

## Call for Expression of Interest

<b>Post Title:</b>	Marketing Expert	<b>Duty Station:</b>	Home-based (1 month) / Lesotho (2 months)
<b>Reference:</b>	UNWTO/HHRR/CFE/13/TECO/2019	<b>Start Date:</b>	As soon as possible
<b>Department:</b>	Technical Cooperation and Silk Road	<b>Duration:</b>	Three months
<b>Contractual Status:</b>	Expert Contract	<b>Deadline for Applications:</b>	<b>30/04/2019</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 Marketing Expert for its Technical Cooperation and Silk Road Department to work on the project of “**Feasibility Studies of Potential Projects in the Tourism Sector to Attract Investment**”.

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 assist Lesotho Tourism Development Corporation (LTDC) to conduct detailed feasibility studies for the establishment of up-market holiday resorts in six sites with a view to establishing the economic and financial viability of the projects, identify risks and challenges and their mitigation while, at the same time, providing research-based options for the development of optimum facilities including a phasing plan, and, recommendations for increased private sector participation and local community involvement.

The six destinations are:

- Sanitop Equestrian and Ski Resort;
- Sehlabathebe Mountain Health and Wellness Resort;
- Semonkong Waterfalls Resort;
- Letsa-la-Letsie Adventure Resort;
- Katse Tourist Village and Golf Resort; and
- Maseru City Tour Route.

Under the overall supervision of the Manager, Technical Cooperation and Silk Road Department, the Marketing Expert will serve as a team member in a Team of Experts comprising:

- Tourism Planner/Physical Planner/Team Leader;
- Infrastructure Expert;
- Marketing Expert; and
- Economist.

The Marketing Expert will provide a total of two months in Lesotho over a period of three months (the total duration of the project) to perform the duties addressed in the attached Terms of Reference (Marketing Section), and perform other duties as required.

The Marketing Expert would be responsible (within the Team of Experts) to finalize the detailed feasibility studies for each of the six resorts *as addressed in the attached Terms of Reference*, and will submit, with the Team of Experts and under the guidance and leadership of the Tourism Planner/Physical Planner/Team Leader, the following documents:

- Work plan at the beginning of the project for his/her scope of work within the main work plan of the Team of Experts.
- Inception Report to evaluate the current status at the end of the first month;
- Mid-Term Report for the progress of the work of the six feasibility studies.

The final six individual and separate feasibility studies (one for each resort). These would include phasing plans for the development of related infrastructure, facilities and services.

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## REQUIREMENTS

<b>Academic</b>	Advanced university degree (Master's degree or equivalent) in marketing, economy, business administration or a field related to the activities of the department.
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum of ten years of professional experience in the field of tourism marketing and branding, tourism destination management, product development or a related field;</li> <li>▪ Demonstrated knowledge of gender equality issues in tourism;</li> <li>▪ Professional experience in policy development work, including experience in management, and sustainable development areas of developing countries; knowledge and experience of the tourism sector in Africa is essential (knowledge and experience of the tourism sector in Lesotho would be an asset);</li> <li>▪ Excellent organizational and writing 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>
<b>Other Skills and Competencies</b>	<ul style="list-style-type: none"> <li>▪ Analytical, creative and organizational skills;</li> <li>▪ Strong oral and written communications skills in the languages required, as indicated above;</li> <li>▪ Demonstrated ability to work in a multicultural, multiethnic environment with sensitivity and respect for diversity;</li> <li>▪ Demonstrated ability to work independently within assigned areas, showing initiative and judgment;</li> <li>▪ Sense of responsibility and commitment;</li> <li>▪ Capability to work in a team;</li> <li>▪ Demonstrated ability to work under pressure and on tight deadlines;</li> <li>▪ Good level of technical knowledge of tourism development and management is desirable;</li> <li>▪ Knowledge of structures and procedures of international organizations and of national administrations is desirable;</li> </ul>

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<b>Remuneration and Other Conditions</b>	The remuneration of the selected candidate would be in the base range of <b>USD 20,000 - USD 24,000</b> , depending on previous professional experience, skills and competencies. This lump sum will include the professional fee, air ticket from the home-base to Lesotho and the daily subsistence allowance while in Lesotho (2 months in the field), and will be divided into instalments as peer in the attached TOR. The Expert shall be in possession of a major global medical insurance coverage to be paid by him/her.
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<b>Application Procedure</b>	Interested applicants are requested to complete the <a href="#">Online UNWTO Personal History Form</a> . 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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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

## FEASIBILITY STUDIES OF POTENTIAL PROJECTS IN THE TOURISM SECTOR TO ATTRACT INVESTMENT

### INTRODUCTION

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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

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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 transformation<sup>1</sup>.

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 preparation of Feasibility Studies of Potential Projects in the Tourism Sector to Attract Investment.**

Lesotho Tourism Development Corporation (LTDC) is a parastatal organization enacted by Parliament through the Tourism Act No.4 of 2002, with the broad mandate of developing and promoting tourism as a key contributor to the economy of Lesotho. . In delivering on this mandate, the Corporation promotes and attracts both domestic and foreign investment. Promotion efforts focus on selling the investment climate to position Lesotho as a preferred investment destination, profiling and promoting specific investment projects within the key destination areas.

Lesotho's tourism sector is in its early stage of development with tremendous potential for growth unlike other major economic sectors in the country; thus confirming the vast investment opportunities that exist, especially in the selected tourism destination areas. The sector has also been identified by Lesotho Government as a strategic sector for the growth of the economy and upliftment of livelihoods in Lesotho, particularly taking into account that it is a labour intensive sector.

LTDC has earmarked a total of 9 Tourism Destination Areas around the country based on the number of tourist visitation and the allowable tourist footprint in the area. These are Selected Development Areas namely; Sanitop, Sehlabathebe, Letsa-la-Letsie/Tsatsane, Semonkong, Mohale dam, Katse dam, Afriski/Mt. Aux-sources, Maseru City. All these areas are at different level of mega infrastructure development. Though the areas are visited by tourists as shown by the pre-feasibility studies which also prove their potential in contributing massively to growth of the tourism sector; there is little to no interest by investors to invest in key anchor tourism products in these areas . This has largely been due to absence of the information regarding the identified tourism investment opportunity feasibility studies that would inform the plans for servicing the tourism sites with requisite mega infrastructure.

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<sup>1</sup> *African Economic Outlook 2016.*

## **PROJECT OBJECTIVE**

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The project aims to assist the LTDC to conduct detailed feasibility studies for the establishment of up-market holiday resorts in six sites with a view to establishing the economic and financial viability of the projects, identify risks and challenges and their mitigation while, at the same time, providing research-based options for the development of optimum facilities including a phasing plan, and, recommendations for increased private sector participation and local community involvement.

The six destinations are:

- Sanitop Equestrian and Ski Resort
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The feasibility studies should be packaged as investment-ready projects.

## **TERMS OF REFERENCE**

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The objective of this project is to support the overall efforts of the Government of Lesotho by developing appropriate forms of tourism through diversification of the tourism project and expansion of the international image of Lesotho. In particular, the project will assist the Government in developing up-market holiday resorts with integrated multi-faceted facilities with a number of ancillary hospitality services catering to a variety of tourism and tourism-related activities such as community-based tourism; adventure tourism; health and wellness; etc. with a view towards diversifying the tourism offer and extending the length of stay of tourists in Lesotho. The expected increase in tourism activity will contribute towards diversifying rural incomes through tourism ventures; developing linkages into agriculture to support rural livelihoods; building capacity of stakeholders; increasing revenue by extending the average length of stay; and contributing to the overall socio-economic development of the country through the provision of tourism planning for tourism resort areas.

For each resort, a team comprising a Tourism Planner/Physical Planner/Team Leader, Infrastructure Expert, Marketing Expert and Economist would be deployed. The specific terms of reference of the Marketing Expert are as follows:

- Under the supervision of the Tourism Planner/Physical Planner/Team Leader, review the existing marketing strategy and promotional programmes for Lesotho.
- Review and analyse current data available on visitor numbers, length of stay, preferred travel routing options, source markets, and average tourism expenditure and type of tourism activities.
- Review visitor numbers to the areas of the selected resorts and analyse existing and future market potential.
- Based on existing data available, determine the number of existing and planned tourism accommodation and other tourist facilities and services and, in collaboration with other team members, formulate general recommendations for improvements to meet market expectations.
- In collaboration with the Tourism Planner/Physical Planner, establish realistic market targets for the resorts based on a consideration of the likely product, market and transportation development scenario.
- Based on the market targets, project the number and type of lodging establishments required to be developed. This will include distribution of lodging needs for each of the resorts.
- Prepare a brief marketing action plan for each resort with recommendations on how to market each resort as a stand-alone attractive tourism destination within Lesotho. Each marketing plan, while being destination-specific and unique, should also be integrated

with the overall marketing plan and image of Lesotho as a whole. The marketing action plans should aim at widening the appeal of the resort and should take on board other tourism activities in neighbouring areas which can add value to the overall destination. The marketing action plan should seek to extend the stay of visitors in the resort area by including development of other package lines/circuits which can be marketed as part of the resort's overall package. Finally, the marketing action plan should include suitable recommendations for e-marketing, development of a possible exclusive website, collaterals, advertising and other marketing tools, organization of FAMtrips for international and domestic tour operators and any other marketing and promotional actions deemed appropriate.

## **DURATION**

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The project would be undertaken over a three-month time period during which the Marketing Expert would provide a two-month continuous input in Lesotho.

## **DELIVERABLES**

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The UNWTO Team would prepare detailed feasibility studies for each of the six resorts.

Under the guidance and leader of the Tourism Planner/Physical Planner/Team Leader and in collaboration with other project team members, the Marketing Expert will contribute to the preparation of the following documents:

- Work plan at the beginning of the project for his/her scope of work within the main work plan of the Team of Experts.
- Inception Report to evaluate the current status at the end of the first month;
- Mid-Term Report for the progress of the work of the six feasibility studies.
- The final six individual and separate feasibility studies (one for each resort). These would include phasing plans for the development of related infrastructure, facilities and services.

## **TERMS OF PAYMENT**

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- 25% upon signing the contract and submitting a detailed work plan which would be integrated with the work plan of the whole Team of Experts;
- 25% upon submitting the Inception Report;
- 25% upon submitting Mid-Term Report for the progress of the work of the six feasibility studies;
- 25% upon submitting the final six individual and separate feasibility studies (one for each resort). These would include phasing plans for the development of related infrastructure, facilities and services.