

## **TERMS OF REFERENCE (“TOR”)**

### **FOR Provision of Training Course on community interpretive guiding training and product development**

#### **I. AWF Background:**

The African Wildlife Foundation (AWF) has supported the development of wildlife-based conservancies across Africa. Given Uganda did not have conservancies, in 2014, AWF proposed the concepts of conservancies to the Uganda Wildlife Authority (UWA) as a means of expanding habitat protection, diversifying tourism experiences, and engaging landowners and communities directly in wildlife conservation through conservancies. UWA was very supportive of the idea and as a result, AWF initiated in partnership with UWA the piloting of three conservancies in landscapes surrounding Lake Mburo National Park (LMNP), Murchison Falls National Park (MFNP), and Kidepo Valley National Park (KVNPN).

The development of wildlife conservancies in Africa takes careful planning, deep engagement with communities, capacity building, and formation of new partnerships. Considerable work remains to advance these conservancies, each of which faces a unique suite of challenges and opportunities.

AWF is currently implementing a five-year USAID-funded Biodiversity for Resilience activity in partnership with RTI, CTPH, and Viamo which activity is building on the work that was initiated during the previous Bridge Program that focused on Conservancy development. One of the key roles of AWF is to support the Strategic Approach 2 of Supporting Conservancies to be professionally, operationally, and financially sustainable.

AWF is seeking a consultant with experience in community interpretive guiding training with a specific focus on Community Tourism Enterprise Interpretive guiding, and Community Tourism Enterprise Sales and marketing to train guides in Rurambira Conservancy (RC).

#### **2. Project Background**

##### **a. Rurambira Conservancy**

Rurambira conservancy lies within the Lake Mburo Conservation Area (LMCA) and is located east of Lake Mburo National Park (LMNP). The conservancy was formed in 2013 by 102 landowners who pooled together 9,297 ha. The conservancy and park management have both continued to carry out conservation awareness among the community although lack the economic benefit orientation. The area is rich in wildlife following the excising part of the Lake Mburo Game Reserve (647 km<sup>2</sup>) to create room for ranches under the Ankole Ranching Scheme Ranch and the government Nshaara dairy ranch in the 1970s. The presence of wildlife on the now private land copes well with the resident pastoralists' way of life. A conservancy management

plan was developed following the signing of the constitution to propose and guide the implementation of activities to achieve the vision and goals of the conservancy.

### **b. Project background and problem**

Livelihoods of communities adjacent to parks in many instances face challenges of problem animals, especially vermin, for the communities within Rurambira Conservancy. The communities in return practice poaching and extraction of resources from the parks especially in situations where there is no direct benefit from these parks' natural resources, they neighbor. Promoting community tourism is one way of advancing benefits to such communities to deter them from the vice of environmental destruction. Community involvement in tourism directly enhances environment and culture conservation. Through marketing, these community tourism enterprises and products are subsequently linked to the market specifically tour operators and lodges for marketing to increase their visibility and sales.

As part of the USAID/Uganda Biodiversity for Resilience activity support to enable the continued growth of Rurambira Conservancy, the program is to implement some of the key activities as identified in the business plan, and top among these where well-developed guiding service. These guiding services will be along with a system of trails which will be well developed/identified for less strenuous walking for visitors, organized photographic sites and cultural performances, servicing clients to the various lodges within the conservancy and the adjacent Lake Mburo National Park. This is envisaged to enhance local community entrepreneurial skills and knowledge, creates value addition to local products, consolidates individual efforts to mobilize development and conservation resources.

### **3. Scope of the Assignment:**

The communities to participate in tourism will require to be trained. The objective of the training is to increase benefits which will cause a positive change in community attitude towards their co-existence with the park hence park conservation and participation in conservancy development which will result in community sustainable development. The training is envisaged to cover community tourism enterprise interpretive guiding and the training should deliver the following key objectives:

- i. Acquiring the knowledge of the need for offering good customer service focusing on the following key elements: availability and accuracy of information, anticipating and meeting tourist needs, dealing with complaints and problems, creating good first impressions, as well as meeting and exceeding customer expectations.
- ii. Understanding the different types and needs of tourists and how to adapt customer care to meet these individual needs.
- iii. Imparting customer service skills required to meet tourist needs such as communication skills, presentation, teamwork and complaint handling and taking control of situations.
- iv. Providing field exercises and role play sessions

The training will be delivered through lectures, interactive methods, group discussions, and site visits. Besides the preparation and delivery of the course content, the training consultant will be responsible for organizing and conducting the scheduled activities of the agreed training course, as well as provide the following arrangement:

- i. At least 10 competent community guides trained in the project area
- ii. Training room facility.
- iii. Meals during the training sessions.
- iv. Accommodation for the participants; and
- v. Any transportation required during the training
- vi. Dummy and Familiarization tours

Working with the lodges and the conservancy leadership, consultant will also facilitate their registration with a competent national (local) body so that they benefit from the various accreditations and technical backstopping through training that is offered to their members.

#### **4. Expected Outputs:**

- i. Training Materials/Manuals/Curriculum
- ii. Training Delivery with customized activities and exercises suited for Rurambira Conservancy
- iii. Performance report providing for training outcome, challenges and recommendations for improvement of the guiding services within the conservancy.

#### **5. Requirements:**

- i. Show evidence of education/accreditation in tourism guiding and/or training from a recognized institution or body.
- ii. Knowledge and experience in providing training to personnel in the area of travel, tourism, hospitality, customer service, etc.
- iii. Advanced facilitation, communication and interpersonal skills to interface with local communities.
- iv. Experience in supporting community tour guides in acquiring accreditation from local competent bodies necessary.
- v. Demonstration of understanding of the wildlife species within the landscape is an added advantage

#### **6. Time Frame**

The consultant is expected to give an indicative timeframe within which he/she expects to accomplish the assignment. This activity however is urgent.

#### **7. Application:**

Interested individuals should submit a letter of interest, detailed CV, technical and financial proposal to AWF within ten (10) working days from the date of this advert to: [UGProcurement@awf.org](mailto:UGProcurement@awf.org) for the attention of the Country Director, African Wildlife Foundation.