Country: Arab Republic of Egypt

Project Title: Egyptian Italian Environmental Cooperation Project (EIECPIII)

Post Title: ecotourism and marketing specialist

Duty Station: Cairo with frequent travel to target Protected Areas in Fayoum, and Red Sea.

Duration: Six Months with a possibility of renewal

Expected Starting Date: January 2022

Project Goals and Background

The third phase of the Italian Egyptian Environmental Cooperation Program (EIECP III) is the latest stage of the cooperation program that the governments of Egypt and Italy have launched in the late 90s in the environmental sector. The first two phases have been completed in 2010 and have significantly contributed to the development of the protected areas system in Egypt. The project titled Strengthening Egyptian Protected Area (SEPA) project, funded through the Italian Egyptian Debt for Development Swap Program, has then ensured a bridging phase between the second and third phase of EIECP by consolidating base tourism attractions and infrastructures (e.g. visitor centres, fossil museum, tourist signals) in Fayoum, Siwa, Wadi Gemal and White Desert protected areas.

The currently ongoing EIECP III aims at further developing Egypt's protected areas (PAs) system, mainly with the view of establishing income-generating mechanisms and, thus, facilitates the process for mobilizing resources toward the financial sustainability of Egypt's PAs system and, in this way, its conservation and sustainable development endeavors. EIECPIII is also tackling other PAs management needs of the Nature Conservation Sector (NCS) of the Egyptian Environmental Affairs Agency EEAA, mainly focusing on extracting lessons learned from projects in pilot protected areas to enhance NCS technical capacity to approach, plan and manage conservation and sustainable development in other protected areas of Egypt. In this framework, EIECP III has supported the preparation and implementation of Community Based Natural Resources Management (CBNRM) schemes to promote sustainable development in a number of Intervention Areas (IAs). Fayoum PAs and Wadi EL Gemal National Park were identified as spatial domains, rich in natural resources, which are safeguarded by the PAs that fall under EIECP. In this way, local communities are engaged in the management of PAs with the goal of enhancing the efficacy in preserving their natural ecosystems and cultural heritage. The sustainable use of Egypt's PAs natural resources can barely generate adequate income for local communities if they are 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 is also tackling the promotion of responsible and sustainable eco-tourism activities and, in doing so, is pursuing the integration of all other potential local economic activities in the CBNRM schemes, such as handcrafting, agriculture, bee keeping and fishing. CBNRM schemes have been critically analyzed to highlight best practices of PAs management. On this basis, the project has prepared guidelines and methodological tools for their replication in other contexts.

In order to further consolidate and enhance effectiveness and sustainability of EIECP III, a refunding initiative is proposed and illustrated in this document which aims at further strengthening the inter-relationship between natural and cultural resources assets and the livelihood of the local communities living in and around protected areas.

**Duties and Responsibilities:**

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

- Supervising and reporting in the solid waste in Wadi Al Rayyan and Qaroun Protected Areas, in the framework of the funding granted by the GEF Small Grant Programme to the Fayoum Ecotourism Association.
- Development and implementation of a solid waste management plan for attraction sites in Fayoum Protected Areas.
- Preparing awareness materials on the project to be delivered to government and local institutions; printing flyers for local communities, visitors and tour guides to include behavioural instructions and code of conducts.
- On-the-job training for the local community and NGOs members on recycling and the use of the sorting bins.
- Preparing and implementing an operational plan for the Fayoum Nature and Culture House in Wadi Rayan protected area, in the framework of the funding granted by the Commercial International Bank to the Fayoum Ecotourism Association.
- Preparing promotional materials, flyers on the nature and culture house
- Manage and coordinate all ecotourism programmes and livelihood improvement activities of the local communities within the target protected areas;
- Conduct periodic review/ monitoring of ecotourism/ livelihood programmes for streamlining and improving the efficiency;
- Undertake capacity building programmes for PAs staff, local communities and tourism agencies for effective implementation of ecotourism and eco-development programmes tour guiding, interpretation and hospitality;
- Formulate and submit a periodic progress report to the National Project manager.

**Requirement Qualifications**

**Education and Experience:**

- Post Graduate degree in ecotourism, 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 seven 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 their updated CV together with a Financial Proposal to the following addresses:

Amany.nakhla@undp.org hamedyousria@yahoo.co.uk

Deadline for applications **15 of January 2022**

NB: Please refer to the title of the consultancy in the e-mail subject