

**Biodiversity and Conservation**

**(BC07)**

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| **Fact Sheet BC07: ENCOURAGE BIRDS WATCHING ACTIVITIES** |
| **Overview** |
| *Objective* | Ensure the overall benefit of the tourism industry, local communities of the flyway, and migratory birds and aim to reduce the threats posed to migratory birds. |
| *Action* | STAFF DEVELOPMENT AND TRAINING* Raise staff awareness on environmental protection and bird conservation.
* Enhance best practices of staff affecting the wellbeing of birds.
* Train relevant staff on the migratory soaring birds of the flyway.

RAISING GUEST AWARENESS ON BIRDS & BIODIVERSITY OF THE FLYWAY* Ensure that guests are provided with the materials needed to increase their awareness on the
* birds that can be seen in the vicinity, as well as the importance of the migratory flyway.
* Keep a diary of wildlife sightings to engage both guests and staff.

ENGAGING WITH ENVIRONMENTAL NGOS & INITIATIVES* Identify local and national NGOs working in the field of environmental protection and nature conservation.
* Engage and coordinate with NGOs to identify common grounds required for awareness raising and capacity building.

MARKETING BIRDWATCHING SERVICES TO LOCAL & INTERNATIONAL TOURISTS* Promotional materials should integrate birds and birdwatching activities.
* Online marketing should be used to promote birds and birdwatching activities.
* Partnering with local and international tour operators, companies and guides.

BIRD FRIENDLY LANDSCAPING* Use native plants and vegetation
* Promote sustainable mowing, trimming and pruning
* Reduce/avoid the use of toxic pesticides, and depend on natural/sustainable Alternatives
* Use natural fertilizers; organic compost and nitrogen fixers
* Use rooftops for gardening/landscaping (rooftop gardening)

BIRD FRIENDLY MAINTENANCE OFVEGETATION (MOWING, TRIMMING & PRUNING)* Prune vegetation to enhance dense growth
* Check for nests before trimming and cutting vegetation
* Leave untouched patches of vegetation while trimming and cutting
* Apply a rotation system where each type of vegetation is maintained at different times

MANAGING PESTICIDES AND FERTILIZERS* Avoid/reduce toxic chemicals in pesticides & fertilizers
* Document the use of products and apply them according to the set descriptions
* Apply mechanical prevention methods to reduce the need for fumigation
* Integrate natural alternatives to chemical pesticides
* Use natural fertilizers

WATER BODIES* Safeguard non-recreational artificial water bodies
* Establish wildlife ponds
* Reduce chemicals used in swimming pools
* Explore alternatives to chlorinated swimming pools

BIRD FRIENDLY SERVICES * ORGANISE BIRDWATCHING TOURS AND ACTIVITIES
* PARTICIPATE IN BIRD SURVEYS
* DESIGNATE BIRD WATCHING SPOTS IN THE VICINITY
* PROVIDE BIRD WATCHING GEAR/EQUIPMENT
* ORGANISE ENVIRONMENTAL EVENTS AND FESTIVITIES
* PROVIDE GUESTS WITH OPPORTUNITIES TO VOLUNTEER/
* DONATE TO LOCAL NGOS AND INITIATIVES
* ORGANISE BEACH CLEAN UPS FOR GUESTS AND STAFF
 |
| *Key Challenges* | Obtain qualified staff to help and facilitate bird watching activities |
| *Regulatory Aspects* | * Law 4 for 1994 of environment
* Law 102 for 1983 for protected areas
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| **Process** |
| *Complexity* | Moderate  |
| *Equipment & Material*  | brochures, leaflets, signs, videos and awareness materials |
| *Human Resources* | Hotel trained staff |
| **Considerations** |
| *Advantages* | * Ensure the overall benefit of the Egyptian tourism industry and migratory birds.
* Birds will face fewer threats, allowing tourism facilities to benefit from the added value that comes with the conservation of birds and their natural habitats.
* Decreases risks as well as the loss of potential, sustainable economic gains.
* Enhanced habitat value of gardens for birds & wildlife; less water required for irrigation; less pesticides r equired for maintenance; attractive (exotic for tourists).
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| *Disadvantages* | None |
| **Impact** |
| *Environmental* | * Using native species in landscaping will enhance the environment within the hotel
* Decrease stress on birds and their habitats
* Decrease using the chemicals and pesticide has positive impact on environment
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| *Employment Opportunities* | yes |