

## Call for Expression of Interest

<b>Post Title:</b>	Expert	<b>Duty Station:</b>	Home-based
<b>Reference:</b>	UNWTO/HHRR/CFE/14/ RPAP/2018	<b>Start Date:</b>	As soon as possible
<b>Department:</b>	Regional Department for Asia and the Pacific	<b>Duration:</b>	5 months
<b>Contractual Status:</b>	Expert	<b>Deadline for Applications:</b>	<b>10 August 2018</b>

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### DUTIES AND RESPONSIBILITIES

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 **Regional Department for Asia and the Pacific**. The Expert will develop and implement a study that aims to provide knowledge, recommendations and case studies on national policies for the dispersal of tourists. The overall supervision of the study will be under the responsibility of the Director, Regional Department for Asia and the Pacific, while the technical aspects of the study will be overseen by the Chief, Department of Tourism Market Intelligence and Competitiveness.

The Expert contract holder will perform the following duties:

1. Develop a work plan and an outline of the study according to the Terms of Reference (see below);
2. Submit monthly progress reports and participate in regular phone/Skype calls;
3. Submit a draft report that adheres to the UNWTO Author Guidelines;
4. Participate and contribute in the rounds of edits;
5. Submit a Final report that adheres to the UNWTO Author Guidelines and that meets the approval of the UNWTO;
6. Perform other duties as required.

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### REQUIREMENTS

<b>Academic</b>	<ul style="list-style-type: none"><li>▪ Advanced university degree (Master's degree or equivalent) in tourism, tourism destination management, sustainable development, or a related field.</li></ul>
<b>Experience and Basic Competencies</b>	<ul style="list-style-type: none"><li>▪ Minimum ten years of professional experience in the field of tourism, tourism destination management, sustainable development, or a related field;</li><li>▪ Demonstrated experience as an author;</li><li>▪ Excellent writing and organization skills.</li></ul>
<b>Languages</b>	<ul style="list-style-type: none"><li>▪ Fluency in English (written and oral) is essential;</li><li>▪ Good working knowledge of another of the official languages of the Organization (Arabic, French, Spanish or Russian) is an asset.</li></ul>
<b>Computer Skills</b>	<ul style="list-style-type: none"><li>▪ Computer literacy in Microsoft Office software and Windows 7.</li></ul>

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<b>Remuneration and Other Conditions</b>	The lump sum remuneration of the selected candidate would be <b>EUR 15,000</b> . The Expert contract holder shall be in possession of a major global medical insurance coverage to be paid by the Expert.
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<b>Application</b>	All proposals must meet the following criteria ( <b>please refer to the attached Terms</b>
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## Procedure

### of Reference for more information):

- The proposal must be clean and concise, have continuous page numbering, and be assembled in 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.

### The proposal should be attached to the Online UNWTO Personal History Form.

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.

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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 and/or interview 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.**



## Beyond Gateway Destinations: Tourism Dispersal Policies

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### Terms of Reference

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#### Background

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This document, developed by the Regional Department for Asia-Pacific and the Department of Tourism Market Intelligence and Competitiveness of the World Tourism Organization (UNWTO), aims to provide knowledge, recommendations and case studies on national policies for the dispersal of tourists. This project is developed in cooperation and with the support of the Ministry of Culture, Sports, and Tourism of the Republic of Korea.

#### Introduction

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Tourism has experienced continued growth in recent decades, becoming one of the fastest growing economic sectors in the world and a key driver for socio-economic progress.

In 2017, 1.3 billion international tourists travelled the world up from a mere 25 million in 1950. By 2030, UNWTO estimates the number of international tourist arrivals to reach 1.8 billion.

The growth of tourism has translated into more jobs, economic wealth, social inclusion, cultural preservation and social progress. Yet, it has also brought increased challenges on how to minimize the negative impacts of the sector and ensure an equitable distribution of its benefits.

Tourism dispersal is important for primary destinations but also for secondary destinations, insofar that it can reduce the pressure in the most popular destinations and also open up opportunities for all.

The dispersal of visitors and the effective management of a destination's carrying capacity, which the UNWTO defines as "the maximum number of people that may visit a tourist's destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction" (UNWTO, 2005), are essential steps towards the sustainable development of the sector.

Managing a destination's carrying capacity and more evenly distributing the benefits of tourism throughout a country should thus be key pillars of tourism policies that contribute to the achievement of the 2030 Agenda and the 17 Sustainable Development Goals and the implementation of the New Urban Agenda (UN Habitat III).

## Purpose of the study

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*Beyond the Gateway Destinations: Tourism Dispersal Policies*, aims to:

- Analyze the current and future trends of world tourism and its links with the objectives of visitors' dispersal
- Share good practices on policies and measures related to product development, infrastructure and marketing aimed at encouraging visitors' dispersal
- Set recommendations for effective Tourism Dispersal Policies

The study should include references to relevant UNWTO studies: *UNWTO/WTCF City Tourism Performance Research* (2018), *International Rural Tourism Development: An Asia-Pacific Perspective* (2017), *Managing Growth and Sustainable Tourism Governance in Asia and the Pacific* (2017), *Tourism and the Sustainable Development Goals – Journey to 2030* (2017), *Practical Guide to Tourism Destination Management* (2007), *The Practical Guidelines for Integrated Quality Management in Tourism Destinations* (2007), *Making Tourism More Sustainable - A Guide for Policy Makers* (2005), *Tourism Congestion Management at Natural and Cultural Sites* (2004), and *Indicators of Sustainable Development for Tourism Destinations: A Guidebook* (2004).

## Structure of the study

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The study should include the following chapters:

**Executive Summary:** This will be a stand-alone document of up to seven pages. The executive summary will highlight key findings and policy recommendations and include a reference to the most representative case studies.

**Introduction:** The introduction will explain the purpose and rationale for the study. This chapter should include an overview of tourism trends and review the challenges and impacts of the concentration of demand in major gateways as well as the opportunities of tourism dispersal for job creation, social inclusion and development.

**Context:** This chapter will provide an overview of the concepts of tourism congestion, destination management and tourism dispersal with special focus on its definitions and measurement.

**Destination case studies:** This section will be the core of the publication and will require both primary and secondary research.

A minimum of 10 and a maximum of 20 case studies should be selected with of a minimum of four pages each (2,000 words) under a common template format. The case studies should highlight the implementation of tourism dispersal policies under themes such as product development, infrastructure, and marketing and highlight issues related to innovation and the use of technology besides the issues of regulation.

Each case study should include: 1) national tourism framework; 2) information on tourism gateways, related flows and challenges; 3) overview of the policy for tourism dispersal

including objectives, specific measures, key performance indicators, stakeholders involved and results attained when available.

Potential case studies and related reference documents are included below:

- Australia
  - Major tourism gateways: Sydney, Melbourne, Brisbane, and Perth
  - The International Visitor Survey data mining project (Tourism Australia, 2013)
- Cambodia
  - Major tourism gateways: Siem Reap, Phnom Penh
  - Ministry of Tourism and the Ministry of the Environment development of eco-tourism zones outside of Siem Reap
- Indonesia
  - Major tourism gateways: Bali
  - Ten New Balis Growth Strategy (Ministry of Tourism, Indonesia)
- Japan
  - Major tourism gateways: Tokyo and Osaka
  - Japan Tourism Agency (Ministry of Land, Infrastructure, Transport, and Tourism) selection of seven regional sightseeing routes for foreign tourists
- Malaysia
  - Major tourism gateways: Kuala Lumpur
  - Kuala Lumpur-Singapore High Speed Rail Link
- Thailand
  - Major tourism gateway: Bangkok
  - Tourism Authority of Thailand Go-Local Campaign
- Republic of Korea
  - Major tourism gateways: Seoul and Busan
  - Korea Tourism Organization marketing policies for Gangwon Province and the islands of Tongyeong and Geoje
- Iceland
  - Major tourism gateway: Reykjavik
  - Implementation of the Tourism Task Force and the Roadmap for Tourism (2015-2020), promotion and infrastructure development for the town of Akureyi
- France
  - Major tourism gateway: Paris and Nice
  - A Tourism Development Strategy (2015) and Government's Roadmap for Tourism 2017-2019 (Interministerial Council for Tourism)

- Spain
  - Major tourism gateways: Madrid and Barcelona
  - National and Integral Tourism Plan (Ministerio de Industria, Energia, y Turismo, 2012-2015)
- Portugal
  - Major tourism gateways: Lisbon, Algarve and Oporto
  - Tourism Strategy 2027
- UK
  - Major tourism gateways: London
  - Britain 2020 Strategy
- Italy
  - Major tourism gateways: Rome, Milan, Venice, Florence and Naples
  - Strategic Plan for Tourism 2017-2022, Special Plan for Tourist Mobility of the Ministry of Infrastructures and Transport
- The Netherlands
  - Major tourism gateways: Amsterdam and Rotterdam
  - Holland City strategy (NTBC)

**Policy recommendations:** The concluding chapter should include a set of policy recommendations based on the analysis and the featured case studies.

**Methodology:**

The full report should be around 100 pages (around 60,000 words). This should include the case studies (maximum of 20 cases each around 2,000 words) while the other sections of the report should be a maximum of 30 pages (around 18,000 words).

**Deliverables, Timeframe, and Budget**

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The lead consultant will provide monthly reports that summarize the progress of the work, specifying any problems or constraints encountered.

The consultant shall deliver the following:

**Work Plan**

The work plan is the first deliverable and shall detail study approach and methodology. The work plan will be due **two weeks** after contract signing.

## Study Outline

The study outline shall provide a draft table of contents and short summary for each chapter, including case studies list and is due **one month** after contract signing.

## UNWTO Author Guidelines

The report shall follow the UNWTO Author Guidelines

## Final Report

The final report should be a publication-ready Report. The report should adhere to UNWTO Author Guidelines. Layout will be prepared by the UNWTO.

## PowerPoint presentation with main conclusions

The author should prepare a PowerPoint with main conclusions of the Report.

## Timetable:

Work stage	Timeframe
Submission of applications and synopsis by interested candidates	July 31, 2018
Submission of work plan	2 weeks after contract signing
Submission of study outline and progress report	1 month and a half after contract signing
Submission of draft report	2 months and a half after contract signing
Submission of final report	5 months after contract signing

## Instructions for Submission of Proposal for Lead Consultant

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**All candidates are required to submit their proposal in electronic format by July 31, 2018.**

- **All proposals must be clear and concise, have continuous page numbering, and be assembled in a coherent fashion.**
- **Technical proposals should be 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 a technical proposal:**
  - **Methodology for implementation**
  - **Reasons for the proposed methodology**
  - **A plan of action with description of activities and their timing**

## **Proposal evaluation**

**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 consultant or team.**

**Candidates should have the following qualifications:**

- **Advanced university degree (Master's degree or equivalent) in tourism, tourism destination management, sustainable development, or a related field.**
- **Minimum of ten years of professional experience in the field of tourism, tourism destination management, sustainable development, or a related field.**
- **Demonstrated experience as an author.**
- **Excellent writing and organization skills.**

## **Conditions and Provisions**

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The project will be led by the UNWTO's Regional Department for Asia-Pacific and the Department of Tourism Market Intelligence and Competitiveness.

UNWTO will be responsible for the publication of the study. Any copyright and intellectual property rights of the report shall be vested in UNWTO.