Strengthening Protected Area Financing and Management Systems Project

Consultancy services to deliver training course on tourism revenues management within protected areas

<table>
<thead>
<tr>
<th>Location:</th>
<th>Cairo, Egypt</th>
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<tbody>
<tr>
<td>Application Deadline:</td>
<td>12 Jan 2020 (15:00 Cairo time, Egypt)</td>
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<tr>
<td>Type of Contract:</td>
<td>Individual Contract</td>
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<tr>
<td>Post Level:</td>
<td>International Consultant</td>
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<td>Languages Required:</td>
<td>English and Arabic (optional)</td>
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1. Background:
Strengthening Protected Area Financing and Management Systems Project (FS) works towards the establishment of a sustainable protected area financing system, with associated management structures, systems and capacities needed to ensure the effective use of generated revenues for priority biodiversity conservation needs, as well as removing or significantly reducing a wide range of barriers to sustainable financing. The project will provide the Nature Conservation Sector (NCS) of Ministry of Environment with a powerful set of arguments for continuing long-term investment, financing and expansion of Egypt’s PA system, mainly with self-generated revenues through successful realization of the following outcomes: 1) legal, policy, regulatory and institutional frameworks that facilitate revenue generation, revenue retention and other aspects of sustainable PA financing and management are established and functional; 2) levels of financial resource mobilization are adequate to ensure effective conservation-oriented management of Egypt’s PA system; 3) business planning and cost-effective management systems are ensuring the effective allocation and management of mobilized resources.

Protected areas have traditionally relied on support from the government, but the costs of conservation while relatively low, represent a significant amount for governments, particularly those in developing countries and those with economies in transition, to provide. Revenue from government sources is now in short supply, and the need to balance environmental and economic requirements is becoming increasingly pressing. There is an urgent need to find ways for protected areas to be able to generate sufficient funds to make a contribution to their operating costs.

The application of such modalities requires highly qualified specialists to provide and institutionalize such skills in the institutions, where expertise of such level is not available within NCS. In this regard, it is expected that within the framework of the project to train the NCS staff on effective mechanisms within protected areas to raise funds from tourism.
2. Objectives and scope of services:

The overall objective of this consultancy is to deliver a training course on **effective mechanisms within protected areas to raise funds from tourism**.

The consultant is expected to focus on a range of tasks which involves, but is not limited to: (1) opportunities for generating revenues directly or indirectly from tourism within PAs; (2) structures for protected area management and implications for financing; (3) protected areas funding methods; (4) how to develop and implement effective tourism management plans for PAs; (5) how to match appropriate types of tourism to particular sites within PAs, taking into account conservation goals and tourism markets; (6) procedures for effective implementation of revenue raising mechanisms within PAs.

Key Activities include:

**Task 1: Prepare Work Plan**

i. In cooperation with the project management unit (PMU) and partners, the consultant upon commencement of the consultancy will develop a work plan that include the following: (i) the process for conducting all activities within the consultancy, (ii) determine roles and responsibilities, (iii) discuss the basis on which this work will be implemented, and (iv) finalize the work plan and timetable.

ii. A work plan will be prepared by the consultant, and submitted to the PMU no later than one week from commencement of the consultancy

**Task 2: Deliver one-week training course on effective mechanisms within protected areas to raise funds from tourism**

This training course will focus, but not limited, on the following subjects:

i. Opportunities for generating revenues directly or indirectly from tourism within PAs, and these may include:
   - Government funding;
   - Public investments;
   - Multilateral and bilateral donor funding;
   - Donations from philanthropic foundations, corporations and individuals;
   - Revenue-raising methods;
   - Cross-product marketing;
   - Private sector initiatives;
   - Biodiversity prospecting;
   - Commercial and bilateral debt-for-nature swaps;
   - Trust funds;
   - Carbon offset projects.

ii. Available market segments that offer potential for protected areas to raise revenue from tourism and these may include:
   - Tourism Markets and Protected Areas;
   - Managing tourism in protected areas;
   - Economic model of tourism and protected areas.

ii. Structures for protected area management and implications for financing and these may include:
   - Government;
   - Private sector;
• Local communities;
• NGOs;
• Partnerships.

iii. Protected areas funding methods:
• Entrance fees;
• User fees;
• Permits system for commercial activities;
• Taxes;
• Donations.

iv. How to develop and implement effective tourism management plans for PAs;
v. How to match appropriate types of tourism to particular sites within PAs, taking into account conservation goals and tourism markets;
vi. Procedures for effective implementation of revenue raising mechanisms within PAs.

Task 3: Final Report
The Consultant is required to submit to the PMU a Final Report. This report will be prepared to highlight the full range of work undertaken, noting the level of success and constraints in the methodologies used, the nature and quality of NCS staff.

3. SUBMISSION
In submitting their proposal, the consultant must submit the following:
• Detailed methodology and work-plan including a time schedule.
• Updated CV.
• Financial offer.

Proposals should be submitted in a Technical Proposal and Financial Proposal. Submissions should be received by 15:00 (Cairo time) on 12th Jan 2020. Proposals should be clearly marked “Consultancy services to deliver training course on tourism revenues management within protected areas” and addressed to Dr. Khaled Allam at email: info@epasp.org; mobile: 01001288508.

4. Logistics and timing

4.1. Commencement date & Period of implementation
The commencement date will be during the first quarter of 2020 (January – February – March) and implementation will be over one-week period during this quarter.

5. Requirements
i. PhD in Tourism and marketing of protected areas.
ii. Experience in developing strategies and initiatives utilizing field work and research work to respond to biodiversity and natural resources management.
iii. Sound knowledge and wide experience in the development and use of participatory approaches in natural resources management.
iv. Prefer to work before in the Middle East region and specifically on protected areas and tourism.
v. Knowledge and experience of the UNEP-GEF guidelines and standards, and/or its associated biodiversity-related conventions would be an asset.
vi. Excellent command of written and spoken English.