



African Union Development Agency (AUDA-NEPAD)

REQUEST FOR EXPRESSION OF INTEREST (REOI)

CONSULTANCY SERVICES – FIRMS SELECTION

**CONSULTANCY SERVICES TO CONDUCT TOURISTIC ASSET INVENTORY AND
MAPPING ANALYSIS FOR SELECTED AFRICAN COUNTRIES**

PROCUREMENT NUMBER: 70/NPCA/NRG/TOURISM/QCBS/2019

INTRODUCTION

Tourism is a dynamic sector, which has been dubbed a “sunrise” sector that can always rapidly switch on for inclusive socio-economic growth. It also cuts across societal challenges and upheavals, as long as visitors’ and tourists’ safety are guaranteed. The African Union (AU) Agenda 2063 and the 2030 United Nations (UN) Agenda for Sustainable Development, took special recognition of tourism as one of the engines of inclusive growth and development, including positive impacts on job creation, environmental preservation, and effective resources management.

Africa boasts a rich and diverse cultural heritage, as well as natural assets, in terms of landscapes, unique flora and fauna. Africa remains one of the fastest-growing regions for the travel and tourism sector globally. Some of the recent socio-economic impact of tourism in Africa include, the employment sector, in which tourism supports about 9 million jobs, which is about 3 % of total employment in the continent. This is equivalent to 1 in 11 jobs in the continent’s economy. Africa’s aviation industry alone supports about 7 million jobs and contributes \$80bn to Gross Domestic Product (GDP) on the continent.

OBJECTIVES

If Africa is to participate well in the global ‘pleasure periphery’, it must look at ways in which the tourism sector can be promoted through the regions. There is therefore a need to 1.) Carefully evaluate the region’s use of tourism in its development strategy, and 2.) Set out broad parameters on future action, so as to enhance the economic and social benefits stemming from tourism development.

It is against this background that the African Union Ministerial Sub-Committee on Tourism have identified touristic asset inventory and mapping analysis in the region. The Sub-Committee recognizes the contributions of tourism to economy of scale; regional integration; and shared development costs, especially in infrastructure and marketing.

Though, there are several strategies in the continent to promote tourism. However, these strategies do not take into account the unique nature of the continents rich heritage and assets. A paradigm shift is required to appreciate community-based tourism projects; marketing of tourism products (such as adventure tourism, eco-tourism and cultural tourism).

A consulting firm will be required to carry out touristic asset inventory and mapping analysis, including cultural heritage in five regional blocs of the continent. Regional Economic Communities (RECs). The countries and RECs include:

SN	Region	Point of Reference (Regional Economic Community)	Country of Reference
1	North Africa	The Arab Maghreb Union (AMU/UMA)	Morocco
2	West Africa	The Economic Community of West African States (ECOWAS)	Ghana
3	East Africa	The East African Community (EAC)	Kenya
4	Central Africa	The Economic Community of Central African States (ECCAS)	Cameroon
5	South Africa	The Southern African Development Community (SADC)	South Africa

SCOPE OF THE ASSIGNMENT

Using regional approach, the Consultant will be required to perform the following activities:

- a) The mapping of major touristic assets and cultural heritage in the five African regional blocs
- b) The identification and description of major tourism attractions in each of the five African regional blocs and the uniqueness of the major tourism attractions;
- c) The identification of the communality of touristic attraction in each of the Regional blocs;
- d) Identify what is special about each of the region, to make tourists want to go to those regions;
- e) Identify the importance and contributions of touristic assets and cultural heritage of each of the given countries in the respective regions, to boost tourism in those regions;
- f) Identify the main reasons why tourists cannot travel from one country to another in the same region; and
- g) Recommendations to unlock issues limiting free movement of people within the same regional block, by making reference to existing best practices.

EXPECTED OUTPUTS:

The Consulting Firm is expected to deliver the following outputs:

- a. Inception report
- b. Inventory of touristic assets in regions
- c. Data base of respondents consulted during the exercise
- d. Inventory of institutions at National and regional levels that were engaged during assignment
- e. Inventory of best tourism practices in the regions of studies
- f. Study report with recommendations

The African Union Development Agency (AUDA-NEPAD) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Interested firms must provide information indicating that they are qualified and experienced to perform the services:

1. An Official signed Letter from an authorized official, expressing interest of the firm to participate in the Consultancy.

2. General profile and background of the firm which should elaborate the following:
 - a. Core Business of the firms
 - b. Names of authorized representatives of the firms (Power of Attorney).
 - c. In the cases of Consortiums/Partnerships/Associations shall be required to submit Joint venture Agreements/Joint Association letters stating the lead firm.
 - d. Commercial Registration of the firms attaching Registrations certificates.
3. Experience of the Firms in handling consultancy services of similar assignments in the past five years.
4. Availability of Professional Key Staff with Suitable Qualifications and experience in the field of assignment;
5. At least 3 (three) references from corresponding clients and sites to which the firm has provided services similar to these Terms of Reference

Reporting and Time Schedules: The duration of assignment is expected to be four (4) months. The Consultant will report directly to the Director of Programme Implementation and Coordination through the Officer designated for the assignment.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. Firms from African Union Members States and/or joint ventures will have an added advantage.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the AU Procurement Guidelines.

This is an Expression of Interest (EOI) only; submission of Financial Proposals is not applicable at this stage.

Expressions of interest must be delivered to the address below by the **7th June 2019 by 14:30 hours (South African Time)** and should be clearly marked as **“CONSULTANCY SERVICES TO CONDUCT TOURISTIC ASSET INVENTORY AND MAPPING ANALYSIS FOR SELECTED AFRICAN COUNTRIES. REF: 70/NPCA/NRG/TOURISM/QCBS/2019”**.

EOIs can also be sent by email, addressed to the address below. Interested Consultants may also obtain further information at the address below during office hours (08:00 - 17:00 South Africa time):

The Chairperson, Internal Procurement Committee (IPC)
African Union Development Agency (AUDA-NEPAD)
230, 15th Road, P. O. Box 218 Midrand,
1685 Johannesburg, South Africa
Email: bathom@nepad.org and procurement@nepad.org

Attention of: Procurement Division

Appendix 1:

Customer Reference Card

Please provide the following information for each referral client submitted (please fill out the form as required).

Footnote 1:

Organization/company name:	
Client name and title:	
Phone:	
E-mail:	
Address:	
Contract Value:	
Size of company 1: Number of employees:	
Size of company 2 : Number and location of offices in the world):	
Industry/market sector (private, public, non-profit):	
Detailed description of the services actually provided by your company (types, geographical coverage, etc.):	
Service duration (month): Start date (month/year): End date (month/year):	
Description of services provided on the referenced sites:	

NEPAD will have the right to contact each referral client provided by the providers. It is the claimant's responsibility to ensure that the contact information provided above is accurate and to ensure that your client will respond to the African Union Development Agency-NEPAD's questions.