

REQUEST FOR QUOTES – RFQ
Sustainable Tourism Long-term Technical Assistant (LTTA)

**INCLUSIVE SOCIO-ECONOMIC DEVELOPMENT PROJECT
IN BENI MELLA KHENIFRA REGION (ISED-BMK)**

Location	Beni Mellal
Launch date of the RFQ	August 25, 2022
Tender number	ISED-BMK/RFQ 2022-8
Title of the RFQ	Sustainable Tourism Long-term Technical Assistance
Post Title	Sustainable Tourism Long-term Technical Assistant (LTTA)
Deadline for questions	September 1, 2022, at 11:59 p.m. Rabat-Morocco time
Deadline for responses	September 5, 2022, at 11:59 p.m. Rabat- Morocco time
Type of Contract	Consultancy Contract
Level of Effort (LOE)	110 days
Languages Required	Arabic and French (English and Tamazight highly desired)
Closing date for applications	September 9, 2022, at 11:59 p.m. Rabat- Morocco time
Offer to be submitted by email to	Morocco.ISED.Procurement@fhi360.org
Starting Date <i>(date when the selected candidate is expected to start)</i>	October 10, 2022

Project Description:

Family Health International 360 (FHI 360) is a nonprofit organization focused on human development, which works to improve the conditions of life in a sustainable way, through the promotion of solutions integrated and adapted to the local context. FHI 360 is present in more than 70 countries and throughout the United States.

In 2020, FHI 360 was selected by the United States Agency for International Development (USAID/Morocco) to implement the Inclusive Socio-economic Development Project in the Beni Mellal Khénifra Region (ISED-BMK). The ISED-BMK Project (2020-2025) aims to support the BMK region in achieving its economic and social development priorities by strengthening participatory governance (component 1) and improving economic growth opportunities and job creation (component 2), with particular emphasis on young people, women, and people with disabilities. The BMK-ISED project is implemented by a consortium led by FHI360 and composed of Mississippi State University, the Intilaka Association for Development, Environment and Culture (AIDECA), and FSVC/LixCap.

Consultancy Description:

The Sustainable Tourism LTTA will support the USAID ISED-BMK project to promote sustainable tourism and help to design a recovery plan for the tourism sector. The Sustainable Tourism LTTA will also assist in the delivery of capacity building initiatives and product development in line with community based sustainable tourism goals and objectives. S/he will work closely with other ISED-BMK staff engaged in tourism sector activities, the FHI 360 HQ-based technical advisor for sustainable tourism, and relevant public and private stakeholders (including other donor-led tourism development projects and initiatives in BMK).

The Sustainable Tourism LTTA reports to the Deputy Chief of Party. She/he will be based in Beni Mellal and is responsible for the following:

Key Tasks

Building on existing working documents and processes, the **Sustainable Tourism Long-term Technical Advisor** will have the following functions and responsibilities:

1.1. Research, mapping and designing tools and strategies:

- Identify the BMK's key natural, ecological, and cultural potential tourism offerings.
- Design of a recovery plan for the tourism sector and support its implementation with local tourism stakeholders.
- Research and analyze domestic consumer behavior in BMK.
- Develop a list of tourist destinations and activities and rank sites based on pre-defined data-driven selection criteria.
- Identify resources and channels that can be accessed to support sustainable tourism promotion BMK.
- Assess and map sustainable tourism resource assets in cooperation with stakeholders and FHI 360 staff.
- Support the project's communication and visibility strategy.

1.2. Technical assistance

- Assist key stakeholders to understand how to leverage national and local level tourism strategies and budgets to support the development of their offering.
- Help local businesses identify, and potentially launch, new sustainable tourism products and service offerings and undertake targeted marketing strategies to promote BMK as a sustainable tourism destination.
- Support the growth of BMK as an adventure, experiential, and sustainable tourism destination.
- Engage local stakeholders to develop a strategy to promote BMK as a domestic and international destination.
- Provide information on tourism activities for project reports (weekly brief, quarterly and annual reports, annual workplans, and other documents as required).
- Support building climate change and conservation awareness in the tourism sector to promote green growth.
- Support Sustainable Tourism in BMK through training, mentoring, and skills transfer to adapt globally accepted sustainability guidelines and international best practices to local contexts within the tourism industry.
- Coordinate tourism sector project meetings, events, and workshop logistics.
- Build skills within community sustainable tourism groups to effectively develop sustainable tourism products, host tourists, and engage with the private sector.
- Work closely with other partners (e.g., RBEC) to promote community-based sustainable tourism products, services, and promotional materials.
- Provide training, as appropriate, to local community tourism guides and sector stakeholders.
- Consider how to make tourism offering more accessible to people with disabilities
- Assess how to ensure gender inclusion in all aspects of tourism development and recommend specific initiatives to favor engagement of women
- Consider what tourism offerings could promote youth tourism and how youth can be engaged across the sector and in numbers greater than their share of the population
- Work with local guides and tourism authorities in developing interpretive signs in trekking areas and mapping of the eco-trails, including signage and other aides for people with disabilities.
- Perform other tasks as may be requested by the COP or/and DCOP

Duration of the mission and level of effort

The period of performance will extend from October 10, 2022, to September 30, 2023, for 110 workdays from the date of notification. The consultancy is considered complete upon validation of the final report.

Requirements

I Education and Qualification

A master's degree or equivalent in the areas of sustainable tourism, environment, biodiversity conservation, natural resource management or related field.

II Experience:

- Minimum experience of 8 years in fields such as sustainable tourism, the development of management plans, mainstreaming climate change or biodiversity, among others.
- Good analytical and problem-solving skills and related ability for adaptive management.
- Familiarity with sustainability concepts and practices will be an advantage.
- Experience working with a diverse group of stakeholders, including donor/development organizations, government officials, civil society leaders, community leaders, and project beneficiaries.
- Demonstrated leadership, facilitation and coordination skills, ability to manage technical teams and long-term strategic partnership.
- Maturity and confidence in dealing with government institutions and the private sector.
- Ability to seek/apply knowledge, information, and best practices from multiple sectors.
- Displays cultural, gender, religious, racial, nationality and age sensitivity and adaptability.
- Excellent coordination skills and result oriented collaboration with colleagues.
- Demonstrated ability to work in a team environment, to effectively work closely with thematic experts and other project counterparts to achieve the expected outcomes; and
- Good communication skills and competence in handling project's external relations at all levels.

III Knowledge

- Knowledge of the tourism industry - especially sustainable and/or regenerative tourism
- Good knowledge of climate change, biodiversity, rural development, social ecology, forestry, or related fields.
- Knowledge of sustainable tourism and local guiding and of tour operators and practices
- Knowledge of how to show genuine interest in helping local people develop skills, and in the conservation and protection of BMK's natural resources.

IV Languages/ Other:

- Proficiency in French and Arabic and a working knowledge of English are required.
- Knowledge of Tamazight is a plus.

V Expected Outputs

An indicative list of outputs/deliverables includes:

- Regular summaries of tourism sector activities for inclusion in FHI360 reporting.
- Activity reports (including activity evaluation reports)
- Monthly progress reports submitted to the DCOP
- Final project report elaborated and submitted

The following results are expected from the work of the consultant:

1. A work plan for this assignment, including methodology, indicative outline of each deliverable and a delivery schedule.
2. A proposed BMK-focused sustainable tourism sector recovery plan.
3. A defined set of sustainable tourism sector interventions based on the ISED-BMK workplan

How to Apply

Consultants wishing to submit an offer to this call for consultation are invited to present their proposals including the following items:

- An updated CV
- At least 2 references on missions carried out in the tourism sector
- A summary of the consultant's fees for the past two years.
- References: Full contact details of at least three clients for whom a similar service was provided in the past five years (include name, address, email, and telephone numbers).

General Rules and Conditions

Confidentiality:

- The consultant is required to respect strict confidentiality vis-à-vis all third parties, for all information relating to the assignment (no reproduction/dissemination of all or parts of assignment reports is permitted without prior written authorization by ISED-BMK).
- Any failure to comply with this clause will result in an immediate suspension of the contract (including termination).
- This strict confidentiality remains the rule, without limitation, after the end of the mission.

Data Protection:

- In the event that the consultant receives personal data, s/he is required to comply with the regulations for the protection of personal data and will act according to the preconditions relating thereto.

Procedures for submitting applications:

- Applications must be sent to FHI 360 by email to: morocco.ised.procurement@fhi360.org no later than September 9, 2022, before 11:59 p.m. Rabat, Morocco time. Applications received after the exact date and time will not be considered.
- An evaluation committee will review, and score received applications within one week of the due date, after which short listed applicants will be notified.
- Requests for clarification regarding this RFQ should be made in writing by email no later than September 1, 2022, before 11:59 p.m. Rabat, Morocco time to allow sufficient time for any response
- All inquiries should be emailed to: morocco.ised.procurement@fhi360.org. No clarification will be offered over the phone or in any way other than email.

Contract Mechanism:

- FHI 360 anticipates awarding a fixed price consulting contract to the selected applicant
- The payment schedule will be monthly and based on the deliverables to be negotiated during the award phase.

Payment

- Payment will be made on a month-to-month basis, after acceptance of deliverables and receipt of the service provider's invoice. Payment will be processed by bank transfer.
- Payments will be made in Moroccan Dirham for Moroccan consultants and in dollars for foreign consultants.
- For national consultants, deductions from IR (30%) and CNSS (6.74%) will be applied as provided for by Moroccan taxation. The amounts of the IR and the CNSS will be deducted at source and paid respectively to the Directorate General of Taxes and the CNSS. This is a non-negotiable condition, in compliance with the Moroccan labor and tax codes.
- For foreign consultants, the payment of taxes will be their responsibility in accordance with the laws of their countries of origin.
- The payment schedule will be fixed during the negotiation phase. Payment will be made monthly. The successful applicant will be required to submit the invoice in the required FHI 360 format for payment to be made.

FHI 360 is an equal opportunity employer and encourages qualified women, youth, and people with disabilities to apply.