

DOCUMENT III (a): Terms of Reference – Lot I

Capacity Building of Tour Guides

I. INTRODUCTION AND BACKGROUND

World Tourism Organization (UNWTO)

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

One of the fundamental pillars of UNWTO's programme of work is the provision of technical assistance to develop and promote the tourism industry as an engine for socio-economic growth and poverty alleviation through the creation of livelihoods.

As a specialized agency of the United Nations, UNWTO provides its technical assistance to Member States in developing their tourism sectors to be competitive while at the same time to promote the creation of sustainable livelihoods, combat poverty, and to preserve and protect cultural and natural heritage.

Importance of Tourism

Tourism is an important driver of economic growth and development, with significant impact on job creation, investment, development of infrastructure, and the promotion of social inclusion.

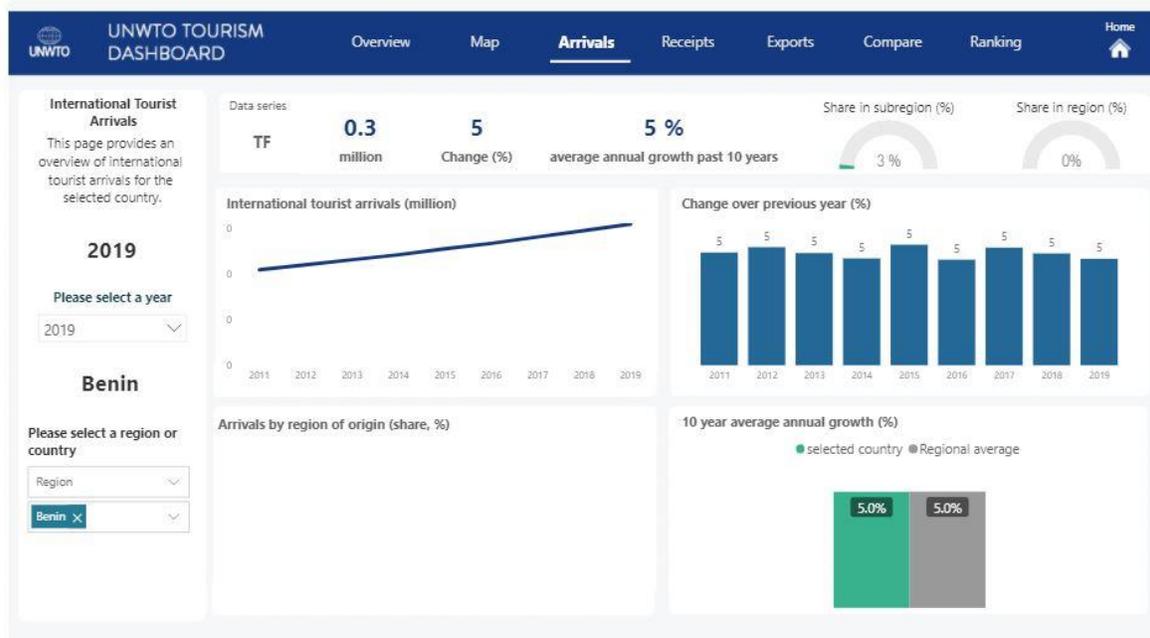
In 2019, international tourist arrivals grew by 4% reaching 1.5 billion, consolidating the strong results of 2017 (+7%) and 2018 (+6%). The sustained growth of tourism over the last decades has brought immense opportunities for socio-economic welfare, poverty alleviation and the overall advancement of the 17 Goals of the 2030 Sustainable Development Agenda. Tourism explicitly features as a target in three of the Sustainable Development Goals (SDGs): Goals 8, 12 and 14 on inclusive and sustainable economic growth, jobs, sustainable consumption and production (SCP), and the sustainable use of oceans and marine resources, respectively. Yet, given the sheer size, cross-cutting nature and links with other sectors along its vast value chain, tourism has the potential to contribute—directly and indirectly—to all 17 SDGs.

Impact of COVID-19 on Tourism

Global tourism suffered its worst year on record in 2020, with international arrivals dropping by 74% according to the latest UNWTO World Tourism Barometer. Destinations worldwide welcomed 1 billion fewer international arrivals in 2020 than in the previous year, due to an unprecedented fall in demand and widespread travel restrictions. This compares with the 4% decline recorded during the 2009 global economic crisis.

The collapse in international travel represents an estimated loss of USD 1.3 trillion in export revenues, more than 11 times the loss recorded during the 2009 global economic crisis. The crisis has put between 100 and 120 million direct tourism jobs at risk, many of them in small and medium-sized enterprises.

Tourism in Benin



In 2019, Benin recorded around 0.3 million international tourist arrivals, represents 3% of the regional market, and an average growth of 5% over the last ten years, same as the regional average growth. In 2018, Africa is the largest source of tourist traffic to Benin, with 62 % of the total traffic received in 2018, while Europe accounted for 23% of the total traffic, Asia 8%, Americas 5% and Middle East 2%.

II. OBJECTIVES OF THE REQUEST FOR PROPOSALS

At present, UNWTO is implementing a project on “Capacity Building in the Tourism Sector” in the Republic of Benin. UNWTO and the Government of the Republic of Benin, with the support of the World Bank, will collaborate on the project to train a pool of 54 tourist guides.

Professionally trained guides are an integral part of the tourist destination’s project chain. Their service is a fundamental component in the promotion and development of international and domestic tourism.

With a view to implementing this project with optimum expertise and efficiency, UNWTO is seeking to contract a firm to deliver UNWTO’s technical assistance to:

- Support Benin in the design and implementation of a training program for a pool of 54 tourist guides to cover all the main tourism destinations in the country (except the region of Pendjari, whose guides are trained by the NGO African Park).
- Set up a flexible capacity building mechanism for governance and continued training of the tour guiding system.
- Provide specialized guide training for niche products based on the various tourism products of Benin.

The contractor will be required to travel to the Republic of Benin for field missions. The missions are of long duration as most project activities will be conducted in Benin itself.

UNWTO reserves the right to award a contract to one or more contractors. Should the contractor not be able to provide qualified experts as and when required, then UNWTO shall source the experts from other contractors or individuals who are not party to the contract. The decision to source experts from outside the contract shall be at the sole discretion of UNWTO. In these cases, the contractor shall actively collaborate with the experts sourced by UNWTO for the implementation of projects to fully integrate the tasks of these experts in the project planning and outputs.

III. METHODOLOGY

For the execution of this project, it is proposed to carry out a training programme that will consist of two main components and an additional training component:

- Phase I – duration 4 weeks
 1. Development of the capacity building programme including training kits
- Phase II – duration 17 weeks
 2. Training for 54 tour guides
- Additional Training – duration 3 weeks

3. Training of trainers
4. Specialized tourist guide training

During the project, the following workshops are proposed:

- Month 1: A one-day seminar with tour operators, government representatives, hotel industry professionals and other stakeholders.
- Month 6: Two-day workshop for summarization and delivery of certificates.

Phase I: Development of the capacity building program for 54 guides including the training kits

The first step of Phase I is to develop a job-skills reference document (Job-Skills Reference sheet - JSR sheet) for the national tourism guide (intended to operate throughout the national territory) in collaboration with three technicians of the *l'Institut National d'Ingénierie, de Formation et du renforcement des Capacités des Formateurs* (INIFRCF) and in consultation with private sector representatives.

Based on the Job-skills reference developed and in collaboration with three (3) technicians from the INIFRCF, a capacity building program including related training modules for 54 guides will be developed. The Direction de l'Inspection Pédagogique, de l'Innovation et de la Qualité will certify all the curriculum documents. In addition, a training kits will be developed for the future trainers of the local guides.

Phase II: Organization of the capacity building actions for 54 guides

In collaboration with the technical committee, the Contractor will be responsible for:

- developing a recruitment plan of the 54 guides to be trained;
- planning and implementing the logistics to deploy the training operation;
- recruiting the 54 guides to be trained;
- organizing the training groups for the 54 guides to be trained;
- deploying capacity building actions;
- evaluating the gained skills of the 54 guides, and
- formulating an evaluation report at the end of their training.

This training programme, which will be developed for guides who already have skills in terms of local knowledge, will enable them to acquire the following practical guiding skills, in line with international standards:

- Presentation and interpretation skills;
- Techniques and skills to be a guide;
- Related knowledge and skills;

- Demographic segmentation;
- Challenges associated with different types of guided tours;
- History, cultures and heritage;
- Activity management;

Other elements of the training include:

- A communication component covering all aspects of the art of being a guide through interactive discussions and presentations;
- Practical group training in a moving vehicle, on a site and on foot;
- Managing a guiding activity.

The training programme should include both a written and two practical tests.

Some professors, from two or three different training establishments, will take part in part of the training with a view to the subsequent integration of a module relating to the training of trainers in their respective establishments.

The contractor will work closely in collaboration with three technicians of the *l'Institut National d'Ingénierie, de Formation et du renforcement des Capacités des Formateurs* (INIFRCF). The *Direction de l'Inspection Pédagogique, de l'Innovation et de la Qualité* will certify all the curriculum documents. The private sector will also be involved through the *Commission technique sectorielle en Tourisme, Hôtellerie et Restauration (CTS-THR)*, with the possibility of calling on other resource persons with proven competence in the sector.

The training material should be developed and packaged in the form of training manuals which can be used by the Government of Benin for future trainings. This will include audio-visual tutorial aids (with animation). All training manuals and material should be submitted in digital format.

An audiovisual tutorial kit with animation will also be developed with the support of the contractor for future training. All the teaching resources should be submitted in digital format.

The training programme will consist of theoretical and practical training that will be delivered for 17 weeks and 3 days (i.e., 4 weeks of 5 days and then 13 weeks of 3 days) to the 54 guides identified. It will be necessary to carry out the programme in the form of groups of approximately six (6) persons.

Additional Training: Training of Trainers

Complementary courses designed for active tour guides wishing to become trainers, or for tour guide trainers who want to hone their skills as trainers. This training should assist them in facilitating them to get accreditation through the World Federation of Tour Guides (WFTGA) and this accreditation could enable them to move towards an international career as a WFTGA trainer. The course will be aimed at about 6 guides (maximum of 10) and cover the following subjects:

- Practical skills for teaching;

- Adult learning;
- The importance of feedback;
- The design of a complete guide training course, including marketing and business plan;
- The design of a guide training course on a site;
- The procedure to follow on the training;
- Instructions for the facilitation and holding of a communication seminar;
- Exam procedures (including the use of grade grids);
- The presentation.

The duration of the training will be of 5 days and should include both a written and a practical test to test both knowledge and skills in terms of training.

Based on Benin's various tourism products, it is possible to design and provide specialized guide training for niche products that will be previously defined and approved by the Ministry of Tourism, such as:

- Ecotourism;
- Hunting tourism;
- Seaside tourism;
- Lake tourism;
- Cultural tourism (Discovering popular traditions, crafts, culinary arts, dances and music) ;
- Memory tourism;
- Religious tourism.

These specialized guide training could be offered as modules to be chosen by the 54 tour guides who are trained under Phase II to supplement their training. These courses should have a 5 day each and can be held simultaneously. For these specialized training, it is envisaged that the contractor can avail of 2 additional international trainers.

IV. TEAM MEMBERS

The following team members are envisaged:

- Team Leader (international) – for the duration of the project
- Training Expert (international) – for the duration of the project
- Three experts as follows – for the duration of the project:
 - National Expert on History and Geography of Benin
 - National Expert on Culture, Art and Religions of Benin
 - National Expert for Monitoring and Coordination
- Two experts (international) – for the additional training phase – areas of specialization to be determined as Phase I is completed.

Both the Team Leader and the International Training Expert are required to possess an advanced university degree (Master's degree or equivalent) in tourism destination management and tourism

education and training, or a related field. A university degree with relevant combination of professional and academic qualifications may be accepted in lieu of the advanced university degree, minimum of 10 years of professional experience in the field of tourism education including training of tour guides, or actual experience in tour guiding, or a related field, excellent organizational and report writing skills. Fluency in French (written and oral) is essential. Experience of working in Africa in general, and Benin or neighbouring destinations would be considered an asset.

The National Experts on History and Geography, and, Culture, Art and Religions of Benin should have a Master's degree or equivalent in the related fields of history/geography, and, culture/arts/religions or related fields. They should have at least 5 years experience in tourism and training and have excellent knowledge of Benin's tourism attractions related to history/geography, and, arts/culture/religions of Benin.

The National Expert for Monitoring and Coordination of the project should have a Master's degree or equivalent in the field of tourism or management and at least 5 years experience in the project management at large scale. Knowledge and experience of Benin's tourism and education sectors would be an asset. The National Experts stated above to be hired within one month from the start of the project in consultation with the client.

The two international experts for the Additional Training component should have a Bachelor's degree in the selected areas of specialization for the training and 10 years tour guiding experience and 2 years of tour guide training experience. Experience of working in Africa in general, and Benin or neighbouring destinations would be considered an asset. These experts would need to be identified and recruited by the contractor, in consultation with and with the approval of UNWTO, after Phase I is completed and the specific areas of specialization are determined.

International experts will be required to travel to the Republic of Benin for the field missions. The missions are of long duration as most project activities will be conducted in Benin itself. Any travel would be carried out in accordance with the UNWTO recommendations for travel and insofar as it is required for face-to-face mandate implementation and taking into consideration any travel restrictions arising from the COVID-19 pandemic.

V. DELIVERABLES

- Job-Skills Reference document (Job-Skills Reference sheet - JSR sheet)
- The training programme for 54 tour guides (including the training the trainers programme and the specialist training programme for niche products)
- Training kits that will be used by guide trainers to cover the training programme of local guides
- A final report assessing the skills improvement of each of the 54 guides constituting the pool, based on the exit profiles developed for each module taken.
- An audio-visual kit with content (tutorials) for future training.
- A procedure manual for the regulation and certification of guides.

VI. WORK LOCATION

The Contractor will work under the overall guidance of the Technical Cooperation and Silk Road Department of UNWTO. The contractor's personnel work location will be at the contractor's premises, combined with field presence and/or travel to the Benin as required.

VII. GENERAL TIME SCHEDULE

The total time input for this project is 6 months. During this time, it is estimated that the project team will provide their inputs as follows:

- Team Leader: 30 days (homebase), 85 days (Benin)
- International Training Expert : 30 days (homebase), 85 days (Benin)
- National Expert on History/Geography of Benin: 115 days (Benin)
- National Expert on Culture/Art/Religions of Benin: 115 days (Benin)
- National Expert for Monitoring and Coordination: 45 days (Benin)
- International trainer – Specialization Area 1 – for additional training: 10 days (homebase), 5 days (Benin)
- International trainer – Specialization Area 2 – for additional training: 10 days (homebase), 5 days (Benin)

VIII. LANGUAGE REQUIREMENTS

This project will be implemented in French.