



WILDLIFE CONSERVATION SOCIETY

MARINE PROGRAM TANZANIA

Community Ecotourism Consultant

Terms of Reference for Consultancy Work to 'Assessing Sustainable Community-Led Ecotourism to Support Marine Conservation in the Tanga Coastal Region and East Pemba Coastal Region'

1. Introduction and Background

WCS (Wildlife Conservation Society) is working to support communities and the government on marine conservation in the Pemba channel seascape, which includes the Tanga Coelacanth Marine Park as well as the east coast of Pemba (herein termed project area), renowned for its rich marine ecosystems and cultural heritage, which is of great potential for the tourism sector.

The government recognizes the critical role of the blue economy and sustainable tourism in fostering socio-economic development while preserving natural assets. Community-based ecotourism offers a promising avenue to achieve this balance, empowering local communities, diversifying livelihoods, and directly contributing to conservation efforts, particularly for the marine environment.

While existing Marine Protected Areas (MPA) (known in Pemba as Marine Conservation Areas (MCA)) and relevant policies provide a framework for sustainable resource management, there is a need to strategically develop and enhance community-based ecotourism initiatives in the project area. This requires a comprehensive understanding of current tourism infrastructure, community capacities, market opportunities, and potential challenges. The aim of this consultancy is to provide the expertise needed to guide the development of a sustainable community-based ecotourism plan and models that directly supports marine conservation in the project area.

Objectives of the Consultancy

The primary objective of this consultancy is to conduct a comprehensive assessment and develop realistic recommendations for sustainable community ecotourism in the Tanga Coelacanth Marine Park as well the east coast of Pemba, with a strong emphasis on its contribution to marine conservation.

Specifically, the consultant will:

1. **At inception develop a work plan for the consultancy**
2. **Assess current touristic offers and opportunities:** Stakeholder engagement and mapping existing or future planned tourism infrastructure, hotels, agents, touristic products and community-based tourism initiatives within the Tanga/East Pemba Coastal Region, identifying their current performance, strengths, and weaknesses.

3. **Propose and select the best sustainable touristic products which could be implemented by the community and government:** each activity with a SWOT analysis, as well as a list of infrastructure, equipment and personnel required to implement.
4. **Assess community willingness and capacity to implement** conduct a survey to assess the willingness of communities and stakeholders for the proposed touristic products. Validate the proposed touristic products with communities, stakeholders and government. Recommend specific capacity building and training needs for local communities to effectively participate in and manage ecotourism products.
5. **Road map and implementation plan for each tourism product:** Develop a roadmap including actionable recommendations for the government and local communities to develop and implement sustainable community ecotourism which supports marine conservation. Presentation for community leaders and government.
6. **Develop marketing recommendations and communication material for the proposed tourism products:** touristic map and collateral (brochure), social media training, marketing recommendations, list of tour operators and agents.

Deliverables:

The consultant will submit the following deliverables:

The deliverables have been developed based on the scope of work in the prior section.

Timeframe from the day of signing the contract.

For each draft report, they will be submitted for review, followed by a final version incorporating feedback.

Timeline	Activities for each deliverable to be conducted in both Pemba and Tanga	Deliverables
1 week	Develop a workplan for the consultancy: <ul style="list-style-type: none">• At inception prepare a work plan for the consultancy work including the methodology, timeline with dates, any milestones and indication where you will need support from WCS.• Present work plan to WCS and agree to deliverables.	Report 1: <ul style="list-style-type: none">- Workplan for consultancy PDF – meeting minutes
30 days	Assessing Existing Tourism Offers and Community Ecotourism Initiatives: <ul style="list-style-type: none">• Through stakeholder consultations (community, government, private sector and NGOs), online research and site visits, identify and map current tourism infrastructure (e.g., accommodation, transport links, amenities, tour operators, visitor centres, waste management facilities) in selected coastal areas relevant to community ecotourism and marine conservation in the Tanga and East Pemba coastal area. Identify any other stakeholders to be consulted through the project.• Document existing and former community-based eco- and nature-based tourism activities, including their operational models, governance structures, benefit-sharing mechanisms, and linkages to conservation.• Tourism accessibility, utilities (water and electricity), public transport, access routes for the sites, public toilets, safe parking, areas for food and refreshments, accommodation, banks, access to digital payments and ease of payment. And any other amenities required for tourism.• The interlinkage between private sector and community-based tourism, identify partners and actors willing to support communities.	Report 2: <ul style="list-style-type: none">- Assessment of tourism initiatives Excel or Word format – any raw data collected PDF – signed participants lists and meeting minutes GIS map – existing touristic offers and infrastructure Presentation – inception presentation

	<ul style="list-style-type: none"> • Assess the geographical distribution, accessibility, and current success of these infrastructures and tourism initiatives. GIS map of identified products; this can be supported by the WCS team if required. • Assess if there are former projects/initiatives that failed, the reasons why. • Inception presentation to stakeholders including government partners and tourism professionals. 	
50 days	<p>Identify and select the best sustainable ecotourism activities/products:</p> <ul style="list-style-type: none"> • Identify 10 ecotourism activities in each site (Tanga and Pemba) which could be feasibly developed and implemented by communities (or government) with support from the consultant and WCS. • SWOT analysis of proposed ecotourism offers: <ul style="list-style-type: none"> ○ Strengths: Identify internal advantages, such as unique natural attractions (e.g., pristine reefs, specific marine species, mangroves), cultural assets, existing community engagement, and local skills. ○ Weaknesses: pinpoint internal limitations, such as inadequate infrastructure, limited marketing, insufficient financial management skills, lack of standardised service quality, or weak institutional frameworks. ○ Opportunities: Explore external factors that could be leveraged, such as growing demand for authentic and responsible travel, potential partnerships with international tour operators or conservation organisations, access to funding for sustainable development, and policy support for blue economy initiatives. ○ Threats: Analyse external challenges, including environmental degradation (e.g., climate change impacts, pollution), over-tourism risks, competition from mass tourism, inadequate enforcement of regulations, or socio-cultural impacts. Or general infrastructure issues such as road access, transportation availability, and access to hygienic public toilets. • In collaborative process with WCS, select five (5) priority ecotourism activities for Tanga and five (5) for Pemba. 	<p>Report 3:</p> <ul style="list-style-type: none"> - Identified and selected ecotourism products <p>Report 4:</p> <ul style="list-style-type: none"> - Willingness and capacity assessment <p>Excel or Word format - Raw results of the assessment/survey</p> <p>PDF - signed participants lists and meeting minutes</p> <p>PDF - Consent from communities</p> <p>Presentation – validation and feedback</p>

- Identify critical infrastructure, equipment, and human capacity gaps that are required to implement each of the sustainable ecotourism products and marine conservation.

Assess community/stakeholder/government willingness and capacity to implement:

- Develop a community survey to be conducted by WCS to assess community willingness and capacity to implement the identified tourist products.
 - Including social and economic aspects, cultural and religious
 - Water and amenities, access to drinking water, toilets, roads, and medical facilities. Will the product support or put further strain on limited resources? Are there any gender issues or vulnerable community members who need support?
 - Importantly, seek approval and consent for the suggested tourist product in the target community.
 - If there are any other projects, private sector organisations, NGOs who would be willing to partner to support the community initiative.
- Based on the SWOT analysis, stakeholder consultations, proposed ecotourism activities, and infrastructure identified, highlight the specific training needs for local communities and government officials involved in or aspiring to engage in ecotourism. This may include:
 - Ecotourism guiding skills (marine ecology, responsible wildlife viewing, cultural walks).
 - Hospitality, customer service and tourism marketing.
 - Small business management, financial literacy, and marketing.
 - Conservation awareness and best practices (e.g., waste management, reef protection, sustainable fishing alternatives).
 - Governance and organisational development for community groups.
- Propose suitable training methodologies and potential trainers/institutions. Noting the training may require a phased approach for capacity development.
- Conduct validation meeting with key stakeholder etc, hotels, tour agents, other tourism stakeholders, community leaders, and government partners and gather feedback.

60 days	<p>Development of a roadmap and implementation plan of the selected ecotourism products:</p> <p>For each of the proposed tourism interventions, (five for Pemba and five for Tanga):</p> <ul style="list-style-type: none"> • Roadmap for the implementation of activities <ul style="list-style-type: none"> Each with a final concept and simple business plan for each, including: <ul style="list-style-type: none"> ▪ Pricing plans <ul style="list-style-type: none"> ▪ How the activity will link to MPRU/DMC ▪ Potential benefit sharing with the community (e.g., through SFC/VLC) and the wider community (supported by WCS) ▪ Equipment required ▪ Infrastructure required (low-impact and environmentally friendly infrastructure support) <ul style="list-style-type: none"> ▪ Eco-friendly accommodation options (e.g., homestays, small lodges with sustainable practices). ▪ Improved waste and wastewater management systems in tourism areas. ▪ Signage and interpretation materials for marine protected areas and ecotourism sites. ▪ Sustainable visitor access points and trails (e.g., boardwalks, designated snorkelling/diving areas). ▪ Renewable energy solutions for community tourism facilities. ▪ Staffing required ▪ Registration with the relevant authorities ▪ Target demographic markets, etc. ▪ Linkages between MPA, MPRU and the community ▪ Group (for each product) management structure organisation structure ▪ If required, a maintenance plan. ▪ Timeline ▪ Budget to implement ▪ Co-develop a monitoring protocol with WCS 	<p>Report 5:</p> <ul style="list-style-type: none"> - Road map and implementation plan for the new ecotourism activities <p>Presentation- roadmap and selected touristic products</p> <p>PDF - signed participants lists and meeting minutes</p>
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	<ul style="list-style-type: none"> • Presentation of the road map to develop selected tourist products with government, respective community leaders and key stakeholders. 	
80 days	<p>Develop marketing recommendations and communications materials for the implemented touristic products:</p> <ul style="list-style-type: none"> • Develop a marketing recommendation for the ecotourism activities selected, including branding, communication templates needed (maps, leaflets, social media posts), a communication plan (communities, existing tourism establishments and relevant government authorities), and a roadmap for the rollout and implementation. • Highlight regional tourism fairs and marketing events, which should be targeted by the touristic products. • Familiarisation trip concept/plan with key stakeholders to each touristic product. • Awareness raising meeting with private sector, tour operators, key stakeholders and government. 	<p>Report 6:</p> <ul style="list-style-type: none"> - Marketing and communications plan for future tourism products. <p>Presentations - raise awareness of the touristic product</p> <p>PDF - signed participants lists and meeting minutes</p>
100 days	<p>Consultancy close out report:</p> <ul style="list-style-type: none"> • A consolidated report summarising all findings, analyses, and actionable recommendations, including a strategic roadmap for sustainable community ecotourism development linked to marine conservation. • Recommendations for improvement or future consultancies 	<p>Final Report:</p> <ul style="list-style-type: none"> - Close out report <p>Presentations: A final presentation of findings and recommendations to WCS</p> <p>PDF - signed participants lists and meeting minutes</p>

5. Consultant Qualifications

The successful consultant (individual or firm) should possess the following qualifications:

- **Education:** A master's degree or higher related to tourism management, environmental management, sustainable development, or a related field.
- **Experience and skills:**
 - A minimum of 7 years of progressive experience in sustainable tourism development, ecotourism, or community-based tourism, preferably in coastal or marine environments of Tanzania, is required. Experience working in tourism in the Tanga coastal region and the Pemba coastal region is highly desirable. Wider East African coastal experience is also advantageous.
 - Experience in conducting ecotourism-based assessments such as feasibility assessments, market analyses, value chain analyses, benchmarking or competitive-set analyses, SWOT analyses, and carrying capacity assessments, is essential.
 - Experience developing tourism strategic management plans for regions/destinations/parks is highly desirable.
 - Demonstrated experience integrating conservation principles and practices into ecotourism.
 - The candidate should possess excellent knowledge of the Tanzanian tourism market, current tourism offerings, tourist demographics, and key stakeholders.
 - Proven experience in capacity building and training for local communities in Tanzania in ecotourism, ecotour guiding or cultural tourism.
 - Excellent communication, facilitation, and interpersonal skills for engaging diverse tourism stakeholders and community members.
 - Proficiency in relevant software/online platforms for tourism, such as booking platforms, OTAs, review websites, SEO and marketing channels such as social media.
 - Strong analytical, research, and report-writing skills in a context of community or eco-tourism.
 - Membership of a Tanzanian tourism association is preferred.
 - Proficiency in English (written and spoken). Knowledge of Swahili will be highly advantageous.

6. Reporting and Timeline

The consultant will report directly to the Blue Action Fund Project Manager at WCS.

The total duration of the consultancy is estimated at **6 months** from the date of contract signing. A detailed work plan with specific deadlines for each deliverable will be agreed upon during the inception phase.

7. Budget

Applicants are required to submit a detailed financial proposal outlining all costs associated with the consultancy, including:

- Consultants' professional fees, travel expenses, taxis, accommodation, per diems, and any other relevant costs.
- Stakeholder engagement costs, such as government officials, community and private sector allowances, sitting fees, transport allowances or any other costs.
- Meeting venues and other facilitation costs.

The budget should be presented in Tanzanian shillings:

WCS will be responsible for covering:

- transport and allowances of the WCS team
- infrastructure and equipment costs related to developing the touristic products
- cost associated with trainings led by external specialists for example, trainer for bird ID or whale watching etc
- printing of collaterals, such as brochures, pamphlets
- community members attending trade fairs

8. Application Process

Interested candidates or firms are invited to submit:

- A cover letter expressing interest and suitability for the consultancy, including information on the required experience and skills mentioned in section 5.
- A detailed Curriculum Vitae (CV) or company profile highlighting relevant experience.
- A brief technical proposal outlining the proposed methodology and work plan.
- A detailed financial proposal.
- Contact details of at least three (3) professional references.
- Examples of previous relevant work (e.g., reports, strategic plans).

Applications should be submitted by 25TH March 2026] to Email: procurementtz@wcs.org