



together possible.

## JOB DESCRIPTION

Position title: Ecotourism Manager  
Reports to: Director DSPA  
Supervise: Staff of the Ecotourism unit  
Location: Bayanga, CAR  
Date: April 2019

### **I. Context**

The Dzanga Sangha Protected Areas (DSPAs) are located in the rainforest in the southwestern part of the Central African Republic and the northern edge of the Congo basin forest. The area is well known for its impressive biodiversity and is the biggest undamaged forest remaining in the country. It comprises a total area of more than 6 000 km<sup>2</sup>. The long-term goals for WWF in the Dzanga-Sangha Protected Areas are to protect the forest ecosystem and to promote sustainable development in the region. The development of ecotourism is a very important part for the sustainable development trajectory of Dzanga-Sangha. In fact there is still a lot to do in terms of reinforcement of existing infrastructure, promotion of local environment, species and the culture.

WWF Central African Republic Country Office seeks to hire an experienced and motivated individual for the position of **Ecotourism Manager** for its Dzanga Sangha programme.

### **II. Mission of Department**

The Ecotourism unit in collaboration with the other units to promotes the DSPA for the benefit of the Country. The unit will profile DSPA inside and outside the country by creating responsible and sustainable ecotouristic circuits for visitors to discover the local richness, based on sustainable tourism focused on both wildlife and cultural resources.

### **III. Main Functions**

The Ecotourism Manager will:

- Elaborate a tourism development plan for DSPA;
- Continue to build awareness on the biodiversity and environmental richness of the DSPA;
- Recognize the rights and spiritual beliefs of the Indigenous People in the community and work in partnership with them to create and develop tourism products; ensure participation of the communities as well as their (financial) benefits;
- In collaboration with other departments and local communities, develop attractive tourism products, tourist routes for visitors at national and international levels;
- Deliver memorable informational experiences to visitors that help raise sensitivity to conservation and awareness of local culture;
- Design, Coordinate constructions and ensure that infrastructure and eco-friendly facilities are available to host visitors;
- Ensure that the financial revenues are effectively collected;
- Ensure a sustainable, transparent and efficient management of tourism revenues;
- Create partnership with travel agencies, tour operators, local airlines companies and Tourism Ministry to promote DSPA;

#### **IV. Major Duties and Responsibilities:**

##### **A. Infrastructure construction and management**

- Supervise the construction and maintenance of Eco Lodges and associated accommodation facilities;
- Ensure the maintenance of the welcoming center;
- Supervise the rehabilitation and maintenance of the tourist infrastructures at selected sites;
- Development of trails.

##### **B. Local development**

- In Close collaboration with the Community development unit, contribute to the development of a system of revenue sharing that effectively benefits the local communities (including Baa'ka people community) while sustaining both the costs of the programme and its conservation component;
- Capacity building of local community in regards to the sale of tourism products (financial administration, marketing)

##### **C. Tourism products**

- Explore diversify and potential markets and develop tourism products adaptable to each segment of the market;
- Work with DSPA management, private operators and community groups to develop new eco-friendly tourist activities which increasingly generate revenues for the tourism programme
- Supervise activities related to tourism in collaboration with lodge contractors and existing / potential tour operators, ensuring an efficient activity reservation system and logistics, tourism welcome centres, guide training, and data collection and analysis;
- Contributes to supporting ecotourism development at DSPA and in collaboration with TNS partners.

##### **D. Tourism Benefits management**

- Support DSPA administration in setting appropriate fees for tourism activities;

##### **E. Promote ecotourism**

- Identify and engage with potential partners (travel agencies, tour operators, hotels in Bangui) to attract tourists;

##### **F. Staff Management and development**

- Ensure staff management and development, staff evaluation, detailed and accurate record keeping, visitor management, etc.;
- Ensure staff are properly trained

##### **G. Others**

- Attend international/ regional/ national relevant tourism forums to promote DSPA;
- Work in collaboration with the Communication Department to feed the website with stories around the available tourism opportunities in DSPA;
- Carry out any other duties assigned by the line manager.

#### **V. Profile:**

##### ***Required Qualifications***

- Minimum Bachelor's degree or equivalent in Tourism, Marketing or any related areas;
- Minimum of 7 years' experience, with demonstrated success in an international environment (NGO or Company); experience in Africa will be of advantage;
- A proven track record of implementation of a tourism development plan

##### ***Required Skills and Competencies***

- Good leadership and team work abilities;
- Ability to work under pressure;
- Excellent inter-personal skills, including the ability to develop and maintain strong relationships at all levels, within WWF CAR and, as required, with external stakeholders;

- Excellent oral and written communications skills in English and French;
- High ethics and a personal commitment to transparency and accountability;
- Sensibility on safeguarding standards and social policies (gender, human rights etc.) are expected;
- Ability to work in a remote environment with regular missions offering logistical challenge
- Adherence to WWF's values, which are knowledgeable, Optimistic, Determined and Engaging.

**V. Working Relationships**

**Internal:** All WWF CARCO staff members, DSPA Management team, Communication Officer, Technical Advisors, etc...

**External:** Interacts with partners, local Communities, local associations, travel agencies, Ministry of tourism, tour operators.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

Prepared and supervised by: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by employee: \_\_\_\_\_ Date: \_\_\_\_\_