



Terms of Reference

PRODUCTION OF A 1-HOUR SELF-PACED eLEARNING COURSE (SCORM)

CENTRE STAGE: WOMEN'S EMPOWERMENT DURING THE COVID-19 RECOVERY

Background and Justification

“Centre Stage: women’s empowerment during the COVID-19 recovery” is a UNWTO project being implemented in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and UN Women.

The project’s theoretical framework is based in the findings of the [Global Report on Women in Tourism, Second Edition](#) and will assist UNWTO member states in the implementation of the resulting [Action Plan](#) during the sector’s recovery from the COVID-19 pandemic.

Development objective

The key findings of the *Global Report* outline that investment in gender equality training across the sector leads to greater outcomes for gender equality.

The aim of this activity is to build awareness of the importance of gender equality and women’s empowerment in the tourism sector by providing access to virtual educational materials that are suitable for a large audience of tourism stakeholders from around the world.

As a result, the UNWTO Gender Equality in Tourism Training (GETT) will be made available as an online, interactive course.

Immediate objectives

The activity aims to achieve the following objectives:

- Introduce tourism stakeholders to the importance of gender equality in tourism
- Introduce participants to the impacts gender inequalities can have on tourism development and tourism businesses

- Assist member states in implementing the [UNWTO Action Plan on women in tourism](#)
- Contribute to efforts to boost women's empowerment during the recovery from COVID-19

Expected Outputs

Due to the defined length of the project, the final outputs of this activity should be delivered before the end of September 2022 at the latest.

The outputs should be produced in English, with the option to easily produce additional language versions (Spanish, Arabic, French).

Outputs:

- The production of a *Gender Equality in Tourism Training online interactive course (GETT)* including the necessary multimedia production and graphic design.
- The GETT course will be produced in English and then two subsequent language versions will be produced (Spanish, Arabic), translation to be provided by UNWTO.
- The GETT course will take no longer than 1 hour to complete and be hosted on atingi.org , the digital learning platform of GIZ and BMZ.

The GETT course will include as a minimum the following different multimedia elements integrated into the course design, consideration may also be given to additional tools that improve learner engagement and retention:

- *For module 1:-*
 - *One 1-2 minute dramatic introduction video, including the use of stock videos and audio to be provided by the consultancy with the option to display subtitles (.mov; HD 1920x1080; Timecode, H.526, AAC; Stereo).*
 - *Accompanied video transcript that learners can view or download.*
 - *A feature that learners must check off as an indication of the task completion before they can move on.*
 - *3 interactive cards that respond/flip to mouse clicks, revealing information.*
 - *5 category cards that learners drag provided answers into thematic areas. Learners must attempt all three questions before they can move on.*
- *For module 2*
 - *3 multiple choice quiz questions, with correct answers revealed to learners. Learners must attempt all three questions before they can move on.*
 - *2 branched scenarios. Learners must complete at least one of the branched scenarios to move on the next module.*

- *For module 3*
 - *5 interactive cards that respond/flip to mouse clicks, with each card flipping twice. The first flip will reveal the action plans for that theme, and a second flip will provide a concrete real-life example of that action plan. Learners must complete all 5 cards to move on.*
 - *Closing video (1-2 minute) including the use of stock videos and audio to be provided by the consultancy with the option to display subtitles (.mov; HD 1920x1080; Timecode, H.526, AAC; Stereo audio).*
 - *Congratulatory remark (30 second video) with the option to display subtitles.*
 - *2-question survey, both of which learners must complete to complete the course.*
- *Upon completion of the course*
The generation and communication of a certificate of completion to the user.

Activities

Activities include but are not necessarily limited to the following tasks:

- Review the atingi moodle platform and be aware of the available functionalities
 - Review the UNWTO course outline
- Review the draft manuscript (raw text) and advise on any changes to be made
- Meet with consultant and UNWTO team to review expectations, agree requirements
 - Propose and develop a graphic design scheme for the e-learning course in-line with existing UNWTO standards, as well as additional graphics as and when required
 - Revise and submit draft manuscript to UNWTO, including scripts for the videosProduce rough concept (Beta version) of e-learning course in English for testing by UNWTO peer review team
 - Produce first version of video for comments by UNWTO peer review team
 - Produce final version of e-learning course in English using the scorm file templates provided by atingi.org/GIZ
 - Produce the Spanish and Arabic versions as separate scorm files
 - Produce final version of all videos and other multimedia included within the course
 - Liaise with UNWTO, GIZ and atingi.org to ensure that the course is publicly available on atingi.org by contract end
 - Ensure continued access for UNWTO to the course design after the contract end for any necessary future edits

Inputs

UNWTO will:

- Provide the draft course manuscript that will provide the following details for each section of the course: name of module, synopsis, original graphic materials to be produced, stock graphic materials to be provided, audiovisual material, interactive elements, time to complete, full script following e-learning

template and translations to other language versions.

- Ensure that the subject matter expert is available to consult directly on the manuscript.
- Provide any stock still images selected for use from dreamstime.com
- Provide all necessary translations and text for other language versions (Spanish + Arabic) as a text file that will need to be transposed to the XLIFF/SCORM file by the consultancy..
- Provide necessary access details to atingi.org.
- Be available for consultation regarding the development of the course and videos throughout as necessary.

The consultancy will:

- Have demonstrable experience producing self-paced eLearning courses using authoring tools such as articulate rise, adobe captivate or similar software.
- Be led by an expert with a minimum of 5 years professional experience in instructional design, digital didactics, graphic design, media production, eLearning and/or relevant related activities.
- Ensure that the stock videos and audio provided by the consultancy are consistent with the UNWTO copyright of the final course.
- Be able to work proficiently in English and produce the deliverables in English to a very high standard.
- Be supported by additional expert(s) with demonstrable experience in the production of the listed outputs.
- Provide a minimum of 50 working days of service in total.
- Indicate the total final cost to UNWTO in the **financial proposal** (separate from the technical proposal) including all relevant taxes/additional costs.

Timing

June 2022

- Manuscript sent to the consultancy
- Detailed work plan agreed between UNWTO & consultancy
- Agree on concept note including graphic elements and interactive features
- Revised draft manuscript submitted to UNWTO Production of audiovisual elements

30 June 2022

- Rough concept (Beta version) of e-learning course delivered to UNWTO

July 2022

- Trial of e-learning course conducted by UNWTO with reference group

29 July 2022

- Revised draft of the e-learning course delivered to UNWTO

August 2022

- Final revisions to e-learning course sent to consultancy

15 September

- Online course live on atingi.org

Reporting

UNWTO will retain copyright of the online course and materials detailed in the outputs.

In addition to the outputs detailed, the consultancy will:

- Report on progress at key points of the activity to the Steering Committee of the 'Centre Stage' project comprised of representatives from UNWTO, GIZ and UN Women.
- Report any circumstances that may compromise the outputs of the activities to UNWTO as soon as possible.