

DOCUMENT III (b): Terms of Reference – Lot II

Development of the System of Tourism Statistics and the Preparation of an Experimental Tourism Satellite Account

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.

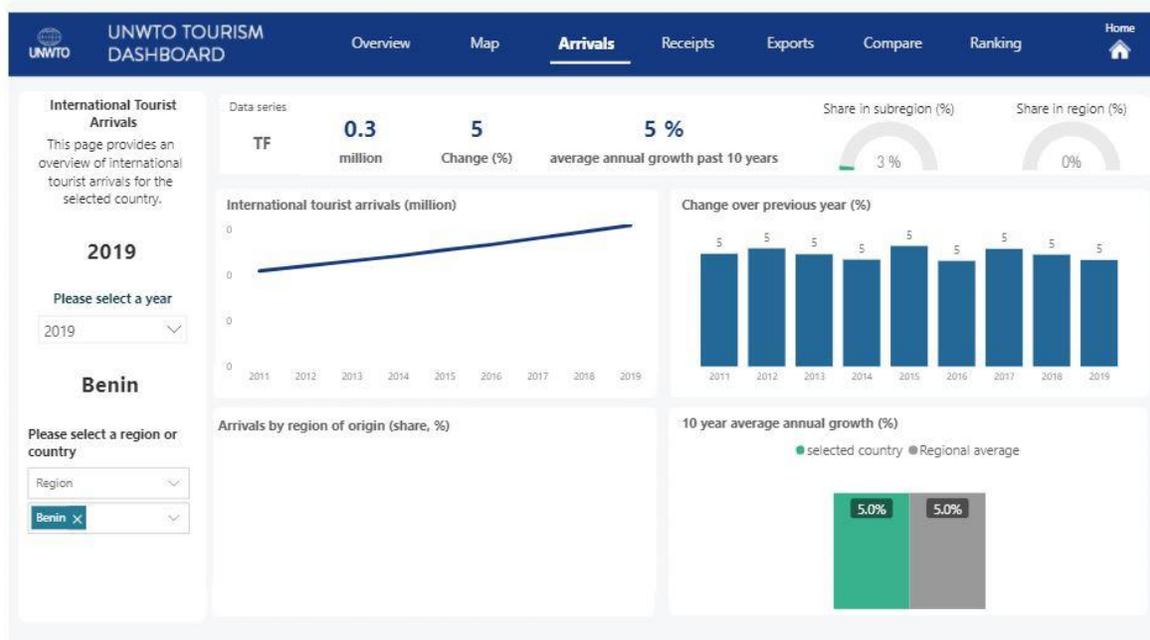
In 2019, international tourist arrivals grew by 4% reaching 1.5 billion, consolidating the strong results of 2017 (+7%) and 2018 (+6%). The sustained growth of tourism over the last decades has brought immense opportunities for socio-economic welfare, poverty alleviation and the overall advancement of 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 “Development of the System of Tourism Statistics and the Preparation of an Experimental Tourism Satellite Account” 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 development of a tourism statistics system and development of a tourism satellite account.

Since 2016, the Republic of Benin has been making significant structural investments to bring its tourism system up to international standards. Such endeavour implies the restructuring of the legal framework, regulations and the institutional environment for governance in the field of tourism. In this context, the modernization of its tourism statistics and information management plays a fundamental role in ensuring better measurement and evaluation of impacts and target markets

The main objectives of this project will be to put in place a comprehensive set of statistical data on the tourism sector in order to significantly understand the real weight of tourism in the national economy, to provide the Government, the Directorate of the Tourism Statistics Service (D-SSDT), professionals and all stakeholders in tourism statistics with reliable information on the tourism sector, and obtaining an Experimental Tourism Satellite Account over the medium term.

The expected outcomes of the project are twofold: (i) obtaining an improved System of Tourism Statistics and (ii) setting up an Experimental Tourism Satellite Account.

A partnership will be established between the Ministry of Tourism, Culture and the Arts (MTCA), the Directorate General of the Republican Police (DGPR), the National Institute of Statistics and Economic Analysis (INSAE), the Central Bank of West Africa (BCEAO) and the National Agency for the Promotion of Heritage and Tourism Development (ANPT). Other national and international partners may be part of this partnership.

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:

1. Review and improve the System of Tourism Statistics in Benin.
2. Strengthen the institutional capacity to develop tourism statistics through training programmes for the various government stakeholders (Ministry of Tourism, National Tourism Statistics, Immigration, Central Bank).
3. Compile a pilot experimental Tourism Satellite Accounting System.

The contractor will be required to travel to the Republic of Benin, for six 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. The contractor is required to inform UNWTO of the experts and their qualifications it aims to engage under the respective Purchase Order before signing.

III. METHODOLOGY

For the execution of this project, there will be four (04) phases and will be carried out as follows:

- Phase I: two (02) months, which will consist mainly of performing a review of all the work undertaken so far by the Ministry, government agencies, meeting with the SSDT (Inter-Institutional Platform) and reviewing the progress made to date in terms of the infrastructure of the System of Tourism Statistics, STS,
- Phase II: four (04) months to supervise and monitor the initiation of data collection,
- Phase III: seven (07) months by proceeding with expenditure surveys, collecting structural data from tourism characteristic activities, preparing production accounts for tourism industries, employment tables, tables on gross fixed capital formation, tables of available non-monetary indicators,
- Phase IV: one (1) month to finalize and validate the ten (10) tables of the final version of the experimental TSA.

Phase I

Expert technical assistance for 25 days spread over (02) calendar months estimated as follows:

- 5 days at home to prepare the field mission (review mission report, Action Plan, prepare training materials).
- 1 field mission: 15 days
- 5 days at home to prepare deliverables.

Deliverables: Phase I mission report and updated Action Plan for the rest of the project.

Phase II

Expert technical assistance for 25 days spread over (04) calendar months estimated as follows:

- 5 days at home to prepare the field mission (review mission report, Action Plan, prepare training materials).
- 2 field missions: 15 days.
- 5 days at home to prepare deliverables.

Deliverables: Phase II mission report and updated Action Plan for the rest of the project.

The second Phase II mission will be conducted just before Phase III.

Phase III

Expert technical assistance for 25 days spread over (07) calendar months estimated as follows:

- 5 days at home to prepare the field mission (review mission report, Action Plan, prepare training materials).
- 2 field missions: 15 days.
- 5 days at home to prepare deliverables.

Deliverables: Interim Report and Phase III Mission Report

Phase IV

Expert technical assistance for 25 days spread over (01) calendar month estimated as follows:

- 1 field mission: 15 days.
- 10 days at home to prepare deliverables.

Deliverables: Tourism Satellite Account report and final project report

IV. TEAM MEMBERS

This project provides for the involvement of an international consultant that is an expert in Statistics and Tourism Satellite Tourism (TSA), who will support the Ministry of Tourism in the development of the following activities including the development of the necessary terms of reference during the implementation of the TSA.

The expert is required to possess an advanced university degree (Master's degree or equivalent) in tourism, economics, statistics 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 statistics as well as in the compilation of tourism satellite accounting, 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 TSA expert will be required to travel to the Republic of Benin, for six 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

- Phase I Mission Report and Updated Action Plan for the remainder of the project
- Phase II Mission Report and Updated Action Plan for the remainder of the project
- Interim Report and Phase III Mission Report
- Tourism Satellite Account Report and Final Project Report

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 duration of the project will span 14 months during which the expert is estimated to provide 40 days (homebase) and 60 days (Benin) as per the specifications of each phase.

VIII. LANGUAGE REQUIREMENTS

This project will be implemented in French.