**YOUTH EMPOWERMent PROJECT - YEP**

terms of Reference

TOuRISM IMPLEMENTATION SUPPORT – NATIONAL consultant

**Project Background**

The Youth Empowerment Project (YEP), a four-year project launched in February 2017 with a budget of EUR 11 million aims to support the economic development of The Gambia and improve the livelihoods of its people. Specifically, the YEP will enhance the employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises and creating and improving employment opportunities in selected sectors through value addition and internationalization.

The project is implemented by International Trade Centre (ITC) as the lead implementing agency and under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the Ministry of Youth and Sports. The project is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa.

**Background on YEP in Tourism**

During the inception phase, ITC has developed the Youth and Tourism Roadmap to assess business opportunities to foster youth employment and to identify potential skill gaps in the tourism sector. The Roadmap includes sound action plans to kick-start the implementation the YEP project. The development of new tourism products including local communities, backward linkages with the agricultural sector and cultural festivals are part of the activities to enhance the capacities of a new destination up-river, the village of Janjanbureh.

ITC will retain the services of a National Consultant to assist the coordination and monitoring of activities implemented in the tourism sector in the framework of the Youth Empowerment Project. The consultant will directly work and assist implementing partners, provide guidance to the tourism core team, assist in preparing monitoring report and implemented activities. The consultant will also contribute in developing marketing material and informing private tour operators about the development of tourism activities related to craft sector and community-based tourism. ITC, as the project lead implementing agency, manages the overall project communication and visibility strategy. ITC is the intermediary for all communications between the implementing partners and the EU as well as with the media.

**The role of the Communications Consultant**

The national consultant will work under the overall supervision of YEP Project Manager and the direct supervision of the YEP National Coordinator and Trade Strategy Adviser of the ITC’s CEES section and in close collaboration with the other members of the YEP team and international consultants.

The role of the national consultant in the implementation of tourism activities consists of:

- Carry out a short assessment of existing handicraft capacities in The Gambia and develop a project plan in collaboration with the YEP team and stakeholders

- Monitor the implementation of activities of implementing partners in tourism ensuring the delivery of quality outputs and submission of monitoring reports.

- Provide direct assistance in the development of new tourism services including:

* Assist in the creation of a Good Market where young entrepreneurs can expose their high quality products to tourists (in partnership with ASSERT)
* Assist in the development of new branding and services along the Ninki Nanka Trail (in partnership with various stakeholders)
* Assist in the preparation and organization of the Kankourang festival.
* Assist in the development of communication material and promotion toward tour agencies
* Assist in the organisation of tourism training workshops

\* The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC.

S/he has further to ensure to obtain the accreditation to the event(s), as required. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC.

**OUTPUTS AND TIMELINES**

The national consultant will deliver the outputs below as well as to achieve the corresponding deliverables.

* Develop a marketing and promotion plan for the street market in collaboration with ASSERT – by the end of September 2018
* Provide a communication plan and workplan for the organization of the Kankourang festival with stakeholders in Janjanbureh – by the end of September 2018
* Provide a short report (6 pages) on the craft capacities in the tourism sector in The Gambia and concept note to develop a project in this sector in line with the youth and tourism roadmap. A template will be provided by ITC team by the end of October 2018
* Provide report on the development of the Ninki Nanka Trail branding initiative – by the end of November 2018
* Assist implementing partners in reporting on a monthly basis
* Assist the YEP team in organising local training workshop on tourism in October and December

**SKILLS**

#### First-hand knowledge in tourism in the tourism sector in the Gambia.

#### Experience with and knowledge of community-based tourism development project, festival management, youth educational, access to a network of tourism key stakeholders in the Gambia

**EDUCATION**

#### A university degree in a relevant discipline (economics, tourism, retail, international trade and/or business administration).

#### An extensive experience may be considered in lieu of a University degree.

**EXPERIENCE**

#### 4 years of relevant experience

#### Other:

#### Very good communication skills, as well as the ability to present and explain technical issues for a variety of audiences.

#### Good interpersonal skills and ability to interact effectively with both government, the private sector and youth groups

#### Adaptability and ability to deliver under pressure and tight deadlines

#### Competent in Microsoft Word, Excel, PowerPoint

**NUMBER OF YEARS OF EXPERIENCE REQUIRED**

4 years

**LANGUAGE**

Fluent in English and Wolof. Knowledge of other Gambian local languages is a plus. French is an asset.

**OTHER**

A thorough knowledge of the Gambian landscape of tourism organisations and institutions is desirable.

**Duration:**

4 months (with possible extension subject to satisfactory performance)