



TERMS OF REFERENCE

FOR

**CONSULTANCY SERVICES TO TRAIN COLLABORATIVE
FOREST MANAGEMENT GROUP MEMBERS IN TOUR
GUIDING SKILLS IN BUDONGO, BUGOMA, ECHUYA, AND
KALINZU CENTRAL FOREST RESERVES**

April 2024

1. Background

The National Forestry Authority (NFA) in partnership with the World Bank is implementing a project called, 'Investing in Forests and Protected areas for climate- Smart development'.

NFA, which is a semi-autonomous government organization established under the National Forestry and Tree Planting Act (2003) has been implementing Collaborative Forest Management (CFM) for the past two decades. The CFM approach enables communities to participate in meaningful negotiations and decision-making regarding the routine management of forest resources, and to benefit from the sustainable co-management of forests.

Government of Uganda recognizes the role of Ecotourism as a non-consumptive activity in promoting conservation of ecosystems. The NFTP Act 2003, provides for licencing of Ecotourism under public private partnership in CFRs. The Project will support NFA to better harness tourism potential by generating revenues from ecotourism in the targeted central forest reserves. NFA therefore, under component 1.2.3, intends to improve skills of CFM group members through training in tour guiding in selected CFRs.

Tour guides are individuals who provide beneficial information and knowledge about a certain topic or destination to tourists and other audience members. A tour guide is an integral link in the tourism product chain of a destination and plays a vital role in adding to the overall experience of the tourist. His/her responsibilities include, but are not limited to; protecting the image of the destination, providing factually correct information about the destination and the services offered, ensuring safety of the tourist and rendering all other assistance they might need. Tour guiding is a specific skill which needs specialized training. Tour guiding can be also an income earner for the CFM group members.

NFA is seeking the services of a consultancy company to conduct training and capacity building of selected CFM members in Ecotourism activities which includes: -tours guiding skills so as to improve sustainable service delivery, enhance revenue collection and tourist experiences. A total of 40 CFM members around Echuya, Bugoma, Budongo and Kalinzu CFRs shall be trained.

2. Objectives of the Assignment

The overall objective of this assignment is to train and build capacity of CFM group members in tour guiding skills to enhance tourist experiences which is expected to generate greater opportunities for the community members and increase visitors' numbers, translating also into improved livelihoods of the forest adjacent communities.

2.1 Specific objectives

The training program should provide participants with adequate knowledge and skills to:

- a) Understand the key elements involved in Ecotourism, its links to environmental conservation and community livelihoods.
- b) Presentation and interpretation skills – how to plan tour itineraries around the CFR, time management, effective delivery and commentary, etc.
- c) Guiding skills and techniques – how to manage groups, how to respond to questions, how to handle problems/emergency situations, etc.
- d) Equip communities with the basic knowledge on ecotourism products and guiding skills for tourist satisfaction.
- e) Introduce elements of customer handling and care.

3. The scope of the services.

The scope of work will include the following:

- a) Undertake basic training needs assessment for the identified CFM members;
- b) Design a training manual covering the topics indicated in these terms of reference and other topics that may be deemed relevant, as agreed with NFA; and
- c) Deliver training to the identified community members as by the list provided to the consultant by NFA.
- d) The topics for training will include but not limited to the following:

Understanding ecotourism:

- Elements of sustainable ecotourism, its links to environmental conservation and community livelihoods.
- The role of local communities in sustainable ecotourism development.
- Approaches to promote ecotourism as a sustainable forest-friendly business that emphasizes conservation, education, community involvement and socio-economic development.
- Ecotourism products knowledge, development and promotion
- Key elements to promote community management and organizational strengthening for the community-based sustainable tourism.
- Social inclusion in ecotourism including gender mainstreaming.
- The challenges in implementing community-based sustainable tourism and strategies to address them.

Tour guiding skills

- How to design and plan tour itineraries around the CFR: factors to take into consideration (group size, ages, determining what products/attractions to include in an itinerary, impact of tours on natural assets, etc)
- Guiding skills and techniques (how to manage groups, how to respond to questions, time management, effective delivery and storytelling/commentary and nature interpretation)
- How to handle problems/emergency situations, safety and security, basic First Aid skills and management of minor accidents
- Basic knowledge on management of wildlife human behaviour to address human-wildlife conflicts.
- Practical demonstration sessions of tourist guiding aspects in a forest environment.

Each CFM group will be trained at a location close to their target CFR, thus there will be four training sessions organized. Each training is expected to be at least one week, and include a combination of theory with information tailored to each specific location and practical exercises.

4. Qualifications and expertise of the Consulting Company.

4.1 Qualifications and experience

The assignment will be done by a consulting company with the following Qualifications and experience:

- a) A minimum of 5 years' Experience of the firm in training Community groups in tour guiding skills in the East African region (evidenced by copies of five contract agreements for similar assignments and completion certificates).
- b) Good understanding of community-based sustainable tourism and nature sensitivity to the impacts of tourism.
- c) Extensive track-record of providing similar training experiences with local and/or indigenous communities adjacent to conservation areas. (Minimum of three similar assignments, as evidenced by copies of contract agreements)
- d) The company organogram demonstrating the availability of key experts.

4.2 Expertise required:

Tourism Expert (Lead Consultant)

- a) Should have a Bachelor's Degree in Tourism or a related field with a Minimum of 5 years' experience in executing similar assignments with reputable organisations in the East African region (Copies of the contract agreement must be attached).
- b) Knowledge of Ecotourism management, Nature interpretation, Customer Care, Wildlife behaviour and sensitivities of the natural environment among others.
- c) Must be an experienced trainer in skills development, especially in the hospitality field.
- d) Excellent interpersonal, communication and Report writing skills are essential.
- e) Good understanding of local languages in Western Uganda or proven provision of a translator.

Nature Conservation Expert

- i. The nature conservation expert will hold B.Sc. in Forestry, Botany and or Zoology with minimum experience of 5 years in practice of working in natural resource conservation.
- ii. Have knowledge and practice in promoting sustainable forest management with communities and other stakeholders. He/she will particularly demonstrate knowledge and competence in the areas of sound ecosystem stewardship, nature interpretation, human -wildlife conflicts; stakeholder awareness and partnership and social and environmental safeguards for tourism management.
- iii. Must be an experienced trainer in this field.
- iv. Excellent interpersonal, communication and report writing skills.
- v. Good understanding of local languages in Uganda or provision of a translator.

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, communication plan and provision of a Training manual. A Full set of training materials, i.e. presentations and other learning materials, for approval by the NFA – three (3) weeks after approval of the inception report and contract signature.
- b) Delivery of the training to the selected staff – 3 Weeks after approval of the training materials, on the dates agreed upon with the NFA.
- c) Draft training report – (two) 2 weeks after the training course

concludes (with videos, link to photo folder and final training report) for approval by NFA.

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. Assignment duration

The tasks and related outputs of the contract are expected to be completed within twelve (12) weeks after contract signature. The details of the actual dates for the specific trainings will be agreed with the successful consultancy firm.

7. Inputs by National Forestry Authority.

- a). NFA will provide the consultants with the list of selected CFM members for Training immediately upon signing the contract.
- b) NFA will support the consultant with the necessary professional Ecotourism and support staff for execution of the assignment.
- c) NFA will allow the consultant free access to its facilities for the purpose and duration of the training period.

8. The consultant's other responsibilities.

- a) Arrange for suitable training venue and provide all the meals and transport reimbursement for travel to and from the training venue, as may be applicable, within the contract cost.
- b) Provide all the training materials, training equipment (including computer, screen, projector, audio-visual equipment) within the cost of the contract. It will also include papers, pens/pencils, and any other equipment needed by the participants.

c) The transport costs to and from the training venue will be borne by the consultant.