

**“Support to Baku Tourism Vocational School of the Ministry of Culture and Tourism”
Project**

Terms of Reference

Consultants

A. Background:

Azerbaijan has the potential to attract a large number of international tourists. The country is blessed with ingredients that will create good memories for tourists, historically rich religious diversity, interesting cities to explore, unusual foods and above all, safety in the country. Having these attributes is creating an enabling environment for Azerbaijan to develop its tourism industry more broadly.

Tourism is increasingly becoming an important part of Azerbaijan’s economy. Tourism receipts account for 2% of the country's GDP and has the potential to contribute further to the non-oil diversification of the economy. The boom in the country's oil and gas industries has given a boost to the development of the tourism sector creating a demand for more and improved accommodation facilities, infrastructure and services.

Despite the enormous natural tourism potential and a noticeable breakthrough in terms of infrastructure and facilities for the tourism industry, there still are many challenges that Azerbaijan needs to overcome and one of the most important is provision of adequate services by qualified personnel. The first step in this direction was the establishment of the Azerbaijan’s Tourism Institute, which trains students the following specialties: Tourism and Hotel Management, Management, Marketing, Museum study, Archival work and preservation of monuments, Regional Studies (Caucasus, Azerbaijan), Guide and translator, Arcade, extreme and mountain tourism, Transport service (by types of transport services), Social work, International Relations and Food Engineering.

Another important step was the creation of the Baku Tourism Vocational School (BTVS) in December 2011 by the Decision of Cabinet of Ministers of the Republic of Azerbaijan. Currently more than 700 students are educated there for the following specialties: Confectioner, Barman, Waiter, Cook, Tour operator, Hotel receptionist, Travel agent, Ski mountaineering tour guide, Ecotourism guide and Local tourism guide. Currently the Ministry of Culture and Tourism is working on Concept on Establishment & Development of a network of Baku & Regional Vocational Schools in 2012 - 2016.

The project will help the Ministry of Culture and Tourism to strengthen the institutional capacities of the Baku Tourism Vocational School so that its graduates can provide services that would meet high professional standards, thus increasing the competitiveness of Azerbaijan’s touristic industry. This will be achieved through: (i) infrastructural upgrade; (ii) curriculum and training courses enhancement; (iii) exposure to international experience in management and (iv) improved access to educational resources.

In order to strengthen the capacity of Baku Tourism Vocational School, the Project intends to employ consultant for development of the curriculum and new methodologies for trainings to be conducted for teachers and students of BTVS and employees of tourism industry for the specialty of travel agents.

B: TASKS

Scope of Services:

Consultant will work on the development of the curriculum and training methodologies under the direction of the Project Manager and will be responsible for delivering the project outputs and activities, in accordance with the project document. The Consultant will be focused on implementation of the following assignments:

Prepare the curriculum and training methodologies for trainings of the teachers and students of Baku Tourism Vocational School and employees of the tourism industry for:

✓ Travel Agents

- Facilitate a harmonized approach to the development of curriculum and training methodologies
- Produce high-quality materials
- Achieve and delivering results within deadlines
- Carry their functions in compliance with UNDP guidelines

Deliverables:

Consultants have to provide Project with new curriculum and training methodologies

Monitoring:

The work and performance of the consultant will be monitored by the representative of the Ministry and Culture of Tourism, UNDP and the Project team. The key factor of the monitoring will be the quality and eligibility of the deliverables (curriculum and training methodologies).

Timing and duration:

The total duration of the preparation of curriculum and training methodologies is 14 business days (at least 7 business days in Baku) within the period of June 17 – July 15, 2013.

The consultants have to provide:

- Full resume (CV or P11)
- Technical proposal (methodology, activities to be carried out)
- All inclusive financial proposal (breakdown of costs)
- References

Note: that Daily Subsistence Allowance rate for Baku is 220 USD. The consultants are entitled to economy class travel only.

Qualification criteria:

- University degree in tourism sphere, social sciences or other related field.
- At least 5 years experience in curriculum development or related sphere
- Strong organizational skills
- Excellent communications skills

- Fast completion of tasks
- Full proficiency in English; Azerbaijani and Russian languages would be an asset;

Competencies

- Demonstrate commitment to UNDP's mission, vision and values;
- Display cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Demonstrate good knowledge of information technology and apply it in work assignments
- Consistently work with energy and positive, constructive attitude;
- Respond positively to feedback and differing points of view;
- Focus on result for the client;
- Demonstrate/safeguard ethics and integrity;
- Demonstrate corporate knowledge and sound judgment;
- Facilitate and encourage open communication;
- Create synergies through self-control;
- Managing conflict;