



## CALL FOR EXPRESSION OF INTEREST

<b>Title:</b>	Expert	<b>Duty Station:</b>	Doha, Qatar
<b>Reference:</b>	UNWTO/HHRR/CFE/07/TECO/2018	<b>Start date:</b>	1 June 2018
<b>Programme:</b>	Technical Cooperation	<b>Duration:</b>	8 months
<b>Contractual Status:</b>	Expert Contract	<b>Deadline for Applications:</b>	<b>25 April 2018</b>

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The **World Tourism Organization (UNWTO)** is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UNWTO is currently looking for an **Expert** for its Technical Cooperation Programme to develop and implement **The Qatar Annual Tourism Experience Awards Program**. The Technical Cooperation Programme is responsible for providing support to Member States to support them in their efforts to develop and promote the tourism industry as an engine for socio-economic growth and poverty alleviation through the creation of employment.

The Expert will work on developing and implementing **The Qatar Annual Tourism Experience Awards Program**, which will be held for the first time to select a group of elite tourism experience providers whose activities demonstrate proven links to the Government's commitment to sustainable tourism; cultural, environmental and socio-economic development; and, quality tourism experiences.

The Expert will be based in Qatar and work closely with the Qatar Tourism Authority (QTA).

Under the overall supervision of the Programme Manager, Technical Cooperation, the Expert Contract holder will perform the following duties:

1. Provides recommendations and guidance to QTA on defining the categories for the Awards;
2. Provides recommendations to QTA on international and renowned persons who could form part of the independent jury (Eminent Persons Group – EPG).

Based on those recommendations, the Expert will:

1. Establish the criteria for each award;
2. Prepare all documents related to the call for applications (application forms, point systems, evaluation criteria, etc.);
3. Prepare the reference and guiding documents for the EPG to review the selected candidates;
4. Administer the call for applications;
5. Review all applications to determine their suitability;
6. Shortlist selected candidates to be submitted to EPG for final review;
7. Hold briefing meetings with EPG and guide them;
8. Prepare the programme for the Awards Ceremony;
9. Build the capacities of the Tourism Awards Unit which will be set up exclusively in 2018 to implement the Awards in the future; and
10. Perform other duties, as required and according to the attached Terms of Reference.

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## QUALIFICATIONS AND REQUIREMENTS

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| <b>Education</b>                         | <ul style="list-style-type: none"><li>▪ Advanced university degree (Master's degree or equivalent) in tourism, tourism destination management or a related field.</li></ul>  |
| <b>Experience and basic competencies</b> | <ul style="list-style-type: none"><li>▪ Minimum of fifteen years of professional experience in the field of tourism, tourism destination management, quality standards, management and planning, sustainable</li></ul> |

- development, or a related field;
- Demonstrated knowledge of gender equality issues in tourism;
  - Professional experience in policy development work, including experience in formulation, management, Quality Standards and evaluation of programs in the tourism and sustainable development areas of developing countries;
  - Excellent organizational and writing skills.

#### Languages

- Fluency in English (written and oral);
- Good working knowledge of another of the official languages of the Organization (Arabic, French, Russian or Spanish) would be an asset.

#### Computer Skills

- Computer literacy in Microsoft Office software and Windows 7.

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#### Application Procedure

All proposals must meet the following criteria **(please refer to the attached Terms of Reference for more information)**:

- The proposal must be clear and concise, have continuous page numbering, and be assembled in a coherent fashion;
- All proposals must be in English;
- Technical proposals should not be more than 10 pages long, excluding CVs and supporting documentation and should include the Methodology for implementation and reasons for this proposed Methodology; level of involvement and activity of other partners; role of each partner; and a plan of action with description of activities and their timing.

Interested applicants are requested to complete the [Online UNWTO Personal History Form](#). Please note that UNWTO will only accept applications received through our web-based system. Applications sent by other means (e.g. post, email, etc.) or received after the deadline indicated above, will not be taken into consideration.

**All related documentation should be attached to the Online UNWTO Personal History Form.**

#### Remuneration and Other conditions

The maximum lump sum remuneration of the selected candidate would be in the base range of **USD 120,000 to 130,000**, depending on previous professional experience, skills and competencies. This lump sum will include the professional fees, air tickets from the home-base to Qatar (5 missions planned, as per the attached Terms of Reference), and the daily subsistence allowance while in Qatar, and will be divided into instalments, as per the attached Terms of Reference. The Expert Contract holder shall be in possession of a major global medical insurance coverage to be paid by him/her.

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- Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful;
  - Short-listed candidates may be asked to take a competitive exam as part of the final phase of the selection process. These candidates will be contacted directly for this purpose;
  - **There is no guarantee either that the initial contract will be renewed or that a career appointment within UNWTO will subsequently be offered.**



## WORLD TOURISM ORGANIZATION AND QATAR TOURISM AUTHORITY

### ANNUAL TOURISM EXPERIENCE AWARDS PROGRAM

#### “TERMS OF REFERENCE”

#### 1. INTRODUCTION

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According to Standard & Poor's, from 2010 to 2015, Qatar was one of the fastest-growing economies in the world, posting an average annual GDP growth of 8.6%. Yet, despite this impressive socio-economic scenario, the Government has nevertheless made great efforts to diversify its economy with particular focus on the tourism sector.

Tourism is one of the world's largest and fastest growing economic sectors, estimated to represent around 5% of global direct GDP and 30% of the world's exports of services. This ranks the sector third in overall global exports after chemicals and fuels. There are an estimated 235 million jobs worldwide directly related to tourism making tourism one of the world's top job creators. Furthermore, tourism is a major source of employment for women and youth – tourism provides significant foreign exchange earnings and creates employment both in urban and rural areas and can accommodate both skilled and non-skilled workers.

The World Tourism Organization (UNWTO) has called upon governments worldwide to recognize the importance of the tourism sector given its capacity to stimulate economic growth and job creation. Further, through its development and promotion, tourism instills national pride by fostering the practice of local culture and traditions, and, contributes towards the preservation and conservation of natural and cultural heritage. And, there is no doubt that the more people travel worldwide, the more understanding and respect there is for the different cultures which make up the world, thereby contributing towards international peace.

## 2. TOURISM IN QATAR

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### Key Performance Indicators

According to UNWTO data, Qatar is one of the fastest growing destinations in the world, and the only country in the Middle East to achieve consistent growth over the past decade. Between 2010 and 2015, tourism arrivals averaged 11.5% annual growth and the number of international tourist arrival reached approximately 3 million tourists in 2016. It is estimated that the tourism sector currently provides close to 76,000 jobs in Qatar and that the sector's total contribution to the country's GDP will reach 5.2% by 2030, and up to 9.7% of Qatar's non-hydrocarbon economy.

### The National Tourism Sector Strategy

The National Tourism Sector Strategy 2030 was developed in line with the objectives of the Qatar National Vision 2030, the country's first National Development Strategy 2011-2016, as well as other diverse national sector strategies. Accordingly, four guiding principles were chosen as the framework that would underpin the Strategy, guaranteeing its alignment with national priorities:

- Tourism must be in harmony with local traditions and values;
- It must align with the national agenda;
- It must create a positive economic impact; and
- It must be environmentally responsible.

Recently, and taking into account the rapid growth and evolution of the tourism sector in Qatar, the Qatar Tourism Authority (QTA) developed the **Next Chapter of the Qatar National Tourism Sector Strategy 2017-2023**, which charts a five-year plan for sustainable growth up to and beyond the 2022 FIFA World Cup. This 5-year plan consists of two pillars, namely:

1. Developing and marketing the tourism products that will attract people to visit Qatar, with a focus on creating an enhanced end-to-end visitor experience; and
2. Putting in place all the policies and frameworks necessary to support the development of the tourism sector in Qatar, including the establishment of a new National Tourism Council (NTC).

The Next Chapter also identifies 6 geographic zones across the country and proposes a set of product development options for each zone based on the area's geographic characteristics and natural assets. New plans and measures are being designed to ensure favorable experiences at every point of the visitor's journey to, from and within Qatar. These will be achieved through:

- The creation of tourism experience units in all relevant public and private sector entities – these will be tasked with ensuring that their organizations' services are streamlined and accessible to tourists;
- Introducing programs to facilitate interactions and shared experiences between Qatar's residents and its guests;
- Working with relevant authorities to ensure infrastructure, both physical and digital, is in place to facilitate visitors' journeys to, from and within Qatar; and
- Developing and implementing training programmes for all employees in tourism-related jobs.

## 3. ANNUAL QATAR TOURISM EXPERIENCE AWARDS PROGRAM

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In complying with the Government's vision to improve the tourism sector by encouraging competitiveness between the different tourism entities and activities, and under the patronage of His Highness the Emir of the State of Qatar, QTA is in the progress of preparing an exclusive **Annual Tourism Experience Awards Program** in partnership with UNWTO.

The Program, which would be held annually and will be exclusive to Qatar, will bestow the title of “**Annual Tourism Experience Awards**” to a select group of elite tourism experience providers whose activities demonstrate proven links to the Government’s commitment to sustainable tourism; cultural, environmental and socio-economic development; and, quality tourism experiences.

This Program will play a key role in highlighting successful tourism experiences and giving due recognition to the considerable efforts of a range of stakeholders in providing exceptional experiences to the visitors across the entire end-to-end visitor journey, as well as seeking to raise the importance of Qatar as a sustainable tourism destination.

This prestigious Program will also provide tourism stakeholders with a unique opportunity to promote and showcase their work to a wider audience, and build links between the variety of players and actors in Qatar who share similar interests and have innovative ideas to continually improve and diversify the tourism experience in the country.

**It is proposed that the Program be formally launched in June 2018 with the organization of the first Awards Ceremony in April 2019 in Doha.**

QTA has requested UNWTO’s technical assistance in the development and implementation of the Awards Program.

In particular, UNWTO would provide technical assistance on the following:

- Development of proposed Award categories, including full description;
- Criteria to be evaluated under each category;
- Criteria for selection of Panel of Judges, roles and responsibilities, rules for the judging process;
- Overview and documents for the application/selection procedures; and
- Administrative process to be set up with QTA for managing the Awards.

#### **4. TERMS OF REFERENCE**

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A UNWTO Expert would be deployed to Qatar to work with QTA in the development and implementation of the Awards Scheme. In particular, the Expert would undertake the following activities.

##### **4.1. *Setting up the Management Arrangements for the Awards Scheme***

The QTA, upon advice and guidance from the UNWTO Expert as required, will set up the management arrangements for the development and implementation of the Awards Scheme. In principle, the following management arrangements are foreseen:



**Steering Committee:** the Steering Committee is a high-level Committee, responsible for overall oversight, guidance and recommendations to the project to implement the Awards. It could be chaired by the CEO of the QTA and could have participation from UNWTO and a selection of Government authorities from other line Ministries (if so deemed appropriate) and the private sector associations.

**Tourism Awards Organization Committee (TAOC):** this would comprise senior representatives of various QTA Departments, for example: Policy and Planning Advisor, senior representative from PR and Marketing, head of proposed Visitor Experience Center of Excellence in the new NTC, etc.

The main responsibility of the TAOC is to manage and oversee the day-to-day operations of the Tourism Awards Unit, provide guidance and mentoring in terms of reviewing all the deliverables prior to submission for final approval to the Steering Committee.

**Tourism Awards Unit:** this Unit will be responsible for undertaking the day-to-day activities of the Awards Scheme and preparing all documents and deliverables as specified in this document. It will comprise, primarily, the UNWTO Expert who would be supported by administrative support provided by QTA (secretarial assistance and interpretation/translation services if and when required) and any new staff identified for or hired into the proposed Visitor Experience Awards section of the new NTC, as these will be the staff responsible for the development and implementation of future editions of the Awards Programme. The Tourism Awards Unit should have free access to consult the TAOC as and when required irrespective of the scheduled meetings.

As a first step, the UNWTO Expert would prepare:

- The organigramme of the Steering Committee including explanatory notes on the roles and responsibilities of the same; and
- The organigramme of the TAOC and the roles and responsibilities of the same; and chronogramme for the design, development and implementation of the Awards Scheme highlighting major deadlines for each activity/phase.

#### **4.2. *Determine the Award Categories***

The next step would be for the TAOC, under guidance and advice of the UNWTO Expert, to decide upon the Award Categories. The categories will be a reflection of the main concept of the Program which is designed to highlight Qatar as a unique destination dedicated to sustainable tourism development and delivering exceptional experiences for visitors across the entire end-to-end visitor journey.

This list of potential awards should be structured to cover the end-to-end visitor experience – from booking, immigration, transportation, accommodation, tourism information, events, tours and tour guiding, etc. to post-departure.

Given that 2018 would be the first year of the Awards Program, it is recommended that, as a first step, 3-5 categories are selected, each with the potential for including both corporate- and individual-based awards.

#### **4.3. *Elaborate the Criteria for the Selected Award Categories***

Once the Awards categories have been selected, the UNWTO Expert would prepare the detailed criteria for each category. The Criteria would reflect the overall objective of promoting unique, memorable experiences, sustainability and quality across the entire end-to-end visitor journey.

In addition to the description of the Awards Category, the UNWTO Expert would further elaborate on the individual criteria for each Award, determining:

- The range of elements to be evaluated and scored;
- Criteria for evaluation;
- Range of points per criteria; and

- Explanatory notes for interpretation of criteria, as deemed appropriate.

#### 4.4. *Elaborate the Criteria for Jury*

The UNWTO Expert would undertake the following:

- Provide advice and guidance to the Steering Committee on possible candidates to be nominated to form part of the Jury. Again, since this is the first year of the Awards Program, it is proposed that the Jury be limited to a maximum of 5 renowned figures;
- Prepare a Technical Note for the Jury introducing the Awards Program and its objectives, the Awards Categories, and describing the roles and responsibilities of the Jury in relation to the Awards Program;
- Prepare guidelines for the Jury on the judging process and interpretation of criteria; and
- Prepare administrative documents in relation to: template letter inviting renowned figure to form part of the Jury; template contract/confirmation of engagement of the Jury members which specify duration of involvement, obligatory meetings and events to attend, financial issues related to fees (if applicable), travel costs, etc., and confidentiality clauses, amongst others.

#### 4.5. *Application and Selection Procedure of Candidates*

In line with Activity (3) above related to the development of criteria for each Award Category, the UNWTO Expert would undertake the following activities:

- Prepare introductory note on the Awards Program, its objective, and the categories which would be a public document, circulated through all media channels and available on the QTA website;
- Develop and document evaluation guidance and scoring procedures for the TOAC to conduct preliminary reviews of applications;
- Develop a mystery guest program for further evaluation and data collection on applications that have passed through the preliminary review; and
- Prepare administrative documents in relation to: template letters for invitation/call for nominations; TOAC and mystery guest evaluation forms, notification letters (for both successful and unsuccessful applications), legal documents related to copyrights, intellectual properties, etc.

#### 4.6. *Embedding the Administrative Processes within the Organization*

The UNWTO Expert would provide training and mentoring to the Tourism Awards Unit and the TAOC in the entire administration and management of the Awards Program.

## 5. MANAGEMENT ARRANGEMENTS

Under this project, the QTA will be the Government Implementing Agency while UNWTO will be the Executing Agency for the project. To ensure that the Awards Program is developed and implemented according to the vision of the QTA within the specified timelines, it is proposed that project Steering Committee meetings be convened at least on the following occasions:

Activities	Estimated Time
Launch of the project to review objectives of the Awards Program, select the initial-year award categories, approve the chronogram/timelines, and appoint the Steering Committee and the TAOC.	June 2018
Review of Award criteria and nominations to Jury	August 2018
First meeting of the Jury – Introductory Meeting on the Awards Program	November 2018
Second meeting of the Jury – to decide on winning candidates, and, to review	February 2019

preliminary programme for Awards Ceremony	
<b>Awards Ceremony</b>	April 2019
Final Meeting to recap Awards Program, lessons learned, tentative plans for 2019 and any further assistance required by QTA from UNWTO	June 2019

## 6. ROLES AND RESPONSIBILITIES OF QTA

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QTA would be responsible for providing:

- Setting up and nominating officials to form the TASC and TAOC;
- Suitable office space for the TAOC staff and UNWTO Expert with furniture and equipment, including internet connections, scanning/printing/photocopying facilities, audio visual equipment, local SIM cards, telephone connection and necessary office supplies;
- Secretarial and administrative assistance (1 person at clerical level who is fluent in English), as required;
- Providing staff that will be responsible for further editions of the Visitor Experience Awards programme to work with the UNWTO expert in the Tourism Awards Unit and on the TAOC to ensure capacity building;
- Organization of Steering Committee Meetings as deemed appropriate to review project progress (including venue, refreshments, audio-visual equipment);
- Recruiting mystery guests and providing them with the required compensation;
- Organization of meetings of the Jury (including venue, refreshments, audio-visual equipment);
- Translation and interpretation facilities, if necessary;
- Organization of the Awards Ceremony;
- Communication and publicizing of the Awards Program; and
- Any other assistance required by the project team at the local level for the successful completion of project activities.

## 7. Deliverables and Terms of Payment

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### 7.1. Deliverables and Presentation of the Results

The UNWTO Expert will provide the following reports:

- **Work Plan** which detail study approach and Methodology, supporting with creative ideas and suggestions to enrich the project and formulating its unique character;
- **Monthly Progress Reports** at the end of each month summarizing progress of the work, outlining problems and constraints encountered, and presenting issues required to be discussed to reach decisions, **accompanied with all the necessary documents which are required in each phase, such as; the criteria for each Award category, the administrative procedures for the call for applications, brief report on shortlisting of selected candidates to be submitted to Jury....etc.**
- **Press Releases and Articles** for UNWTO website at various stages of the project; launch, mid-term and conclusion of project activities;
- **PowerPoint Presentation** to be presented to all partners before the Opening Ceremony, including the Methodology of the Event and issues to be considered before and within the event; and
- **Final Report** summarizing the whole project's activities and highlighting the main issues accrued through the lifetime of the project and recommendation for future events.

## 7.2. Terms of Payment

The installments will be provided after delivering the followings documents and being approved by UNWTO and QTA:

Phase	Payment
Signing the contract and providing the detailed work plan	10%
Submission of: <ul style="list-style-type: none"> <li>– The organigramme of the Steering Committee including explanatory notes on the roles and responsibilities of the same;</li> <li>– The organigramme of the TAOC and the roles and responsibilities of the same; and</li> <li>– The chronogramme for the design, development and implementation of the Awards Scheme highlighting major deadlines for each activity/phase.</li> </ul>	15%
Submission of the criteria for each Award category.	15%
Submission of all administrative procedures for the call for applications (application forms, document evaluation guidance, template letters... etc.)	15%
Submission of brief report on shortlisting of selected candidates to be submitted to Jury.	15%
Final Report	30%

## 8. Instructions for Submission

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All candidates are required to submit their proposal in electronic format by **25 April 2018**:

- All proposals must be clear and concise, have continuous page numbering, and be assembled in a coherent fashion;
- Technical proposals should not be more than 10 pages long, excluding CVs and supporting documentation
- All proposals must be in English
- The following elements should be taken into consideration when drafting the technical proposal:
  - Methodology for implementation and an outline of the conceptual framework;
  - Reasons for the proposed methodology;
  - Project management including supervision of the work, and procedures for internal evaluation;
  - Level of involvement and activity of other partners;
  - Role of each partner; and
  - A plan of actions with description of activities and their timing.

## 9. Proposal Evaluation

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Proposals will be scored out of a possible 100 points:

- 50 points for the proposal and Methodology; and
- 50 points for the experience and qualifications of the Expert.

Candidates should have the following qualifications:

- Minimum of fifteen years of professional experience in the field of tourism, tourism destination management, quality standers, management and planning, sustainable development, or a related field;

- Demonstrated knowledge of gender equality issues in tourism;
- Professional experience in policy development work, including experience in formulation, management, Quality Standards and evaluation of programs in the tourism and sustainable development areas of developing countries;
- Excellent organizational and writing skills;
- Fluency in English (written and oral);
- Good working knowledge of another of the official languages of the Organization (Arabic, French, Russian or Spanish) would be an asset; and
- Computer literacy in Microsoft Office software and Windows 7.