



## ADVERTISEMENT

### CONSULTANCY TO UNDERTAKE AN IMPACT ASSESSMENT OF COVID-19 PANDEMIC ON THE TOURISM & HOSPITALITY INDUSTRY IN THE EAC AND POST RECOVERY STRATEGY FOR THE SECTOR

#### Summary of the assignment:

Nature of assignment	Short term
Location	Eastern Africa Countries, varying depending on the respondents
Timeframe	21 working days
Reporting	To Executive Director/CEO

#### 1.0 BACKGROUND TO THE EABC-AERC PROJECT

East African Business Council (EABC) in collaboration with The African Economic Research Consortium (AERC) formed a Trade Technical group on **"Strengthening trade data tracking and analysis; Rapid impact assessments; and Private-Public Sector consultation & Dialogue,"** under the AERC COVID-19 pandemic response in East African Community project. This project aims to undertake a regional study on the impact of COVID-19 on Trade with a focus on manufacturing, tourism and agriculture in East Africa.

The African Economic Research Consortium (AERC) is one of the most active Research and Capacity Building Institutions (RCBIs) in Africa. Established in 1988, AERC is a public not-for-profit organization devoted to advanced economic policy research and training. AERC's mission is to strengthen local capacity for independent, rigorous inquiry into problems pertinent to the management of African economies, through programmes that combine economic research with postgraduate training in economics and agricultural economics, supported by an interactive communications and policy outreach programme.

#### The project aims to:

- i. To increase uptake and use of evidence to plan, develop strategies, advocate and secure member states' commitments to implement evidence-informed policies and response guidelines.
- ii. To minimize the societal and economic impact of COVID-19 by

*An Impact Assessment of COVID-19 Pandemic on Tourism and Hospitality Sector in the EAC*

leveraging the Private Sector technical and resource capabilities for the COVID-19 emergency response in the EAC.

- iii. To minimize the societal and economic impact by building the regional inter-governmental institutions capacity.

## **2.0 ABOUT EAST AFRICAN BUSINESS COUNCIL**

The East African Business Council (EABC) is the umbrella body of the Private Sector in the East African Community (EAC). It brings together national private sector umbrella bodies, manufacturers, employers, bankers, insurance and transporters associations, chambers of commerce, corporates, and medium and small enterprises from the entire East African region.

EABC's mandate is to represent and promote the interests of the EAC business community, provide value-added services that enhance trade and competitiveness, and to participate actively and positively influence legal and regulatory formulation to improve the business environment. EABC works with the major stakeholders such as the EAC Secretariat, Organs, Institutions and National Governments and provides input in policy discussion while advocating for the implementation of resolutions at the national level aimed at increasing intra-regional trade. For effective implementation of the project, EABC was selected by AERC as the lead implementing partner of the Private Sector/Trade Component.

## **3.0 RATIONALE AND OBJECTIVE OF THE ASSIGNMENT**

Tourism is considered as one of the largest foreign exchange earners and fastest-growing sectors in the EAC. According to the Report by EALA on tourism development in the EAC-2018, tourist arrivals in the EAC region increased from 3.5 million persons in 2006 to 5.7 million persons in 2017. Tourism contributed to the Gross Domestic Product (GDP) of the EAC Partner States by an average of 12% in 2017. The percentage contribution was higher than the average in Rwanda (14.9 %), Kenya (10%) and Tanzania (14%), Uganda (9.9%), Burundi (4.3%). Tourism contributes an average of 18.8% to EAC total exports, although the percentage contribution was higher, in Rwanda (30.5%) and Tanzania (26%). The total contributions of tourism to export earnings were at 1.5% for Burundi, 18% for Kenya, and 17.9% for Uganda.

The sector's contribution to the Gross Domestic Product (GDP) of the EAC Partner States is estimated to be an average of 8.8%. The contribution is highest in Rwanda (12.7%), followed by Kenya (9.7%) and Tanzania (9%).

However, with the first case of COVID-19 reported in the East African Community in February 2020, these figures have drastically declined since the outbreak of the COVID-19 pandemic. It is estimated that EAC Partner States will potentially lose International Tourism Receipts to the tune **USD 5.4 Billion** for the year 2020, given the projected long-term closure of seaports and airports. About **6.2 Million** foreign tourists may not travel to their preferred EAC destinations. The trickle-down effects will be felt across affiliated industries and the rest of the economy.

The COVID-19 impact on tourism in the EAC has also been significant with the decline in Safaris expeditions, Cut-Back operations in the Hospitality Industry including Closure of Hotels & Recreational Centres, Loss of Revenue for East African Airlines and Loss of

Jobs for the thousands employed by the sector. The breadth and scale of the impact of COVID-19 to the sector and directly affiliated industries has also resulted in the cancellation of MICE (Meetings, Incentives, Conferencing & Exhibitions), nationally, regionally, and worldwide.

Considering the unparalleled and fast-evolving nature of the crisis, it is extremely challenging to estimate the impact of COVID-19 on international tourism. Based on the latest developments (quarantine measures, travel bans & border closures in most of Europe and in many countries of the Americas, Africa and the Middle East), the evolutions in Asia and the Pacific and the patterns of previous crises (2003 SARS and 2009 global economic crisis), UNWTO estimates international tourist arrivals could decline by 20% to 30% in 2020. This would therefore translate into a loss of 300 to 450 US\$ billion in international tourism receipts (exports), which is almost one-third of the US\$ 1.5 trillion generated globally in the worst-case scenario.

The East African Business Council (EABC) is thereby concerned with the disruptions in the tourism sector as a major contributor to the economic development of the EAC Partner States as well as one of the biggest employers of the East Africans. To enhance Public and Private Dialogue on the tourism industry and ensure a steady recovery of the sector, EABC with support from African Economic Research Consortium, desires to undertake an assessment of COVID-19 pandemic on the tourism sector and develop policy options for adoption by East Africa Community States.

Given the impact of COVID-19 on the tourism and hospitality sector, EABC under the AERC COVID-19 pandemic response in East African Community Project, is seeking a consultant to undertake a study titled ***“Impact of COVID 19 on Tourism and Hospitality in the EAC and proposed Policy Options for Recovery.”*** The study is expected to assess the impact of COVID-19 on the sector, generate policy options that the EAC Partner States should adopt to protect sector players from COVID-19 disruptions and future pandemics.

#### **4.0 SCOPE OF WORK AND DUTIES**

To achieve the desired objectives of the consultancy, the technical proposal should detail how consultancy will be conducted. The technical proposal should also contain a work plan which explains how the assignment will be undertaken in line with the timeframe. Finally, the technical proposal will include a methodology that meets both the scope of work and deliverables described in the Terms of Reference (ToR). The main activities of the Consultant are but not limited to:

- i. Assessment of the impact of COVID-19 pandemic on the Tourism and hospitality in the EAC (not limited to; nature/expedition tourism, destination, leisure, MICE, etc);
- ii. Analyse the current fiscal incentives for the sector and propose appropriate interventions;
- iii. Assess the non-tariff barriers that the sector has faced during this period of the pandemic;
- iv. Propose recommendations for the tourism sector in EAC from the assessment,
- v. Develop a policy brief arising out of this study; and

*An Impact Assessment of COVID-19 Pandemic on Tourism and Hospitality Sector in the EAC*

- vi. Organise a validation workshop for the study report and make presentations in policy forums as may be organized by EABC, AERC and other partners in the project;

## 5.0 DELIVERABLES

### The key deliverables include:

- **Inception report** which among other things will contain the detailed work plan for carrying out the scope of work, proposed methodology and research design, survey instruments and research tools to be used.
- **Draft report** of An Impact Assessment of COVID-19 pandemic on the tourism sector in the EAC and Post COVID-19 Recovery Strategy for the sector.
- **The final report** includes, final findings on the Impact of COVID-19 pandemic on the tourism sector in the EAC and Post COVID-19 Recovery Strategy for the sector. The report will cover the Consultant's final findings, after feedback from EABC Secretariat and other key stakeholders
- **Policy brief** which will contain a summary of both findings of an impact assessment of COVID-19 pandemic on Tourism and a post-COVID-19 recovery strategy for the tourism sector in the EAC (see the attached format).
- The consultant will generate audio/visual output (e.g., infographics on the report) that can be shared with the media and the general public.

## 6.0 QUALIFICATIONS AND EXPERIENCE

A suitable candidate should hold the following qualifications and key competencies:

- a) **Academic qualifications:** Master's Degree or above in tourism and, conservation, with tourism destination development specialization and proven experience in strategic development planning.
- b) **Work Experience:** A minimum of ten (10) years' demonstrable experience in conducting research/survey on the tourism sector, an understanding of the tourism of the EAC region.
- c) **Proven track-record** in related assignments
- d) **Knowledge and experience** in the area of the tourism value chain, public-private partnership, tourism destination and product development, investment promotion, etc
- e) **Languages:** Fluency in oral and written English is required as it is the main EAC working language. Good working knowledge of French and Kiswahili will be an advantage.
- f) **Additional Skills:** Excellent computer skills (Microsoft Office (Word, PowerPoint, and Excel), Email, analytical tools/software for data analysis, experience in working with internet searches, online databases, and data retrieval) are required.
- g) **Nationality:** The position is only open to Nationals of any of the EAC Partner States, Burundi, Kenya, Rwanda, Tanzania, Uganda and South Sudan.

## 8.0 THE APPLICATION PROCESS

The technical and financial proposal must be submitted separately addressed to;

The Executive Director / CEO  
East African Business Council (EABC)  
Ninth Floor, Mafao House, Old  
Moshi Road P. O. Box 2617  
Arusha, Tanzania.  
Email: [director@eabc-online.com](mailto:director@eabc-online.com) with a copy to [procurement@eabc-online.com](mailto:procurement@eabc-online.com)

clearly marked “**Consultancy to Undertake an Impact Assessment of COVID-19 Pandemic on the Tourism and Hospitality Sector in EAC and Post Recovery Strategy for the Sector**”.

The proposal should include among others; current curriculum vitae, proposed methodology, workplan, tool for data collection etc.

**The financial proposal should be protected with a password.**

**Applications close on (10<sup>th</sup> January 2021) at (5.00 p.m.)**

*EABC is an equal opportunity employer thus recruitment is on merit and with no regard to one’s age, colour, gender, marital status, disability or impairment, race or creed.*

*Canvassing shall lead to automatic disqualification.*

*Environmental aspects will be taken into consideration.*

**END**

## Annex 1: Structure of the report

Section	Guidance
Title page	Research title; Author(s) and affiliation, Date (Month, year)
List of Figures	Provide the list of all figures in chronological order
List of Tables	Provide the list of all tables in chronological order
List of Abbreviations/ Acronyms	Provide a list of all abbreviation/acronyms
Acknowledgement	Should be one paragraph
Executive summary and key messages	<ul style="list-style-type: none"> <li>• Provide an executive summary that includes the description of the theme of the paper, the methodology, data, and the analysis.</li> <li>• Provide a snapshot of the critical takeaway findings/messages and how they directly relate to the broader BMGF-AERC objectives and of your area of focus.</li> </ul>
1. Introduction	<ul style="list-style-type: none"> <li>• Provide a broader background of your research topic/area relating to the potential/actual impacts COVID-19 crisis might have.</li> <li>• Situate the paper to the broader context of the project, zero it into the specific theme of your paper by providing thematic macro and social-economic context.</li> <li>• Provide a synthesis of the thematic impacts of the COVID-19 crisis relevant to your specific area of focus.</li> <li>• Provide a brief background and description of the specific thematic COVID-19 interventions falling under the theme of your research.</li> <li>• Contextualise the introduction within the relevant literature that directly speak to the theme of the group and preferably done in East Africa.</li> </ul>
2. Context	<ul style="list-style-type: none"> <li>• Provide brief socio-economic performance analysis detailing how your theme has evolved before and after COVID-19 crisis</li> <li>• Provide a comparative analysis of how EAC member country is fairing in fighting the COVID-19 problem relative to other EAC member countries and regional blocs in Africa.</li> <li>• Provide detailed context of the broader activities done and how they relate to addressing COVID-19 challenges in the EAC member country.</li> <li>• Present the thematic interventions and COVID-19 context, i.e., the need for the intervention(s), e.g. the barriers or opportunities it seeks to unlock and the impact the problem/issues are having on</li> </ul>



Section	Guidance
	<p>actors and expected change(s) from the proposed interventions</p> <ul style="list-style-type: none"> <li>• Contextualise your paper within the relevant and most recent literature that directly speak to the broader theme of your research preferably done in East Africa.</li> </ul>
3. Data and Methodology	<ul style="list-style-type: none"> <li>• Describe the data used for analysis</li> <li>• Use data from authoritative secondary sources to help provide credible and evidence-based narrative useful for making informed decisions</li> <li>• Provide the methodology used for analysis and its justification.</li> <li>• Provide a summary of the limitations of the methodology (if any). Also, explain how the analysis of the paper overcame such limitations to provide a meaningful and reliable analysis.</li> </ul>
4. Results/ Findings	<ul style="list-style-type: none"> <li>• Through the analysis of the data, the results should bring out the interaction between existing policies and COVID-19 crisis with the goal of: <ul style="list-style-type: none"> <li>○ Identifying gaps in resources (e.g., funding, human resources), programmatic and policy response to COVID-19</li> <li>○ Mapping thematic constraints and opportunities</li> <li>○ Proposing practical solutions and best practices to address COVID-19 challenges based on the views of the relevant stakeholders in your research area</li> <li>○ Identifying the best practices for mainstreaming gender in COVID-19 response now and in the future.</li> </ul> </li> <li>• Present the main results in a clear, logical, and coherent manner using graphics (e.g., figures, tables, and graphs) and other visual aids (e.g., photos, boxes with narratives) as much as possible. Triangulate quantitative analysis with qualitative data analysis to make logical and well-connected inferences.</li> <li>• If possible, break down the presentation of the results into logical sub-themes that can help easily digest the key results</li> </ul>
5. Discussion of the results/ findings	<p>Discuss the interpretation of the results situating them within the broader literature and policy space within and across the East Africa region and Africa at large.</p>
6. Conclusions	<p>Provide critical conclusions of the analytical paper detailing the main takeaways from the results</p>
7. Policy recommend	<ul style="list-style-type: none"> <li>• Provide the relevant, actionable policy recommendations/implications of the analytical paper to</li> </ul>

Section	Guidance
ation/ implications (including potential lessons)	<p data-bbox="587 230 1098 264">policymakers and other practitioners.</p> <ul data-bbox="544 293 1473 633" style="list-style-type: none"> <li data-bbox="544 293 1473 398">• Provide an assessment of the sources of coordination failures in your specific theme and provide pointers on how to streamline them.</li> <li data-bbox="544 427 1473 533">• Provide an assessment of key drivers of policy and programmatic response to COVID-19 crisis and potential future Pandemic in the EAC region</li> <li data-bbox="544 562 1473 633">• Extract lessons for future policy and programmatic responses to crises like COVID-19</li> </ul>
8. References	Provide full references for all cited information using the APA reference list system
9. Annexes	<ul data-bbox="496 759 1473 1014" style="list-style-type: none"> <li data-bbox="496 759 1473 831">• A detailed summary of the relevant literature reviewed (including policy reports, policy briefs, and peer-reviewed academic papers)</li> <li data-bbox="496 860 1286 893">• Secondary data sources and data used in the analysis</li> <li data-bbox="496 922 1278 956">• Data collection tools (Questionnaire, KII, FGDs) if any</li> <li data-bbox="496 985 1326 1014">• List with contacts of stakeholders interviewed or engaged</li> </ul>