

**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 OF  VEGETATION (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 |
| **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). |
| *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 |
| *Employment Opportunities* | yes |