



Terms of Reference (ToR)

Community tourism development in Vjosa Wild River National Park, Albania

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Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and some 18,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being. www.iucn.org, <https://twitter.com/IUCN/>

Background

In March 2023, the Vjosa Wild River National Park (VWRNP) was formally established, becoming the largest national park in Albania. The VWRNP covers the entire Vjosa River in Albania, from the Greek border to its mouth in the Adriatic Sea, as well as three main tributaries: Drinos, including Kardhiq, Bënçë and Shushicë. The total length of the protected river ecosystem is more than 400 km. In the next phase, all free-flowing tributaries, together with the adjacent most valuable areas with highest biological and geomorphological values, including the Vjosa Delta area, shall be included in the extended area of the National Park. In addition, a procedure has been initiated for the establishment of a transboundary protected area (National Park) between Greece and Albania, which will ensure adequate protection of the entire Aaos-Vjosa river basin.

The area has the potential to attract tourists interested in nature-based activities such as hiking, kayaking, and birdwatching. The local communities have been instrumental in the commission of the national park as a tourist attraction and a beneficial source of income for people in the Vjosa region.

The 'Vjosa Wild River National Park (Phase 2)' project is focusing on working with local stakeholders and communities to address the challenges in sustaining viable tourism products in this area.

For this assignment, IUCN is seeking an expert individual or organisation to undertake market analysis, stakeholder analysis, and value chain analysis in and around Vjosa Wild River National Park, Albania, to understand opportunities for developing community tourism enterprises. Pending additional funding, the assumption that this project is the first of a series of phases to operationalise the development of market ready community tourism enterprises and ensure their market connectivity within the context of the Vjosa Wild River National Park.

Summary of activities and outputs

Activity 1 - Market analysis:

- Activities - Conducting a market analysis to understand the demand for tourism activities in and around Vjosa Wild River National Park, and identify potential target markets for community tourism enterprises.
- Outputs - An assessment report of the demand for tourism activities in the area, including an analysis of target markets and recommendations for the development of tourism products that meet the needs and interests of these markets.

Activity 2 - Stakeholder analysis:

- Activities - Conducting a stakeholder analysis to identify key stakeholders in the area, including local communities, government agencies, and tourism businesses, and understand their roles and interests in tourism development.
- Outputs - A stakeholder map of the key stakeholders in the area, including an analysis of their roles and interests in tourism development. The report will also include recommendations for how to engage and collaborate with different stakeholders in the development of community tourism enterprises.

Activity 3 - 1. Value chain analysis:

- Activities - Conducting a value chain analysis to identify the key actors and activities in the tourism value chain in the area, and understand the opportunities and constraints for the development of community tourism enterprises.
- Outputs - An analysis of the opportunities and constraints for the development of community tourism enterprises in the area, including an assessment of the current state of the tourism value chain and recommendations for how to leverage existing assets and resources to support the development of community tourism enterprises.