



Term of Reference for the Development of a Community-based Ecotourism Strategy and Plan for the Mount Cameroon and Campo Man Areas

1. Background

Conserving Cameroon's rich biodiversity faces the challenge of reconciling the management of high conservation value areas with socio-economic development in a context marked by severe poverty. In this context, wildlife resources greatly suffer anthropogenic pressures including loss and fragmentation of habitats. Therefore, promoting natural resource governance and enabling rural communities to maximize benefits from poverty reduction initiatives can strengthen community participation in the management of adjacent protected areas and the resources that abound. As part of the strategy to conserve biodiversity hotspot areas and improve local livelihoods, the Community Action for Development (CAD) recently entered into renewed partnership with the Worldwide Fund for Nature (WWF) Cameroon to pilot and upscale innovative models in wildlife management and food production within the framework of the Sida-funded project, *'Leading the Change: Civil Society, Rights and Environment (2018-2022)*. Ensuring that local communities participate in, and equitably benefit from Natural Resources Management (NRM) is a key element of sustainable wildlife management. CAD and WWF see gender-sensitive community-based ecotourism development as an opportunity to enhance community participation and benefits from sustainable wildlife management and to improve landscape and biodiversity conservation.

The Programme for the Sustainable Management of Natural Resources in the S.W Region, (PSMNR-SWR), local NGOs, economic operators and the Ministries of Forestry and Wildlife (MINFOF) and Tourism and Leisure (MINTOUL) are already doing commendable work in the wildlife management and ecotourism sectors in the Mount Cameroon region. CAD and WWF seek the services of a consultant to review the on-going work and facilitate the development of a gender-sensitive, community-led and community-focused strategy and action plan to strengthen the community component in a synergistic manner.

2. Goal of the Assignment

The goal of this assignment is to develop a gender-sensitive and sustainable community-based ecotourism strategy and action plan for the Mount Cameroon and Campo Man regions.

The objectives are as follows:

- Identify potential ecotourism products and packages paying particular attention to those that can be the subject of a community-private sector partnership, independent community-managed enterprises and individual local enterprises;
- Conduct comprehensive feasibility studies including a thorough market assessment for the Mount Cameroon and Campo-Man destinations as a whole and for the individual ecotourism products and services identified

- Propose measures to enhance the quality of the ecotourism products and services identified, minimise the environmental impact and maximise the local benefit of ecotourism;
- Propose a capacity building plan and training program for communities and measures for ongoing access to advice and support in the development, management and marketing of the ecotourism products and services;
- Propose measures for raising awareness of conservation and community issues among visitors and tour operators and mechanisms for enlisting their support;
- Formulate strategies, action plan for the development and promotion of feasible products and packages;
- Design a system for monitoring and evaluation of the strategy and plan.

3. Methodology

The consultant is expected to propose a methodology appropriate for the assignment. It should include but not limited to a review of on-going works on ecotourism promotion in the Mount Cameroon and Campo Man regions and close consultation with the community and other stakeholders leading to an agreed vision and strategy for ecotourism, which has environmental, social and economic aims and attainable objectives.

Consultations should include representatives of the local communities (CBOs, VFMCs, traditional authorities, women, youths, ...), tourism operators, local entrepreneurs, relevant NGOs, conservation agencies, including protected area managers, relevant government ministries (MINFOF, MINTOUL, ...). Consultation within the community should cover at least the following:

- Attitudes and awareness of tourism, possible opportunities and pitfalls, existing experience, concerns and level of interest.
- An assessment of the level and type of tourism to be planned and developed taking into consideration the area's natural resources and cultural heritage, and consistent with community wishes and expectations.

The strategy should present a comprehensive market assessment and an assessment of the natural and cultural heritage, including opportunities presented for ecotourism, sensitivities and constraints. It should also present an agreed vision for ecotourism over a specified period, together with identified aims, objectives and strategic priorities, an action plan, and a way of monitoring results. The action plan should identify practical initiatives, including a timescale and an indication of responsibility and resources required.

4. Deliverables

The deliverables of the assignment are:

- Inception report including a detailed plan of action with a detailed framework of activities, methodology to be applied, schedule etc.;
- Reports with annexes covering all the elements of the goal and objectives of the assignment as agreed during the inception meeting;
- Facilitation of meetings and workshops related to the assignment as agreed during the inception meeting;
- High resolution photographs and other relevant documents procured or produced under this contract, in digital and/or hard copy as appropriate.
- Contacts of those consulted as part of the implementation of the assignment

The data and information presented in the report should be appropriately disaggregated. The report is expected to be in English. CAD and partners will formally approve the inception report before the consultant engages the field phase of the assignment.

5. Profile of Consultant

It is foreseen that the assignment will be carried out by an experienced consultant with the following qualifications and experience:

- a) At least five years' experience and knowledge of ecotourism and conservation;
- b) Experience in results based monitoring and evaluation methodologies;
- c) At least a Bachelor's degree in Natural Resources Management, Environmental Science/Management and/or other related fields;
- d) Strong networking skills required;
- e) Ability to adapt and effectively respond to challenging situations;
- f) Ability to work independently and with a minimum of supervision for extended period of time;
- g) Excellent facilitation, numerical and analytical skills;
- h) Excellent report writing skills.

Any deviation in the methodology, scope, personnel or budget from that accepted in the consultant's contract must be approved in writing by CAD before such change takes effect.

7. Timeframe for the assignment

The assignment will start immediately after signature of the contract and all outputs and deliverables are expected on or before 31 March 2019.

8. Offer of Service

The technical and financial offer should include the following:

- A brief statement on the understanding of the Terms of Reference and areas of improvement;
- A clear statement describing why the consultant is a suitable candidate;
- Outputs of at least two similar assignments;
- A brief (2 pages maximum) curriculum vitae of consultant, highlighting experiences relevant for this assignment;
- A clear methodology/procedure for implementing the assignment including mention of the reports to deliver;
- A work plan that provides a breakdown and a logical sequencing of activities, including timeframe;
- A detailed budget (consultancy fees, travel costs, subsistence allowances, activity costs, etc.), including rates (hourly and/or man days).

Bids could be submitted by email to communityactionfordevelopment@yahoo.com with subject *Special call for tender –Ecotourism Strategy*