
DOCUMENT III: TERMS OF REFERENCE

“Survey Data Collection Assistance to Tourism Labour Market Observatory (TLMO) Reports”

1. Introduction

UN Tourism is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the United Nations specialized agency for tourism, UN Tourism has identified education as one of its key priorities for the sector. While tourism is already a leading employer and a top provider of opportunity, most notably for women and youth, UN is working to expand access to education, training and jobs and to support those already working in the sector to develop professionally.

Tourism is one of the fastest-growing sectors in the Kingdom of Saudi Arabia. In a testament to its strategic 2030 vision, the Kingdom of Saudi Arabia has welcomed over 100 million tourists, marking a significant milestone in its journey to become a global tourism powerhouse. This remarkable accomplishment achieved seven years ahead of its original schedule, highlights its leading role in the economic diversification and sustainable development of the tourism sector worldwide. This milestone, marked by the arrival of over 27 million international tourists and over 79 million domestic tourists with a combined total spend of over USD 67 billion, showcases robust tourism sector of the Kingdom.

In 2023, a Cooperation Agreement was signed between UN Tourism and the Ministry of Tourism of the Kingdom with the aim of enhancing education and training in tourism through Human Capital Development via E-learning. One of the project's components is the Tourism Labour Market Observatory (TLMO), which aims to promote the creation of value-added jobs through capacity building and analysis of workforce skills in the Kingdom.

This TLMO aims to establish methodologies and standards to comprehensively understand the intricacies of the tourism labour market, including talent acquisition, retention, skill gaps, digitalization trends, and prospects, facilitating informed decision-making and fostering advancements within the Tourism sector in the Kingdom. The TLMO will also focus on the foreseeable impact of Artificial Intelligence and Digitalization on the Tourism sector.

To meet the objectives of the TLMO project, UN Tourism is committed to producing two comprehensive reports:

- Report I. Comprehensive Tourism Labour Market Report
- Report II. AI Impact Analysis on Tourism Jobs & Digitalization and the Future of Tourism

Proposals should provide all services required. The bidder is expected to examine all relevant instructions, forms, terms and specifications contained in the bidding documents. Failure to comply with these documents is at the bidder's own risk and may affect the evaluation of the Proposal.

2. Development Objective

UN Tourism is seeking an established consulting company based in or with offices in the Middle East to assist UN Tourism with the conducting of the data collection activities for the TLMO project. Having a base in or offices in Saudi Arabia will constitute an asset and will be scored positively in accordance with the evaluation criteria.

3. Immediate Objectives

The primary objective of hiring a local company includes:

- Gathering the data base of various stakeholders in the tourism sector in Saudi Arabia and the GCC.
- Contacting the identified stakeholders in the tourism sector in Saudi Arabia and the GCC in order to secure personal interviews.
- Supporting the project team with the English-Arabic translation of survey instruments, questionnaires and collected data for various stakeholders in the tourism sector in Saudi Arabia and the GCC.
- Recruiting qualified personnel to administer and conduct the surveys, focus group discussions (FGDs) and interviews. The surveys, focus groups and interviews will be conducted in person
- Managing and conducting the survey distribution, FGDs, and interviews, ensuring representative participation across the tourism sector in Saudi Arabia.
- Collecting and collating quantitative data from surveys, FGDs, and interviews.
- Providing data entry and cleaning services.

4. Scope of work

The company will be responsible for providing support to the UN Tourism project team in the following areas:

Data Collection:

- Gather the data base of various stakeholders in the tourism sector in Saudi Arabia and the GCC.

- Contact the identified stakeholders in the tourism sector in Saudi Arabia and the GCC in order to secure personal interviews.
- Conduct the distribution and collection of survey questionnaires to target respondents within the tourism sector in Saudi Arabia and GCC countries.
- Facilitate the identification and recruitment of participants for focus group discussions and interviews.

Focus Group Discussions (FGDs) and Interviews:

- Organize and coordinate logistical arrangements for conducting FGDs and interviews with key stakeholders in the tourism industry, including venue booking, refreshments, and other necessary arrangements.
- Provide trained facilitators and note-takers for the FGDs and interviews.
- Ensure the smooth execution of FGDs and interviews according to the established protocols and guidelines.

Note: The company must conduct all survey data collection, interviews, and FGDs in person within the given time frame and sample number.

Data Management and Quality Assurance:

- Ensure the proper handling, storage, and security of collected data from the survey, adhering to data protection and privacy regulations.
- Implement quality control measures to ensure the accuracy and completeness of the collected data.

Reporting:

- Provide weekly progress reports to the project team, highlighting any challenges encountered and proposing potential solutions.
- Submit a final report summarizing the activities undertaken, lessons learned and recommendations for future projects.

5. Deliverables

In line with the UN Tourism requirements, the selected company will be responsible for delivering the following.

Report I (By Week 16):

- Translated survey instruments and questionnaires in English and Arabic
- Quantitative data from completed surveys – By Week 10
- Qualitative data reports from FGDs and interviews - By Week 10
- Cleaned and organized datasets for analysis - By Week 13
- Support for data analysis as needed by UN Tourism - By Week 16

- Weekly report about the project status.

Report II (By Week 6):

- Translated survey instruments and questionnaires in English and Arabic.
- Quantitative data from completed surveys - By Week 6
- Qualitative data reports from FGDs and interviews - By Week 6
- Cleaned and organized datasets for analysis - By Week 6
- Support for data analysis as needed by UN Tourism - By Week 6
- Weekly report about the project status.

The company will conduct extensive research to identify best practices and elaborate case studies showcasing the said best practices in talent acquisition, and retention, and addressing skill gaps within the tourism industry. These case studies will highlight successful initiatives undertaken by private companies operating within the specified regions. Specifically, the case studies will focus on:

- **Talent Acquisition and Retention:** Identification of companies that have effectively recruited and retained skilled employees within the tourism sector. These case studies will delve into innovative recruitment strategies, employee development programs, and retention incentives implemented by companies across different regions.
- **Skill Gap Mitigation:** Examination of organizations that have proactively addressed skill gaps within their workforce, fostering skill development and enhancing competencies. The case studies will explore training initiatives, upskilling programs, and collaborations with educational institutions aimed at bridging skill deficiencies.

To ensure comprehensive coverage, the selected case studies must represent diverse geographic regions, including Africa, the Americas, Asia, Europe, and the Middle East. Each case study will highlight unique regional perspectives and contextual factors influencing the success of the implemented strategies.

The case studies will be seamlessly integrated into the Comprehensive Tourism Labour Market Report, providing valuable insights and practical examples for industry stakeholders. The selected company will be responsible for presenting these case studies in a detailed and engaging manner, emphasizing key learnings, and showcasing best practices that can be adapted and replicated within the broader tourism sector.

6. Inputs

The selected company will receive feedback from UN Tourism for its implementation, including questionnaires and necessary methodology to conduct the interviews and focus groups.

7. General Requirements

- The company must be based or with offices in the Middle East to assist UN Tourism with the conducting of the data collection activities for the TLMO project. Having a base in or offices in Saudi Arabia will constitute an asset and will be scored positively in accordance with the evaluation criteria.
- The company and its team members must demonstrate a strong understanding of the Saudi Arabian tourism sector.
- The company must possess a proven track record of delivering high-quality data collection and analysis services.
- The company must have a team with the necessary language skills (Arabic and English) and cultural awareness.
- The company and its team members must be able to comply with data security and ethical research protocols of UN Tourism.
- The company and its team members must be available to commence work on the project by the date of the signature of the contract.
- The company should have the necessary infrastructure, equipment and technological resources to support the project activities.
- The company should have a risk management plan in place to address potential challenges and mitigate risks associated with the project.
- The company must ensure strict confidentiality and data protection measures are in place to safeguard the privacy and security of the collected data.
- The company should demonstrate a willingness to collaborate closely with the research team and maintain open lines of communication throughout the project duration.
- The company should be responsive to feedback and willing to make necessary adjustments to ensure the successful completion of the project.

8. Team Profiles

To ensure the successful execution of the TLMO project, the selected company should have the following key personnel with the specified minimum requirements:

- **Project Manager – 1 Person**
 - Proven track record of managing major surveys/research projects.
 - At least 7 years of experience in managing large-scale survey projects.
 - Strong leadership and organisational skills.
 - Fluent in English, with fluency in Arabic considered an asset.
 - Understanding of data protection regulations and ethical research standards.
 - Ability to provide data collection training to the team.
- **Lead Survey Specialist – 1 Person**
 - Proven track record of managing major surveys/research projects.

- At least 5 years of experience in designing and conducting surveys.
 - Extensive experience in the tourism sector will be considered an asset.
 - Strong analytical skills and familiarity with statistical analysis tools.
 - Proficient in survey software (e.g., MS Forms, Kobo Toolbox, Qualtrics, SurveyMonkey).
 - Fluent in English and Arabic.
 - Ability to provide data collection training to the team.
- **Data Analyst and Quality Assurance Specialist - 1 or 2 Persons**
 - At least 5 years of experience in data analysis and quality assurance for data collection projects.
 - Strong proficiency in data analysis software (e.g., SPSS, R, Python).
 - Experience in cleaning, organising, and analysing large datasets.
 - Background in tourism or related fields is preferable.
 - Strong knowledge of QA methodologies and processes.
 - Fluent in English, with fluency in Arabic considered an asset.
 - Ability to implement quality control measures and ensure data integrity.
- **Survey Facilitator and FGD/Interview Specialist – Minimum 30 Persons**
 - At least 3 years of experience in conducting surveys, focus groups, and interviews.
 - Strong interpersonal and communication skills.
 - Experience in the tourism sector is a plus.
 - Fluent in English and Arabic.
 - Skilled in qualitative data collection and analysis.
 - Capable of handling group dynamics and ensuring productive discussions.
 - Note: Multiple personnel are required to manage the workload, given the large sample size (sample size between 3200-3600).
- **Logistics and IT Support Coordinator - 1 Person**
 - At least 3 years of experience in coordinating logistics for fieldwork and providing IT support.
 - Proficiency in relevant software and hardware troubleshooting.
 - Knowledge of data security and protection measures.
 - Fluent in English, with fluency in Arabic considered an asset.
 - Ability to handle logistical arrangements for FGDs and interviews and provide necessary IT support.

9. Submission of Proposals

Interested companies are invited to submit their proposals addressing the requirements outlined in this ToR. Proposals should include details of relevant experience, proposed methodology, team composition, timeline, budget and its breakdown.

Proposals must include a financial proposal that considers all necessary logistics, including transportation, for conducting the survey data collection, interviews, and FGDs in person.

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.

10. Payment conditions

- First Instalment: 50% of the total contract value will be paid in advance upon the signing of the contract and submission of the working plan.
- Second Instalment: 20% of the total contract value will be paid upon the submission of Report II and its acceptance by UN Tourism.
- Final Instalment: The remaining 30% of the total contract value will be paid upon the submission of Report I and its acceptance by UN Tourism.

11. Duration

The services must be provided in four (4) months since the date of signature of the contract by both parties.

During the provision of the services, the company will be accompanied by a member of UN Tourism personnel. UN Tourism will review and comment on the implementation of the project where necessary.

In the event that the service provided by the company does not comply with the terms and conditions detailed in the tender documents and the detailed requirements are not met, UN Tourism is not committed to use its services and would have the right to award the contract to the Bidder whose evaluation result has obtained the second place or may call for a new tender.
