



TERMS OF REFERENCE

FOR

CONSULTANCY SERVICES TO DESIGN AND DELIVER TRAINING TO NATIONAL FORESTRY AUTHORITY STAFF IN ECOTOURISM ACTIVITIES AND TOUR GUIDING IN BUDONGO, BUGOMA, ECHUYA, KALINZU, KASYOHA KITOMI AND MATIRI CENTRAL FOREST RESERVES (CFR)

PROJECT: Investing in Forests and Protected Areas for Climate Smart Development Project (P170466)

March 2024

1. Background

The National Forestry Authority (NFA) is a government agency established under the National Forestry and Tree Planting Act (NFTPA 2003) to sustainably manage all Central Forest Reserves (CFRs) and to promote and develop private forestry in Uganda.

Government of Uganda recognizes the role of Ecotourism as a non-consumptive activity in promoting conservation of ecosystem. The NFTPA Act 2003 provides for licencing of Ecotourism under public private partnership in CFRs.

The World Bank is providing support to the Government of Uganda in implementing the Investing in Forests and Protected Areas for Climate Smart Development Project (IFPA-CD) project with the objectives of improving the sustainable management of forests and protected areas and increasing benefits from these endowments in the Albertine landscape. One of the key elements of the project will be to make targeted investments in tourism so as to increase revenues and jobs in the protected areas and surrounding communities.

The IFPA-CD project is jointly implemented by Ministry of Water and Environment (MWE) as the Lead Agency and Ministry of Tourism, Wildlife and Antiquities, National Forestry Authority (NFA) and Uganda Wildlife Authority (UWA).

Therefore, project aims to improve sustainable management of forests and protected areas and increase benefits from forests in target landscapes.

The interventions to achieve the above outcomes include; i) management of forest and wildlife protected areas in the Albertine Rift and West Nile region; ii) enhancing productivity of forests and wildlife protected areas; and, iii) increasing resilience of landscapes and livelihoods to climate change and impact of refugees.

The Project will support the NFA to strengthen their capacity to harness the tourism potential by generating revenues from ecotourism in the targeted central forest reserves.

NFA therefore is seeking the services of a consultancy firm to conduct training and capacity building of NFA staff in Ecotourism activities, which include tour guiding skills so as to improve sustainable service delivery, enhance revenue collection and tourist experiences. A total of 21 NFA front line staff from Budongo system range, Muziizi River Range, South western, Range and Mafuga plantation area, representing the main eco-sites of Budongo, Kalinzu, Bugoma, Kasyoha- Kitomi, Matiri and Echuya CFRs, shall be trained in tour guiding, customer care, safety and security and other elements which contribute to improved sustainable tourism experiences and service delivery. This training will be held in Kalinzu ecosite for all frontline staff including practical sessions.

The second training session will be held for 29 NFA headquarters staff from Senior Management, Natural Forests, Ecotourism, Planning, Business development, Legal, ICT, Procurement and Finance sections. This training will be conducted in NFA headquarters with focus on ecotourism planning, management, promotion and marketing with no field practical session. NFA will involve one Tourism /Wildlife Officer from UWA to give key note address during the sessions for sharing experiences.

2. Objectives of the Assignment

The overall objective of this assignment is to prepare and deliver the training to build capacity of the identified NFA staff in headquarters and at field level in ecotourism business activities and in tour guiding skills in order to enhance the guests' tourist expectations and to improve the livelihoods of the forest adjacent communities.

2.1 Specific objectives

The specific objectives of the training to be designed and delivered by the consultant include the following:

i) Training at Policy level

- a. Create an understanding of Ecotourism, its links to forest and environmental conservation, economic benefits and cultural heritage.
- b. Outline the key elements of planning, management and promotion for development of Ecotourism as a business enterprise.
- c. Overview of the national and regional networks for the promotion and marketing of ecotourism business.

ii) Training at operational level

- Create understanding of ecotourism as a sustainable forest-friendly business that benefits communities, supports forest conservation and cultural heritage.
- Equip staff with the basic knowledge on ecotourism products and guiding skills for improved tourist satisfaction
- Improve the staff understanding of customer handling and care; safety and security.

3. The scope of the assignment

The achievement of NFA objectives for sustainable management of ecotourism requires the strengthening of capacity of NFA staff to develop and implement viable strategies and activities. The scope of work for the consultant will include but not limited to:

1. Undertake a basic training needs assessment for the identified staff;
2. Design a training manual for a training course covering the topics indicated in these terms of reference and other topics that may be deemed relevant, as agreed with the NFA.
3. Conduct training course for NFA headquarter staff covering two (2) days and second training for front line staff covering five (5) days.
4. Deliver training to the identified staff as per the list of staff provided to the consultant by NFA.

The training topics will include but not limited to:

i) Training at Policy level

1. Introduction to sustainable eco-tourism, its links to conservation, education, research and cultural heritage.
2. Strategies and elements for ecotourism planning, management and product development, promotion and marketing for sustainability.
3. Developing NFA ecotourism as sustainable economic investment that supports conservation, generates revenue and benefits communities- the role of management leadership.
4. The role of conservation education and research in promoting ecotourism.
5. The role of partnerships with private sector and local communities in product development and diversification for sustainable ecotourism.
6. Approaches for surveys and monitoring of social, economic and environmental impacts of the ecotourism enterprise to provide feedback data for adaptive management
7. The role of regional and international policies, guidelines and networks in developing sustainable tourism.
8. Social inclusion in ecotourism including gender mainstreaming in conservation leadership and governance models.

ii) Training at operational level

1. Introduction to sustainable eco-tourism, its links to conservation, education, research and cultural heritage.
2. Basic principles for nature conservation as the foundation for ecotourism development.
3. Ecotourism product knowledge, development, promotion and marketing of the available products.
4. Planning and designing visitor's tours and managing visitor's numbers in high season to ensure sustainable carrying capacity of the Ecotourism sites.
5. Customer care, safety and security.
6. Storytelling and nature interpretation
7. Basic First Aid training skills and management of minor accidents.
8. The basic management of wildlife human behaviour to address Human-Wildlife interactions.
9. Basic approaches to community collaboration and relations for the sustainable management of ecotourism.
10. Planning and maintaining organized, clean, tourism infrastructure including trails, rest points, washrooms and others.
11. Handling visitor information requirements, records and equipment.
12. Practical demonstration sessions of tourist guiding requirements in the ecosite.

4. Team Composition & Qualification Requirements for the Key Experts

The Firm should demonstrate that they meet the following minimum standards:

- i. Sound knowledge of Ecotourism and nature-based tourism in East African landscape;
- ii. Ability to field a team of experts skilled in the fields of Ecotourism Development, Marketing, Product Development, Nature Interpretation, Customer Care and Handling and Human-Wildlife Interaction.
- iii. Demonstrated ability to design and deliver tourism-related trainings globally;
- iv. Experience in managing contracts of comparable value and scope;
- v. Demonstrated ability to outline the link of Ecotourism with other relevant private and government sectors for integrated business development.
- vi. Demonstrated capacity to deliver well-written and well-designed English reports and visual materials that will require no further editorial work once completed.

4.1 Qualification Requirements for the Key Experts:

Team Leader / Lead Trainer:

- i. The team leader should possess Masters in Tourism and Hospitality Management or the equivalent.
- ii. He/she will be responsible for coordinating the consultant's team, preparing and assuring quality of the deliverables, and serving as the main contact point for the team.
- iii. He or she shall have a minimum of 12 years of general experience, at least 5 years of demonstrable specific experience of training and research, implementation (client management, product development , etc.) or consulting on nature-based tourism evidenced by 5 copies of contract completion certificates.
- iv. Good understanding of nature conservation principles, practices and challenges.
- v. Have adequate skills related to strategic planning, adaptive implementation, partnerships and monitoring for nature-based tourism.
- vi. Excellent interpersonal, communication and report writing skills

Marketing and Customer Care Expert:

- i. Should have Bachelor's degree in marketing or its equivalent.
- ii. He/she will have 8 years of experience in marketing of services and products in both urban and rural settings evidenced by at least 5 copies of completion certificates.
- iii. Demonstrate application of basic promotion and marketing experience to nature-based tourism services and products and their markets evidenced by at least 2 copies of certificates of completion.

- iv. Demonstrate practical skills in handling clients with relevance to tourist visitor satisfaction.
- v. Experience in networking with the tourism stakeholders and product markets.
- vi. Understanding of the local language of the target communities or use of an interpreter
- vii. Excellent interpersonal, communication and report writing skills.

Ecotourism Guiding Expert:

- i. The Ecotourism Guiding Expert should possess at least a Bachelor's degree in tourism, natural resources management or tourism-related field.
- ii. He/she will be responsible for designing and delivering sections of the training related to practical tour guiding.
- iii. He or she shall have a minimum of 8 years of guiding experience; evidenced by at least 5 contract completion certificates.
- iv. Good understanding of current and potential ecotourism products for tourist attraction.
- v. Conversant with the tour operations and safeguards requirements and standards.
- vi. Demonstrate understanding of the local language of the target communities or use of an interpreter.
- vii. Excellent interpersonal, communication and report writing skills

5. Reporting Requirements and Time Schedule for Deliverables

5.1 Reporting requirements

The Consultant(s) shall report to the Executive Director NFA but will work closely with the Institutional Focal Point for the Project and the Contract Manager as shall be assigned and instructed by the Executive Director NFA.

5.2 Expected deliverables

As per the detailed task description above, the consultancy firm will deliver the following outputs:

- a) An inception report detailing the proposed work plan and methodology, results of the rapid training needs assessment of the identified staff, and provision of a Training manual – three (3) Weeks after contract signature.
- b) A full set of training materials, including presentations and other learning materials, for approval by the NFA – three (3) weeks after approval of the inception report by the NFA.
- c) Delivery of the training to the selected staff – after approval of the training materials, on the dates agreed upon with the NFA. The training will be delivered in person at the NFA premises and in the field (2) weeks.
- d) Draft training report – (two) 2 weeks after the training course concludes (with videos, link to photo folder
- e) Final training report two (2) weeks after review and comments on the draft report.

All documents will be submitted in English 5 hard copies and 1 soft copy on a USB (Word and PDF) to the client at the following address:

THE EXECUTIVE DIRECTOR
NATIONAL FORESTRY AUTHORITY
PLOT 10/20, SPRING ROAD,
P. O. BOX 70863, KAMPALA,
Email: info@nfa.go.ug
Tel: +256 312 264035/6

6. Assignement duration

The tasks and related outputs of the contract are expected to be completed in within three (3) months after contract signature. The details of the actual dates will be agreed with the successful consultancy firm.

7.Client's Input and Counterpart Personnel

- a. NFA will provide the consultants with the list of selected staff for training immediately upon signing the contract.
- b. NFA will provide the consultant with the necessary counterpart ecotourism staff for coordination of the assignment.
- c. NFA will provide the consultant with free access to its facilities for the purpose and duration of the training period.

8.The Consultant's responsibility

1. Provide all the training materials within the cost of the contract.
2. The transport costs to and from the training venue will be borne by the consultant.
3. The transport costs for the trainees to the field for practical sessions will be borne by the consultant within the cost of the contract.