



Terms of Reference for the design, production of educational contents and tutoring of an online course on Sustainable Tourism

By UNIMED – Mediterranean Universities Union

Abstract

UNIMED – the Mediterranean Universities Union is looking for an expert, an agency or a team of experts to design a MOOC “Tourism for Sustainability, Inclusiveness and Resilience in the Mediterranean Region”, to produce all the educational contents and to provide tutorship. The Course should be structured in four one-week units, for a total of 12-15h of participants engagement: 4h of video contents, plus reading time, interactive exercises and working activities. The delivery of the course is foreseen from April till July 2022 and during this period the expert should be available for tutorship.

This contract is carried out in the framework of the Sustainable Tourism Community project, an Interreg MED Initiative launched in November 2016 that will be operative until December 2022, whose main mission is to make tourism a real driver for inclusive and sustainable growth. The course will be delivered in the framework of the Interreg Euro-MED Academy, an e-learning space created by the eight Interreg MED Communities and Panoramed project and coordinated by UNIMED. The Interreg Euro-MED Academy’s mission is to deliver free and open courses based on the hand-on knowledge, competences and results developed by the Interreg MED projects since 2016 to contribute to the shaping of the next generation of Mediterranean leader of sustainable and inclusive development.

Offers should be sent to uni-med@pec.it by 25/01/2022 (see below for details).

1/ About UNIMED – the Mediterranean Universities Union

[UNIMED, the Mediterranean Universities Union](#), founded in October 1991 by Prof. Franco Rizzi, is an association of Universities from the countries of the Mediterranean basin.

It counts 140 Universities coming from 23 countries of both shores of Mediterranean (data updated to December 2021).

UNIMED acts in different scientific fields and its aim is to develop research and education in the Euro-Mediterranean area in order to contribute to scientific, cultural, social and economic cooperation.

The image that better represents our association is that of a *University Without Walls*.

Through the many initiatives carried out over the two decades, UNIMED has promoted the collaboration between universities of the Mediterranean, becoming a point of reference of the international university cooperation.

2/ About the Sustainable Tourism Community

Created in November 2016 within the framework of the Interreg MED Programme, the Sustainable Tourism Community has been renewed for a three-year period until December 2022 to make tourism a real driver for inclusive and sustainable growth.

The Community can now rely on 28 territorial cooperation projects and almost 400 organisations (public authorities, private companies, universities, NGOs and international organisations) active in 13 European countries to promote sustainable tourism by capitalizing on tools and good practices developed by its projects.

Most notably, the Community's members are leading the development of innovative tools to monitor the tourism industry, they are studying and testing new tourism models and they are actively engaging policy makers and managers in a constant dialogue to make tourism a real driver for inclusive and sustainable development. The main objective of this new phase of the Community is to influence economic and social development strategies to include sustainable tourism policies at regional, national and European level. To attain these renewed objectives the project partnership leading the Community has slightly changed to include a network association of regional policy-makers and to extend the geographical area to the Balkan region.

// Project Partners

The MED Sustainable Tourism community is an Interreg MED Programme initiative coordinated by DIBA - Barcelona Provincial Council (Barcelona, Spain) in partnership with UNIMED - Mediterranean Universities Union (Rome, Italy), University of Thessaly (Thessaly, Greece), NECSTouR - Network of European Regions for Sustainable and Competitive Tourism (Brussels, Belgium), Plan Bleu UNEP MAP, the Regional Activity Centre of Mediterranean Action Plan (Marseille, France), Adriatic and Ionian Euroregion (Pula, Croatia), RDA Green Karst - Regional Development Agency (Pivka, Slovenia).

3/ About the MOOC “Tourism for Sustainability, Inclusiveness and Resilience in the Mediterranean Region”

In the framework of an enhanced cooperation amongst the different Interreg MED Horizontal Projects, UNIMED has launched a joint initiative “The Interreg Euro-MED Academy”: an e-learning platform hosting courses designed and produced by different partner organisations participating in an Interreg MED project.

Besides, UNIMED is coordinating the MOOC on “Tourism for Sustainability, Inclusiveness and Resilience in the Mediterranean Region” in close cooperation with the DIBA – Barcelona Provincial Council and NECSTouR the network of European Regions for sustainable and competitive tourism, with the support of the Urban Transports

Community and the Blue Growth Community. The official language of the Interreg Euro-MED Academy is English, but other languages might be added in translation.

// Who should attend

A more inclusive and sustainable future in the Mediterranean will be built by the involvement of different stakeholders who share the same values, vision and willingness to build a better future, or as we like to call them: “Next Generation Mediterranean Leaders of Inclusive and Sustainable Development.”

As tourism is a cross-cutting economic sector the module is most suitable for regional and local public authorities, destination management organisations, local public transport authorities, practitioners of the blue economy, community-based associations and NGOs, social entrepreneurs, edutainment companies and whoever might wish to be engaged in this sector.

Even though the module will provide some basic information about the fundamentals of Sustainable Tourism, we recommend the participation of mid-level career experts, civil servants and entrepreneurs to fully benefit from the exchanges and the hands-on experiences of territorial cooperation projects and practitioners. However, early career professionals can surely benefit from a unique opportunity to become part of a community of practice and to bring to the module a fresh look and enrich the exchanges.

// Learning outcomes

_ What is Sustainable Tourism in theory and practice, with some concrete examples from territorial cooperation projects active in the Mediterranean region and from the main regional stakeholders.

_ You will learn some guiding principles and acquire the hands-on experience necessary to set up, manage and lead projects on sustainable tourism rooted on local communities' needs and embedded in international frameworks.

_ Acquire knowledge on international frameworks such as the SDGs and the European Green Deal main features to embed your strategy into a wider framework to improve a community and/or an eco-system resilience and liveliness.

_ How to get the involvement of the strategic stakeholders around your project or initiative to promote sustainable tourism by orienting them towards the solution of local communities' real needs and problems.

_ How to read present technologies and innovation trends to build smarter tourism destinations that have a lower environment and social footprint and that could eventually foster a more sustainable and inclusive development.

_ How to ensure a sustainable transition towards a more sustainable and inclusive model of tourism in your region by ensuring proper funding from public authorities (such as Next Generation EU) as well as from private investors.

// Format

The learning module on sustainable tourism will be a blended course of pre-recorded lectures, reading suggestions, interactive exercises, live conferences and peer-to-peer exchanges about the future of sustainable tourism in the Mediterranean region. The

module will be enriched by live-conferences with guest speakers from public authorities and private sector, who will shed some light on the ongoing trends and challenges of sustainable tourism. Besides, members of the Interreg MED Communities of practice on sustainable tourism, urban transports and blue growth will share with the participants their hands-on experience on territorial cooperation projects.

To encourage the participation of active learners, the module is structure in four units of one week each, for a weekly engagement of 3h (1h video contents and 2h of reading time and exercises) for a total of 12h. Besides, participants are warmly encouraged to attend live conferences with guest speakers to discover real on-the-ground cases and to exchange with strategic stakeholders. Finally, to facilitate peer-to-peer exchanges and networking amongst learners, we will organise virtual meetups. (See Annex A for a provisional Storyboard)

// Structure of the module

The module should address the following topics tackled at least in a one-week unit:

_ Unit #1: **What is sustainable tourism.** Some fundamentals about sustainable tourism: definitions and implementations

_ Unit #2: **International frameworks for sustainable tourism.** How can tourism help reach the objectives such as SDGs and European Green Deal?

_ Unit #3: **What is a smart Tourism Destinations and how to structure it?.** How can innovation, digitisation, green and blue economy and sustainable mobility contribute to a more sustainable tourism industry?

_ Unit #4: **Funding the transition to a Sustainable Tourism model.** How to make sure that the transition towards a more sustainable model of tourism is feasible and sustained by proper funding coming both from public and private sector?

4/ Scope of work

In the framework of the Sustainable Tourism project and view of its engagement for the Interreg Euro-MED Academy, UNIMED is looking for a provider to:

a/ Design the structure of the four-week learning module “Tourism for Sustainability, Inclusiveness and Resilience in the Mediterranean Region” based both on the guidelines briefly introduced above and on a dialogue with UNIMED and its project partners.

b/ Produce all the educational materials needed for the course/learning module in English (proof-read), such as:

_ Producing and editing (support and training can be provided if needed) video lectures. An estimated number of 20-30 video-lessons of 7'-15' each, one per day of course; plus a short video introduction and video wrap-up of every one-week learning unit. (See Annex #1 for more details).

_ Providing the video lessons' transcripts as they will be available as a support for the participants (as subtitles and/or a file to download).

_ Design the interactive activities to be implemented in this course to keep the participants engaged such as: participants self-assessment activities; brief knowledge checks; exercises; tests; etc.

c/ Design and implement the evaluation plan to assess the level of engagement and comprehension of the courses delivered. More specifically the selected provider should provide:

_ A description of the criteria to be used to grade the exercises / knowledge tests and to issue eventually the certificates: one just for the participation and one that certifies the completion of knowledge tests as well. For example, which video contributions are compulsory and which are optional; how many points, if any, are to be assigned to every exercise, etc.

_ Drafts of the knowledge tests ready to be transferred into a digital format. To have an idea of the kind of activities that can be done online please refer to the following websites: [H5P.org](https://www.h5p.org) or [Genial.ly](https://genial.ly)

d/ Providing tutorship: for at least six weeks the assigned provider/s will be available to answer to participants questions via the course forum. Besides, provider/s should also be available to participate in one/two live events to meet the participants.

5/ Deliverables and deadlines

Step #1: meeting with the MOOC partner organisations

Within a couple of weeks from the awarding of the contract, UNIMED will organise a meeting with the selected provider together with the MOOC partner organisations to better define the exigences and expectations concerning the MOOC “Tourism for Sustainability, Inclusiveness and Resilience in the Mediterranean Region”.

Based on the results of the meeting the selected provided will work on a syllabus, evaluation plan and a Storyboard for the course.

Step #2: approval of the syllabus, evaluation plan and storyboard

The selected provider will present its proposal for a syllabus, storyboard and evaluation plan to UNIMED and the MOOC’s partner organisations.

Upon approval by UNIMED and its partners the provider will start producing the educational materials and interactive activities.

Step #3: setting up a common digital workspace and explanation on the tools made available to produce the contents. methodology and discussing the mission

UNIMED and the selected provider will have a meeting to kick off the production of the contents and setting up a common protocol to share documents and information. More specifically the parties will:

- _ define a common working methodology to share information and to monitor the progresses of the mission
- _ set up a shared digital workplace
- _ set up an operational timeline

_ introduction of the tools made available to produce the contents, namely: Moodle, H5P.org, genial.ly and Screencast-O-Matic (the tool to self-shoot tool, edit and host the video contributions).

_ assessing the training needs and support that the selected provider needs

Step #4: content production

The provider will produce all the contents agreed upon in the storyboard: video contributions and exercises.

Step #5: final Deliverables > end of March 2022

- > Syllabus of the course properly edited and proof-read
- > Evaluation plan for the course
- > All the video lessons edited and uploaded on Screencast-O-Matic
- > Transcripts of all the video lessons in a simple Word document
- > Accurate descriptions of all the exercises and interactive activities

Step #6: tutorship

The selected provider/s will act as tutor for the whole duration of the course: from April to July 2022. As tutor, he/she will assess, if foreseen in the evaluation plan, the participants contributions and be available to answer the participants questions via the forum. The presence of the tutor might also be requested in one or two online events to exchange with the participants.

6/ Who can apply

The call for experts is open to individuals, working alone or in a team, and to agencies with a proven experience in academic training and/or e-learning. The ideal candidate should:

a/ Have a strong academic background and/or proven competences in sustainable tourism in the Euro-Mediterranean coastal areas

b/ Be full proficiency in delivering courses and drafting educational materials in English

c/ Have a relevant experience in teaching sustainable tourism-related courses, a previous experience in e-learning is a plus

d/ Be able to self-shoot and edit video lessons in a very basic way (with a web camera and on online screen recording tool). The tools and specific training and support will be provided

e/ The offer can be made by an agency, an individual expert and or a group of experts presenting one single offer. In the case the offer is made by a group of experts, the amount requested should not exceed the budget allocated for this Terms of Reference

f/ Knowledge of Interreg MED Projects and initiative is a plus

7/ Intellectual propriety rights and Creative Commons licence

The author of the contents will be the sole proprietary of the intellectual propriety rights, but he/she must agree to share the contents under the Creative Commons Licence “Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)”.

Under this licence users are free to:

- _ Share: copy and redistribute the material in any medium or format
- _ Adapt: remix, transform, and build upon the material
- _ The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

_ Attribution: You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

_ NonCommercial: You may not use the material for commercial purposes.

8/ Contract Period

Starting date of the assignment: at the signature of the contract

Finishing date of the assignment: 30 JULY 2022

The contract could be extended till 30 December 2022 if needed to complete some foreseen activities due to force majeure.

9/ Form of Contract

Goods or services ordered by the Sustainable Tourism consortium as a result of the bid shall be in accordance with the Sustainable Tourism project’s conditions of contract. The Terms and Conditions are those of the contractor, which is UNIMED - Mediterranean Universities Union.

10/ Budget

The total value of the contract (including any taxes and contributions) **shall not exceed 10.000 EUR.**

VAT exemption is applicable. For Italian providers, the VAT exemption is applicable according to the Article 72 of the Italian Law D.P.R. 633/72. Providers based in other countries must refer to the national legislation and indicate the applicable law. Any travel costs incurred while carrying out assignment(s) are covered directly by the provider.



11/ Application procedure

Offers should include:

- _ CVs of relevant staff members(s) who will directly design the course, produce the educational materials and provide the tutorship
- _ reference projects
- _ a concept note describing the main features of the course they could deliver and tools that will be used to accomplish the tasks described in this Terms of Reference (max 2 pages)
- _ detailed financial offer for the implementation of the tasks

Deadline for receipt of offers: 25/01/2022

Applications should be sent in English to: uni-med@pec.it

12/ Selection Criteria

The contract will be awarded to the bid offering best value for money (best price-quality ratio). The criteria for the selection of applications are:

- _ 30% price;
- _ 30% reference projects;
- _ 20% CVs of staff member(s) who will be directly involved in the execution of the contract;
- _ 20% concept note describing the main features of the intervention and the tools that will be used.

13/ The Debriefing

Both successful and unsuccessful contractors who wish to have the opportunity of debriefing should contact Mr. Marcello Scalisi after award of the contract.

14/ Contact

Marcello Scalisi

Director UNIMED - Mediterranean Universities Union

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ANNEX #1: proposal for a learning module storyboard

0/ Introduction

0/ **TITLE** (10 words max)

0.1.a/ **video teaser / welcome** of the Learning Module about the whole learning module 90"-120" seconds (it can be done by the education director and not necessarily by the main trainer)

0.1.b/ **video teaser of live events** 40" - 90" seconds to present the live events: who will be the guest speakers and which subjects and case studies will be addressed

0.2/ Syllabus

- **FORMAT** //400-500 characters// Describe in few lines how the module is structured. For example what the minimum required engagement from the participants (in terms of time), if there are live lectures, tutoring, virtual meetups...
- **WHY ATTENDING** //400-500 characters// Focus on what makes this module more attractive and different from what can be found on the market (doing some benchmarking can help in writing this part), or if there is nothing comparable to this module explain why they should be so smart and not missing this opportunity.
- **WHO SHOULD ATTEND** //1000-1500 characters// Build the argument to convince the most important target audience/s (no more than three otherwise is not credible) to participate. Describe as well the target audience in details so as they can recognize themselves...
- **LEARNING OUTCOMES** //1000-1500 characters// Be specific about what the participants will learn in attending and validating this module. Remember that a training is or it should be a transformative experience so participants should not get out from the course at they got in, but they bear something with them that they have found in the courses.
- **LEARNING EXPERIENCE** //1000-1500 characters// Be specific about the learning methodology: who are the lecturer/trainers (at least some hints about the profile we are looking for); there will be live lectures, tutoring, virtual meetup, practical exercise, peer-learning opportunities, case studies presentations?
- **TRAINERS:** education team bionotes
- **EVALUATION PLAN:** what are the outputs the participants have to produce to get

0.3/ Presenting the **education team**: thumbnail picture + bionote

- Partners in charge of the module
- Trainers/lecturer
- Instructional designer
- Guest speakers
- Tutor
- Facilitator

0.4/ **Certification**

- **Attendance certificate:** just listen to the lectures, read materials and does the shortest knowledge check
- **Verified certificate:** participate in all the lectures, optional live events and pass all the tests
- Explain how you will assess the knowledge progress to deliver the certificate who will issue the

0.5/ **Learners' engagement**

- 2h-3h of weekly engagement
- From 4 to 6 weeks
- 1h – 1h30' video lectures per week
- Reading suggestions
- Exercises
- Knowledge tests:
 - compulsory knowledge check 1'-2' minutes per day
 - weekly course assessment for certificate 10'-15' minutes per week
 - final test: 30' minutes

0.6/ **highlights** of the training materials

- how many hours of video contributions
- which kind of interactive activities a knowledge assessment exercises
- how many live conferences and virtual meetups...

0.7/ **Module index** / dashboard

- List of all the course
- List of all the live conferences
- List of all the meetups

0.8/ **Participants' presentation**

- Every participant is invited to introduce him/herself in a forum
- Every module can choose how much participants can/should say about themselves

0.9/ **Participants self-assessment:** ask learners to assess their level of knowledge concerning key aspects of the course they are going to attend. Short and easy activity 30" – 60"seconds.

0.10/ **Enroll**

0.11/ **Accept code of conduct**

See example here <https://www.edx.org/edx-terms-service>

0.12/ **Technical requirements for using the platform**

1/ Average weekly program

1.0/ Introduction of the week:

- Video 60" – 90" seconds + short text explaining the contents and issues that will be addressed and the activities (exercises, project activity, exams, etc)
- launch of a project activity to do for the whole week (not necessary)

1.1/ DAY #1

1.1.1/ video lecture 7 minutes – 12 minutes

- if it is 12 minutes it can also be split in two
- transcript of video lecture in English
- the lecture can be translated into local languages and recorded and distributed as audio podcast
- credits of the photos and illustrations

1.1.2/ **Summary points:** the video lecture should be summarised and all the infographics made available

1.1.3/ **Knowledge check:** 2 or 3 questions to help the learner remember the lecture (compulsory to access the next level, but not for the verified certificate)

1.1.4/ **reading suggestion:** it can be the bibliography of the course and links to articles, essays, news and videos accessible online and/or publications by the MPs

1.2/ DAY #2 (as above)

1.3/ DAY #3 (as above)

1.4/ DAY #4 (as above)

1.5/ DAY #5 (as above)

1.6/ Weekly course assessment (necessary for the verified certificate):

- it is a knowledge check at the end of every week to assess that the knowledge and skills have been acquired properly
- necessary for the certification, if it is not completed the learners can access the contents of the next week and obtain the attendance certificate.
- Duration 10'-15' minutes
- Review of the weekly activity: peer review or by tutor/trainer

1.7/ Participants' self-assessment and feedback:

- ask participants to assess their learning progress and experience and also the quality of the course. It should not be too complex and should not last more than 2 minutes

1.7/ **conferences and meetups** // can be done on a weekly basis but no more than one live conference and one meetup per week

2/ Conclusions and final knowledge test

2.0/ **Video wrap-up and way forward**: 60" - 90" seconds by the same person who made the introduction/welcome video 0.1, to thank for the attention, to summarize the main learning outcomes and to show the way forward (announcing other learning modules or calling for joining the Interreg MED Academy newsletter...)

2.1/ **Participants self-assessment** 60" - 90" seconds

- Ask participants to assess the quality of the course
- Ask participants to assess how much they have learned in the whole course

2.2/ **Final knowledge assessment** 30' minutes (necessary for the verified certificate)

- It covers the whole learning modules (all the week) it has to be interactive and throughout but also rewarding
- An evaluation module is made up of 10 to 20 items that should cover all aspects of the course. In the course summary, remember to include information about the exam format and time allowed. Begin the exam with questions which are simple in both form and content to build up your learners' confidence. True/false or fill-in-the-blanks are very much appreciated. Just after, you can include questions that are more difficult and require more time to answer. These could include matching sequences or ordered choice questions. Again, after these harder questions you should include content that is more "playful". For example, you can ask questions related to a video.
- Halfway through the exam include the first open question; it should be relatively short. Follow up with more difficult questions to challenge learners. If you want to, you can include a fun question to give learners a quick break. The last evaluation question is often also an open question. The learner knows how much time is left and can therefore organize their time accordingly to produce a structured response. This is an ideal time to ask a question that mobilizes both material covered during the course and the learner's general culture and personal opinion to allow learners to go beyond the strict boundaries of the course subject.



MODULE

1	True / False	EASY
2	Sensitive areas	EASY
3	Ordered choice	AVERAGE
4	Multiple choice + Video	EASY
5	Open question	AVERAGE
6	Multiple choice	DIFFICULT
7	Multiple choice	DIFFICULT
8	True / False	AVERAGE
9	Linker	AVERAGE
10	Open question	DIFFICULT