

Environment and Sustainable Development Unit

Terms of Reference

Food Tourism Consultant

Food Consultant

The Environment & Sustainable Development Unit (ESDU) at the Faculty of Agricultural and Food Sciences (FAFS) of the American University of Beirut is an inter-disciplinary research and development center specialized in rural community development, local food systems and sustainable agriculture. For more than 20 years, ESDU has been promoting through large community development projects sustainable rural livelihoods all over Lebanon. The Unit focuses on participatory development and capacity building through knowledge management and sharing, appropriate technologies, and impact analysis with particular attention to smallholder farmers, women and youth in the rural areas.

The Women Economic Participation (WEP) project is funded by the government of Canada through UNDP, and it aims at economically empowering Lebanese and Syrian refugee women in Lebanon through long-term capacity building activities, focusing on supporting individuals and Coops/SMEs/Start-Ups. This project is being implemented in the Bekaa and the South by ESDU in partnership with ACTED, DOT, and ABAAD. In light of the current socio-economic crisis, this project aims at strengthening women's resilience by addressing the main gaps in the targeted value chains (fruits, vegetables & aromatics; handicraft; rural tourism; and freekeh). This is achieved through improving access to secure and sustainable incomes and livelihoods, as well as enhancing the capacities of stakeholders at institutional and community level to recognize women's specific needs and enact/support policy change to address them.

Within WEP, ESDU is seeking to recruit a Food Tourism Consultant with an experience in the hospitality and food tourism industries. He/She shall assess the food trails, and share constructive feedback. He/She shall conduct on-site visits in the developed food trails located in the Bekaa and South. He/She directly coordinates with ESDU project coordinator.

Scope of Work

The Food Consultant will be primarily responsible of the following activities:

- Conduct a total of 6 on-site visits for the developed food trails (3 in each region) to test the food trails and the services of the entities (coops/SMEs/farmers) within each trail.

- Coordinate the visits for testing the food trails. The visits are to be conducted by a group of 4 members. Ensure coordination between ESDU team and the entities in the food trail.
- Manage the visits and the payments of the testing of the 6 food trails for a group of 4 members. These include:
 - Lunch at the local cooperatives or relevant guest houses for 4 members during the 6 visits.
 - Activities for 4 members including: participation in agricultural and cooking activities, hiking, and cultural sites visits.
- Develop a comprehensive report for each food trail covering:
 - The evaluation of the tested trails.
 - Recommendations for enhancing each entity within the trail.
 - Strategy for launching the food trail.

Essential Minimum Qualifications

- A university degree in Hospitality, Culinary Tourism, or relevant fields
- Minimum 5 years of previous job experience relevant to the function or a related field
- Knowledge of Lebanese rural areas, locally produced products, and relevant activities
- Excellent communication skills
- Excellent knowledge of Arabic and English languages
- Good reporting skills

Period

- 3 months from February to April

How to Apply

- Deadline to submit CV: January 23, 2021
- Interested candidates should send their CV to: esdu@aub.edu.lb