe
- 7) Prepare and facilitate a validation workshop to present key findings, project and overall rationale to key stakeholders (IUCN to provide admin and logistic facilities)

Deliverables

In order to complement the accomplishment of the detailed tasks, the ecotourism consultants shall deliver the following:

	Deliverables/output	# of days	Expected due date
1	Inception report including a detailed plan of action with a detailed framework of activities, methodology to be applied, schedule	15	30/09/2024
2	A national strategy on ecotourism in Equatorial Guinea (word and power point)	35	04/11/2024
3	Full project document on ecotourism in Equatorial Guinea including a resource mobilization plan (word and power point)	30	04/12/2024
4	Capacity-building plan (based on the guidelines and standards) for key stakeholders on ecotourism (word and power point)	15	19/12/2025
5	Validation workshop ToR and report	5	06/01/2025

Institutional arrangements and duration

The international consultant and the national consultant will both be recruited separately by IUCN, but will work in close collaboration.

The consultancy will be conducted in close collaboration with a national consultant for the achievement of common objectives and deliverables. Both will be under the direct supervision of the regional director and will work in coordination with:

- Designated officials of the Ministry of environment in Equatorial Guinea, as well as other identified sectoral ministries
- Project/program coordinators in Equatorial Guinea and the Congo Basin
- The Tourism and Protected Areas Specialist (TAPAS) group of IUCN World Commission on Protected Areas

Regular communication via Teams, Skype or other platforms with IUCN regional office's management team and Project/Program teams preferably weekly or more frequently, to ensure there is common understanding of agreed goals, to discuss progress, any outstanding issues, and to check for quality of deliverables.

Full confidentiality: the research and funding proposals will be for IUCN regional office for West and Central Africa's sole use and must not be shared or used for any other purpose.

This position is a virtual consultancy providing remote support to IUCN's regional office with potential field mission. Should one or more travel be necessary, the dates will be agreed with the consultant prior to engaging logistics.

For international consultant

Duration: 100 working days among which 30 days on the field (split in two missions of 3 weeks) on a period of 7 months

Profile

International consultant

Education

- Master's degree or higher in tourism, natural resource management, environmental conservation or relevant areas

Experience

- At least 10 years of experience in tourism
- At least 7 years of experience in ecotourism and/or community tourism, preferably in Africa
- Demonstrated experience in development of at least one plan on ecotourism tourism
- Experience in the development of nature –based tourism industry, including community nature-based management enterprises
- Experience and skills in writing reports in English and Spanish
- Experience in the development of transboundary tourism products would be an advantage
- Extensive experience in conservation, tourism and development which includes:
 - o Two or more assignments on the development of ecotourism standards and/or guidelines for an organisation managing ecotourism.
 - o Demonstrable experience in promoting the meaningful involvement of local communities in tourism
- Experience in resource mobilization is a strong asset.

Competencies

- A good understanding of eco-tourism and community nature-based enterprises as well as community development and community Protected Area management planning, specifically in forest and coastal areas
- Geographic Information System (GIS) and mapping skills
- Fluency (written and spoken) in English and Spanish, French is an asset
- Previous work experience in the Congo Basin a distinct advantage
- Excellent interpersonal, listening and communication skills, especially in multicultural settings
- Strong analytical and report writing skills.
- Demonstration of having reliably carried out consulting assignments in a timely manner and to a high standard
- Knowledge of best practices in ecotourism development

Application Process

Interested candidates must submit:

- A cover letter with an expression of interest.
- A CV showing experiences relevant to the consultancy. The consultant should also add the CV of other resource person (s) s/he may be working with
- A technical proposal not exceeding four pages detailing:
 - o Understanding of the ToR
 - o An outline of the methodological approach for the assignment
 - o Activity schedule (maximum period of 7 months)
- A list previous assignment on ecotourism
- A sample of document elaborated by the candidate
- A budget specifying the daily rate of the consultant (s) and the suggested amount to be paid per deliverable. The budget should be provided in Euros. Travel costs will be at IUCN's charge according to our procedures.
- Two references and/or reference letters.

National consultant

Education

Bachelor's degree in Natural Resources Management, Environmental Science/Management and/or other related fields (or equivalent) in relevant field preferably in tourism (development, economics, Business Administration, etc)

Experience

- Minimum of 7 years of relevant experience in sustainable tourism planning and development, ecotourism and conservation
- Demonstrated experience in undertaken similar tasks before
- Experience in similar projects in the region will be an advantage
- Experience with participatory approaches of sustainable tourism
- Demonstrated experience in tourism destination development
- Knowledge of national strategies for poverty reduction, rural development, tourism and environment
- Familiar with sector policies and national policies, functioning of government/public sector, private sector organizations, including public private partnerships, cooperation with civil society
- Knowledge of and experience with multi-stakeholder collaboration, participatory techniques, coaching, networking, learning, alliance building and team building
- Knowledge of cross-cutting themes as environment, governance, gender equity and social inclusion
- Experience in results-based monitoring and evaluation methodologies;

Competencies

- Ability to adapt and effectively respond to challenging situations.
- Ability to work independently and with a minimum of supervision for extended period of time;
- Excellent facilitation, numerical and analytical skills;
- Excellent report writing skills
- Strong networking skills required
- Fluency (written and spoken) in English and Spanish,
- Fluency in Equatorial Guinea local languages
- A reasonable understanding of natural resource management and forest conservation in Equatorial Guinea, and equally of the environment in which public institutions in Equatorial Guinea operate.

Application Process

Interested candidates must submit:

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- A CV showing experiences relevant to the consultancy.
- A technical proposal not exceeding four pages detailing:
 - Understanding of the ToR
 - An outline of the methodological approach for the assignment
 - Activity schedule (maximum period of 7 months)
- List of Equatoguinean documents on environment, Protected and conserved areas, tourism, sustainable development and how you have used/contributed to their implementation in previous work experience
- A sample of document elaborated by the candidate
- A budget specifying the daily rate of the consultant (s) and the suggested amount to be paid per deliverable. The budget should be provided in Euros. Travel costs will be at IUCN's charge according to our procedures.
- Two references and/or reference letters.