



## Government of Lesotho

### Private Sector Competitiveness Project

#### Tourism Statistics Specialist

#### I. Background

Lesotho Tourism Development Corporation (LTDC) is a parastatal organization established as per the *Tourism Act No.4 of 2002*, with the broad mandate of developing and promoting tourism as a key contributor to the economy of Lesotho.

There is a growing awareness worldwide of the potential of tourism to promote socio-economic development, by creating employment, and attracting foreign investment while additionally, in developing countries, tourism has a big potential in contributing to poverty reduction, and income generation for local communities. However, despite this understanding, tourism is still not sufficiently recognized and accounted for in decision making spheres. Therefore for the development and in order to defend this position, the availability of reliable and timely supporting data is of paramount importance.

The argument in favour of tourism must therefore be evidence based which in turn demands that it be furnished with facts and figures collected at a national and sub-national level, and it also requires that countries should develop a thorough understanding of their tourism sector and thereby its role in their economy.

This can only be achieved through a reliable and accurate System of Tourism Information (STI) which is based upon a robust System of Tourism Statistics (STS) at its core.

It is against this background that the LTDC seeks a Tourism Statistics and Research Specialist to assist the Department of Research and Development in reviewing and updating its Systems of Tourism Statistics in preparation for setting up the Tourism Satellite Account (TSA).

#### II. Objectives

The objective of this assignment is to help the Lesotho Tourism Development Corporation in reviewing and updating the Systems of Tourism Statistics and Research and improve their statistical capacity to a position of setting up a Tourism Satellite Account (TSA). It is only through the development and introduction of the

(TSA) statistical framework that it is possible to measure the linkages of tourist consumption and expenditure to the rest of the economy thereby establishing its contribution to the wider economy and thus allowing direct comparisons to be made with the contributions to GDP made by other economic sectors.

### **III. Scope of work**

In order to attain this objective the consultant shall, inter alia, undertake the tasks outlined below.

- Review the general research capacity within MTEC and LTDC. Technically review data handling, analysis and reporting in LTDC and Bureau of Statistics;
- Facilitate the introduction of a tourism satellite account (TSA) in Lesotho;
- Assess the effectiveness of current structures responsible for collection of tourism statistics and coordination of research in the country;
- Assess the level of compatibility between Lesotho's statistics and those of the rest of the world. Thus, providing technical support and advice in the review of Supply and Use Tables compatibility including their adequacy;
- Assess the relevance and effectiveness of the system and tools currently used for collection, analysis and dissemination of tourism statistics and information;
- Enhance Stakeholder knowledge of UNWTO concepts/Definitions/classifications and the Tourism Satellite Account (TSA);
- Assist in the introduction of the Domestic Tourism and Outbound Surveys;
- Train LTDC and BOS staff in compiling and completing TSA tables/procedures and forecasting techniques; and
- Provide technical support and advice on the design and introduction of all new tourism surveys.

### **IV. Deliverables**

- Submit reports on stakeholder sensitization workshops;
- A detailed Framework for the undertaking of Domestic Tourism and Outbound Surveys;
- Report of the adequacy of the current Supply and Use Tables; and
- Submit a report on training on TSA procedures and forecasting techniques.

## V. Qualifications and Experience

The specialist should possess the following:

- At least 10 years of experience in the undertaking of similar assignments;
- Familiarity with developing countries and tourism trends especially in Africa would be an asset;
- Demonstrated leadership and project management;
- The ability to coordinate and manage complex undertakings and ability to manage multiple tasks effectively; and
- Fluency in speaking and writing in English; Proven ability to operate independently for extended periods, while integrating successfully with other team members.

## VI. Contract period

The Tourism Statistic Specialist will work closely and report to the LTDC. The initial duration of the assignment shall be 2 months.

## VII. Remuneration

Remuneration shall be market related with due consideration of the qualifications and experience as stated above.

## VIII. Recruitment

The Government of Lesotho now invites eligible individuals to submit applications for the position of Tourism Statistics Specialist. Applicants are required to provide information indicating that they are qualified to perform the services.

The **Tourism Statistics Specialist** will be selected in accordance with the procedures set out in the latest version of the World Bank's [Guidelines: Selection and Employment of Individual Consultants by World Bank Borrowers](#).

Applications including a comprehensive CV should be delivered to the address below by 16<sup>th</sup> December 2011.

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