

TERMS OF REFERENCE

Development of a SADC Tourism Programme

1. Background

Globally, tourism is the third largest industry in the world, contributing to 10.4% of the global GDP and offering 313 million jobs in 2017 and it still has large growth potentials. Also the Southern African Development Community (SADC) has seen rapid growth of tourist arrivals. Global share of tourism arrivals to the Southern African continent increased from 0.5% in 1990 to 2.1% in 2015 (RETOSA Annual Report, 2015). On the African continent tourism contribution to GDP is only 2.7% and creates around 12 Million jobs (WTTC Africa Report, 2018).

Southern Africa currently sees only a small percentage of these arrivals, but the forecast is one of significant growth. Chinese tourists having the strongest increase, followed by European and American tourists. In order to capitalise on these predictions, SADC has prioritised tourism in the region as a means of promoting its goals of economic development and regional integration.

To establish its policies and priorities in the tourism sector, SADC developed a Protocol on the Development of Tourism in 1998. In signing this Protocol, Member States recognise among others that the tourism industry is largely a private sector driven one, which can benefit hugely from appropriate government action to create a legal, institutional and tourism private sector. Therefore, the Protocol encourages cooperation between governments and private sector developers through a favourable investment climate that promotes sustainable tourism, preserving the region's natural and cultural resources. Historically however, tourism in Southern Africa has not received appropriate attention from governments because the tourism industry involves many subsectors . transport, hospitality, trade, manufacturing, and others.

Other SADC protocols, strategies and programmes provide for a complementary and broad legislative, institutional and programming context for the development of tourism in the SADC region. They include the Regional Tourism Organisation of Southern Africa (RETOSA) Charter (1997), the SADC Protocol on Wildlife Conservation and Law Enforcement (1999), the SADC Protocol on Facilitation of Movement of Persons (2005), the TFCA Development Strategy for 2010 and Beyond (2005), the SADC Regional Infrastructure Development Master Plan (2012), the SADC Regional Infrastructure Development Master Plan Tourism Sector Plan (2012) and the SADC Programme for Transfrontier Conservation Areas (TFCAs) (2013).

In 1997, the Regional Tourism Organisation for Southern Africa (RETOSA) was established as a subsidiary organization of SADC, to serve as the promotional and marketing arm of SADC's tourism sector. RETOSA was mandated to encourage and assist in the development of tourism in the region and market Southern Africa as a single but multi-faceted tourist destination. RETOSA has been at the fore front in supporting tourism development in the region. In 2015 SADC Ministers responsible for Tourism called for transformation of RETOSA. The transformation was compelled by the need to strengthen the organisation so that it focuses its work mainly on marketing in order to meet the needs and expectations of

Member States and stakeholders. In July 2016, SADC Ministers responsible for Tourism at their meeting of July 2016 held in Gaborone, Botswana approved the organizational transformation of RETOSA from being a public organization to a lean, more agile, dynamic and private sector driven regional marketing entity, leaving Tourism Policy Coordination functions the SADC Secretariat. Ministers directed SADC Secretariat to take advantage of the ongoing restructuring process to establish the Tourism Policy Unit within the SADC Secretariat in order to ensure effective coordination; development, harmonisation and implementation of tourism policy and related issues. Consequently a Tourism Coordination Unit was established within the SADC Food, Agriculture and Natural Resources (FANR) Directorate. In a Joint Meeting of SADC Ministers responsible for Environment and Natural Resources, Fisheries and Aquaculture, and Tourism held from 23-24 November 2018 in Johannesburg, South Africa, Ministers directed the SADC Secretariat in collaboration with Member States to develop a SADC Tourism Programme by August 2018 and to mobilize resources to support the implementation of SADC Tourism Programme once developed. The Programme will serve as a roadmap to guide and coordinate the development of ethical tourism industry in the region and to facilitate removal of barriers to tourism development and growth.

The German International Cooperation (GIZ) supports the SADC FANR Directorate through the SADC Programme . *Transboundary Use and Protection of Natural Resources (TUPNR)* to improve the implementation of SADC protocols and strategies for sustainable natural resource management by regional and national actors. The Programme supports implementation of the Protocol on Wildlife Conservation and Law Enforcement and the Protocol on Forestry; the Protocol on the Development of Tourism; the SADC Law Enforcement and Anti-Poaching Strategy (2016-2021); as well as the SADC Transfrontier Conservation Areas Programme. It is against this background that the TUPNR Programme seeks the services of an **individual consultant** to develop a SADC Tourism Programme to serve as a roadmap to guide and coordinate the development of an ethical tourism industry in the region and to facilitate removal of barriers to tourism development and growth. The selected consultant will enter into a contract with GIZ.

2. Reporting

The selected consultant will report to the SADC/GIZ TUPNR Programme and FANR. The output documents of the assignment are to be submitted in electronic format, in English language.

3. Services to be delivered by the Consultant

The individual consultant will guide SADC Secretariat and Member States through the process leading towards the development of a SADC Tourism Programme. The consultant will undertake tasks including the following:

Task
<p>Prepare an Inception Report which will include a work schedule with specific tasks, outputs/deliverables and time frames. The Inception Report will include a Roadmap towards a consultative process and mechanism, taking into consideration of the following key actors/stakeholders, for the preparation of the SADC Tourism Programme:</p> <ul style="list-style-type: none"> • SADC Secretariat; • SADC Member State Ministries in charge of tourism development; • SADC Member State Ministries supporting/ affected by tourism development such

as Finance, Foreign Affairs, Interior, Trade, Infrastructure, Natural Resources, Community Development etc.;

- RETOSA;
- International entities with a direct or indirect tourism mandate (UNWTO, IATA, etc.);
- Intermediate agencies, such as national tourism boards, associations of operators etc.;
- Private sector (investors, tour operators, airlines etc.);
- Local governments;
- Communities;
- International tourism service providers; and
- ICPs.

Present the Inception Report to an Inception Meeting, chaired by SADC FANR; and agree upon logistical arrangements necessary for implementation of the assignment within four weeks of the commissioning of the consultancy.

Collect and review relevant background information for the assignment especially related to relevant SADC protocols, programmes, plans and strategies related to tourism, and identify gaps

Facilitate a regional consultative workshop of SADC Member States to identify the main elements of a SADC Tourism Programme, to be addressed by the programme, such as, but not limited to the following (July/August 2018):

- Policy harmonization;
- Research priorities;
- Policies on tourism development;
- Capacity building;
- Removal of travel barriers;
- Facilitation of cross-border travel and operations;
- Infrastructure development;
- Improvement of tourism standards and services;
- Creating enabling environment/favourable investment climate for tourism;
- Development of regional tourism products;
- Marketing of tourism;
- Roles and responsibilities of SADC Secretariat, Member States and other major relevant stakeholders towards tourism development in the region;
- Etc.

Submit Report of the Proceedings of the consultative workshop

Prepare a first draft outline of a SADC Tourism Programme

Present the draft outline of a SADC Tourism Programme to a Technical Committee meeting on Tourism and agree on a way forward (September 2018)

Submit the draft SADC Tourism Programme, which includes a goal, objectives, key activities, indicators and a log frame.

Facilitate a workshop to validate the SADC Tourism Programme

Submit the final draft of the SADC Tourism Programme

Travelling and participation as resource person and presentation of the draft Programme the SADC Technical Committee on Tourism for endorsement.

4. Deliverables

- (i) Inception Report/Roadmap
- (ii) Proceedings of a consultative workshop
- (iii) First draft outline of the SADC Tourism Programme
- (iv) Final draft SADC Tourism Programme

5. Qualifications and experience

The individual consultant should have the following minimum qualifications:

- An MSc or higher in Tourism, Economics, Sustainable Development Studies, or related field;
- Citizen of SADC or Permanent Resident in the SADC region (with valid work permit);
- Minimum of 10 years post-qualification experience in the preparation of tourism plans, strategies, frameworks and/or roadmaps;
- Long-term experience in the tourism industry either directly as a tourism entrepreneur or as a well-established consultant to the private sector in the sub region;
- Understanding of the international tourism markets and demand;
- Demonstrated comprehensive understanding of the SADC tourism industry, its stakeholders and public-private sector engagement;
- Good knowledge of SADC policies relevant to tourism development, sustainable development and natural resource management;
- Demonstrated ability to establish priorities and to plan, organise the work elements in a complex and dynamic environment;

- High technical skills in holding stakeholder interviews, workshop facilitation and report writing;
- Good interpersonal skills and networking abilities;
- Good computer skills;
- Excellent command of the English language. Portuguese and/or French will be an advantage.

6. Confidentiality

The consultant shall comply with the GIZ General Terms of Contract and shall be mindful of her duty of loyalty and confidentiality connected to this contractual relationship.

7. Duty station and travel

The individual consultant will work from his/her respective home country with visits to SADC Secretariat in Gaborone, Botswana, Windhoek, Namibia and possibly Johannesburg, South Africa. For those duty trips where the destination is not clear yet, please include both destinations in your financial bid. The contractor will make all logistical arrangements (including for transport, accommodation, visas and permits, etc.) themselves. The proposed maximum costs for these shall be included in the financial bid and will be reimbursed against evidence. The following trips are currently planned:

- 1-day inception meeting with SADC/GIZ, Gaborone, Botswana (June 2018)
- 2-day consultative workshop to identify the main elements of the SADC Tourism Programme, Johannesburg, South Africa (July/August 2018)
- 1-day SADC Technical Committee on Tourism meeting, Windhoek, Namibia or Johannesburg, South Africa (September 2018).
- 1-day meeting with SADC/GIZ, Gaborone, Botswana (If required, date tbc)
- 2-day workshop to validate the SADC Tourism Programme, Windhoek, Namibia or Johannesburg, South Africa (date tbc)
- 1-day SADC Technical Committee on Tourism meeting, Windhoek, Namibia or Johannesburg, South Africa (date tbc).

8. Time schedule and period of the consultancy

The individual consultant will work up to 30 days spread over the period June 2018 to December 2019 to undertake the tasks described in Paragraph 3.