



DOCUMENT III: TERMS OF REFERENCE

“Translation into Arabic of 3 Tourism Online Academy MOOCs for UNWTO”

1. Introduction

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio- economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the strongest priorities of UNWTO is to digitalize education, to become more accessible and useful for everyone. In this regard, UNWTO Tourism Online Academy, in partnership with IE, was officially launched and presented at the framework of the UNWTO 23rd General Assembly 9 September 2019.

The Tourism Online Academy is an online learning platform which provides self-paced online courses that mainly focus on concepts, areas of interest and fundamental principles related to the tourism, hospitality and destination management industries.

Participants are able to study at their own pace and have access to courses from top universities around the world at an affordable price.

2. Development objective

The objective of this solicitation process is to establish a six (6) months contract with a Translation Service agency to translate into Arabic language 3 Massive Open Online Courses showcased on the UNWTO Tourism Online Academy Platform.

3. Immediate Objectives

The main objective for the translation of the three Tourism Online Academy courses is to increase the number of users and reach from the Arabic-speaking countries and to strengthen the presence of the UNWTO Tourism Online Academy in the Middle East Region

4. Scope of work

The awarded company will be required to translate the 3 MOOCs into Arabic language taking into consideration the following tasks (non-exhaustive list):

- Perform the translation taking into account the Saudi Arabia version of the language
- MOOCs are around 8 to 10 hours in total of self-paced content
- The general structure is divided in 4 to 5 modules
- Each module is approx. 2-3 hours of learner dedication
- These 2-3 hours per module, around 45-60 minutes are of video, divided in short videos between 2 and 7 minutes each video
- Courses may include: videos, readings, external links, pdfs, summative and formative quizzes, forums, interviews and any extra information

5. Deliverables

1. The expected end product of this assignment will be the complete translation of 3 MOOCs into Arabic language. The deliverables expected may include video, PDF documents, external interviews and quizzes (respecting the original formats of the materials to be translated). UNWTO will review the draft deliverables received, and requests modifications and improvements, prior to considering it an approved final version.

2. The agency will submit a general strategy on the execution of the translation process, indicating but not limited to proposed timelines, development of the translation strategy...

6. Inputs

The agency will have access to the 3 courses for its implementation:

- 1-[Introduction to international tourism and travel Law](#)
- 2-[Branding +Innovation "Brandinnovation"](#)
- 3-[Sustainable Destination Management](#)

7. Evaluation Criteria

Technical bids shall be evaluated according to the following criteria and scoring:

Expertise and Capability of Proposer		Points obtainable	Points awarded
Expertise of organization submitting proposal			
1.1	Proof of experience, as demonstrated by prior work with international scope projects	100	
1.2	Demonstrated experience working with/in the Kingdom of Saudi Arabia	100	
		200	
Proposed Work Plan and Approach		Points obtainable	Points awarded
Proposed methodology			
2	Implementation Services – Timeline and deliverables. To evaluate: timeline proposed (150 points) deliverables (150 points)	300	
2.1	Translation Execution Strategy To evaluate: consistency (100 points), coherence of proposal (100 points) organization (100 points)	300	
		600	
Resource Plan, Key Personnel		Points obtainable	Points awarded
Qualification and competencies of proposed personnel			
3.1	Overview Team members education and professional experience information To evaluate: years of experience (50 points); languages (50 points); relevant degrees (50 points), working experience (100 points)	250	
		250	
70% of 1050 pts = 735 pts needed to pass technical		1050	

The technical proposal will represent the 70% of the total score and the financial proposal will represent the 30% of the total score.

The price criterion will be assessed on the basis of the total Net weighted price. The maximum number of points will be allotted to the lowest price proposal.

8. General Requirements

- Excellent verbal and written communications skills. Demonstrated experience working with a variety of stakeholders.

- Experience of working in multicultural teams and proven ability to build relationships with project partners.
- All members of the proposed team should have a graduate degree in a relevant discipline.
- Fluency in English is required for all members of the proposed team, and additional language skills are a plus.
- Proven knowledge and ability to perform on the specific Arabic version (Saudi Arabia).
- Proven abilities that the translation flows naturally in the target language.
- The ability to translate correctly numbers and measurements and that the proper punctuation is used for target language is a requirement.
- Team leader must have a minimum of five years of relevant professional work experience.
- Following a strict time frame and the capacity to develop and deliver the work in a timely manner are a requirement.
- Consistency of the text is a requirement.
- Proven abilities and computer skills (Microsoft Word, Excel, etc.)
- Proven abilities and skills using Professional translation tools (CAT – Computer Assisted Translation)

During the duration of the contract, the company will coordinate with UNWTO Tourism Online Academy focal points for the project. UNWTO TOA focal points will review and comment on the translations provided.

Proposals must be submitted in English and in accordance with the specific requirements of the invitation to Tender and the bidding information document and without fail within the deadlines laid down therein. Late submission will lead to the exclusion of the proposal from the procedure.