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National Consultant for Development of Category 2 Tourism Project

Date: 14/01/2020

Country: Sao Tome and Principe

Description of the assignment: The role of the National Consultant (NC) is to help UNDP Sao Tome and Principe to develop a project proposal in the framework of “Promotion of Sustainable Tourism for the Fight Against Poverty”

Project name: Promotion of Sustainable Tourism for the Fight Against Poverty

Period of assignment/services (if applicable): 6 weeks, preferably starting in February

Proposal should be submitted by email to procurement.st@undp.org no later than 29 January 2020 at 5h30 PM. Any request for clarification must be sent in writing, or by standard electronic communication to the e-mail : aderito.santana@undp.org with cc/ antonia.daio@undp.org; claudio.vicente@undp.org. Procurement Unit will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

It is estimated that currently 62% of the population of São Tomé and Príncipe lives in poverty. Urban poverty is high compared to rural poverty due to limited employment opportunities, particularly for young people (World Bank, 2017), although in terms of human development it exceeds the average for sub-Saharan Africa in the Human Development Index (HDI), reaching 143rd place among 189 countries in the world ranking in 2019.

The country's characteristics, resulting from its insular nature, climate and rich biodiversity make tourism one of the sectors that can boost and leverage the economy given its potential to generate employment, diversify exports and generate foreign exchange, contributing to the reduction of poverty.

In São Tomé and Príncipe, despite the growth that the sector has shown in recent years, it still faces enormous challenges. In fact, in 2016, the tourism sector (accommodation, restaurants and similar) represented a direct contribution of 14.8% of GDP and contributed directly to 14.2% of jobs (World Travel and Tourism Council - Data Gateway). The main challenges for the development of the sector include the limited connectivity of the destination and the resulting high cost of access; heterogeneity in the quality of tourism products and services and their limited supply; deficiencies in health, hygiene and food safety; lack of availability of financial services; lack of tourist and road signs; geographical concentration on the distribution of the country's tourism supply (for example, hotels and restaurants); lack of training of human resources, among others.



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One of the major institutional challenges facing the sector is coordination between the State and the private sector and civil society actors involved in tourism development. At present, there is no regular public-private consultation forum to monitor policy formulation and the development of the sector's regulatory framework and to enable all stakeholders' investments and initiatives to be directed towards achieving the long-term vision of sustainable and pro-poor tourism.

The project will aim to support the development of sustainable tourism by strengthening the tourism offer and preserving the country's natural, historical and cultural assets as a means to create more a better job, especially for youth, and support inclusive economic growth. More concretely, the project will support four specific objectives: i) Expand the offer of tourist products and services in the country; ii) promote sustainable tourism across the country; iii) support linkages between agriculture and food production value chains and the tourism industry; and iv) strengthen the regulatory and institutional framework for tourism in São Tomé and Príncipe.

The project will follow the vision and priorities for tourism development identified in the Strategic and Marketing Plan for Tourism in São Tomé and Príncipe and be guided by the Concept Note produced to inform the project formulation process.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

The consultant will offer technical assistance in the formulation of a project on "Promotion of Sustainable Tourism for the Fight Against Poverty". The Consultant will be supporting the government and will work with the International Consultant who is leading the project preparation. The National Consultant will draw from the existing Concept Note and from the 'Strategic and Marketing Plan for Tourism in São Tomé and Príncipe'. The work will consist of the following:

- (i) Formulation of a project that i) Expands the offer of tourist products and services in the country; ii) promotes sustainable tourism across the country; iii) supports linkages between agriculture and food production value chains and the tourism industry; and iv) strengthens the regulatory and institutional framework for tourism in São Tomé and Príncipe. The project should also help to brought forward the linkages of sustainable tourism with the advancement of SDGs in the country
- (ii) Identification of products and services to be developed and creation of development plans.
- (iii) identification of gaps and prospects in the tourism sector linked to the products and services to



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be developed through the project.

- (iv) Identification of entry points for tourism value chains development, especially with regards to Small and Medium Enterprises (SME) development.
- (v) facilitation of consultation meetings with national stakeholders, follow up with them on data and analysis available locally to inform the project formulation.
- (vi) facilitation of thinking on the governance mechanism most appropriate for the project, consulting all stakeholders
- (vii) supporting the International Consultant on additional tasks that might arise
- (viii) Facilitate the communication between national and international agencies during the Tier 2 Tourism Project Preparation phase.

The project document should be aligned to the UNDP and Enhanced integrated Framework (Tier 2) project formats to facilitate coordination among development partners. UNDP will provide required formats and guidance to the consultant in this respect.

The National Consultant in close cooperation with the international consultant, will produce a draft project document inclusive of all required elements under the UNDP and EIF project format (i.e. inclusive of log-frame, budget, fiduciary and organizational arrangements, etc.); facilitate consultations on the draft; and produce a revised document incorporating stakeholders' feedback and inputs.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

- Master's degree or advanced studies on tourism and development or a related field

II. Years of experience:

A minimum of 10 years' experience on trade/tourism-related and development work in academia, consultancy or government

Proven experience in developing and designing community-based tourism



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III. Competencies:

Expert knowledge and experience with developing tourism strategies and products.

Proven working experience on tourism and poverty reduction policies as consultant and/or international organizations and/or government

Knowledge of the broader tourism sector developments in Least Developed Countries and SIDS is desirable.

Excellent analytical skills

Ability to work in a team and in multicultural situations.

Excellent command of Portuguese, working knowledge of either French or English is considered an advantage.

Knowledge of UNDP and the UN system is considered an advantage.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Proposal:

(i) Explaining why they are the most suitable for the work

(ii) Provide a brief methodology on how they will approach and conduct the work

(iii) Fill annex 1 Offeror's Letter to UNDP attached

2. Financial proposal

3. Personal CV including past experience in similar projects and at least 3 references

5. FINANCIAL PROPOSAL

- **Lump sum contracts**



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The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel inside the country.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed

6. EVALUATION

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

** Technical Criteria weight; [70%]*

** Financial Criteria weight; [30%]*

Only candidates obtaining a minimum of 55 point would be considered for the Financial Evaluation

Criteria	Weight	Max. Point
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<u>Technical</u>	70%	70
<p><i>Criteria A</i></p> <ul style="list-style-type: none"> • <i>Master's degree or advanced studies on tourism and development or a related field</i> 	20%	20
<p><i>Criteria B</i></p> <ul style="list-style-type: none"> • <i>A minimum of 10 years' experience on trade/tourism-related and development work in academia, consultancy or government (10)</i> • <i>Proven experience in developing and designing community-based tourism (20)</i> 	30%	30
<p><i>Criteria C</i></p> <ul style="list-style-type: none"> • <i>Understanding of TOR (10)</i> • <i>Methodology (10)</i> 	20%	20
<u>Financial</u>	30%	30

ANNEX

ANNEX 1-OFFEROR'S LETTER TO UNDP

ANNEX 2- BREAKDOWN OF COSTS SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL