

Call for Expression of Interest

Post Title:	Expert	Duty Station:	Home-based (6 weeks) / Lesotho (6 weeks)
Reference:	UNWTO/HHRR/CFE/10/TECO/2019	Start Date:	As soon as possible
Department:	Technical Cooperation and Silk Road	Duration:	Three months
Contractual Status:	Expert Contract	Deadline for Applications:	30/04/2019

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 Technical Cooperation and Silk Road Department to work on the project of “**Facilitation of the Re-establishment of the Lesotho Council for Tourism (LCT)**”. The Technical Cooperation and Silk Road Department is responsible for providing support to Member States to assist them in their efforts to develop and promote the tourism industry as an engine for socio-economic growth and poverty alleviation.

The project aims to support the Government of Lesotho in reviving the LCT as a forum which brings together the private sector engaged in tourism in Lesotho to identify and address common challenges and issues facing the tourism sector and to serve as an interlocutor with Government, representing the private sector with one voice.

Under the overall supervision of the Manager, Technical Cooperation and Silk Road Department, the **Expert will provide a total time input of three months (12 weeks)**, of which six weeks would be in Lesotho, spanned over the three missions, while the remaining time would be at home base, to perform the following duties:

- Review the current status of the LCT and identify issues as to why it has not successfully consolidated itself as an organization. Based on the analysis, provide recommendations for the revitalization of the LCT including mandate, institutional organization and set-up, strategic action plan, and human and financial resources required. *The detailed duties are in the attached Terms of Reference (TOR).*

At the end of the project, the expert will present the following documents:

1. Situation analysis report on the LCT including presentation of various models for Government to review;
2. Policy document for the registration of the LCT with the Law Office; and
3. Report on selected model of the LCT including organizational structure, job descriptions for main leadership positions, a 5-year corporate strategy and action plan with budget for the first two years, a fundraising and resource mobilization strategy, and, performance indicators.

REQUIREMENTS

- Academic** Advanced university degree (Master's degree or equivalent) in tourism planning, management, legislation and regulation or a related field.
- Experience**
- Minimum of ten years of professional experience in the field of tourism

destination planning and management, institutional strengthening, fostering of public-private partnership or a related field;

- Demonstrated knowledge of gender equality issues in tourism;
- Professional experience in policy development work, including experience in formulation, management, fostering of consultative exchange, and development of partnerships; knowledge and experience of the tourism sector in Africa is essential (knowledge and experience of the tourism sector in Lesotho would be an asset);
- Excellent organizational and writing skills.

Languages

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

Computer Skills

- Computer literacy in Microsoft Office software and Windows 7.

Other Skills and Competencies

- Analytical, creative and organizational skills;
- Strong oral and written communications skills in the languages required, as indicated above;
- Demonstrated ability to work in a multicultural, multiethnic environment with sensitivity and respect for diversity;
- Demonstrated ability to work independently within assigned areas, showing initiative and judgment;
- Sense of responsibility and commitment;
- Demonstrated ability to work under pressure and on tight deadlines;
- Good level of technical knowledge of tourism development and management is desirable;
- Knowledge of structures and procedures of international organizations and of national administrations is desirable.

Remuneration and Other Conditions

The remuneration of the selected candidate would be in the base range of **USD 27,000 – USD 32,000** depending on previous professional experience, skills and competencies. This lump sum will include the professional fee, three air tickets from the home-base to Lesotho and the daily subsistence allowance for 6 weeks while in Lesotho, and will be divided into instalments as outlined in the attached TOR. The Expert shall be in possession of a major global medical insurance coverage to be paid by him/her.

Application Procedure

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.

In addition, interested applicants are required to prepare and submit a 1-2 page paper on the interpretation of the Terms of Reference, the methodology of implementing the project and the work plan.

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

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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.**

TERMS OF REFERENCE

FACILITATION OF THE RE-ESTABLISHMENT OF THE LESOTHO COUNCIL FOR TOURISM

INTRODUCTION

Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Tourism is currently 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.

International tourist arrivals grew by a remarkable 6% in 2018 to reach a total of 1,403 million. 2018 was characterized by sustained growth in many destinations and a firm recovery in those that suffered decreases in previous years. Results were partly shaped by the global economic upswing and the robust outbound demand from many traditional and emerging source markets

There are an estimated 235 million jobs worldwide directly related to tourism making tourism one of the world's top job creators. Furthermore, the sector is estimated to create (directly, indirectly and induced impacts) one in every 10 jobs in the world. Tourism is particularly important as a major source of employment for women and youth – tourism creates employment both in urban and rural areas and can accommodate both skilled and non-skilled workers.

As a result, an ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development while, at the same time, contributing towards the conservation and preservation of natural and cultural heritage.

In many countries of the world, Governments have identified tourism as a priority sector to promote economic development and diversification, alleviation of poverty and creation of sustainable livelihoods. The United Nations system, through its Agenda 2030 and the Sustainable Development Goals (SDGs), has included tourism in three of its SDGs: promotion of sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG 8); ensure sustainable consumption and production patterns (SDG 12); and, conserve and sustainably use the oceans, seas and marine resources for sustainable development (SDG 14).

Furthermore, the United Nations General Assembly approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. The resolution recognizes 'the importance of international tourism, and particularly of the designation of an international year of sustainable tourism for development, in fostering better understanding among peoples everywhere, in leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world'.

OVERVIEW

International tourist arrivals in Africa increased an estimated 7% in 2018 and the receipts at the same level (+8%). Results were driven by the continued recovery in North Africa (+10%) and solid growth in many destinations in Sub-Saharan Africa (+6%). The region welcomed a total of 67 million international tourists in 2018 (5% of the world's total).

Lesotho's economy witnessed a recovery with 2016 GDP growth estimated at 3.1%, largely driven by a booming tertiary sector and mining investment, while the outlook is for higher growth in 2017 and 2018. In spite of the boost in economic growth, high unemployment has intensified poverty to 56.2% of the population, calling for an urgent response to realize more inclusive development outcomes. The existing policy linking entrepreneurship and industrialization, a key instrument to create jobs, could be supported by a multitude of factors including technological entrepreneurship that is central to the whole process of meaningful structural transformation¹.

African Development Bank (AfDB) is implementing a large project to support the diversification of Lesotho's economy. The project development objective is to support the implementation of the national strategic development plan that would lead to a diversified and competitive economy. The specific objective of the project is to support private sector development through improving partnership, entrepreneurship and skills development, access to finance and market, and investment promotion in the selected sectors critical for economic diversification.

One of the main components of the project is “**Enhancing Economic Diversification and Strategic Partnership**”; which covers various economic sectors including tourism, as follows:

- Development of tourism policy, tourism master plan and implementation roadmap;
- Support the establishment of a National Tourism Council;
- Develop tourism products, and a promotion strategy; and
- Provide transaction advisory service and Public Private Partnership (PPP) in tourism.

One of the project activities is **the Facilitation of the Re-establishment of the Lesotho Council for Tourism (LCT)**.

Tourism is a cross-cutting sector which involves many levels of Government (central, regional, local) and in the fields of tourism, culture, environment, interior, immigration, transport, access, etc. Furthermore, tourism is a sector characterized by entrepreneurship with small and medium sized enterprises (SMEs) and large investors engaging in a wide variety of activities ranging from provision of accommodation, retail, tour guiding, tour operating, food and beverage and a host of other services.

Tourism, in its essence, is government-led but private-sector driven and for tourism development, management and promotion to be both competitive yet sustainable, there is a need for strong and close public-private dialogue and partnership.

The overall objective of this intervention is to facilitate the establishment of a platform for public private dialogue within the tourism and hospitality industry – known as the LCT - with the primary focus on developing and monitoring the implementation of tourism policy, regulatory framework as well as to facilitate and promote tourism in Lesotho

The LCT was first established in 1996 as an organization to give voice to the private sector involved in the tourism sector under a collective umbrella. Despite funding available from donor agencies and several attempts to revitalize the LCT and make it an active organization, for a variety of reasons, the LCT has remained dormant and private sector representation in Lesotho is fragmented through a variety of other tourism-related associations.

¹ *African Economic Outlook 2016.*

PROJECT OBJECTIVE

The project aims to assist the Government of Lesotho in reviving the Lesotho Council for Tourism (LCT) as a forum which brings together the private sector engaged in tourism in Lesotho to identify and address common challenges and issues facing the tourism sector and to serve as an interlocutor with Government, representing the private sector with one voice.

UNWTO will review the current status of the LCT and identify issues as to why it has not successfully consolidated itself as an organization. Based on the analysis, provide recommendations for the revitalization of the LCT including mandate, institutional organization and set-up, strategic action plan, and human and financial resources required.

The project will have a duration of three months during in which the Expert would provide 6 weeks in Lesotho, divided into three missions, and the remaining time to be provided at the home base.

TERMS OF REFERENCE

The Lesotho Economic Diversification Support Project has already undertaken some work related to the reestablishment of the LCT. While research has been done to document the main challenges which caused the LCT to remain dormant, there has been failure so far to provide adequate recommendations on how to overcome these issues and challenges and present a new strategy for the revitalization of the LCT.

In this regard, the following activities will be undertaken:

- Conduct an in-depth review of the existing LCT including issues related towards its fulfillment of its mandate to serve the private sector and its needs adequately. This would include a SWOT analysis.
- Conduct a review of existing tourism industry organization arrangements including representative tourism-related associations and identify issues regarding gaps and overlaps in their respective mandates.
- Review existing legislation and regulation governing the establishment of the LCT, its role, mandate, human and financial resources.
- Review the existing public-private partnership in terms of joint tourism planning, marketing and promotion; promotion of investment in tourism, and other pertinent issues related to tourism planning, product development and diversification, marketing and promotion, provision of quality services, etc.
- Review any past attempts for the revitalization of the LCT and, identify the constraints/issues faced which prevented the successful development of these initiatives.
- Hold consultations with both Government and private sector organizations determine the vision for tourism development in the country and how a strong and effective LCT can contribute towards achieving this vision.
- Conduct research on similar organizational structures to the LCT in the region and determine the strengths and weaknesses of each structure as compared to the existing tourism institutional and public-private partnership set-up in Lesotho.
- Prepare a situation analysis report which identifies the strengths and constraints facing the effective establishment of the LCT in Lesotho and presenting various options of models for the Government to review. The annex to this report should include some international and

regional best practice models to the Government and private sector. In addition, conduct a 1-day seminar for the stakeholders (both Government and private sector) to present various models of LCT (with the pros and cons for each model) as well as international best practices.

- Based on the outcomes of the seminar and discussions with Government and private sector, select one suitable model for the LCT. Prepare a working policy document with an overall outline of the organizational structure of the LCT, its mission, and how it will work and be funded – this working document will serve the basis for the LCT to be registered with the Law Office.
- On a parallel basis, the Government of Lesotho will facilitate the private sector to elect an Interim Council of the LCT. Once the Interim Council is established, the UNWTO Expert will work with the Council to:
 - Refine the policy document for the registration of the LCT with the Law Office;
 - Prepare a detailed report with the:
 - Organizational structure including diagrams of organizational chart and job descriptions for main leadership positions;
 - A 5 year corporate strategy and an action plan with budget for the first two years. The strategy shall consider financial sustainability;
 - A fundraising and resources mobilization strategy for the Council; and
 - A series of recommendations which set out the methodological framework and practical guidance on how to use and implement performance indicators (for example, SMART – specific, measurable, achievable, realistic and time bound) to review the efficiency and effectiveness of the LCT in implementing its corporate strategy.
- Present the report to the Government and stakeholders through another 1-2 day seminar to obtain their feedback and comments on the recommended LCT model and its action plan.

DELIVERABLES

The UNWTO Expert will present the following documents, as follows:

- Situation analysis report on the LCT including presentation of various models for Government to review;
- Policy document for the registration of the LCT with the Law Office; and
- Report on selected model of the LCT including organizational structure, job descriptions for main leadership positions, a 5-year corporate strategy and action plan with budget for the first two years, a fundraising and resource mobilization strategy, and, performance indicators.

TERMS OF PAYMENT

- 25% upon signing the contract and submission of a detailed work plan with dates of missions and planned activities for each mission;
- 25% upon submitting the situation analysis report;
- 25% upon submitting the policy document for the registration of the LCT with the Law Office; and
- 25% upon submitting the report on selected model of the LC.