



Terms of Reference

1. Background

The UNWTO Tourism Stories series, initiated in 2013, has established itself as a powerful platform for readers to hear the voices of people across the globe who wake up every day to work within the tourism sector, entering their worlds to gain a deeply personal insight into how their lives have been shaped because of Tourism, and, more importantly, what their lives would be like were they not working in the industry.

UNWTO reached out to all regions around the globe, capturing an array of stories of the lives of the people working in the tourism sector – their lives, their work, their thoughts, in their words. Through individual video interviews, the people featured in this book have each shared the story of their lives, and the difference that their working in the tourism sector has made to their futures. Tapes, transcripts and testimonials were all pulled together to create this book.

Resonating deeply across the global Tourism community, the book series has evolved to become a greatly valued mirror for many, enabling tourism leaders across the globe to pause, reflect and reconnect with the reasons why their work matters for the millions of people across the world who rely on the Tourism industry for their livelihoods.

At the 31st CAP/CSA Regional Commission Meeting in Bhutan in 2019 the Tourism Stories for the Pacific was mentioned and supported by the Pacific Member States; Fiji, Papua New Guinea, Samoa and Vanuatu. Further to this at the 23rd Session of the General Assembly in St Petersburg, Fiji followed up on this request with the Regional Department for Asia and the Pacific.

In recent times in light of COVID-19 global tourism has been a challenge, especially for Small Islands States (SIDS) in the Pacific. The recent work by UNWTO Regional Support Office for Asia & the Pacific (RSOAP), 'Sustainable Product Development in the Pacific' highlighted the recommendation for promotion of heroes to enable those working in the

sector to stand with an increasing sense of pride which is needed more so than ever before.

2. Objective

RSOAP will implement a new edition of the Tourism Stories focused on the Pacific. Pacific tourism stakeholders will have the chance to appear in this special Tourism Stories series. It is proposed that this project *Tourism Stories Pacific – Resilience Through Crisis* will invite audiences to gain a personal insight into how Pacific lives and that of their communities have been shaped by tourism and how they have coped and adapted to COVID-19.

It can show the tourism work of all those that have impacted/supported their communities during COVID-19. It may show us stories of creatively unlocked community value chains, inspiring the empowerment of women and revitalizing history and traditions of the past to set the foundations for the future considering the time of a pandemic. This book will feature the people who, each and every day, woke to work in the sector, playing their part, making their impact, and sharing their story especially so in COVID-19 environment.

The main objectives are:

- Highlighting the value of tourism in advancing Pacific sustainable tourism development.
- Capturing the voices of people working in tourism impacted by COVID-19;
- Showcasing the tourism recovery and mitigating actions of the lives of individuals and their direct communities;
- Encouraging the government, private sector and local communities to support the tourism sector especially in COVID-19;

3. Content

Modelled along the lines of the UNWTO's *Tourism Stories* book series, there will be two main outputs:

A: eBook

- Full colour, highly photographic with supporting stories & image text
- Written in English
- Total eBook content 20 stories
- Title (TBC): *Tourism Stories Pacific – Resilience Through Crisis*
- Foreword by:

- Chief, RSOAP
- Secretary General, UNWTO
- Congratulatory remarks by Chief Executive Officer, SPTO
- eBook, A4 size with length of +/- 130 pages
- Length of each stories +/- 5 pages (including images and copy)
- +/- 4 content pages combining text and images to capture balance of the story in the storytellers words and spirit
 - Including where on map (small image of main map image of the Pacific) with only the stories locations indicated), story titles, subject matter and person's name.
- Branding: RSOAP & UNWTO
- Designing: External Consultant in consultation with RSOAP

B: Video Series

- Total video series content 20 stories
- Technical Specifications of photographic and video to be drafted in consultation with the External Consultant
- Videos' length +/- 5 minutes
- Compilation: External Consultant in consultation with RSOAP

The Contents will be as follows:

- Total of estimated 20 stories
- Short introduction/description of each country/destination of the story with details (maps, website, etc.)
- Stories to be sourced from across the Pacific nations (Melanesia, Polynesia and Micronesia):
 - 2 each from UNWTO Member States - Fiji, Palau, Papua New Guinea, Samoa, Timor-Leste and Vanuatu
 - Remainder 1 each from other non UNWTO member states in consultation with SPTO
- Each story to be an emotive, immersive experience for the audience to gain insight and understanding of both the destination and the individuals experience and resilience throughout COVID-19
- Stories covering the answers of these questions (draft in consultation with the External Consultant)
 - Tell us your name and your family situation
 - Tell us where you are from, where you live now and what you do for a living
 - Tell us how and why you started doing what you are doing

- Tell us about the challenges encountered during COVID-19
- Tell us what you did during COVID-19 to support your livelihood and/or that of your family and or community
- Tell us why you enjoy your work
- Original materials to be submitted together with a translated version into English

4. Role/Responsibilities

The roles of the RSOAP, UNWTO, SPTO, External Consultant and Pacific Island Countries are critical to the success of the project in ensuring that the responsibilities are shared as follows:

A: RSOAP

- a. Project owner;
- b. Possesses full publishing rights;
- c. Appoint focal point (RSOAP) for project coordination;
- d. Contribute Foreword for the eBook manuscript;
- e. Work closely with the External Consultant throughout all stages of the project
 - Forwarding of video interviews (and translations, as may be required) along with bio-data of storyteller
 - Identification of additional stock photography/content required to complement images and interviews captured from storytellers
 - Graphic design and layout of the final manuscript (eBook and video series).
- f. Sponsorship of fees for services of the External Consultant
- g. Distribution of the eBook and video series by RSOAP
- h. Official release event in conjunction with UNWTO Regional Department of Asia and the Pacific

B: UNWTO

- a. Supporting partner of RSOAP in the Project;
- b. Official endorsement of the Project;

- c. Contribution of UNWTO foreword for book manuscript;
- d. Support an official release event in conjunction with UNWTO Regional Department of Asia and the Pacific

C: SPTO

- a. Supporting partner of RSOAP in the Project;
- b. Support in coordination of Pacific non UNWTO Member States'
- c. Contribution of congratulatory remarks for the book manuscript;
- d. Support in identification of additional stock photography/content required to complement images and interviews captured from storytellers
- e. Support editing of final manuscript for the outputs

D: Pacific Island Countries

- a. Responsible for acquiring all raw content to RSOAP and External Consultant whose champions will be featured in this project:
 - Identification of storytellers for story ideas / locations pre-agreed;
 - Interviewing of storytellers;
 - Capture of still images and video of each storyteller in accordance with technical specifications;
 - Translation of interviews (if applicable) along with bio-data of storyteller into English;
- b. Identification of additional stock photography/content required to complement images and interviews captured from storytellers
- c. Sponsorship of fees of services and logistics in capturing interviews from storytellers

E: External Consultant

- a. Project implementation
- b. Liaise with focal point (RSOAP) for project coordination;
- c. Responsible for the development of guidelines, templates and technical specifications for the eBook and video series

- d. Editing (20 stories raw content) provided by RSOAP, SPTO and Pacific Island Countries in English for book comprehension and flow including the Introduction section, and coordination of the Acknowledgements; in adherence to UNWTO Author guidelines
- e. Responsible for the creation manuscript (final editing, proofreading, formatting) of the eBook and video series, all contents including maps based on agreed structure and inputs
- f. Responsible for the creative design of the overall layout of the eBook/Video series in consultation with RSOAP
- g. Contracted for the duration of the project (from book concept development through to final production for launching)

5. Time Frame

The project will be divided into the following phases:

Phase	Activity	Duration
June/July	RSOAP to distribute TOR for External Consultant/Hire External Consultant	3 weeks
	RSOAP to consult with SPTO & Pacific Island Countries	2 weeks
August	External Consultant shares outline of Story/Video & Storyteller Selection Guidelines and Templates for RSOAP including: themes, tips for identifying story ideas, potential storytellers' profile, direction for capturing of interviews, outline of interview questions, technical guidelines to be shared with the participating Pacific NTO/NTAs	1 month
	External Consultant to consult with SPTO & Pacific Island Countries on submission of story ideas and potential storytellers to select 20 stories	1 month
September - October	Interviewing of 20 storytellers in-field by the participating Pacific NTO/NTAs	2 months
October	Pacific NTO/NTAs to conduct interviews and submit Interview videos, transcripts (if translation required), photos to External Consultant	1 month

November - December	External Consultant develop creative design brief of the overall layout of the eBook/Video series	1 month
	Structuring of draft 1 of eBook manuscript incl. image recommendations and video series by External Consultant	2 months
	Draft 1 of ebook manuscript and video series by External Consultant reviewed by RSOAP and Partners	2 weeks
January 2022	Submission by External Consultant of Draft 2 ebook manuscript and video series reviewed by RSOAP and Partners	1 month
February	RSOAP endorse Final ebook layout and video series	1 month
	Any rework of complete ebook layout/video series (if/as required)	2 weeks
March	Proofing	2 weeks
	Sign-off of ebook design and contents and video series by RSOAP and partners	2 weeks
	eBook and video series complete and emailed to UNWTO, SPTO and Participating Pacific Island Countries	2 weeks
April	<i>Official Release</i> event in conjunction with UNWTO Regional Department of Asia and the Pacific	

* *Timetable to be confirmed with External Consultant*

6. Budget

4.8 million Yen will be allocated for this project funded by RSOAP to cover:

- Fees for External Consultant;
- Fees for miscellaneous support, may include any travel by RSOAP as well as any costs for official release event.

Budget	Item
¥ 4,000,000.00 (4 Million)	External Consultant
¥ 800,000.00 (0.8 Million)	RSOAP Project Support