



TERMS OF REFERENCE

Title of the Consultancy:	Consultancy Services to support pilot of Tourism and Creative Industry (TCI) programme Phase 1
Consultancy type: (individual or firm)	individual
Directorate & Division	Trade and Industrialization
Contact Person:	Sarah Ferdjani, SPO TCI
Procurement Number (from procurement plan)	155/AUDA/DIIT/MSMEs/ICS/2024
PR Number	To be created

Background

According to the UNWTO World Tourism Barometer (2020), Africa's tourism industry saw growth in 2019 that aligned with the global average of 4%. However, this growth did not translate to an increased market share in the extensive and valuable global tourism sector, which was valued at US\$10.3 trillion (WTTC, 2020). Despite its potential, the tourism and creative sectors' contribution to inclusive growth remains limited. Key issues include poor job quality for locals, limited benefit-sharing with local communities, and barriers to entry for Micro, Small, and Medium Scale Tourism Enterprises (MSMTEs).

While most member states acknowledge tourism's value as a tool for sustainable economic development and growth, contributing to some goals of Agenda 2063, few have established comprehensive tourism strategies as part of their national development plans. Many focus on specific tourism products rather than a holistic approach tailored to their country's unique attributes.

Rationale

AUDA-NEPAD is addressing the untapping of cultural and creative capital by providing direct, customized support to 6 pilot member states: Sierra Leone, Liberia, Madagascar, Benin, Mauritania and Djibouti.

The above mentioned links back to :

- AUDA-NEPAD drafting of Africa Tourism and Creative Industries overall programme: promotion of inclusive, sustainable Tourism & creative Industries development for sustainable jobs and wealth creation
- NEPAD Tourism action plan
- African Union Tourism Strategic Framework
- UN SDG 8.9: by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- UN SDG12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
- Supports UNESCO program to safeguard intangible cultural heritage, and world heritage sites

The consultant extensive knowledge on the TCI outlook at continental level and creative and tourism potential will be crucial in development the specific guidelines for each of the pilote countries, workshop design as well as data generation at baseline level.

The objectives of the assignment

The objective of this assignment is to conduct a scoping mission to three countries that have been shortlisted for the Pilot TCI project. The aim of the scoping mission is as below:

- To gain the buy-in of the Ministry of Tourism and National Tourism Board, as well as the other key Ministries (e.g. Culture, Innovation, Environment, Finance, Local Government etc) and stakeholders (private sector tourism bodies, culture and creative industry bodies etc, for the project, which will be crucial before the next phase of workshop preparation in the next phase
- To gain a deeper understanding of the challenges being faced by the countries in unlocking TCI, and their needs, strategic focus in addressing these challenges. The preliminary report will be deriving from the findings during the country scoping missions

Scope of work, activities and Tasks

The technical expert's scope of work will comprise of the following activities:

Activity 1: Policy and Strategy Review

In order to ensure the scoping missions can deliver the insights required to set the project up for success, the technical expert will conduct a baseline situational analysis of each of the three countries. This will be comprised of a review of country TCI policies, strategies, roadmaps, action plans, international development funded tourism project reports, available statistics, and product-market focus areas.

Activity 2: Scoping Mission Design

The technical expert with work with the team and in-country focal points to design the scoping mission. This will include identifying the key stakeholders for one-on-one meetings, the TCI sensitization workshop, and focus group sessions. The customized design of the TCI workshop for each country, as well as the design of the interviews and focus group sessions in order to be able to achieve the outlined objectives of the scoping mission.

Activity 3: Preliminary Report

The expert will produce a Preliminary Report for each country as the key deliverable and outcome of the scoping mission. The preliminary report for each country will include a summary of the research, findings, challenges and needs assessment and recommended pilot project intervention for the country to sign off on.

Expected results and deliverables

The expected results of the scoping mission is to receive the buy-in and approval of each of the 3 countries to take part in the TCI Pilot Project.

The deliverable will be a draft and final preliminary report for each country which will include a summary of the research, findings, challenges and needs assessment and recommended pilot project intervention.

Location

- Madagascar
- Sierra Leone

- Liberia

Timeframe of the assignment

August to December 2024

Deliverables/Reports/Milestones Schedule

The scoping missions will be conducted in Q3/Q4 of 2024. The technical expert will submit the draft Preliminary Report within 3 weeks of returning from the scoping mission. The final report will be completed based on feedback from AUDA-NEPAD and the country focal points.

Submission & approval of reports

Submission to The TCI Senior Programme Officer who will review then final clearance by Head of Division for Trade and Industrialization

Language requirements:

English

Person Days/Months

45 days, excluding travel and time in country on-mission

Governance, support and facilities to be provided by AUDA-NEPAD

AUDA-NEPAD will cover the travel costs in all 3 countries during the scoping missions including air ticket, DSA, accommodation and visa fees if required for the consultant

Proposed Payment Schedule

1st payment following delivery and acceptance of country 1 report: 25% of total payment
2nd and last payment following delivery and acceptance of country 2 and 3 reports: 75% of total payment

Qualification and work experience required for Key Expert**Qualifications**

- The Expert should have an advanced university degree (Master's degree) in Tourism, Town and Regional Planning or related fields from a recognized institution.

Experience

- The Technical Expert should have a minimum of 15 years of multi-disciplinary experience in the full spectrum of Tourism and the Creative Industry. In addition to a deep understanding of tourism and the creative industry across the African Continent demonstrated by previous work at an African Union level.
- Extensive knowledge and experience of tourism on the African continent
- At least ten (10) years' experience working in tourism planning, tourism product mapping and profiling, policy, financing, tourism SME and job creation, capacity building and training and partnership facilitation.
- Experience in African Union level projects, international development projects, government projects in which programs or initiatives required diplomatic coordination between governments and/or ministerial bodies.

- Extensive Experience in participatory planning and workshop facilitation.
- Proven experience in managing similar projects in Africa.

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TORS Approved by:

Director:

Signature: _____

Date: _____
