

## REQUEST FOR EXPRESSIONS OF INTEREST

### FOR INDIVIDUAL CONSULTANT

#### AFRICAN DEVELOPMENT BANK

Statistics Department (ECST)

Avenue Joseph Anoma

01 B.P. 1387, Abidjan 01

Côte d'Ivoire

Email: [b.adingra@afdb.org](mailto:b.adingra@afdb.org); [m.mzid@afdb.org](mailto:m.mzid@afdb.org);  
[s.saidi@afdb.org](mailto:s.saidi@afdb.org)

1. The African Development Bank hereby invites Individual Consultants to express their interest in the following Assignment: Consultancy services for the Preparation of the **Africa Tourism Monitor 2019**.
2. The services to be provide under the Assignment include the provision of Africa Tourism Monitor's Data and Editorial Content; the promotion and the presentation of the Africa Tourism Monitor through Africa's leading road shows, travel shows, conferences, seminars, and special events; and the Organization of Meetings of African Tourism Ministers.
3. The African Development Bank (AfDB) seeks to build upon the earlier work of the Africa Tourism Monitor and to produce the sixth and subsequent editions, of the publication that will continue to advance the African tourism sector while also making recommendations to boost the tourism industry on the continent. The Bank intends to engage African Tourism Ministries, Government Agencies, and Private Sector Leaders to ensure a lasting and far-reaching impact on the transformation of tourism sector. It also seeks to emphasize the benefits of tourism at the country and regional levels by assisting nations in developing tourism policy frameworks and learning best practices from contributions by industry leaders.
4. ECST1 invites Individual Consultants to indicate their interest in providing the above-described services. Interested Consultants should provide information on their qualifications and experience demonstrating their ability to undertake this Assignment (documents, reference to similar services, experience in similar assignments, etc.).
5. The eligibility criteria, the establishment of a short list and the selection procedure shall be in conformity with the Bank's Procurement Policy for the Recruitment of Individual Consultants. Please note that interest expressed by a Consultant does not imply any obligation on the part of the Bank to include him/her in the shortlist.
6. The estimated duration of services is **05 months** and the estimated starting date is 1<sup>st</sup> April 2019.

7. Interested Individual Consultants may obtain further information at the address below during the Bank's working hours between 8:00 and 17:00 hours.
8. Expressions of interest must be received at the address below no later than **22nd March 2019 at 17:00 hours** local time and specifically mentioning: **Consultancy services for the Preparation of the Africa Tourism Monitor 2019**

Statistics Department (ECST)

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01 B.P. 1387

Abidjan 01

Côte d'Ivoire

Attention: Ms. Bossoma Rose-Marie ADINGRA, ([B.ADINGRA@AFDB.ORG](mailto:B.ADINGRA@AFDB.ORG))

and Ms. Meriem Mzid ([M.MZID@AFDB.ORG](mailto:M.MZID@AFDB.ORG)) with copy to: Mr. Slaheddine SAIDI ([S.SAIDI@AFDB.ORG](mailto:S.SAIDI@AFDB.ORG)).

#### **EVALUATION CRITERIA**

9. The following criteria with the corresponding weights shall be considered in the selection of the candidate:

<b>CRITERIA</b>	<b>WEIGHT</b>
General qualifications and adequacy for the proposed Assignment	30
Similar experience in the area of expertise of the Assignment as described in the Terms of Reference	50
Experience with the Bank or other international donors	10
Language proficiency	5
Knowledge of the Region	5

Please attach an updated Curriculum Vitae on the basis of the template below:

**MODEL CURRICULUM VITAE (CV)**

Title of the Assignment:

Department:

Surname:

Birth Date:

Address:

Telephone:

First Name:

Nationality:

Country:

E-mail:

<b>Are any of your family members (spouse/partner, father/mother, Brother/sister, Son/daughter, etc.° employed in the African Development Bank?</b>			Yes <input type="checkbox"/> No <input type="checkbox"/> If « Yes », the following data must be provided
Name	Relationship	Organization Unit	Place of Assignment

Language Level	Read	Written	Spoken
English	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
French	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
Other (specify)	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent	<input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent

**Key Qualifications:**

Please provide (i) a summary of your experience and training highlighting the most relevant for the proposed assignment, and (ii) the responsibilities which you exercised. Utilize one half-page maximum.

**Education (University Level and above only):**

Name of University - City - Country	Period		Diploma Obtained	Main Topic / Major
	From	To		

**Professional Training:**

Name of Training Institution- City - Country	Type of Training	Period		Certificates or Diploma Obtained
		From	From	

**Employment Record:**

Begin with your most recent employment. For each job since your Master Degree achievement, please indicate:

- Name of the Employer
- Type of Activity/Business of the Employer
- Title / Function
- Place of Employment
- Brief Description (three lines maximum) of main accomplishments and responsibilities

**Reference:**

Please indicate the name and address of three persons with no family relationship with yourself, familiar with your character and titles.

I hereby certify that the responses which I provided above are all, to the best of my knowledge, true, complete and accurate. I acknowledge that an inaccurate statement or essential omission in a personal declaration or another document required by the African Development Bank might result in the rejection of my application, termination of my Contract or any other administrative sanction by the Bank. The African Development Bank may verify any statements which I made in this application.

Date: \_\_\_\_\_

*Signature:*

**Terms of Reference**  
**Consultancy for Preparation of the**  
***Africa Tourism Monitor 2019***

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## A. Background

In the fifth edition of the *Africa Tourism Monitor*, we highlighted the AfDB's High 5s, where we examined "Tourism as a Pathway to Industrialization, Integration, Quality of Life, Agriculture, and Powering up Africa." The publication featured the most recent data on tourism's catalyzing impact on global and African economies.

In 2016, international tourism arrivals reached the highest levels to date with 1.239 billion arrivals, a 3.9% increase from 2015. As global tourism increases year over year, we are delighted to report that African tourism is on the rise once again, after years in decline. In 2016, Africa's tourist arrivals increased to 62.9 million, up modestly from 62.5 million in 2015 (a 0.64% increase); this is a 5.1% share in worldwide tourism arrivals. In 2016, global tourism receipts totaled US\$ 1.225 trillion. International tourism receipts in Africa totaled US\$ 36.2 billion in 2016, comprising 3% of global tourism receipts.

Tourism significantly adds to employment gains on the continent, and provides tremendous opportunities for skills development and advancement. Direct travel and tourism employment in Africa increased to 9.3 million (2.6% of total employment), with 6.8 million jobs in sub-Saharan Africa and 2.5 million jobs in North Africa in 2017. Globally, tourism accounts for 3.8% of direct employment as a percentage of total employment, compared to 2.6% in Africa, 4.4% in North Africa, and 2.3% in sub-Saharan Africa.

In 2017, total tourism employment in Africa also experienced a steady rise, where travel and tourism jobs accounted for 6.5% of total employment of 22.8 million jobs (including direct, indirect, and induced employment); this includes 17.2 million jobs in sub-Saharan Africa, and 5.6 million jobs in North Africa.<sup>1</sup>

With tourism on the rise in Africa, it is critical to draw on the collaboration and expertise of public and private sector practitioners to shape the development of the travel and tourism sector for sustainable growth. The Bank must also continue to lead the way in these efforts. In the 2019 *Africa Tourism Monitor*, we plan to highlight regional integration in tourism as a driver for Africa's economic growth.

## B. Objectives

The long-term objective of this assignment is to build upon the earlier work of the *Africa Tourism Monitor*. The first step is to produce the sixth and subsequent editions of the publication that will continue to advance the African tourism sector while also making recommendations to boost tourism on the continent. By renewing this agreement, we seek to strengthen the data collection already completed and further expand outreach efforts to generate more traffic to the Data Portal site to highlight the role of the Bank as a knowledge center and resource for tourism data.

Additionally, we seek to engage African Tourism Ministries, Government Agencies, and Private Sector Leaders to ensure a lasting and far-reaching impact on the transformation of the tourism sector. Tourism remains a significant sector for the African economy for job creation, economic growth, and sustainable development. We will do this through providing data and

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<sup>1</sup> *Africa Tourism Monitor*, vol. 5 (African Development Bank, 2018), 4-5.

concrete case studies highlighted in the *Africa Tourism Monitor*.

Finally, our work will emphasize the benefits of tourism at the country and regional levels by assisting nations in developing tourism policy frameworks and learning best practices from contributions by industry leaders.

## C. Deliverables

The consultants will work to provide the following deliverables to the Bank:

### 1. *Africa Tourism Monitor* Data and Editorial Content

The consultants will write and develop a selection of articles on Africa's tourism industry trends, best practices, and new opportunities for tourism growth in the *Africa Tourism Monitor* Report. The consultants will provide narratives on prevailing sector dynamics as exemplified by the tourism statistics presented.

#### **Sample List of Articles for the 2019 Report (subject to change):**

- Foreword by the African Development Bank
- Preface and Key Tourism Facts
- Africa Tourism: The Numbers
- Africa Tourism Data Portal
- Tourism's Contribution to Employment
- Insights from Africa's Tourism Leaders and Policymakers
- Regional Integration for Africa's Economic Prosperity
- Creating Brand Africa for Pan-African Tourism Development
- Hotel Chain Development Pipelines in Africa, 2019
- Africa's Aviation Outlook, 2019
- Leveraging Africa's Tourism Infrastructure
- Boosting Regional Tourism Value Chains
- Greening and Sustainable Tourism
- Technology and Innovation in Africa Tourism
- Big Data for Africa Tourism (Google, Travelzoo, Expedia)

### 2. *Africa Tourism Monitor* and Data Portal Outreach (in Africa and the U.S.)

The consultants, together with our affiliates, will promote and present the *Africa Tourism Monitor* through Africa's leading road shows, travel shows, conferences, seminars, and special events. A comprehensive list of proposed promotional opportunities will be provided.

### 3. Organization of Meetings of African Tourism Ministers

These are meetings dedicated especially to the Tourism Ministers of Africa to attend and discuss ways in which they can improve the collective policy environment for tourism, as well as foster sustainable development in their respective countries. We will identify key meetings and possible presentation opportunities for the dissemination of the *Africa Tourism Monitor*.

## D. Duration and Proposed Timeline

The consultants can work from April 2019 to August 2019 for a duration of five (5) months.

### Proposed Timeline

#### April Deliverables:

Tourism Statistics Data Collection  
Article Contributor Research  
Proposal of Theme and Article Topics and Contributors

#### May-June Deliverables:

Prepare Tourism Statistical Research  
Contributor Outreach for Article Submission  
Collect Media Library for Report

#### July Deliverables:

Send Final Content  
Make Final Revisions with Editor and Design Team

#### August Deliverables:

Prepare Thank You Letters  
Prepare Final Consultancy Summary Report

## E. Qualifications of Consultants

In 2010 and 2011, New York University Africa House produced the *State of Tourism in Africa* publication in collaboration with the World Bank and the Africa Travel Association. The objective of the publication was to make the case for tourism in Africa by including tourism facts, data, figures, and success stories of stakeholders across the continent.

The *State of Tourism in Africa* Reports of 2010 and 2011 were of particularly great value to those working in the tourism sector and those interested in its economic potential on the continent. Subsequently, in collaboration with African Development Bank, the consultants led the editorial direction and content creation for the *Africa Tourism Monitor* in 2013, 2014, 2015, 2016, and 2018, which were published and widely disseminated.

Given this prior experience, we are well positioned to serve as the consultants in the production of the 2019 *Africa Tourism Monitor*, and subsequent publications.