

## External Services: Consultancy to Review the Draft Local Action Plan (LAP)

### Background:

CROSSDEV is a three-year project started on September 2019, co-funded by the European Union through the ENICBCMED Programme 2014-2020, implemented by a consortium of entities composed of: Comitato Internazionale per lo Sviluppo dei Popoli (CISP), Italy (as Lead partner); Società Cooperativa Culture (COOPCULTURE), Italy; the Jordan University of Science and Technology (JUST) Jordan; the Association for the Protection of Jabal Moussa (APJM), Lebanon; the Royal Marine Conservation Society of Jordan (JREDS), Jordan; Palestinian Heritage Trail (PHT), Palestine; the Italian Ministry of Culture (MiC), Italy.

CROSSDEV expects to increase tourism competitiveness and attractiveness of less known destinations and rural areas, enhancing the Cultural Routes experiences of the Council of Europe in Italy, Jordan, Lebanon, Palestine, specifically:

Italy: Sicily, community of areas along the Via Selinuntina

Jordan: communities around the less-known historical and cultural sites in the Aqaba area (South of the country) and in the Umm Qais archaeological site (North of the country)

Lebanon: villages in the Jabal Moussa Biosphere Reserve area, Mount Lebanon

Palestine: communities along the Palestinian Heritage Trail.

CROSSDEV's goal is to contribute to economic and social development in the Mediterranean by strengthening and enhancing sustainable tourism policies and practices and highlighting common cultural heritage, environmental trails, and resources to be turned into assets for socio-economic local development.

### Local Action Plans (LAPs)

Local Action Plans (LAPs) are tools to promote sustainable tourism actions into decision making processes/ daily operations of local & national stakeholders. In the project, the following 5 LAPs will be jointly developed by partners, communities, economic operators, institutions:

Lebanon: Ecotourism Management in Jabal Moussa

Jordan: Aqaba less known sites & Umm Qais tourism promotion/management plans

Palestine: Palastine Heritage Trail

Sicily Ita: Via Selinuntina Marketing Strategy

As country-specific policies for sustainable tourism, Local Action Plans (LAPs) shall be elaborated in project areas by each partner, through a participatory process involving institutional, economic, community actors, starting from selected less known targeted touristic destinations and sites to be promoted.

The WP Coordinator, MiC, provided partners with common methods and guidelines for the elaboration of LAPs (methods for needs assessments, priorities identification & participatory elaboration).

For each draft Local Action Plan, objectives, priorities, beneficiaries, action steps, timing, main actors were defined with basis on the results of previous research & consultations of stakeholders (focus groups, workshops). Cultural itineraries and links to existing cultural routes were delineated too, and local actors along the itineraries identified. Consultations shall be also held with local public authorities which will endorse the Action Plans.

### Scope of Work

JREDS, the CROSSDEV project partner in Aqaba, Jordan wishes to contract the services of an expert to review and update the local action plan (LAP) undertake the following tasks:

- Review the LAP and the ongoing Aqaba (Tourism) Destination Development Plan to extract and follow guidelines to enhance maximum alignment of the plan.
- Define a consultative process and mechanism for the final preparation of the LAP, taking into consideration the involvement of key stakeholders, organizations, and entities in the public and private sector.
- Organize and conduct consultations, meetings, focus group discussions, and interviews with various stakeholders in the tourism industry, including local communities, to solicit inputs, opinions and recommendations on the main goals, and objectives of the Plan, if needed.
- Review all project documentation and field reports of the Crossdev selected sites in Aqaba.
- Participation in any workshop or meeting hold by the JREDS during the consultation period regarding the LAP with stakeholders in Jordan.
- Participation in any workshop or meeting hold by the Crossdev project during the consultation period regarding the LAP with the project's partners.

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## Duration of Consultancy

One month.

## Qualifications of Consultant

- Has a good national experience in the preparation of tourism plans, strategies. Experience in developing public use-based and tourism-based products and services that are linked strongly with selected sites,
- Has a good technical experience, including projects local, as well as relevant education and trainings on tourism planning, marketing, infrastructure, transportation, product development, standards setting, local governance, environment, social.
- Background knowledge about the sustainable tourism, products, and touristic and cultural trails
- Flexibility and ability to handle multiple tasks and work under pressure.
- Excellent command of the Arabic and English languages both written and oral communication.

Short-listed candidates only will be contacted and invited for interview **How to apply**

Interested candidates, please send your resume CV technical and financial (in Euro currency) offer to:

[information@jreds.org](mailto:information@jreds.org) Specifying "CROSSDEV – LAP Consultant" in the email subject.

**Application deadline is Sep 30<sup>th</sup>, 2022.**