

**TERMS OF REFERENCE**  
**Support Assessment of the Existing Community-Based Eco-Tourism Initiatives**  
**(Activity Number 3.1.2.12)**

**A. Background**

This Action "GCCA+ Climate Resilient Coastal and Marine Zone project for The Gambia" aims at consolidating results and positive experiences of the previous GCCA project *"Support to The Gambia for integrated coastal zone management (ICZM) and the mainstreaming of climate change"* 2013-2016.

The objectives of this action are: 1) to support implementation of recommendations set out in the ICZM Management and Strategic Plans (Jan 2016) and the National Climate Change Policy (NCCP) implementation plan for the Gambia (April 2016) and 2) to enhance institutional governance enabling planning and implementation of improved climate resilience, adaptation and mitigation measures in the Coastal and Marine Zones of the Gambia.

This Action seeks to benefit coastal communities and help them to adapt to impacts of climate change through institution strengthening, knowledge management, and demonstrated implementation of the National Decree of the Integrated Coastal Zone Management (ICZM) approach, at national and local levels. It takes into account the inter-linkages between social, economic and environmental dimensions of sustainable development, and is in alignment with the Gambia's National climate change Adaptation Plan and strategy (NAP) as well as the Nationally Determined Contributions (NDC). This action also intends to widen partnership with non-state actors (NSA) and to further integrate women's rights and gender equality issues into local climate adaptation plans.

**Project Objective**

The overall development objective to which the project, and therefore this programme estimate, is intended to contribute is to increase climate resilience of the coastal and marine zones of The Gambia.

**Component the study will address**

Component 3: Implementation of small scale (as well as up-scale, when appropriate) climate change adaptation into Integrated Coastal and Marine Zone (ICZM)

In this context, the project will support the assessment of existing community base eco-tourism initiatives to enhance the protection of diverse ecosystems and enhance community livelihood within the coastal zone. Support to community based eco-tourism initiatives will ensure the protection of these ecologies, create employment and generate income for livelihood support.

**Objective of the assignment**

Given the potential benefits coastal communities could accrue from advancing ecotourism and ecosystem management, the objective of the assignment is to contribute to increase climate resilience of the coastal and marine zones of The Gambia.

### **Roles and responsibilities**

Furtherance to the above, the National Resource Person will work with the Gambia Tourism Board, GCCA+ project team and communities to conduct a detailed assessment of existing community-based ecotourism initiatives within the open and sheltered coast of the Gambia. This will include socio-economic context through consultation with stakeholders and private sector to identify, profile and quantify the local beneficiaries, and potential benefits which the project can bring about. The assessment will also include a baseline study on the youth unemployment and underemployment, the existing Small and Medium Enterprises and their impacts for future expansion through the Ecotourism project and eco-tourism value chain development. As part of socio-economic assessment, the consultant will identify capacity gaps in management, including social barriers related to norms, culture and governance mechanism, but not limited to, to inform project interventions to address such barriers and challenges with appropriate and measurable indicators.

### **SCOPE OF WORK**

The socio-economic assessment is important to the development and promotion of ecotourism in coastal communities. The National Resource Person will conduct a detailed socio-economic study in the communities within the West Coast, Lower River and North Bank Regions of The Gambia. A thorough investigation, assessment and communication of the potential benefits and impact of activities, through extensive community consultations should ensure sustainable ecotourism project interventions. The communities identified for this project should have been engaged in community-based ecotourism and the details specific to each community be investigated by the National resource person with support from the Gambia Tourism Board.

#### **a. Socio Economic Assessment**

1. Study the socio-economic baseline situation of Ecotourism in coastal community including: Demographics, main economic drivers and activities, livelihoods and incomes, including trends and barriers, participation in ecotourism supply and value chains (including youth and women);

- Policies, laws, regulations and institutions relating to Ecotourism, socioeconomics, and similar programme including resource management, gaps and needs;
  - Key community stakeholders, roles and social structure and governance of customary laws and responsibilities for community participation in Ecotourism management, and a detailed innovative plan for equitable community involvement in the project, addressing challenges for effective involvement and ownership;
  - Key private sector stakeholders and responsibilities related to Ecotourism management and their roles in the project.
2. Study the best practices and lessons learned in environment management initiatives of the coastal communities through community-based ecotourism project participation and implementation and sustainable alternative livelihoods development through Ecotourism project interventions.
- Study and describe/review the experiences of product and market analyses, establishment of cooperatives, community funds, certification schemes, value chains, partnerships, and mechanisms for up-scaling them;
  - Study and describe the roles and potentials of the Communities and Local Governments in Ecotourism;
  - Identify specific sustainable options for livelihoods development in the Eco tourism project landscapes through ecotourism product development and diversification;
  - Study and recommend value-chain product enhancements using the existing potential of the community farm cooperatives and other potential new value addition with existing community-based products or potential nature-based products;
  - Study and evaluate livelihood options through general cost benefit analysis for reducing impacts on ecosystems in the communities through Ecotourism Project interventions.
3. Study the youth unemployment and underemployment in the project landscape and provide strategic recommendations for meaningful engagement of educated youth in Ecotourism project interventions;

4. Study the existing SMEs and develop a strategy for possible linkages of these SMEs to Ecotourism Project and recommend suitable new SMEs for Ecotourism project intervention and sustainability;
5. List the Ecotourism products and potential product diversification, including income generation opportunities to the communities;
6. List the environmental protection opportunities for communities through ecotourism development and management;
7. Gather the necessary information to expand and complete the Social and Environmental Screening Procedure (SESP) analysis already drafted by the Environment Expert, including any required additional assessments and plans;
8. Conduct and record detailed community consultations in the project landscapes to explore opportunities, issues and potential impacts of project interventions, and to ensure community and local government support.

#### **DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL**

The National Resource Person will be recruited for **22 working days** after signing the contract. The National Resource Person will be home-based in Gambia and work closely with the Gambia Tourism Board and National Environment Agency. S/he will be expected to work with a team to collect baseline data on the project areas through extensive community and other relevant stakeholder consultation.

#### **DELIVERABLES**

The key deliverables of this assignment are:

- i. Detailed work plan and methodology for the Inception Phase including stakeholder mapping and consultation plans with the communities based on the TOR;
- ii. Prepare a report with case studies summarizing/reviewing best practices and lessons learned in economic diversification of the coastal communities' economy through community-based activities, sustainable and alternative livelihoods development in the communities;
- iii. Prepare a detailed report describing the socio-economic baseline situation in Ecotourism in the project landscape and develop a project strategy for intervention, including identification of potential project activities, but not limited to youth

- employment, SMEs, livelihood improvement, product diversification, etc., based on community-based Ecotourism project interventions;
- iv. A Final report on socioeconomic and gender of the project landscapes, and develop an action plan for livelihood development, with quantifiable baseline, intervention activities and target indicators;
  - v. Support the National Environment Expert in the preparation of the full SESP for inclusion in the project document.
  - vi. Facilitate a validation meeting to discuss the findings

### **PROVISION OF MONITORING AND PROGRESS CONTROLS**

The Consultant will work closely and receive technical guidance and support from Gambia Tourism Board and National Environment Agency. Gambia Tourism Board and National Environment Agency will ensure that the methodology of the assignment is aligned with the intended objective of the assignment and monitor quality of final products.

### **Qualifications**

- Master's Degree in Tourism Management
- More than 5 years of professional experience in Tourism Management, experience in community-based ecotourism management;
- Solid understanding of the Gambia's National climate change Adaptation Plan and strategy (NAP) and the Nationally Determined Contributions (NDC),
- Experience in facilitating community assessment and stakeholders' consultations;
- Fluency in English and two local languages
- Good interpersonal skills and ability to work with people of different cultures and professional backgrounds.

### **Recommended Presentation of Offer**

The candidate should submit the following documents:

- a. Duly accomplished **Letter of Confirmation of Interest and Availability;**
- b. **Personal CV** indicating all experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least two (2) professional References;

## **Remuneration**

This will be based on GCCA+ Standard rates for NRPs as per the PE