



ممول من الاتحاد الأوروبي
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INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: May 9th, 2024

Country: Cairo, Egypt

Project: Supporting the Ministry of Local Development in Decentralization and Integrated Local Development with special emphasis on Upper Egypt

Implementing Partner: Ministry of Local Development

Consultancy: Rural Tourism Expert

Period of assignment/services: 60 days over a duration of 12 months.

Proposal should be submitted at the following email address tsp-procurement@nationaldsu.gov.eg

no later than **May, 23, 2024.**

Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. The Project will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

1. BACKGROUND

The EU-funded project implemented by UNDP aims at supporting the Ministry of Local Development (MoLD) in creating a modernized and decentralized local administration system at the central and local levels in selected governorates, that adheres to good governance, whose function is to support and promote integrated local development through upholding excellence in local public services delivery and promoting local economic and social development. The suggested outputs are responsive to the priority areas of interventions identified by MoLD.

Developing and rebuilding local institutional capacity is core not only for implementing decentralization, but also to achieve the ultimate objective of local development as represented in local economic development and provision of improved services and infrastructure. Creating productive employment opportunities in each locality that caters to all requires effective and practical yet a strategic framework for economic development, including targeted public investment in infrastructure, development of human capabilities, active promotion of innovation and entrepreneurship, and alignment with national policies for trade, investment and the like. Moreover, enhancing public service delivery systems increase citizen satisfaction with government performance, particularly when adhering to good governance.

In accordance, the Project aims at supporting the Ministry along the following:



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1. Setting local development policies (decentralization, LED, rural development, etc.) and legislative framework.
2. Developing the local administration: institutional structure, main functions (local service delivery, etc.), operating systems (information, M&E, etc.).
3. Establishing mandates for the governorates for Local Economic Development and supporting them in activating LED processes.
4. Selection, qualification and capacity building of local administration leadership and staff.

The Project aims at carrying out interventions in four governorates in Upper Egypt; Fayoum, Beni Suef, Luxor and Aswan.

2.CONTEXT AND MAIN OBJECTIVE OF THE CONSULTANCY MISSION

Rural tourism is frequently mentioned as a mean for rural development as well as sustainable tourism. It plays a pivotal role in rural development as a means to improve economic conditions of rural areas and aims at enhancing the quality of life for rural inhabitants and fostering sustainable development. Rural tourism is one of the significant means to generate local revenues, creates jobs and contributes to local revenues.

The Government of Egypt (GoE) considers tourism and promotion of local products as a strategic driver in the national socio-economic re-development “Rural Development Policy in Egypt towards 2025” by diversifying the rural community’s production systems to enhance the efficient use of local rural resources. In an attempt to overcome the hurdle of infrastructure to serve economic activities at local levels, the GoE channelled major public investments through the Hayah Karima Presidential Initiative that targets upgrading infrastructure and enhancing connectivity in rural villages as enabling factors to attract investments across different economic sectors. In this respect, the Ministry of Local Development (MoLD) plays a pivotal role in coordinating the Initiative with other line ministries, in light of its mandate on rural development across rural villages. The Initiative at large targeted rural areas in all governorates through a phased approach on the basis of equity to provide coverage to governorates with poor villages aiming to uplift the standard of living in Egyptian villages.

In light of the recent presidential directives that accentuates the importance of improving the touristic experience in Egypt holistically, the Ministry of Tourism and Antiquities (MoTA) announced that Egypt spent EPG 1.6 bio in 2021/2022 on national programs to promote tourism. MoTA reported in 2023 an increase of 33% in the number of tourists coming to Egypt during the first quarter of the year, which is aligned with the figures indicated in the national strategy for tourism. The strategy also indicates a target of 25% yearly growth for the sector.



ممول من الاتحاد الأوروبي
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As part of the TSP-MOLD Project's interventions in rural development and Local Economic Development (LED), the project supported the MoLD's active participation at the Ideation Workshop for Digitalization and Innovation held by the GoE and UN agencies in April 2022, it resulted in pitching a project idea on a Digital Platform for Rural Tourism for the promotion of local products and communities in cooperation with Ministry of Tourism, and from the UN agencies: UNDP and UNIDO. The Platform aims to support the rural development through enabling local rural communities in promoting and marketing their products and/or services and attracting tourists to the villages through the Platform combined with other development interventions. The Platform is a free one-stop-shop for digital marketing, product and service development. The creation of the digital platform, combined with enhancing the preparedness and readiness of rural villages for tourism, through developing an interactive digital platform, where tourism products and services as well as local products are visualized, articulated, and integrated with the different actors, offering a personalized tourist as well as shopping experience.

In support of rural tourism as a driver for rural development and LED, the project supports in the selection of potential villages for rural tourism at the four pilot governorates to be put on the digital platform (for the preparatory phase to expand across other governorates at later stages) through the design and implementation of interventions to enhance their readiness and preparedness for rural tourism through awareness-raising of villagers on rural tourism, capacity building of local administration on supporting rural tourism, and the promotion of rural tourism as an economic activity contributing to local economic development. The project's interventions are carried out as a base for taking forward the rural tourism as a sub-component within the project scope.

In this context, TSP-MoLD is commissioning this consulting mission, with the primary objective to hire a Rural Tourism Expert who is expected to support in (a) the development of a report with a review and analysis of policies, strategies, etc. linking rural tourism to sustainable tourism, the Government Initiative Hayah Karima, the national rural development strategy, and other relevant national interventions on rural tourism (b) in the identification and application of specific criteria for the selection of potential villages for rural tourism in the four pilot governorates , and complete village profile for the selected villages that will be listed on the platform, (c) development of the concept note for establishing rural tourism platform project, and project document for establishing the rural tourism platform project. Besides, the consultant is expected to support the project team in its efforts in the identification of key stakeholders (central vs. local, ministries, associations, entrepreneurs, MSMEs, etc.) and in engaging stakeholders accordingly.

3. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

As per attached—Annex 1



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4. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

- Advanced university degree in tourism and hotels, hospitality, archaeology, or any related discipline;
- At least 10 years of professional experience in the areas of tourism, rural tourism, or related discipline;
- Previous work experience with similar development projects in the tourism sector, is preferable;
- Demonstrated experience and success in the engagement of and working with government counterparts and non-governmental partners;
- Familiarity and prior experience with nationally-executed UNDP projects is considered as an asset;
- Good policy analysis skills;
- Proven ability to think strategically, express ideas clearly and concisely, work both independently and in teams, and demonstrate self-confidence combined with sensitivity to gender and culture;
- Strong knowledge of data gathering, data management and analysis.
- Strong negotiations and communication skills and competence in supporting external relations of the project at all levels;
- Fluency in English and Arabic languages;
- Computer proficiency (MS Office package, Internet) is a must;

5. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

- The consultancy mission is planned to be around **60 working days over 12 months..**
- Proposals to be submitted by national experts should include technical and financial offers as well as an updated CV.
- Technical proposal includes a proposed methodology and approach to the assigned tasks and why the consultant is the most suitable to carry out this mission.
- Applicants are requested to apply no later than **May, 23, 2024**. Individual consultants are invited to submit a soft copy of their proposal (**PDF Format**) to the following email:
tsp-procurement@nationaldsu.gov.eg

6. FINANCIAL PROPOSAL

Interested candidates should submit their anticipated lump-sum that would include all consultancy-related costs to tsp-procurement@nationaldsu.gov.eg

Expected Travel

<u>Destination/s</u>	<u>Estimated Duration</u>	<u>Brief Description</u>	<u>Target Dates</u>
Fayoum	6 days	Data collection/Validation	Q2&Q3 2024
Beni Suef	6 days	Data collection/Validation	Q2&Q3 2024
Luxor	6 days	Data collection/Validation	Q2&Q3 2024



ممول من الاتحاد الأوروبي
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Aswan	6 days	Data collection/Validation	Q2&Q3 2024
Total Number of Travel Days	24 days		

Travel;

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

7. EVALUATION

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) Responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre- determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; [70%], and

* Financial Criteria weight; [30%]

Only candidates obtaining a minimum of 49 point would be considered for the Financial Evaluation

Criteria	Weight	Max. Point
<u>Technical</u>	70%	70 points
• Consultant Experience	40%	40 points
• Proposed Methodology	30%	30 points
<u>Financial</u>	30%	30 points
<u>Total</u>	100%	100 points



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ANNEX 1- TERMS OF REFERENCES (TOR)

Supporting the Ministry of Local Development in Decentralization and Integrated Local Development with Emphasis on Upper Egypt

Project Title: Supporting the Ministry of Local Development in Decentralization and Integrated Local Development with special emphasis on Upper Egypt

Implementing Partner: Ministry of Local Development

Post title: Rural Tourism Expert

Period of assignment/services: 60 working days over a duration of 12 months.

Project Background

The EU-funded project implemented by UNDP aims at supporting the Ministry of Local Development (MoLD) in creating a modernized and decentralized local administration system at the central and local levels in selected governorates, that adheres to good governance, whose function is to support and promote integrated local development through upholding excellence in local public services delivery and promoting local economic and social development. The suggested outputs are responsive to the priority areas of interventions identified by MoLD.

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Objectives of the Consultancy Mission

Rural tourism is frequently mentioned as a mean for rural development as well as sustainable tourism. It plays a pivotal role in rural development as a means to improve economic conditions of rural areas and aims at enhancing the quality of life for rural inhabitants and fostering sustainable development. Rural tourism is one of the significant means to generate local revenues, creates jobs and contributes to local revenues.

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Scope of Work and Responsibilities

The Consultant is expected to carry out the following tasks:

- Conduct a thorough review of all relevant policies, national strategies, plans, programs that have impact and are linked to rural tourism in Egypt.



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- Highlight conceptual linkages between rural tourism, sustainable tourism, the national rural development strategy, Hayah Karima Initiative, and any other relevant national interventions contributing to rural tourism.
- Review and analyze best practices and international case studies on rural tourism that are of relevance to the Egyptian case; highlighting the main lessons learned to apply to rural villages in Egypt.
- Support the project team in identifying and applying specific criteria for the selection of potential villages for rural tourism in the four pilot governorates.
- Develop complete village profile for the selected villages that will be listed on the platform.
- Contribute to the development of a concept note for the rural tourism platform project.
- Conduct field visits to the potential villages at the four pilot governorates for data collection, validation, etc.
- Identify key stakeholders for the platform, private, public, local, central etc.
- Support the project team in the coordination with all stakeholders on both central and local levels.
- Update the concept note of the project to disseminate with different stakeholders.
- Develop the project document for establishing the rural tourism platform project.

Deliverables:

The Consultant is expected to deliver the following:

- **Deliverable 1:** *Background analysis report*— Report on the main findings of the review of all relevant policies, national strategies, plans, program that have impact on rural tourism in Egypt. The report includes a thorough analysis of the policies and strategies with clear implications on the proposed rural tourism platform. It defines conceptual linkages between rural tourism, sustainable tourism, the national rural development strategy, Hayah Karima Initiative, and any other relevant national interventions contributing to rural tourism. It includes the relevant case studies and international best practices for rural tourism with clear identification of how these relate to the Egyptian context.
- **Deliverable 2:** *Selection Criteria for Villages and Village Profile*— The report includes the identification and application of specific criteria for the selection of potential villages for rural tourism in the four pilot governorates. It includes the development of a complete village profile for the selected villages that will be listed on the platform. It includes the set of criteria based on which the villages are selected, an overview on the level of development at village level that contribute to rural tourism, etc.
- **Deliverable 3:** *Concept note update and draft project document*—Updated concept note for the project and draft the project document for establishing rural tourism platform project.
- **Deliverable 4:** *Stakeholder analysis, profiling and action plan* — The report includes a comprehensive stakeholder identification and analysis for the project. It articulates a detailed action plan towards the engagement and communication with relevant stakeholders.

** All deliverables are to be submitted in the Arabic language with summaries in English.



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Duration and Level of Effort of the Assignment

The consultancy mission is planned to be up to 60 working days over a duration of 12 months.

Expected Travel

<u>Destination/s</u>	<u>Estimated Duration</u>	<u>Brief Description</u>	<u>Target Dates</u>
Fayoum	6 days	Data collection/Validation	Q2&Q3 2024
Beni Suef	6 days	Data collection/Validation	Q2&Q3 2024
Luxor	6 days	Data collection/Validation	Q2&Q3 2024
Aswan	6 days	Data collection/Validation	Q2&Q3 2024
Total Number of Travel Days	24 days		

**** *All envisaged travel costs must be included in the financial proposal.***

Scope of Payment

- The Consultant will report against the defined deliverables he/she accomplished.

<u>SN#</u>	<u>Deliverables</u>	<u>Percentage of Payment</u>
1	Deliverable 1: <i>Background analysis report</i> — Report on the main findings of the review of all relevant policies, national strategies, plans, program that have impact on rural tourism in Egypt. The report includes a thorough analysis of the policies and strategies with clear implications on the proposed rural tourism platform. It defines conceptual linkages between rural tourism, sustainable tourism, the national rural development strategy, Hayah Karima Initiative, and any other relevant national interventions contributing to rural tourism. It includes the relevant case studies and international best practices for rural tourism with clear identification of how these relate to the Egyptian context.	25%
2	Deliverable 2: <i>Selection Criteria for Villages and Village Profile</i> — The report includes the identification and application of specific criteria for the selection of potential villages for rural tourism in the four pilot governorates. It includes the development of a complete village profile for the selected villages that will be listed on the platform. It includes the set of criteria based on which the villages are	30%



ممول من الاتحاد الأوروبي
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	selected, an overview on the level of development at village level that contribute to rural tourism, etc.	
3	Deliverable 3: <i>Concept note update and draft project document</i> —Updated concept note for the project and draft the project document for establishing rural tourism platform project.	30%
4	Deliverable 4: <i>Stakeholder analysis, profiling and action plan</i> — The report includes a comprehensive stakeholder identification and analysis for the project. It articulates a detailed action plan towards the engagement and communication with relevant stakeholders.	15%
	Total	100%

Management of Consultancy Mission and Reporting

The consultant shall report to the Policy, Legislative Reform and Institutional Development Team Leader and his/her work will be facilitated by the project team. The outline and deliverables of the work to be done needs to be first approved by the Project Manager for the Consultant to proceed.

Data Provision

- Collection of data/ information required is the responsibility of the consultant.
- The consultant is expected to have frequent meetings in the Ministry of Local Development and other stakeholders on both central and local levels.
- If needed, the project can support the consultant to facilitate the data collection from the counterparts.

Expected Qualification

- Advanced university degree in tourism and hotels, hospitality, archaeology, or any related discipline;
- At least 10 years of professional experience in the areas of tourism, rural tourism, or related discipline;
- Previous work experience with similar development projects in the tourism sector, is preferable;
- Demonstrated experience and success in the engagement of and working with government counterparts and non-governmental partners;
- Familiarity and prior experience with nationally-executed UNDP projects is considered as an asset;
- Good policy analysis skills;
- Proven ability to think strategically, express ideas clearly and concisely, work both independently and in teams, and demonstrate self-confidence combined with sensitivity to gender and culture;
- Strong knowledge of data gathering, data management and analysis.



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- Strong negotiations and communication skills and competence in supporting external relations of the project at all levels;
- Fluency in English and Arabic languages;
Computer proficiency (MS Office package, Internet) is a must;

Application Process

- Proposals to be submitted by national experts should include technical and financial offers as well as an updated CV.
- Technical proposal includes a proposed methodology and approach to the assigned tasks and why the consultant is the most suitable to carry out this mission. The consultant will indicate in her/his proposal a clear timetable/ work plan of each deliverable, and number of anticipated working days.
- Financial proposal should be a lump-sum figure covering all expenses.
- Applicants are requested to apply no later than **May, 23, 2024**. Individual consultants are invited to submit a soft copy of their applications (PDF Format) to the following email: tsp-procurement@nationaldsu.gov.eg

Evaluation

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as: a) Responsive/compliant/acceptable, and b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* Technical Criteria weight; [70%]

* Financial Criteria weight; [30%]

Only candidates obtaining a minimum of 49 point would be considered for the Financial Evaluation

Criteria	Weight	Max. Point
<u>Technical</u>	70%	70 points
• Consultant Experience	40%	40 points
• Proposed Methodology	30%	30 points
<u>Financial</u>	30%	30 points
<u>Total</u>	100%	100 points