



**ASEAN-AUSTRALIA DEVELOPMENT COOPERATION PROGRAM (AADCP)
PHASE II**

**TERMS OF REFERENCE
FOR**

***Development of ASEAN Common Guidelines on Hygiene and Safety
for Workers and Communities in the Tourism Industry***

The ASEAN Secretariat and the Australian Government, through AADCP II, invite applications from consultants for the above-referenced project.

I. Background

Tourism has been recognised as one of the most resilient sectors to adapt, innovate and recuperate from adversity. It has a tremendous ability to transform rapidly into a much-needed source of income for public and private stakeholders alike and leads in areas ranging from consumer confidence, entrepreneurship, women, and youth employment to technological innovation. According to UNWTO, tourism represents 30% of the world's exports of services and 1 in every 10 jobs globally. In the ASEAN Economic Community (AEC), tourism is a key economic driver accounting for 14.29 per cent of the region's gross domestic product (GDP) and 13.68 per cent of total employment in 2018. The tourism sector has been a major contributor to economic development and social stability, and a principal source of income, employment and livelihood for many communities in the region.

The outbreak of the coronavirus (COVID-19) pandemic in early 2020 has affected the tourism industry around the world, including in Southeast Asia. In the first quarter of 2020, ASEAN Member States (AMS) preliminarily reported that as compared to the same period in 2018 and 2019, the tourism sector had suffered a loss of approximately 36 per cent in tourism receipts, international arrivals had declined by approximately 72 per cent, and the rate of hotel room occupancy is at its lowest.

With uncertainties still looming, impact of the pandemic may further deepen crisis in the sector. The impacts of actions such as restriction of movements, closure of tourism related business including hotels, and other accommodation facilities, as well as cultural and natural attractions, cancellations or postponement of events and gathering, all have contributed to international tourism coming to a standstill with enormous economic impacts, including loss of income and unemployment. This is by far the worst results in the historical series of international tourism since 1950.

Considering that the challenges remain ahead, starting with an unknown duration of the pandemic and travel restrictions, in a context of global economic recession, countries around the world are implementing a wide range of measures to mitigate the impacts of COVID-19 outbreak and to stimulate the recovery of the tourism sector. Several global, regional, and national safety guidelines to combat the spread of COVID-19 have been developed, adopted and implemented. Sentiment expressed by the UNWTO Panel of Experts points to a start of the recovery of international demand mostly in 2021. According to Panel Experts, domestic demand would recover faster than international one; however, the travel pattern would not be the same as before the COVID-19 anymore and the world has to adapt the new protocol.

The Declaration of the Special ASEAN Summit on COVID-19 held on 14 April 2020 encouraged the development of post-pandemic recovery plan to restore ASEAN's economic growth including in the tourism sector. As a follow-up, the ASEAN Tourism Ministers held a Special Meeting on COVID-19 on 29 April 2020 where they also adopted a Joint Statement of the ASEAN Tourism Ministers on Strengthening Cooperation to Revitalise ASEAN Tourism. In the Joint Statement, the ASEAN Tourism Ministers agreed to, among others,

“4. Implement clear policies and measures to bolster confidence among domestic and international visitors to Southeast Asia, including the development of clear standards and guidelines for a safer and healthier work environment to protect our workers and communities in the hospitality and tourism-related industries, destinations and establishments in ASEAN Member States”; and

5. Support the development and implementation of a post COVID-19 Crisis Recovery Plan without undermining efforts to safeguard public health....”

As a follow-up to the above and in line with the directives of the ASEAN Leaders at the 36th ASEAN Summit on 26 June 2020 to commence the process toward ASEAN's recovery effort, the ASEAN tourism sector aims to develop comprehensive common guidelines and standard for safer and healthier work environment for tourism workers/professionals and communities, consolidating the various existing international standards and protocol and ASEAN Member States' national health and safety protocols.

The common regional ASEAN guidelines will consolidate, adapt and harmonise the various existing international and national standards, best practices and guidelines as well as AMS' national health and safety protocols. Adoption of the guidelines by AMS and implementation of the guidelines by industry players and service providers will not only bolster confidence among domestic and international visitors to ASEAN destination but also contribute to the establishment of the recovery plans of ASEAN Tourism. It will also support ASEAN's Comprehensive Recovery Framework adopted at the 37th ASEAN Summit in November 2020.

II. Needs and Objectives

The goal of this project is to revive the ASEAN tourism industry and instil confidence in travel to Southeast Asia post COVID-19 pandemic. It is envisaged that once the Guidelines is finalised and agreed upon, relevant ministries in the AMS will review relevant national guidelines or standards to harmonise with the regional Guidelines where possible and relevant. These ministries are also encouraged to use the communications plans and tools to disseminate the Guidelines, and the self-assessment tools to industry players to promote use of the Guidelines.

III. Outputs

Component I:

The main output of this project is a comprehensive **ASEAN Guidelines on Hygiene and Safety for Workers and Communities in Tourism Industry** covering the following sectors

- a. Accommodation (Front Office and Housekeeping)
- b. Restaurant (Food & Beverage Services and Food Production)
- c. Facilities (e.g. Gym and pool) inside the hotels and resorts
- d. Spa and Wellness
- e. Community-based tourism
- f. Travel and Tour Operation
- g. Ecotourism
- h. Theme park
- i. Convention centre

To promote use of the Guidelines, the project will also develop these supplementary outputs:

- 1) **Specific recommendations to improve the ASEAN tourism quality and standards**, including strengthening the toolboxes for the relevant competencies under the ASEAN Mutual Recognition Arrangement for Tourism Professionals (MRA-TP);
- 2) **Self-assessment methods and tools for businesses and/or communities**. These methods and practical tools (in the form of checklists, for example) will allow businesses and communities to easily and quickly assess and modify their practices according to the guidelines, and confirm their compliance for accountability to the government and the public; and

Component II:

The guidelines need to be communicated widely to industry players and stakeholders to promote its adoption. This project will develop a **communication toolkit** to be used by the ministries in charge in the AMS to reach a wide range of audience, including a regional communication strategy, national-level communication plan. Based on the strategy and plan, this component may include preparation of graphical communication materials (e.g infographics, social media posts) targeted for different stakeholders, and signage (logo/emblem, for example) for businesses to indicate their compliance to the guidelines.

IV. Tasks/Activities

The following activities will need to be undertaken to achieve the outputs presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities and/or.

DELIVERABLES	ACTIVITIES/TASKS	PERSON WORKING DAYS**	DURATION IN CALENDAR WEEKS	COMPLETION DATE	RESPONSIBLE ENTITY
Project Inception Report	Setting expectations on the project with consultant	2	1 week	One week after signing of the Special Services Agreement (SSA)	Consultant (Component I)
	Preparation of Inception Report				
	Finalisation and submission of Inception Report				
Approval of Project Inception Report by the ASEAN Secretariat (2 weeks)					
Component I: Guidelines on Hygiene and Safety for Workers and the Environment in Tourism Industry	1) Conduct desktop assessment on: a. Best practices and lesson learnt globally and regionally to tackle the pandemic of COVID -19, available statistics and solutions to address primary concerns of tourism and Member States which has been hit by the COVID -19; and b. Existing international and national health and safety protocols for COVID-19 and other similar crises;	40	8 weeks	Week 16	Consultant (Component I)
	Conduct consultations with relevant stakeholders; in particular, the tourism, travel, hospitality and health sectors				
	Conduct meetings virtually and small group meetings in person to develop and finalise the guidelines;				
	Present guidelines to ASEAN NTOs for finalisation			Consultant (Component I), ASEAN Secretariat	
Approval of Guidelines on Hygiene and Safety for Workers and the Environment in Tourism Industry by the ASEAN Secretariat (2 weeks)					

DELIVERABLES	ACTIVITIES/TASKS	PERSON WORKING DAYS	DURATION IN CALENDAR WEEKS	COMPLETION DATE	RESPONSIBLE ENTITY
	Development of the supplementary outputs: recommendations for toolboxes, self-assessment methods and toolkits	10	2 weeks	Week 20	Consultant (Component I)
Component II: Communication Toolkit	Design and preparation of communication toolkits	10	2 weeks	Week 22	Consultant (Component II), in coordination with Consultant (Component I)
	Finalise all supplementary outputs				
Approval of Supplementary Outputs and Communication Toolkit by the ASEAN Secretariat (2 weeks)					
Project completion report	Preparation and finalisation of the Project Completion Report	2	2 weeks	Week 26	Consultant (Component I)
Approval of Project Completion Report by the ASEAN Secretariat (2 weeks)					

**** The number of person working days is intended to indicate the amount of relative effort required to deliver the corresponding outputs. Actual time/ working days will be agreed in negotiation with the successful bidder.**

V. Reporting

In addition to the Outputs outlined in Section III above, these reports will be required for the preparation of Component I outputs:

- a) **Inception Report:** Conceptualisation of overall approach, detailed framework, and preparation of work plan, management plan and budget.
- b) **Project Completion Report:** Description of project achievements against the project's original intended purpose and outputs. It is intended to assist in assessing impact, draw out conclusions and lessons learned.

The consultant is expected to produce the reports and Outputs in accordance with Section III and IV above. The timing of delivery is indicative and can be adjusted when the consultant's work plan is developed, subject to mutual agreement.

All reports will be submitted based on AADCP II Guidelines for Contractors in draft format to ICT & Tourism Division of the ASEAN Secretariat (with a copy to AADCP II) and, following the ASEAN Secretariat's approval, in final form. All outputs and reports must be suitable for publication, although the decision on publication lies with the ASEAN.

The contractor will also provide regular (weekly, bi-monthly or as agreed with the ASEAN Secretariat) summation of activities undertaken and issues that have arisen. These will be submitted to ICT & Tourism Division and AADCP II via email.

Financial reports will be submitted at invoicing in line with a payment schedule to be specified in the Special Services Agreement (SSA).

VI. Project Management

The project will be funded by the ASEAN-Australia Development Cooperation Program II and managed by ICT & Tourism Division of the ASEAN Secretariat. The consultant should be responsible for organising and conducting the scheduled activities in collaboration with the host countries and the ASEAN Secretariat.

VII. Scope of Services

The consultancy will be undertaken over a **continuous effective period of five (5) calendar months** with approximately **64 working days** of professional services. Work will commence immediately after contract signing.

VIII. Qualifications

The scope of work within this TOR covers two specific types of work divided into Components, and consulting firms/entities with the appropriate qualifications for at least one of the work areas, are invited to apply for this consultancy. However, groups of consultants submitting a tender are encouraged to organise or associate with a team that allows them to respond to both project components and to manage the delivery of outputs as a team.

In its proposal the bidder should demonstrate:

- In-depth knowledge and expertise on issues related to health and safety systems and procedures, particularly in tourism sector;
- Good knowledge or experience in the following tourism sectors:
 - a. Accommodation (Front Office and Housekeeping)
 - b. Restaurant (Food & Beverage Services and Food Production)
 - c. Facilities (e.g. Gym and pool) inside the hotels and resorts
 - d. Spa and Wellness
 - e. Community-based tourism
 - f. Travel and Tour Operation
 - g. Ecotourism
 - h. Theme park
 - i. Convention centre
- Proven experience in developing health and safety guidelines;
- Proven experience in facilitating discussions/workshops amongst various stakeholders with varying levels of involvement representing different political interests;
- Sound knowledge of ASEAN, its structure, and processes;
- Understanding of gender and social inclusion mainstreaming into development strategies, programmes and guidelines;
- Experience working with the ASEAN Secretariat and AADCP II on projects with similar scope and characteristics will be considered added value;
- Proven skills in report writing and conversing in English; and
- A thorough understanding of ASEAN and AADCP II procedures will be considered added value.

Bidders applying for Component 2 of this project should also have these qualifications:

- Extensive knowledge in developing communication strategies and communication plans
- Solid experience in design and developing communication toolkits for different groups users/audience;

IX. Bidding

Interested consulting firms/ consortiums are invited to submit a proposal in response to these Terms of Reference. This proposal should be in two separate parts: **Technical** and **Financial components**.

The Technical component should present the following information:

- A brief discussion indicating the bidder's understanding of the needs of the project;
- A brief analysis of key issues;
- A methodological discussion of how the bidder proposes to address those needs including assessment of key issues, analytical strategies that will underlie the project, specific techniques to be utilised, and practical discussion of possible limitations in carrying out the project;
- A detailed work plan that specifies activities to be undertaken, expected outputs and deliverables, resources to be utilised and timing;
- Staffing and management plan;
- A discussion on how measures to ensure the future sustainability of the outcomes of the project will be addressed;
- CVs of all proposed experts;

- Brief discussion of firm's past experience in undertaking similar work and brief summaries of all projects undertaken.
- Bidders applying for Component 2 should also provide samples of their past relevant work.

The Financial component should specify:

- 1) Professional fees of expert(s);
- 2) Management and/or operational fees (if any), which include all costs incurred by the person/entity/company for internal coordination, communication, travels and any other associated project management cost;
- 3) Applicable taxes such as VAT, GST, PPN. See Section IX point 3 for an additional note on tax liability.

Activity costs for experts and participants such as reimbursable expenses for airfare, other travel costs and daily subsistence allowance for workshops, meetings, and all other agreed activities do not need to be included in the Financial Component. These items will be discussed with the preferred contractor during the finalisation of the scope of services. Costs will be based on prevailing ASEAN Secretariat rates.

X. Submission of Application

Applicants should send their application with a cover letter, materials specified in Section IX above and other supporting documents with "***Development of ASEAN Common Guidelines on Hygiene and Safety for Workers and Communities in the Tourism Industry***" as the subject via email to tender@aadcp2.org, no later than **15 March 2021 at 05:00pm Jakarta time**.

For Frequently Asked Questions (FAQ), please visit <http://aadcp2.org/aadcp-ii-tender-frequently-asked-questions/>

Any queries on the TOR should be sent to contact@aadcp2.org with the subject line: "***Query Development of ASEAN Common Guidelines on Hygiene and Safety for Workers and Communities in the Tourism Industry***"

XI. Additional Notes on Terms and Conditions of the Project

1. Any future studies/reports/analysis in any form of intellectual property rights (including but not limited to patents, copyright and any related rights) submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the Consultant to ASEAN shall belong to the Secretariat under the name of **ASEAN** only;
2. Successful bidder shall agree to be bound and sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein, including but not limited to the AADCP II Guidelines for the Contractors attached to the SSA.
3. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by the ASEAN Secretariat.