



ORGANISATION MONDIALE DU TOURISME  
WORLD TOURISM ORGANIZATION  
ORGANIZACIÓN MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ  
منظمة السياحة العالمية

## **Integration of Tourism into National Emergency Structures and Processes**

### **Recommendations and Best Practices**

### **Invitation to Tender**

#### **1. UNWTO**

The World Tourism Organization (UNWTO) is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourism destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

Its membership includes 160 member countries and regions and more than 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

UNWTO is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.

#### **2. Background**

The importance of travel and tourism as a social and economic activity is growing constantly and has reached, at the international level, dimensions that haven't been seen before. Tourism is therefore used in many countries as a priority sector for economic development, contributing to the redistribution of wealth, reduction of poverty and the creation of employment.

At the same time, the sector is regularly challenged by crises caused by natural, man-made or other hazards. To manage these challenges adequately, national emergency structures and processes have to be designed in a robust but also flexible manner with clear understanding of the special needs and concerns of the travel and tourism sector.

UNWTO surveys have shown that the role of tourism is often underestimated and the integration of travel and tourism into the national emergency structures and procedures is often only a result of major incidents, which affected the country and caused major losses to the sector and to the national economy.

It is against this background that UNWTO, with the kind support of the Government of the Netherlands, is undertaking this study.

### **3. Objective of the study**

The objective of this study is

- on one hand, to provide governmental institutions involved in emergency planning, coordination and management such as Civil Protection, Interior, Health or Foreign Affairs comprehensive, up-to-date and practical guidance on the special needs and concerns of the travel and tourism sector; and
- on the other hand, to address the roles and forms of an effective integration of the sector through National Tourism Organizations (NTOs), Destination Management Organizations (DMOs) and private sector organizations involved in travel and tourism.

The study will develop recommendations and use best practices to illustrate good approaches.

### **4. Content and suggested structure**

The study shall address the following points:

1. Review and analysis of literature and existing emergency structures and processes of relevance to the study
2. The specific challenges of international travel and tourism during emergencies
3. Players at the national and regional level: roles and responsibilities
4. The roles and responsibilities of the NTOs and National Tourism Administrations (NTAs)
5. The role of the private sector
6. The requirements for a good integration
7. The study shall also use 10 case studies (each approx. between 3 to 5 pages) to illustrate the approaches used by countries when integrating tourism into the national emergency structures and processes.

### **5. Scope**

Addressing the issue from a global perspective, it is expected that this study provides an overall practical and feasible approach to the integration of tourism

into the national emergency structures and processes. For the purpose of completeness it is expected that the study comprises some 150 pages approximately.

## **6. Timescale**

Upon signature, the contracted party has to submit a first outline of the table of contents and the details of the approach within 2 weeks time. Upon approval, the contracted party has 4 months to submit the first draft of the study to UNWTO for review and comments. UNWTO may, at its discretion, conduct a consultation process with international stakeholders including Member States' authorities to review the draft. Within this process, the contracted party shall be available, against reimbursement of travel expenses, for up to two one-day consultations.

## **7. Language**

The study is to be delivered in English.

## **8. Budget and terms of payment**

UNWTO has allocated a maximum budget of 30,000 Euros for the development of the study.

The payment will be made as follows:

- 35% upon approval of the first outline of the table of contents and the details of the approach;
- 35% following submission of the first draft of the study;
- The final 30% payment will be made against approval of the final draft of the study.

## **9. Proposal**

The candidates will propose a detailed structure and content for the study based on item 4 of this tender. The structure proposed in item 4 can be further developed between UNWTO and the contracted party after the commissioning of the project.

The candidates should present proposals taking into account the framework presented under item 4, but also use their creativity and knowledge to suggest the ideal structure and content to attain the objective of the project.

Proposals to this tender should include the following:

- Overall project approach;
- Structure of study and content outline (see items 4 and 5);
- Timescale;
- Description of the experience of the candidate including references to relevant previous projects;
- Budget

## **10. Submission of Proposal**

The proposal should be submitted by email by 17 September 2010, 10.00 (a.m.) hours, Spanish time (ref. [www.timeanddate.com](http://www.timeanddate.com)) at the latest, to:

World Tourism Organization (UNWTO)  
Risk and Crisis Management  
Att. Dr. Dirk Glaesser  
Capitán Haya, 42, 28020 Madrid  
Email: [rcm@unwto.org](mailto:rcm@unwto.org)

Any proposal received after this deadline will be rejected.

Any request for clarification should be referred to by email: [rcm@unwto.org](mailto:rcm@unwto.org). The replies will be published at <http://www.unwto.org/procurement/index.php>.

The replies to inquiries received until 16.08.2010 will be posted on the website on 23.08.2010.

The replies to inquiries received from 17.08.2010 until 23.08.2010 will be posted on the website on 27.08.2010.

Any request for clarification received after the 23.08.2010 will not be considered.

## **11. Tender evaluation**

The project will be awarded on the basis of the ability to deliver on the stated objectives and against a scored evaluation grid, which has a total possible value of 210 points using the following criteria:

- Understanding of purpose [25 points]: The understanding of the purpose of the project and the degree to which the proposal meets that purpose.
- Structure of the proposal [50 points]: The structure of the proposal is meeting the objectives and fulfils all requirements of this tender.
- The level of innovation [25 points]: As mentioned above, the candidates should present proposals taking into account the framework presented under item 4, but also use their creativity and knowledge to suggest the ideal structure and content to attain the objective of the project.

- Relevant experience [25 points]: The experience of the candidate in conducting studies, projects and activities in the area of this tender.
- Qualifications [25 points]: Provide references to attest to the expertise, quality and level of service provided in the preparation of studies.
- Case studies [20 points]: Ability to identify, research and document relevant case studies.
- Timeliness [20 points]: The ability to complete the study and present the expected deliverables within the specified time frame.
- Logic of budget [20 points]: The proposed budget is structured logically, corresponds to the proposed approach of the project and is within the range of the maximum budget.

UNWTO will set up an internal Working Group which will be responsible for evaluating the proposals and steering the project via a continuous dialogue with the contracted party.

## **12. Miscellaneous**

UNWTO will be the sole owner of all the materials and is free to decide on its use.

UNWTO is not bound to select any of the companies/ institutions submitting proposals. Furthermore, since a contract will be awarded in respect of the proposal, which is considered most responsive to the needs of the project concerned, according to the criteria outlined under item 11, UNWTO does not bind itself in any way to select the company/ institution offering the lowest price.

The cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

Proposals submitted to any e-mail other than the address specified under item 10 will be rejected and not considered for evaluation. It is the bidder's responsibility to ensure that proposals are received by the deadline.

World Tourism Organization (UNWTO)  
Madrid, 23 July 2010