

## REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

**Selection # as assigned by e-Tool:** RG-T3133-P003

**Selection Method:** Full Competitive Selection

**Country:** Jamaica

**Sector:** Climate Change and Sustainable Development (CSD)

**Funding – TC #:** ATN/MD-16396-RG and ATN/OC-16397-RG

**Project #:** RG-T3133

**TC name:** Support for Preparedness, Resilience and Disaster Risk Management in the Caribbean

**Description of Services:** Regional Tourism Economic Impact Assessment and Crisis Communication Consultancy

**Link to TC document:** [Approved TC Document - RG-T3133](#)

The Inter-American Development Bank (IDB) is executing the above-mentioned operation. 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: **30 April 2019**, 5:00 P.M. (Washington D.C. Time).

The consulting services (“the Services”) include completion of: (i) a comprehensive evaluation and assessment of the impact of Hurricanes Irma and Maria (2017) on the Caribbean Tourism sector; and (ii) design-conceptualize and demonstrate the feasibility of application of a digital platform for regional tourism crisis communication. The services are expected to be completed by 30 December 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 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: **Yuri Chakalall** at [yuric@iadb.org](mailto:yuric@iadb.org)

Inter-American Development Bank

Country Office Jamaica

Division: Environment, Rural Development and Disaster Risk Management

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**Terms of Reference  
RND/CJA**

**Regional Tourism Economic Impact Assessment and Crisis Communication Consultancy**

Department	Keyword	Consultant
RND/CJA	Tourism Economic impact analysis Disaster risk management Crisis communication Digital platform Social media analytics	Firm/Consortium

**1.0 Background:**

Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of 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 countries.

Preliminary modeled estimates from the global insurance industry suggest total insured losses in the Caribbean will range between US\$ 5 to \$15 billion from Hurricane Irma<sup>1</sup> and US\$ 40 to \$85 billion from Hurricane Maria<sup>2</sup>. The Tourism sector is key for Caribbean economies with total contribution of Travel & Tourism estimated at 15.2% of GDP in 2017.<sup>3</sup> Events such as these, perennially present a major risk of long-term decline in travel to the region, which could deliver a major blow to “Brand Caribbean” as a major driver of the economy.

Subjective risk perception is an important part of the tourism decision-making process and inadequate handling of emergent crises can have huge economic, political and social impacts<sup>4</sup>. Given the notoriety of “Brand Caribbean”, blanket global media coverage and reporting of hurricane impacts can also have a further negative fallout impact as un-impacted territories can suffer collateral damage of decreased visitation by dint of being lumped under the “Brand Caribbean” collective. This has potential to impact their overall sustainability and resilience over the long term.

The resilience of the sector is therefore in part, dependent on: effective real time crisis communications, available timely responses, and the development of innovative behavioral economic models predicated on social analytics that could facilitate/optimize response management this in relation to key target markets and their related demographics.

IDB approved a Regional Technical Cooperation (TC) project titled: **Comprehensive Support for Preparedness, Resilience and Disaster Risk Management in the Caribbean (RG-T3133)** with principal objective to provide Caribbean countries with key technical inputs to improve recovery, reconstruction and resilient development planning after natural disasters like hurricanes. The TC includes three Components: (I) Evaluation of Damage and Loss; (II) Strengthening Disaster Risk Financing and Transfer; and (III) Capacity Assessment for Preparedness, Resilient Rehabilitation and Reconstruction.

Of note is that there are two groups of Caribbean countries in this study:

- i. **Group 1** – comprise selected countries directly impacted by hurricanes Irma and Maria in 2017 - Bahamas, Anguilla, Sint Maarten, Turks and Caicos Islands, and the British Virgin Islands.
- ii. **Group 2** - Selected countries indirectly impacted by hurricanes in 2017: Barbados, Jamaica, the Dominican Republic, St. Kitts and Nevis, Saint Lucia, and Trinidad and Tobago.

<sup>1</sup> AIR Worldwide (2017) Insured Losses in Caribbean from Hurricane Maria Estimated at \$40B-\$85B. <https://www.insurancejournal.com/news/international/2017/09/26/465440.htm>

<sup>2</sup> AIR Worldwide (2017) AIR Worldwide Estimates Combined Insured Losses for Hurricane Irma for the United States and Selected Islands in the Caribbean <https://globenewswire.com/news-release/2017/09/09/1117193/0/en/AIR-Worldwide-Estimates-Combined-Insured-Losses-for-Hurricane-Irma-for-the-United-States-and-Selected-Islands-in-the-Caribbean-Will-Be-Between-USD-20-Billion-and-USD-65-Billion.html>

<sup>3</sup> World Travel & Tourism Council. 2018. Travel and Tourism Economic Impact 2018: Caribbean. Available: <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/caribbean2018.pdf>

<sup>4</sup> Glaesser, D. (2012) The Travel and Tourism Response and Future Challenges. A presentation made to the Americas Meetings under the Cooperative Arrangement for the Prevention of the Spread of Communicable Disease through Air Travel.

## 2.0 Consultancy objective(s):

This consultancy will be expected to complete a: (i) comprehensive evaluation and assessment of the impact of Hurricanes Irma and Maria (2017) on the Caribbean Tourism sector; and (ii) to specifically design-conceptualize and demonstrate the feasibility of application of a digital platform for regional tourism crisis communication.

## 3.0 Scope of Services

3.1 For the Consultancy to be successful it is expected that field visits, data collection, relevant stakeholder interviews, report and publication reviews will be undertaken to generate:

- an estimation of the regional impact of the 2017 hurricane season on the Tourism Sector in selected Caribbean countries;
- lessons learned from the impact of Hurricanes Irma and Maria in the region, (including but not limited to, the identification and measurement of damage and loss in the islands affected);
- an estimation of the substitution among Caribbean tourism markets in the 2017 hurricane season;
- a preliminary design model digital platform to enhance regional crisis management communication for the tourism sector (to improve/optimize real time management responses before, during and after a crisis);

The crisis management communications platform referred to in the final bullet of Section 3.1 above is conceptualized in response to the “One Caribbean Brand”, blanket global media coverage and reporting of crisis for example of Caribbean hurricane impacts which has the potential to further cause collateral damage of decreased visitation and reduced economic earnings to un-impacted countries. This has potential to erode their overall resilience and market share over the long term.

The objective of the Crisis management platform is to provide a platform accessible to regional and local tourism organizations and stakeholders to assess and forecast real time the potential impact on the sector owing to a crisis. The platform is intended to be utilized to support decision-making by and among tourism stakeholders including consumers. It is expected in part to improve and enhance communication messaging before, during and after a crisis about adverse events for example, hurricanes or storms.

## 4.0 Key Activities

4.1 The Consultant is expected to:

- (a) attend a project inception meeting with IDB to discuss (i) project scope, (ii) project implementation schedule and (iii) mechanism of coordination among IDB, consultant and study countries.
- (b) prepare an inception report including detailed methodology, implementation plan and timelines including agreements from the inception meeting.

4.2 For the Regional Economic Impact Assessment of the Impact of Hurricanes Irma and Maria, the Consultant is further expected to undertake:

- ✓ detailed reviews of post disaster damage and loss assessment reports<sup>5</sup> of the countries directly impacted by Hurricanes Irma and Maria (Group 1 countries);
- ✓ analyses to determine **damages** (or direct infrastructure damage and economic impact), **losses** (or secondary economic impact for e.g. due to functional downtime or logistic service loss due to transport infrastructure that is inoperative during rehabilitation process and/or **gains** (e.g., if tourist loss in one country due to hurricane shifts to and benefits other non-impacted neighboring countries);
- ✓ analyses to determine indirect and direct regional scale effects of Hurricanes Maria and Irma (Group 2 countries);

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<sup>5</sup> This may include but not limited to United Nations Economic Commission for Latin America and the Caribbean (ECLAC) damage and needs assessment reports, country specific sector reports etc.

- ✓ analyses to estimate recovery<sup>6</sup> times for the operations and facilities of the tourism sector and of the infrastructure necessary (roads, ports, airports, power, water, and telecommunications) for its operation (Group 1 countries);
- ✓ analyses to estimate hurricane impacts on fiscal budget and economic activity (Group 1 countries);
- ✓ Estimate impacts of Hurricane season (2017) to the regional tourism economic sector comparing the activity of the period with that of the previous year (Group 1 & 2 countries);
- ✓ Identify key lessons learned resulting from the impact of Hurricanes Maria and Irma (Group 1 & 2 countries);
- ✓ Estimate substitution among Caribbean tourism markets in the 2017 hurricane season.

Analyses are expected to include but not be limited to key information on tourism sector activity such as number of visitors, their origin, number of cruise ships arrivals etc.

4.3 For the Development of a Preliminary Design Model Digital Platform to enhance regional crisis communication for the tourism sector the Consultant is expected to undertake:

- ✓ a requirements/needs analysis among multiple tourism sector stakeholders including potential end users at different stages of a crisis ( before, during and after);
- ✓ a thorough assessment and diagnosis of current tourism crisis communication and risk management tools being used by the different countries during the various stages of a crisis ( before, during and after).
- ✓ Consultations with key tourism stakeholders<sup>7</sup> identified above to discuss the following, among other relevant themes:
  - design of model platform based on objectives of the sector
  - agreeing on best social media analytics and key real time economic indicators or suitable proxies to measure, monitor and forecast economic impact of crises
  - design features taking into account information needs, reports, summary tables and other desired features
- ✓ conceptualization and preliminary system design which must include but not limited to integrating the use of social media analytics and key economic indicators
- ✓ an interactive presentation on and discussion of draft preliminary systems design with key tourism stakeholders at a Regional Policy Dialogue Forum (host country to be determined) and the documentation of feedback and comments received to refine design

#### 5.0 **Expected Outcome and Deliverables:**

At the end of the consultancy, the post disaster tourism impact evaluation and preliminary design of a crisis communication management platform will be used to inform prospective future investment lending and development technical assistance by the Bank to its member countries in the tourism and DRM sectors. The main deliverables to be submitted are outlined in section 6.0 below.

#### 6.0 **Project Schedule and Milestones:**

The duration of the Consultancy will be 8 months

<b>Deliverables</b>	<b>Estimated Duration to Complete</b>
(a) Inception Report/Work plan	Within 3 weeks of contract signature
(b) Technical paper detailing lessons learned from the impact of hurricanes, direct and indirect effect on both group of countries and sectoral policy implications	Within 8 weeks of contract signature
(c) Presentation of study in a regional meeting to national authorities of the tourism sector of the countries analyzed	Within 10 weeks of contract signature
(d) Final technical paper of the direct and indirect impacts and effects of Hurricanes Irma & Maria, 2017	Within 12 weeks of contract signature
(e) Draft 1 of model platform design specifications and use case/mock-up (with social media analytics with key economic indicators). This should include the different objectives and type of information that will be delivered by the	Within 22 weeks of contract signature

<sup>6</sup> The definition of recovery includes both rehabilitation (in general short term regarding the restoration of basic services and facilities) and reconstruction (medium and long-term rebuilding of critical infrastructure, services, facilities and livelihoods etc).

<sup>7</sup>Stakeholders shall comprise regional organizations (eg. CDEMA, CTO, CHTA), tourism representatives from each of the groups of countries (to be agreed with client) as well as non-tourism actors such as national disaster offices.

<b>Deliverables</b>	<b>Estimated Duration to Complete</b>
platform and target audience based on crisis stage- before, during and after	
(f) <ul style="list-style-type: none"> <li>I. Workshop and user training of key stakeholders,</li> <li>II. development of user manual (operations manual on how to use system)</li> <li>III. training manual (step by step guide on how to conduct training for first time users)</li> </ul>	Within 25 weeks
(g) Final development of model platform (considering and including of comments/feedback from stakeholders) and system documentation manual	Within 28 weeks of contract signature
(h) Reports: workshop report on user training, and final project report	Within 30 weeks of contract signature

## **7. Reporting Requirements**

All reports must be completed in English. The reports should contain a contents page and an executive summary; and be properly formatted.

The reports to be submitted include: Inception Report, Technical Paper, Report on the Model Platform, Training Report and Final Project Report. The reports will be submitted for approval by the Bank by the time articulated in the Deliverables Schedule, before payment is made.

## **8. Acceptance Criteria**

Deliverables will be accepted based on agreements on scope and approach reached with Consultants at inception. Additionally, deliverables will be reviewed by an IDB committee comprising of team members with tourism, DRM, economics and digital marketing expertise. As per the scope of the Consultancy, and as appropriate, the IDB will also consult with key sector stakeholders re: their level of satisfaction in relation to deliverables targeting them and for which they have made an input. The designated supervisor (See Section 11) will be the IDB's party authorized to accept the work.

## **9. Other Requirements**

Familiarity with the organization and key stakeholders in the Caribbean tourism sector is an asset. Skills and competencies in tourism economic impact analysis, crisis communications, the operating frameworks of Caribbean disaster risk management systems, disaster damage and loss assessments, social analytics, real time crowd sourced digital information and application design and development are essential to the successful delivery of this assignment.

### **Languages:**

- English

### **Opportunity Summary:**

- **Type of contract:** Firm/consortium
- **Length of contract:** 30 weeks
- **Estimated Starting date:** June 2019
- **Location:** Regional
- **Responsible Person:** Team leader; CSD/RND (CJA)
- **Requirements:** You must be a citizen of one of the IDB's 48-member countries and have no family members currently working at the IDB Group.

**Our culture:** Working with us you will be surrounded by a diverse group of people who have years of experience in all types of development fields, including transportation, health, gender and diversity, communications and much more.

**About us:** At the Inter-American Development Bank, we're devoted to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

**Payment and Conditions:** Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

**Visa and Work Permit:** The Bank, pursuant to applicable policies, may submit a visa request to the applicable immigration authorities; however, the granting of the visa is at the discretion of the immigration authorities. Notwithstanding, it is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country(ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded

**Consanguinity:** Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the IDB, IDB Invest, or MIF as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

**Diversity:** The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity based on gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, and religion. We encourage women, Afro-descendants and persons of indigenous origins to apply.

#### 10. Payment Schedule

**Payment timeline:**

- 10% upon submission of deliverable (a) and approval by the Bank;
- 20% upon submission of deliverables (b) and (c) approved by the Bank;
- 30% upon submission of deliverables (d) and (e) and approved by the Bank;
- 30% upon submission of deliverables (f) and (g) and approved by the Bank,
- 10% upon submission of deliverables (h) and approved by the Bank.

#### 11. Supervision

The Consultancy will be supervised by Yuri Chakalall, Natural Disaster & Risk management Specialist of the IDB.