



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)

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 tours 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 shall be trained representing the main eco-sites of Budongo, Kalinzu, Bugoma, Kasyoha- Kitomi and Echuya CFRs. In addition, 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. The training sessions above will be conducted within NFA premises. 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 the training, deliver the training to build capacity of the identified NFA staff at the headquarters in ecotourism 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:

- Create understanding of the key elements of Ecotourism, its links to forest and environmental conservation and cultural heritage.
- Equip staff with the basic knowledge on ecotourism products and guiding skills for improved tourist satisfaction.
- Improve customer handling and care.
- Create understanding of ecotourism as a sustainable forest-friendly business that benefits communities and supports forest conservation and cultural heritage.

3. The scope of the assignment

Crucial to the achievement of NFA objectives is the strengthening of capacity of the front-line staff to develop and implement strategies for the sustainable use and management of the forests. 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 with duration of two (02) weeks covering the topics indicated in these terms of reference and other topics that may be deemed relevant, as agreed with the NFA; and
3. 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:

1. Elements of sustainable eco-tourism, its links to environmental conservation and cultural heritage.
2. The role of conservation education and research in promoting ecotourism.
3. The role of international and regional policies and guidelines in developing Sustainable tourism.
4. The role of local communities in sustainable ecotourism development.
5. Approaches to promote sustainable community-based tourism, as forest friendly business that emphasizes conservation, education, Research, community involvement and socioeconomic development.

6. Storytelling and nature interpretation.
7. Ecotourism product knowledge, development and promotion.
8. The types of activities to be proposed to tourists depending on the specific context;
9. Basic First Aid training skills and management of minor accidents.
10. The basic management of wildlife human behaviour to address Human-Wildlife interactions.
11. Social inclusion in ecotourism including gender mainstreaming in conservation leadership and governance models.
12. Managing ecotourism as a business- the role of management leadership.
13. Practical demonstration sessions of tourist guiding aspects.

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 field of Ecotourism marketing, Product development, Nature interpretation, Customer Care and handling and Human-Wildlife interaction.
- iii. Sufficient organisational, managerial and staffing capacity to operate across multiple forestry ecosystems with a programme of consistent quality;
- iv. Demonstrated ability to design and deliver tourism related trainings globally;
- v. Experience in managing contracts of comparable value and scope;
- vi. Demonstrated ability to outline the link of Ecotourism with other relevant private and government sectors for integrated business development.
- vii. 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 research, implementation (client management, product management, etc.) or consulting on nature-based tourism evidenced by 5 copies of contract completion certificates.
- iv. 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 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. Understanding of the local language of the target communities or use of an interpreter
- vi. 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) Design a full set of training materials, including presentations and other learning materials, for approval by the NFA – two (2) 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 Headquarters within 5 (five) days.
- d) Draft training report – (one) 1 week and 2 days after the training course concludes (with videos, link to photo folder).
- e) Final training report – one (01) week after review and incorporation of comments.

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 in within two (2) 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 professional Ecotourism and support staff for execution 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 plus accommodation costs will be borne by the consultant.