



## **TERMS OF REFERENCE**

### **INDIVIDUAL CONSULTANTS' TERMS OF REFERENCE (TORS) FOR THE DEVELOPMENT OF A UGANDA BIRDS' GUIDE CATALOGUE FOR BOTH ONLINE AND OFFLINE MARKETING FOR UTA**

**Project Name:  
Tourism and Hospitality Sector: COVID-19 Economic Recovery and Resilience Response Program. (CERRRP)**

**Uganda Tourism Association**

**May 2021**

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## 1.0 GENERAL INFORMATION

Service / Work Description: **Develop a Uganda birds' guide Catalogue for both Online and Offline Marketing**

Project/Program Title: CERRRP

Post Title: Consultant

**Duration: 60 Days**

Expected Start Date: Immediately after signing of the contract

## 1.1 BACKGROUND

The Tourism Sector in Uganda compared to other export sectors is unique since expenditure of the tourists gives rise to six major economic impacts that include (i) the Gross National Product (GNP), (ii) foreign exchange earnings, (iii) employment, (iv) government revenue, (v) regional distribution of income and (vi) investments. Tourism is recognized as core sector in the transformation of Uganda by the Government of Uganda in the third National Development Plan (NDPIII) and in the Vision 2040 recognize the Tourism Sector as the mainstay of the transformation of the country from a predominantly peasant and low-income society to a modern, prosperous and competitive upper middle-income one.

However, due to the pandemic, the Tourism and Hospitality sector is considered one of the hardest-hit sectors by the COVID-19 Outbreak in Uganda. The sector experienced a sharp drop in demand and a surge in job losses at the national, regional and global level, putting many MSMEs in the tourism and hospitality sector at risk of closure or death in some cases. The COVID-19 impact economic study carried out among our members indicated that over 1 Million tourist arrivals have been lost, 7 in every 10 jobs in the sector have been lost, 8 in every 10 hotels business registered business cancellations, 448,996 hotel rooms were cancelled between March to July 2020 and 9 in every 10 tour companies registered cancellations. Against this background, the Uganda Tourism Association (UTA) with support from MasterCard Foundation and Private Sector Foundation has established **Tourism and Hospitality Sector COVID-19 Economic Recovery and Resilience Response Program**.

### 1.1.1 Overall Goal and Objective of the Economic Recovery and Resilience Response Program

The overall aim of the program is to support the tourism and hospitality sector (including SMEs) to mitigate effects of COVID-19 through structured business recovery and resilience support, to enable the sector recover and support the economy through reemployment of those lost staff and creation of new opportunities, especially for youth.

The program has identified several outputs and among them is one that focuses on attaining improved institutional capacity and promoted corporate governance. This will contribute in strengthening the resilience of the tourism and hospitality sector given that it will be well aligned with supporting institution governance structures that support the value chains. UTA and its member associations (Ugandan Community Tourism Association (UCOTA), Association of Uganda Tour Operator (AUTO), Association of Uganda Travel Agents (TUGATA), Uganda Safari Guides Association (USAGA), and Uganda Hotel Owners Associations (UHOA, Hotel general

managers Association of Uganda (HGMAU) and National Arts and cultural crafts Association (NACCAU) have been identified as critical institutions that should be supported to enhance their capacity to coordinate and build synergies across the sector and related sub-sector actors. This will enable the different associations and actors to easily identify who to network with to ease supply, market access, product development and improves opportunities for employment for youth and women along the value chain.

The activity under this action is to support the **Development of a Uganda birds' guide Catalogue for both Online and Offline Marketing**. The activities proposed will drive change towards increased tourist product range /variety includes the *Development of a Uganda birds' guide catalogue for both online and offline marketing*. Uganda has 11% of African bird's species making avitourism a potential product that can drive more visitors and employment mainly for the youth and women. The development of the Uganda Birds' catalogue that will be availed both online and offline will support especially the guides in these areas in interpretation and ease to sale the destination where this activity will be carried out. UTA has received funds from MasterCard to implement the Action and therefore seeks the services of a reputable individual consultant to develop a Uganda birds' guide catalogue for both online and offline marketing.

## **1.2 Affirmation**

This document has been prepared for the sole purpose of securing a consultant to Develop Uganda birds' Catalogue for the Uganda Tourism Association members. The document original work has not been presented anywhere else for any other purpose. The intellectual properties of this TOR rest with UTA about which the TOR is written.

“Except as acknowledged by the references in this paper to other authors and publications, the TOR described herein consist of our own work, undertaken to secure a consultant to Develop Uganda birds' catalogue *for members associations, tourist and other agencies with interest to promote avi- tourism* as part of requirements to achieve economic recovery and resilience in the tourism and hospitality sector.”

## **2.0 CONSULTANCY ASSIGNMENT PURPOSE AND OBJECTIVES**

### **2.1 SCOPE OF WORK**

The consultant should design and develop a birds' guide catalog supported with essential information panels to improve the knowledge about the important bird species in the Country. Such information should be related to the name of the bird species, some conservation issues specifically and where they can be commonly found.

The Consultant is expected to execute the following assignments in his/her own premises, using his/her own property and technology, and his/her own and/or contracted expertise, and hold direct responsibility for the quality of delivered outputs. The detailed activity outputs expected from the Consultant for this activity are intended as guidelines; the Consultant is expected to provide input based on his own knowledge and experience and should undertake but not be limited to the following outputs:

The overall objective of this assignment is to develop a Uganda birds' guide catalog for UTA and its member associations to provide knowledge, information and birding experience to contribute to the recovery of the tourism and hospitality sector from the COVID-19 effects, mitigate the related impacts, and build resilience of the associations and the sector in general.

### 2.1.2 The specific objectives of the consultancy include:

Design and Develop a Uganda birds' guide catalogue for both online and offline marketing. The catalog will provide information and promote effectively bird watching tourism in the Country and should be guided by the following objectives

The consultant is expected to execute the following tasks:

- Define a consultative framework for the assignment and provide an inception report
- Identification of local and migrant birds' wildlife and their habitat, with their scientific and local names and their associated cultural value.
- To develop a Uganda birds catalogue for both online and offline marketing focusing on National, East Africa, Habitat & Albertine endemics; Most sought after and Endangered bird species.
- Capture high quality resolution pictures and graphics (minimum 400mm camera lens).

### 3.0 EXPECTED OUTPUTS, DELIVERABLES AND DURATION

The consultant(s) is required to use a participatory approach and process to ensure ownership of the Bird's Guild Catalog. It is expected that the proposed Catalog will be analyzed using a rigorous and transparent analysis framework, summarized and presented to the association's board and members to aid in prioritization and implementation.

#### 3.1 The key deliverables of this assignment include.

- 1) An inception report on the assignment within five (5) workdays of signing of the contract detailing the understanding/ interpretation of the TORs; the methodology of carrying out the assignment; work plan and implementation schedule as agreed upon with the project coordination team and the associations.
- 2) Draft Uganda birds' guide catalogue for both online and offline marketing.
- 3) Final Birds' Catalogue 7 days after validation

#### 3.2 TIMELINE FOR ASSIGNMENT

The assignment is expected to be completed within 40 Working days months of contract signature.

| ACTIVITY                                                    | DEADLINE                        |
|-------------------------------------------------------------|---------------------------------|
| Selection of the consultant/ team of consultants            |                                 |
| Inception report, Meeting and agreed final work methodology | 5 days after contract Signing   |
| Draft Birds' Guide Catalogue                                | 40 days after inception meeting |
| Final Birds' guide catalogue                                | 7 days Validation workshop      |

### 4.0 QUALIFICATION OF THE SUCCESSFUL FIRM OR INDIVIDUAL CONTRACTOR

#### 4.1 Experience and Qualifications of the Consultant Academic Qualifications:

1. Minimum degree in Tourism, Environmental science, Conservation Biology, Agriculture, Forestry and other nature related subjects. A recognized certificate in birding as specific area of interest, excellent report writing skills.
2. The team leader /Consultant should have proven experience or must have undertaken similar or related assignments in Uganda or other countries.

3. Previous work experience in developing and designing wildlife catalogues/ magazines with specific focus on birding wildlife will be an added advantage.
4. Over 10 years of experience in nature photography with a bias in bird photography and can be demonstrated within the Tourism Industry.
5. Excellent skills in graphic design and photographic
6. Evidence of profile of your work both physical and online i.e. provide links like Instagram, Facebook as proof

## **5.0 IMPLEMENTATION ARRANGEMENTS**

The consultant will be recruited under the UTA terms and conditions, and undertake the assigned tasks and responsibilities under the direct supervision of UTA. Regarding administration and coordination of the work, UTA will provide the necessary support. The consultant is required to be a team player with the ability to maintain good working relationship with UTA staff, stakeholders, partners and donors. The UTA will cover the cost of developing the Strategic plans and operational manuals

### **5.1 CONSULTANT/ TEAM OF CONSULTANTS:**

- I. Consultant/ team Of Consultants Under take Perform the tasks part of this consultancy with professionalism and in timely manner, according to a calendar agreed with, based on the deadlines established in this TORS;
- II. Provide the deliverables established in this TORS.

### **5.2 REPORTING**

Upon contract award, the Consultant shall provide UTA with a proposed consultancy work plan covering all the activities described in this document, detailed list of tasks, and implementation schedule. UTA will revise the above and comment if necessary, within 3 days, once agreed upon, the new plan shall be adopted and shall form the basis for project supervision and monitoring.

## **6.0 BUDGET**

A consultancy budget covering all the possible consultancy costs will be developed by the External Consultant and shared in the financial proposal. This will be reviewed by the UTA Action team to find out whether it is within the projects budget and discussed accordingly. The budget developed shall be limited to allocated funds in the approved budget.

## **7.0 DOCUMENTS**

The consultant shall be provided with the necessary documents, though the consultant is also expected to review other secondary data and national documents and reports.

## **8.0 LESSONS LEARNED**

The UTA staff and the consultant's team including partners will participate in the assignment. At the end of each stage of assignment lessons will be compiled, discussed and documented for positive (successes) or negative (failures). Action plans will be made to ensure the success of the remainder of the consultancy exercise based on the lessons. The consultant will also show how the lessons learned will be fed into the planning and implementation of other current and future actions. Lessons should be concise and based on specific evidence presented in the report.

## **9.0 RECOMMENDED PRESENTATION OF TECHNICAL PROPOSAL**

Interested individual/consultants must submit the following documents/information (in one single document) to demonstrate their interest and ability to undertake the assignment.

- **Technical proposal:** Brief description of why the individual consultants considers him/herself as the most suitable for the assignment. Should clearly indicate the methodology - how they will approach and complete the assignment
- **Financial proposal:** Detailed breakdown that indicates the all-inclusive costs needed to achieve the deliverables (transport, professional fees, communication, consumables, living allowances, etc.) including the organization of the planning meetings and validation workshop.
- Personal CV of lead consultant and other team members detailing all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least two (2) professional references

## **10.0 CONFIDENTIALITY AND PROPRIETARY INTERESTS**

The Firm / Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UTA.

The proposal expressing interest in the assignment should be submitted by 11<sup>th</sup> June, 2021 5:00pm to the [admin@ugandatourismassociation.com](mailto:admin@ugandatourismassociation.com)