

ANNEX I
Terms of Reference (TOR)

A. Project Title: ART GOLD Bekaa

B. Project Number: 00080832

C. Subject: Local Planning Consultant

D. Project Description

ART GOLD Lebanon is an integrated component of the UNDP “Social and Local Development Programme”, which, among other objectives, focuses on eradicating poverty, strengthening local capacities and supporting government policies for development. ART GOLD Lebanon aims to achieve balanced and sustainable development through three main pillars, (i) the participatory approach ensured by the working groups, (ii) the local economic development, and (iii) the support of the Decentralized Cooperation. ART GOLD Lebanon targets four regions across Lebanon with solid and diversified networks and partnerships within the four targeted-regions (South Lebanon, North Lebanon, Bekaa region and Beirut Southern Suburbs).

ART GOLD Bekaa / ENPI CBCMED Live Your Tour aims to promote sustainable tourism by adopting coordinated actions aimed at achieving a better seasonal and geographical spread of tourism arrivals, as well as improving territorial cohesion, through product diversification (sport, rural and cultural tourism, etc.) and by addressing accessibility and connectivity issues in the Mediterranean Sea Basin.

E. Scope of Work

The project aims to improve the situation of the target groups at different and several levels. The project will improve the capability of Local Authorities and know how about strategic planning in the field of sustainable tourism. They will be provided with technical expertise through training courses, permanent assistance and exchange of experiences through the establishment of a strong Mediterranean cross-border network. Lebanese Local Authorities will take advantages from the experiences and good territorial planning practices carried out in Apulia and Andalusia in the tourism field; in particular, they will improve their capacity to collaborate with the private sector.

F. Expected Outputs and Deliverables

- I- Carry out strategic assessments on tourism sector in Baalbeck municipal federation and Dier El Ahmar region.
- II- Follow up on the set up of 2 Geographic Information System programs (GIS)
- III- Analyze the sustainable tourism potentials, focusing on cultural and natural heritage attractions, existing tourist services and equipment, naturalistic trails, gastronomy, legal and institutional frameworks, environmental policies, marketing and entrepreneurial opportunities

- IV- Carry out at least 6 technical trainings for Local Institutions on demand, to be chosen among the following topics: team building, environmental and territorial planning legal framework, geography of development and territorial planning, IT tools, strategic environmental assessment and Environmental Management Systems, consultation and facilitation methodologies, marketing and communication, improvement of off-season tourist flows, network approach, the Italian good practice of Albergo Diffuso, inclusive planning (aimed at avoiding discriminations based on race, gender, nationality, language or religion), fundraising, and grants opportunities.
- V- Execute thematic paper concerning specific issues (i.e. environmental restrictions, incentives for SMEs, off-season tourism, Environmental Management Systems; environmental safeguard; public financing for Albergo Diffuso

G. Institutional Arrangement

- a) The Local Planning Consultant will work under the direct supervision of the Project Manager and close coordination with the Social and Local Development Programme.
- b) The Local Planning Consultant shall submit quarterly progress reports.

H. Duration of the Work

The duration of the assignment is for 36 months.

I. Duty Station

The Local Planning Consultant should be present at ART GOLD Bekaa office during the assignment.

J. Qualifications of the Successful Individual Contractor

I- Academic Qualifications:

- a. Graduate degree in Business Administration, Tourism, or related field.

II- Years of Experience:

- a. Relevant experience of not less than 5 years in the framework of development field of similar projects.
- b. Proven experience in the fields of Tourism.

III- Competencies:

- a. Proficiency in the use of computer programs such as outlook, power point and social tools.
- b. Excellent writing, editing and oral communications skills in English and French. Spoken Arabic knowledge is an asset.
- c. Excellent public speaking and presentation skills
- d. Networking and customer service oriented attitude
- e. Team player with the ability to maintain good work relations with individuals of different

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