



BCHT Sustainable Tourism Support worker

Background;

North Devon Biosphere is leading a project funded from Interreg Channel region to support the development of Bio-Cultural Heritage Tourism (BCHT).

This is defined as

BioCultural Heritage Tourism is a process of collaboration between inhabitants, businesses and environmental managers to create new experiential activities that celebrate the connections between humans and nature distinctive to the local area and cultural heritage. These aim to improve the benefits and limit the negative impacts of tourism on the environment, for instance by appealing to visitors in low season, getting visitors involved in sustainable land management activities, or by creating nature experiences facilitated by digital technology.

These activities are defined as those traditional practices that link people to the environment and through their practice have created or contributed to that distinctive environment. It could be active land or natural resource management, or more passive arts and crafts based. To help us plan and develop new activities, we are taking stock of the activities done within and outside of the 4 UNESCO biosphere reserves that might fit into this theme. Whilst not all activities might not be suited to the 4 Biosphere Reserves, it helps to make the approach more widely adaptable at other sites.

The Interreg project has 3 operational work packages:

WP1 Tourism master planning

WP2 Business Engagement

WP3 Demonstration projects

Purpose:

To support the local implementation of the BioCultural Heritage Tourism Project in North Devon for selected projects in WP2 and 3.

Duration and type of contract: Flexible hours to deliver the work, min of 6 hours per week and average of 13 hours per week, over 37 weeks. Casual worker contract.

Reports to: Biosphere Manager

Specific Tasks for BCHT local support

WP2

1. Ongoing recruitment to the Biosphere Business Partners network and ensuring the registration of charter signatories
2. Engage with businesses for the roll out of the Visitor investment project. Using the information and research from University of Exeter to develop an efficient contribution scheme with participating business and recruit businesses into the scheme.
3. Liaise with other partners on the delivery and support to tourism businesses for sustainable business operation advice.
4. Oversee the contracts for the production of communications materials about the scheme

WP3

7. Support the development of the tourism app for the area through
 - Setting up focus group meetings

- Support the production of the specification for the product
 - Be a focal point for the liaison with the contractor
8. Support other project implementers and ensuring regular feedback from the projects including and encouraging progress
- Lundy
 - RHS Rosemoor
 - Braunton Countryside Centre
 - Woodland Tourism
 - Exmoor

General

9. To provide logistic help to the project at the reasonable request of the BR manager

Qualities

- Experience in the tourism industry
- Knowledge of the local tourism/responsible tourism sector in North Devon
- Good self-organisation skills
- Good project management skills
- IT literate (Word, Web, Social media)
- Capable of organising professional meetings
- Good Communication skills.
- Good interpersonal skills to liaise with a wide range of disciplines (tourism, economy, local government)

Expected time for contract is 768 Hours between April 1st and 14th December 2021