

Call for Expression of Interest

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| Post Title: | Lead Expert | Duty Station: | Home-based |
| Reference: | UNWTO/HHRR/CFE/08/TMIC/2019 | Start Date: | As soon as possible |
| Department: | Tourism Market Intelligence and Competitiveness | Duration: | 15 months |
| Contractual Status: | Expert Contract | Deadline for Applications: | 28 March 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 a **Lead Expert** for its **Tourism Market Intelligence and Competitiveness Department** to work on the Gastronomy Tourism Product Development Project in Ubud, Bali, Indonesia. The department is responsible for providing knowledge and strategic guidance to support tourism destinations and the sector at large to become more competitive and improve destination management through efficient policies and governance.

The Lead Expert will work on the development of the Gastronomy Tourism Project in Ubud, Bali, Indonesia. The project will contribute to:

- Develop innovative and added value products and experiences in gastronomy tourism;
- Create an image for Ubud as a destination for gastronomy tourism;
- Create a gastronomy tourism cluster in Ubud with the participation of the main actors;
- Promote the integration of companies and individuals from other areas in the tourism value chain and encourage job creation and entrepreneurship; and
- Advance the contribution of tourism to the Sustainable Development Goals (SDGs), especially SDG 1 (End Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 12 (Responsible Production and Consumption).

The duty station of the expert may be in his/her place of residence but will have to work in close collaboration with UNWTO Headquarters in Madrid, Spain, and the Ministry of Tourism of Indonesia.

Under the overall supervision of the Chief, Tourism Market Intelligence and Competitiveness Department, the Lead Expert will carry out the following tasks:

1. For each of the three phases mentioned in the attached terms of reference, the expert must present:
 - a. A Report in Word with a maximum of 30 pages for each deliverable defined in the activity plan;
 - b. A PowerPoint presentation with the summary of each phase (approximately 15 slides);
 - c. Complementary materials (annexes) such as methodologies used, list of participants in meetings and report thereof, responses to surveys and list of participants surveyed, etc.
 2. Submit a final report with summary of the three phases that include:
 - a. A Report in Word with a maximum of 30 pages;
 - b. A PowerPoint presentation with the summary of each phase (approximately 20 slides).
 3. Perform other tasks, as necessary and in accordance with the attached Terms of Reference.
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REQUIREMENTS

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| Academic | Advanced university degree (Master's degree or equivalent) in tourism, tourism destination management or a related field. |
| Experience | <ul style="list-style-type: none">▪ Minimum ten years of professional experience in the field of tourism, management and planning of tourist destinations, product development, sustainable development or a related field;▪ Demonstrated knowledge and experience in the area of tourism products and development of experiences, preferably related to gastronomy tourism;▪ Professional experience in the development of tourism policies, including experience in formulation, management, quality standards and evaluation of programmes in tourism;▪ Experience and knowledge in the development of communication and marketing plans for tourism products and experiences;▪ Demonstrated project management and monitoring capabilities;▪ Ability to perform multiple tasks and complete projects in a precise and timely manner;▪ Excellent skills to coordinate and work with multidisciplinary teams; and▪ Excellent organization and writing skills. |
| Languages | <ul style="list-style-type: none">▪ Fluency in English is essential;▪ Good working knowledge of another of the official languages of the Organization (Arabic, French, Spanish or Russian) is an asset. |
| Computer Skills | <ul style="list-style-type: none">▪ Computer literacy in Microsoft Office software and Windows 7. |
| Other Skills and Competencies | <ul style="list-style-type: none">▪ Analytical, creative and organization 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 maximum lump sum remuneration of the selected candidate will be EUR 50,000 , depending on previous professional experience, skills and competencies. This lump sum will include professional fees, air tickets for one trip to Madrid, Spain at the beginning of the project and two trips to Ubud, Bali, Indonesia (in the first and third phases of the project) from the place of residence and accommodation of the expert (three planned missions, according to the attached Terms of Reference) and the daily subsistence allowance in Spain and Indonesia. The payment of the lump sum will be divided into installments, according to the attached Terms of Reference. The expert must be in possession of a major medical insurance coverage to be paid by him/her. |
| Application Procedure | All proposals must meet the following criteria (see the attached Terms of Reference for more information): <ul style="list-style-type: none">▪ The proposal must be clear and concise, have a continuous numbering of pages and be assembled in a consistent manner;▪ The technical proposals should not have more than 10 pages, without including the curricula and supporting documentation;▪ All proposals must be in English; |

- The following elements should be taken into account when drafting the technical proposal:
 - Methodology for the implementation and a framework of the conceptual framework to develop the Gastronomy Tourism Product Development Project in Ubud, Bali, Indonesia;
 - Reasons for the proposed methodology;
 - Project management, including supervision of field experts, and procedures for internal evaluation; and
 - Level of participation and activity of other interested parties.

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.

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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.**

UNWTO PRODUCT DEVELOPMENT PROJECT GASTRONOMY TOURISM IN UBUD, BALI, INDONESIA

TERMS OF REFERENCE

I. BACKGROUND

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of conscientious, 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.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for the achievement of the 2030 Sustainable Development Agenda and its 17 Goals (SDGs).

To advance the contribution of tourism to economic growth, job creation, cultural preservation and enhancing the value chain UNWTO supports Members States through innovative product development providing a framework through which the private and public sector collaborate to create innovative tourism products to increase the competitiveness and sustainability of destinations.

- The UNWTO product development programme assists destinations in developing new or existing products with the aim of promoting public/private partnerships, enhance the value chain, driving economic and social growth, while promoting and preserving local culture and nature.
- The product development programme designs a holistic roadmap based on research and analysis, incorporating issues such as governance, value chain links, products, skills, territorial tourism intelligence, brand identity, communication and marketing.
- All projects derived from the product development programme are developed in line with the UNWTO Global Code of Ethics for Tourism and aim to maximize tourism's socio-economic contribution while minimizing its possible negative impacts with the aim to advance tourism contribution to the SDGs

II. OBJECTIVES OF THE PROJECT

UNWTO is collaborating with the Ministry of Tourism of Indonesia in the development of gastronomy tourism. The main objective of the Project is the development of gastronomy tourism experiences in Ubud (Bali), Indonesia according to the phases identified in the attached document.

The project developed by the consultant will contribute to:

- Develop innovative and added value products and experiences in gastronomy tourism;
- Create an image for Ubud as a destination for gastronomy tourism;

- Create a gastronomy tourism cluster in Ubud with the participation of the main actors;
- Promote the integration of companies and individuals from other areas in the tourism value chain and encourage job creation and entrepreneurship; and
- Advance the contribution of tourism to the Sustainable Development Goals (SDGs), especially SDG 1 (End Poverty), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 12 (Responsible Production and Consumption).

III. ACTIVITIES

Phase 1: Analysis and Diagnosis

1. Desk research: compilation of information for the development of the project: strategic plans, market studies, tourist offer and other relevant information on tourism in general and gastronomy tourism in Indonesia, Bali and Ubud.
2. Preparatory meeting at the UNWTO headquarters in Madrid, Spain.
3. Fieldwork (1 week)
 - Interviews with potential project stakeholders
 - Meetings with relevant national and local authorities and actors
4. Diagnosis
 - Debugging the fieldwork
 - Extraction of Insights
5. Market study
6. Study of online positioning and influencers in gastronomy tourism of potential markets / issuer segments

Phase 2: Technical design

1. Conformation of the development of the Gastronomy Tourism experiences in Ubud
Search for synergies and potential connections of the different actors for the creation of innovative products and experiences.
2. Creation of a common thread and the main strategic lines for the development of these experiences within the principles of public-private collaboration and community engagement.
3. Governance Model
4. Communication, branding and positioning model (including communication objectives and logo proposal)

Phase 3: Development of the business plan

1. Defining the goals and KPIs
2. Development of the tourism content of the experiences and respective products
 - Design and format of the offer to be promoted to the public (directory and through Tour Operators and / or travel agencies)
3. Business model
4. Communication and content plan

IV. DELIVERABLES

1. Initial Report

Technical proposal: Document that includes the methodology for implementation and a conceptual framework to develop the Gastronomy Tourism Project in Ubud, Bali, Indonesia (19 April 2019)

2. Phase 1: Analysis and Diagnosis

| Activities | Actors | Time | Date |
|---|----------------------------------|----------|-----------------------|
| 1. Compilation of preliminary information for the development of the prototype project: strategic plans, market studies, tourist offer and other relevant information on tourism in general and gastronomy tourism in Ubud (Bali) and Indonesia. ¹ | Ministry of Tourism of Indonesia | 2 weeks | 4-28 February 2019 |
| 2. Analysis of preliminary information | UNWTO | 4 weeks | 7-19 April 2019 |
| 3. Fieldwork (1 expert + 1 representative of UNWTO) <ul style="list-style-type: none"> • Site visit and its surroundings, Interviews with potential actors of this project • Meetings with national and local authorities and officials | UNWTO | 1 week | 6-10 May 2019 |
| 4. Analysis of the Field Work <ul style="list-style-type: none"> • Debugging the fieldwork • Extraction of Insights | UNWTO | 10 weeks | 13 May – 19 July 2019 |
| 5. Market study | UNWTO | | |
| 6. Study of online positioning and influencers in tourism of purchases of potential markets / issuer segments | UNWTO | | |
| Deliverables of Phase 1 AD01: Proposal for a project formulation visit (meetings requested, information to be collected, mission objectives, etc ...) (19 April 2019) AD02: Analysis of investigation: field work, conclusions and relevant aspects (10 May 2019) AD03: Study of issuers / segments markets (19 July 2019) AD04: Study of online presence and influencers in gastronomy tourism (19 July 2019) | | | |

¹ This activity has been carried out by the Ministry of Tourism of Indonesia.

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| Validation of the deliverables for phase 1 | Ministry of Tourism of Indonesia | 3 weeks | 9 August 2019 |
|--|----------------------------------|---------|---------------|

3. Phase 2: Technical design

| Activities | Actors | Time | Date |
|--|---|----------|-----------------------------|
| 1. Conformation of the development of the Gastronomy Tourism experience in Ubud <ul style="list-style-type: none"> ▪ Search for synergies and potential connections of the different actors for the creation of products ▪ Creation of a common thread and the main strategic lines for the development of the experience in the field of public-private collaboration | UNWTO | 12 weeks | 12 August – 1 November 2019 |
| 2. Governance Model | UNWTO | | |
| 3. Communication, branding and positioning model (including communication objectives and proposal for the logo) | UNWTO | | |
| Deliverables of Phase 2 (1 November 2019) PRT01: Confirmation document of typology, product and presentation, conductive thread with main strategic lines PRT02: Governance Model Document PRT03: Brand proposal and positioning (including communication and logo objectives) | | | |
| Validation of deliverables of Phase 2 | Ministry of Tourism of Indonesia (KEMENPAR) | 3 weeks | 22 November 2019 |

4. Phase 3: Development of the business plan

| Activities | | Actors | Time | Date |
|---|---|----------------------------------|----------|--------------------------------|
| 1. | Defining the goals and KPIs | UNWTO | 10 weeks | 22 November 2019 – 31 Jan 2020 |
| 2. | Development of the tourism content of the experience and respective products <ul style="list-style-type: none"> • Design and format of the offer | UNWTO | | |
| 3. | Business model | UNWTO | | |
| 4. | Communication and content plan | UNWTO | | |
| Deliverables of Phase 3 (31 January 2020): BP01: Definition of scope and indicators of success BP02: Conformation document of touristic offer BP03: Business plan BP04: Communication Plan | | | | |
| Validation of deliverables of Phase 3 | | Ministry of Tourism of Indonesia | 3 weeks | 21 February 2020 |
| Final deliverable | | UNWTO | 3 weeks | 13 March 2020 |
| Final visit (technical visit 1 expert + 1 representative from UNWTO) | | UNWTO | 1 week | 23-27 March 2020 |

The documents for each of the 3 phases must contain:

- Report in Word with a maximum of 30 pages for each deliverable defined in the activity plan
- PowerPoint presentation with the summary of each phase (approximately 15 slides)
- Complementary materials (annexes) such as methodologies used, list of participants in meetings and report thereof, responses to surveys and list of participants surveyed, etc.

Final report with summary of the 3 phases that include:

- Report in Word with a maximum of 30 pages
- PowerPoint presentation with the summary of each phase (approximately 20 slides)

5. ESTIMATED SCHEDULE

| Description | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Jan |
|---|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|
| Phase 1 – Analysis and Diagnosis | | | | | | | | | | | | |
| 1.1. – Compilation of preliminary information | | | | | | | | | | | | |
| 1.2. – Fieldwork | | | | | | | | | | | | |
| 1.3. – Analysis of fieldwork | | | | | | | | | | | | |
| Phase 2 – Technical design | | | | | | | | | | | | |
| 2.1. – Conformation of product | | | | | | | | | | | | |
| 2.2. – Governance Model | | | | | | | | | | | | |
| 2.3. – Brand proposal and positioning | | | | | | | | | | | | |
| Phase 3 – Development of the business plan | | | | | | | | | | | | |
| 3.1. – Defining the goals and KPIs | | | | | | | | | | | | |
| 3.2. – Design tourism content | | | | | | | | | | | | |
| 3.3. – Business plan | | | | | | | | | | | | |
| 3.4. – Communication and content plan | | | | | | | | | | | | |

6. BUDGET

The maximum overall remuneration of the selected candidate will be 50,000 euros. This lump sum includes professional fees, one trip to Madrid, Spain at the beginning of the project (to be confirmed) and two trips to Ubud, Bali, Indonesia (in the first and third phases of the project). All including travel from the place of residence, accommodation and the daily subsistence allowance both in Spain and Indonesia.

The payment of the lump sum will be made in 5 installments:

- 1) 20% for the acceptance of the proposal and the signing of the contract
- 2) 20% for the completion of Phase 1 (presentation and approval of the deliverables)
- 3) 20% for the completion of Phase 2 (presentation and approval of the deliverables)
- 4) 20% for the completion of Phase 3 (presentation and approval of the deliverables)
- 5) 20% for the presentation of the final report and its approval

The consultant must be in possession of a global health insurance coverage that he/she must pay for himself/herself.

The project will be divided into two contracts: the first contract will cover Phase 1 (first and second payment of the above compensation framework) and the second contract will cover the rest of the activities (third, fourth and fifth installment).

7. INSTRUCTIONS FOR THE PROPOSALS

All candidates must send their technical proposal in electronic format before **24 March 2019**.

The proposals must meet the following criteria:

- The proposal must be clear and concise, have a continuous numbering of pages and be assembled in a coherent manner;
- The technical proposals should not be more than 10 pages, without including the curricula and supporting documentation;
- All documents must be written in English;
- The following elements should be taken into account when drafting the technical proposal:
 - Methodology for the implementation and a framework of the conceptual framework to develop the Gastronomy Tourism Project in Ubud, Bali, Indonesia;
 - Reasons for the proposed methodology;
 - Project management, including supervision of field experts, and procedures for internal evaluation; and
 - Level of participation and activity of other interested parties.

8. EXPERIENCE AND BASIC COMPETENCES

Candidates must have the following:

- Minimum ten years of professional experience in the field of tourism, management and planning of tourist destinations, product development, sustainable development or a related field;
- Demonstrated knowledge and experience in the area of tourism products and development of experiences, preferably related to gastronomy tourism;
- Professional experience in the development of tourism policies, including experience in formulation, management, quality standards and evaluation of programmes in tourism;
- Experience and knowledge in the development of communication and marketing plans for tourism products and experiences;
- Demonstrated project management and monitoring capabilities;
- Ability to perform multiple tasks and complete projects in a precise and timely manner;

- Excellent skills to coordinate and work with multidisciplinary teams;
- Excellent organization and writing skills; and
- Fluency in English.

9. EVALUATION CRITERIA

The candidatures will be scored up to a total of 100 points, according to the following evaluation:

- 40 points for the proposal and methodology;
- 40 points for the experience and qualifications of the Expert and the team; and
- 20 points for the interview.