Terms of Reference

Title: Tourism Specialist

Thematic Area: Livelihoods

Background

The [International Centre for Integrated Mountain Development (ICIMOD)](http://www.icimod.org/?q=abt) is a regional intergovernmental learning and knowledge sharing centre serving the eight regional member countries of the [Hindu Kush Himalayan (HKH) region](http://www.icimod.org/?q=1137) – Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan. Our aim is to influence policy and practices to meet environmental and livelihood challenges emerging in the HKH region. To do this we bring together researchers, practitioners, and policy makers from the region and around the globe to generate and share knowledge, support evidence-based decision making, and encourage regional collaboration. ICIMOD delivers impact through its six [Regional Programmes](http://www.icimod.org/?q=9117)of Adaptation to Change, Transboundary Landscapes, River Basins, Cryosphere and Atmosphere, Mountain Environment Regional Information System, and Himalayan University Consortium (emerging). These regional programmes are supported by the four [Thematic Areas](http://www.icimod.org/?q=9119) of Livelihoods, Ecosystem Services, Water and Air, and Geospatial Solutions and underpinned by Knowledge Management and Communication. ICIMOD seeks to reduce poverty and vulnerability and improve the lives and livelihoods of mountain women and men, now and for the future.

The [Livelihood Thematic Area](http://www.icimod.org/?q=9126) focuses on promoting diversified and sustainable livelihood options in the Hindu Kush Himalayan region. Tourism is an important aspect of livelihoods of mountain people. The steadily increase in tourism across the Hindu Kush Himalayan region has brought about a new livelihood strategy for mountain people who are otherwise generally dependent on agriculture and livestock. While traditional livelihood options in the Hindu Kush Himalayas are rapidly deteriorating, mountain communities and governments increasingly prioritize tourism as a promising alternative livelihood opportunity. Tourism provides an effective avenue to transform remote, rugged landscapes into economic assets for vulnerable groups. Properly planned and well-managed tourism can contribute to reducing poverty and increasing resilience of mountain communities.

ICIMOD seeks to promote pro-poor sustainable mountain tourism through better utilization of mountain natural and cultural resources and establishing strong linkages with local economies. ICIMOD wants to strengthen its existing capacity in promoting tourism as an innovative livelihood option in the HKH region. ICIMOD is looking for an Expert who has sound understanding of tourism concepts and practices, especially in promoting sustainable community engagement in tourism in the mountain context. The incumbent will work as a member of the Livelihood team and will provide support to Regional Programmes and Initiatives on tourism issues.

Responsibilities and tasks

The Tourism Specialist will be responsible for the following tasks across different Regional Programmes:

Take initiative and support the development and implementation of strategies for promoting sustainable tourism for the benefit of rural livelihoods and their resilience;

Identify and harness opportunities in close collaboration with regional partners for promoting tourism activities that enhance livelihood options, conserve natural environment, and preserve cultural values;

Identify and implement innovative ideas and good practices on community engagement in tourism, their participation in tourism-related supply and value chains, establish linkages with local economies to maximize benefits for local communities;

Improve the facilitation of tourism in ICIMOD’s regional member countries and provide technical support and backstopping to local and regional partners in implementing activities relating to tourism;

Develop and facilitate demand-driven training courses on mountain environment and climate change for tourism entrepreneurs in the HKH region.

Build and strengthen linkages with institutions working on tourism development and/or management, and organize and attend workshops and conferences in the region;

Contribute to knowledge development on responsible mountain tourism in the HKH, e.g., by preparing concept papers, case studies, synthesis reports, or scientific articles for relevant target audiences across the region; and

Work as a team player in the Livelihood Thematic Area; work closely with activity leads of tourism at ICIMOD to support other activities and promote institutional goals.

Minimum Qualifications

Master’s in Tourism Development, Economics, Business Management, or other relevant field.

At least 5 years of work experience in implementing tourism development with a focus on enhancing livelihoods from community engagement in tourism, preferably of which a part has been gained in the mountain regions of Asia.

Sound knowledge and experience on designing and operationalizing community engagement for sustainable tourism promotion in mountain areas.

Experience and skills in designing and piloting using participatory action research on tourism.

Knowledge of statistical and qualitative research approaches and methodologies will be an asset.

Competencies

Knowledge: Sound knowledge and understanding of pro-poor tourism, community engagement in tourism, sustainable development and protection of the natural and cultural heritage and livelihood promotion.

Research: Sound knowledge and expertise of research methodology and analysis; demonstrated ability to analyse and interpret data and prepare results in a manner in which tourism private and public stakeholders are clearly able to understand.

Management and coordination: Ability to plan, budget, and coordinate work as well as work in an interdisciplinary team across different programmes and projects.

Social/team competency: Ability to work smoothly across teams with intercultural sensitivity and contribute to establishing commitment among team members.

Networking/stakeholder management: Ability to identify relevant partners, maintain existing relations, and strengthen networking on tourism and poverty issues.

Results/impact orientation: Proactive approach within and outside the organization to generate concrete results on an output level; seek opportunities to transform output into outcome and impact.

Flexibility/innovation: Stay abreast with the changing context of tourism issues in the HKH region and find ways to introduce innovative approaches; encourage others to come with new ideas; actively support the development of a continuous learning culture.

Report and proposal writing: Excellent analytical and writing skills and demonstrated ability to write reports and publish findings in peer-reviewed journals.

Duration

Initially for three years, of which the first six months will be on probation, with the possibility of extension subject to ICIMOD’s future funding levels.

Starting Date

As early as possible.

Remuneration

Salaries and benefits of ICIMOD are competitive compared to those of other regional organizations; remuneration will be commensurate with experience and qualification.

Gender and Equity Policy

Qualified and eligible women candidates and those from disadvantaged backgrounds are highly encouraged to apply. ICIMOD implements a gender fair policy and is supportive of working women. It operates a Day-Care Centre at the campus and is committed to gender mainstreaming at the organisational and programmatic levels.

Method of application

Applicants are requested to apply online before 15 April 2014 through [ICIMOD's Online Application System](http://www.icimod.org/cvmgmt).

Only shortlisted candidates will be notified.