

Ecotourism Consultant - Terms of Reference

Position Title	Ecotourism Consultant
Location	Flexible within Central Africa
Contract Form	Fixed Value Consultancy (GBP 18,750 plus expenses)
Department	Sustainable Business & Finance
Directorate	Conservation & Policy
Responsible to	Conservation Enterprise Specialist (South Africa) and Sustainable Finance Manager (Cameroon)
Approved by	Senior Sustainable Finance Specialist

About ZSL

The Zoological Society of London (ZSL), a charity founded in 1826, is a world-renowned centre of excellence for conservation science and applied conservation. ZSL's purpose is to inspire, inform and empower people to stop wild animals from going extinct. This is realised by carrying out field conservation and research in over 50 countries across the globe and through education and awareness-raising at our two zoos, ZSL London Zoo and ZSL Whipsnade Zoo, inspiring people to take conservation action.

About the Project

Located in the Western Congo Basin and spanning across Cameroon, the Republic of Congo, and Gabon, the Tri-National Dja-Odzala-Minkébé (TRIDOM) region is a critical area for global biodiversity conservation, currently grappling with challenges such as deforestation and habitat fragmentation. Renowned for its extensive forests, which cover almost 97% of the landscape, TRIDOM is characterised by low human (about 1 inhabitant per km²) and road densities. This makes it a pivotal region for conserving a diverse array of wildlife, including a significant population of over 25,000 elephants, gorillas, and chimpanzees. Additionally, the region is a home to the Indigenous BaAka population, numbering around 10,000 people.

ZSL is leading the development of sustainable business and financing models to protect these essential forests. Initiatives like ecotourism are pivotal in ZSL's strategy to establish sustainable financing mechanisms that bolster conservation efforts while simultaneously enhancing local livelihoods. Responsible ecotourism, especially, has become an important tool, offering a means to protect biodiversity and provide economic benefits to the local and Indigenous communities in the region.

Purpose

The Ecotourism Consultant will spearhead a comprehensive scoping study in the project area, roughly corresponding to the TRIDOM region of the Congo Basin. The study aims to assess the current state of tourism, evaluate government tourism plans, and identify priorities for destination development in terms of locations, facilities, experiences, and markets. This will lay the groundwork for future planning and sustainable tourism development, aligning with conservation goals.

Key Activities and Deliverables

Assess the current state of the tourism industry in the BLF landscape, identify opportunities for tourism development and plan for the development of the eco-tourism sector through the lifetime of the BLF project. Key Activities:

1. **Assessment of Tourism Landscape:** Conduct a detailed analysis of the current state of tourism in the TRIDOM region, mapping businesses, infrastructure, services, and existing practices; Research and summarise current international, regional and national tourism market demands

and identify market trends and segments that are relevant to the region. Assess the alignment of current government tourism plans with sustainable practices and conservation needs.

2. **Stakeholder Engagement and Analysis:** Engage with government officials, tourism operators, local communities and other relevant stakeholders to gather insights and assess needs; Document engagements and analyse stakeholder input for integration into the strategic plan.
3. **Regional Tourism Development Roadmap:** Identify strategic priorities for location development, facility enhancement, and the creation of unique tourist experiences and circuits; Develop a high-level strategic plan with recommendations for sustainable tourism development, including market strategies that consider environmental and cultural sensitivities.
4. **Workshop Presentation** Present the draft findings at a stakeholder workshop, obtain feedback and finalise the strategic plan accordingly.

Deliverables and timeline

Deliverable	Deadline
1. Tourism Assessment	30 June 2024
2. Stakeholder Engagement Report	30 September 2024
3. Regional Tourism Development Roadmap	31 December 2024

Travel requirements

- Attendance at a kick-off meeting in Yaounde and meeting with government and operators in the region
- Regional engagement with tourism departments and operators in Brazzaville, Libreville (TBC) and within the project area
- Attendance at a final workshop within the region at a location to be determined.

Budget and payment schedule

Line Item	Amount Available
Technical inputs from consultant	GBP 18,750
Transport, accommodation and subsistence	Up to GBP 3,250
TOTAL	Up to GBP 22,000

Payment schedule

- 25% on contract signature
- 25% on acceptance of deliverable one
- 25% on acceptance of deliverable two
- 25% on presentation at the workshop and acceptance of deliverable three

All claims for expenses are dependent on submission of a valid invoice and receipts for reimbursement. Alcoholic drinks and personal services except drivers and laundry are not valid for reimbursement.

The consultant will be responsible for the payment of all taxes and charges associated with the works.

Selection Criteria

- A university degree (or at least 10 years of equivalent experience) in tourism, conservation, business, or a related field.
- Deep knowledge of the current state of tourism and its potential West Congo Basin, particularly in the context of regulations, wildlife, and habitats.

- Understanding of Indigenous peoples and local communities and cultural sensitivities and how to engage them in experience and enterprise development.
- Experience in tourism project development, budgeting, logistics, and health and safety.
- Strong communication, presentation, and reporting skills.
- Fluency in French, English (knowledge of local languages is an asset).

Application Process

Submit a CV and cover letter addressing the selection criteria to Andrew.Fowler@zsl.org by 18 March 2024