

REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES

Selection # as assigned by e-Tool: JA-T1149-P001

Selection Method: Full Competitive Selection

Country: Jamaica

Sector: CSD/RND

Funding – TC #: JA-T1149

Project #: ATN/OC-17141-JA

TC name: Tourism Strategy and Action Plan for Jamaica: Promoting Resilience, Sustainability, Innovation and Entrepreneurship

Description of Services: Perform a comprehensive diagnostic of the travel and tourism inbound industry in Jamaica considering the potential impact of climate change, technological change, and the role of innovation and entrepreneurship in making a more competitive destination

Link to TC document: <http://www.iadb.org/document.cfm?id=EZSHARE-37452164-11>

Context

Established in 1959, the Inter-American Development Bank (IDB) is today the main source of multilateral financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing member countries.

The Environment, Rural Development and Disaster Risk Management Division (CSD/RND) supports the operations of the Bank related to natural disaster risk management, rural and agricultural development, tourism development and natural resource management.

The Division also advises the Administration in the development of strategies, policies and guidelines for the Bank and its borrowing member countries in the areas of its competence. During project implementation, the Division provides technical assistance to borrowers, executing agencies, Country Offices and other Bank units.

In this context, the IDB is executing on behalf of the Government of Jamaica (Ministry of Tourism) A technical cooperation to update Jamaica's current Tourism Master Plan to consider new and emerging realities, especially climate change potential impacts, and the need to increase productivity and adapt to the new technological advances, such as Big Data or artificial intelligence, and the knowledge driven environment.

For this operation, the IDB intends to contract consulting services described in this Request for Expressions of Interest.

Expressions of interest must be delivered using the IDB Portal for Bank Executed Operations (<http://beo-procurement.iadb.org/home>) by August 7, 2019, 8:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include: 1) the development of 7 competitiveness destination models / assessments, with a special focus on innovation and entrepreneurship, one for each of Jamaica’s tourist destinations plus one for the island, 2) analyze how to transform Jamaican tourism industry to a knowledge based and technology-enabled industry, 3) assess potential strategies to adapt and mitigate climate change’s impact and to maximize the positive effects and minimize the negative ones of the tourism industry on the natural and cultural resources of the island and on its host communities. These analyses will permit identifying the strengths, weaknesses, opportunities and threats of each destination in order to identify strategies and action items to overcome the main challenges and threats, reinforce the strengths, mitigate or reduce the weaknesses, and take advantage of the opportunities. The estimated timeframe for the performance of these services is eight (8) months commencing on August 30th, 2019.

Eligible consulting firms will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policy for the Selection and Contracting of Consulting firms for Bank-executed Operational Work - GN-2765-1. All eligible consulting firms, as defined in the Policy, may express an interest. If the Consulting Firm is presented in a Consortium, it will designate one of them as a representative, and the latter will be responsible for the communications, the registration in the portal and for submitting the corresponding documents.

The IDB now invites eligible consulting firms to indicate their interest in providing the services described below in the draft summary of the intended Terms of Reference for the assignment. Interested consulting firms must provide information establishing that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Eligible consulting firms may associate in a form of a Joint Venture or a sub-consultancy agreement to enhance their qualifications. Such association or Joint Venture shall appoint one of the firms as the representative.

Interested eligible consulting firms may obtain further information during office hours, 09:00 AM to 05:00 PM, (Washington D.C. Time) by sending an email to Olga Gómez García at OLGAGO@iadb.org.

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TERMS OF REFERENCE

Objectives

The ultimate objective of this technical cooperation is to contribute to the sustainable development of the tourism industry in Jamaica. The specific objectives are to contribute to:

- a) Boosting socioeconomic development and investment, especially in rural areas, and prominently through innovation and entrepreneurship, while preserving Jamaica's natural and sociocultural resources.
- b) Building the resilience of the Jamaican tourism industry to climate change and other natural and Anthropocene disruptions.
- c) Reducing the Jamaican tourism industry's contribution to climate change.
- d) Diversifying Jamaica's inbound tourism and, by extension, the Jamaican economy in general.
- e) Promoting the knowledge-based and technology-enabled development of Jamaican tourism.

To achieve these objectives, this technical cooperation will finance 1) the development of 7 competitiveness destination models / assessments, with a special focus on innovation and entrepreneurship, one for each of Jamaica's tourist destinations plus one for the island, 2) analyze how to transform Jamaican tourism industry to a knowledge based and technology-enabled industry, 3) assess potential strategies to adapt and mitigate climate change's impact and to maximize the positive effects and minimize the negative ones of the tourism industry on the natural and cultural resources of the island and on its host communities. These analyses will permit identifying the strengths, weaknesses, opportunities and threats of each destination in order to identify strategies and action items to overcome the main challenges and threats, reinforce the strengths, mitigate or reduce the weaknesses, and take advantage of the opportunities.

Scope, Specific Objectives and Deliverables

Objective: Perform a comprehensive diagnostic of the travel and tourism inbound industry in Jamaica considering the potential impact of climate change, technological change, and the role of innovation and entrepreneurship in making a more competitive destination.

PART 0

Deliverable: Chronogram and Gantt chart + Planification document.

PART 1

- Develop 7 competitiveness destination models / assessments, with a special focus on innovation and entrepreneurship, one for each of Jamaica's tourist destinations plus one for the island using an adapted version of the J. R. Brent Ritchie and Geoffrey Ian Crouch Destination Competitiveness Model to be provided by the Bank (or any methodology that is finally approved by the Bank).
 - Preliminary deliverable or pilot: draft of one destination competitiveness model.
 - Intermediate deliverable: draft of 7 destination competitiveness models, one per destination and one for the island.
 - Deliverable: 7 destination competitiveness models, one per destination and one for the island.

Note 1: This analysis will later be updated to integrate the studies and analyses of "part3" and "part 4".

Note 2: A detailed analysis per category of the competitiveness model selected is required. Data and supporting evidence for the analysis of each category required. The analysis should have vertical logic and be evidence based.

PART 2

- Identify the major natural and cultural resources in each destination (this will be part as well of the destination competitive model exercise).
- Among the resources identified, identify those with most potential and those most vulnerable to tourism activity.
- Analyze and evaluate potential strategies to make the most of the positive impacts and lessen the negative impacts of the current and expected inbound tourism on natural resources and the sociocultural resources and of host communities in Jamaica.
 - Preliminary deliverable: annotated outline of the report.
 - Deliverable: Report identifying opportunities to improve the socioeconomic, sociocultural impact of tourism and lessen its environmental footprint and potential threats to Jamaica's natural and cultural capital and host communities.
- Note: The analysis should have vertical logic and be evidence based. Data, empirical evidence and other supporting evidence required.

PART 3

- Identify potential impacts of the tourism industry to climate change, and potential impacts of climate change to tourism.
- Analyze and evaluate potential adaptation strategies to minimize the negative impact climate change is having, and will have, on the Jamaica inbound tourism industry and potential mitigation strategies to reduce the Jamaican tourism industry's contribution to climate change.
 - Preliminary deliverable: annotated outline of the reports.
 - Deliverable one: Report identifying opportunities to improve the socioeconomic and environmental outcomes expected as a result on the impact of climate change impact on the tourism industry in Jamaica.
 - Deliverable two: Report identifying strategies and actions geared toward reducing Jamaica's inbound tourism industry's contribution to climate change.
- Note: The analysis should have vertical logic and be evidence based. Data, empirical evidence and other supporting evidence required.

PART 4

- Based on results of parts 1, 2, 3 and 4 the firm will develop a tourism strategy and action plan to address the challenges identified and contribute to the specific objectives of this technical cooperation described above, focusing all efforts in contributing to this TC's ultimate goal: to contribute to the sustainable development of the tourism industry in Jamaica.
 - Preliminary deliverable: outline of the Tourism Strategy with policy recommendations, action plan, and the identification of instruments and resources to prioritize the different policies, actions and interventions recommended in the report.
 - Deliverable: Tourism Strategy with policy recommendations, action plan, and the identification of instruments and resources to prioritize the different policies, actions and interventions recommended in the report.

Travel and meetings

- The firm will travel at least three times to Jamaica. The project director needs to be part of the travel mission in at least two of the three required travels.
 - Minimum travel time each time 5 working days during the diagnostic elaboration and 5 days to present the final work.
- The project team selected will participate in remote and face-to-face meetings between the IDB team and the Jamaican Government once a week and as required by the team leader.

- The project team selected need to participate in several stakeholder meetings and gather data on site, via surveys, interviews, focus groups, or any other means deemed appropriate. The Government of Jamaica is fully responsible and leading the stakeholder's meetings and stakeholders coordination.

Reporting Requirements

1. The outputs reports must be submitted in English.
2. The outputs and reports will be reviewed by at least the project's team leader and the alternate leader. In order to make any payment, the deliverables (outputs, reports or other) need to have the team leader's approval.
3. The products must comply with what is specified in the terms of reference and contract, either in the original or the officially amended version valid at the time of approval of each deliverable.

Acceptance criteria

The Bank will inform the company supplying the goods and services included in these terms of reference of its approval, partial approval with the need to make modifications or rejection of the specified products via e-mail.

Other Requirements

All products produced under this consultancy are the property of the Bank and confidential unless otherwise stipulated in an official manner according to the Bank's protocols, rules and regulations.

Supervision and Reports

The consulting firm will report via e-mail every eight working days on the progress of the products, as well as on any challenge or opportunity identified during the execution of this consultancy.

To this end, the consulting firm will send a summary mail of the aforementioned aspects to the project leaders. Moreover, periodic teleconference (or in person) meetings will be hold as needed. Both parties will make reasonable efforts to not delay unnecessarily those meetings when required by either party.

The Firm would be responsible to ensure that such meetings are carried out and the reports are presented to the Bank.